

# *Trail Kilkenny – the Story & the Brand*

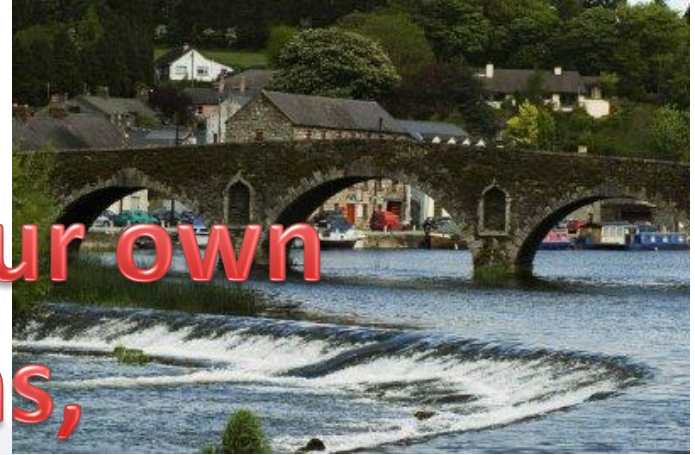


*Connected Strategies for Sustainable Communities*



**Kilkenny!**

**Has none of  
these typical  
walking trail  
environments!!**



**But we have our own attractions, with a focus on culture and people – STORIES!**



# Motivation for Trail Kilkenny

- Fáilte Ireland 2003-4 map -identified Kilkenny as the joint weakest county in the southeast for outdoor amenities.
- Rationale – lack of coastline, mountains, lakes, wild heath/ bog land. ‘Typical’ trail areas.
- But outdoor activities was identified as a big attraction to visitors and we needed more.
- So- we needed to do something to address the issue.

# Some facts that Intrigued Us!

- Kilkenny's visitor profile is biased towards the older age cohorts – over-45s.
- FI research indicates that foreign visitors favour pastoral rolling scenery.
- Research shows visitors also like 'stories' as part of their experience.
- All of which told us that with Kilkenny's heritage and craft background we had potential to develop a unique 'trail product'.

# Audit of 'trail stock'

- We had to optimise what we had & work it harder!
- We already had a long-established Craft Trail - in need of regeneration.
- We had one long distance walk traversing the county – *The South Leinster Way*
- Not much else! We needed to develop more.

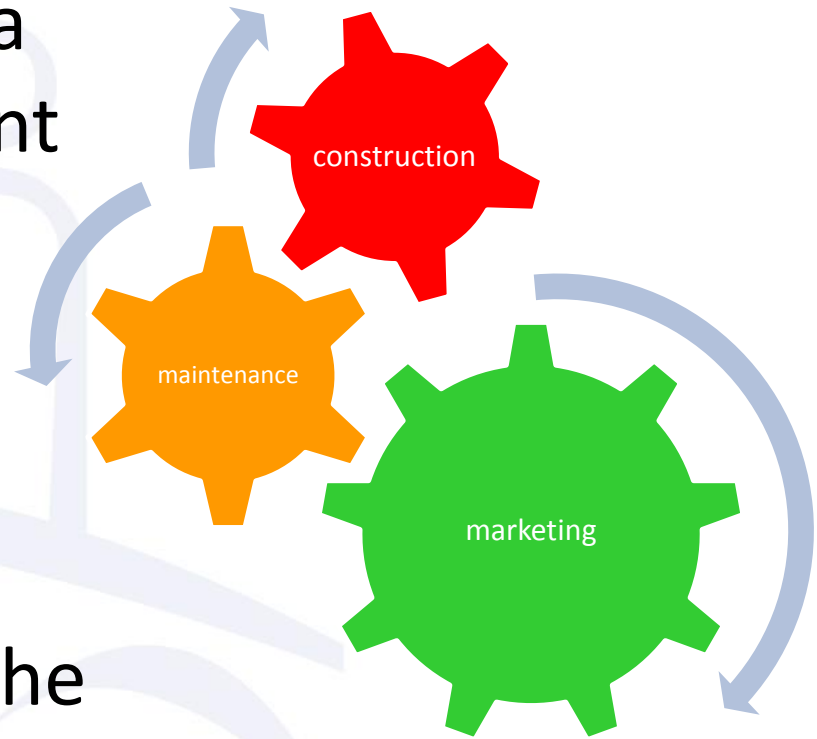


# Trail Kilkenny Now

- New 9 Looped Walks (FI & NTO standard)
- New Nore Valley Way – long-distance walk between Kilkenny & Inistioge
- 2 on-road cycle trails
- Expanded and restructured ‘Made in Kilkenny’ Craft Trail
- New ‘Taste of Kilkenny’ Food Trail
- In development – Garden Trail, Canoe Trail, ‘Haunted Kilkenny’- Ghost Trail

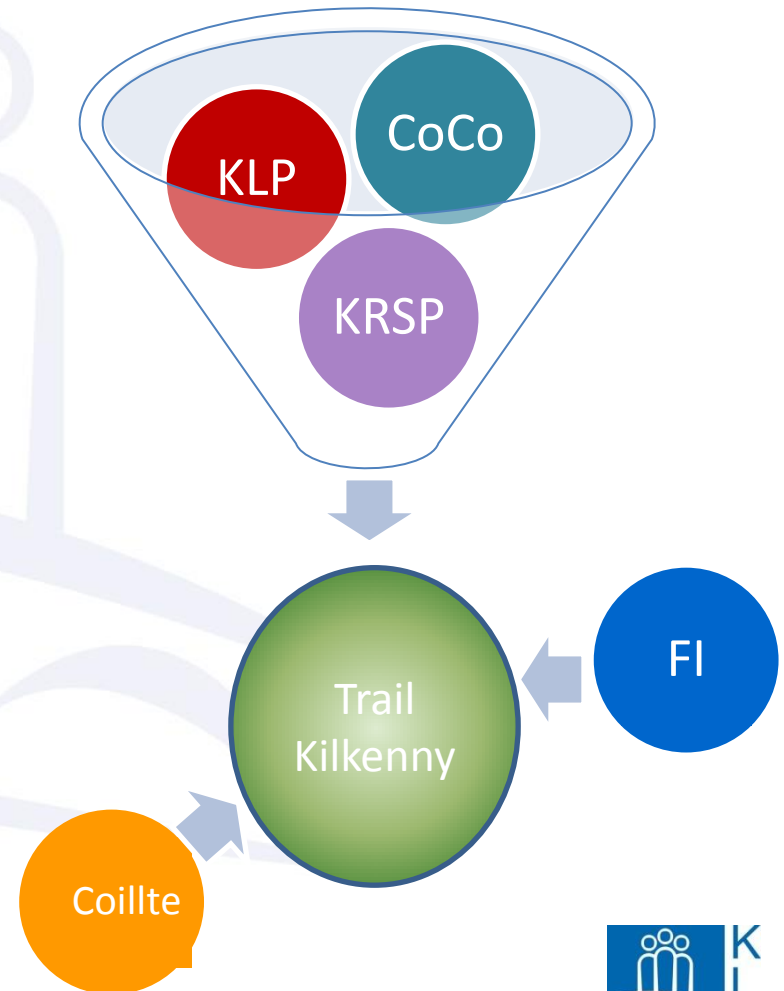
# Paradox of Development

- Surprisingly this lack of 'product' may have been a benefit to the development of the concept.
- There was no history or 'politics' to trail development
- It allowed us to consider the development, maintenance and marketing as a integrated concept.



# The Agency Partners

- Kilkeny LEADER Partnership
- Kilkeny County Council
- Kilkeny Sports & Recreational Partnership
- *Failte Ireland assist from outside the company*
- *Coillte provided land for some walks*



# How it Works

- Development funding from LEADER, FI and County Council.
- Maintenance from *Rural Social Scheme* of KLP.
- Marketing from LEADER with assistance from council and private enterprises- crafts, food, etc.
- Coordination and administration from Eoin Hogan, *Rural Recreation Officer* of KLP.
- Insurance from County Council and Communities.

# Principle of the Concept

- INTEGRATION
- The focus is on integration with other tourism product and facilitation of usage.
- We also seek to develop and integrate both ‘physical’ trails – walking, cycling, canoe, etc, with concept-led ‘themed’ trails, Craft, Food, Garden, etc.



# SWOT analysis

## ***Strengths & Opportunities***

- Further integration of trail products.
- Partnership strong
- New 'First to Market' themed trails

## ***Weaknesses & Threats***

- Access!
- Match funding
- National focus almost exclusively on upland areas

# Next Steps

- Completion of the review of the Trail Kilkenny 'business model' – late-November
- Commissioning of Trail Kilkenny Marketing Plan- early 2011
- Completion and launch of Garden, Canoe and Haunted Kilkenny themed trails – early 2011
- Completion of remaining section of Nore Valley Way – Spring 2011
- Completion of 3 new looped trails- early 2011

# Thank You

