

Fáilte Ireland's e-Business Initiative

ONLINE and UPWARD An Overview of Web Supports

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WEB-CHECK
Targeting
your
business

A FAILTE IRELAND FUNDED PROJECT SUPPORTING TOURISM ENTERPRISES

Aim of This Initiative

To enhance the e-Capability of Tourism Enterprises

Online and Upward

What is our target market ?
(16,000 tourism businesses)

<ul style="list-style-type: none">✚ Accommodation✚ Hotels (5*, 4*, 3*, 2*, 1*)✚ Guest-Houses✚ Bed & Breakfast✚ Self-catering✚ Hostels✚ Caravan & Camping	<ul style="list-style-type: none">✚ Non-Accommodation✚ Tourism Attractions✚ Activity Centres✚ Equestrian Centres✚ Bars & Restaurants✚ Golf Clubs✚ Cruising / Marine✚ Tour / Coach Operators
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Online and Upward

Why all the fuss about websites?

Ireland: 5 million people,
66% Internet Users
Market Total 3.3 Million



Online and Upward

How can I get this website working for me?



Our Portfolio of Web Supports

Web-Marketing

Web-Check

Web-Check PLUS

Web - Gain

Web -Skills

Website

www.failteireland.ie/websupports



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Project Website

- Online booking
- Secure Payment
- Reference Material
- How-to Guides

www.failteireland.ie/websupports

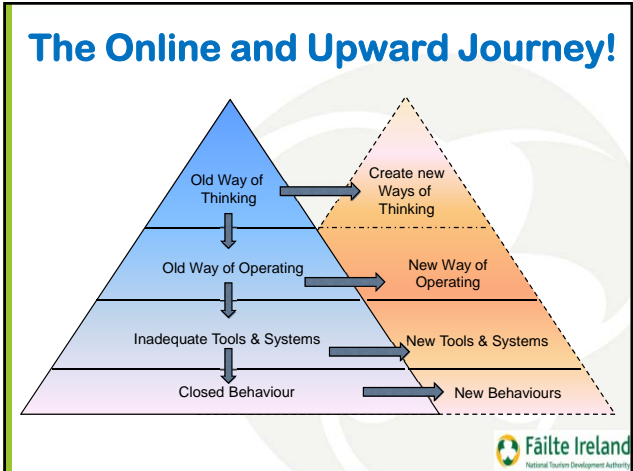
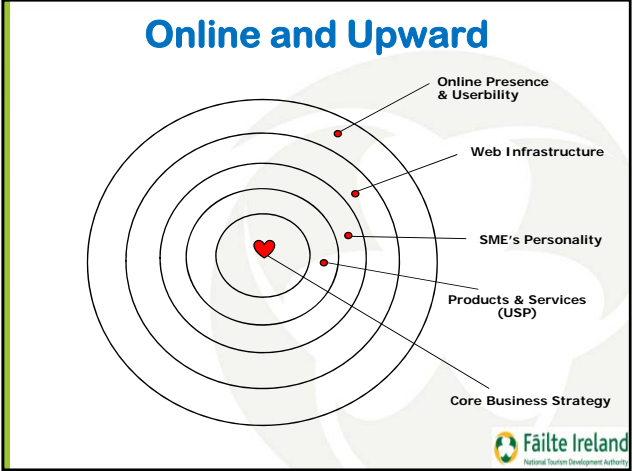


Project Facebook Page

- Ask the Expert
- Booking Engine Comparator



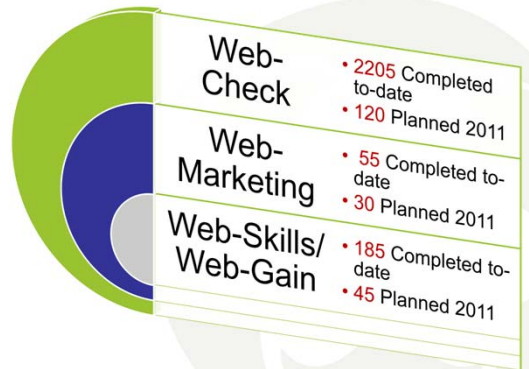
DIGITAL voice footprint shadow



Online and Upward



Online and Upward



Online and Upward



Learn about your audience:
 Who/Where are they?
 How/Where do they consume?
 How/Where do they engage?

“Be the conduit between your audience and the valuable content and resources you are offering them”



Online and Upward

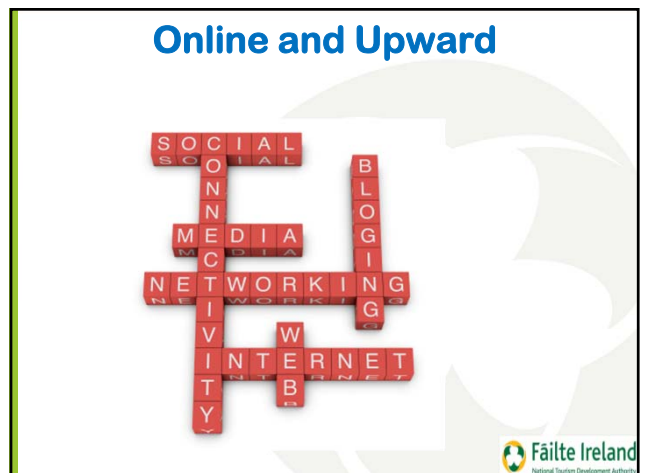
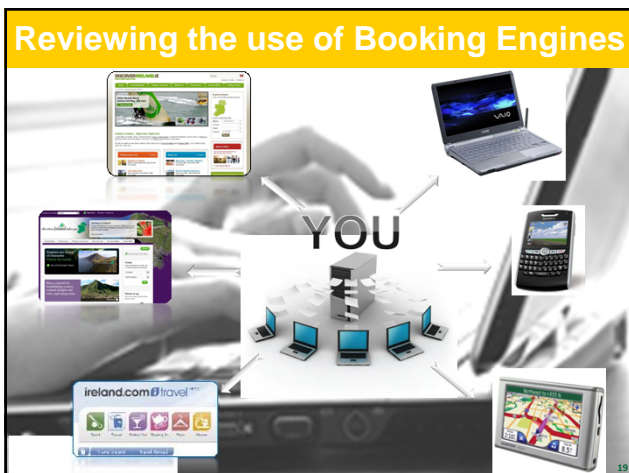
1 Day WEB-SKILLS Workshops

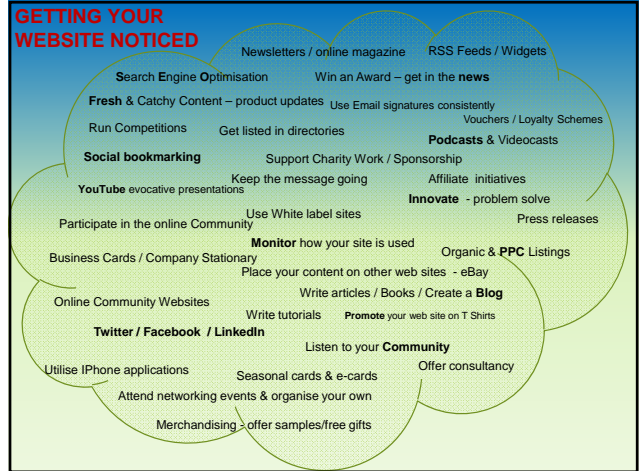
- ↓ Online Reputation Management
- ↓ Social Media Applications
- ↓ Online Selling & Google Tools
- ↓ Web Content & Design
- ↓ SEO & SEM
- ↓ CRM
- ↓ The Mobile Web
- ↓ The Visual Web

Other WEB-SKILLS Events

- ↓ General e-Business Topics (Tailored)
- ↓ Webinars
- ↓ Internal or External Workshops
- ↓ E-Symposiums / Conferences







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Summary of Recipients of Web Support Interventions

As a consequence of participating in Web-Check?	YES	NO	Ave increase	Note
Has the number of online enquires increased for your business?	16%		10-15%	
Has your number of bookings increased?	12%		5-10%	
Has your overall revenue increased due to increased online sales?	10%	60% (*)	€5-10K	(*) Not discernable
Has there been an increase in new business attributable to Web-Check?	62%		5-10% (for 10%)	
In general, what changes or influences have emerged as a consequence of enhancements to your website / online profile?	<ul style="list-style-type: none"> Better Websites Easier to optimise their website Increase in enquiries 			
What if any significant changes have you made to the way in which you operate your business since participating in Web-Check?	<ul style="list-style-type: none"> Increased awareness of the importance of online activity Wider reach of special offers Improved opportunities for social networking Ability to update own site More attention given to website 			

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Sample of Feedback Comments - Web Support Interventions

As a consequence of participating in Web-Check:	Ave Increase
Stillorgan Park Hotel - "As a result of Web-Check realised new web-site was urgently needed, that's live now & very user friendly. Online business increased significantly on same period last year"	40-45%
The Cook Book Club - "Greatly benefitted from Web-Check, gave me more confidence, made me more critical when updating site, seen business increase"	20-30%
Dublin One City One Book - "Web-Check was immensely useful, now in top 3 on Google Searches, Bounce rate very good & seen increase in online business"	30%
Harcourt Hotel - "Tough times in the Hotel, e.g. staff shortages & hard to implement all recommendations from Web-Check visit, have increased web activity & set-up Google Maps – overall intervention 100% positive!"	15-20%
De tang Noodle House - "Went from -20% in 2009 to +15% in 2010 after Web-Check, now have a new website, monitoring Google Analytics & linking till to website for ordering produce – very proactive approach adopted"	15%
Mount Errigal Hotel - "The Web-Check coupled with the marketing intervention has had a huge impact on the Hotel's bookings – delighted with Fáilte Ireland's supports"	45%+
Doolin2Aran Ferries - "100% beneficial to company, this year 50% increase in business, analytics and a new website now a key focus, plus using Facebook, Twitter and blogging is growing a fan base also"	50%
Gowran Park Golf & Leisure - "Seen increase in business in last few months, now using SEO effectively, and exploring new potential ways to sell online"	20%

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Sample of Feedback Comments - Social Media Survey

30% response rate

Considering your business use of social media, please indicate your level of awareness or usage of the following sites:

	I don't know it	I've heard of it but I don't use it	I use it	I used to use it	I'm planning to use it in the near future
Facebook	0%	0%	98%	0%	2%
Twitter	0%	25%	62%	7%	7%
Youtube	0%	15%	68%	2%	16%
LinkedIn	0%	22%	72%	2%	5%
Blogs	0%	33%	35%	2%	29%
QR Codes	43%	29%	14%	2%	12%



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Sample of Feedback Comments - Social Media Survey

30% response rate

Of the social media platforms that you use, what are your main reasons for using them?

	Increase online profile	Reach customers	Gain more business	Identify customer needs / leads / trends	Monitor who is talking about your business
Facebook	93%	90%	93%	91%	85%
Twitter	51%	46%	33%	39%	49%
Youtube	62%	33%	338%	15%	18%
LinkedIn	26%	16%	19%	6%	18%
Blogs	21%	18%	18%	12%	13%
QR Codes	7%	7%	5%	3%	5%



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Sample of Feedback Comments - Social Media Survey

30% response rate

Does your company have a policy on reacting to positive / negative comments posted about your company on social media sites?

		YES	NO	Don't Know
		69%	31%	0%
Does your company use digital marketing?	Com. Generated	63%		
	User Generated	28%	29%	5%
If you do NOT participate in any social networking websites, why not?	I don't understand the concept / how it works		50%	
	Don't see the benefit of joining		50%	
	I don't know how to join social networking sites		50%	



Online and Upward Lessons Learnt...

1. Clearly identify needs of the clients
2. Comprehensive & realistic project brief is key
3. Close communication with Service Providers; Client Services Teams; Steering Group & above all with Clients
4. Constantly review the way we do things - look to more flexible, cost effective alternatives (but Don't compromise on quality!!!)
5. Explore innovative (online/remote) methods of delivery & continually build on successes....



Online and Upward In summary

1. Know your market
2. Manage expectations
3. Suffer through procurement process
4. Pick the best Service Provider Team
5. Learn as you go, be flexible & responsive
6. Keep your finger on the pulse
7. Manage resources as best you can
8. Apply the concept of "Innovative Consistency"
9. Lead by example – focus on the online
10. Maintain momentum & an eye on the future....



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Many thanks for your
attention

Any Questions?

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The logo for Fáilte Ireland, the National Tourism Development Authority, featuring a stylized green and white circular emblem.