

## RE: MEMBERSHIP OF WESTMEATH TOURISM

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Membership of Westmeath Tourism Council is open to all businesses. All accommodation must be Failte Ireland approved.

Please see separate documents - **Start up of Westmeath Tourism** which gives background information on the group

- **Membership Rates & Categories for 2006**

- Note **New members receive 25% discount!**

- **Calendar of Events 2005** details the Marketing Activities carried out including:

New distribution channels and promotions opportunities for Westmeath Tourism were sought resulting in :

- Attendance at many exhibitions both throughout Ireland and in the U.K
- The Holiday Guide being made available in newsagents throughout the county and in the various library branches.
- Production of promotional material ie pens and eco-friendly packs for easy distribution of literature

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**The *Holiday Guide* is our main piece of promotional literature. This year the guide produced is valid for a two year period covering 2006 and 2007. A supplement with the current year's listing of festivals and events and current members will accompany it.**

**50,000 copies of this quality A4 colour brochure have been produced and will be distributed at various Holiday Fairs and Promotions both at home and abroad as well as locations mentioned above and Tourist Information Points**

**( including the entry points of Shannon and Dublin Airports). The Guide was made available at all shows attended in 2005 as well as delivered to members premises and newsagents throughout the county for distribution. The Guide contains details of attractions, activities and accommodation in County Westmeath.**

***A copy of the Holiday Guide is available from the Westmeath Tourism Marketing Office***

***Tel: 044 48571***

***email:info@westmeathtourism.com***

***New members can avail of a 25% discount on all subscription rates for 2006.***

**See Membership Rates and Categories for this year on a separate document.**

**Please return your the Membership Application Form to  
Westmeath Tourism, Presentation House, Harbour St., Mullingar.**

I hope you take this opportunity to become a member of Westmeath Tourism Council.

If you have any enquiries, please do not hesitate to contact me

Yours sincerely,

Rhona Rogers,

Marketing Officer,

Westmeath Tourism Council Tel: 044 48571 email:info@westmeathtourism.com