



Fáilte Ireland

National Tourism Development Authority

Re-opening Together

VIRTUAL EVENT
SUPPORT GUIDE

#TourismTogether

Re-opening Together Virtual Event Support Guide



Thank you for downloading our Re-opening Together Industry Support Guide. This Guide will provide you with detailed information on our latest tourism recovery initiatives that are designed to help rebuild and reboot the tourism and hospitality industry.

You will find information on Fáilte Ireland's:

- new COVID-19 Safety Charter endorsed by the Government of Ireland;
- new domestic marketing campaign set to launch this week;
- new revamped discoverireland.ie consumer facing website
- new supports on the Fáilte Ireland Business Supports Hub.

As we take steps to re-open Ireland's hospitality and tourism industry together, Fáilte Ireland is committed to ensuring that we both instil public confidence in the safety standards of tourism businesses across the country and remind everyone in Ireland of the brilliant holiday experience they can have here at home this year.

In the time ahead, please be assured that Fáilte Ireland will continue to provide the best business supports, advice and practical guidance to help you rebuild your business.

A handwritten signature in blue ink that reads "Paul Kelly". The signature is fluid and cursive, with a horizontal line underlining the name.

PAUL KELLY
CEO, FÁILTE IRELAND



Fáilte Ireland
National Tourism Development Authority

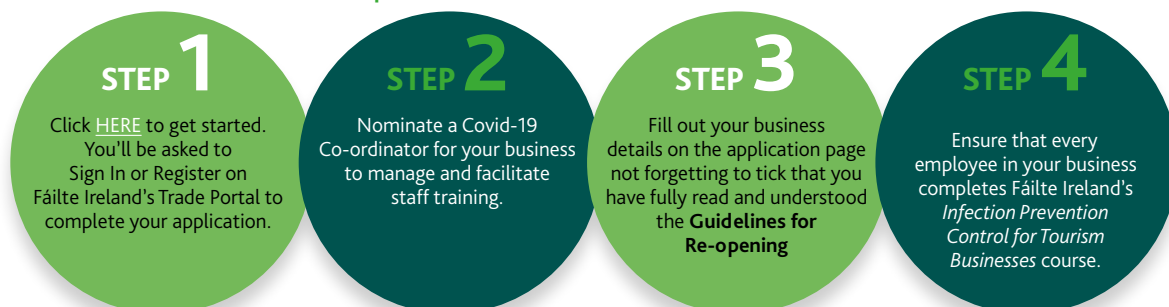
Welcome to the COVID-19 Safety Charter



As the tourism and hospitality industry prepares to re-open, it's essential that everyone - visitors, employees and management alike - can feel confident that your business can re-open safely.

The COVID-19 Safety Charter is a voluntary initiative for businesses designed to give this reassurance Fáilte Ireland has issued sector-specific operational guidelines for tourism businesses on how to meet government health recommendations. By signing up to the Charter, you and all your employees are committing to follow those guidelines.

Here's how to make this important commitment



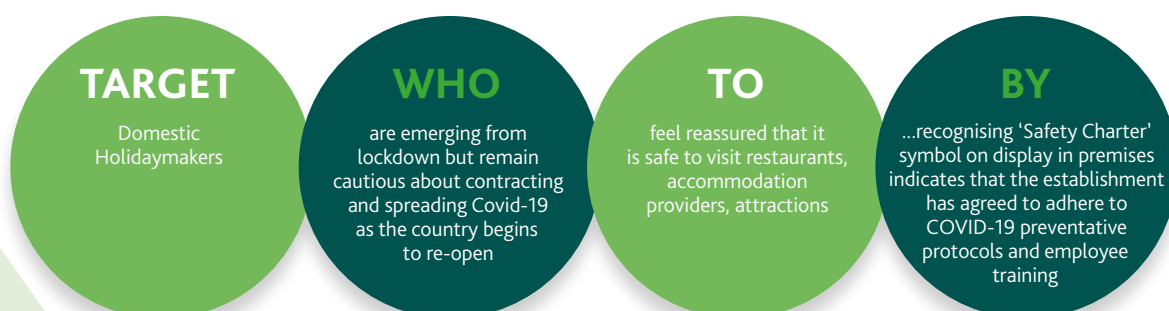
Once every employee who has returned to work and completed the course, you will be awarded your COVID-19 Safety Charter. You can then display this on your premises and online platforms. It tells both customers and employees that your business:

- Has a clear understanding of the COVID-19 infection.
- Is aware of its role and responsibility in preventing the spread of COVID-19.
- Has a clear understanding of the standard precautions needed to control infection.
- Consistently demonstrates correct hand-washing technique and practices.
- Applies this knowledge to your place of work.

Making the COVID-19 Safety Charter visible throughout your business

Fáilte Ireland will launch a heavy-weight advertising campaign in early July to support this initiative which will play a critical role in providing the detail behind the message and establishing the link between the COVID-19 Safety Charter symbol and its meaning.

The Key Objectives of the COVID-19 Safety Charter Consumer Campaign:



For further information on the COVID-19 Safety Charter, visit www.failteireland.ie/apply-covid-19-safety-charter



With visitors mobilised to look for and recognise the COVID-19 Safety Charter symbol, it's important that you make it visible throughout your business. To help you do this, you'll receive the following:

Collateral Pack:

Along with your personalised Charter, you'll receive a pack with branded window decals, stickers and staff pins to get you started.



Digital Toolkit:

You'll also receive a practical digital toolkit which includes:

Print: Print-ready, customisable artwork for Posters, Tent Cards, Banners and Templates in a variety of sizes.

Digital: Banners, Images and GIFs for use on digital and social media.



For further information on the COVID-19 Safety Charter, visit www.failteireland.ie/apply-covid-19-safety-charter

Domestic Market Recovery Campaigns



The Role of Marketing Communications

Fáilte Ireland's Marketing Communications division builds distinctive brands and delivers best in class B2C and B2B communications for Fáilte Ireland. Together these activities increase the saliency and fame of Ireland and its regions as domestic short break destinations, thereby growing the overall tourism economy.

Domestic Market Recovery Campaign Plans

- **Three recovery campaigns:** Covid-19 Safety Charter, 'Ireland, make a break for it' Staycation Campaign and Dublin for Dubliners to reassure consumers and stimulate the domestic holiday market, nationally and regionally.
- Investment of **€4 million**
- Multi-channel campaigns **kicking-off on Saturday 27th June** with 'Ireland, make a break for it'

Key Objectives of 'Ireland, make a break for it' Campaign

TARGET

Irish Adults

WHO

have been restricted by the COVID-19 crisis

TO

reclaim some of what COVID-19 stole with a tourism & hospitality experience

BY

reassuring & encouraging them with compelling reasons to book that break, or day-trip, now

*Ireland,
make a
break for it.*

To download assets and get involved in the campaign click here
<https://online.flippingbook.com/view/42107/>

Campaign Background

Over the last few months our worlds have shrunk, and we've found our lives limited to small spaces, small groups and small experiences. Older and vulnerable people have been confined to their homes, while the rest of us have been restricted to roaming the same few kilometres every day. As humans, we're naturally curious. We want to seek out new experiences. And while we've made the most of our time at home, it's starting to feel like we've seen everything there is to see in our own area.

Despite all the restrictions our natural curiosity to explore has not diminished. We've discovered the joy of enjoying the smaller things - like our garden, the local park or getting our steps in on an evening walk. When we made the leap from 2km to 5km to 20km our curiosity grew too - we looked for new places to explore and things to do.

From 29th June our curiosity will no longer be limited to our immediate surroundings, or a few hours outdoors. We'll be able to take a real break. To spend a day out in the city. To discover a new part of the country or re-discover a favourite spot, a world away, on the other side of our island.

These experiences will be more than "just a staycation" or something to keep the kids busy. They'll be the trips of a lifetime. Because at a time when the world has never felt smaller, Ireland has never felt bigger. And it's just around the corner. At the end of June, we'll finally have the chance to do what we've dreaming of for months - to make a break for it.

Campaign Tone of Voice

This campaign is all about excitement of being able to make a break for it. Think of how much we've been missing over the last few months. While we've made the most of it, most of us simply can't wait for the chance to have a proper break - whether that's just one day out with the family or a weekend away.

The thought of being free to travel is almost too much to bear, and when we're finally able to pack our bags and head off, we'll feel like kids waking up on Christmas morning. That almost childlike feeling of anticipation and excitement is exactly what we want to capture in our campaign.

Types of Breaks

A break doesn't just mean an extended period away from home. It could be a day out in town, or a few hours spent in a museum. It could be a weekend away in a hotel, or a week spent exploring a different county or region. Once our country opens for travel again, the opportunities for exploration and discovery will be endless.

How to get Involved in 3 Easy Steps

STEP 1

The first step you can take to get involved is to share details of your current offering with us so we're aware of any changes. These submissions will be considered against various criteria and if suitable could feature across our marketing opportunities including social media; within online content; or within press and media trips.

STEP 2

Utilise our 'Ireland, make a break for it.' tone of voice and assets on your platforms and in your communications.

STEP 3

Use the hashtags #makeabreakforit and #feelsbigger where appropriate in your communications on your social channels.

To download assets and get involved in the campaign click here
<https://online.flippingbook.com/view/42107/>





Supporting Your Business to Re-open and Recover



As tourism businesses across the country start their preparations to re-open, the Enterprise Development & Hospitality team at Fáilte Ireland has launched a suite of business supports to help businesses to survive and recover.

The supports have been developed in collaboration with industry experts to support your business to re-open and relaunch effectively. No matter how large or small your business is, or how great the business challenge you are facing, Fáilte Ireland is here to help you every step of the way.

The supports we have developed are tailored to the needs of individual sectors from larger hotels to smaller activity providers or visitor attractions, among many others.

 FINANCIAL RECOVERY	For support with managing your finances, business planning, working with banks and addressing working capital/business liquidity issues - visit our Financial Recovery Supports HERE
 OPERATIONS MANAGEMENT	For help with managing and optimising your operations: <ul style="list-style-type: none">Review our sector-specific Guidelines for Re-opening to ensure your operations are aligned with the latest guidance HEREUse a Capacity & Commercial Impact Calculator to help you to critically assess which parts of your operation can function profitably, how to utilise any available space to help overcome capacity reductions and where to drive efficiencies. Click HERE
 HR FOR RE-OPENING	For assistance in managing the phased return to work of your staff and the associated HR and legal implications, visit our HR for Re-opening supports HERE where you will get guidance on health, safety and employment law compliance as well as employee communications, training and consultation with staff while minimising possible redundancies.
 SALES & MARKETING	For advice on Sales and Marketing for Recovery including Driving Domestic Demand and Rebooting B2B International Business visit HERE

If you need further advice or require guidance on a tailored support for your business please contact your local Fáilte Ireland representative or email Business.supports@failteireland.ie



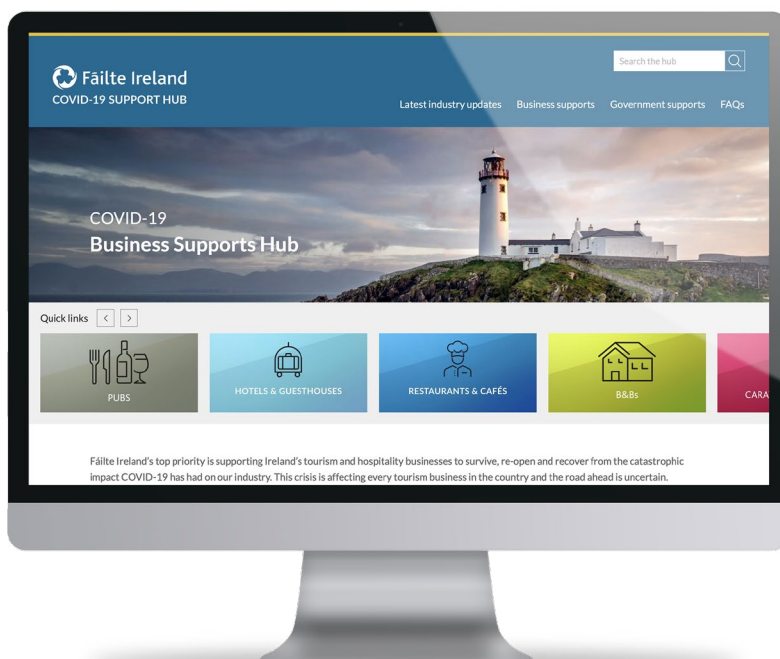
LEARNING HUB

For help with enhancing the skills of both you and your team through a comprehensive suite of e-learning programmes visit the [Fáilte Ireland Learning Hub](#). The Fáilte Ireland Learning Hub hosts a programme of 14 short modules which are available to employees of all levels, from frontline to management covering key areas including Management and Compliance.

The training has been designed as part of our response to the COVID-19 crisis and aims to help businesses keep their staff engaged while they are working remotely. As part of this suite a newly refreshed **Accredited Service Excellence Programme** is on offer which directly responds to the changes in the current operating environment.

Next Steps for You

- Review and engage with all of our online supports through the Fáilte Ireland Business Supports Hub [HERE](#)
- Sign up for and support employees to engage in our suite of e-learning programmes [HERE](#)



If you need further advice or require guidance on a tailored support for your business please contact your local Fáilte Ireland representative or email Business.supports@failteireland.ie

DiscoverIreland Digital Toolkit



Overview

Our new Digital Ecosystem with DiscoverIreland.ie at its centre will be able to deliver a more efficient and engaging digital experience, giving visitors the information they need - when, how and where they want it - delivering better impact for our marketing campaigns and increased domestic business for the tourism industry across Ireland. DiscoverIreland.ie is the trusted source of the best things to see in do on holidays in Ireland, focused on driving referrals from our digital eco system to our partners' business websites and booking engines. We have outlined below how you can get involved to benefit your business:

Get Listed

Get your business or festival/event listed to be on our websites and part of Fáilte Ireland's marketing activity at home and Tourism Ireland's marketing activity internationally.

There is no charge for having a business or festival/event listing on our consumer websites and your listing has the potential to reach millions of visitors every year.

The new online process could not be simpler:

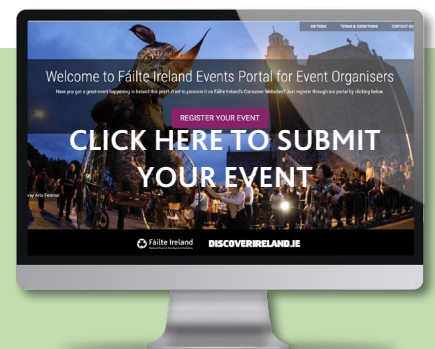
BUSINESS LISTING

Add or update your business information through the Get Listed form. Your business listing will then display on our consumer sites. You will find this form on [Failtelreland.ie](https://failteireland.ie)



FESTIVALS AND EVENTS

Ensure your event or festival (including virtual and online events) receives nationwide and international exposure. As long as you have dates and details, you can submit events happening later this year and into next year for promotion. You can register your event [HERE](https://failteireland.ie)



Moderation and processing a listing takes approximately 5-7 working days before your listing is published online.

For further information go to failteireland.ie

Use the right imagery and copy to tell your story

They say a picture can paint a thousand words and our research has shown that the use of the right imagery is a deal-breaker for visitors. Inspiring imagery of your business has a large influence on whether a visitor spends time on your site and follows through with a booking.

For more information about how to get the most out of your listing, visit [Failteireland.ie](https://failteireland.ie) to see our Top Tips for updating and enhancing your business listing.

Where will your listings appear?

The information you provide has the potential to reach over 24 million visitors globally through DiscoverIreland.ie, VisitDublin.com, as well as overseas visitors through Ireland.com

DiscoverIreland.ie

Target Audience: Domestic and NI Visitors

The trusted source for high-quality information on the best things to see and do in Ireland for the domestic visitor.

This website uniquely benefits your business by promoting destinations, showcasing the authentic local gems and off the beaten track experiences, as well as popular attractions in a timely and relevant way.

A key industry objective for this site is driving referrals straight to your site and getting them to 'Book Now.'

VisitDublin.com

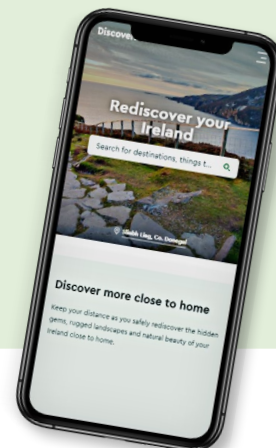
Target Audience: Domestic & International Visitors

VisitDublin.com is Dublin's official tourism information website providing comprehensive information to inspire holidaymakers to visit Ireland's vibrant capital city, assist with trip planning and offer the most up-to-date relevant information to them during their stay.

Ireland.com

Target Audience: International Visitors

Managed and operated by our sister agency Tourism Ireland, our database feeds the business and event listings on the Ireland.com international suite of websites which had 20+ million visits in 2019.















Follow us and connect on Social Media

Discover Ireland's social channels are the primary broadcast channels for all Fáilte Ireland campaigns. Focused on building awareness of the best things to do and see throughout the country. Engagement with our brand channels is higher than industry averages meaning people are more likely to like, comment and share with their own groups. Speak directly with our communities looking for suggestions on the local hidden gems and best things to see and do in destination.

Leverage our brand social channels through tagging or hashtags to be part of the conversation when visitors are planning their holiday or are in holiday.

For further information go to failteireland.ie

Tag us as **#DiscoverIreland** and the relevant regional hashtags to increase reach and ensure your business or festival/event is part of the conversation.

Discover Ireland.ie	WILD ATLANTIC WAY SUIV AN ATLANTACH FIDHAN	IRELAND'S ANCIENT EAST® Blender Through Time	Ireland's Hidden HEARTLANDS	Dublin Surprising by Nature
				
				
				
				

Check out our top tips to get the most out of your social media channels [HERE](#)

More Ways to Strengthen Digital Impact of your Business

LINK TO DISCOVERIRELAND.IE OR VISITDUBLIN.COM FROM YOUR WEBSITE

Ensure that you put a link from your site to [Discoverireland.ie](#) or [VisitDublin.com](#).

Key advantages of doing this:

- you can provide your visitor with up-to-date information on everything your destination has to offer in just 1 click.
- these links are also viewed by Google and other major search engines as endorsements for a specific page. Pages with a high number of backlinks tend to have high organic search engine rankings.

COVID-19 SAFETY CHARTER

Fáilte Ireland's top priority is supporting Ireland's tourism and hospitality businesses to survive, re-open and recover from the catastrophic impact COVID-19 has had on our industry.

Fáilte Ireland will display the COVID-19 Safety Charter on your business listing once you have completed the application process. Our system will update your listing automatically on successful application.

For more information on the COVID-19 Safety Charter visit www.failteireland.ie

IRELAND'S CONTENT POOL

Ireland's Content Pool, a joint initiative between Fáilte Ireland, Tourism Ireland and Tourism Northern Ireland, is a centralised online library of free promotional images, video, and other marketing assets. There are over 40,000 assets on the system for you to use in your own marketing and promotional activities

As soon as you register your details, you can begin downloading high-quality visuals and videos [HERE](#).

ADD OR CLAIM YOUR BUSINESS LISTING ON GOOGLE

To get further exposure for your business, use Google My Business for free. This allows you to manage how your business information appears across Google, including Search and Maps.

Before starting the verification process, create or claim a Google My Business listing. Make sure your business information is accurate and that only you, the business owner, has access to it by verifying your business.

There are several verification types depending on the kind of business listing you manage and full details can be found [HERE](#)



Fáilte Ireland

National Tourism Development Authority

*Who to
Contact...*

#TourismTogether



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National Tourism Development Authority



www.failteireland.ie