

EU JUST TRANSITION DIGITAL TRANSFORMATION PROGRAMME

Develop your tourism business with
our digital supports programme



Rialtas na hÉireann
Government of Ireland



Co-funded by
the European Union



Tionól Reigiúnach Oirthir agus Lár-Tíre
Eastern and Midland Regional Assembly

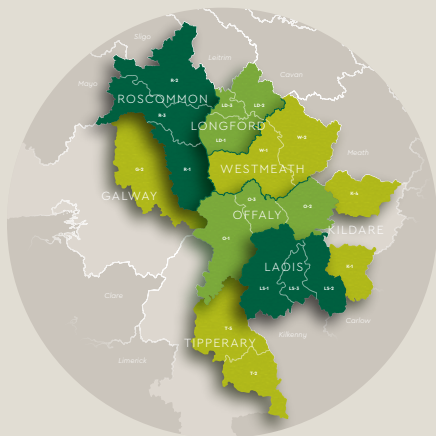


Fáilte
Ireland

Why is Digital important for your business?

All over the world, digital is transforming the way people plan and book their holidays, and a good online presence is essential for all tourism businesses that want to thrive in today's digital world, attract new customers, increase sales and set themselves apart from the competition.

But we know that often as a tourism business, your primary focus is on crafting your experience or accommodation offering. If you're just starting out, or managing suppliers and staff, responding to enquiries, trying to stay on top of your finances and ahead of the competition, it can be challenging to make time to drive your digital improvements. So this is the programme for you.



Are you eligible?

This digital transformation programme is open to tourism businesses within the [EU Just Transition territory](#) including:

- ▶ Visitor experiences – including attractions, activities & day tours
- ▶ Accommodation providers
- ▶ Golf Courses
- ▶ Destination Marketing Organisations

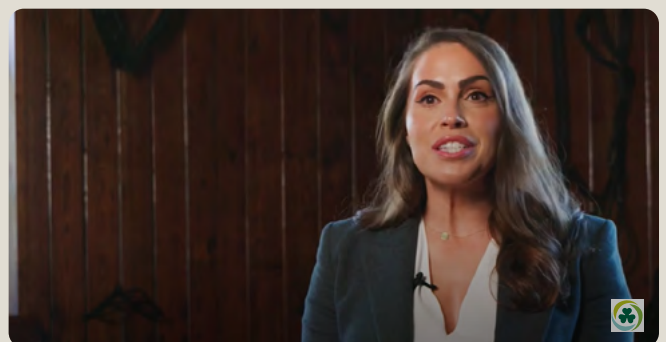
Check out our [Guidelines](#) for further details on eligibility and T&Cs. Information on the application process can be found on page 26.

How does our Digital Transformation programme work?

This unique programme is built to suit your business and align perfectly with where you are on your digital journey, and where you need to go next. Delivered by Fáilte Ireland and leading subject matter experts, we will work closely with you to identify your business's specific digital needs – which may be a new website, content, a booking system or other new digital technologies to improve your business efficiencies, unlock greater productivity and save valuable time and money.

- ▶ The programme will commence in 2024 and participation can span up to 2 years, depending on your specific business requirements.
- ▶ Expert-led training, team skills development, one-to-one advice and 100% financial supports are provided to you throughout the programme.

Fáilte Ireland is experienced in delivering digital programmes for tourism businesses and we know that providing the right support on your digital journey is the key to success. Learn more about the 1-2-1 expert support provided with our digital transformation programmes in our video below.



Benefits of the Programme:

- ▶ Increased online sales
- ▶ A digital roadmap tailored for you
- ▶ Access to 100% investment grants
- ▶ New digital technology & tools to boost efficiencies
- ▶ Supercharged digital skills for your team

Through participation in our digital transformation programme, businesses can expect:

- ▶ Enhanced website to drive more business
- ▶ Content plan & new asset development
- ▶ Improved analytics & reporting to allow data-driven decision making
- ▶ Increased productivity & efficiencies via use of new technology systems – saving 10+ hours weekly
- ▶ Digital marketing & social media improvements
- ▶ Enhanced distribution via online travel agents (OTAs) & tour operators

Note: The above list is not exhaustive. Level of supports provided will be dependent on the individual needs and digital maturity of each business and will vary case by case.

INVESTMENT
GRANT
PER BUSINESS

**€7.5K –
€58K**

1-2-1 EXPERT
SUPPORT
PER BUSINESS

**68+
HOURS**

TAKE THE NEXT STEP IN YOUR DIGITAL JOURNEY!

Complete our short Expression of Interest (EOI) form for **Category 4 only** to secure your place and join hundreds of Irish tourism businesses already reaping the benefits of digital transformation.



Check out [recent success stories](#) from digital transformation programmes that Fáilte Ireland has delivered for other tourism businesses across Ireland.

It's an Invaluable Opportunity

"The programme is a really great opportunity to modernise and use data to accelerate your business growth. It has brought a lot more people to our doors and has streamlined our operations. And it has certainly bolstered our revenue. Moving forward, we'll be looking at adopting and learning more about digital practices that we can implement here."

Richie O'Hara, Baysports, Athlone (participant in Fáilte Ireland's Digital that Delivers programme)



Your Commitment

To reap the full benefits of our Digital Transformation programme and see long-term results, you need to commit to growing your business, be ready to embrace the digital change and be prepared to apply your new skills and knowledge to your day-to-day operations.

You will need to allocate approximately 2 to 4 days per month (dependent on your roadmap) to undertake learning, attend meetings and for the implementation of the recommended technology and actions as outlined in your digital roadmap.

While the programme does require commitment on your part, be assured that it is designed to be flexible to meet your business needs and work with you around peak season and busy periods.

For further information:

www.failteireland.ie

To access the Expression of Interest form you must have an account on Fáilte Ireland's Trade Portal. Follow the above link to log in or sign up.

This Investment Grant-Aid Scheme for Private & Community SMEs and Digital Transformation programme is co-funded by the Government of Ireland and the European Union through the EU Just Transition Fund.

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