

Image is everything



Image is everything when it comes to tourism. Beautifully shot pictures of mouth-watering regional dishes, heart-stopping vistas and mysterious ruins all whet the appetite of the potential visitor.



master your content



“We have had more than 10,000 uploads from trade members. We were astonished by the numbers. You have to remember, every upload helps us promote Ireland at no extra cost.”

Brenda Harris, Project Manager Content Pool, Fáilte Ireland

Fáilte Ireland, along with sister agencies Tourism Ireland and Tourism Northern Ireland, work to promote tourism on the island of Ireland. Individual tourism trades and industry use the imagery to help promote their businesses.

At a glance

Industry

Tourism

Challenge

- Increase access to quality photographic assets
- Improve imagery workflows

Product Solution

Headless CMS (HCMS).

By establishing an easy-to-use Photography Upload Portal, Fáilte Ireland has managed to dramatically increase its access to quality imagery and the process added zero extra cost to its production budget.

An easy to use, simple to implement portal

Creating a photography upload portal to upload images from scratch can be a daunting prospect. Fortunately for Fáilte Ireland, censhare's Headless CMS (HCMS) Starter Kit is an intuitive and simple technology to implement.

Better still, all three tourist agencies already use censhare's Digital Asset Management (DAM) solution. With 60,000 digital assets being efficiently managed across 350 internal and 20,000 external users, the agencies already had a firm censhare foundation on which to build the portal.

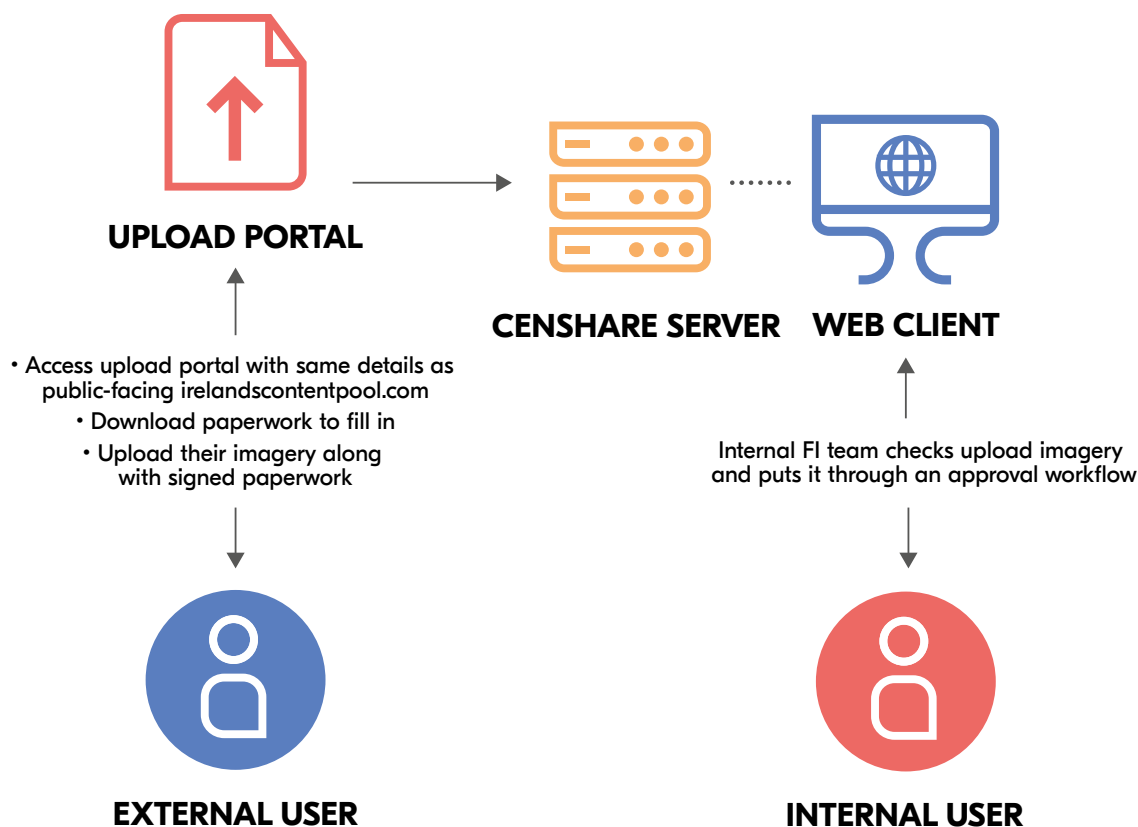
“Our cooperation with censhare was always built on trust and appreciation.”

Brenda Harris, Project Manager Content Pool, Fáilte Ireland

Existing relationships an advantage

Adding the upload portal to the existing installation only took a few weeks, with Fáilte Ireland's Project Manager Content Pool, Brenda Harris noting it was both “very straightforward” and “easily adapted”.

Building on an existing system wasn't just helpful from a technological perspective. Fáilte Ireland also benefited from the ongoing relationship with censhare



Improving workflows

With the portal installed, Fáilte Ireland and the individual tourism trades and industry were now able to upload their chosen photography, as well as including critical information such as copyright agreements (GDPR compliance). The process means photographers and trade members can print, sign, scan and upload an agreement easily and quickly.

Details at your fingertips

Just having a partner's contact details attached to each image is a simple detail that can make a world of difference to Fáilte Ireland's efficiency and effectiveness. There are plans in place to add digital signatures to the workflow shortly.

Flexibility to adapt to future needs

Using Headless CMS (HCMS) to add a photography portal to Failte Ireland's existing censhare DAM has been a simple yet highly effective upgrade, but the work doesn't stop there.

The flexibility of the censhare platform that the Tri Agency has been building means that there is always room to improve. There is scope to be yet more efficient and deliver even better UX.

Business Results



10,000
uploads in 18 months



0
increase in
production costs



60,000
assets managed



350 internal users
20,000 external users

About Fáilte Ireland

As the National Tourism Development Authority, Fáilte Ireland's role is to support the long-term sustainable growth in the economic, social, cultural and environmental contribution of tourism to Ireland.

We work in partnership with Government, State agencies, Local Authorities, representative groups and industry, to develop tourism across Ireland by creating destination development plans and networks, investing in infrastructure, activities, visitor attractions and festivals. Fáilte Ireland also provides consumer and buyer insights, mentoring, business support and training programmes and buyer platforms to help tourism businesses innovate and grow.

In addition, Fáilte Ireland supports Business Tourism, managing the bidding for and securing of larger conferences, meetings and events to be hosted in Ireland.

We are also responsible for domestic holiday marketing

across four regional experience brands: Wild Atlantic Way, Ireland's Ancient East, Ireland's Hidden Heartlands and Dublin.

Our tourism partners help to show Ireland as a world-class destination. Fáilte Ireland works with leading industry experts, who are specialists in attracting overseas visitors and situating Ireland as a leading holiday destination.

We also work in partnership with a variety of organisations to develop tourism opportunities across Ireland by creating destination development plans and networks, investing in infrastructure, activities, visitor attractions and festivals.

Tourism Ireland markets Ireland to international markets and provides international marketing opportunities to tourism businesses in Ireland tourismireland.com

Tourism Northern Ireland is responsible for tourism development and marketing in Northern Ireland www.tourismni.com

“We improve it all the time, this is a work in progress – but I love how the workflow works.”

Brenda Harris, Project Manager Content Pool, Fáilte Ireland

About censhare

Our proven omnichannel content platform lets you master your content in any language, locally or globally, to provide a consistent omnichannel customer experience.

Clients like Allianz, Lands' End, Dyson, Christie's and hundreds more rely on censhare to deliver brand-accurate, up-to-date content, and make the most of every opportunity to reach the right customer at the right time.

master your content

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