

January Edition 2017



Fáilte Ireland



Your Latest Update from Fáilte Ireland

2017 has started off busy here in Fáilte Ireland – among the many things announced this month is a new partnership to develop the **tourism potential of Ireland's National Parks**, new **interpretive signs along the Wild Atlantic Way**, and more Ireland's Ancient East orientation signs installed in **Carlow** and **Kildare**.

We also launched a new **visitor development plan for the Skellig Region**, supported a **new experience in Athlone Castle**, and published the results of **our Barometer survey**.

As we look towards February, we are inviting Dublin businesses to try out our **2017 Dublin Champions Programme** and those located in, and around, Connemara and Aran to give their views on the **new Experience Development Plan** being planned.

Finally, we are updating our database to ensure we have the right details for you, as well as your information preferences – **don't delay, update your info today!**

€500k Investment in Ireland's National Parks

An Taoiseach, Enda Kenny, has just launched our new strategic partnership with the National Parks and Wildlife Services (NPWS) which aims to grow tourism revenues in the rural areas where the parks are located and increase Ireland's appeal as a holiday destination. **Read more about the new partnership here.**



Wild Atlantic Way Story Panels Bring Local Colour

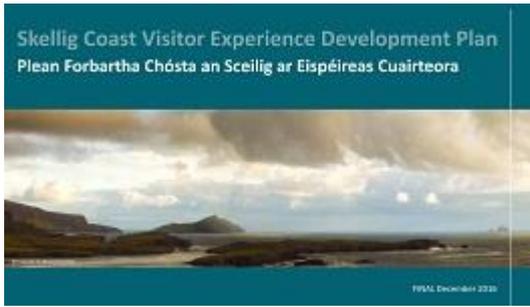
New engaging interpretation panels featuring local stories that bring the Wild Atlantic Way to life are being installed at all of our 188 Discovery Points along the route. Local stories, chosen with local input, can now be found in Donegal, Sligo, Mayo and Galway with more to be installed over the next few weeks. [Get a sneak peek of the panels here.](#)



Athlone Castle adds a new dimension to Ireland's Ancient East

Last week officially marked the completion of improvements at Athlone Castle. The improvements, which were supported under our **'New Ideas in Ancient Spaces' programme** will further enhance the visitor experience at the castle, giving visitors more reasons to visit and stay longer in the surrounding area.





New Visitor Plan for Skellig

A new [Visitor Experience Plan for the Skellig Coast area](#) has been developed to broaden appeal and increase dwell time in the wider region surrounding the iconic attraction by ensuring developments along the local stretch of the Wild Atlantic Way route are compelling and motivating to international visitors. [Read more about the new plan here.](#)



Workshops on Developing Connemara and Aran Islands

Our Wild Atlantic Way team is all interested parties to be part of the creation of a 'Connemara / Aran Islands Visitor Experience Development Plan' by contributing their ideas at one of a number of workshops over the next two weeks. [Get full details of the workshops here.](#)



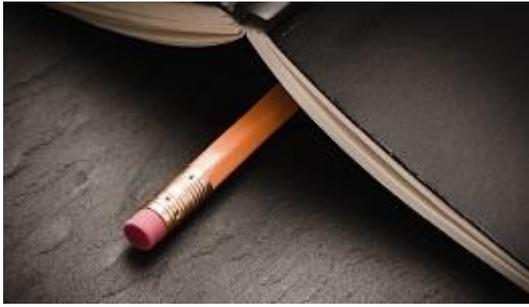
New 'Ireland's Ancient East' Signs now in Carlow, Westmeath & Kildare

New orientation signs for Ireland's Ancient East continue to be installed this month with new signs now available in counties [Carlow](#) and [Kildare](#). This multi-signage programme will see the new signs in place at 80 locations across the region in the coming months. [Read more about Ireland's Ancient East here.](#)



Become a Dublin Champion in 2017

The Dublin Champions Programme, which enables front-line staff enhance their knowledge of Dublin is now accepting applicants. Dublin tourism businesses can now choose from a number of dates in February. [Find a date that suits you here.](#)



Latest Tourism Facts and Figures

Our [latest tourism barometer survey](#) shows the tourism sector has remained confident for the year ahead but their optimism is tempered by Brexit volatility. Get the full details and access all our latest research at www.failteireland.ie/research



Update Your Details

We are currently updating our database so that we can continue to provide you with the latest updates on all the work happening here in Fáilte Ireland along with the latest developments in the tourism sector.

[Update your details here](#)

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