

Enhancing the Visitor Experience

Tourism Conference 2018



**EXPLORE Omagh
& The Sperrins Region**



Enhancing the Visitor Experience



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Fermanagh & Omagh
District Council
Comhairle Ceantair
Fhear Manach agus na hÓmaí

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**Fermanagh
Lakelands**





Enhancing
the
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Mr Joe Lindsay
TV Presenter
BBC & RTE 'Getaways'

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2018



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Enhancing the Visitor Experience

Agenda

09:40 Ice Breaker – Getting to Know You!

09:50 Session One Commences

11:20 Comfort Break

11:45 Session Two Commences

13:00 Networking Lunch

14:30 Site Visit to Ulster American Folk Park

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Councillor Howard Thornton
Chairman

Fermanagh and Omagh District Council

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Ice Breaker

Introduce yourself
Sell your business

Share one Stand Out Fact

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Mr John McGrillen
Chief Executive
Tourism NI

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John Mc Grillen CEO Tourism NI

Northern Ireland
Tourism Context

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Northern Ireland tourism going strong



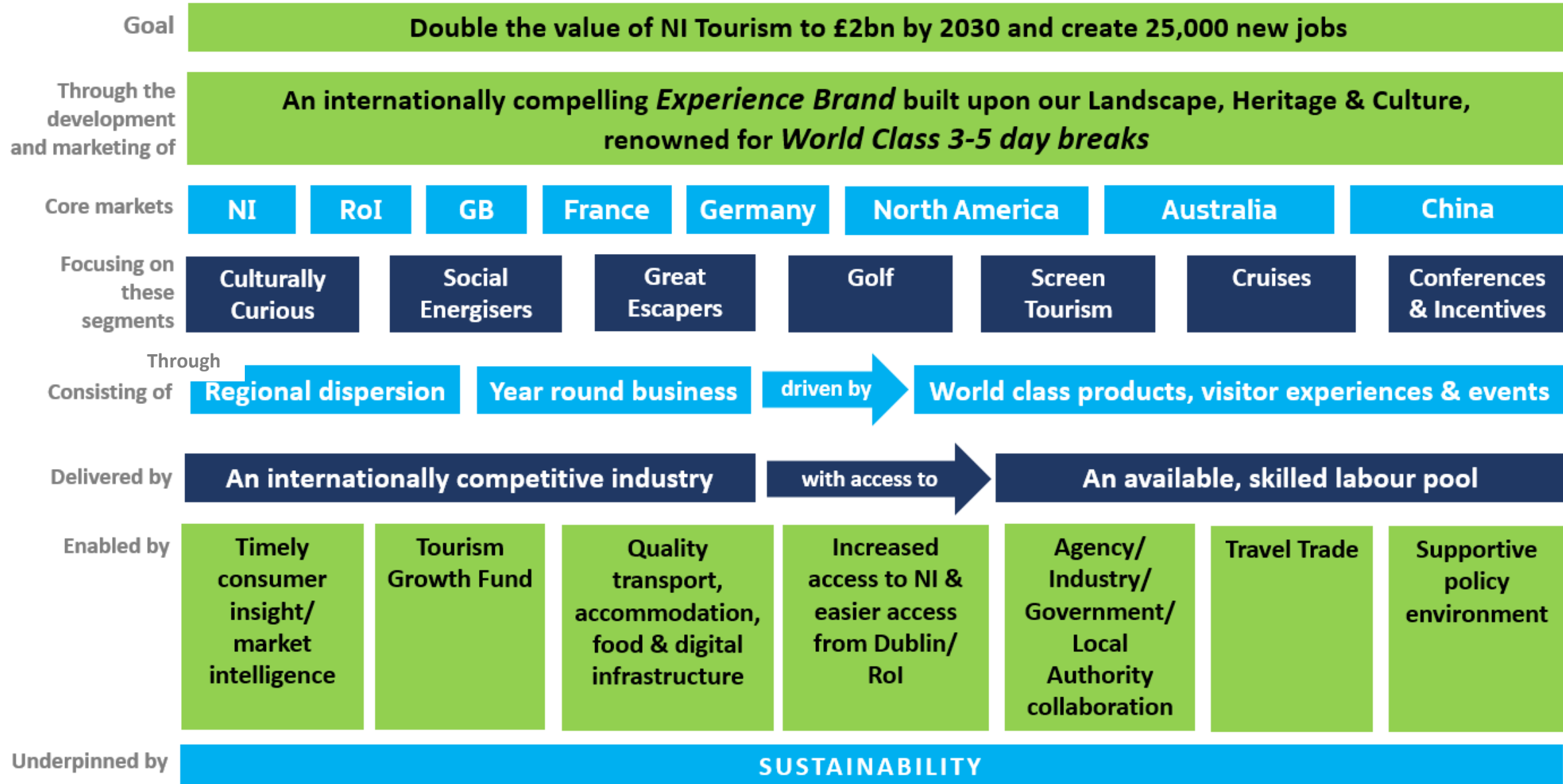
£926 million – record
tourism spend*

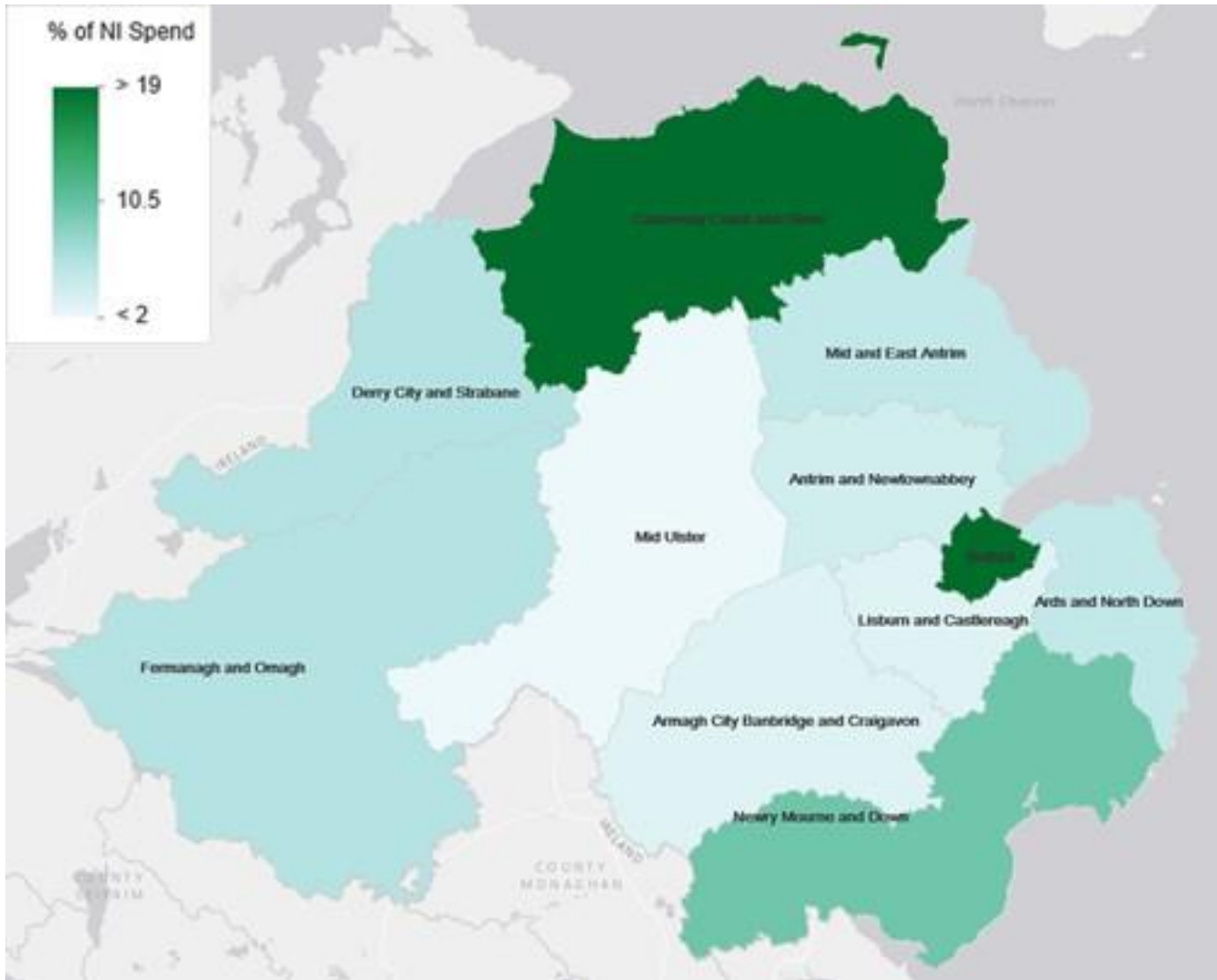
4.9 million visitors

£2.5m spent by
visitors per day

65,000 jobs

Tourism 2030





Dispersal opportunity

66 % of NI spend
in 3 of 11 council
areas*

Season extension

Evening economy

NI share of IoI**

Tourism Expenditure

	Expenditure 2014 (£m)	% of NI expenditure 2017	Expenditure 2017 (£m)	% of NI expenditure 2017		2014/17 change in expenditure
Belfast	246.4	33%	328	35%		33%
Causeway Coast & Glens	131.3	18%	193.6	21%		47%
Newry, Mourne & Down	53.6	7%	90.4	10%		69%
Fermanagh & Omagh	62.8	8%	56.7	6%		-10%
Derry City & Strabane	39.5	5%	55.8	6%		41%
Ards & North Down	44	6%	46.5	5%		6%
Mid & East Antrim	53.3	7%	43.3	5%		-19%
Antrim & Newtownabbey	37.1	5%	32.8	4%		-12%
Armagh City, Banbridge & Craigavon	28.1	4%	32.4	3%		15%
Lisburn & Castlereagh	22.4	3%	26.6	3%		19%
Mid Ulster	26.4	4%	20.1	2%		-24%
Northern Ireland	745	100%	926	100%		24%



World class experiences

Standout in crowded market

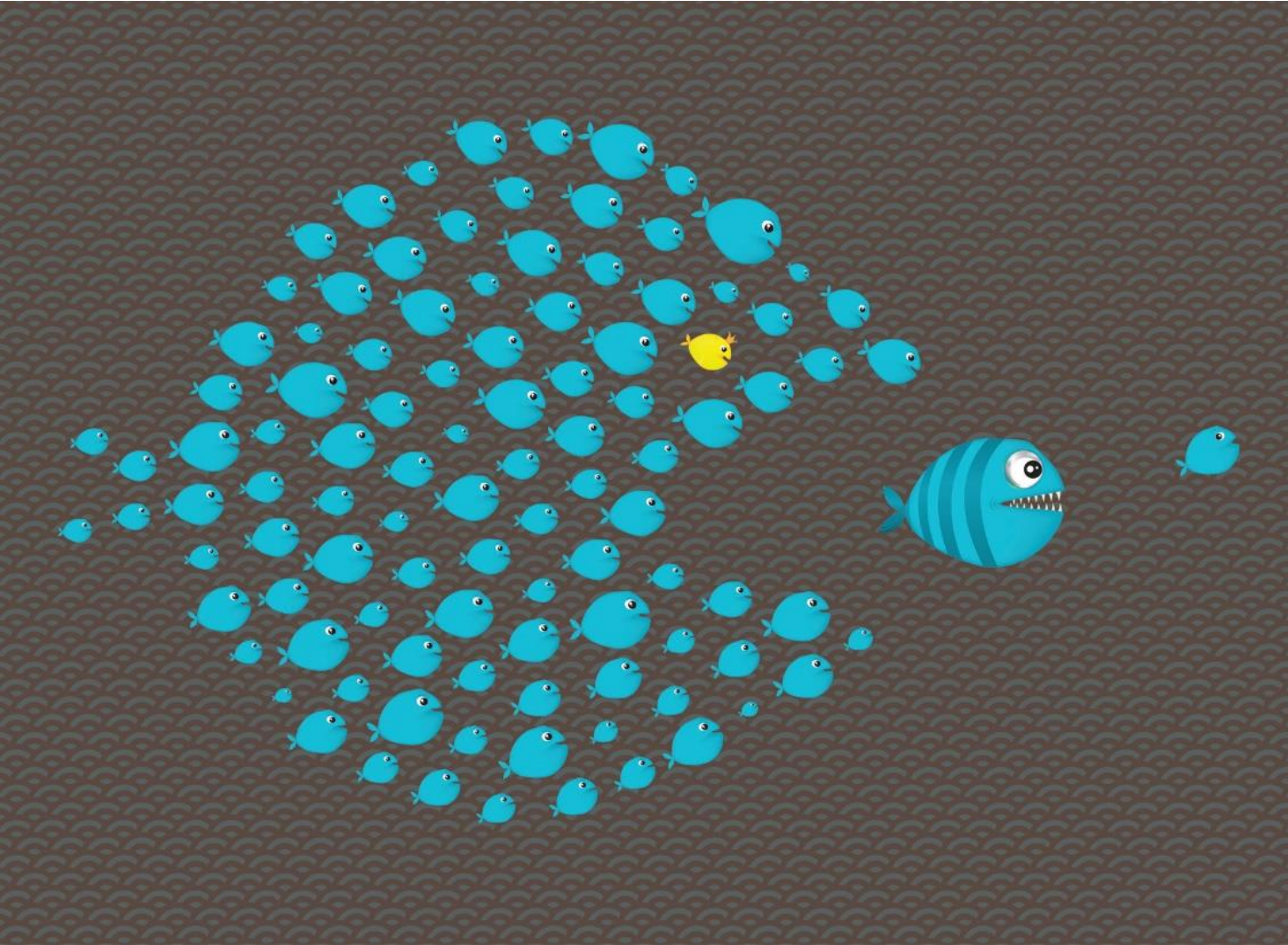
Assurance of enough to see and do

Compelling experiences

Join up in an imaginative way

“A product is something you buy, an experience is something you remember”

Collaboration is key



Collaborate to compete
workshops

TNI Cluster
Programme++

TNI ROI marketing
activity and campaigns
++

TI Campaigns

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Thank You

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Mr Shane Clarke
Director of Corporate Services, Policy & NI
Tourism Ireland

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Enhancing the Visitor Experience

Northern Ireland
2018 Forecast

Revenue

£589m

Visitors

2.2m

61,000 jobs



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Enhancing the Visitor Experience

Promotional Themes (Clusters)



Causeway Coastal Route



Belfast



Screen Tourism



Wild Atlantic Way



Ireland's Ancient East



Dublin

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Screen Tourism

**STAR
WARS**

104m Reach
€16.5m EAV

**GAME OF
THRONES**

120m Reach
€23m EAV

★★★ 30+ Awards ★★★

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Promoting Northern Ireland food



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Campaigns with partners



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Enhancing the Visitor Experience

2018 Targets Northern Ireland

Revenue

£589m

Visitors

2.2m

61,000 jobs



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You

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Councillor Thomas O'Reilly
Chairman
Fermanagh and Omagh
Tourism and Economic Partnership

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Tourism in Fermanagh and Omagh



3,524 tourism jobs in Fermanagh & Omagh LGD in 2015 – 9% of total employee jobs

Visitor Origins

62% NI
18% GB
14% ROI
4% Mainland Europe
3% North America



38%

Visiting friends/relatives



51%

Holiday/pleasure/leisure

Belleek Pottery Visitor Centre and the Ulster American Folk Park were the most popular visitor attractions in Fermanagh & Omagh LGD in 2017 (excluding country parks/parks/forests/gardens)

Spend £57m



630,613 visits to visitor attractions in Fermanagh & Omagh LGD in 2017

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Fermanagh Lakelands

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Tourism in Fermanagh and Omagh

Two Visitor Offerings



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Marketing Highlights 2018

- Working Group formed June 2017
- New Website created with views up by 95%
www.exploreomaghsperrins.com
- New Facebook Page Created
Likes up by 60%
- 21 Businesses in discount voucher booklet
- Secured 7 press visits and 2 more upcoming
- New Promotional Backdrop & Fliers

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Marketing Highlights 2018

- Increase in collaborative campaigns
Spring, Summer & Autumn campaigns co-ordinated by Fermanagh Lakeland Tourism
Supported by the trade, Council, Waterways Ireland, Enniskillen BID and National Trust
- 30% increase in website hits
- Increased focus on Digital platforms
- PR campaigns have resulted in over 30 million 'Opportunities to See' the Fermanagh Lakelands
- Representation at 10 Consumer & Trade Exhibitions

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Marketing Impacts 2018

- 53% of Members indicate an increase in business from July to September
- Increase in visitors from NI, ROI & GB
- Increase in new group business
Some providers recording 20% increase on 2017
- Increase in Press & Travel Trade Fam Trips

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Challenges Ahead

- VAT
- Getting Here – Infrastructure / Air passenger duty
- Competing Destinations
- BREXIT

We're Unique, Just like Everyone Else!!

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Opportunities

- Key Markets
GB & ROI
Maintaining Domestic Market
- Co-operation
Within the District
With our neighbouring Counties
Cross - Border
- Technology
Booking Systems
Digital Marketing
AR / VR Experiences

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Opportunities

Developing Experiences

- Recognised Worldwide as a strategy for Rural Tourism Development
- Sustainable Long Term approach to Tourism Development
- Extends Destination Life Cycle

Definition of Insanity is doing the same thing over and over again and expecting different results...

Albert Einstein

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Experience Development
Envelope One

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Ms Kate Taylor
Tourism Clusters
Collaborating for Success

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Why do some destinations succeed...



when others don't?

What sets the “successful” destinations apart ?

What can we learn from them ?

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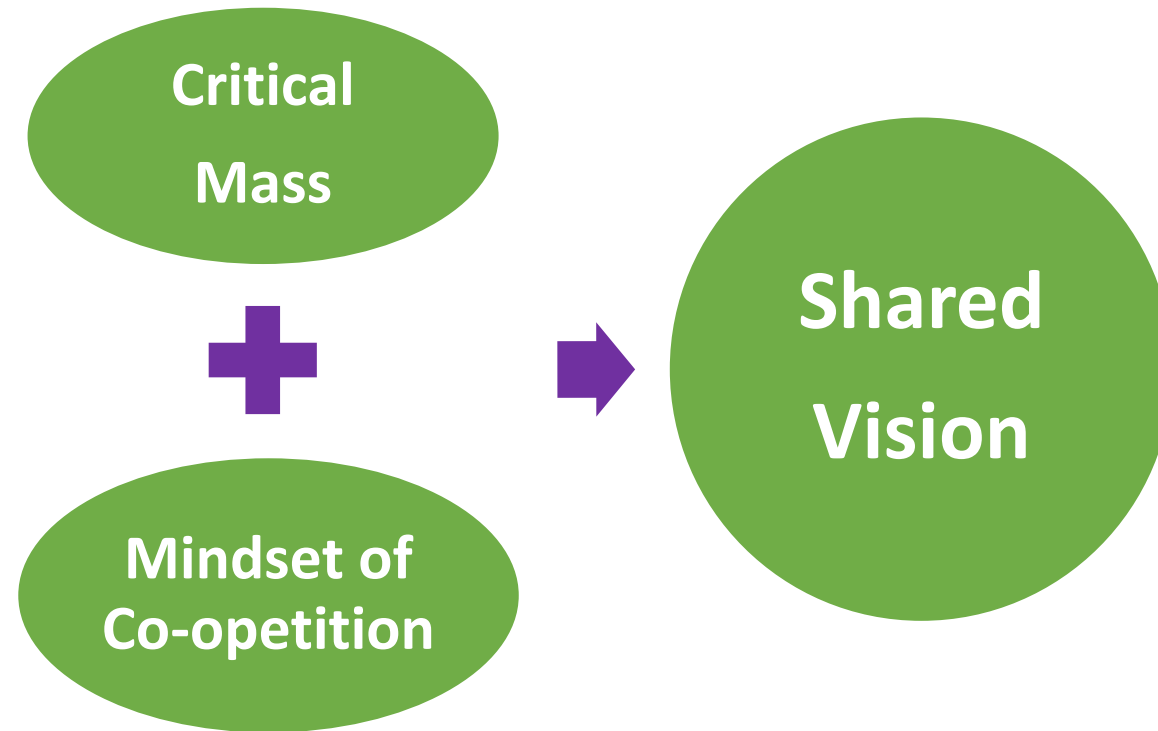
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Enhancing the Visitor Experience

The Characteristics of a 'Successful' Destination



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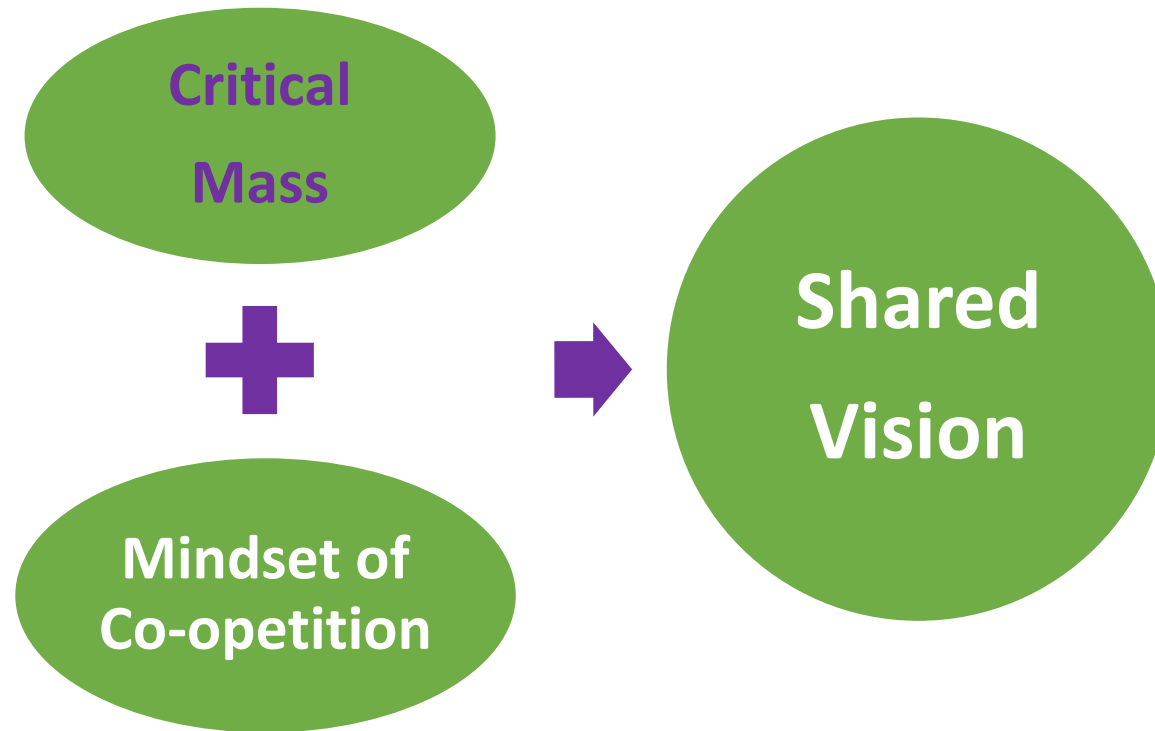


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The Characteristics of a 'Successful' Destination



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'Critical Mass' in a Tourism Clusters



"Clusters are geographic concentrations of interconnected companies in a particular field, linked by commonalities and complementarities"

Michael E. Porter
Harvard Business School



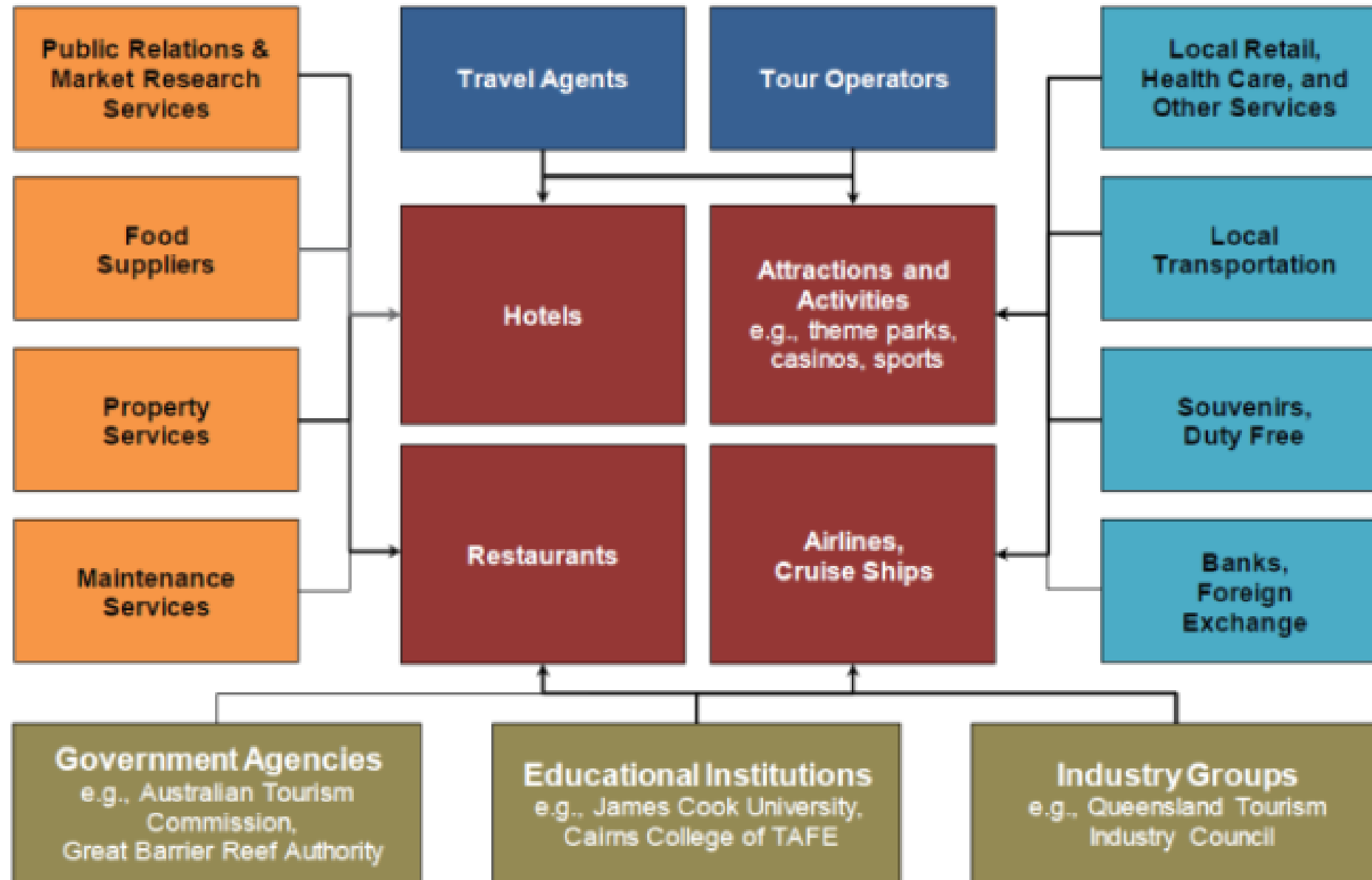
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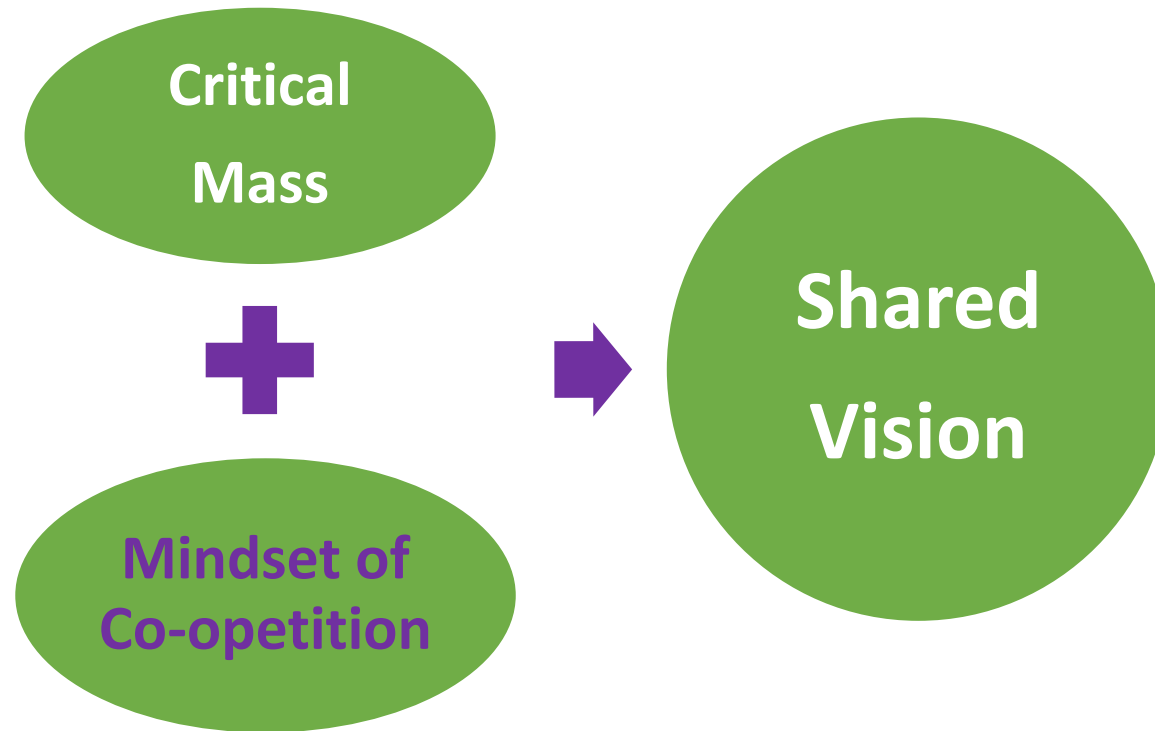


'Critical Mass' in a Tourism Cluster? (e.g. Cairns)



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The Characteristics of a 'Successful' Destination



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Co-opetition in Tourism:-



*"We work together to bring them into Kinsale...
And then we fight over them when they get here!"*

Hal McElroy
Kinsale Chamber of Tourism



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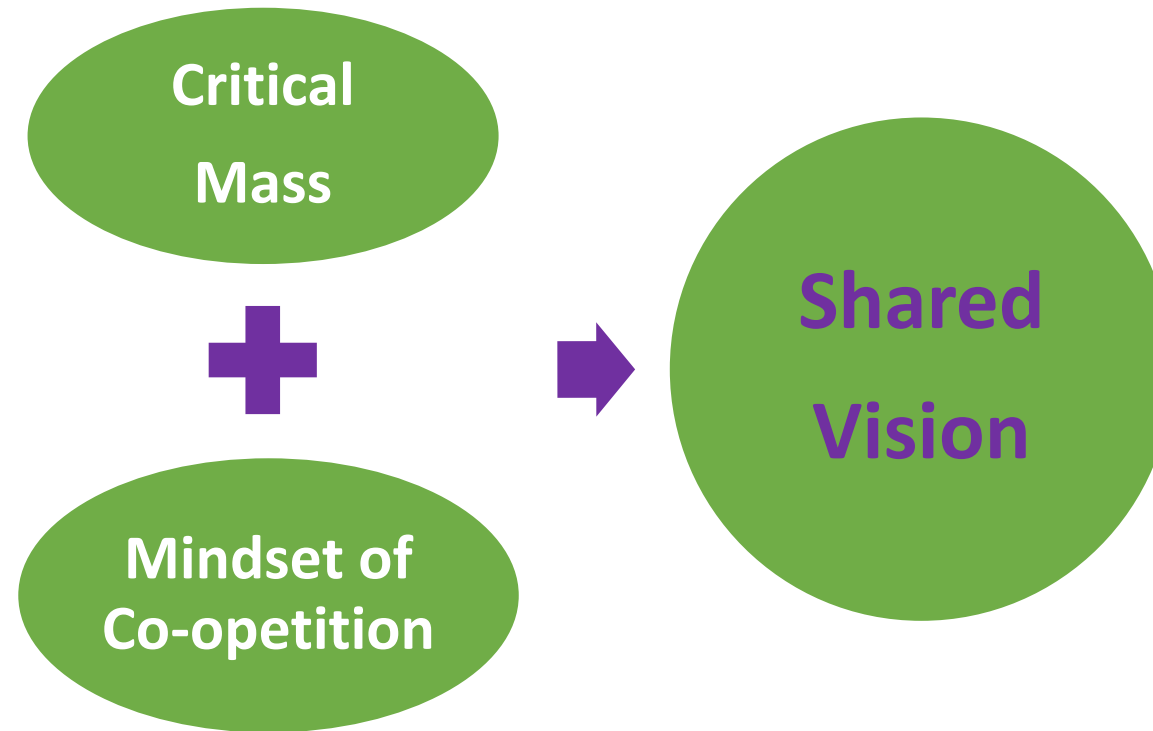


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The Characteristics of a Tourism Cluster



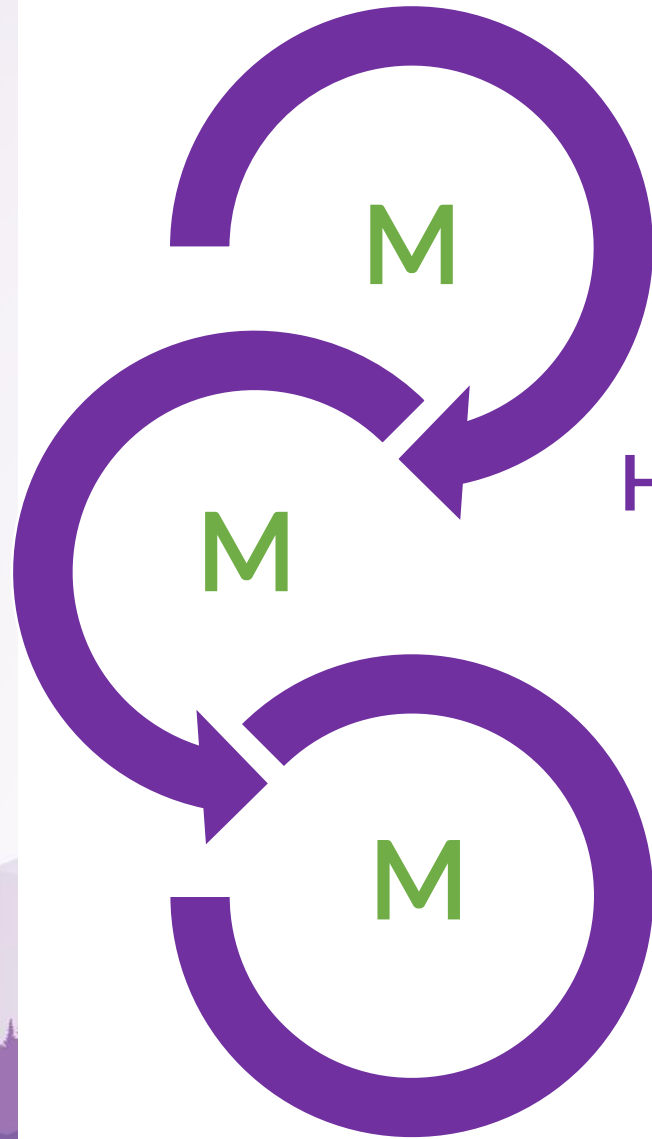
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How do you develop
YOUR
'Shared Vision'?

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Who are they?
What do they want?
What else do they want to do?
How do they buy?
What are they willing to pay?

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What do they want to hear?
What will capture their attention?
What tone, level of detail,
level of formality?

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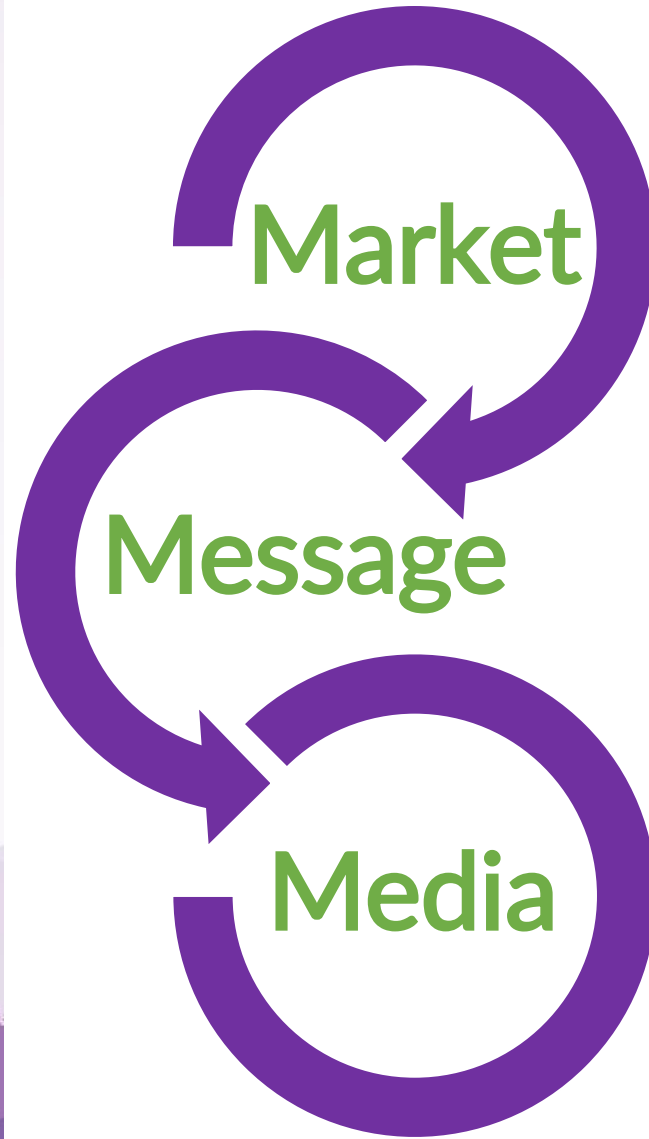
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Online & Offline
Direct & Indirect
Traditional & New

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Top 4 Challenges for Tourism Destinations

1. Differing objectives
2. Complacent/ competitive community participation
3. Biting off more than you can chew!
4. Maintaining momentum

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Key **Learnings** from other Tourism Clusters...

- Draw in the movers & shakers early on... but share the workload
- Cluster by facilitation... not by analysis
- Move early into action... to maintain momentum
- Build for the long term... but celebrate short term successes

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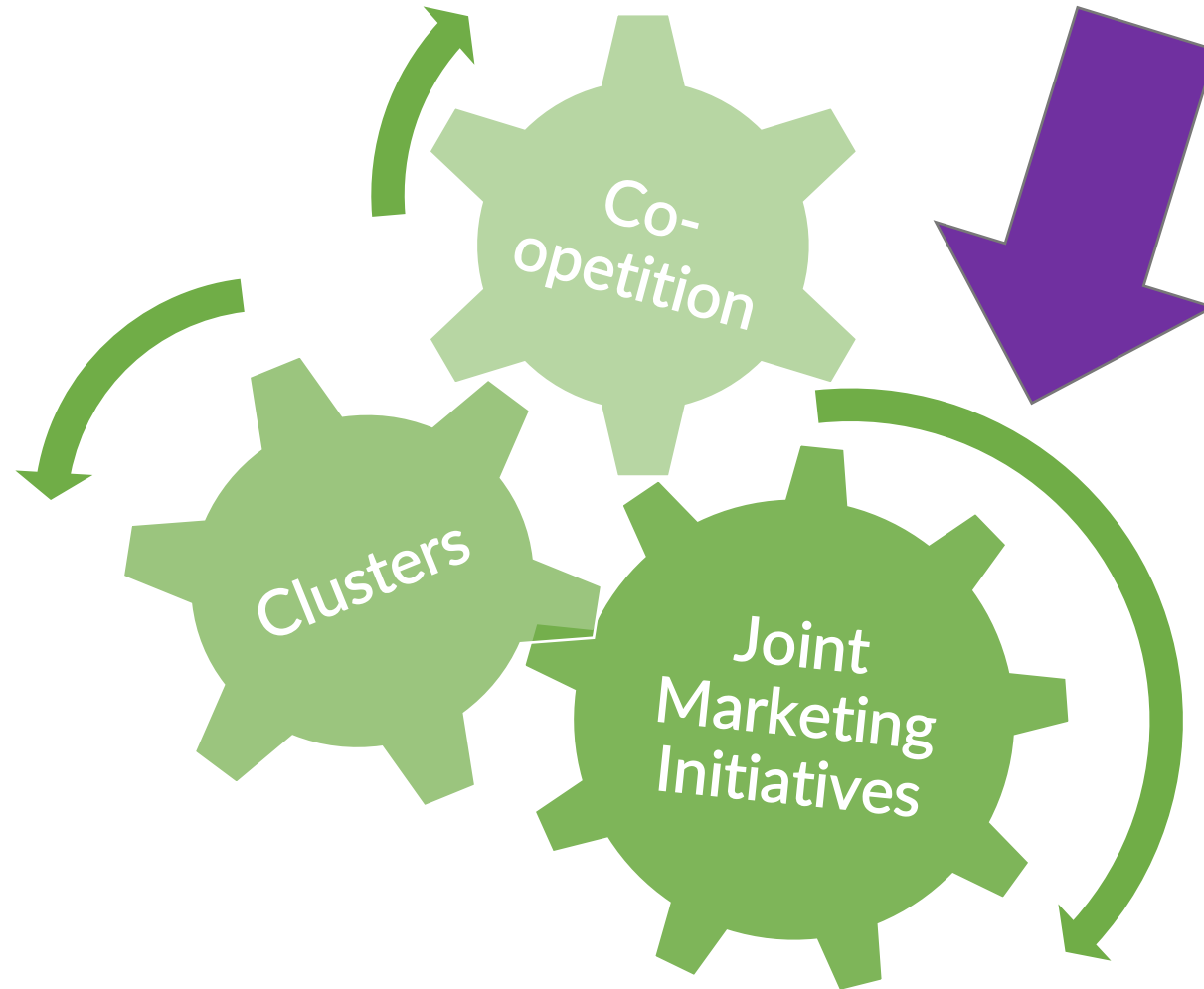


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And in the meantime ...



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SOME LEARNINGS FROM
DESTINATION
MARKETING
INITIATIVES

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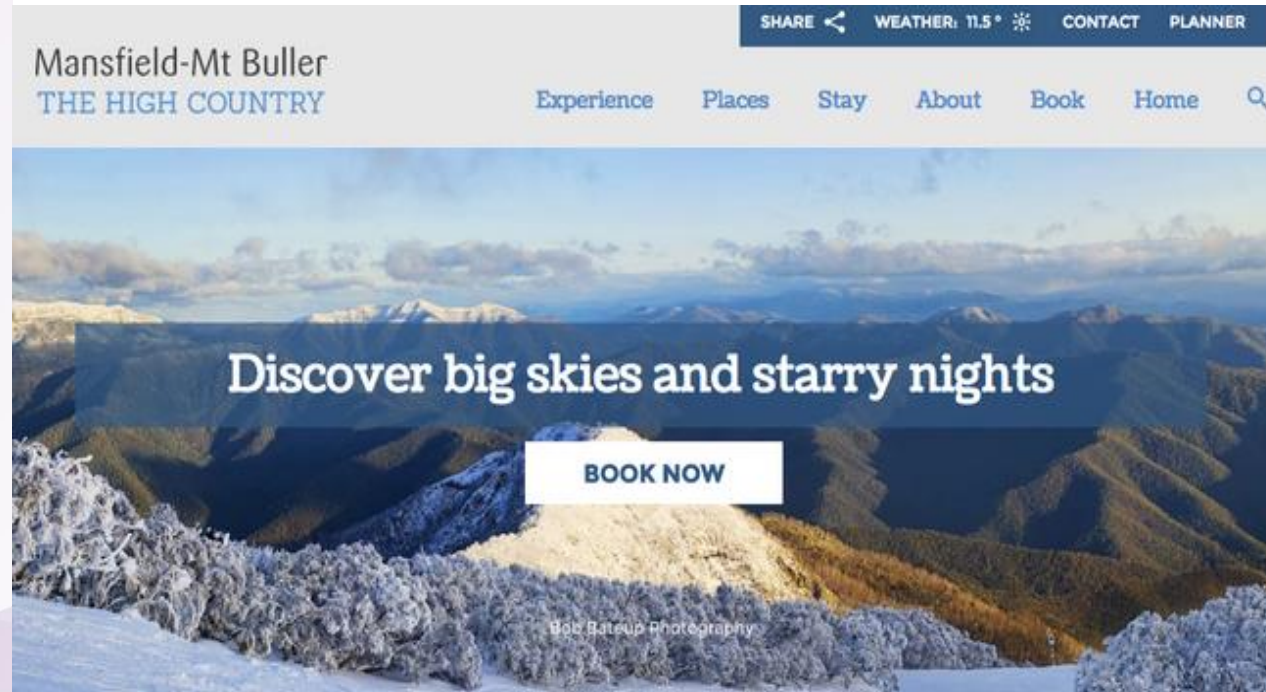


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Sell the Destination FIRST



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Sell the Destination FIRST...
And then your business

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Segment your market by interest...

Activity holidays

Break from your regular routine & come out to play. Wales comes well equipped for outdoor adventure and UK **activity hol** an **activity break**, a solo traveller wanting outdoor adventure or a family seeking a multi activity holiday, Wales has plenty of and provide you a real adventure holiday.

What would you like to do?

Click on an icon below for more information



Biking



Bushcraft &
Foraging



Fishing



Golf



Horse
Riding



Rock &
Ropes

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... then show them what's on offer!



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Have a Top 10... or top 99...
or Top 101 things to do!



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Use real people in your images!



Get inspired

[See all things to do](#) | [All destinations](#) | [Recommended trips](#)



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Think outside the box!



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Create Selfie Opportunities

10 Rad Spots To Take A Selfie In Chicago

SHARE IT



COMMENTS

SEE ALL SLIDES

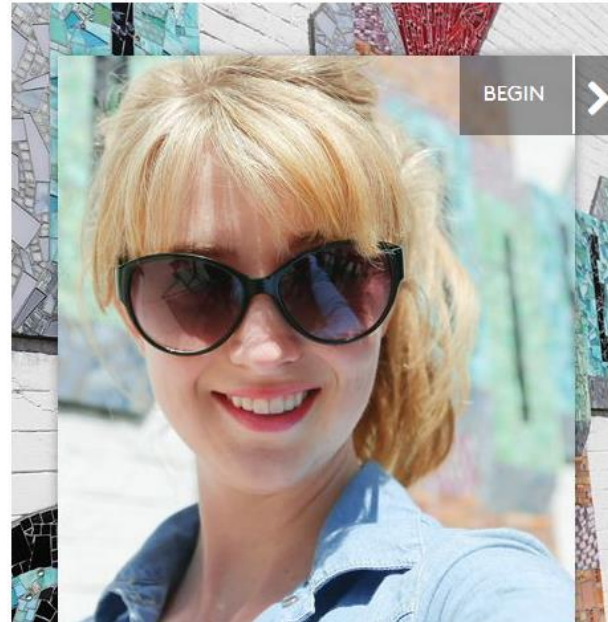


APR 30, 2014 7:00 AM
REBECCA TARAS

Ah, your smartphone — that magical device you rely on for texting, tweeting, and, er, calling people. But, let's not forget one of the most popular ways you use portable technology: the selfie. Come on, we all do it. From basking in the sun on vacay to butting heads with your ladies on a Friday night, these DIY portraits have become a social-media mainstay.

But, make no mistake: You need not be on an incredible vacation to take a stellar solo snap.

To prove it, we sent D29 photographer
for a day on the job.



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Create Selfie Opportunities



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Engage with Current Trends!



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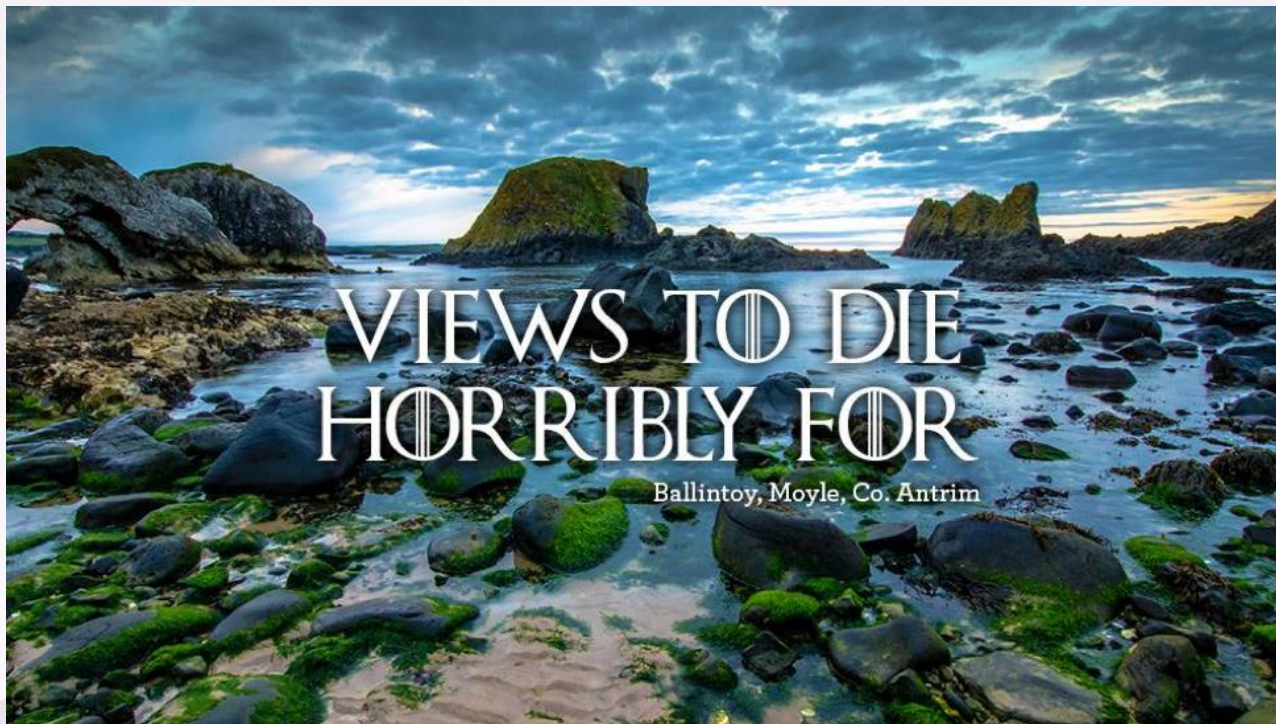


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Engage with Current Trends!



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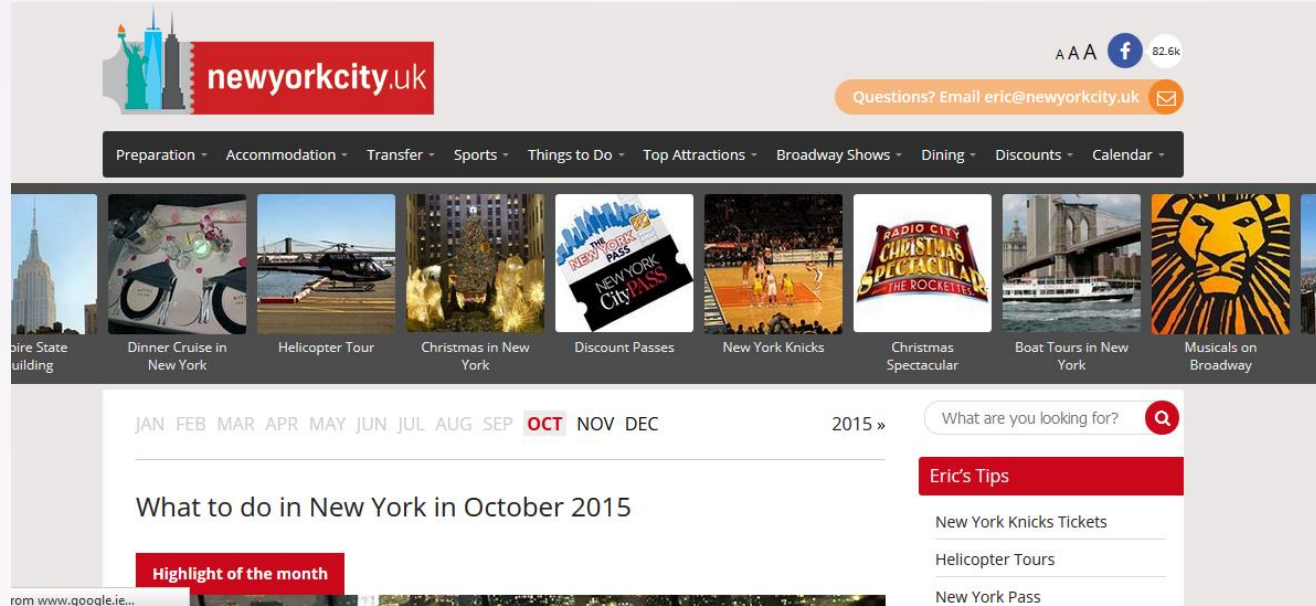
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Piggy back on LOTS of Events!

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Tailor to your Geographic Market



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Integrate Ratings & Reviews

— other opinions —
RATINGS & REVIEWS

  Based on 141 reviews |  tripadvisor


May 6, 2015
sjones5572

"Amazing!"
My husband brought me here for my birthday. Everything was excellent! Loved that he was able to make dinner as we heard the sounds of the ocean. The room was a short walk to the beach. I already am looking forward to going back.


March 12, 2015
vptrout

"Would never stay there again!!!!"
Stayed there on March 6, 7, and checked out on the 8th. We had left our room around 11 to go enjoy the day. Came back about 4ish and noticed the room had not been cleaned. Called down to the lobby. They said they don't clean rooms until you check out. And we were also told that the service staff had already went home. You would think for a \$192.27 per night you would get your room cleaned and fresh linens.....Guess not. I would NEVER recommend this place to anyone! There are a lot of other hotels in the area...Use them and not D Sands. And last point....The staff is RUDE and treat you horribly. Customer service my friends is a big thing nowadays. They are not customer friendly that's for sure.

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Encourage Interaction & Engagement



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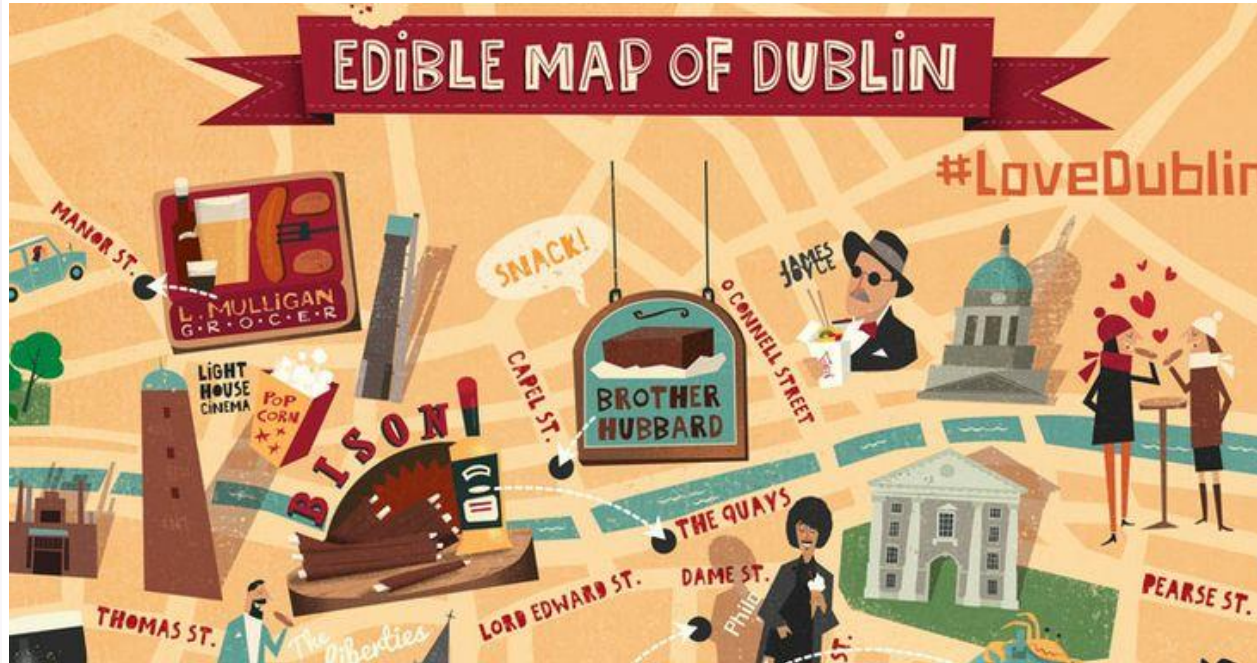


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Make Maps FUN!



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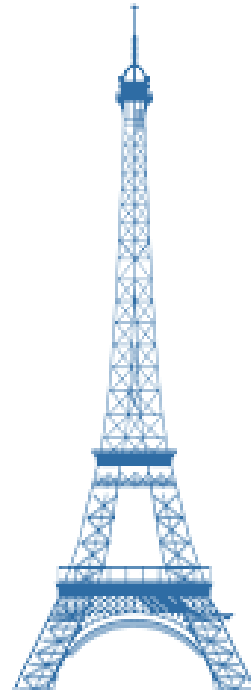
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A Rising Tide lifts ALL Boats!

PARIS



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‘If you want to go quickly,
go alone.

If you want to go far,
go together.’

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Experience Development Envelope Two

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Comfort Break

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Session Two Commences
11:45 am Sharp



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Kelly O'Sullivan-Browne
Institute of Technology Tralee

Tourism Cluster Research A Wild Atlantic Way Perspective



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Research



**Recognised
worldwide as a
strategy for rural
tourism
development**



**Sustainable long-
term approach
to economic
development V
quick fix**



**Centres of
Excellence
(education,
training &
development
services)**



**Extends destination
Life-Cycle through
spin offs, NPD,
Entrepreneurship**



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WHAT A CLUSTER LOOKS LIKE

- Competitive Destination
- Triple Helix (education, business, govt. sectors)
- Integration of products and services
- NPD & Innovation & Investment
- Market leaders not followers
- Outcome: Buzzy sticky places! draws new people and new businesses
- Great places to work & live



Examples of WAW Tourism Clusters

Kinsale

Killarney

Westport Greenway route

Clifden

Galway Bay area

Limerick Shannon Region

Dingle

Kenmare





Emerging Destinations

- Regionality
- Fragmented product
- Seasonality of Industry
- Lack of information and interpretation
- Access: Broadband & Public transport
- Life-Style Entrepreneurs & Market Orientation
- Lack of investment
- Viability?

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Wild Atlantic Way Research



5 Emerging networks (20% response rate)

6 Experts in tourism networks

Mixed Methods Inquiry (Quant and Qual)

How did the networks emerge?

What were the benefits?

What were the success factors, barriers and challenges?

Can networks drive tourism cluster development in rural areas?

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Fermanagh & Omagh
District Council
Comhairle Ceantair
Fhear Manach agus na hÓmaí

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Fermanagh
Lakelands



Enhancing the Visitor Experience



Survey Respondents

PERSON

Older, educated, local to their area, running family inter-generational business, a long-term vision, prepared to put the destination first

BUSINESS

Highly seasonal, less than 5 full-time employees including their spouse, staff are part-time & seasonal. Difficult to find staff, mainly concerned with rising operational costs

ATTITUDES

Positive attitude to networking “important but find it hard to make time” not sure of the benefits. Involved mainly to show support for others. Low expectations of positive outcomes other than group marketing opportunities

WAW Network Coordinators

Critically underfunded

Lack leadership and direction

Same few people volunteer

Marketing & communications function/benefit

Lack skills & expertise, often feel out of their depth



“My first task every year is to source funding for my own salary..”

Key Research Finding



Participation in networks not enough to drive tourism in rural areas & creating new visitor experiences

- ✓ Interfirm Collaboration
- ✓ Learning from each other
- ✓ Supporting and leaning on each other
- ✓ Sharing business knowledge with competitors
- ✓ Sharing tacit know-how & insider information

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What does success look like?

- Community driven networks, bottom up ... not top down
- **Networks that take time to grow & listen**
- Relationship building is paramount
- **Democratic transparent structures**
- Meetings are only held in conjunction with other events (like training)
- **Excellent internal and external communication**
- Any award or recognition is celebrated by all
- **Network's ethos and values are understood and shared, & aligned with values of the destination/community**
- **Network talks about collaboration and what that might look like**

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Burren Eco Network, Co Clare

- Two competing providers Ailwee Caves and the Doolin Caves
- Walk in the Visitors Shoes.. won't go to both so we need to work together
- Creating a new product to encourage more visitors
- Sharing and referring business to each other
- Network pin-ups for destination; they tell the B.E.N. story of collaboration

VISIT 1 SHOWCAVE & SAVE 30% ON 2ND SHOWCAVE

AILWEE CAVE
Céad Mile Fáilte
Ballyvaughan, The Burren, Co. Clare, Ireland

Ireland's Natural Attraction

BIRDS OF PREY AND EDUCATIONAL CENTRE

BALLYVAUGHAN, CO CLARE
TEL: 065 7077036

GO UNDERGROUND

IN THE BURREN
SAVE 30%

DOOLIN CAVE
VISIT A WORLD CLASS WONDER OF NATURE

DOOLIN, CO CLARE
TEL: 065 7075761

FAMILY AND OTHER ALREADY DISCOUNTED ADMISSIONS NOT INCLUDED
NOT VALID WITH ANY SPECIAL OFFERS, PROMOTIONS OR EVENTS
VALID UNTIL 31ST OCT 2018

23

2 Comments 23 shares

Enhancing the Visitor Experience

Best Practice

Networks

Focus on collaboration, build relationships...networks are people. Put the people before the projects, the process before the outcomes

Business Communities

Get behind your network, be brave, get creative.. tell and sell your story but stick to what is true and protect your natural assets. Put collaboration at the centre of your network

Local government and supporting agencies

See beyond the projects, provide leadership, provide capacity building, trust creatives, back the people involved. Networks need a (*really good funded*) coordinator..



“Competition
makes us
Faster;
Collaboration
makes us
Better.”

Fyrefly
26 Mar 2013 9:37 pm



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Mr Mark Rodgers
Dalriada Kingdom Tours
Causeway Coastal Route

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Mr Brian Leonard
Corralea Activity Centre Ltd.
Fermanagh Lakelands Cluster

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About Me Youth ~ Travel ~ Role at Corralea



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An aerial photograph of the Corralea Activity Centre. The center is situated on a lush green hillside, partially surrounded by a large body of water. Several buildings with dark roofs are visible, along with a paved parking area where several cars are parked. A group of people is gathered near one of the buildings. The surrounding landscape is dense with trees, and the water in the background is calm, reflecting the sky.

Corralea Activity Centre Ltd.
Est. 1994
Family Run, Seasonal Business



We Offer...
...Activities





... Accommodation & Packages



Why Take Part in a Cluster?

- Too small to work alone
- To be part of a new Venture



- Potential to Offer Unique Experience





Customers Want More!!!

Our 4 Day Ebike Adventure

Tripaneer.com



Day 1: Arrive & Settle In



Day 2: Ebike Tour



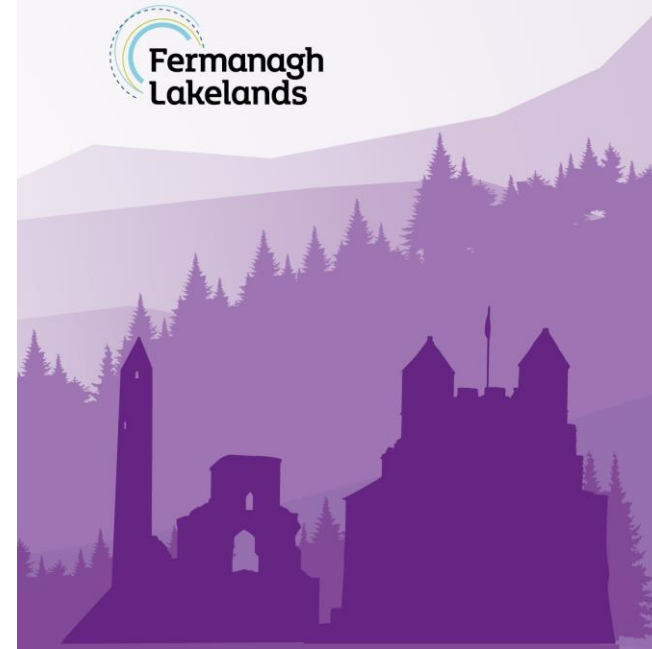
Day 3: Free Day to Explore

Day 4: Depart

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...Promote Rural Fermanagh



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Panel Discussion Q&A

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Mr Brendan Hegarty
Chief Executive
Fermanagh & Omagh District Council

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Thank You



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