

MID-ULSTER DISTRICT COUNCIL - Trade & Consumer Promotions 2019-2020									
	Domestic								
Action No	Achievements/Activities	Targets	Audience	Projected time	Issues	Partners	Resource	Cost	Council Outputs
1	100 Great Days Out 2020	Targeting 100 group organisers in NI & ROI	100 group Organisers from ROI & NI	Apr-20	Offer and promotional material for Show available specifically for group organisers.	Trade & TNI plus Western councils tbc	Budget & Staffing	£1,500	Ongoing evaluation of the event. Target 10 tours booked to Council and participating business facilities as a result of participation in this event.
2	Clogher Valley Show	Promote Davagh Dark Skies to consumers attending the Show	NI & ROI consumers, local / regional media	July 2019-2020	Offer and promotional material for Show available	Trade	Book and coordinate trade	£1,500	8 trade exhibitors to promote and sell alongside Council at this event.
3	Tour Operator Sales Calls	5 sales calls in ROI	Travel Trade & Media	Perhaps link with Holiday World, Dublin attendance	Offer and rates availability	Tourism NI, Dublin Office & TIL	Staff, mileage and 1 night ON accommodation, Dublin for 2 people	£500	Engage with or build upon the relationship with 5 Incoming Tour Operators (TO), Destination Management Companies (DMC)selling into NI. Secure 2 site visits to Mid Ulster.
4	Meet the Buyer, Belfast	Meet 30 Tour Operators	Tour Operators Worldwide	Apr-20	Approval & Staff resources	Tourism NI, Tourism Ireland & MUDC	Marketing Material, Approval & Attend	£1,000	Secure 1 familiarisation trip and 3 new Operators selling into Mid Ulster Council properties.
5	Active Retirement Ireland	Active Retirement (ARI)organisers in Ireland & Over 50s	Over 50s and ARI	October 2019 & 2020	Approval & Staff resources	Tourism & Leisure	Marketing Material, Approval & Attend	£600	Promote and sell to the ARI market in ROI. Secure a minimum of 5 tours from the ROI market across Mid Ulster properties.
6	Flavours of Ireland - 1 day	Workshop and networking evening and Island of Ireland Showcase for industry to meet with over 150 representatives worldwide.	Worldwide Tour Operator, DMC audience	10 October 2019 - London in association with Tourism Ireland	Space allocation required from TIL, Approval & Staffing	Tourism Ireland	Approval, plan and attend, evaluate	£1,000	Planned first time attending this show, booking permitting through TIL, build new and existing relationships with trade representatives. Meet with 30 TO & DMC representatives, secure 3 site visits to Mid Ulster properties and 1 key operator selling into Mid Ulster properties.
7	World Travel Market, London	Attend for 2019 and future	Travel trade Worldwide	Nov-19	Approval and Budget, may not be able to access NIICP for this project. Trade recruitment	TIL, GE, TNI & Tourism & Leisure	Apply to NIICP, Approval, Book, Staff	£3,000	2 Mid Ulster themed experiences to feature in the TNI Giant Experience launch. Secure 3 business representatives to attend the event. Meet with 25 TO and DMC representatives, secure 4 site visits to Mid Ulster properties and 2 key operators selling itineraries into Mid Ulster by 2021.
8	ETOA, Britain & Ireland Marketplace (BIM)	Attend for 2020	Britain & Ireland Marketplace (BIM), ETOA's B2B workshop dedicated to UK and Irish product.	Jan-20	Approval & Staffing	TIL, ETOA, TNI & Tourism & Leisure	Approval, plan and attend, evaluate	£1,000	First time attending this show, build new and existing relationships with trade representatives. Meet with 20 TO & DMC representatives, secure 2 site visits to Mid Ulster properties and 1 key operator selling into Mid Ulster properties.
9	Celtic Connections, Scotland - 1 day	To distribute and inform the Scotland trade sector of the Dark Sky offering. To establish and make contact with potential operators.	Promote to over 50 travel trade	January 2020	Approval at Council, offer and promotional material available.	Tourism Ireland & MUDC	Approval, plan and attend, evaluate	£1,000	Meet 30 trade representatives, continue to build relationships, secure 2 site visits and 1 new trade representative selling into Mid Ulster properties.
10	TIL Webinar	Talk directly to up to top travel agents in the worldwide markets	Travel agents	Ongoing with TIL worldwide offices	Book and Talk	TIL ,Tourism & leisure	Book with TIL (GE Contact)	FOC	Secure 1 webinar presence for Davagh Dark Skies project, targetting GB trade.
11	Trade Content for TIL E zines	Review on a monthly basis	Consumer Worldwide	Ongoing	Monitor needs & usage on an ongoing basis	Tourism Ireland & Tourism & Leisure	Implement	FOC	3 features in TIL international ezines.
12	Trade Content for GB and international Travel Trade website	Review on a monthly basis	TIL Trade worldwide	Ongoing	Monitor needs & usage on an ongoing basis	Tourism Ireland & Tourism NI	Implement	FOC	All Council properties content up to date on all TIL websites and consumer facing media including social media.
13	TNI & Tourism Ireland PR, Trade & Digital Marketing	Promote Mid Ulster properties across all TNI & TIL platforms	Consumers & Trade worldwide	Ongoing	Offers, Press Release, Images, Rates & Promotional Material required to commence activity	TNI staff, TIL staff in Dublin & Overseas offices & M&C	Communicate information as outlined to TNI & TIL and ensure roll out of PR, Digital campaign, Media & Trade Visits etc.	FOC	Monitor on an ongoing basis and respond to relevant calls across TNI and TIL Industry Opportunities platforms.