



appendix 1

mission statement

Meath Tourism is the county promotional, marketing and development company for tourism in Meath. It aims to develop and implement a sustainable tourism policy on behalf of the industry and enhance the image of Meath as Ireland Heritage Capital.

Function of Meath Tourism

1. To promote county Meath as a tourist destination in both the domestic and overseas market to move its ranking into the top 10 tourism counties in Ireland.
2. Work in association with all other state agencies who are charged with the improving Meath as a Tourism destination in particular Dublin and the East Coast Counties within the RTO.
3. To encourage and assist the improvement of the tourism product and service in County Meath to internationally acceptable standards offering Value for Money (VFM) and a hospitable Welcome.
4. To seek new and high quality investment in the tourism industry in Meath with specific reference to accommodation and Leisure activities (Golf, Equestrianism, Walking, Cycling and Angling).
5. To liaise and co-operate with Government Departments, State Agencies and any other Bodies as may be appropriate in the interest of Tourism in the County.
6. To increase the level of awareness and appreciation of the value of the Tourism industry throughout County Meath through Familiarisation trips and Tourism Information Forums.
7. To do any other such thing which the Board of Directors may decide in furtherance of the overall objectives of the Company.

Who does Meath Tourism Represent?

Meath Local Authorities
East Coast and Midlands Regional Tourism Authority
Heritage bodies-OPW, National Government Department that has the remit for Heritage in Ireland (Conservation/Education/Promotion)
Hotels and Specialist accommodation and all B&B's (Farmhouse, Guesthouse)
Caravan and Camping, Self-catering and Hostel accommodation

Restaurants (Good Food Circle and non-good food circle)
Licensed vintners

Outdoor and leisure pursuits including gardens, Visiting farms, Golf, Equestrian activities, Horse racing, Angling, Corporate /teambuilding activities

Festivals and Events , Art and Culture

Chambers of Commerce in Meath

Retail industry in Meath

Business and corporate sponsors

Function of Directors

Meetings

To attend all meetings of the Board of Directors. Failure to attend(regardless of apologies or other commitments) three meetings will result in automatic resignation from the Board.

Communication to Sector

To communicate clearly to the members, and potential members, of the sector what is to be gained by becoming a member of Meath Tourism. To encourage persons to contribute and become actively involved in the "bigger picture" in tourism development in Meath.

To hold a minimum of three sectoral meetings per annum , i.e between two Annual General Meetings of Meath Tourism Ltd. The objective of the sectoral meeting's is to initiate a two way communication system, i.e. communicate to the sector what Meath Tourism is doing on their behalf and to listen to what the sector requires from Meath Tourism.

Clearly outline who the sector represents and what is required to gain membership to the sector.

Failure to hold less than three sectoral meetings in any one business year, will result in automatic resignation from the Board.

Feedback

Directors are required to contribute to the Bord meetings of Meath Tourism Ltd. In a positive manner to progress tourism in the name of the industry sector they represent.

Three Monthly updates are required from each rep on the Board of Meath Tourism.

Training for all Directors commences with an induction session following the first meeting of the newly elected Board of Directors.

Subcommittees

Subcommittees will be put in place as and when the need arises. However, there is a need for some subcommittees to be elected and kept in place on an ongoing basis. These include:

- PR (2 Directors)- Press Releases and Newsletters for ezine and snail mail
- Distribution (4 Directors) - brochures to be distributed throughout the county
- Fundraising (4 Directors) -to raise annual funds
- Trade Fairs (3 Directors) - to attend fairs on behalf of Meath

Public Representatives Subcommittee

To communicate and report positively back to all Town councils on the activities of Meath Tourism.

To raise awareness of Tourism development implications to all aspects of services undertaken by the Local Authority to their constituency members.

While all work from the subcommittee must be signed off by the tourism officer, the majority of this work will be undertaken by the members of the subcommittee who will be Directors of the Board.



appendix 2

subscription model

It is recommended that the model for subscription below be offered to the members of industry who wish to become subscribers of Meath Tourism and the RTO (refer to p. Partnership with the RTO):

Breakdown of Fees:

20% - Web

20% - Distribution

10% - Listings on brochures

25% - Represented at tourism forums and trade/consumer shows

25% - Product development including signage

*non membership to RTO precludes one from the above buy in options.

This demonstrates to potential subscribers that their subscription fees will be 'ringfenced' for certain works to be agreed by them at the Tourism forums. The speed and quantity of work undertaken by Meath Tourism is dictated by the amount of investment that is made via membership fees by each operator on the ground. If an operator feels that a particular show is not applicable to them they have a 'buy in' A la carte option.

appendix 3

Overseas Industry participants

A

appendix 2 - 3

21 Overseas Industry Participants

Company name	Participant name and occupation
Abbey Tours	Philip Hennessy and Marina Finn, Sales Director, Dublin
Celtic Welcomes	Aurelia Reymond-Laruinaz-Tour & Product Manager, Scotland
Conference Organisers	Pauline Mc Keever, MD, Dublin
O' Mara Travel	John Healy, Director, Dublin
Beacon Travel	Terri Cullinane, MD, Dublin
Terry Flynn Tours	Owen Flynn, Manager-Tipp and UK
Time Travel Tours	Ginger Aarons, CTC, Portland, Oregon
Shamrock Travel	Pauraic Dempsey, Australia
British Marketing Services	Francis Billot, MD
Prime Tours	
Wilkinson Golf and Leisure	Barry Hynd, GM, Scotland
Shamrock Irland Reisen GmbH	Stefanie Labitske, Germany
Showcase Ireland	Vincent Callaghan, Dublin and Florida
Skellig Reisen	Judi Ertinger, Stuttgart
Undiscovered Britain and Ireland	Ann Litt, President-UK
Cann Travel	Nadeem Bibby, London
Cresta	Ruth Walmsley, Contracts Manager-UK
Hotels and More	Simon Roper, Middlesex
Wolters Reisen GnmH	Cornelia Sahn, Product Manager, UK & Ireland
Airliners, Toronto	Mike Di Corrado, Director
Golf and Travel	Sam Harris, Director, Scotland



appendix 4

Meath Tourism industry survey participants

Interviewee	Area /Sector of Expertise	Format
Mick Ryan	Pub	Focus group
Tim O'Brien	Restaurant and Pub	Focus group
Jackie Finnegan	Pub and accommodation	Focus group
Anne Finnegan	Guesthouse	Questionnaire
John Cusack	Hotels	Personal interview
Rita Dunne	Equestrianism	Questionnaire
Susanne Macken	Equestrianism	Personal interview
Michael Delacasa	Gardens	Questionnaire
Richard Lyttle	Golf and Horse racing	Questionnaire
Niamh	Fairyhouse racecourse	Industry cluster meeting
Liz Picott	Upmarket Self catering and clustering-coast	Personal interview
Mary Plunkett	Pride of Place	Personal interview
Loretto Guinan	Heritage	Personal interview
Clare Tuffy	OPW/Heritage	Personal interview
Tracy Coughlan	MERTA	Personal interview
Martina O'Dwyer	MERTA	Personal Interview
Norman Black	MERTA	Questionnaire
Michael Ludlow	LEADER	Personal interview
B.Mc Grath & C. King	CDB	Personal interviews
Paul Keeley	Failte Ireland	Personal interview
John V. Farrelly	Chairman Meath Tourism and County Councillor	Personal Interview and questionnaire
David Byrne	Eastern Regional Fisheries Board	Personal interview and industry cluster feedback
Mary Murphy	Sports Partnership	Personal interview
Funtasia	Family entertainment	Questionnaire
Causey Experience	Family entertainment and coach business	Questionnaire
Susan Farrell	Trim Visitor Centre and gift shop	Personal interview
Seamus Cassidy	Craftmanship	Personal interview
Emily Napper	Gardens and events	Personal interview
Mary Lydon	Self catering & Trim	Personal interview
Michele Whelan	County Tourism Officer	Personal Interview
Frank Fitzmorris	Economic Development Officer	Personal Interview
Tom Dowling	County Manager	Personal interview
Louise Kennedy	Publican, food provider	Questionnaire

appendix 5

Meath Tourism survey -

Tourism Ireland overseas offices

A

Overseas Findings

Participants from seven Tourism Ireland Offices included

Name	Market
Ditte R. Jorgensen	Norway/Denmark
Elmagh Kileen	Spain
Michelle Mc Carthy	London, UK
Margaret Mellor	UK, Cheshire
Karen Jones	Finland
Aisling Studdert	Netherlands
Gillian Tier	Germany
Claudine Hedin	France

appendix 4 - 5



appendix 6

review of brand guidelines and ITOA survey participants

Meath has successfully been recognised as Ireland Heritage capital. However, within the current brand, original strap line “Always a treasure to visit” is weak as it could be adopted by any county in Ireland. “Where Heritage Lives” has always been used in as far as it was allowed within the brand guidelines by Meath Tourism. It is strong and clearly defines the USP for the county and more importantly leaves the consumer in no doubt that if looking for a heritage experience, MEATH is the county to visit.

However in light of the need for the brand to be broadened (as requested by industry) and for leisure activities to be knitted into the Meath USP, a strap line to consider is the merging of two of the approved advertising straplines (as per the brand in its current form)” Meath, where Heritage lives and leisure is a lifestyle”. While this may need to be refined, it does communicate the myriad of leisure/sporting opportunities while still claiming Meath as Ireland Heritage capital. At any rate it is agreed by the agencies and industry alike that the brand is too myopic in its interpretation and needs to be reviewed and broadened out at this stage. This will be a task for Meath LEADER and the tourism forum to be facilitated by Meath Tourism in 2005.

Using the revised brand in Advertising Media

Radio

Different soundbites crossing over each other announcing the following festivals in Meath-

1. Meath GAA championship
2. Meath golf classic
3. International Hotair Ballooning
4. Moynalty steam thrashing
5. Slane Rock concert
6. Grand National, Fairyhouse, Co.Meath
7. Navan race meet
8. Strand races, Laytown
9. Kells Road races
10. Scurlogstown Olympiad Etc

And finishes with “Meath, where heritage lives and leisure is a lifestyle” or similar.

Promotion and capitalising through more intense profiling of the name “Meath-the heritage capital” both in Domestic and International market.

List ITOA members who participated in the tele-survey

	Company	Name	Position
1.	Limerick Travel	Tony Brazil	Managing Director
2.	Into Ireland Travel	Claire Anne Duffy	Operations Co-ordinator
3.	Global Consolidated Services – GCS	Elayne Cunningham	General Manager Irish Office
4.	Custom Ireland	Patricia	Tour Operations Manager
5.	A Touch of Ireland	Sue Uda	Managing Director
6.	Brendan Tours	Catherine Reilly	Managing Director
7.	Brid Beggan	Brid Beggan	Managing Director
8.	Ovation/Delaney Marketing	Brona Kelleher	Sales Manager
9.	Premier Travel	Eileen	Marketing Manager
10.	OEirebus Ltd.	Nicola Hegarty	Marketing Manager
11.	ATC Language and Travel	Andrew Curran	Marketing Manager
12.	Terry Flynn Tours	Owen Flynn	
13.	Aspects of Ireland	Marrit	Marketing Manager
14.	Beacon Conference and Incentive	Terri Cullinane	Marketing Manager
15.	Wallace Travel Group	Mike O' Shaughnessy	
16.	Isle Inn tours	Heidi Burkhardt	Marketing Manager
17.	CIE Tours International	Brian Stack	President
18.	Alainn Tours	Gillian	
19.	Language Learning International	Colm O Byrne	Sales Manager
20.	Sceptre Ireland	Gerry	Product Development



appendix 7


7.1 Meath Tourism trade survey

7.2 Meath Tourism TIL and overseas survey

7.3 Meath Tourism telesurvey to ITOA

7.4 Meath Tourism online survey

7.1 Meath Tourism Trade Survey



Stella Maris
Seamount Road
Malahide
Co. Dublin
Tel 01 846 1268
Fax 01 258 6048
www.welcomemarketing.ie
info@welcomemarketing.ie

Meath Tourism Trade Survey

SECTION 1: YOUR CURRENT KNOWLEDGE OF COUNTY MEATH

Question 1:
When were you last at:

- i) Bru na Boinne, Newgrange _____
- ii) Hill of Tara _____
- iii) Trim Castle _____
- iv) Loughcrew Historic Gardens _____
- v) Rathbeggan Lakes _____
- vi) Funtasia _____
- vii) Causey Farm experience _____

a) Have you been on a Meath Tourism industry familiarization trip? Yes/No

c) Would you like to go on a Meath Familiarisation trip? Yes/No

Question 2:
Would it be useful if Meath Tourism had quarterly industry forums where you can meet more people and learn more about the tourism industry in Meath?

Question 3:
When is the best month for you to go on a "Fam" trip? _____

Question 4:

a) What, in your opinion, are County Meath's Top 3 main strengths as a tourist destination?

1. _____
2. _____
3. _____

b) What do you consider to be County Meath's main weaknesses as a tourist destination?

1. _____
2. _____
3. _____

Question 5: Development

PRODUCT DEVELOPMENT
What, in your opinion, are the top three tourism products most needed in Meath, to attract more visitors to Meath in 2005-2010?

1. _____
2. _____
3. _____

MARKETING DEVELOPMENT
What are the three main areas, in your opinion, that Meath Tourism need to focus on in terms of Marketing between 2005-2010?

1. _____
2. _____
3. _____

Question 5: USP

a) What, in your opinion, makes County Meath different to other destinations in Ireland?

Question 6: Distribution and website

- a) Does your own marketing efforts primarily feature County Meath as a day visit/lunch stop on route to other locations or as a destination on it's own right?
- b) What search engines do you use for your website?
- c) How do you distribute your business' brochures?
- d) What do you do to drive traffic to your own website?

Question 7:

- a) Are you committed to supporting Meath Tourism between 2005-2010? Yes/No

SECTION 3: MEATHS FUTURE

Question 8:

- a) For the future, what markets in your opinion offer the best prospects for County Meath?

- b) And what market segments offer the best prospects for County Meath?

Question 9:

- a) How would you rate the following aspects of the tourism product and infrastructure in County Meath? (Please circle your answer).

	5	4	3	2	1
Overall atmosphere/ambience	Very Good	Good	Fair	Poor	Very Poor
Accommodation quality					
Accommodation choice					
Accommodation value	Very Good	Good	Fair	Poor	Very Poor
Heritage attractions specifically					
Meaths Coast line	Very Good	Good	Fair	Poor	Very Poor
Shopping	Very Good	Good	Fair	Poor	Very Poor
Visitor information services	Very Good	Good	Fair	Poor	Very Poor
Events	Very Good	Good	Fair	Poor	Very Poor
Entertainment provision	Very Good	Good	Fair	Poor	Very Poor
Signage	Very Good	Good	Fair	Poor	Very Poor
Coach parking/Car Parking	Very Good	Good	Fair	Poor	Very Poor
Restaurants	Very Good	Good	Fair	Poor	Very Poor
Walking routes/trails	Very Good	Good	Fair	Poor	Very Poor
Choice of Activities					
(golf Equestrianism, boating etc)	Very Good	Good	Fair	Poor	Very Poor
Environment/scenery	Very Good	Good	Fair	Poor	Very Poor
Value for money	Very Good	Good	Fair	Poor	Very Poor
Other (Specify).....					



Question 10:

a) What would you recommend to improve each of the following aspects of the County Meath tourism product?
I would Recommend the following:

Environment and infrastructure- village aesthetics:

Heritage attractions:

Meath coastline:

Accommodation:

Food and beverage:

Activities and attractions:

Visitor Information:

Marketing Effectiveness:

Value for Money:

Hotels:

Question 11:

a) What other suggestions can you contribute to improve County Meath as a tourism destination?

We would like to thank you for taking the time to finish this survey and would ask that you forward it us via the following methods:

1. Fax: 01 258 6048

2. Email: info@welcomemarketing.ie

3. Post to: Welcome Marketing, Stella Maris House, Seamount Road, Malahide, Co Dublin. Ireland.

4. Finally, if you have any further questions or comments on this survey, please do not hesitate to contact us on 1850 268 766.
Once again, thank you!

7.2 Survey distributed to TIL and overseas operators



COUNTY MEATH TOURISM RESEARCH PROGRAMME TOURISM TRADE SURVEY

Stella Maris
Seamount Road
Malahide
Co. Dublin
Tel 01 846 1268
Fax 01 258 6048
www.welcomemarketing.ie
info@welcomemarketing.ie

SECTION 1

YOUR CURRENT KNOWLEDGE OF COUNTY MEATH

- Q.1 Do you currently feature Meath in your programmes?
Q.2 Are you familiar with County Meath?
- Q.3(a) Would you come on a fam trip to County Meath?
Q.3(b) When is the best month for you to go on a fam trip?
Q.3(c) Could you overnight on a fam trip if it was made available to you?
- Q.4(a) What, in your opinion, are County Meath's main strengths as a tourist destination?
1. _____ 2. _____ 3. _____
- Q.4(b) And what do you consider to be County Meath's main weaknesses as a tourist destination?
1. _____ 2. _____ 3. _____

SECTION 2

USP

- Q.5 What, in your opinion, makes County Meath different to other destinations in Ireland?
Q.6 Do your current programmes primarily feature County Meath as a day visit/lunch stop on route to other locations or as a destination on its own right?
Q.7 What "EXTRAS" does the county need to be included in your programmes as an overnight destination?

SECTION 3

MEATHS FUTURE

- Q.8(a) For the future, what markets in your opinion offer the best prospects for County Meath?
Q.8(b) And what market segments offer the best prospects for County Meath?



Q.9 How would you rate the following aspects of the tourism product and infrastructure in County Meath?
(please circle your answer).

	5	4	3	2	1
Overall atmosphere/ambience	Very Good	Good	Fair	Poor	Very Poor
Accommodation quality					
Accommodation choice					
Accommodation value	Very Good	Good	Fair	Poor	Very Poor
Heritage attractions specifically					
Meaths Coast line	Very Good	Good	Fair	Poor	Very Poor
Shopping	Very Good	Good	Fair	Poor	Very Poor
Visitor information services	Very Good	Good	Fair	Poor	Very Poor
Events	Very Good	Good	Fair	Poor	Very Poor
Entertainment provision	Very Good	Good	Fair	Poor	Very Poor
Signage	Very Good	Good	Fair	Poor	Very Poor
Coach parking/Car Parking	Very Good	Good	Fair	Poor	Very Poor
Restaurants	Very Good	Good	Fair	Poor	Very Poor
Walking routes/trails	Very Good	Good	Fair	Poor	Very Poor
Choice of Activities					
(golf Equestrianism, boating etc)	Very Good	Good	Fair	Poor	Very Poor
Environment/scenery	Very Good	Good	Fair	Poor	Very Poor
Value for money	Very Good	Good	Fair	Poor	Very Poor
Other (Specify).....					

Q10. What recommendations would you have to improve each of the following aspects of the County Meath tourism product?

- a) ENVIRONMENT AND INFRASTRUCTURE- VILLAGE AESTHETICS
- b) HERITAGE ATTRACTIONS
- c) MEATH COASTLINE
- d) ACCOMMODATION
- e) FOOD AND BEVERAGE
- f) ACTIVITIES AND ATTRACTIONS
- g) ENTERTAINMENT
- h) SHOPPING FACILITIES
- i) VISITOR INFORMATION
- j) MARKETING EFECTIVENESS
- k) VALUE FOR MONEY
- l) HOTELS



Q 11

a) What other suggestions can you contribute to improve County Meath as a tourism destination?

Q.12 What would encourage you to include County Meath in your future programmes?

* Many thanks for your assistance in completing this survey

PLEASE FILL IN AND CIRCLE WHERE APPROPRIATE

Name.....

Position:

Company:

.....

Tel No :

Address :

.....

.....

Email :

Markets: (please circle)

ROI

NI

UK

France

GERMANY

EUROPE(specify)

USA(specify)

Type of Organisation (please circle):

Tour operator

Ground handler


Faite Ireland/TIL

Travel writer/Journalist





7.3 Telesurvey to ITOA

welcomemarketing

Meath Tourism Trade Survey

Good morning/afternoon/evening. My name is from DIT Tourism Research Centre. We are undertaking a survey for Welcome Marketing which has been commissioned by Meath County Council and Meath Tourism. The purpose of gathering this information is to assist in the preparation of a 5-year strategy for County Meath. Your help in completing the following short questionnaire is much appreciated.

1. Name:

2. Position:
job title, e.g., marketing manager

3. Company Name:

4. Email Address:

5. Address:

Address 1

Address 2

Address 3

Town

County

6. Telephone Number, including the area code

7. Are you familiar with County Meath? Yes/ No

8. Do you currently feature Meath in your programmes? Yes/ No
If no, why not?

9. Would you consider an overnight 'Fam' trip in County Meath?
 Yes No

10. Would you come on a day 'Fam' trip to County Meath?
 Yes No

11. What is the best month for you to go on a 'Fam' trip?

<input type="radio"/> Jan	<input type="radio"/> Feb	<input type="radio"/> March	<input type="radio"/> April	<input type="radio"/> May	<input type="radio"/> June
<input type="radio"/> July	<input type="radio"/> Aug	<input type="radio"/> Sept	<input type="radio"/> Oct	<input type="radio"/> Nov	<input type="radio"/> Dec

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info@welcomemarketing.ie

12. What, in your opinion, are County Meath's Top 3 main strengths as a tourist destination?

1. _____
2. _____
3. _____

13. What do you consider to be County Meath's main weaknesses as a tourist destination?

1. _____
2. _____
3. _____

14. What, in your opinion, is Meath's unique selling proposition?
What, in your opinion, makes County Meath different to other destinations in Ireland?

15. Do your current programmes primarily feature County Meath as a day visit/lunch stop or as a destination in its own right?

16. What, if any, gaps exist in Meath's tourism product, that have prevented you from including it in your programmes as an overnight destination?

17. Meath's Future
For the future, what markets, in your opinion, offer the best prospects for County Meath?

18. Meath's Future
And what market segments offer the best prospects for County Meath?

19. How would you rate the following aspects of the tourism product and infrastructure in County Meath?

	Very Good	Good	Fair	Poor	D/K
Overall atmosphere/					
Ambience					
Accommodation quality					
Accommodation choice					
Accommodation value					
Heritage attractions specifically					
Meath's coast line					
Shopping					
Visitor information services					
Events					
Entertainment provision					
Signage					
Car parking					
Coach parking					
Restaurants					
Walking routes/ trails					
Choice of activities (golf, equestrianism, boating etc.)					
Environment/ scenery					
Value for money					



20. What would you recommend to improve each of the following aspects of the County Meath tourism product

Environment and infrastructure – village aesthetics:

Heritage attractions:

Meath Coastline:

Accommodation:

Food and beverage:

Activities and attractions:

Entertainment:

Shopping facilities:

Visitor information:

Value for money:

Hotels:

21. What would encourage you to include County Meath in your future programmes?

22. Markets

Please select the markets you operate in.

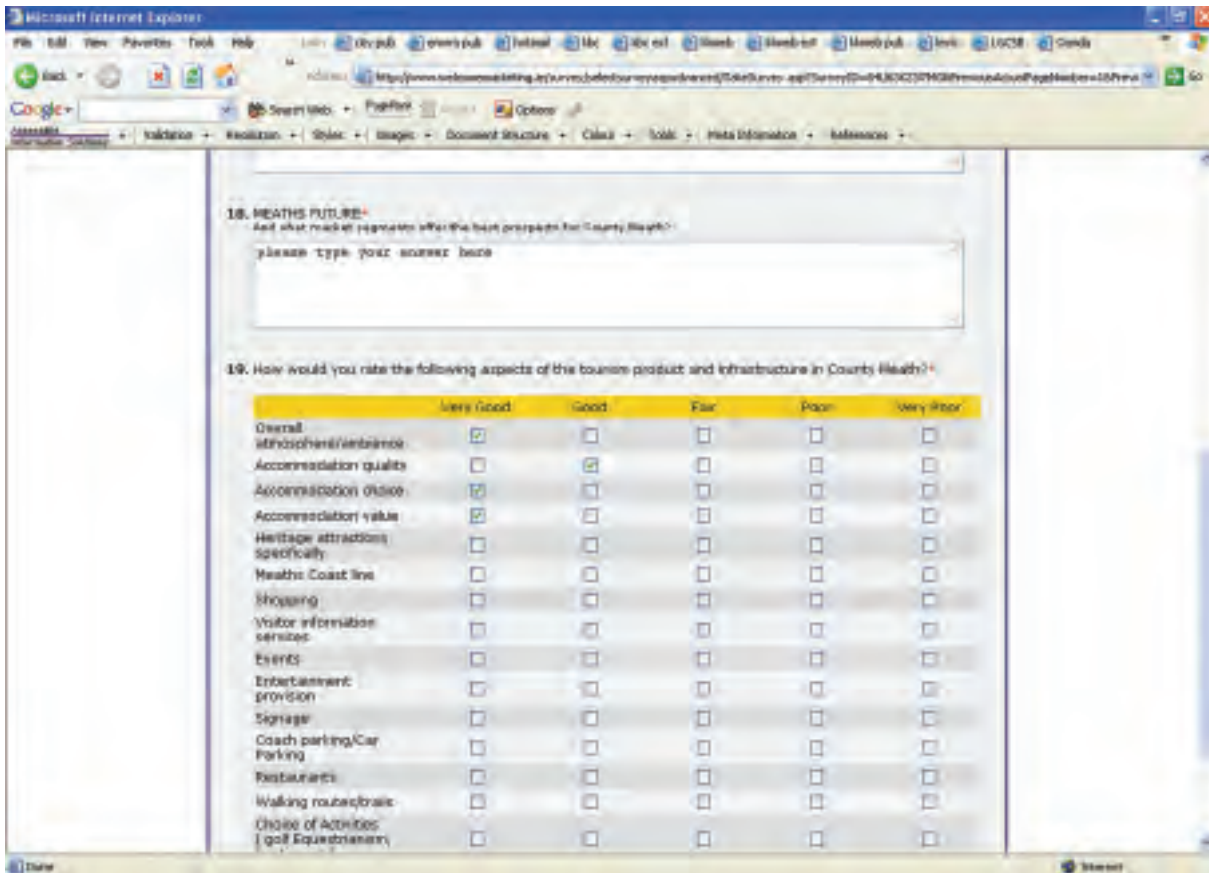
- ROI
 - NI
 - UK
 - France
 - Germany
 - USA
 - Other, please specify

Thank you very much for taking the time to complete this questionnaire.



welcomemarketing

7.4 online survey (snapshot sample)





appendix 8

tourist office network for Meath

Each of the town Councils, Navan, Trim and Kells will now manage the tourist information at each of their central points through their allocated tourist information office/officer. This will allow each of the major towns to develop its own tourism identity. This “on the ground” approach can be activated through the local Chambers of Commerce and Pride of Place initiative, which have now mobilised themselves into very proactive groups. The local Tourist Office will provide the backdrop and back up for tourism initiatives in each of the towns in their environs. For Meath Tourism to become more relevant to their members throughout the county there needs to be a link between each of the towns and their broader environs, for example Trim needs to serve as the central tourist point for Enfield and Clonard as well for the town of Trim itself. Information pubs will also supplement the more remote areas. The objective of this initiative is to make Meath Tourism more relevant to all tourism operators on the ground.

appendix 9

one official OSI map for Meath

One official map, specifically commissioned and prepared by the OSI should be considered as a high priority tool for Meath.