

Greenway

Making the Most of your Local Greenway

Action Plan Checklist



CHECKLIST – EXPERIENCE DEVELOPMENT

#	Action	Select to do it Yes/No	Budget €	Who will do it?	When it will be done?
1	We have some ideas on how our existing/new business can make the most of our local greenway.				
2	We keep up to date with Fáilte Ireland research to ensure we understand the needs of our target customer www.failteireland.ie/Research-and-Insights.aspx .				
3	We shape our greenway experience to meet the needs of domestic and international visitors who wish to engage in outdoor activities and our experience brings our local tourism assets to life.				
4	We have reviewed the Nationwide feature on the Waterford Greenway to better understand the opportunities www.youtube.com/watch?v=q0SnGDkKOlc .				

CHECKLIST – ENGAGING WITH FÁILTE IRELAND SUPPORTS

#	Action	Select to do it Yes/No	Budget €	Who will do it?	When it will be done?
1	We fully engage with all of the Fáilte Ireland supports available online at www.failteireland.ie				
2	We are signed up to the COVID-19 Safety Charter to give reassurance to our customers www.covid19.failteireland.ie/covid-19-safety-charter/				
3	We are registered for www.irelandscontentpool.com and use this resource for photos and videos of the local area to supplement our own imagery.				
4	We are registered with the Fáilte Ireland trade portal www.tradeportal.failteireland.ie/ where we are kept up to date on opportunities to engage with Fáilte Ireland promotional activities.				

CHECKLIST – SALES & MARKETING

#	Action	Select to do it Yes/No	Budget €	Who will do it?	When it will be done?
1	Our website features our local greenway and our local experience brand (Dublin/Ireland's Ancient East/Ireland's Hidden Heartlands/Wild Atlantic Way) and shows how our greenway experience brings the destination to life.				
2	We have created a dedicated landing page for offers on our website and it has a clear call to action - 'book now' - to optimise sales.				
3	Contact us button/details are easy to find on our website.				
4	We keep our social media profiles up to date and actively post content and stories.				
5	We link our social media feeds to our website offers landing page.				
6	We have updated our listing on www.DiscoverIreland.ie with information about the experience we offer and our contact details. Our updated listing includes relevant imagery and a link to the dedicated offers landing page on our website. (to update listing see - www.failteireland.ie/get-listed.aspx)				
7	We have developed templates to ensure we respond to customer enquiries quickly and comprehensively and we try to convert every telephone/email enquiry to a sale.				

CHECKLIST - SALES & MARKETING

#	Action	Select to do it Yes/No	Budget €	Who will do it?	When it will be done?
8	We actively engage with online reviews on TripAdvisor, Google and social media platforms and we encourage user generated content e.g. via competitions on social media.				
9	Our business features greenway signage onsite so that visitors can easily identify us as offering a greenway experience.				
10	Our printed marketing and promotional material features greenway signage and our local experience brand. For greenway brand guidelines see www.gov.ie/en/publication/05a197-greenway-design-and-brand-guidelines/				
11	We are already planning for the return of international visitors from 2022 and have registered with www.tourismirelandindustryopportunities.com to be kept informed about promotional opportunities in the international marketplace.				

CHECKLIST – COLLABORATION & CROSS SELLING

#	Action	Select to do it Yes/No	Budget €	Who will do it?	When it will be done?
1	We have identified a number of key tourism partners in the local area and together we are cross-selling each other and the wider geographic destination.				
2	We inform staff in the local tourist office, in other local tourism businesses and through other referral sources about our greenway experience.				
3	We keep in regular contact with our local Fáilte Ireland representative to ensure we are aware of and engaging in local opportunities.				
4	We keep in regular contact with our local authority to ensure we are aware of greenway development timelines, new enhancements along the greenway, collaborative opportunities etc.				
5	We engage with local tourism associations and aim to collectively promote the wider destination.				