



Summary Document



Ancient Destination Experience Development Plan

Plean Forbartha Eispéiris Cheannphointe Ársa

Meath & Louth



“ ...the *Ancient* Destination Experience Development Plan (ADEDP) is a five year plan. It is designed to be a roadmap for enhancing the existing *Ancient* visitor proposition to achieve the objectives of addressing seasonality, increasing visitor numbers, improving dwell time and visitor dispersion across the destination...”

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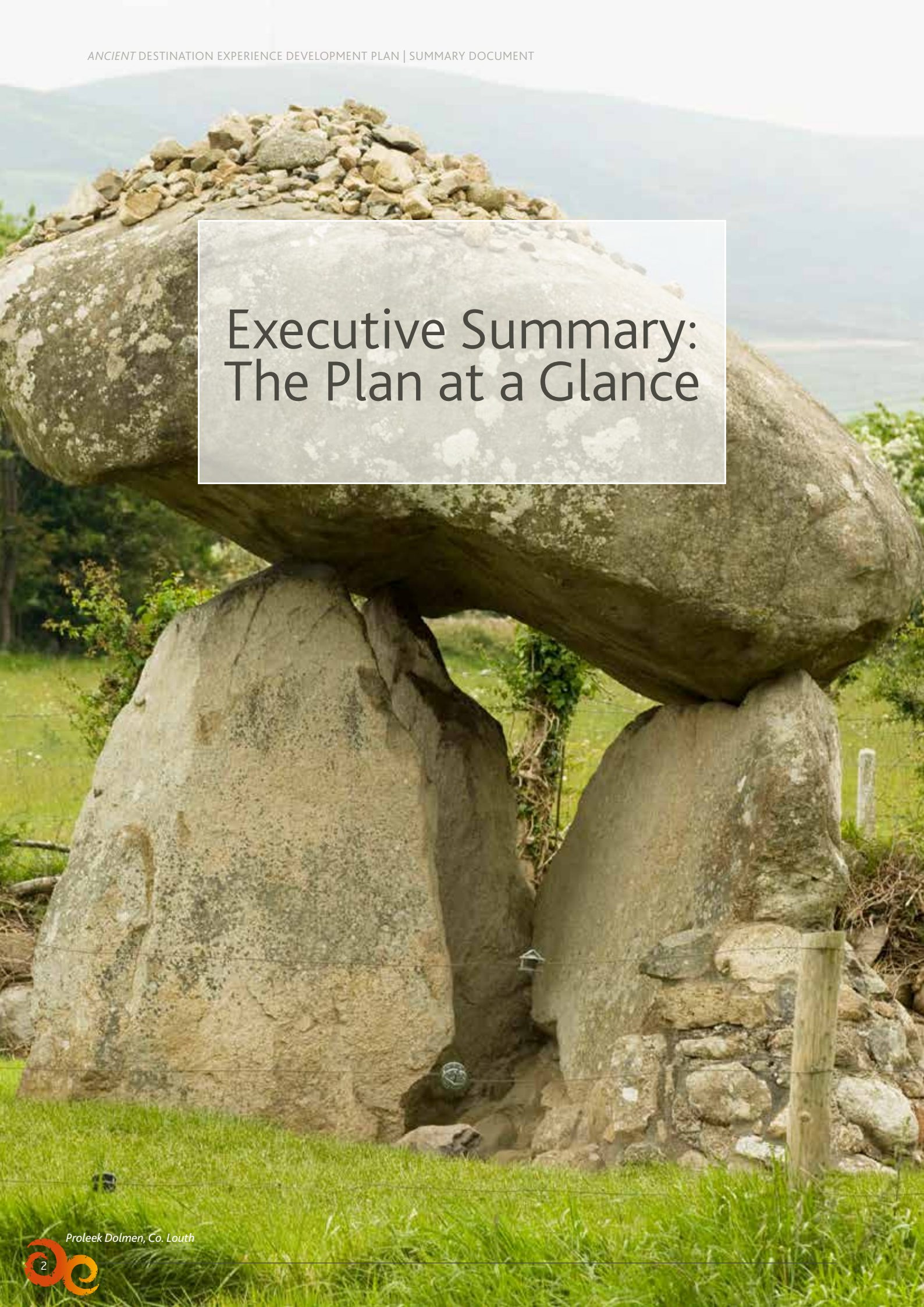
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A large dolmen structure, consisting of two massive upright stones supporting a large, flat, rectangular capstone. The capstone is covered in a layer of smaller, stacked stones. The structure is situated in a lush green field with a stone wall and a wooden post in the foreground. In the background, there are rolling green hills and a body of water under a clear sky.

Executive Summary: The Plan at a Glance

OVERVIEW

The *Ancient* Destination Experience Development Plan (ADEDP) is a five year destination development plan. It is designed to be a roadmap for enhancing the existing *Ancient* visitor proposition to achieve the objectives of addressing seasonality, increasing visitor numbers, improving dwell time and visitor dispersion across the destination. This DEDP will be completed over the next five years and primarily focussed on the area known as the Boyne Valley extending across counties Meath and South Louth. The DEDP will extend into North Louth and parts of Cavan, Monaghan and Westmeath with relevance to the *Ancient* proposition.

The plan will provide a destination wide tourism development focus, harnessing existing plans and examining new projects to create a world class destination ensuring *Ancient* is the core development theme.

The ADEDP seeks to capture proposed projects within one plan and maximise their potential over the next five years. These projects and destination development activity are organised into an experience development framework to be adopted as a five year action plan. This framework will provide the context for tourism operators and stakeholders to work collaboratively, develop new and improve existing visitor experiences and communicate coherent and unified destination stories for the domestic and international visitors.

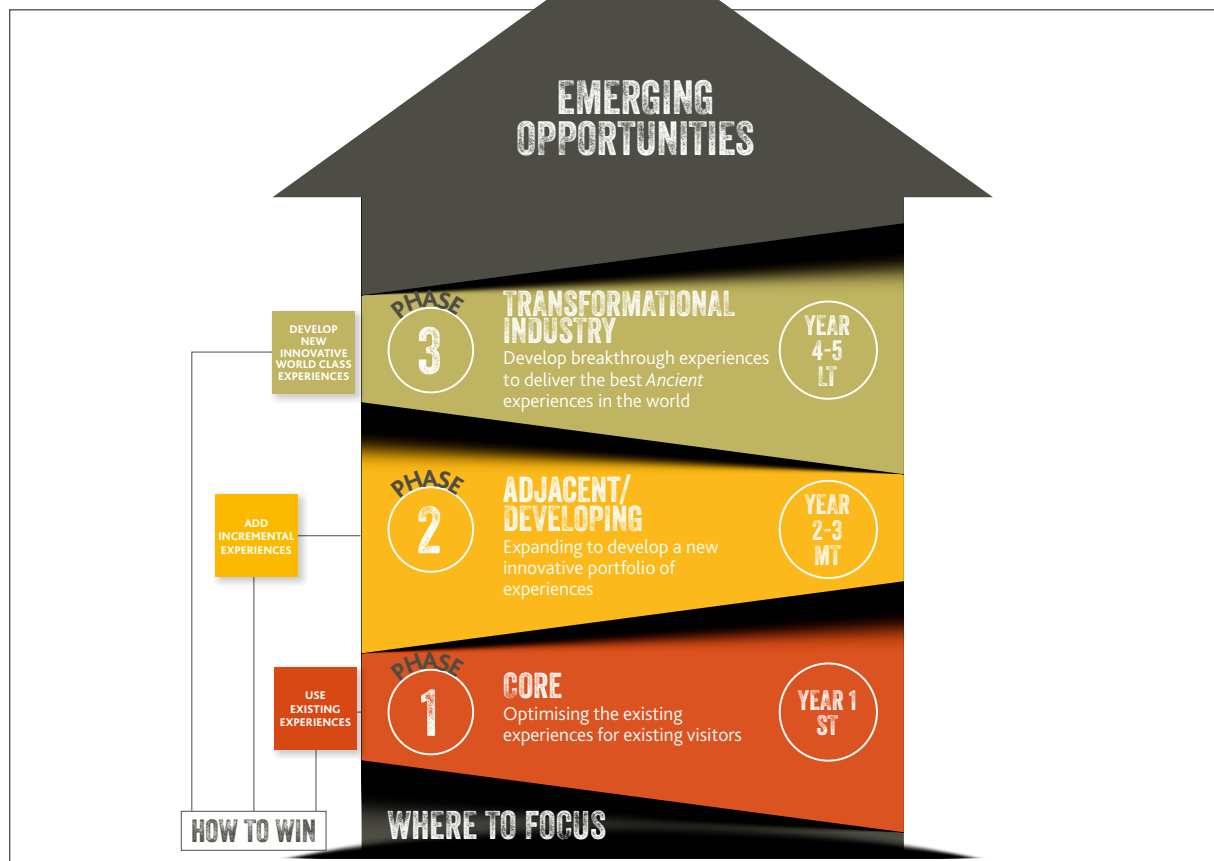
A Destination & Experience Development Plan (DEDP) represents a five year destination development plan.

The key objectives are as follows:

- Ensure the local experiences are brought to life through the development of the optimal mix of hero and ancillary products that get people into the area and retain them.
- Unlock the economic growth potential of an area by progressing a range of key initiatives that will motivate and facilitate potential tourists to visit and stay in the local area.
- Develop a sustainable basis for commercial development centred on creating strong signature, supporting and ancillary experiences that are commoditised through the creation of saleable experiences that excite consumers and buyers alike.
- Create the conditions to encourage international visitors to immerse themselves actively in the locale, interact with local people engaging the senses by immersing themselves in the destination.
- Strengthen the value of tourism to the local community by providing employment opportunities.

The plan framework adopts the VICE model as a means of measuring success. The VICE Framework identifies sustainable tourism as the interaction between Visitors, the Industry that serves them, the Community and culture that hosts them and their collective impact on and response to the Environment where it all takes place.

EMERGING OPPORTUNITIES



DEVELOPING THE *ANCIENT* OPPORTUNITY

The story of *Ancient* is the story of Ireland. From ancient sites to storied myths and legends, its historical significance rivals any international destination. It represents one of the most fascinating visitor destinations in Ireland with stories told through 5,000 years of history. From its status as the fifth province of Ireland, home to the first farmers and sites of international significance, no other destination possesses the wealth of natural and built heritage assets to engage the full senses of the visitor.

The portfolio of built and natural assets provides the context to develop a more coherent approach to develop the *Ancient* visitor proposition and lead the way in telling the *Ancient* story through compelling visitor experiences. The area has the capacity for significant growth through season extension and visitor dispersion across the *Ancient* geography.

The characteristics of successful destinations include good levels of accessibility, public amenities, historical resonance, engaged trade and stakeholders, accommodation stock combined with existing attractions and activities. The focus of the ADEDP is to enhance each of these categories to deliver economic growth for the area while also adhering to international best practice to protect our archaeological heritage such as the ICOMOS Charter for the Interpretation and Presentation of Cultural Heritage Sites (2008) and Article 4 of the World Heritage Convention in relation to Brú na Bóinne.

The approach adopted within the ADEDP is based on an experience growth model. It is centred around the continuous development of visitor experiences created and delivered by the local tourism industry. In the immediate term, the tourism industry will focus on enhancing the existing portfolio of

experiences to optimise the current levels of experience provision. This will progress over the medium term to a growth in the existing portfolio of saleable experiences, delivered by the local tourism industry.

Over the short to long term, the ADEDP will enhance the capacity of the local tourism trade to become the key agent of change and represent the core tenant of transformational change. The long-term goal is to develop the local tourism industry's ability to become the main catalyst for transformational change and deliver a portfolio of world leading experiences that will support sustained economic growth across the destination.

Over the five years of the ADEDP, visitor numbers are projected to recover to pre Covid-19 levels. This will be achieved through working with the industry in the post Covid-19 recovery phase, developing new visitor experiences and enhancing existing core visitor propositions. The strategic approach will support the destination ambition to become world leading in telling the story of *Ancient* through world class, immersive and fascinating experiences for visitors. This projected recovery and destination growth plan will become the platform for achieving the objectives of increasing bednights, visitor dispersion, employment growth and season extension.

Similarly, this projected destination performance will be planned for with careful consideration for our heritage assets. It will adopt a responsible approach to ensure we conserve and protect our archaeological heritage and how our future visitors will engage with it. This approach will include archaeological monuments of significance in state care and outside of state care.

THE STRATEGIC APPROACH

The development framework of the ADEDP features three interdependent layers of activity. They include;

1. **Achieving the 'Big Ideas' through Destination Catalyst Projects (Transformational)**
2. **Strategic Development Pillars - Create the conditions for Experience Development (Developing New Experiences)**
3. **Elevation Projects - Destination Enablers (Developing the Core)**

1. Achieving the 'Big Ideas' through Destination Catalyst Projects (Transformational)

The challenge of the *Ancient* narrative is to deliver stories through an engaging and immersive approach. The Big Ideas, delivered through a number of destination catalyst projects are designed to elevate the *Ancient* story.

They will deliver world class experiences through experience innovation and become the most intriguing global exponent of the *Ancient* story.

The development of the Big Idea for the ADEDP is designed to be motivational for both the tourism industry and the visitor alike. The projects are designed to be transformative for the wider destination in connecting the many destination experiences layers. The essence of the Big Ideas is to develop and enhance the core product, interpreting the *Ancient* story through new differentiated approaches providing compelling reasons to visit the destination. The Big Ideas focus on the following two product development themes.

1. ***Ancient* Routes – World leading experiential routes telling the story of *Ancient*.**
2. ***Ancient* Senses – Bringing the stories alive through active and cultural immersion in the stories of *Ancient*.**

Each of the Big Ideas will be achieved through the successful delivery a series of destination catalyst projects that integrate the existing product base with a new development focus.

DELIVERING WORLD LEADING EXPERIENCES: TELLING THE STORY OF ANCIENT

The Big Ideas



THE ANCIENT ROUTES

THE ANCIENT SENSES

WORLD'S LEADING EXPERIENTIAL ANCIENT ROUTES

BRINGING THE ANCIENT STORIES ALIVE THROUGH ACTIVE AND CULTURAL IMMERSION

Catalyst Projects



BOYNE VALLEY DRIVE

BOYNE NAVIGATION & GREENWAY

ANCIENT ALIVE

IRISH FOOD STORIES - 5,000 YEARS OF FOOD

Strategic Development Pillars



Unlocking the Heritage Assets

Reveal the Natural Assets

Introduce the Ancient Legends

Develop the Industry Base

Pillar Objective

Develop the portfolio of accessible Ancient heritage assets that will deliver best in class visitor experiences befitting an area with UNESCO status.

Capitalise on the potential of existing sites and expand the experience capacity of supporting sites to create the world's most experiential trail of Ancient experiences.

The existing Boyne Valley Drive is 225kms of driving route encompassing Meath and South Louth.

Create a necklace of visitor experiences linking the heritage story through the natural assets of the area, connecting from the Boyne Valley through the landscape on greenways, blueways and various ancient trails to North Louth, integrating with parts of Monaghan, Cavan and Westmeath.

Create a focal point for visitors to engage with the ancient story through immersive experiences in the ancient land and waterscapes.

Build on the intrigue of the local stories, myths and legends, integrate these tales with the delivery of experiences linked to Ancient through activities and sectors such as food and agri-tourism.

Provide the industry with easily accessible narrative and focus for experience development adopting the Ancient legends and stories.

Support the development of the tourism industry to enhance their delivery of experiences across all stages of the visitor journey and advance the tourism capacity of key towns to deliver a consistent and quality experience to the international visitor.

Elevation Projects

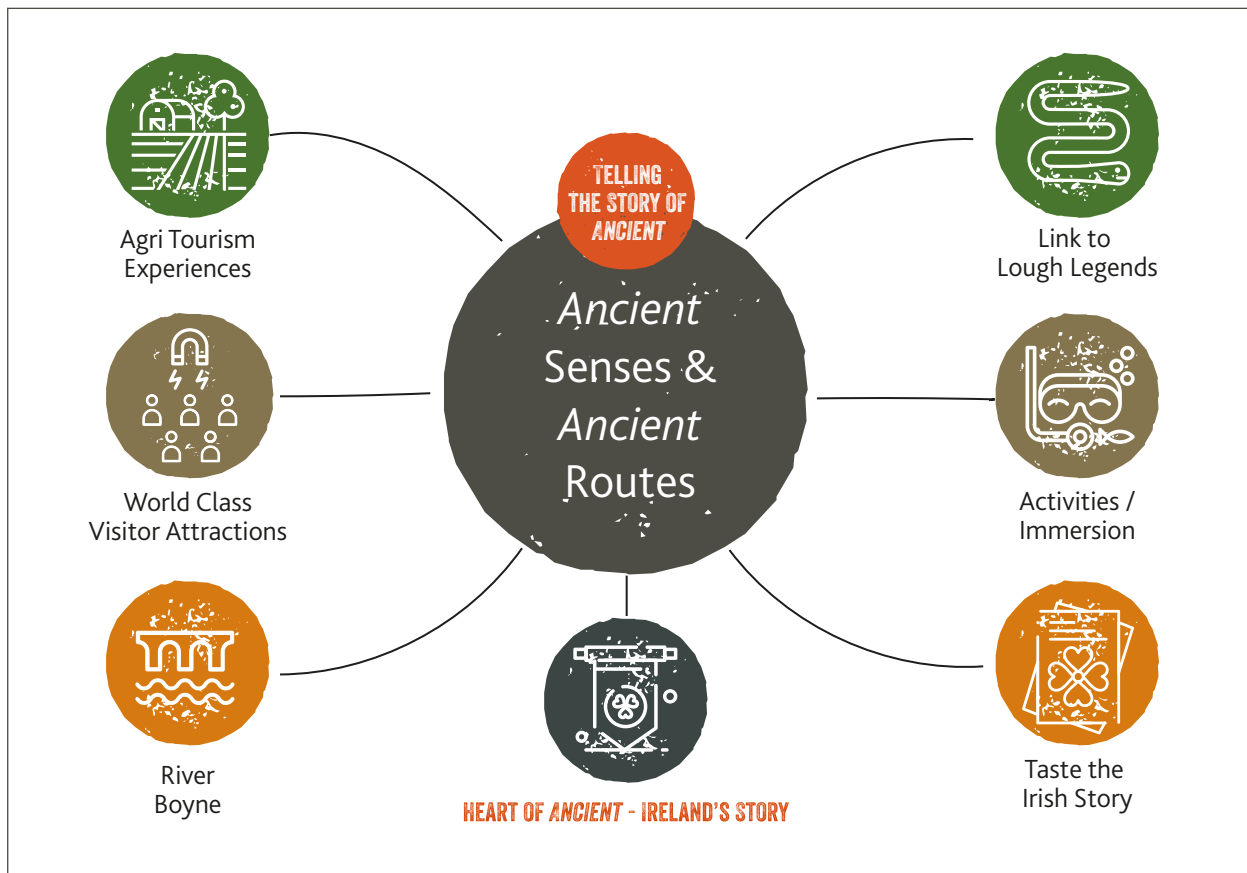


INDUSTRY CAPACITY GROWTH

PARTNERING WITH OPW

EXPERIENCE INNOVATION CLUSTERS

RE-IMAGINEERING THE WORLD'S MOST EXPERIENTIAL ANCIENT ROUTES



ANCIENT ROUTES – WORLD LEADING EXPERIENTIAL ROUTES TELLING THE STORY OF ANCIENT

BOYNE VALLEY DRIVE

The re-Imagineering of the Boyne Valley Drive must be transformed into an internationally iconic experiential route, possessing a myriad of experience layers. This will provide the industry and key stakeholders such as OPW and Local Authorities with a new experience development focus. It will link existing attractions on the Boyne Valley route with an extended focus on new and supporting experiences. The development of thematic experience route options will enhance the existing offering from being a point to point journey across heritage sites to providing multi-faceted experiences telling the *Ancient* story and blending a range of experiences from food to activities and attractions.

BOYNE NAVIGATION AND GREENWAY

Ancient must build on the uniqueness of its stories and heritage assets to create experience differentiation and relevancy in the international marketplace. The integration of the wealth of *Ancient* assets into the development of the Boyne Navigation and Greenway will create product standout. It will introduce new ways of interpreting a UNESCO World Heritage site and 5,000 years of stories while ensuring we protect and conserve our national archaeological heritage assets. The Boyne Navigation and Greenway has the potential to become one of the most fascinating land and water heritage trail journey for visitors. It will develop an international positioning as one of the most iconic heritage trails in the world, while also linking destination towns and villages.



Patrick Kavanagh Centre, Co. Monaghan

ANCIENT SENSES – BRINGING THE STORIES ALIVE THROUGH ACTIVE AND CULTURAL IMMERSION IN THE STORIES OF ANCIENT

ANCIENT ALIVE

The challenge identified within the ADEDP process is a requirement to bring many of the *Ancient* stories 'alive', create opportunities to engage with the *Ancient* story and become more immersive for the visitor. The development of the activities sector, aligned with the *Ancient* sites and the natural assets has the scope to bring these stories to life in a differentiated way.



Yellow Steeple, Trim, Co Meath

The River Boyne, Boyne Navigation and Greenway, Carlingford Lough, other Blueways and Greenways each offer the platform for growth. Carlingford possess the greatest concentration of natural assets that supports activity sector growth. The local Lough of Legends opportunity provides further opportunities to embrace this activity development theme through the integration of activities, the natural assets and the local myths and legends. Proposed private sector investment in the Carlingford area can become a major attractor and catalyst for activity growth

The development of the Blueway at Trim Castle and access to the Boyne at Oldbride represent other key areas for activity growth. The longer-term objectives of the Boyne Navigation will be the development of a sustainable activity base that will access the *Ancient* stories along the route.

IRISH FOOD STORIES - 5,000 YEARS OF FOOD

Every destination competes on its food offering. However, no destination possesses the depth of association with the Irish Food Story as the Boyne Valley area, from the first farmers to the current narrative around the Boyne Valley producers. The story of *Ancient* can be told through food while the story of Irish food can be told throughout the entire destination, from farm to fish.

The development of an Irish Food Story Trail will integrate the wider *Ancient* destination, told through food heritage. This can also become one of the key experience layers on top of the proposed re-imagining of the Boyne Valley Drive in the *Ancient* Route.

2. Strategic Development Pillars - Create the conditions for experience development (Developing New Experiences)

In realising the potential of the catalyst projects to deliver the Big Ideas, the ADEDP will focus on four development pillars. These are designed to unlock the potential of the existing asset base and grow the capacity of the local tourism industry, providing the basis for a coherent industry approach to experience development.

The strategic pillars identified for the development of the ADEDP are;

Unlocking the Heritage Assets:

Develop the portfolio of accessible *Ancient* heritage assets to deliver best in class visitor experiences befitting an area with UNESCO World Heritage status, while ensuring we protect and conserve our archaeological heritage. It will capitalise on the potential of existing sites while expanding the experience capacity of supporting sites to create the world's most experiential trail of *Ancient* experiences.

Reveal the Natural Assets:

The creation of a necklace of visitor experiences linking the heritage story through the natural assets of the area e.g. River Boyne, the centre piece of the existing 225kms Boyne Valley Drive, that connects through the landscape linking greenways, blueways and various ancient trails to North Louth, integrating with parts of Monaghan, Cavan and Westmeath.

It will create a focal point for visitors to engage with the *Ancient* story through immersive experiences in the *Ancient* land and waterscapes, increasing and promoting environmental enhancement through a sustainable tourism approach.

Introduce the Legends:

Build on the intrigue of the local stories, myths and legends, integrating these tales with the delivery of experiences linked to *Ancient* through activities and sectors such as food and agri-tourism. Provide the industry with an easily accessible narrative and focus for experience development adopting the *Ancient* legends and stories.

Develop the Industry Base:

Support the development of the tourism industry to enhance their delivery of experiences across all stages of the visitor journey and advance the tourism capacity of key towns to deliver a consistent and quality experience to the international visitor. Increasing the experience delivery capacity of the tourism industry will be central to the success of the ADEDP. Concentrated effort on progressive members of the industry to create new experiences and enhance the existing pool of saleable experiences will be the key focus. This will align with the cluster focus and produce targeted growth from key experience providers. A programme of industry development supports will be aligned to develop the industry where growth opportunities exist that will benefit the wider destination.

3. Elevation Projects - Destination Enablers (Developing the Core)

The ADEDP is supported by a series of Elevation Projects - Destination Enablers. These will focus on growing industry capacity, improve the product base and foster new levels of collaboration to deliver world class experiences. These provide the basis to ensure the operational fundamentals of the *Ancient* destination are in place.

1. EXPERIENCE INNOVATION CLUSTERS,

The geography of the ADEDP predominantly aligns with the River Boyne from source to mouth. As identified in the Boyne Valley Masterplan, a number of natural clusters are formed through the existence of key destination hubs along the river route. Each of the defined cluster areas possess a natural portfolio of existing experiences through built and natural heritage. The opportunity to create scale and stimulate experience growth will be achieved through the development of thematic clusters, largely based on a logical geographic distribution of the area.

A number of clusters are proposed with Activity, Food and Culture being the initial areas of focus. Central to each cluster area is the location of the destination towns currently in development supported by towns that can emerge as cluster hubs. This targeted focus will also support the industry capacity building process with an alignment with the agreed cluster themes.

2. PARTNERING WITH THE OFFICE OF PUBLIC WORKS (OPW)

The recent investment in Brú na Bóinne to deliver a world class experience has established a destination standard. The completion of the Boyne Valley Masterplan provides an additional roadmap for experience enhancement across all sites. The continued implementation of the masterplan and development of visitor experiences will support the goal of iconic sites delivering iconic experiences, delivered through a sustained partnership approach between Fáilte Ireland, Office of Public Works and the Department of Housing, Local Government and Heritage (DHLGH).

The projects referred to within the ADEDP are aligned with an agreed schedule of activity ensuring consistency in all stakeholder's approach. Working with the OPW to sustainably manage the sites from a visitor perspective and enhance the visitor experience remains a key prerogative through the strategic partnership approach between Fáilte Ireland, OPW and the DHLGH.

3. DEVELOP INDUSTRY CAPACITY

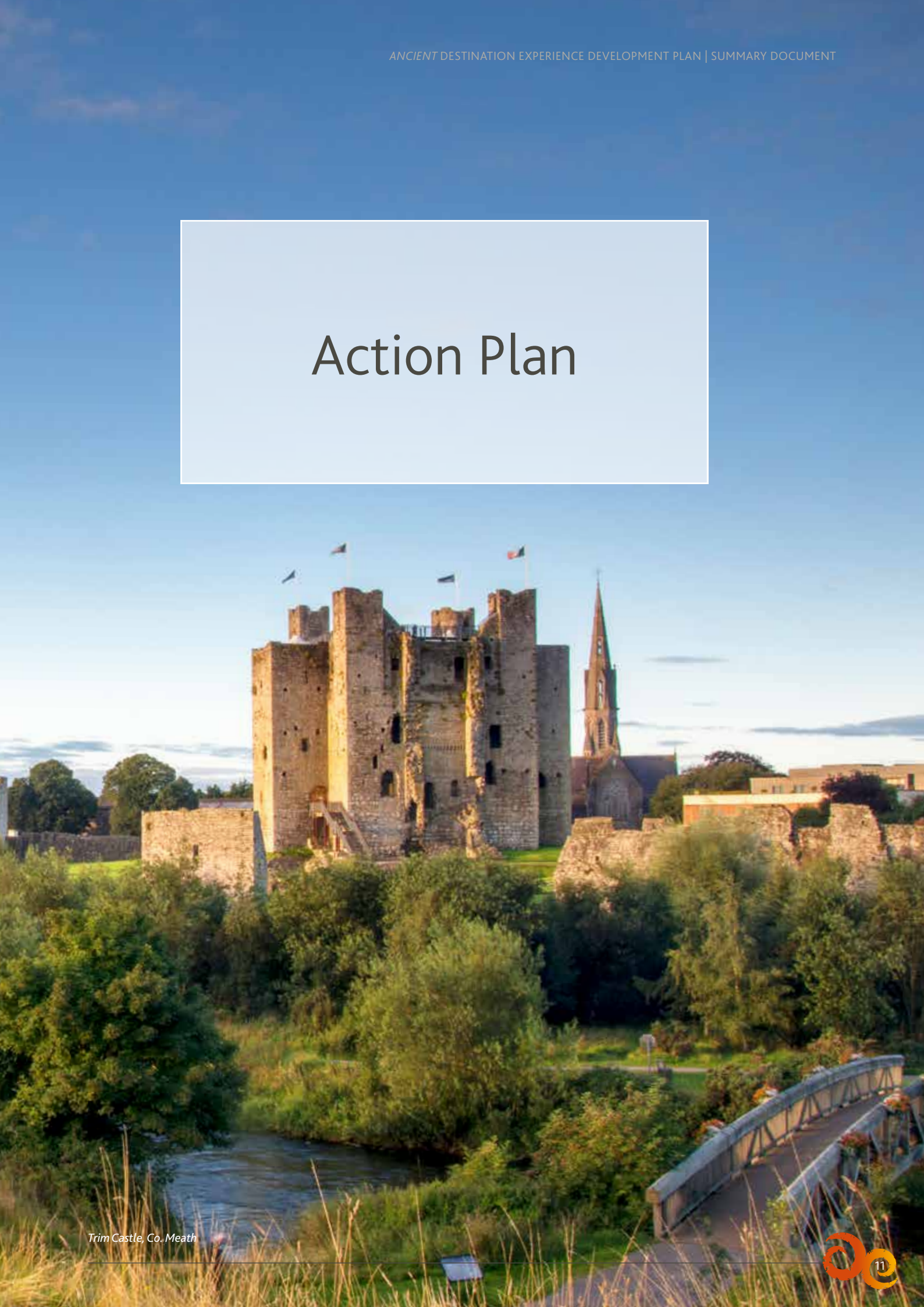
The ADEDP destination enablers focus places additional emphasis on further enhancing the capacity of the local tourism industry. A strategic focus will be placed on working with the local industry to nurture new experiences, enhance existing experiences and upskill the tourism industry to continuously deliver experience innovation. It also recognises the challenge of the existing accommodation levels and options while striving to expand and enhance the range of day and evening economy initiatives throughout the destination.

The Industry *Ancient* Experience Development Plan (IAEDP) will foster an experience quality expectation among tourism providers who participate. It represents the supports provided by Fáilte Ireland presently, however, will elevate the programme among key accounts in becoming part of a focused incubation approach. This approach will also become integrated with other agency training supports and funding streams available ensuring consistency in the overall strategic approach.

The programme will also work with the local tourism industry to create new saleable experiences relevant to the *Ancient* themes while enhancing their ability to scale their business, aligned with the objectives of the ADEDP.

“...Key stakeholders will partner on the delivery on the key tasks required to implement the DEDP. It represents a five year operational plan creating a commercial focus for the development of tourism across the ‘Ancient’ Boyne Valley Destination...”

Action Plan



ACTION PLAN

The implementation of the DEDP is based on stakeholder commitment to project delivery. Key stakeholders will partner on the delivery on the key tasks required to implement the DEDP. It represents a five year operational plan creating a commercial focus for the development of tourism across the 'Ancient' Boyne Valley Destination.

The DEDP is designed to build on existing project plans and integrate all related activity for a co-ordinated series of outputs. This include projects that are being implemented, projects featured in existing plans and new concepts to build the destination's capacity for new visitor experience development.

The implementation phase is structured around an action plan approach. The framework adopts the VICE model as a means of measuring success and is applied to the operational framework for the DEDP. This includes the measurement of projects that will enhance tourism industry capacity development, experience creation and enhancement, catalyst and elevation destination enabling projects.

TIMING

SHORT-TERM	Year 1-2	2020 /2022
MEDIUM-TERM	Years 3-4	2023/2024
LONG-TERM	Years 5+	2025+

ACRONYM	STAKEHOLDER
BVT	Boyne Valley Tourism
CCC	Cavan County Council
DHLGH	Department of Housing, Local Government and Heritage
FI	Fáilte Ireland
IWBNG	Inland Waterways – Boyne Navigation Group
LCC	Louth County Council
LEO	Local Enterprise Office
LTN	Local Tourism Network
MCC	Meath County Council
MnCC	Monaghan County Council
NMS	National Monuments Service
NPWS	National Parks and Wildlife Service
NTA	National Transport Authority
OPW	Office of Public Works
PS	Private Sector
SCC	Sligo County Council
SEUPB	Special EU Programmes Body
Údarás	Údarás na Gaeltachta
WCC	Westmeath County Council



Ziptopia, Carlingford Lough, Co. Louth

STRATEGIC PILLAR ONE: UNLOCK THE HERITAGE ASSETS

PROJECT 1: BRÚ NA BÓINNE

1.1	Continue to provide experience development support for the Brú na Bóinne development as a priority that supports the site in maximising the investment to create a world class attraction and visitor experience, developed with consideration to the carrying capacity of monuments within a World Heritage sites.	KPI's Continuous site experience review and benchmarking. Hosting of additional OPW & DHLGH Ancient sites information and other local experiences. Complete pilot programme for Dark Sky Experience.
	Commence: 2020 – 2025	
	Lead: OPW & DHLGH	
Partners: FI		
1.2	Examine approach to cross sell other 'Ancient' sites and local activities.	
	Commence: 2020 – 2025	
	Lead: OPW & DHLGH	
Partners: FI		
1.3	Provide experience development support for the development of Dark Sky experience at the site along with other diversification of the offering.	
	Commence: 2020 – 2025	
	Lead: OPW & DHLGH	
1.4	Undertake and Implement the recommendations of the pilot training needs analysis review for Brú na Bóinne	
	Commence: 2020 – 2025	
	Lead: OPW & DHLGH	
Partners: FI		

PROJECT 2: LOUGHCREW CAIRNS

2.1	Undertake an examination of existing site review documents to establish areas of prioritisation in addressing visitor management requirements for the site and future inclusion in strategic projects between OPW and Fáilte Ireland.	KPI's Complete the review of site, condition of monuments and current visitor offering. Outline the impacts on future management plans and experience plans.
	Commence: 2021 – 2025	
	Lead: OPW & DHLGH	
2.2	Provide experience development support for the identification of range of management options for the site accounting for the current archaeological management requirements of the site.	
	Commence: 2021 – 2025	
	Lead: OPW & DHLGH	
Partners: FI		

PROJECT 3: TRIM CASTLE

3.1	Continue to provide experience development support for the development and a working group to continually review and upgrade the visitor experience requirements based on the agreed new investment into Trim Castle.	KPI's Establish collaborative working group to develop the visitor experience.
	Commence: 2021 – 2025	
	Lead: OPW & DHLGH	
Partners: MCC		
3.2	Provide experience development support for the development of a visitor experience combining the development requirements of Trim Castle and Trim as identified in the Boyne Valley Masterplan and supported by the destination town activity.	
	Commence: 2021 - 2025	
	Lead: OPW & DHLGH	
Partners: MCC		

PROJECT 4: KING JOHN'S CASTLE CARLINGFORD

4.1	Provide experience development support for the development of an operational and visitor development plan based on a new visitor experience approach to support and maximise the impact of the recent project investment in the site.	KPI's Agree operational priorities for site.
	Commence: 2021 - 2025	
	Lead: OPW & DHLGH	
Partners: FI		

PROJECT 5: ARDEE CASTLE

5.1	Establish working group of all key stakeholders to implement next phases of visitor experience development.		KPI's Establish and coordinate working group. Initiate and develop experience plan.
	Commence:	2021 - 2025	
	Lead:	LCC	
	Partners:	FI	
5.2	Create and implement a Visitor experience plan.		
	Commence:	2021 – 2025	
	Lead:	LCC	

PROJECT 6: BOYNE VALLEY DRIVE

6.1	Conduct an audit of the Boyne Valley Drive and key visitor attractions and sites to review effectiveness in delivering great visitor experiences.		KPI's Complete audit process. Prepare experiential route and visitor experience development priorities based on audit findings. Implement site specific actions to grow visitor numbers. Monitor implementation progress.
	Commence:	2020	
	Lead:	FI	
	Partners:	MCC, LCC, OPW, DHLGH	
6.2	Identify projects to establish the Boyne Valley Drive route as a best in class visitor experiential route.		
	Commence:	2020	
	Lead:	FI	
	Partners:	MCC, LCC, OPW, DHLGH	
6.3	Prepare an experience development action plan to create a world leading 'Ancient Experience Trail'.		
	Commence:	2022	
	Lead:	FI	
	Partners:	MCC, LCC, OPW, DHLGH	
6.4	Assess site requirements to grow visitor numbers at key sites along the Boyne Valley Drive such as the plans for Oldbridge – Battle of the Boyne Site.		
	Commence:	2021 - 2025	
	Lead:	OPW & DHLGH	
	Partners:	MCC, LCC, FI	
6.5	Continue the implementation programme for the Boyne Valley Masterplan and miscellaneous works outlined in the Masterplan while working with Fáilte Ireland to identify the key ticketed and non ticketed sites for visitor flow enhancement and inclusion in the visitor numbers monitoring system.		
	Commence:	2021 - 2025	
	Lead:	OPW & DHLGH	
	Partners:	MCC, LCC, FI	

PROJECT 7: HILL OF TARA

7.1	Continue to develop the Conservation Management Plan currently in progress for the Hill of Tara.		KPI's Complete assessment of current visitor servicing requirements.
	Commence:	2021 - 2025	
	Lead:	DHLGH	
	Partners:	FI, MCC, OPW	
7.2	Create a working group to implement the final recommendations of Hill of Tara Conservation Management Plan when completed.		
	Commence:	2021 - 2025	
	Lead:	OPW & DHLGH	
	Partners:	FI, MCC	
7.3	Undertake an assessment of the immediate visitor servicing requirements to support the recommendations of the Hill of Tara Conservation Management Plan that will enhance site interpretation and visitor facilities.		
	Commence:	2021 - 2025	
	Lead:	OPW & DHLGH	
	Partners:	FI, MCC	

STRATEGIC PILLAR TWO: REVEAL THE NATURAL ASSETS

PROJECT 8: BOYNE NAVIGATION AND GREENWAY

8.1	Complete the Boyne Navigation and Greenway planning process through a partnership approach that will include MCC, LCC, FI, OPW, DHLGH, Inland Waterways, NPWS – Boyne Navigation Group and local communities.	KPI's: Complete Boyne Navigation and Greenway planning process. Establish a working group. Devise plan to action feasibility study findings. Prioritise immediate programme of works to run concurrent to feasibility
	Commence: 2020 - 2025	
	Lead: MCC	
Partners: FI, OPW, LCC, DHLGH, IWBNG, NPWS		
8.2	Undertake consultations with all stakeholders as part of planning process.	
	Commence: 2020 - 2025	
	Lead: MCC	
Partners: FI, OPW, LCC, DHLGH		
8.3	Develop a plan to create an innovative interpretative walk on the existing stretch between Drogheda town centre to area adjacent to the Battle of the Boyne site.	
	Commence: 2021 – 2025	
	Lead: MCC, LCC	
Partners: FI		
8.4	Undertake programme of works to upgrade the appropriate elements of the Navan to Boyne Valley Blueway.	
	Commence: 2021 – 2025	
	Lead: MCC	

PROJECT 9: INTEGRATED ANCIENT TRAILS

9.1	Review the experience development potential of existing and proposed trails including Greenways and Blueways across the destination with the objective of immersing the visitor in the <i>Ancient</i> story and linking all trails.	KPI's: Complete audit of current trails and planned projects to assess capacity to link all. Agree priority projects to deliver <i>Ancient</i> Trails Experiences. Initiate an experience development plan for priority trails. Complete assessment of <i>Ancient</i> Camino experience. Undertake review of Tain Experience and act on recommendations.
	Commence: 2021	
	Lead: MCC, LCC	
Partners: FI, NMS, NPWS, DHLGH, OPW		
9.2	Examine the potential of the Boyne Camino to develop as a multi-day experience linking key <i>Ancient</i> sites as a Camino 5000.	
	Commence: 2021	
	Lead: LCC	
Partners: MCC, FI		
9.3	Review of the visitor experience development potential of the Tain March and the enhancement of the existing Tain Trail as an appealing walking and cycling route.	
	Commence: 2022	
	Lead: LCC	
Partners: FI		
9.4	Support the development of new and emerging trails that collectively increase the range of options for visitors to extend dwell time and explore new places e.g. Louth Heritage Trail, Cooley Camino.	
	Commence: 2021	
	Lead: LCC	
Partners: FI		

PROJECT 10: RECONNECTING TO THE RIVER BOYNE

10.1	Undertake audit of directional and interpretation signage for the River Boyne linked to the Boyne Valley Drive review.	KPI's: Complete signage audit. Implement Boyne viewing points and place making recommendations. Establish working group to examine 'source to mouth' opportunity.
	Commence: 2020	
	Lead: MCC, LCC, FI	
Partners: PS, OPW, NPWS		
10.2	Identify River Boyne viewing points to create 'sharable' experiences for visitors through innovative interpretation and place making installations linked to the Boyne Valley Drive Review.	
	Commence: 2021	
	Lead: MCC, LCC	
Partners: NPWS		
10.3	Establish a working group to examine the wider experience development opportunities that exist through a River Boyne visitor proposition.	
	Commence: 2022	
	Lead: MCC, LCC	
Partners: FI		

PROJECT 11: GREENWAYS & BLUEWAYS DEVELOPMENT

11.1	Develop the Navan to Kingscourt Greenway incorporating the rail line.	KPI's: Seek funding to complete greenway. Create Blueway experience/growth plan to launch Blueway. Review and cost extension of Blueway from Bective to Navan. Complete review of trailhead requirements. Completion of Royal Canal Greenway and opening of 130km route incorporating elements of the <i>Ancient</i> geography supported by experience development planning.
	Commence: 2020	
	Lead: MCC	
11.2	Create an experience plan for the development and usage of the Blueway from Trim to Bective.	
	Commence: 2021	
	Lead: MCC	
11.3	Review the feasibility of extending the Blueway from Bective to Navan creating a trailhead in Navan.	
	Commence: 2023	
	Lead: MCC	
11.4	Undertake a review of the requirements to create a more accessible and user friendly Blueway trail head in Trim.	
	Commence: 2022	
	Lead: MCC	
	Partners: OPW	
11.5	Complete signage and ancillary signage on the Royal Canal Greenway.	
	Commence: 2020	
	Lead: MCC	
Partners: WI, FI		
11.6	Develop the Great Eastern Greenway as a new walking and cycling route starting with the development of the partially constructed elements on the old railway line between Omeath and Carlingford. This will form part of a greenway stretching from Lough Neagh to Dublin. Complete the Cross Border Omeath to Victoria Lock & Carlingford Marina to Carlingford Village element for 2023.	KPI's: Seek Funding to complete greenway.
	Commence: 2022	
	Lead: LCC	
	Partners: SEUPB	

11.7	Great Eastern Greenway: Review the feasibility of completion of the greenway from Carlingford - Greenore - Templetown Beach.		KPI's: Seek funding for feasibility of extension of existing greenway to Greenore Village and Templetown Beach. Increased numbers of walkers and cyclist using the Carlingford Lough ferry. Increased numbers of cyclist / walkers in Carlingford, Omeath, Greenore Villages
	Commence:	2022	
	Lead:	LCC	
11.8	Review the feasibility of incorporating a Greenway into a coastal defence project from Dundalk to Blackrock.		KPI's: Seek additional funding for Greenway incorporated into the Dundalk / Blackrock Coastal Defence Project Further development of the Great Eastern Greenways
	Commence:	2022	
	Lead:	LCC	
	Partners:	OPW	
11.9	Review the feasibility of incorporating a Greenway into a coastal defence project in Drogheda		KPI's: Seek additional funding for Greenway incorporated into the Drogheda Coastal Defence Project
	Commence:	2022	
	Lead:	LCC	
	Partners:	OPW	
11.10	Review the feasibility of completion of the greenway from Blackrock to Drogheda.		KPI's: Seek funding to complete Greenway. Completion of approx. 70km of the Great Eastern Greenway in County Louth
	Commence:	2023	
	Lead:	LCC	
11.11	Review the feasibility of extending the Boyne Greenway through Drogheda to link up with Public Transport Hubs and the proposed Drogheda to Mornington Greenway.		KPI's: Seek Funding for feasibility study and completion of extension of the greenway. Increase use of Boyne Greenway
	Commence:	2021	
	Lead:	LCC, MCC	
	Partners:	NTA	
11.12	Review the feasibility of the greenway from Dundalk to Sligo as part of East West Road Project [Dundalk to Sligo (Route 1) National Cycle Strategy].		KPI's: Secure funding for feasibility of the project
	Commence:	2023	
	Lead:	CCC	
	Partners:	LCC, MCC, SCC	
11.13	Review the feasibility of the proposed Dundalk to Inniskeen Greenway along old rail track.		KPI's: Secure funding for feasibility of the project
	Commence:	2022	
	Lead:	LCC	
	Partners:	MnCC	

STRATEGIC PILLAR THREE: INTRODUCE THE ANCIENT LEGENDS

PROJECT 12: EXPERIENCE INNOVATION CLUSTER - ANCIENT ACTIVITY EXPERIENCE DEVELOPMENT

12.1	Create an <i>Ancient</i> Activity cluster to become the catalyst for immersive ancient experiences on land and on water.		KPI's: Establish Activity Cluster group, identify priorities and agree terms of reference. Complete audit and gap analysis of current activity base. Devise cluster plan to create integrated activity experiences. Create business support for cluster.
	Commence:	2022	
	Lead:	FI	
	Partners:	LCC, MCC	
12.2	Gap analysis of current experiences, activities, trails and supporting experiences identifying the core experiences for <i>Ancient</i> Activity and Lough of Legends development.		
	Commence:	2022	
	Lead:	FI	
	Partners:	LCC, MCC	

PROJECT 13: EXPERIENCE INNOVATION CLUSTER - FOOD & DRINK EXPERIENCE DEVELOPMENT

13.1	Undertake an audit of current food experiences to identify year round food experiences with growth potential.		KPI's: Complete food experience audit. Develop programme of food industry specifics aligned to experience development. Devise an <i>Ancient</i> Food Trail linking in destination food experiences. Creation of the <i>Ancient</i> Seafood trail - Sea Louth. Create 6 saleable food experiences. Complete review of agri-tourism experiences to incorporate into Food Trail. Assess food story hub potential with Devenish. Create a business support programme for the food cluster.
	Commence:	2020	
	Lead:	FI	
	Partners:	MCC, LCC	
13.2	Develop an <i>Ancient</i> Food Trail route linking year round 'fish and farm to fork' experiences across the entire <i>Ancient</i> destination.		
	Commence:	2021	
	Partners:	LCC, MCC	
13.3	Create the <i>Ancient</i> seafood trail, Sea Louth, based on the Louth coastline, linking 'tide to table' experiences and as a basis for development of new seafood experiences.		
	Commence:	2020	
	Lead:	LCC	
	Partners:	FI	
13.4	Develop an agri-tourism visitor experience network to align with the food cluster opportunity.		
	Commence:	2022	
	Lead:	MCC, LCC	
	Partners:	FI	
13.5	Examine the heritage of food innovation interpretation opportunity in association with Dowth and Devenish and scope out the story to focus the site experience.		
	Commence:	2021	
	Lead:	PS	
	Partners:	FI	
13.6	Support the creation of best in class whiskey experiences through Slane and Boann Distilleries.		
	Commence:	2022	
	Lead:	FI	
	Partners:	PS	

PROJECT 14: EXPERIENCE INNOVATION CLUSTER - ANCIENT CULTURE & CREATIVE			
14.1	Examine the development of an <i>Ancient Culture & Creative</i> hub in Kells.		KPI's: Complete assessment of cluster requirements to deliver day and night experiences. Review experience requirements to create saleable experiences in Kells. Examine operational model and experience development for St Columcille's House. Initiate discussions with TCD to examine linking Book of Kells visitors to cluster.
	Commence:	2022	
	Lead:	MCC	
14.2	Review the requirements to create a world class visitor experience linking Kells to the story of the Book of Kells integrating St Columcille's House with the broader Kells experiences focused on cultural experiences.		
	Commence:	2022	
	Lead:	MCC	
14.3	Examine the development of a strategic alliance between Trinity College Dublin (TCD) and Kells to link to the Book of Kells story through possible community outreach / engagement model.		
	Commence:	2022	
	Lead:	MCC	
	Partners:	FI	

PROJECT 15: PÚCA - HALLOWEEN FESTIVAL			
15.1	Develop a Púca working group to create, review and implement festival development proposals for the 3 areas of Trim, Drogheda and Athboy.		KPI's: Continue implementation of Púca plan. Agree priorities for growth in 2021 based on year 1 outputs. Devise industry support programme. Examine year-round saleable experience potential to further internalise the Púca narrative.
	Commence:	2021	
	Lead:	FI	
15.2	Devise a growth strategy for the Púca festival incorporating industry opportunities to sustain year-round experiences in Trim, Drogheda and Athboy.		
	Commence:	2021	
	Lead:	FI	
15.3	Create an industry training programme to support the growth of Púca through the creation of Halloween experiences throughout the destination.		
	Commence:	2021	
	Lead:	FI	
	Partners:	MCC, LCC, BVT	

PROJECT 16: LIVING HISTORY			
16.1	Examine the requirements to build on existing living history re-enactments throughout the destination combined with new opportunities for immersive visitor experiences through existing cultural and visual arts facilities.		KPI's: Complete review of enhancement options for Living History visitor experiences. Assess operational considerations and feasibility of delivery Living History / enactments programming.
	Commence:	2023	
	Lead:	MCC, LCC	
	Partners:	FI, LTN, BVT	

PROJECT 17: DESTINATION IMAGERY			
17.1	Review gaps in Ireland's content pool for relevant local <i>Ancient</i> content.		KPI's: Continue to enhance <i>Ancient</i> content pool stock based on DEDP themes and clusters.
	Commence:	2021	
	Lead:	FI	

STRATEGIC PILLAR FOUR: DEVELOP THE INDUSTRY BASE

PROJECT 18: ACCOMMODATION CAPACITY GROWTH

18.1	Complete an accommodation needs analysis for the Boyne Valley.		KPI's: Initiate accommodation growth plan. Completion of needs analysis Devise industry supports for development of quality niche accommodation experiences. Delivery of a capability development programme for the accommodation sector
	Commence:	2020	
	Lead:	FI	
	Partners:	MCC, LCC	
18.2	Prepare an accommodation growth plan.		
	Commence:	2022	
	Lead:	FI	
	Partners:	MCC, LCC	
18.3	Support the development of niche accommodation development (e.g. eco and rural tourism) in line with the outputs of the accommodation needs analysis for the Boyne Valley.		
	Commence:	2022	
	Lead:	FI	
	Partners:	MCC, LCC	
18.4	Develop the capability levels of the accommodation sector to consistently raise product and service quality standards to match the visitor promise of a world leading <i>Ancient</i> destination.		
	Commence:	2022	
	Lead:	FI	

PROJECT 19: EVENING ECONOMY

19.1	Create an evening economy development plan using existing cultural and heritage venues for destination towns.		KPI's: Complete audit of evening economy provision. Work with Local Authority and tourism industry to develop evening economy plan. Develop 4 new evening economy experiences. Complete review by Arts Offices of short to long term evening culture opportunities. Create a central evening activity information portal easily accessed by visitors.
	Commence:	2021	
	Lead:	FI, BVT	
	Partners:	MCC, LCC, OPW, PS	
19.2	Undertake a review to examine existing evening time entertainment provision to create easily accessible schedule of current evening activity.		
	Commence:	2021	
	Lead:	MCC, LCC	
19.3	Examine the creation of a unique <i>Ancient</i> or regionally themed music evening hosted throughout the destination on agreed evenings e.g. Boyne Sessions.		
	Commence:	2021	
	Lead:	FI	
	Partners:	MCC, LCC	

PROJECT 20: ANCIENT EXPERIENCE INDUSTRY DEVELOPMENT PROGRAMME

20.1	Create a dedicated <i>Ancient</i> Experience Industry Development Programme approach for high potential experiences.		KPI's: Create a bespoke <i>Ancient</i> Experience Development Programme to work with high potential experiences. Identify high potential experiences. Implement programme based on key clusters and growth targets. Monitor performance of programme participants.
	Commence:	2022	
	Lead:	FI	
	Partners:	FI, LEADER, MCC, LCC, Údarás, LEO	

PROJECT 21: TOURISM DESTINATION TOWN - DROGHEDA

21.1	Develop a masterplanning approach for Drogheda to build on the destination town potential to become a tourism destination of scale connecting all existing heritage assets e.g. Linear mile while examining the potential of an attraction of scale for the town.	KPI's: Develop a masterplan for Drogheda to create a tourism hub of scale.
	Commence: 2021	
	Lead: LCC, FI	
21.2	Develop a legacy plan from Drogheda's hosting of the Fleadh Cheoil to focus on developing the evening economy opportunity.	Implement a project monitoring system with Local Authority on destination town priorities.
	Commence: 2022	
	Lead: LCC	
Partners: FI		
21.3	Undertake a review of the operational options for Laurence's Gate, Tholsel and Millmount Museum to build on their capacity to attract increased visitor numbers in line with the Drogheda masterplan development.	Complete review of linking Drogheda to Battle of Boyne as part of Boyne navigation project. Complete Fleadh Cheoil legacy plan.
	Commence: 2022	
	Lead: LCC	

PROJECT 22: TOURISM DESTINATION TOWN - TRIM

22.1	Create a tourism destination town development plan for Trim.	KPI's: Devise a co-ordinated destination town strategy for Trim. Porchfields project completed and measuring level of site usage. Assess local industry capacity requirements and create business supports programme.
	Commence: 2021	
	Lead: MCC	
22.2	Develop the Porchfields project to create an animated visitor and community space.	
	Commence: 2021	
	Lead: MCC	
22.3	Undertake a capacity review of the tourism trade to identify immediate tourism industry training requirements and accommodation provider capabilities.	
	Commence: 2022	
	Lead: FI	
Partners: MCC, BVT		

PROJECT 23: TOURISM DESTINATION TOWNS

23.1	Create a measurement system to assess the impact of the Tourism Destination Town activity through a system of annual review with all stakeholders.	KPI's: Creation of agreed benchmarking system.
	Commence: 2022	
	Lead: FI	
	Partners: MCC, LCC, OPW	

PROJECT 24: DEVELOPING NAVAN AS A TOURISM BASE

24.1	Devise a destination town approach for Navan initially targeting the day time visitor.	KPI's: Complete destination development plan for Navan with day time focus. Form collaborative working group. Create industry supports programme.
	Commence: 2023	
	Lead: MCC	
24.2	Create an industry group to focus on the day time opportunity to attract international visitors through the quality of the food, drink and retail provision.	
	Commence: 2023	
	Lead: MCC	
Partners: FI		
24.3	Create a dedicated training supports programme to develop the day time visitor economy opportunity to support the industry group.	
	Commence: 2023	
	Lead: MCC	
Partners: FI		

PROJECT 25: SLANE EXPERIENCE INNOVATION CLUSTER

25.1	Undertake a review of the experience development requirements for Slane and Slane Estate aligned with the review of the Boyne Valley Drive.		KPI's: Agree a collaborative measurement approach to assess destination tourism impact.
	Commence:	2021	
	Lead:	FI, MCC	

PROJECT 26: DEVELOP CARLINGFORD AS A TOURISM HUB

26.1	Undertake a masterplanning development process to develop a long term vision and enhance the visitor experience in Carlingford and surrounding area that will support its development as a key activity hub.		KPI's: Complete masterplanning review of Carlingford as a visitor hub. Agree priorities with Local Authority.
	Commence:	2020	
	Lead:	LCC	
	Partners:	FI	
26.2	Support the advancement of potential destination transformation projects such as the proposed Sky Adventure / Tree Top proposition as an anchor project supporting the creation of the <i>Ancient</i> Activity Cluster, introducing innovative ways of telling the <i>Ancient</i> story.		KPI's: Agree priorities with Local Authority. Complete review of key requirements to progress project.
	Commence:	2022	
	Lead:	LCC, PS	

PROJECT 27: DEVELOP DUNDALK AS A TOURISM HUB

27.1	Undertake a review of the experience development requirements for Dundalk to establish it as a visitor base and tourism hub developing the visitor experience through enhancement of existing heritage and cultural assets.		KPI's: Creation of a collaborative working group Creation of an industry development supports programme Visitor experience plan for the County Museum
	Commence:	2024	
	Lead:	LCC	
	Partners:	FI	
27.2	Support the visitor experience at the County Museum as a 'Designated Museum' association with the National Museum of Ireland examining opportunities to showcase the ' <i>Ancient</i> ' theme through the National Collection.		
	Commence:	2023	
	Lead:	LCC	
	Partners:	FI	

PROJECT 28: MONAGHAN/CAVAN/MEATH/WESTMEATH CLUSTERS

28.1	Develop a tourism industry cluster strategy to develop new visitor experiences and integrate saleable experiences in Carrickmacross, Virginia/Oldcastle and North Westmeath adopting the themes of the DEDP.		KPI's: Creation of cluster groups. Provision of industry trade support programme. Develop industry collaboration between local and regional experiences. Integrate with Activity, Food, Craft and Culture cluster opportunities.
	Commence:	2021	
	Lead:	MnCC, CCC, MCC and WCC	
	Partners:	Lead - FI Partners - MnCC, CCC	
28.2	Support the enhancement of the visitor experience at the Monaghan and Cavan County Museums through their 'Designated Museum' association with the National Museum of Ireland examining opportunities to showcase the ' <i>Ancient</i> ' themes		KPI's: Visitor experience plan for the County Museums
	Commence:	2022	
	Lead:	MnCC, CCC	
	Partners:	FI	

PROJECT 29: SUPPORTING OUR TOURISM PARTNERS

BOANN DISTILLERY Provide experience development support for the development of a new visitor attraction by 2021.	Commence:	2021	KPI's: Agree priorities with the businesses and the respective local authorities. Complete review of key requirements to progress project.
	Lead:	PS	
	Partners:	FI	
LAND OF MYTH Provide experience improvement support for the expansion of a Visitor Attraction Development in Slane adopting the theme of myths and legends.	Commence:	2023	
	Lead:	PS	
	Partners:	FI	
SLANE ESTATE Provide experience development support to maximise the collective estate potential of Slane Castle, Slane Distillery and Slane Rock Farm while ensuring connectivity to the village of Slane that continues to grow the local economy impact of the estate.	Commence:	2020	
	Lead:	PS	
	Partners:	FI	
FINNEGAN'S FARM Provide experience improvement support for the expansion of a Farm and Food Experience Development.	Commence:	2021	
	Lead:	PS	
	Partners:	FI	
LEMONROCK BIKE TOURS Provide experience development support for the development to establish Trim as national base for incoming motor bike tours.	Commence:	2022	
	Lead:	PS	
	Partners:	FI	
BOYNE VALLEY ACTIVITIES Provide experience development support for the expansion of water activities at Trim base based on opening of the Blueway.	Commence:	2021	
	Lead:	PS	
	Partners:	FI	
BOYNE BOATS Provide experience development support for the expansion of water activities on the River Boyne	Commence:	2021	
	Lead:	PS	
	Partners:	FI	
GLYDE INN, ANNAGASSAN Provide experience development support for the development of the Tastes and Sounds experience.	Commence:	2020	
	Lead:	PS	
	Partners:	FI	
CAUSEY FARM Provide experience development support for the launch of a new FIT focused experience (all groups to date).	Commence:	2020	
	Lead:	PS	
	Partners:	FI	
SLANE FOOD CIRCLE Provide experience development support for the development of the Slane Food Circle.	Commence:	2020	
	Lead:	PS	
	Partners:	FI	
BEE WISE Provide experience development support for the development of the new Mead Making and Bee Experience.	Commence:	2021	
	Lead:	PS	
	Partners:	FI	
LOUGHCREW MEGALITHIC CENTRE Provide experience development support for the development of new experiences linked to sunrise tours.	Commence:	2023	
	Lead:	PS	
	Partners:	FI	
TAYTO PARK Provide experience development support for the enhancement of existing experiences opportunity through the Púca Halloween events and MICE opportunities.	Commence:	2021	
	Lead:	PS	
	Partners:	FI	
THE BACON TOURS Provide experience development support for the development of a new bacon / farm experience.	Commence:	2021	
	Lead:	PS	
	Partners:	FI	

THE CIDER MILL Provide experience development support for the development of a national cider museum and enhance cider tour experience / food heritage story.	Commence:	2020	KPI's: Agree priorities with Local Authority. Complete review of key requirements to progress project.
	Lead:	PS	
	Partners:	FI	
THE SMOKING BUTCHER Provide experience development support for the development of a Viking smoking experience and 'hands' on butchery experience.	Commence:	2021	
	Lead:	PS	
	Partners:	FI	
CARLINGFORD ADVENTURE CENTRE Provide experience development support for the development of new visitor Tree Top attraction with German investor EAK.	Commence:	2021	
	Lead:	PS	
	Partners:	FI	
CARLINGFORD OYSTERS Provide experience development support for the development of a new visitor experience and visitor centre.	Commence:	2020	
	Lead:	PS	
	Partners:	FI	
CARLINGFORD Provide experience development support for the opportunity to develop destination profiling experiences with tourism operators such as Carlingford Ferry focusing on the Lough of Legends and accessing the <i>Ancient</i> clusters.	Commence:	2020	
	Lead:	PS	
	Partners:	FI	
NEWGRANGE GOLD Provide experience development support for the development of a new visitor experience.	Commence:	2020	
	Lead:	PS	
	Partners:	FI	
LISTOKE DISTILLERY Provide experience development support for the enhancement of the existing visitor experience.	Commence:	2021	
	Lead:	PS	
	Partners:	FI	
UISNEACH Provide experience development support for the enhancement of the existing visitor experience.	Commence:	2021	
	Lead:	PS	
	Partners:	FI	
HILL OF WARD Provide experience development support for the development of a new year round visitor experience celebrating the birthplace of Halloween at the Hill of Ward.	Commence:	2021	
	Lead:	PS	
	Partners:	FI	
CELTIC ADVENTURES, CLOGHERHEAD Provide experience development support for the enhancement of the existing visitor experience.	Commence:	2021	
	Lead:	PS	
	Partners:	FI	
LOUTH ADVENTURES, CARLINGFORD Provide experience development support for the enhancement of the existing visitor experience.	Commence:	2021	
	Lead:	PS	
	Partners:	FI	
EAST COAST COOKERY SCHOOL Provide experience development support for the enhancement of the existing visitor experience.	Commence:	2021	
	Lead:	PS	
	Partners:	FI	
THE COTTAGE MARKET, DROGHEDA Provide experience development support for the enhancement of the existing visitor experience.	Commence:	2021	
	Lead:	PS	
	Partners:	FI	

NOTE:

The above industry project list reflects members of the tourism trade who attended the non-accommodation industry workshop and who committed to developing new visitor experiences within the timeframe of this plan.

This listing does not indicate a guarantee of funding or priority access to supports from Fáilte Ireland or any other stakeholders / funders. All projects will go through the same application process should funding become available. It is important to examine what agencies are offering funding as new streams of funding may become available during the life-time of this plan.

Products and Experiences, both existing and potential, referred to in this document are examples of such product opportunities only. They are not intended to be an exclusive list. It is envisaged that others can and will be added during the lifetime of this plan.





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