

# Session 2b

## How to reach overseas tourists & targeting your offering to appeal to your target markets.

18th September 2020



# Joan & Richard



# Pierre & Marie





# What motivates the cultural tourist?

We can make a number of assumptions about our visitors;



People who are seeking culture as part of their visit  
Coming for something specific; ie event or location



# What motivates the cultural tourist?



Seeking authentic cultural heritage experience  
Seeking to immerse in location/community  
Seeking tradition with contemporary  
Bringing their own lives to a new location



# What motivates the cultural tourist?

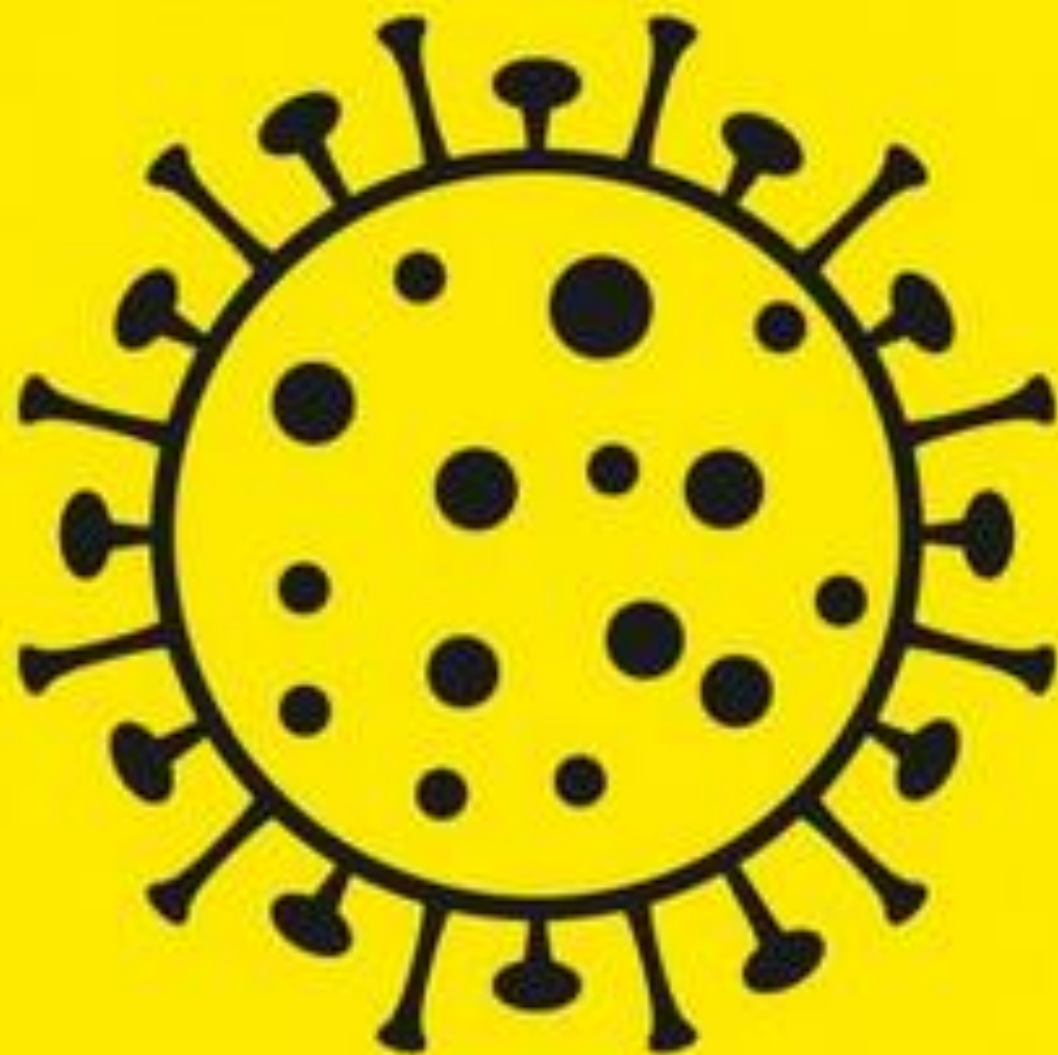


Seeking to immerse in location/community  
Seeking tradition with contemporary  
Bringing their own lives to a new location

Once I've decided who my  
target market is,  
how do I find them?







Target your communications  
and messaging.

Keep it simple and uncomplicated.



# Talk to your existing customers and listen to them.

Online survey - survey monkey  
*funding applications*





*Source; Online and in person customer survey NMHC, September 2019*

95% of respondents said, given a choice they would buy Organic produce

48% of respondents said they believed that Organic produce was healthier for them and their families

75% of respondents said they would like to learn more about Organic Horticulture

36% of respondents said the single biggest barrier to buying Organic produce was cost



# Customer loyalty



**Susan Heffernan**  
Marketing & Project Management Consultant



**Northern Periphery and  
Arctic Programme**  
2014-2020



**EUROPEAN UNION**  
Investing in your future  
European Regional Development Fund





Visitors become repeat visitors.

Repeat visitors become your ambassadors.



# Further reading

Tourism Ireland - <https://www.tourismireland.com/Research>

Tourism NI - <https://tourismni.com/facts-and-figures/>

[Failte Ireland - https://www.failteireland.ie/Research-and-Insights.aspx](https://www.failteireland.ie/Research-and-Insights.aspx)

Survey Monkey - <https://www.surveymonkey.com/>

# General Data Protection Regulation

## GDPR



# What is **GDPR**?

In a nutshell, **GDPR** requires organizations that collect personal information to better inform users about what information is being collected, and how it's being used. It also requires them to give users more control over these actions.

Individual rights to turn access to their personal data on and off must be taken into account at every turn. It can no longer be assumed that an individual opts-in by default, consent must be obvious and well informed.

The **GDPR** is clear in that an indication of consent must be unambiguous and involve a clear affirmative action (an opt-in). It specifically bans pre-ticked opt-in boxes. It also requires distinct consent options for processing operations.

# Personal Data

Under the **GDPR**, *personal data* is data that relates to or can identify a living person, either by itself or together with other available information.

*For example; a person's name, phone number, bank details and medical history.*



# Special category personal data

The processing of special category data is prohibited unless the data subject has given their explicit consent

*For example; The data subject's racial or ethnic origin, their political opinions or their religious or philosophical beliefs*

*Whether the data subject is a member of a trade union*

*The data subject's physical or mental health or condition or sexual life*

*Whether the data subject has committed or allegedly committed any offence*

*Any proceedings for an offence committed or alleged to have been committed by the data subject, the disposal of such proceedings or the sentence of any court in such proceedings*

# Your must have a lawful basis for the processing of personal information

**Consent:** the individual has given clear consent for you to process their personal data for a specific purpose.

**Contract:** the processing is necessary for a contract you have with the individual, or because they have asked you to take specific steps before entering into a contract.

**Legal obligation:** the processing is necessary for you to comply with the law (not including contractual obligations).

**Vital interests:** the processing is necessary to protect someone's life.

**Public task:** the processing is necessary for you to perform a task in the public interest or for your official functions, and the task or function has a clear basis in law.

**Legitimate interests:** the processing is necessary for your legitimate interests or the legitimate interests of a third party unless there is a good reason to protect the individual's personal data which overrides those legitimate interests.



# For example; Accommodation

The Tourism (Northern Ireland) Order 1992 part IV the Regulation of Tourist Accommodation requires that certified tourist establishments keep a register of visitors using the sleeping accommodation provided.

Overnight accommodation providers; therefore have a legal obligation to keep a visitor register, which records the personal information of their guests. Your guests similarly are required to supply this information.

**You must therefore keep this information securely, out of sight of other guests and retain it for a minimum of one year.**

# For example; Visitor books

“The Office of Public Works observed that visitors were recording personal data, including names, addresses, etc, in visitor books at our sites which were out of view of the staff and completely unsecured,” an OPW spokesman said.

*Source Irish Times 23rd July 2019*





# GDPR was introduced 2 years ago ...

4.3 million citizens and businesses consulted the European Commission's online portal on the **GDPR** over the last two years.

71% of people in the EU have heard about their national data protection authority.

275,000 complaints over data protection breaches were lodged by individuals to national data protection authorities between May 2018 and November 2019.

*Source EU commission June 2020*

# Most common types of complaints

tele marketing

promotional email

CCTV



Hello,

Just wanted to let you know that your discount expires in 2 days. Do not miss out! You can [book online](#) in a few simple steps.

Use code **EMAIL10** to get 10% off your order.

Kind Regards,

**Sarah**

Community Manager

[Irish Parcels](#)





# Further reading

- <https://www.hubspot.com/data-privacy/gdpr/hubspot-product-playbook>
- <https://tourismni.com/startup-advice/legal--licensing/gdpr-considerations-for-tourism-business-provdiers/>
- <https://ico.org.uk/for-organisations/guide-to-data-protection/guide-to-the-general-data-protection-regulation-gdpr/>



THANK YOU