

# Opportunities in the GB Market

There are many opportunities that exist in the GB Market which you can tap into. Compared to other markets, the seasonal spread of visitors from Great Britain is quite good with 22% of GB arrivals taking place between January and March and 23% between October and December. The difference is especially notable in the January-March period when the corresponding figures for the US, Germany and France are 13%, 16% and 18% respectively.

## Extending the season

12 things you can do to extend your season:

1. Collaborate with local businesses. Find out who else is open and work with them to ensure the area has an attractive offering for the customer
2. Understand the motivations and needs of the particular customer you are targeting. e.g. seniors, families during mid-term break, couples without children, groups etc.
3. Review your experience and add seasonally appropriate components to it e.g. after an outdoors activity, serve supper by an open fire, offer a hot chocolate or a hot whiskey, provide a hot water bottle, have wellingtons and raincoats for use by guests, seasonal specials on your menus and so on
4. Compile a list of the 5 or 10 things to do in your area that are at their best in spring or in the autumn
5. Use seasonal photos and videos in your promotion – if you're encouraging people to visit in February, imagery should feature crisp, spring days with daffodils and lambs, not a summer barbecue scene! If you're targeting autumn business, use photos that communicate harvest, autumn fruits, autumn colours, Halloween, forest walks with falling leaves, and so on
6. Be clear on dates, times and prices
7. Ensure your website and other platforms are up to date regarding what's on locally; festivals, opening time of local attractions, visitor activities, restaurants, accommodation and so on
8. Keep operational costs down by eliminating wastage on energy and resources without compromising on customer care and service
9. Understand your costs and your pricing to ensure you are making a profit
10. Know the air and ferry access into your nearest airports and ports and use that information in your promotion
11. If you have accommodation, consider offering a third night free to increase length of stay
12. Write to or email past customers inviting them to experience the area in a different season



## Getting involved in Tradeshows and Events

When targeting the GB market it may be opportune to attend a tradeshow / In-Ireland event.

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| <p><b>STEP 1:</b><br/>Register your business with Fáilte Ireland Trade Events Portal</p> | <p>All Fáilte Ireland In-Ireland and In-Market events, including Sales Missions are advertised on the Fáilte Ireland Industry Trade Event Portal <a href="https://tradeportal.failteireland.ie/">https://tradeportal.failteireland.ie/</a>. All businesses should register on this portal with their complete business profile providing a minimum of 2 business contacts (email contacts) to receive alerts about Fáilte Ireland Trade Events. Once registered you can view the Trade events schedule by calendar month, while clicking on the event allows you see a more detailed description about each event, and who it is most suitable for. You can also look at past and future events to get a picture of when annual events are happening to allow you to try to plan resources and budget to access these, if a place at the event can be offered to you.</p> |
| <p><b>STEP 2:</b><br/>Express your interest for upcoming events that are a right fit</p> | <p>When the event opens, you can express your interest in attending the event. The event will stay open for a defined period of time after which it is not possible to express your interest in attending.</p> <p>Once the event closes the expressions of interest are reviewed in line with the specifics of the event, to ensure the right product mix and geographic mix, to ensure variety of industry and taking into account who has attended in previous years in order to optimise sales success for each business and for Ireland at the event.</p>   |
| <p><b>STEP 3:</b><br/>Evaluation of applications</p>                                     | <p>Once the event closes to Expressions of Interest, the applicants are reviewed and place offers follow (usually within 1 working week). The allocations of offers are considered on the basis of a range of criteria specific to each event, to ensure the right product and geographical mix are selected to ensure optimised sales success for each business and for Ireland at the event. Equally, expressions of interest are also evaluated to ensure the optimal spread of business opportunities are afforded across the Industry over the year.</p>   |
| <p><b>STEP 4:</b><br/>Event place offers and payment</p>                                 | <p>When you receive communications that you have been awarded a place by email, you are advised of the steps to confirm payment online using a credit card and the deadline payment must be received by. If payment is not received in that window notified, you will be advised that the place offer is to be reallocated to the next available Industry applicant on the wait list who has been deemed the best fit for the place.</p>  |
| <p><b>STEP 5:</b><br/>Getting ready</p>  | <p>Your next step is to begin planning and preparation for your engagement with the event. Some events will have information webinars or short workshops available to you, which we strongly recommend you access to support your preparations. This will be advised to you in the letter of offer or shortly thereafter.</p>   |

