

OH HAI THERE!



WHO WE ARE



THIS IS GALWAY

This is Galway was born in 2014, out of the pure love for the city. Starting off as a two man team, we've now grown to a collective of six full-time and several part-time creatives.

The idea came to fruition through the absence of a discovery platform for the city. Our goal has always been two-fold: to give businesses an affordable way to get online, and to promote Galway through story-telling and by creating positive experiences online and locally. For the past five years, we've grown This is Galway organically across various platforms and will continue to represent Galway as a platform for cultural discovery.

WHAT WE DO

SOCIAL MEDIA

FACEBOOK // INSTAGRAM // TWITTER

Having built a sizable and loyal following across a number of social media platforms over the past five years, we are confident in our ability to showcase Galway and its businesses. Through our Facebook, Instagram and Twitter accounts, we connect people who share a passion for Galway through idyllic photography, story telling, details of upcoming events and recommendations on where to go shopping, have a sneaky pint or head for dinner.

WEB

WWW.THISISGALWAY.IE

Our website serves as a shop window for Galway, providing valuable insight into what the city and county has to offer. Visitors and locals alike can explore everything the city has to offer, from the very best places to eat, drink and sleep, to all the gigs, shows and events you could imagine. We feature portfolios for our clients, as well as chats with fine Galway faces. We pride ourselves on making people excited to visit and through bolstering Galway's flourishing reputation.

MOBILE APPS

iOS AND ANDROID NATIVE APPS

In order to make navigating the city and all of its offerings that much easier, we have worked with the Galway App design company Superpixel, to build native iOS and Android apps for This is Galway. By using these apps, visitors and locals can be constantly 'in the know' with regard to what's happening throughout the city. If they're hungry, thirsty or in need of a night on the tiles, our app is their first port of call. With over 8000 active installs, we know we're doing something right.

PRINT

FREE MONTHLY GALWAY MAGAZINE

Our offline magazine is printed ten times a year, and graces the tables of most restaurants, bars and hotels across the city. We utilise our print publication to highlight some of the finest local folks around, while also promoting numerous events, businesses and destinations. The magazine is design-based - catching the eye of the reader and drawing them in - and bursting with that good old Galway sense of humour. Showcasing Galway in a positive light is hugely important to us.

WHAT NEXT?

WHAT WE PROPOSE - A VISITOR FOCUSED STRATEGY.

As part of the proposed new digital strategy for Galway, This is Galway will be used to effectively market the city, becoming the recognisable brand, promoting the individual boroughs within the city (Latin Quarter, Westend, etc), the businesses within those areas, and key events throughout the year.

To avail of this, businesses will be expected to subscribe to This is Galway on an annual basis (at a reduced rate), and by doing so they will get access to the aforementioned platforms and benefit from the new wider collective marketing strategy. We would look to offer members a 10% discounted rate on website subscription and a discounted rate for magazine advertising.

Our aim is to provide the best possible service for visitors to the city through innovative digital and traditional marketing plans, while simultaneously positioning Galway as a forward-thinking, vibrant city. In addition to the tourism benefits, this will reinforce Galway's reputation as a leading technological hub and a place to do business.

We would aim to market the city on a local and national level through the following key areas; Free citywide WiFi (This is Galway will be marketed on the landing page for people to access when connecting), branding on city centre signage (as well as new digital signage), promotion of key citywide events and initiatives (Dine in Galway, Light up Galway, etc), local information hub and network of local ambassadors, all events and programmes would be supported by a strong social media presence, advertising and active public relations campaigns to promote awareness of businesses through curated storytelling, trails and events.

We have over 60k followers on Facebook, 30k on Instagram and over 10k on Twitter. Our website garners 1.4 million unique page views annually, with our What's On Guide reaching 370k. Over 10,000 copies of our free magazine are printed and distributed throughout the city on a monthly basis.

We take pride in our ability to promote the businesses that make Galway the fantastic place that it is.



WHY NOW?

GALWAY 2020 & BEYOND

With Galway2020 on the horizon it is more necessary than ever before that we have a more cohesive representation of our city. With the expected influx of global tourism and international attention focused on the region, it's hugely important that we represent our businesses and our area well, with a conscious, collective effort to create a positive narrative and experience across the city.

With this in mind, for the core groups to be able to work together, creating a collective voice and singular vision it will create a better visitor experience that in turn drives tourism and generates business for the area



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Go Explore

WITH

Galway

FREE  WIFI



MAGNET
NETWORKS

THE LATIN
QUARTER
WHERE GALWAY COMES ALIVE



THIS IS
GALWAY

