



# MONAGHAN DESTINATION AND EXPERIENCE DEVELOPMENT PLAN



**IRELAND'S  
ANCIENT EAST®**  
*Wander Through Time*



**Fáilte  
Ireland**





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# 1

# INTRODUCTION



## 1.1 MONAGHAN DEDP OVERVIEW

The Monaghan Destination and Experience Development Plan (MDEDP) is a five year commercial destination and experience development plan. The role of the MDEDP is to support the development of unique and compelling destination experiences focused on a number of immediate and strategic destination opportunities. The MDEDP was developed through a consultative process involving tourism industry representatives, members of the local community and Monaghan County Council.

The MDEDP will guide tourism development through a roadmap of projects linked to a number of destination development opportunities. Over the course of the plan implementation, success will be measured by achieving growth across a range of indicators from new experience supply, visitor demand patterns, growing the value per visitor and a number of additional destination competitiveness indicators.

### The key objectives for DEDP's are:

- Ensure local experiences are brought to life through the development of the optimal mix of visitor experiences and tourism products that will attract domestic and international visitors and retain them for longer in Monaghan.
- Unlock the economic growth potential of an area by progressing a range of key initiatives that will motivate tourists to explore the wider area.
- Develop a sustainable basis for commercial tourism development centred on creating a strong portfolio of saleable experiences that will excite visitors and buyers alike.
- Create the conditions to encourage domestic and international visitors to engage actively in the community, interact with local people by immersing themselves in the destination.
- Strengthen the value of tourism to the local community by providing employment opportunities.



Sliabh Beagh & Bragan, Co. Monaghan

## 1.2 DEVELOPING DISTINCTIVE DESTINATIONS

Regional Tourism Strategies (2022–2026) have been developed for each of Fáilte Ireland's four Regional Experience Brands (Ireland's Ancient East, Dublin, Wild Atlantic Way and Ireland's Hidden Heartlands). The purpose of the Regional Tourism Strategies is to identify sustainable tourism development priorities that will unlock the commercial potential of the region and generate socio-economic benefits for all local stakeholders and the tourism industry. These plans provide the strategic framework for the development of the MDEDP.





## REGIONAL TOURISM STRATEGY – STRATEGIC OBJECTIVES

The Ireland Ancient East Regional Tourism Strategy 2022 – 2026 identifies five strategic objectives to develop the tourism economy in the region. The projects outlined in the MDEDP align to these overall regional objectives. The objectives are as follows:

1

Enable and assist the industry to grow its capacity and capability so that it can thrive over the period of this strategy and create sustainable jobs in the local community.

2

Motivate the domestic and international consumer to visit Ireland's Ancient East.

3

Provide the visitor with more reasons to stay, increasing the economic impact of tourism.

4

Ensure the region is easy to access, navigate and consume.

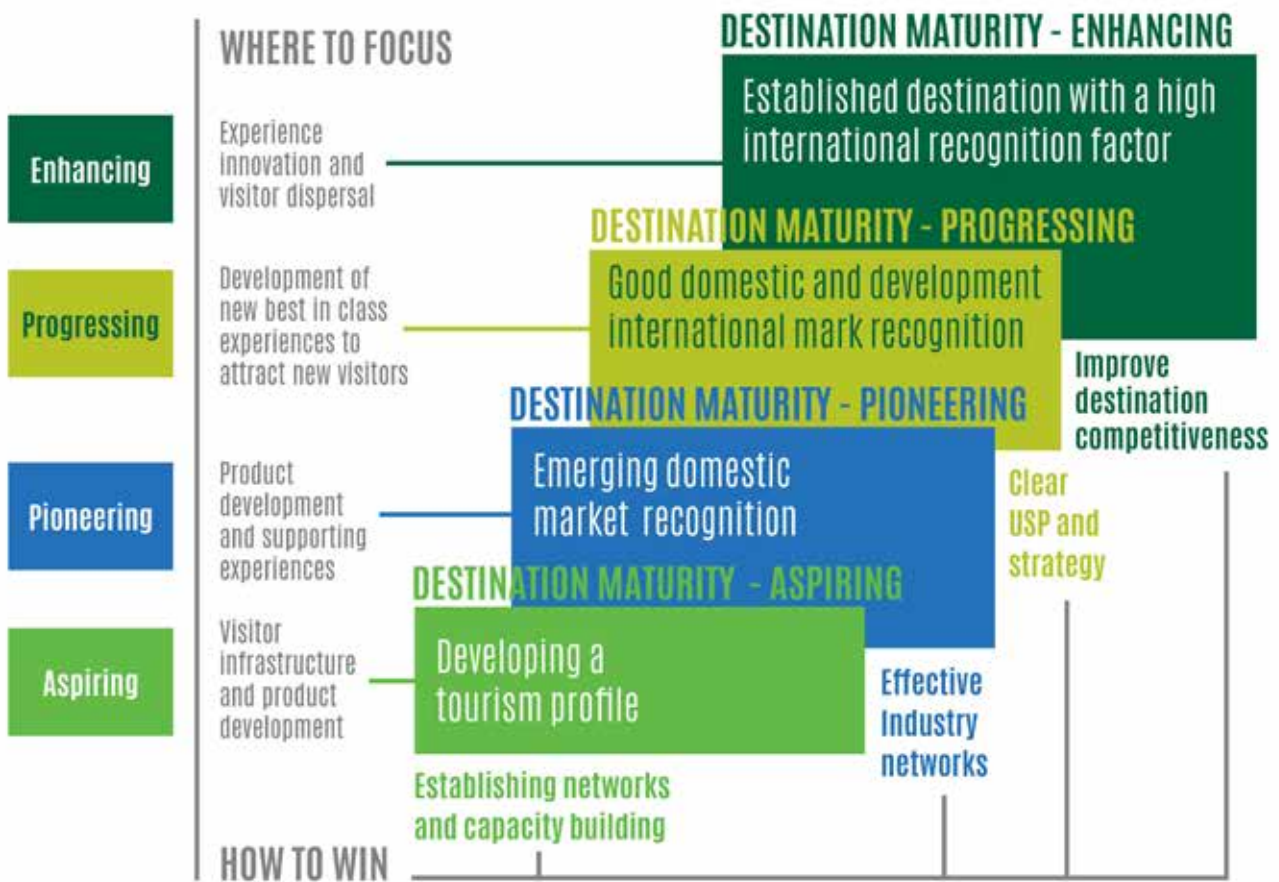
5

Build committed stakeholder and industry partnerships to guide sustainable destination development across the region.

**The projects outlined in the Monaghan DEDP align to these overall regional objectives.**

A new approach to destination development is central to the delivery of the Ireland's Ancient East Regional Tourism Strategy (2022–2026). It will ensure the appropriate interventions and supports are put in place to address the differences that exist in destination maturity levels across the region.

Four levels of destination maturity have been identified within the destination development framework. Each maturity level is defined through a set of assessment criteria focused on creating distinctive visitor destinations. These include current levels of recognition within the overseas and domestic markets, range and quality of tourism products and the scale and variety of local accommodation. Additional considerations include the range of services (day and evening time) available for visitors in the primary and secondary tourism hubs in the destination in addition to the strength of local tourism industry networks.



Based on the destination maturity criteria, Monaghan is classified as an 'Aspiring' destination. It represents a destination requiring an immediate focus on areas such as establishing and building effective local tourism networks, maximising the potential of the existing tourism product base and improving visitor infrastructure. By understanding these destination development requirements, combined with the strategic challenges to address, the appropriate type and mix of interventions and supports will be applied to build a distinctive Monaghan visitor destination.

The immediate focus will be the development of tourism clusters across the destination. This approach will create the local conditions to increase the number of reasons for visitors to consider Monaghan for a holiday and increase their length of stay within the county. It will promote a collaborative approach where tourism industry partners will cross sell, adopt new approaches to packaging and develop motivational Monaghan visitor itineraries. This will be supported through an experience development focus maximising existing cultural, heritage and outdoor assets to build a year round tourism proposition for visitors to consider. It will sustainably maximise the potential of destination assets such as Castle Leslie, Ulster Canal, Slieve Beagh, the Patrick Kavanagh Centre and Rossmore Forest Park as year round attractors and a base from which to grow additional supporting experiences.



Developing destinations requires a multi-faceted approach involving a variety of components that each impact on the quality of the visitor experience. This requires a focus beyond only visitor attractions, activities and accommodation to also include the quality of visitor facilities, local services and the presentation of local communities. These additional elements are where competitive destinations place equal emphasis on to ensure every aspect of the destination experience meets visitor expectations. The development of destination towns and local villages across Monaghan and future public realm investment will be strongly influenced by how the investment will impact on both the local community and the visitor to the county. It will explore opportunities to maximise the current investment in projects such as the Peace Campus, Monaghan Museum and the associated public realm. It will create additional focal points for the destination and fulfill a key role in orientating visitors into other parts of the county.



Glaslough Village, Co Monaghan

Developing destinations requires a multi-faceted approach involving a variety of components that each impact on the quality of the visitor experience. This requires a focus beyond only visitor attractions, activities and accommodation to also include the quality of visitor facilities, local services and the presentation of local communities. These additional elements are where competitive destinations place equal emphasis on to ensure every aspect of the destination experience meets visitor expectations. The development of destination towns and local villages across Monaghan and future public realm investment will be strongly influenced by how the investment will impact on both the local community and the visitor to the county. It will explore opportunities to maximise the current investment in projects such as the Peace Campus, Monaghan Museum and the associated public realm. It will create additional focal points for the destination and fulfill a key role in orientating visitors into other parts of the county.

### 1.3 SUSTAINABLE TOURISM DEVELOPMENT

Against the backdrop of the UN Sustainable Development Goals, the Government's commitments under the Climate Action Plan 2021 and the Report of the Sustainable Tourism Working Group, 2021–2023, tourism must adopt a much more sustainable approach. There are now new expectations among emerging visitor markets with changes in how they re-define the value of an experience combined with increased levels of environmental awareness. The MDEDP will focus on the following in meeting a commitment to sustainable tourism development and become a key component of the Monaghan visitor experience.

- Provide brilliant visitor experiences highlighting destination sustainability values.
- Expand local competencies to develop experiences based on sustainable visitor experiences.
- Connect visitors to destination sustainability at every stage of the visitor journey.
- Balance long term sustainability with economic vibrancy for local communities.
- Build destination experience collaboration through sustainable tourism experiences.
- Highlight the destinations approach to climate change activity and other sustainable initiatives.
- Incorporate a destination focus on rewilding and regenerative tourism as a key approach to how visitors will engage with our local communities.



Lough Muckno, Co. Monaghan



## 1.4 DESTINATION SNAPSHOT – WHERE WE ARE NOW

### A STRENGTHS BASED APPROACH

- Capacity of Castle Leslie to attract significant volumes of visitors to the Monaghan area.
- Sliabh Beagh and its capacity for the development of eco-tourism and its use for soft adventure.
- The untouched landscape and the topography around the border area.
- Strategic location accessible by the Dublin and Belfast markets.
- Cluster of unique villages that represent estate villages.
- The richness of the unexplored parts of the county providing an authentic visitor experience.
- The quality and diversity of crafts makers.
- The people of Monaghan and the local welcome provided through strong communities.
- Level of entrepreneurship that exists across the community (community entrepreneurship to provide visitors with a community experience).
- Quality of voluntary events run across Monaghan.
- Investment in the Ulster Canal.
- Build on momentum of capital projects in progress and emerging opportunities across the county, such as Muckno Estate and Rossmore Park.



Monaghan Countryside





Clones High Cross, Clones, Co. Monaghan



## CHALLENGES TO CONSIDER

- Perception of the destination as not being a tourism county.
- Protected status on certain landscapes that would represent considerable tourism assets.
- Regional and more mature destinations progressing faster in tourism development.
- Perception that the destination does not possess sufficient unique features or natural assets to attract visitors all year round.
- Level of uncertainty around Brexit.
- Political and peace instability.
- Willingness of the North South Partnership.



Rossmore Forest Park, Co. Monaghan





PATRICK  
KAVANAGH  
CENTRE

Patrick Kavanagh Centre, Co. Monaghan



# 2

# MONAGHAN DEDP STRATEGY



St. Peter's Tin Church, Co. Monaghan



## 2.1 MONAGHAN DEDP OBJECTIVES

1. Develop a series of tourism industry clusters and visitor hubs that will link visitor experiences and communities across the county and deliver an enhanced range of reasons to motivate visitors to explore the wider Monaghan destination.
2. Develop four to five key tourism projects in County Monaghan that contribute to its growth into a year round visitor destination.
3. Maximise and build on the potential of existing heritage assets.
4. Capitalise on the wide range of opportunities Castle Leslie Estate offers.
5. Generate increased economic returns from tourism by increasing the value generated by visitors to Monaghan.
6. Elevate the position of Monaghan as a tourism destination through new levels of collaboration.
7. Maximise the potential provided through the new investment in the Peace Campus / County Museum and Monaghan Destination Town.
8. Convey the rich 10,000 year history of the area to the modern day Monaghan story.
9. Examine the opportunity for a differentiated approach to sustainability through ReWilding to leverage the natural and built heritage assets of the destination.
10. Explore the opportunity to develop a visitor attraction of scale within the county.



Patrick Kavangh Centre, Co. Monaghan

## 2.2 DESTINATION AND EXPERIENCE DEVELOPMENT – STRATEGIC DEVELOPMENT FOCUS

### STRATEGIC DEVELOPMENT FOCUS

#### Tourism Industry Clusters

Develop a series of tourism industry clusters working in collaboration and supported by training and capacity building interventions to develop the scale of experiences that will attract, retain and disperse visitors across the destination.



#### Destination Hubs

Strengthen the core attractors through visitor experience development supported by improving the capacity of the tourism industry to create reasons to visit and stay (Monaghan Town, Castleblayney, South Monaghan cluster, Clones, Glaslough and Sliabh Beagh).



#### Linking and Developing the Outdoors

A programme of outdoor product development supported by enhancing the connectivity and linkages between trails and develop scale within the trails (the Oriel Kingdom, Sliabh Beagh).



#### Developing Monaghan hero sites

Develop the Peace Campus / County Museum, Castle Leslie Walled Gardens / Green Box, Muckno Estate, Patrick Kavanagh Centre as attractors to disperse visitors across the rural tourism economy.



#### Sustaining rural communities

Develop the network of interesting Monaghan communities through the destination starting with the Estate villages as a Phase One pilot.



#### Re-wilding the Ancient Story

Adapt a niche sustainability focus and narrative through a new definition of re-wilding and a focus on Rural tourism differentiation through re-wilding the Ancient Story supported by vibrant tourism hubs.





# 3

# MONAGHAN DEDP DEVELOPMENT





### 3.1 MONAGHAN DEDP OBJECTIVES

#### DEVELOPING THE MONAGHAN TOURISM DESTINATION



**Castle Leslie**



**Sliabh Beagh**



**Muckno Estate**



**Rossmore Forest Park**



**Monaghan Peace  
Campus Project**



**County Museum**



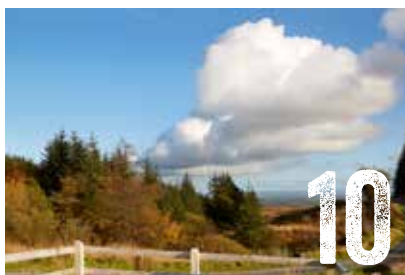
**Glaslough Visitor Hub**



**Clones Visitor Hub Project**



**Monaghan Town Visitor  
Hub Project**



**Sliabh Beagh Visitor  
Hub Project**



**Kavanagh Country Cluster**



**Ulster Canal**



**Ulster Canal Greenway**

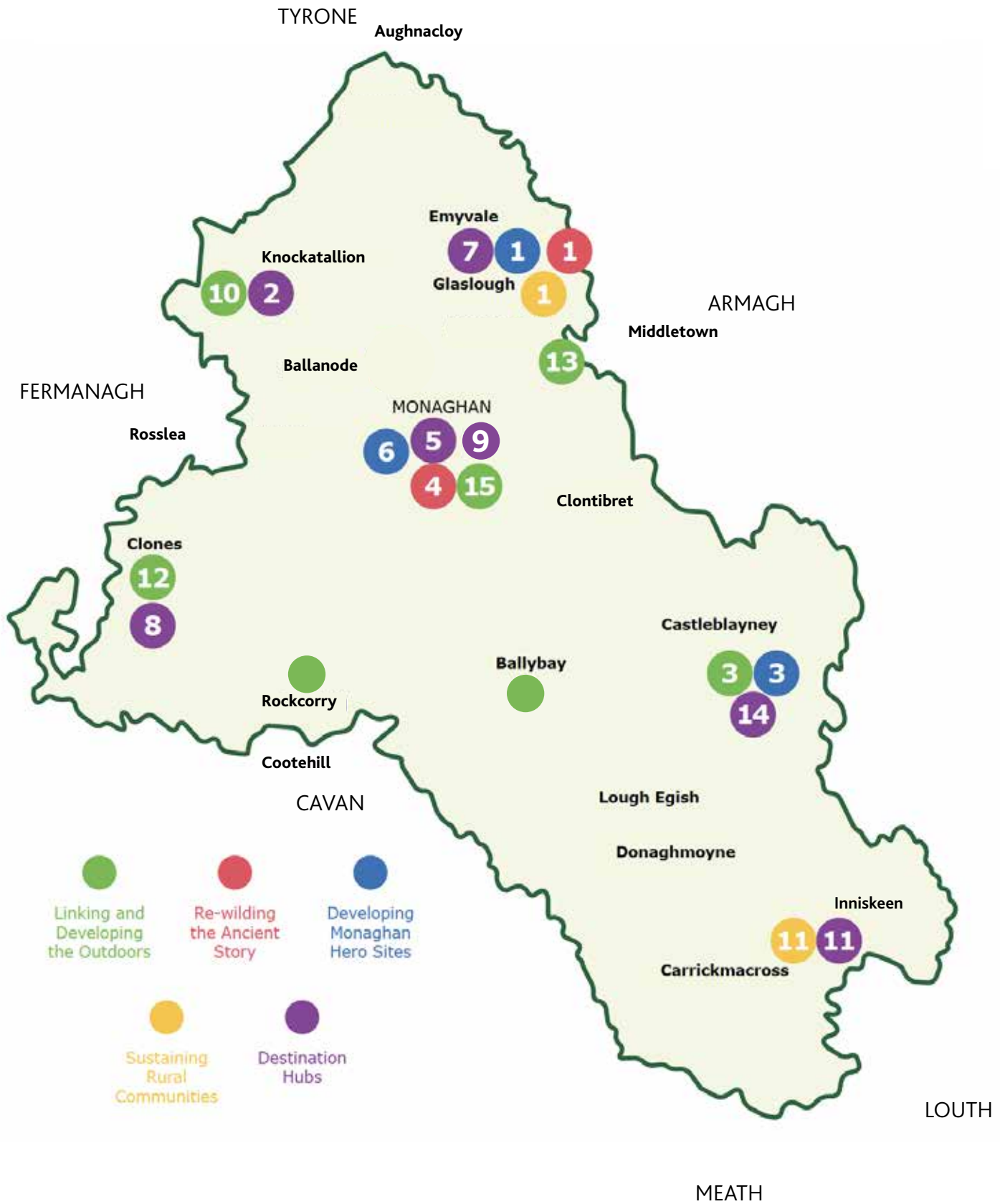


**Castleblayney Visitor  
Hub Project**



**Monaghan Cycle Trail**











## TOURISM INDUSTRY

DELIVERING REGIONAL  
TOURISM STRATEGY  
OBJECTIVES

1, 3, 5

### OBJECTIVE

Develop a series of tourism industry clusters working in collaboration and supported by training and capacity building interventions to develop the scale of experiences that will attract, retain and disperse visitors across the destination.

### AREAS OF FOCUS

1. Create tourism industry clusters comprised of businesses interested in working together to deliver new experiences, cross sell, adopt new approaches to itinerary development, packaging and cross promotion.
2. Deliver an industry experience cluster training programme.
3. Deliver the training and capacity building in the areas of digital marketing, saleable experience development.
4. Develop an industry network for innovative packaging and itinerary development.

### PROJECT PARTNERS

- Fáilte Ireland
- Monaghan County Council
- Enterprise & Training Agencies



Inniskeen, Co Monaghan

## DESTINATION HUBS

DELIVERING REGIONAL  
TOURISM STRATEGY  
OBJECTIVES

# 1, 3, 5

### OBJECTIVE

Strengthen the core attractors through visitor experience development supported by improving the capacity and capabilities of the tourism industry to create reasons to visit and stay (Monaghan Town, Castleblayney, Kavanagh Country Cluster, Clones, Glaslough and Sliabh Beagh).

### AREAS OF FOCUS

1. Monaghan Destination Town project – delivery of the outdoor event space supported by an activation plan.
2. Develop Monaghan Town as a visitor hub.
3. Develop Glaslough as a visitor hub.
4. Develop Clones as a visitor hub.
5. Develop Sliabh Beagh as a visitor hub.
6. Develop Castleblayney as a visitor hub.
7. Grow the Kavanagh Country tourism cluster, incorporating Carrickmacross and Inniskeen.
8. Deliver tourism industry training to enhance their capability to maximise the opportunity of the MDEDP.

### PROJECT PARTNERS

- Fáilte Ireland
- Monaghan County Council



Carrickmacross Lace Gallery, Co. Monaghan



# LINKING & DEVELOPING THE OUTDOORS

DELIVERING REGIONAL TOURISM STRATEGY OBJECTIVES

3, 4, 5

## OBJECTIVE

Deliver a programme of outdoor product development supported by enhancing the connectivity and linkages between trails and develop scale within the trails (the Oriel Kingdom, Sliabh Beagh).

## AREAS OF FOCUS

1. Development of the Canal and Marina in Clones in partnership with Waterways Ireland.
2. Development of the Ulster Canal Greenway.
3. Sliabh Beagh Trails – Upgrading of routes and development of new trails in partnership with Coillte and An Taisce.
4. Sliabh Beagh eco tourism destination - Development of wider Sliabh Beagh area in partnership with Mid Ulster and Fermanagh & Omagh District Councils through the Peace Plus or Shared Island Programmes to develop an eco-tourism destination project of scale.
5. Develop the cycle trail in Monaghan linked to Rossmore with new levels of interpretation linked to stories and experiences that promotes visitor orientation across the county.
6. Development of the outdoor and activity potential of the Ulster Canal Greenway linked to Monaghan Town.

## PROJECT PARTNERS

- Fáilte Ireland
- Monaghan County Council
- Cross Border Partners
- Transport Infrastructure Ireland (TII)
- Private Sector
- Waterways Ireland



Aerial View of Rossmore Playpark, Co. Monaghan

## DEVELOPING MONAGHAN HERO SITES

DELIVERING REGIONAL  
TOURISM STRATEGY  
OBJECTIVES

2, 3

### OBJECTIVE

Adapt a niche sustainability focus and narrative through a new definition of re-wilding and the development of the Peace Campus / County Museum, Castle Leslie Walled Gardens / Green Box, Muckno Estate and Patrick Kavanagh Centre as attractors to disperse visitors across the rural tourism economy.

### AREAS OF FOCUS

1. Development of the Peace Campus / County Museum, examining how it will become an orientation point for visitors to explore the wider Monaghan area.
2. Develop the number of immersive Castle Leslie experiences from bio-diversity projects, estate safari to examination of requirements to deliver the Blue Box product concept.
3. Develop the opportunity through a new vision for Muckno Estate.
4. Continued development and support of the Patrick Kavanagh Centre experience.

### PROJECT PARTNERS

- Fáilte Ireland
- Monaghan County Council
- Private sector



Castle Leslie Estate, Co. Monaghan



# SUSTAINING RURAL COMMUNITIES

DELIVERING REGIONAL TOURISM STRATEGY OBJECTIVES

1, 5

## OBJECTIVE

Develop the network of interesting Monaghan communities through the destination starting with the Estate villages as a Phase One pilot.

## AREAS OF FOCUS

1. Develop the Estate villages concept to create unique community experiences orientating visitors from village to village e.g. hamlets of music, cultural heritage, food experiences, linked estate villages trail.
2. Build on the local food opportunities incorporating the theme of the Kingdom of Oriel integrated with traditional food and regenerative farming experiences.
3. Examine the restoration of unique destination events such as the Fiddler of Oriel Festival and building on the musical heritage of Scotstown and cultural heritage linked to the Kavanagh Country Cluster.
4. Examine how the Rural Innovation Centre could become a catalyst for rural tourism innovation and a focal point for developing authentic rural community experiences.
5. Examine ways to create new platforms to showcase artisans and producers to visitors.

## PROJECT PARTNERS

- Fáilte Ireland
- Monaghan County Council
- Enterprise & Training Agencies
- Private Sector
- Local Community



Carrickmacross Workhouse, Co. Monaghan

## RE-WILDING THE ANCIENT STORY

### DELIVERING REGIONAL TOURISM STRATEGY OBJECTIVES

# 3

#### OBJECTIVE

Adapt a niche sustainability focus and narrative through a new definition of re-wilding and a focus on Rural tourism differentiation through re-wilding the Ancient Story supported by vibrant tourism hubs.

#### AREAS OF FOCUS

1. Explore rural re-wilding and rewilding the Ancient story as a basis for developing a strong rural tourism experience linked to sustainability as a theme for differentiation e.g. develop the re-wilding concept around re-wilding heritage, biodiversity, re-wilding community and authentic re-wilding experiences based on the theme cultural sustainability.
2. Examine how to link Rossmore Park and Castle Leslie focused on the past stories of the Estates and new approaches to sustainability.
3. Prioritise the development of the Central Walled Garden as an attractor to Castle Leslie combined with an examination of how the Gate Lodge could become a craft /artisan collective venue.

#### PROJECT PARTNERS

- Fáilte Ireland
- Monaghan County Council
- Enterprise & Training Agencies
- Private Sector
- Local Community



Rossmore Forest Park - Roddy Giant Sculpture, Co. Monaghan





Clones Round Tower, Co. Monaghan



## 3.3 ATTRACTION OF SCALE

### DEVELOPING THE MONAGHAN TOURISM DESTINATION

The Muckno Estate has been identified as an opportunity site for the potential development of an attraction of scale for Monaghan. This follows an initial site assessment and opportunity scoping exercise undertaken in 2021.

The independent study has outlined a number of areas for future consideration in the development of a multifaceted visitor attraction combining the outdoors, developing an activity base, leveraging the site's heritage story all integrated with new approaches to sustainability.

The development of Muckno Estate in Castleblayney can become a significant catalyst for tourism in the county with a year round capability to attract domestic and international visitors. Further assessment will be undertaken by the relevant stakeholders to establish the extended tourism options and opportunities for Muckno Estate.



Lough Muckno, Co. Monaghan



## 3.4 DEVELOPING CLUSTERS

A key area of focus within the MDEDP will be the development of tourism clusters and effective tourism networks that will build on the momentum generated by the Kavanagh Country Cluster. Local tourism networks will play a key role in developing the overall visitor experience across the county. They will provide a new tourism industry focus on the creation of motivational packages to attract visitors, developing new and varied local itineraries and increase collaboration in the delivery of niche destination experiences. The development of a series of clusters will require supporting structures to co-ordinate the activities of the clusters and ensure alignment with the strategic purpose of establishing effective local tourism networks.

The Kavanagh Country cluster in south Monaghan has brought together a collection of experience providers to provide a new scale of activity to retain visitors in the area for longer. The success of the Fáilte Ireland training programme in the Patrick Kavanagh Country, and including the Carrickmacross Workhouse and Market Square Craft Hub, has developed a strong experience cluster with the capacity to grow further. The Kavanagh Country cluster represents the starting point for further industry training and development programming to grow the reasons for domestic and international visitors to choose Monaghan as a holiday destination.

Cluster development will also create the environment to grow the number of new experiences to motivate visitors to experience new parts of Monaghan and encourage them to stay for longer. The clusters will be directly aligned with local product strengths and emerging opportunities linked to current future investment e.g. outdoor product, heritage, rural and community experiences. Training and development programming will be designed to stimulate new levels of experience development and collaboration between cluster members. This approach will also provide a training focus for all local agencies who contribute to community and industry training e.g. LEADER, Local Enterprise Offices.



Carrickmacross Market Square, Co. Monaghan

# 4 MONAGHAN DEDP DEVELOPMENT

Dawson Monument at Church Square, Monaghan



## 4.1 PLAN IMPLEMENTATION

The implementation of the MDEDP is based on stakeholder commitment to project delivery. Key stakeholders will collectively partner on the delivery of the key tasks required to implement the MDEDP. The MDEDP builds on existing project plans integrating all related activity for a coordinated series of outputs. These include projects that are being implemented, projects featured in existing plans and new concepts to build Monaghan'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 MDEDP. This includes the measurement of projects that will enhance tourism industry capacity development, experience creation and enhancement and destination development projects.

### TIMING OF ACTIONS WITHIN THE DEDP



A list of actions relating to all proposed projects and strategic pillars actions has been devised. All stakeholders detailed below will be consulted in relation to the delivery of the identified actions. Each of the stakeholders listed below will deliver on the actions to ensure the success of the projects over the next five years.

ACCRONYM	STAKEHOLDER
AT	An Taisce
CL	Coillte
CMETB	Cavan and Monaghan Education and Training Board
CPB	Cross Border Partners
FODC	Fermanagh and Omagh District Council
FI	Fáilte Ireland
LEADER	LEADER - Monaghan Integrated Development
LEO	Local Enterprise Office
LCG	Local Community Groups
MCC	Monaghan County Council
PS	Private Sector
TII	Transport Infrastructure Ireland
WI	Waterways Ireland
MUDC	Mid Ulster District Council

## 4.2 DELIVERY TIMEFRAME

DEDP PROJECTS			TIME	PARTNERS
<b>PROJECT 1 – TOURISM INDUSTRY CAPACITY &amp; CAPABILITY BUILDING</b>				
<b>OBJECTIVE</b>	Develop a series of tourism industry clusters working in collaboration and supported by training and capacity building interventions to develop the scale of experiences that will attract, retain and disperse visitors across the destination.			
1.1	<b>Business clusters</b>	Create tourism industry clusters comprised of businesses interested in working together to deliver new experiences, cross sell, adopt new approaches to itinerary development, packaging and cross promotion.	ST	FI, MCC, LEO, LEADER
1.2	<b>Cluster Training Programme</b>	Deliver an industry experience cluster training programme.	ST	FI, MCC, LEO, LEADER
1.3	<b>Digital Marketing and Saleable Experience</b>	Deliver the training and capacity building in the areas of digital marketing, saleable experience development.	ST	FI, MCC, LEO, LEADER
1.4	<b>Packaging and itinerary Development</b>	Develop an industry network for innovative pack-aging and itinerary development.	ST	FI, MCC, LEO, LEADER
<b>PROJECT 2 – DESTINATION HUBS</b>				
<b>OBJECTIVE</b>	Strengthen the core attractors through visitor experience development supported by improving the capacity of the tourism industry to create reasons to visit and stay (Monaghan Town, Castleblayney, Kavanagh Country Cluster, Clones, Glaslough and Sliabh Beagh).			
2.1	<b>Outdoor Event Space</b>	Monaghan Destination Town project – delivery of the outdoor event space supported by an activation plan.	ST-MT	FI, MCC
2.2	<b>Visitor Hub</b>	Develop Monaghan Town as a visitor hub.	ST-MT	FI, MCC
2.3	<b>Visitor Hub</b>	Develop Glaslough as a visitor hub.	ST-MT	FI, MCC
2.4	<b>Visitor Hub</b>	Develop Clones as a visitor hub	ST-MT	FI, MCC
2.5	<b>Visitor Hub</b>	Develop Sliabh Beagh as a visitor hub.	ST-MT	FI, MCC
2.6	<b>Visitor Hub</b>	Develop Castleblayney as a visitor hub.	ST-MT	FI, MCC
2.7	<b>Kavanagh Country Cluster</b>	Grow the Kavanagh Country tourism cluster, incorporating Carrickmacross and Inniskeen	ST-MT	FI, MCC



DEDP PROJECTS			TIME	PARTNERS
<b>PROJECT 3 – LINKING AND DEVELOPING THE OUTDOORS</b>				
<b>OBJECTIVE</b>	Deliver a programme of outdoor product development supported by enhancing the connectivity and linkages between trails and develop scale within the trails (the Oriel Kingdom, Sliabh Beagh).			
3.1	<b>Canal and Marina Development</b>	Development of the Canal and Marina in Clones in partnership with Waterways Ireland.	ST-MT	MCC, WI
3.2	<b>Greenway</b>	Development of the Ulster Canal Greenway.	ST-LT	MCC, TII
3.3	<b>Sliabh Beagh Trails</b>	Upgrading of routes and development of new trails in partnership with Coillte and An Taisce.	MT-LT	MCC, CL, AT
3.4	<b>Sliabh Beagh Eco Tourism Destination</b>	Development of wider Sliabh Beagh area in partnership with Mid Ulster and Fermanagh & Omagh District Council through the Peace Plus or Shared Island Programmes to develop an eco-tourism destination project of scale.	LT	MCC, FCC, FODC, MUDC
3.5	<b>Cycle Trail Development</b>	Develop the cycle trail in Monaghan linked to Rossmore with new levels of interpretation linked to stories and experiences that promotes visitor orientation across the county	MT-LT	MCC
3.6	<b>Greenway</b>	Development of the outdoor and activity potential of the Ulster Canal Greenway linked to Monaghan Town.	MT-LT	MCC, TII, FI
<b>PROJECT 4 – DEVELOPING MONAGHAN HERO SITES</b>				
<b>OBJECTIVE</b>	Adapt a niche sustainability focus and narrative through a new definition of re-wilding and the development of the Peace Campus / County Museum, Castle Leslie Walled Gardens / Green Box, Muckno Estate and Patrick Kavanagh Centre as attractors to disperse visitors across the rural tourism economy.			
4.1	<b>Peace Campus and County Museum</b>	Development of the Peace Campus / County Museum, examining how it will become an orientation point for visitors to explore the wider Monaghan area.	ST	MCC, FI
4.2	<b>Castle Leslie</b>	Develop the number of immersive Castle Leslie experiences from bio-diversity projects, estate safari to examination of requirements to deliver the Blue Box product concept.	ST	PS, FI
4.3	<b>Muckno Estate</b>	Develop the opportunity through a new vision for Muckno Estate.	LT	MCC, PS, FI
4.4	<b>Patrick Kavanagh</b>	Continued development and support of the Patrick Kavanagh Centre experience.	MT	MCC, FI

DEDP PROJECTS			TIME	PARTNERS
<b>PROJECT 5 – SUSTAINING RURAL COMMUNITIES</b>				
<b>OBJECTIVE</b>	Develop the network of interesting Monaghan communities through the destination starting with the Estate villages as a Phase One pilot.			
5.1	<b>Creating unique experiences</b>	Develop the Estate villages concept to create unique community experiences orientating visitors from village to village e.g. hamlets of music, cultural heritage, food experiences, linked estate villages trail.	ST	FI, MCC, LCG, PS
5.2	<b>Local food opportunities</b>	Build on the local food opportunities incorporating the theme of the Kingdom of Oriel integrated with traditional food and regenerative farming experiences.	MT	MCC, LEO, LEADER
5.3	<b>Creating unique experiences</b>	Examine the restoration of unique destination events such as the Fiddler of Oriel Festival and building on the musical heritage of Scotstown and cultural heritage linked to the Kavanagh Country Cluster.	ST-MT	MCC, LCG
5.4	<b>Rural innovation Centre</b>	Examine how the Rural Innovation Centre could become a catalyst for rural tourism innovation and a focal point for developing authentic rural community experiences.	ST-LT	MCC, FI
5.5	<b>Creating unique experiences</b>	Examine ways to create new platforms to showcase artisans and producers to visitors.	ST-LT	MCC, PS, LCG
<b>PROJECT 6 – RE-WILDING THE ANCIENT STORY</b>				
<b>OBJECTIVE</b>	Adapt a niche sustainability focus and narrative through a new definition of re-wilding and a focus on rural tourism differentiation through rewilding the Ancient Story supported by vibrant tourism hubs.			
6.1	<b>Re-wilding the Ancient Story</b>	Explore rural re-wilding and rewilding the Ancient story as a basis for developing a strong rural tourism experience linked to sustainability as a theme for differentiation e.g. develop the re-wilding concept around re-wilding heritage, biodiversity, re-wilding community and authentic re-wilding experiences based on the theme cultural sustainability	MT	MCC, FI, LCG
6.2	<b>Linking Stories</b>	Examine how to link Rossmore Park and Castle Leslie focused on the past stories of the Estates and new approaches to sustainability.	LT	MCC
6.3	<b>Central Walled Garden</b>	Prioritise the development of the Central Walled Garden as an attractor to Castle Leslie combined with an examination of how the Gate Lodge could become a craft / artisan collective venue.	ST-MT	PS
<b>PROJECT 7 – MUCKNO ESTATE</b>				
<b>OBJECTIVE</b>	Examine the opportunity for Muckno Estate to develop into multifaceted visitor attraction of scale for Monaghan.			
7.1	<b>Muckno Estate</b>	Undertake a feasibility study into the development of a multifaceted visitor attraction combining outdoors, activity, heritage and sustainability at Muckno Estate building on the initial scoping and options project.	ST-MT	MCC, FI





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