

DONEGAL TOURISM

TOURISM TOMORROW - CRAFTING A GREENER FUTURE FOR DONEGAL

WEDNESDAY 6TH MARCH

 HARVEY'S POINT, LOUGH ESKE, DONEGAL TOWN



DONEGAL TOURISM

WHAT WE DO





MANAGEMENT OF THE BRAND AND ONGOING MARKETING CAMPAIGNS

ACTION	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEP	OCT	NOV	DEC
WEBSITE DEVELOPMENT AND MAINTENANCE	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
SOCIAL MEDIA PLATFORMS	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
DIGITAL CAMPAIGNS		✓	✓							✓	✓	



TOURISM ACTIVITIES 2024

CAMPAIGN RESULTS

OCT / NOV 2023 - 3 WEEKS

Shoulder Season campaign content has reached 8.7M people on social media with 1.1M video views

The campaign posted 120 pieces of content across 5 social media channels (Instagram grid, Instagram Reels, Instagram Stories, Facebook feed, Facebook Stories, YouTube, YouTube Shorts, TikTok, and X).

The Hero Video alone reached over 7M people

160 pieces of PR – Print, Online, Radio and Broadcast

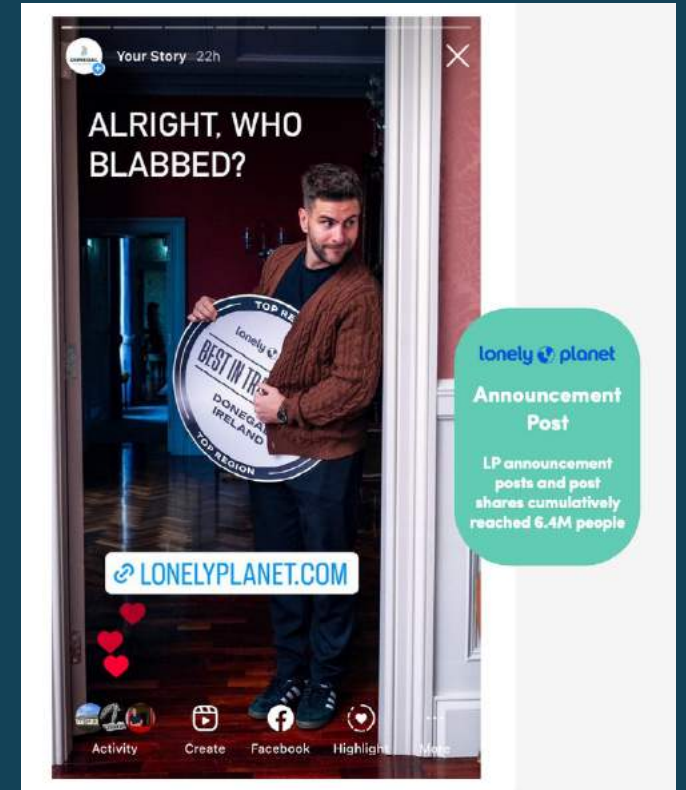
The Campaign is running again from 19th February to 16th March

Top Campaign Post – Organic



TOURISM ACTIVITIES 2024

Donegal
It's yours



TOURISM ACTIVITIES 2024



ACTION

TRADE FAIRS

HOLIDAY WORLD SHOW

BALMORAL SHOW



TOURISM ACTIVITIES 2024



COOPERATIVE / COLLABORATIVE MARKETING ACTIVITY

ACTION	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEP	OCT	NOV	DEC
TOURISM IRELAND	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
FÁILTE IRELAND	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓



TOURISM ACTIVITIES 2024



ACTION

PROMOTIONAL / ADVERTISING PRINT

NEW BROCHURE AND DISTRIBUTION

TAKE OFF MAGAZINE

SPIRIT OF IRELAND MAGAZINE

GO WEST MAGAZINE



Supporting the trade



Monthly Newsletter



Marketing Advice



Digital Campaigns



Support Festivals
and Events



Brochure Design



Website listing



Consumer Events



Training Opportunities

TOURISM ACTIVITIES 2024



EU PROJECTS

ACTION

JAN

FEB

MAR

APR

MAY

JUNE

JULY

AUG

SEP

OCT

NOV

DEC

TOURBO



SUBS





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Thank you