



**WORK PROGRAMME AND REPORTING DOCUMENT FOR
WALKNI.COM CONSORTIUM
REPORTING YEAR APRIL 2017-2018**

INCREASING AWARENESS OF OUTDOOR RECREATION OPPORTUNITIES		
	WORK TO BE DELIVERED (2017-2018)	PROGRESS
WalkNI Consortium	<ul style="list-style-type: none"> ▪ Act as the Secretariat for the WalkNI Consortium - minimum of 2 meetings per annum ▪ Agree meeting dates, venue, agenda and circulate minutes ▪ Prepare & Agree annual work programme including KPIs and provide a progress report on a quarterly basis 	<p>Meeting on 21st September cancelled due to low attendance. Presentation circulated to all consortium members. Date for next meeting confirmed for Thursday 22nd March at ORNI offices.</p>
WalkNI.com Website	<p>All Partners</p> <ul style="list-style-type: none"> ▪ Execute annual audit of Quality Walking routes ▪ Ensure Public Liability Insurance Cover for Quality Walks ▪ Proactively content manage WalkNI.com including updating route info, news items, events etc ▪ Increase Users to website by 10% per annum (452,835 base) ▪ Continue to provide high quality and accurate information and content for Tourism NI's consumer website DiscoverNorthernIreland.com including: <ul style="list-style-type: none"> ○ Content feed of 250+ quality walks – updated monthly via XML feed 	<p>Insurance currently in place</p> <p>Route information, events, festivals and news items updated on an ongoing and regular basis</p> <p>Q1: Users have increased 44% comparing Q1 2017 (175,705) to Q1 2016 (119,419)</p> <p>Q2: Users have increased 18.6% comparing Q2 2017 (158,596) to Q2 2016 (133,705)</p> <p>Q3: Users have decreased 6% comparing Q3 2017 (83,322) to Q2 2016 (89, 035)</p> <p>Accurate feed of walks to DiscoverNorthernIreland.com currently in place.</p>

	<p>Regional & National Partners</p> <ul style="list-style-type: none"> ▪ Ensure dedicated ‘Walking Destination’ sections are up to date including: <ul style="list-style-type: none"> ○ Itineraries ○ Walker Friendly accommodation ○ Events ○ Walking Tours 	
	<p>National Partners</p> <ul style="list-style-type: none"> ▪ Promotion of online downloadable Walker’s Destination Guide PDF including: <ul style="list-style-type: none"> ○ Maps ○ Itineraries ○ Accommodation ○ Food and Drink ○ Specialist Providers ○ Festivals ○ Other attractions & activities within the destination 	<p>Q1: Walking Guides featured in WalkNI June e-newsletter to NI & ROI subscribers</p> <p>Guides feature on DiscoverNorthernIreland.com</p> <p>Q3: Walking Guides featured in WalkNI Club e-newsletter to 725 ROI & GB walking clubs</p>
<p>Digital Marketing – All Partners</p>	<p>Create and manage implementation of the annual content, social media and e-marketing plan against key segments and trigger points</p>	
	<p>E-Marketing</p> <ul style="list-style-type: none"> ▪ Grow segmented CRM Database by 1,000 subscribers (base 30,490) ▪ Distribute a minimum of 12 e-zines per annum to NI market min 11,000 NI contacts 	<p>Q1: CRM Database grown by 427 subscribers to 30,917</p> <p>Q2: CRM Database grown by 309 subscribers to 31,226</p> <p>Q3: CRM Database decreased by 72 subscribers to 31,154.</p> <p>Note it is predicted this will increase once walkni award competition entrants are added in Q4.</p>

	<p>Social Media</p> <ul style="list-style-type: none"> ▪ Grow social networking platforms by 10% per annum (17,610 base) 	<p>Q1: 3 E-Newsletters sent to NI Database (13,637) Q2: 3 E-Newsletters sent to NI Database (13,800) Q3: 4 E-Newsletters sent to NI Database (13,799)</p> <p>Q1: Social media subscribers grown by 2.4% to 18,035 Q2: Social media subscribers grown by 4.4% to 18,834 Q3: Social media subscribers grown by 8% to 20,413</p>
<p>Campaigns – Regional & National Partners only</p>	<p>Northern Ireland Promotional Campaigns including:</p> <p>Blogs Create and share a minimum 12 walk blogs in total per annum focusing on a variety of content and themes. Some solely focused on national partner quality walks E.G. ‘Discover more of the Mournes’ and others using a mix of both regional and national quality walks e.g. ‘Top Coastal Walks in NI’.</p> <p>PR</p> <ul style="list-style-type: none"> • Proactive PR in Regional and National Press • Provide weekly Walk content for Johnston Press Column • Feature inclusion e.g. Blogs / articles on Walking Festivals, Best Winter Walks etc within: <ul style="list-style-type: none"> ○ E-marketing to min 13,359 NI contacts ○ Social media engagement with min 8,963 NI followers 	<p>Q1: 4 walk blogs published; ‘Top things to see at Sir Thomas & Lady Dixon Park’, ‘Getting to know each other by getting to know Ireland – A weekend of Exploration on the Causeway Coast’, ‘Every Day in May’ and ‘Walk Where You’ve Never Walked Before’.</p> <p>Q2: 3 walk blogs published; ‘5 Things you didn't know about the Mourne Mountains’, ‘Discover the Marble Arch Caves Global Geopark - Our Top 10 Walks’ and ‘Little Hills with Big Views’.</p> <p>Q3: 5 walk blogs published; ‘Top Places to Spot Red Squirrels’, ‘Northern Ireland’s Walking Wonders’, ‘Off the Beaten Track- Walks in the Sperrins Gateway’, ‘Ulster Way Highlights- The Mourne Way’, ‘Top Rated Walks of 2017’.</p> <p>Q1: 8 page feature on Mourne Mountains in Country Walking Magazine May edition resulting in £19,200 EAV</p> <p>Q3: 8 Page ‘Northern Ireland’s 10 Great Autumn Walks’ feature included in November 3rd edition of Belfast Telegraph with front page advertisement resulting in £354,644 EAV. Full page interview with Dawson Stelfox promoting the feature published in Nov 2nd edition of Belfast Telegraph and online resulting in £44,330 EAV. Belfast Telegraph microsite created and published</p> <p>https://www.belfasttelegraph.co.uk/editorial/storyPlus/walkni/</p>

		<p>Insert promoted on Belfast Telegraph Facebook page via video content viewed 16,000 times and posts on the Belfast Telegraph Facebook page (235,730 fans).</p> <p>Q1: 36 articles in Johnston Press Group papers resulting in £99,244 EAV Q3: Column currently postponed with the view to starting again.</p> <p>Q1: 4 blogs featured in 3 e-newsletters to NI database Q2: 3 blogs featured in 3 e-newsletters to NI database Q3: 5 blogs featured in 3 e-newsletters to NI database</p>
	<p>Republic of Ireland Visitors Promotional Campaigns including:</p> <ul style="list-style-type: none"> • Min 6 e-newsletters to min 5,910 Republic of Ireland (ROI) based walkers • Create and deliver engaging content via social channels to minimum 3,950 ROI followers <p>N.B. National Partners will receive twice as much coverage as Regional Partners in this campaign as their level of monetary support is double that of a Regional Partner.</p> <p><i>National Partners Only:</i></p> <ul style="list-style-type: none"> • One e-newsletter to min 600 GB and 115 ROI Walking Clubs • Proactive targeting of ROI Walking Club Facebook Pages 	<p>Q1: 3 E-Newsletters sent to ROI database (5,955) Q2: 2 E-Newsletters sent to ROI database (5,948) Q3: 4 E-Newsletters sent to ROI database (5,900)</p> <p>Ongoing: Engaging content updated on social channels on a daily basis</p> <p>Q3: One e-newsletter promoting the Mourne and Causeway Coast as a walking destination for clubs sent to 114 ROI walking clubs Q3: One e-newsletter promoting the Mourne and Causeway Coast as a walking destination for clubs sent to 611 GB walking clubs Q3: 48 ROI walking clubs private messaged via Facebook</p>

		promoting the Mourne and Causeway Coast as a walking destination for clubs
WalkNI Customer Interaction	Deal with customer enquiries via telephone, email and social media in a timely manner	Ongoing