

## MEDIA PROMOTIONS



2,000 UNIQUE  
WEBSITE VISITORS  
per month

Ring of Cork utilises a range of media strategies  
to promote [www.ringofcork.ie](http://www.ringofcork.ie)

7,000  
PAGEVIEWS  
per month

DIGITAL MARKETING

[www.ringofcork.ie](http://www.ringofcork.ie)  
is the main channel  
to promote  
all members

SOCIAL MEDIA

Creative competitions, interesting photos and updates on Facebook, Twitter & Instagram to increase traffic to [www.ringofcork.ie](http://www.ringofcork.ie) which is the key digital platform promoting each of the Ring of Cork members and provides 300 pages of information about the region.

TRADITIONAL MEDIA

Ring of Cork works with Press & Radio to promote  
Trade, Retail, Local Events and Tourism.



[www.ringofcork.ie](http://www.ringofcork.ie)



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# COME JOIN US!

To be part of the Ring of Cork collective  
and become a member!

Contact: [info@ringofcork.ie](mailto:info@ringofcork.ie)

Tel: 021 4613432



**Ring of Cork**

Midleton Enterprise Centre,  
Knockgriffin, Midleton,  
Co. Cork, Ireland  
email: [info@ringofcork.ie](mailto:info@ringofcork.ie)



RingofCork



@RingofCork



@RingofCork

## IRELAND'S NEWEST DESTINATION



# RING OF CORK

[www.ringofcork.ie](http://www.ringofcork.ie)

Concept design by Nina Jankovic

# WHAT IS THE RING OF CORK?

Ring of Cork is a network of businesses working collectively to bring visitors to the East Cork and Cork Harbour destination.



Ring of Cork has over one hundred of Cork's best tourism activities, attractions, accommodation providers, restaurants and tourism related businesses as members. Together, Ring of Cork helps bring tourists into the historic towns of Cobh & Youghal, along with Midleton, Carrigaline, Ballincollig and their surrounds. Ring of Cork are delighted to have some of Ireland's top visitor attractions such as Fota Wildlife Park, Jameson Experience, Cobh Heritage Centre, Titanic Experience, Trabolgan Holiday Village, Curraheen Race Track and the world renowned Ballymaloe as members.

Ring of Cork is a membership based organisation with annual membership fees.

Ring of Cork members are supported through the development of innovative promotional materials, business to business training, seminars and events in addition to online marketing strategies and campaigns.

  
[www.ringofcork.ie](http://www.ringofcork.ie)



## TOURISM PUBLICATIONS & PROMOTIONS

One of Ring of Cork's key publications, the **RING OF CORK Guide**, showcases each town, providing free maps, unique listings and contact details for all members.

The Ring of Cork guide is distributed nationally through Fáilte Ireland Tourist Information Offices Network, through the airports, member's business and national consumer shows.



**100,000 Publications printed & distributed Countrywide**

The Ring of Cork Guide is complemented by other publications, including the Heritage & Family Fun Information map-guides.



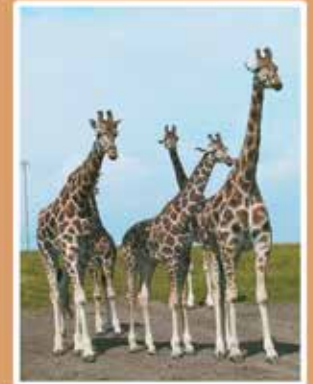
Downloadable version of the Ring of Cork Guides are available at [www.ringofcork.ie](http://www.ringofcork.ie)



## Training & Networking



Formal and informal training opportunities are offered to all Ring of Cork members utilising the best trainers and mentors available. In the past two years over four hundred people attended a range of customised modules in Customer Service, PR, Social Media and Digital Marketing.



A more informal approach to training and networking is offered in the form of innovative Ring of Cork Coach Trips. A series of coach trips are organised every year, offering members the opportunity to visit each other, learn about their products and their areas.

