

NEW TOURISM CAMPAIGN TO MARKET COUNTY SLIGO

Sligo Tourism, the agency tasked with promoting the northwest county to national and international markets, is embarking on an ambitious year-long digital marketing campaign, with social media and creativity powering the entire initiative.

Using the hashtag #SligoStories, locals and visitors to County Sligo are encouraged to share their favourite story from the county over the next 12 months.

The key objectives of the 2019-2020 marketing campaign will focus on growing the number and spend of overseas visitors to the region, especially those visiting from Europe. Another objective is to extend the length of stays by visitors to the region and encouraging families to stay for week-long periods.

According to Sligo Tourism Manager Neil Faulkner, the campaign will drive significant interest during some of the tougher months for tourism operators in the northwest: "We are really excited to announce this new Sligo Stories Tourism campaign supported by Sligo Tourist Development Association, Sligo LEADER Partnership and our local hotels.

"We have just kicked off our social media campaign, and will follow with a brand new suite of new photography and two new promotional videos all set to be released over the coming months."

KEY CAMPAIGN ELEMENTS

From sunrise to sunset, whether it is hiking up Knocknarea, biking around Sligo town, surf lessons in Strandhill, picnics on the beach in Enniscrone, dinner with friends in Sligo's award-winning restaurants, guided walks and trails, horse riding across beaches; Sligo's stunning landscape and people is surely set to inspire each and every story.



Key elements of the campaign include the development of saleable visitor experiences and packages which tourists can pre-book and buy online through the recently relaunched website SligoTourism.ie.

These packages will focus on off-season months of the tourism calendar (i.e. October to March), while the campaign will also include the development of a photography and video content pool.

The marketing campaign will also collaborate with local tourism networks including Adventure Sligo, Sligo Food Trail, Sligo Walks and South and West Sligo Tourism.

Three major themes of the campaign will focus on County's Sligo's main assets – outdoor adventures, archaeology and culture and creativity – as well as supporting the county's vibrant events calendar.

For further information visit www.sligotourism.ie and follow @SligoTourism. (Photo Credits: Joshua McMichael)