



**ACTION D4 TARGETED COMMUNICATIONS
PROGRESS REPORT**

09-04-16

<p>GeoparkLIFE Communications update</p>	<p>Newsletter The second edition of the Geopark Newsletter has been sent out and shared on social media. The newsletter features updates on each of the actions of the GeoparkLIFE project as well as non LIFE activity. The second edition will be released in January.</p> <p>Awards The Geopark was awarded a National Geographic Wold Legacy award in March for its GeoparkLIFE project.</p> <p>Social Media The Facebook page has continually grown throughout the year. From April 16th our Page Likes have increased from 1,810 in mid-October to 2,226 in Mid-April. On numerous occasions our posts have reached over 1400 people, with the most successful post this year being the National Geographic award announcement which reached over 15,000 people. Our Twitter following has also continued to grow throughout the year from 1,736 in mid-October to 2,097 in mid-April.</p> <p>Website The Geopark website has been updated and is an on-going process as we generate results and case studies from each of the GeoparkLIFE actions.</p> <p>Press Since October we have received over 50press articles in both local and national papers with the National Geographic award nomination and win being the most covered story.</p> <p>2016 Planning We are currently in a process of planning our marketing and communications activities for 2016. Weaving together the results from B1, B2 and B3 into a cohesive story will be a priority for 2016.</p>
<p>Burren and Cliffs of Moher Geopark destination branding</p>	<p>The Geopark office is the process formalising a plan to brand the visitors centre in the Geopark region as interpretive Geosites. As part of</p>

	<p>the programme the Geopark will develop staff training and facilitate a staff champion to be the key in-house trainer at each of the attractions.</p> <p>The Geopark is also developing an ‘Ask me about the Geopark?’ programme which will see staff at visitor attractions with sufficient knowledge on the Geopark and its programmes to wear a badge saying ‘Ask me about the Geopark?’</p> <p>The first phase of the programme has been to update the Geopark visitor map with key information seasonal staff need to know and can impart to a visitor.</p>
<p>B.E.N. Co-marketing</p>	<p>The Marketing plan for 2016 with BEN is again focusing on local, national and international audiences with prioritised activity including presence on the ground, educating visitor centre staff and using PR as a promotional channel. This year we are bought all members of BEN together under one leaflet which highlight the heritage aspects of the products (Food and Activity Trails).</p> <p>Below is an outline of the Initiatives</p> <ol style="list-style-type: none"> 1. Local - Coordinating an information dissemination campaign with the aim of increasing awareness of the products and experiences in the destination among the tourism businesses in the region <ol style="list-style-type: none"> a. Creation of a leaflet that reflects all businesses in BEN and not having separate leaflets for activity and food. b. Distribution of product leaflets and posters throughout the Burren region c. Developing signage for each of the businesses that demonstrates they are partners of the Geopark 2. National - Targeting domestic visitors by promote the Geopark as a holiday destination with excellent food, activities and festival through the following actions and communication channels: <ol style="list-style-type: none"> a. Holding a press event to inform journalists and Failte Irelands publicity teams of the planned activities for the coming season b. Print Media - Create and distribute press releases highlighting our products, experiences, festivals and awards to newspapers and magazines (Travel, food, lifestyle sections) c. Website – Burren.ie updating website with new content that was created for the new 3. International - highlighting the Geopark as a destination that has an abundance to offers in terms of food, activity and walking through the following actions: <ol style="list-style-type: none"> a. Relationship building with Tourism Ireland and Failte

	<p>Ireland and supplying stories, photography, itineraries and press releases to pitch for international FAM trips.</p> <ul style="list-style-type: none">b. Awards applications - Applying for destination and product awards to raise awarenessc. Social Media – using social media to promote the new content and existing productsd. Presence at Tourist offices - Targeting visitors that have arrived in Ireland and are looking for things to do<ul style="list-style-type: none">i. Building relationships and presenting the products to Tourist office staffii. Dressing the windows in tourist information offices for scheduled periods to highlight festivals, products and events
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