

# FÁILTE IRELAND SUPPORT FOR FESTIVALS

Fáilte Ireland has identified festivals as a key driver for tourism growth, particularly during off-season times. Investment in and business development support for festivals is helping to drive growth in the regions and entice both domestic and overseas visitors to different parts of the country in the off-peak season.

Fáilte Ireland also provides funding for local festivals through its 'Regional Festivals and Participative Events Programme', which has been managed by Local Authorities since 2018.

## NEW FESTIVAL IDEAS

As well as the range of major national festivals Fáilte Ireland supports, the 'Festival Innovation Programme' was launched in 2018 to support unique and high tourism impact festivals and events which will stand out internationally. Festivals are encouraged to apply on our website: [www.failteireland.ie/festivalsandevents](http://www.failteireland.ie/festivalsandevents)

## FÁILTE IRELAND SUPPORT FOR NATIONAL SCHEMES

### Outdoor Recreation Infrastructure Fund 2018

Fáilte Ireland has partnered with the Department of Rural and Community Development to provide funding of almost **€11million for 78 projects across 24 counties** – including Kildare – under Measure 2 of the 2018 Outdoor Recreation Infrastructure Scheme.

The scheme is part of the Government's Action Plan for Rural Development and provides funding for new outdoor recreational infrastructure. It also supports the maintenance, enhancement and promotion of existing outdoor recreational infrastructure in Ireland. Fáilte Ireland has

invested a total of **€3million** into the scheme with the aim of enhancing existing tourism recreation infrastructure and ensuring that the economic benefits of tourism are spread regionally across the country.

## UPCOMING FÁILTE IRELAND INITIATIVES FOR KILDARE

### 'TALES OF TWO WORLDS' AND 'SPORT OF KINGS' VISITOR EXPERIENCE DEVELOPMENT PLANS (VEDPs) FOR KILDARE

Fáilte Ireland has initiated a number of Visitor Experience Development Plans across the country. These are 3-5 year commercial development plans for a region, which bring the public and private sector together to drive visitors and revenue to lesser known areas and attractions, especially in the off-peak season. The themes of the Visitor Experience Development Plans have been designed to enhance each area's strongest tourism assets and appeal to core overseas markets. Vitally, these plans will be delivered in a way that encourages visitors to spend more time in an area, without compromising the environment or culture of the region.

In Kildare, Fáilte Ireland has started work on the 'Tales of Two Worlds' Visitor Experience Development

Plan, which brings together Ireland's historic houses and gardens, and the period in Ireland's history of famine and emigration – connected in timeline but offering contrasting experiences. A number of Kildare businesses are now taking part in a bespoke 15-month Great Houses & Gardens Experience Development Programme. This programme is looking at the house and garden experiences available across the county including ways to develop guiding, events, cost and revenue management and sales distribution.

For the 'Sport of Kings' theme, a VEDP is being developed to unlock the region's strong links with the racing and thoroughbred industry and this will commence later this year.

### DESTINATION TOWNS – OPEN FOR APPLICATIONS

Through Fáilte Ireland's Destination Towns initiative, every Local Authority in the country – including Kildare County Council - will be able to bid for funding of between **€250,000 and €500,000** to develop up to two towns in their area that have the potential to become a tourism hub.

The new scheme, which is now open for applications, will provide funding for the Local Authority to enhance public spaces and attract more overseas visitors. The Ireland's Ancient East team is working closely with the council on its funding submission. The closing date for applications is September 2019.

### PLATFORMS FOR GROWTH INVESTMENT PROGRAMME

**Platforms for Growth** is Fáilte Ireland's new four-year capital investment programme worth **€150million**. The programme specifically targets product themes and types known as 'platforms', which have the greatest potential to grow tourism in Ireland. The first of the platforms to be launched is **Immersive Heritage and Cultural Attractions**, which will focus on developing world-class attractions that appeal to overseas visitors who are looking for hands-on experiences.

The programme will fund projects of scale (greater than €2.5million) and falls under the Government's Project Ireland 2040 strategy which supports sustainable growth in the Irish tourism sector to drive higher revenue and job creation around Ireland. Platforms for Growth is now open for applications until 17th July 2019 and a series of workshops will be held around the country. Find out more: [www.failteireland.ie/platformsforgrowth](http://www.failteireland.ie/platformsforgrowth)



Your local Fáilte Ireland representative in Kildare is:  
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Fáilte Ireland is the National Tourism Development Authority and is funded by the Government of Ireland through the Department of Transport, Tourism and Sport.

## DEVELOPING TOURISM IN KILDARE





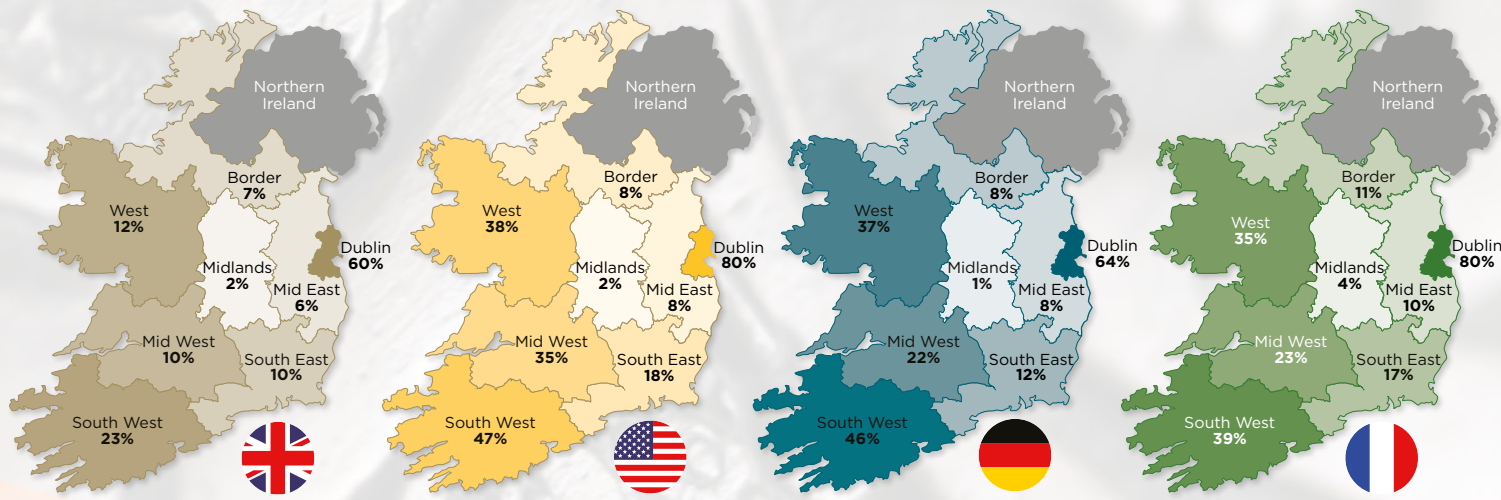
# TOURISM JOBS & REVENUE

Every  
**€1 MILLION**  
in tourist spend supports  
**27 JOBS**

Tourism  
generates  
**€1.8BN**  
in exchequer revenue  
– the equivalent of  
**€1,000**  
per household

Tourism  
supports  
**260,000**  
jobs  
nationwide

# REGIONS VISITED BY KEY OVERSEAS MARKETS



\*Holidaymakers can visit more than one region, therefore the sum of regions adds up to more than 100%

Counties which make up regions: DUBLIN. MIDLANDS Longford, Westmeath, Offaly, Laois.  
MID-EAST Wicklow, Kildare, Meath, Louth. SOUTH WEST Cork, Kerry. SOUTH EAST Waterford, Kilkenny, Carlow, Wexford.  
MID-WEST Clare, Tipperary, Limerick. WEST Galway, Mayo, Roscommon. BORDER Donegal, Sligo, Leitrim, Cavan, Monaghan.

## 2018 ACCOMMODATION SUPPLY IN KILDARE

- 23 Hotels with 3,174 beds
- 15 Bed & Breakfasts with 147 beds
- 4 Irish Welcome Standard with 127 beds
- 2 Guesthouses with 135 beds
- 10 Self-Catering units with 50 beds

\*Fáilte Ireland registered/approved accommodation. Source: Capita

In general, holidaymakers spend the largest portion of holiday nights staying in hotels (38%). Guesthouses/B&Bs are next most popular for overnight stays (21%). American and British holidaymakers favour hotels, while the French and Germans prefer guesthouses and B&Bs.

# PROJECTS FUNDED THROUGH FÁILTE IRELAND CAPITAL INVESTMENT IN KILDARE (2015-2019)\*

## ATTRACTIONS



Irish Racehorse  
Experience, Irish National  
Stud & Gardens



Kildare Town Heritage  
Centre - Kildare Live the  
Legends



Lullymore Heritage &  
Discovery Park

## FÁILTE IRELAND FUNDING TO DATE

€1,950,000

€156,750

€29,400

## TOTAL PROJECT AMOUNT

€3,200,000

€209,000

€58,800

Total project costs may change.  
\*Fáilte Ireland funded projects often include match funding from key partners such as local authorities, the Office of Public Works, Coillte and the National Parks & Wildlife Service.