



THE DINGLE STORY

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THE THINKING BEHIND THE SHARED STORY



To develop a shared story for Dingle we listened to what you the trade in Dingle had to say and we listened to visitors who come to Dingle domestic and overseas.

A toolbox to help people to use the Shared Story has been produced by Fáilte Ireland to support business spread the story. See Contact Details for further information.

We ran a number of workshops and from this it was clear we should focus on:

- what makes Dingle unique – like nowhere else in Ireland
- the special natural features – explaining them in a way that makes them credible
- the activities – especially those that are distinctive to Dingle

Many of the words and phrases in the shared story, are already being used by Dingle's marketers.

The shared story makes it clear which propositions Dingle should focus on – because they are the ones that should appeal to your priority target markets.

Dingle's shared story is:

- in simple language – so that it is easy to remember and everyone is comfortable using it
- true – otherwise people will be cynical about the whole story, and the reality will disappoint
- positive and enthusiastic – to inspire people to visit

THE SHARED STORY FOR THE DINGLE PENINSULA

At the **very edge of Europe**, as far west as you can go in **Ireland**, is the **breathtaking** Dingle Peninsula, once described by **National Geographic** as “the most beautiful place on earth”.

It’s a place of spectacular **seascapes** and landscapes shaped by the elements, with a **wild and rugged** coastline of steep cliffs and wide sandy beaches. A place where the **mountains roll** into the ocean. And you can drive **up into the clouds** over **Ireland’s highest mountain pass, the Connor Pass**.

There’s something wonderful about the **shifting light as the weather blows in** and through, and a silver slither of sun shines on the sea, or a double rainbow appears above the Bay.

The Dingle Peninsula is a place the Irish love to visit, but it’s still **largely undiscovered** by people from elsewhere. Apart, that is, from the artists, musicians and writers who come from across the world to live, eat and breathe authentic culture: **real**

food, real talk, real stories, and real ceol agus craic at music sessions and festivals across Dingle’s tiny settlements. Or the global surfing and windsurfing communities, who find **world-class** sport here in the huge Atlantic swells and southerly winds.

This is a land **rich with ancient history**, with pre-historic sites and early Christian heritage - Celtic crosses, monastic ‘beehive’ huts and **Ireland’s oldest stone-roofed church**.

It’s a long way to come. But it’s here that you’ll find **the real Ireland**: in the Peninsula’s **thriving** & unbroken traditions of language and music, folklore and storytelling, arts, crafts and **artisan food**.

The little fishing port of Dingle – with its brightly coloured houses, its traditional pubs and its cosmopolitan, creative community – serves up some of the world’s best food.

And off *Slea Head* - the most westerly tip of the Peninsula - lies a deserted village with a poignant past, on an archipelago that

gave birth to Ireland’s greatest born-storytellers: the mystical *Blasket Islands*.

The Dingle Peninsula has one of the largest **Gaeltacht** (gaelic-speaking) communities in Ireland. So you’ll find many of the locals are **bi-lingual** – speaking Irish as their mother tongue, a lovely lyrical English to their visitors, and often a mix of the two.

They’ll tell you “*fáilte romhat isteach – you’re most welcome here*” in both languages – with a warmth and **cadence** of greeting that’s unmistakable and **unforgettable**.

Maybe it’s that **living culture, deep-rooted and handed-down through generations**, that gives this place such a strong creative **spirit**. Maybe it’s the **simple, natural vibe** that lets you slow down and **go-with-the-flow**.

Whatever it is, the Dingle Peninsula inspires, it connects, it “**catches the heart off-guard**”, and it stays with you.

WHY THESE WORDS AND PHRASES

Locate Dingle Peninsula and create a visual image. **Edge of Europe, as far west as you can go in Ireland** – rather than “most westerly point in Europe” (which is Iceland). **Breathtaking** has a fresh feel – with connotations of fresh air and winds. The **National Geographic** quote is a strong superlative from an international brand.

— At the **very edge of Europe, as far west as you can go in Ireland**, is the **breathtaking** Dingle Peninsula, once described by **National Geographic** as “the most beautiful place on earth”.

It’s a place of spectacular **seascapes** and landscapes shaped by the elements, with a **wild and rugged** coastline of steep cliffs and wide sandy beaches. A place where the **mountains roll** into the ocean. And you can drive **up into the clouds** over **Ireland’s highest mountain pass, the Connor Pass**.

— **Seascapes** is mentioned 1st, before landscapes, to emphasise everpresent sea. Refer to the elements & weather - & how the elements have shaped the landscape. This is a distinctive defining feature of the Peninsula – not to be shyed away from. **Ireland’s highest mountain pass** is an excellent claim – superlatives are impressive and memorable. Big words suggest the scale & powerful movement of nature (**wild & rugged, up into the clouds, mountains roll, shifting light, weather blows in**).

There’s a suggestion of the Peninsula’s enchanting, magical, surprising and unexpected features here. This is achieved without using those precise words (which unfortunately are over-used so have lost their impact). Instead we suggest magical effects “**wonder(ful)**”, “**silver**” and the “**double rainbow**” and later “**mystical**”.

— There’s something wonderful about the **shifting light as the weather blows in** and through, and a silver slither of sun shines on the sea, or a double rainbow appears above the Bay.

The Dingle Peninsula is a place the Irish love to visit, but it’s still **feels largely undiscovered** by people from elsewhere.

— Positions Dingle as popular (in other words, attractive) yet unspoilt (by international tourism): authentic Ireland, where the Irish themselves go on holiday. But it’s also world-class. It’s known to those in the know – so still a place to be discovered by the reader. N.B. “**feels largely**” is important as it qualifies “**undiscovered**” – as it is clearly on the radar of some international visitors – but the proportion of international visitors to Irish visitors is relatively low, especially outside the summer months.

This para unpacks authentic traditional culture using down-to-earth words e.g. **real food, talk, stories**. Note use of a half-familiar gaeilge phrase to give a sense of the special nature of the Gaeltacht.

— Apart, that is, from the artists, musicians and writers who come from across the world to live, eat and breathe authentic culture: **real food, real talk, real stories, and real ceol agus craic** at music sessions and festivals across Dingle’s tiny settlements.

Both creatives and surfers/windsurfers are cool aspirational niches, recognised as independent free-thinkers who are found in the world’s special places.

— Or the global surfing and windsurfing communities, who find **world-class** sport here in the huge Atlantic swells and southerly winds.

This is a land **rich with ancient history**, with pre-historic sites and early Christian heritage - Celtic crosses, monastic ‘beehive’ huts and **Ireland’s oldest stone-roofed church**.

— Historic sites resonate with the US market particularly, **rich with ancient history** suggests the extraordinary density, and **Ireland’s oldest stone-roofed church** is an important superlative.

WHY THESE WORDS AND PHRASES *continued*

It's a long way to come reminds us of the distinctive geographic location – it doesn't shy away from the remoteness, but suggests the idea that it's worth making the effort (because with remoteness comes authenticity – **the real Ireland**). Again it spells out the cultural offer to make it clear what's meant.

The idea of a **little fishing port** serving up **some of the world's best food** is intriguing.

The **Gaeltacht** is an important differentiator – but needs to be unpacked for international visitors (i.e. what it will mean for them). Some may fear misunderstandings at best, and hostility at worst.

Link back to the existence of a thriving **living culture** to suggest the idea of something intangible in the air – **a spirit, a vibe** – that inspires creativity or simply means you can leave the rat race behind.

The final sentence suggests the lasting effect a visit will have. **Catches the heart off-guard** is a line from a Seamus Heaney poem.

• **It's a long way to come.** But it's here that you'll find **the real Ireland**: in the Peninsula's **thriving** and unbroken traditions of language and music, folklore and storytelling, arts, crafts and **artisan food**.

• The little fishing port of Dingle – with its brightly coloured houses, its traditional pubs and its cosmopolitan, creative community – serves up some of the world's best food. And off *Slea Head* – the most westerly tip of the Peninsula – lies a deserted village with a poignant past, on an archipelago that gave birth to Ireland's greatest born-storytellers: the mystical *Basket Islands*.

• The Dingle Peninsula has one of the largest **Gaeltacht** (gaelic-speaking) communities in Ireland. So you'll find many of the locals are **bi-lingual** – speaking Irish as their mother tongue, a **lovely lyrical** English to their visitors, and often a mix of the two. They'll tell you "*fáilte romhat isteach – you're most welcome here*" in both languages – with a warmth and **cadence** of greeting that's unmistakable and unforgettable.

• Maybe it's that **living culture, deep-rooted and handed-down through generations**, that gives this place such a strong creative **spirit**. Maybe it's the **simple, natural vibe** that lets you slow down and **go-with-the-flow**.

• Whatever it is, the Dingle Peninsula inspires, it connects, it "**catches the heart off-guard**", and it stays with you.

• **Thriving** reasserts the idea that here it's not traditions in aspic – they are alive. **Artisan food** expands on the mentions of food earlier (world's best food, real food) – starts to explain why it's so good, and links it to arts & culture with that handmade quality of the artisan.

• We return to the magical unexpected, with the surprising juxtaposition of lively Dingle and a deserted village. Note: the *Blaskets* are not widely known outside Ireland, so this last sentence suggests their national significance (**Ireland's greatest born-storytellers**), and should make people want to learn more.

• So we've focused here on the warmth of welcome, and used the easily understood term **bi-lingual** to reassure that English is spoken and understood. **Lovely, lyrical, cadence, unforgettable** – all suggest the music and warmth of gaeilge. We're aware that "you're most welcome here" isn't an exact translation, but hope it captures the spirit of the original.

• **Deep-rooted and handed-down** implies it's longstanding & historic but also embedded – part of the people. **Simple, natural vibe and go-with-the-flow** suggest the alternative, contemporary aspects of Dingle.

KEY PHRASES

As we developed the story we explored words, phrases and stories. We have included key phrases and Dingle stories as additional material for people to draw on. The stories are used throughout and below are a list of the key phrases.

Wild ocean seascapes . . .

Majestic mountains . . .

Mighty atmosphere . . .

Magical like no place else . . .

Join us and escape from it all . . .

Thriving language and community . . .

Quirky . . .

Breathtaking beauty makes you want to connect . . .

Festivals not found anywhere else . . .

By day, a lovely sleepy relaxing cocoon – comes alive with great craic and traditional music . . .

Lifts you up – mind, body and soul . . .

Hang in the memory like a myth and a song . . .

A visit you will remember and cherish . . .

You will know and love Dingle and its people by the time you have to leave . . .

Nothing is fake – everything in Dingle comes from the heart . . .

Connect with the dramatic core of what is “Irish” . . .

Everything you could possibly want in this tiny place . . .

Born storytellers who survived the elements in this most western tip of Europe by being alive with skills . . .

Feel, see, taste something that is as old as Ireland and as free as the Dingle Peninsula’s air . . .

A paradox: wild but calm . . .

Allows you to slow down . . .

No need to plan a day: go with the flow . . .

Clear air, shifting light . . .

A piece of oldworld heaven on the edge of Europe . . .

Rest your soul and revive your spirit . . .

Hauntingly mystical . . .

Touches all the sense . . .

Food for sustaining the soul . . .

Dingle has an immense spirit, born from its deep-rooted traditions . . .

Where the mountains roll into the ocean . . .

Drive into the clouds on the highest road in Ireland, then stand on top of the world and see forever . . .

Eclectic, cosmopolitan feel at the edge of Europe . . .

Many of its pubs unchanged for generations . . .

Famous for its seafood . . .

To the west is the most spectacular scenery imaginable . . .

Spectacularly beautiful rugged coast . . .

Worth committing to memory and drawing on for pleasant recall . . .

A paradox: serenity and excitement . . .

Warmth, remote, calm, isolation . . .

Entering a different world . . .

USING IMAGES

By using consistent images, as well as a consistent story, we can create a uniform international message with potential visitors, that builds up a unique “Brand” for Dingle, and a compelling reason to visit.

There are so many stunning images of Dingle available online, on Flickr, in photo libraries etc., that everyone marketing to visitors should be able to use pictures that:

- Bring the shared story to life - illustrating the story’s key words and phrases
- Show what is different and special about Dingle – pictures that could only be Dingle
- Feature real people – not models. Aim for natural shots that look as though it’s a genuine moment captured in time
- Show activity, movement and life – and people being active
- Include fresh natural faces, tanned, weatherbeaten and windswept

Visualising the Shared Story

1. Special about Dingle – Fungi
2. Fresh natural faces, tanned weatherbeaten and windswept
3. Illustration the shared story – At the very edge of Europe
4. Showing activity, movement and life
5. A genuine moment captured in time – Dick Macs Pub



USING IMAGES

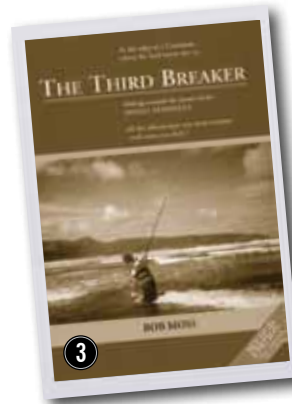
You could also:

- Use 'found objects' (e.g. shell, pebble, driftwood) to create a 'scrapbook' feel and bring in the natural world
- Use work by Dingle's arts and crafts people to add a cultural, creative element
- Use old pictures and old guidebooks to illustrate the enduring, timeless nature of Dingle – but balance with stylish, simple contemporary food and accommodation
- Use cropped pictures of close-ups of objects, colours, shapes and textures – natural and man made – that convey the distinctive feel of Dingle

The pictures should appeal to our overseas target markets. The 4 core markets are the US, UK, Germany and France. And within these markets the core sectors of culture seekers, soft adventurers and active families.

Visualising the Shared Story

1. Pavement outside a local pub
2. Culture seekers – buying local made jewellery.
3. Fishing guidebook from 1962
4. Active families – Learning to surf.
5. Use 'found objects' driftwood on the shore
6. Work by local artist – Louis Mulcahy Pottery
7. Using natural textures to convey the distinctive feel of Dingle - dry stone wall
8. Using man made shapes that convey the distinctive feel of Dingle - Lobster Pots



SEASCAPES



SEASCAPES

“Sitting in a warm pub, by an open fire, eating good simple food whilst listening to traditional music and enjoying the craic. Reminiscing about the day that you had, finding a secret path winding up a hillside and suddenly ending up on the edge of the world, looking down at the wild sea with an incredible natural light show. A place that’s never before been discovered.”

Visualising the Shared Story

1. A coastline of steep cliffs
2. The little fishing port
3. Weatherbeaten and windswept
4. Entering a different world
5. A visit you will remember and cherish
6. Global windsurfing communities
7. Long sandy beaches
8. At the edge of Europe
9. Magical like no place else
10. Breathtaking beauty



LANDSCAPES

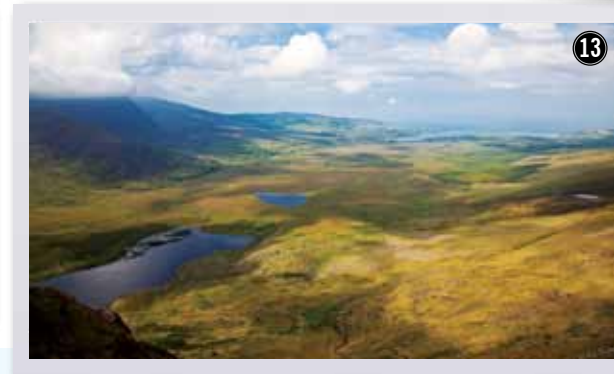
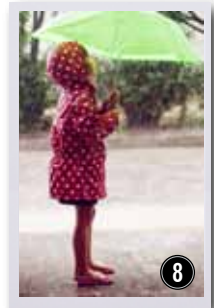


LANDSCAPES

“On a cold crisp winter morning, we headed up from Cloghane in our waterproofs and walking boots to the summit of Mt Brandon, determined to conquer despite the snow on the ground & the thick cloud. We were very proud of our achievement huddled in the shelter claspng our homemade soup – but wondering whether we had been foolish to climb the mountain on such a day- when the clouds parted and for a few seconds the Peninsula opened up before our eyes . . . and we could see forever.”

Visualising the Shared Story

1. Serenity and excitement
2. Join us and escape from it all
3. The mystical Blasket Islands
4. A drive up into the clouds
5. Wild and Rugged
6. Wide sandy beaches
7. Wild ocean seascapes
8. Mighty atmosphere
9. Thriving language and community
10. Ancient history
11. Entering a different world
12. A living culture
13. Shifting light as the weather rolls
14. Ireland's highest mountain pass



ADVENTURE

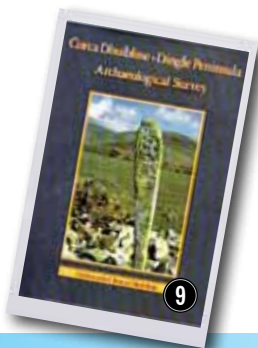


ADVENTURE – THINGS TO DO AND SEE

“Anchor a boat in the Blasket Sound on the edge of Europe. Climb to the top of An BlascaodMór and look West. Imagine you can touch America, you can feel the past and history of the people who went before you. There is an aura there, a feeling it's mystical (it's still with me 10 or 15 years later). Find your friends again and take time to have a picnic while watching the sun set over the deserted village.”

Visualising the Shared Story

1. Breathtaking beauty
2. Wild and rugged
3. Global windsurfing community
4. Join us and escape from it all
5. Entering a different world
6. World class sport
7. Magical like no place else
8. No need to plan a day, go with the flow
9. A land rich with ancient history
10. Wide sandy beaches
11. A vist you will remember and cherish
12. A paradox: wild but calm
13. Allows you to slow down



LOCAL FOOD

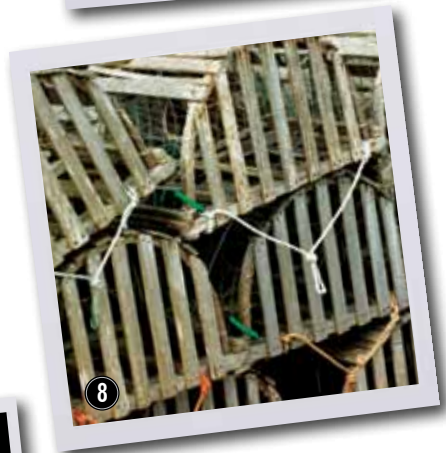


LOCAL FOOD

“Listen to the banter between fishermen and chefs as the evening’s fish is landed – the ribbing and joking as the freshest bounty is traded. Wander to one of the restaurants and order this freshness on a plate and enjoy a Guinness or a wine in good company – to the sound of traditional music.”

Visualising the Shared Story

1. Real food
2. A visit you will remember and cherish
3. Famous for its seafood
4. Food for sustaining the soul
5. Pubs unchanged for generations
6. Artisan food
7. Entering a different world
8. The little fishing port
9. Serves up some of the world’s best food
10. The core of what is “Irish”
11. Oldworld heaven
12. Know and love Dingle and its people
13. Nothing is fake
14. Eclectic and cosmopolitan



CULTURE & HERITAGE

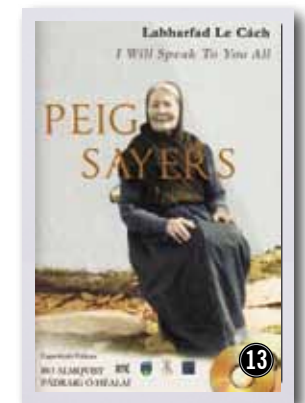
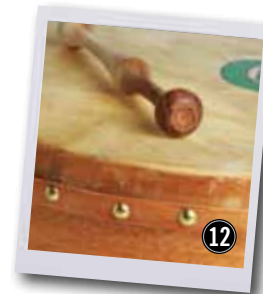
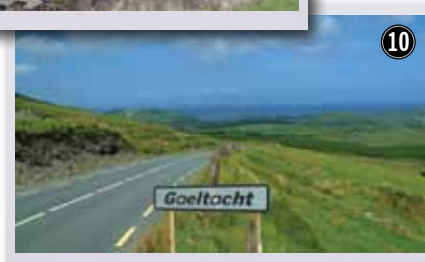
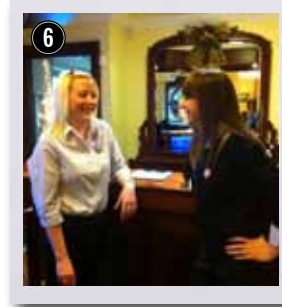


CULTURE & HERITAGE

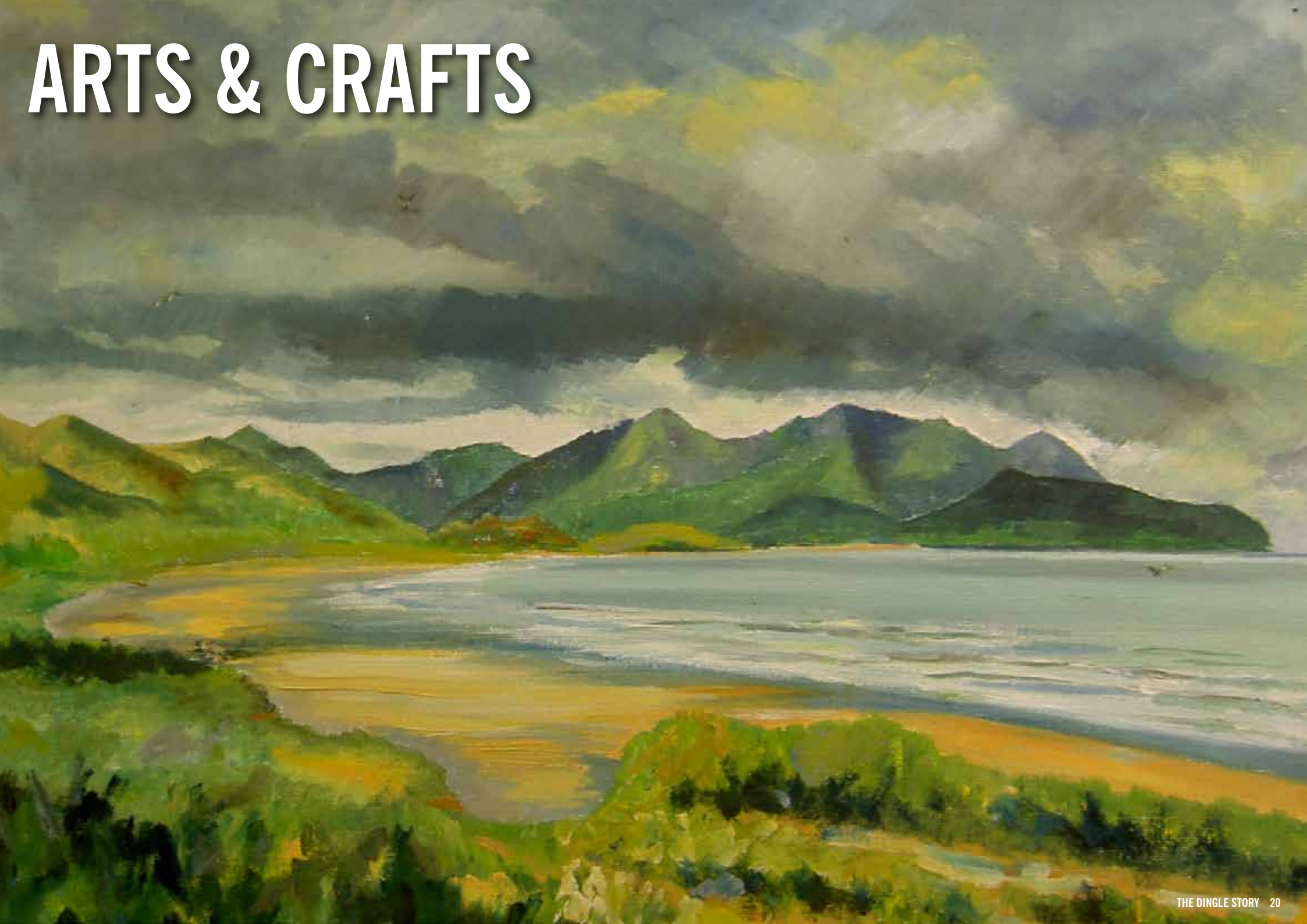
“Féile na Bealtaine. After a hectic night in the restaurant. Rushing down the street – I popped into John Benny’s for a drink. The place was packed. But I couldn’t order a drink because there was complete silence. Then the music started: a magical duet.”

Visualising the Shared Story

1. Unbroken traditions of music
2. Comes alive with great craic and traditional music
3. Nothing is fake
4. Know and love Dingle and its people
5. Rich with ancient history
6. A thriving bi-lingual language
7. Ireland’s oldest stone-roofed church
8. Connect with the dramatic core of what is “Irish”
9. A visit you will remember and cherish
10. Large Gaeltacht communities
11. Pre-historic sites
12. Music sessions and festivals
13. Traditions of languages



ARTS & CRAFTS

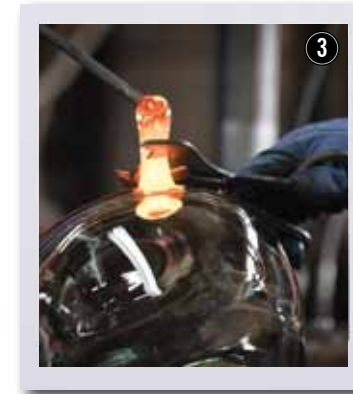


ARTS & CRAFTS

“Wander the streets of Dingle on the look out for the famous Dingle Arts and Crafts. Feast the eyes at the many traditional and contemporary galleries. Enjoy the atmosphere of watching crafts people at work. Visit the pottery workshop of Louis Mulcahy’s; as I opened the doors I was greeted with a lovely phrase “Fáilte romhat isteach”. “Go raibh maith agat,” said I ... A language alive!”

Visualising the Shared Story

1. A silver slither of sun shines on the sea
2. Quirky
3. Breath authentic culture
4. A visit you will remember and cherish
5. The real Ireland
6. Its brightly coloured houses
7. Nothing is fake
8. Creative community
9. A place the Irish love to visit
10. Cosmopolitan
11. Touches all the senses
12. Spectacularly beautiful rugged coast
13. A tradition of real crafts





CONTACT DETAILS



The Dingle Storyboard has been produced by Blue Sail in association with Fáilte Ireland and tourism businesses across the Dingle Peninsula. The story has been translated into German and French for use in targeting the key overseas markets and into Irish for targeted use in the domestic market.

All the images on this Storyboard are rights free. High res copies of these images, as well as translated copy and a series of rights free videos are all available for download at www.failteireland.ie/businesssupports/salesconnect for your business to use in promoting Dingle as a tourism destination.

If you have any questions or would like to provide images for the promotion of Dingle please email: adminkerry@failteireland.ie

SEASCAPES | LANDSCAPES | ADVENTURE | LOCAL FOOD | CULTURE & HERITAGE | ARTS & CRAFTS

THE DINGLE STORY

