

Workshop overview

Part of Fáilte Ireland’s Market Diversification programme, this workshop is focused on the US market and will deliver an in-depth review of key customer types, their interest in Ireland and targeted messages for engagement and lead generation and how to devise a channel management strategy (specific to this market).

The content has been developed following the latest insights gained from a number of sources including Fáilte Ireland and Tourism Ireland market and consumer research and insights and feedback from buyers and OTAs.

Why attend

- In-depth understandings of the US market
- Expert advice on lead generation
- Insights to grow business from this market
- Practical knowledge to increase sales and profits.

Location

Regional locations, nationwide

Duration

1 day

Cost

Fully subsidised by Fáilte Ireland

Designed for

General Managers and Sales Managers of tourism businesses who wish to diversify their markets and grow international sales.

Date

Scheduled dates can be viewed here on the Fáilte Ireland Trade Portal

Content

- Market insights in the US market including key customer types, their interest in Ireland and key messages for engagement
- How to nurture business from US.
- Lead generation i.e. devising a channel management strategy for the US market that is right for your business:
 - National Tourism Agencies and the in-market US opportunities of each
 - In Ireland and in market US trade events
 - Generating business via Irish tour operators and working out who is a good match for your business
 - Generating US business via OTAs (B2C and B2B)
 - Partnering with others (e.g. attractions and activities) to generate business from OTAs
 - Getting the most out of leads via face to face meetings and social selling
 - Trade opportunities (tour operator and OTA) specific to US
 - Direct consumer opportunities in the US market (e.g. in market digital and/or publicity bundles).

Watch out for other workshops in Fáilte Ireland's Market Diversification Programme

Fáilte Ireland's Market Diversification programme is a dedicated suite of workshops to deliver in-depth international market insights, lead generation tips and tactical sales supports. Businesses can adopt a pic'n mix approach to best suit their business needs.

All content has been developed using the latest insights gained from a number of sources including Fáilte Ireland, Tourism Ireland market and consumer research and insights and feedback from buyers and OTAs.

The full suite of workshop titles is listed below. To view more details, click [here](#)

Tactical Sales Workshops

- B2B Channel Management – Pricing and Contracting
- Perfecting Your Written Pitch
- Boosting Online Sales Growth

International Market Insights / Lead Generation Workshops

- Selling to **GB** - Market Insights and Lead Generation
- Selling to **France** - Market Insights and Lead Generation
- Selling to **Germany** - Market Insights and Lead Generation
- Selling to **Spain** - Market Insights and Lead Generation
- Selling to **Italy** - Market Insights and Lead Generation
- Selling to **US** - Market Insights and Lead Generation
- Selling to **Canada** - Market Insights and Lead Generation

Get China Ready

- China Fáilte - Preparing for the Chinese Market
- China Ready Programme – COTRI Accredited