



## BRAND PROPOSITION

*“Explore the green heartlands of Ireland’s natural rural beauty where activity and relaxation are centred around rural communities and their lifestyles, that can be discovered across a lattice work of land and water trails showcased by the iconic River Shannon and the Beara Breifne Way.”*

### Ireland’s Hidden Heartlands Experience Brand Logo

Fáilte Ireland welcomes your use of the official regional experience brand logo within your business for tourism promotion. It is important that tourism businesses in Ireland’s Hidden Heartlands embrace the brand, present it consistently and deliver on its promise. The purpose of the brand guidelines is to help you produce communications material that is consistent in look and feel and ensures we present Ireland’s Hidden Heartlands in an engaging and motivating way collectively.

We would encourage all of our tourism partners to use the new logo on their websites and other marketing materials to help build brand awareness among our domestic and international visitors.

To request a copy of the Brand Guidelines and logos, please log onto the Fáilte Ireland website:  
<http://www.failteireland.ie/IrelandsHiddenHeartlands>

The link to the brand guidelines is here:  
<http://www.failteireland.ie/IrelandsHiddenHeartlands.aspx>



## MEET THE TEAM

The Ireland’s Hidden Heartlands team will be active on the ground, engaging with local businesses and stakeholders on development plans and promoting local offerings as part of the regional experience brand.

If you have any queries, please contact the team:

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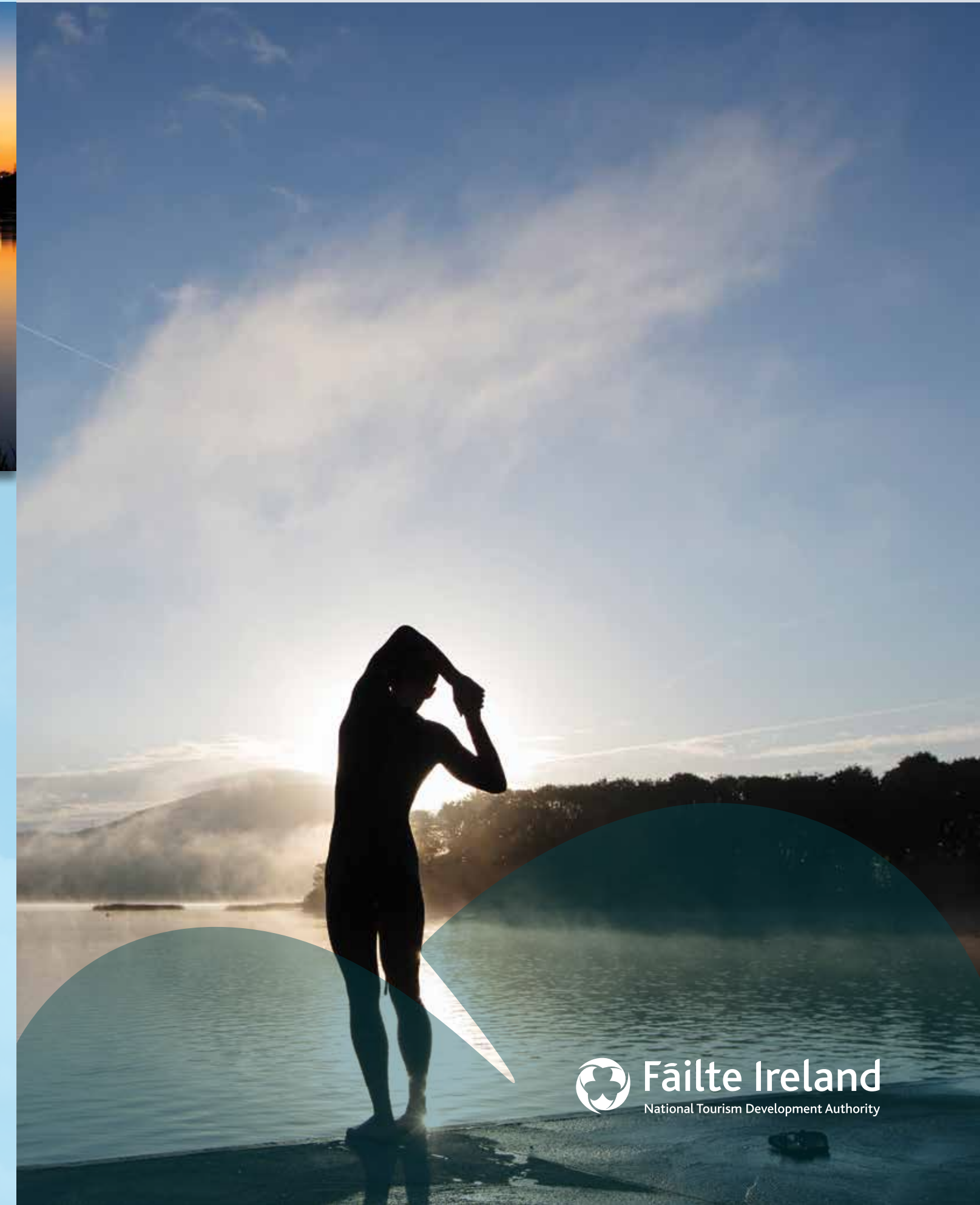
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### Ireland's Regional Experience Brands







Our newest regional experience brand, Ireland's Hidden Heartlands, was unveiled to industry and media by Minister for Transport, Tourism and Sport, Shane Ross TD, along with Minister of State for the Office of Public Works and Flood Relief, Kevin Moran, T.D., in the Hodson Bay Hotel, Athlone in April 2018.

The new brand complements Fáilte Ireland's other key regional experience brands - the Wild Atlantic Way, Ireland's Ancient East and Dublin, completing the jigsaw for tourism in Ireland with all areas of the country now served by one or other of our regional experience brands.

Covering the 'heart' of the country, from Leitrim down to Lough Derg and extending through Longford, West Cavan, Roscommon, East Galway, East Clare, as well as parts of Westmeath, Tipperary and Offaly, Ireland's Hidden Heartlands will bring to life the Midland's rich natural assets including its many lakes, waterways, woodlands and distinctive landscapes, leveraging a growing tourism trend for soft activities by encouraging visitors to be 'active in nature'.

Ireland's Hidden Heartlands is considered to be at an early stage of development as a tourism destination and our core priority now is to work with a wide range of stakeholders, tourism groups, industry and communities across the region to improve visitor orientation, visitor experiences and business networks, with a target to grow the visitor economy by 3% year on year.

The region has great natural and cultural assets upon which tourism can be developed and I believe the Ireland's Hidden Heartlands experience brand can really transform the offering here over the coming years, driving growth in the visitor economy for the benefit of all in the region.

#### Paddy Mathews

Head of Operations, Ireland's Hidden Heartlands



## THE STORY SO FAR...

Since the brand was unveiled in April, we have recruited a dedicated team to ensure a strong local presence to champion the brand's development. The Ireland's Hidden Heartlands team will work with industry and key stakeholders to ensure that the brand promise is delivered on the ground for our visitors.

An initial **€2m** has been allocated to start the development stage of the regional experience brand, with further funding and capital grants to follow. This first round of investment will help to establish the brand on the ground and raise awareness among the domestic market.

The first domestic consumer marketing campaign for Ireland's Hidden Heartlands was launched in July. The multi-media brand awareness campaign worth €1m was rolled out on TV, outdoor, radio and digital channels, and revolved around the creative idea 'Yours to Uncover'.

In September, we hosted a series of industry engagement workshops at three locations throughout the Midlands region. The 'Ireland's Hidden Heartlands - The Road Ahead' workshops aimed to give members of the local tourism industry an update on the brand since it was unveiled and explore opportunities to use the new brand to boost tourism and drive visitor growth in their area. We will be hosting a series of workshops later this year on how business can use the Ireland's Hidden Heartland's brand for maximum impact.



## 2019 - THE ROAD AHEAD

We have initiated a comprehensive inventory and audit of tourism products and experiences in the region which will take place over the next few months. Significant investment will be required to develop new and boost existing experiences in the region to realise the regional experience brand's full potential.

We will continue to market Ireland's Hidden Heartlands to the domestic market with a dedicated summer 2019 domestic marketing campaign and to the international market with an ongoing programme of international publicity and media visits to the region. Ireland's Hidden Heartlands will also be introduced to international buyers at Meitheal in April 2019.

A range of training opportunities for industry will be available in 2019, focusing on improving business performance skills and competitiveness, including programmes on Service Excellence, Management and Supervisory Skills, Sales Skills, and more effective marketing through better use of databases. In addition, there will be a particular focus on the development of the food offering across the region as a whole.

Key to unlocking the region's potential are two transformational 'signature' products of scale:

- 1 The River Shannon and lakes** as a corridor for waterbased and land-based activity. A Shannon Master Plan is currently being developed by Waterways Ireland in partnership with Fáilte Ireland, with input from the Local Authorities and other stakeholders, to drive tourism opportunities both on and off the water, and in the towns surrounding it.
- 2 The Beara Breifne Way** is Ireland's longest inland Way-Marked Way which spans the whole region. An Activation Master Plan has also been initiated for the Beara Breifne Way, which will see a number of towns along the route identified as walking hubs to support the ambition identified for this route and drive visitors into nearby areas.

These products will be supported by catalyst projects in identified clusters across the region and by a range of practical initiatives that can be delivered by local communities and businesses to achieve early wins.

