

South Tipperary Tourism Company

Newsletter No. 1 Spring 2010

Meet the board:

Name:	Sector
Cormac Rose (Chairperson)	Community Tourism Groups
Joan Brett-Moloney	B&B, Country homes and Farmhouses
Adrienne Martyn	Hotel
Dominic Foran	Golf
Peter Roe	Equestrian
Eleanor Morrissey	OPW / Heritage
Con Ryan	Walks and South Tipperary Development
Eileen Horgan	County Council
Frank Spillane	Vintners Federation
John Quinn	Business Advisor
Tony Musiol	Business Advisor
Pat Whelan	Food Sector
Mary O'Halloran	Failte Ireland
TBA	Self catering, camping, hostel



Experience Character Adventure

South Tipperary Tourism Company was established in April 2009. It replaces the former South Tipperary County Tipperary Committee which was established in 1992. This committee did excellent work over the years in promoting Tipperary on both the national and international stages. Unfortunately, a ministerial directive in November 2006 brought an end to Tourism Committees throughout the Country. This is the reason why a new company replaced the tourism committee. South Tipperary Tourism Company has the following as its key objective:-

"to develop, promote, support and sustain the tourism and related sectors in South Tipperary with a view to increasing tourism spend; sustaining current employment levels and creating the environment for additional jobs to be created in the tourism sector in South Tipperary"

Achievements of the company to date

- New Company formed and a board of directors in place
- Commitment from South Tipperary Development company to provide technical advice and support to the Company
- Funding secured from South Tipperary County Council
- Tourism Development International (TDI) hired to work with the Company in developing a strategic approach to developing the Tourism sector in the county.
- The Unique Selling Point (USP) of the county has been identified as "Heritage and Castles". This is based on extensive research conducted by TDI
- Work is being done to develop a "Butler Trail" within the county
- A strategy to promote the wide range of walking products in the county is almost complete
- 2010 Guide book was published in association with North Tipperary Tourism Company
- Funding was secured from Failte Ireland towards the Cost of the 2010 guidebook
- The guidebook has been circulated to Tourist Offices and Information Points both within the County and Regionally. 15,000 copies of the guidebook have been printed
- Tipperary has been included in the Failte Ireland 2010 "GO Initiative". This will involve a 3 – 5 minute DVD / downloadable featuring Michael Moroney, Walking guide from the Glen of Aherlow highlighting aspects of "his Tipperary"
- South Tipperary was promoted at Holiday World, Dublin 2010 in January and at the Brussels Holiday world at the beginning of February
- The Company is working on a number of initiatives with North Tipperary. It has drawn up a list of shows that Tipperary will be represented at throughout 2010, ensuring that Tipperary is to the forefront in tourism marketing

2010 Trade Shows

County Tipperary will be represented at the following shows during 2010 either by North Tipperary Tourism Company or South Tipperary or in some cases by both companies. The County Guidebook will be taken to all of these shows

Holiday World, Belfast	January	North Tipperary
Holiday World, Dublin	January	North and South Tipp
CMT Stuttgart	January	North Tipperary
Brussels Holiday Show	February	South Tipperary
Fiets, Amsterdam	February	North Tipperary
St. Patrick's Blitz, London	March	North Tipperary
Balmoral	May	South Tipperary
Bath and West	June	South Tipperary
Bloom, Dublin	June	South Tipperary
Dublin Horse Show	August	North and South Tipperary
National Ploughing Championships	September	North and South Tipperary
Ober 50's show	October	South Tipperary
BBC Good food Birmingham	November	South Tipperary
BBC Good Food, Scotland	November	North Tipperary

And Finally ...

We look forward to working with all of the trade and to your continued support. Watch out for our next newsletter which will be in EZine format. In the meantime if you have any questions or want any additional copies of the 2010 Guidebook, contact Isabel Cambie on 062 33360