

Lough Derg Marketing Strategy Group Update

Chair person - Joe MacGrath, Secretary - Liam Conneally



Upcoming Seminar: Tourism Product Bundling Seminar

The Lough Derg Marketing Group decided that in line with part funding the Discover Ireland promotion, and in order to showcase Lough Derg to the optimum, the Lough Derg Tourism traders would benefit from a seminar on the bundling of the Lough Derg tourism product. The tourism product bundling seminar will enable likeminded operators to enhance a competitive edge and give Lough Derg greater visibility in the marketplace, leading to increased visitor numbers, longer stays and increased revenue. Your cooperation and attendance at this seminar is of upmost importance to promote Lough Derg as a desirable destination that delivers a unique experience. This seminar will take place on May 9th at 9.30am—1.30pm in the Lakeside Hotel, Ballina/Killaloe.

Development and Funding of a Smart Phone Application

The aim of this action is to promote Lough Derg as a visitor destination through smart phone application media. The App will provide information and guides/trails to Lough Derg including general description of trails, detailed tracks with GPS, several points of interest which will include photographs and optional video and audio. Through the Lough Derg Marketing Strategy Group, Shannon Development has engaged with a service provider who can complete this work. Funding for this action will be provided through the Lough Derg Marketing Strategy Group and the Mid-West Regional Authority's NEA2 project.

Discover Killaloe/Ballina Day

This open day will provide an opportunity to raise awareness of the tourism assets of the Lough Derg catchment area. Locals and visitors alike will be encouraged to come along and enjoy free activities. The day will take place in September and will promote Killaloe-Ballina and the Lough Derg area to the rest of the region and beyond. Through the involvement of the lakeside communities a wide variety of activities will be organised on and around the lakeside villages.

Fáilte Ireland Autumn Brochure

Through subsidised funding by the Lough Derg Marketing Strategy Group the tourism trade will have the opportunity to be included in the autumn publication of the Fáilte Ireland promotional brochure. This publication has proven to be a popular edition to the Sunday newspapers. Also a tourism product bundling seminar will be provided to the tourism trade which will further inform the groups on product promotion and engaging with other tourism trades in their locality.

Signage Around Lough Derg

One of the priorities raised at the Lough Derg brainstorming session was signage around the lake. A sub-group has been set-up and are currently preparing a brief for an independent audit to be carried out on the signage within a one mile radius of the lake. It is envisaged that this independent audit will be funded by the Lough Derg Marketing Strategy Group. Results of this audit will be presented to the Lough Derg Marketing Strategy Group

April, 2011

Other Updates:

The Great Swim Event—Lough Derg

- **When / Where?**
September in Lough Derg.

- **What Events are Taking Place?**

500m Novice Event.
1.6 miles or full mile Event. Long Way to Tipperary Event at c. 4.2km.

- **Who Should Attend?**

Three swims are being held in order to cater for a wide audience of people.

- **Primary Aim of Event?**

The event will target the socially disadvantaged groups and disabled people encouraging them to engage in activities on the lake.

- **Website Update**

An update of the Lough Derg website is currently underway. The discover Lough Derg website can be accessed at; www.discoverloughderg.ie