



# Visit East Clare

## MISSION STATEMENT

Our mission is to promote East Clare as a year-round tourism destination. We believe that tourism promotion will sustain and develop our community, our nature, our heritage, and our culture.

Join us on the road to recovery in 2022, in a collaborative marketing and PR campaign to attract more visitors to East Clare. Together we can help our unique part of Ireland to recover and grow.

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## SO FAR WE HAVE

- Grown an 8K strong social media following across multiple platforms.
- An annual reach on social media of over 250,000.
- Curated and send out fortnightly email newsletters.
- Built strong partnerships and relationships with Clare County Council, Visit Clare, Discover Lough Derg, Ireland's Hidden Heartlands and Fáilte Ireland.
- Promoted festivals and events in East Clare.
- Built an image database.

## BY BECOMING A MEMBER YOU WILL GET

- A full individual listing with images on the Visit East Clare website.
- Features on our social media channels.
- Inclusion in our fortnightly email newsletters.
- Access to add your events to our Events Database.
- Access to our Image Database for use on your social media channels.
- A Member Support Pack, giving step by step instructions on various aspects of digital marketing and public relations.
- Use of our logo on your website.

## OUR 2022 PLANS

- Form working groups to support the industry locally.
- Form a sustainable working group to help promote East Clare as a sustainable tourism region.
- Develop bundles and packages to cross-promote members.
- Release a destination video for East Clare.
- Increase our online presence and reach new audiences through the use of campaigns.
- Make additions to the image database.
- Apply for further funding for projects, using your membership as match funding.

## MEMBERSHIP RATES

Membership is open to all types of businesses across the East Clare region that have an interest in attracting visitors.

Membership for 2022 costs just €50, and this can be completed [here](#).



Nestled in the heart of Ireland, uncover the magic of East Clare. Discover the region's hidden gems by embarking on an adventure through history, heritage, culture and landscape. Unearth a welcome unlike any other as you meander your way through East Clare's many quaint towns and villages. Enjoy an abundance of activities, festivals and culture.

Come for the beauty, stay for the memories — East Clare, a magical place to uncover.