

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 Limerick – 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.

Rural Regeneration & **DEVELOPMENT FUND**

Fáilte Ireland works closely with the Department of Rural and Community Development to deliver quality visitor experiences nationwide to ensure local communities can benefit from tourism growth, both economically and socially. Fáilte Ireland has partnered with its strategic partner Coillte on an application under the Department's Rural Regeneration and Development Fund (RRDF):

COILLTE: INTERNATIONAL MOUNTAIN BIKING PROJECT

This flagship national project will develop international standard Mountain Biking Centres which will provide recreational, health and tourism benefits. The locations include Ballyhoura in Limerick and Cork. The overall project, which will be delivered by 2022, was awarded a total of €10.26 million including over €950,000 from Fáilte Ireland.

Upcoming Fáilte Ireland Initiatives **FOR LIMERICK**

WILD ATLANTIC WAY GATEWAY

Limerick City has been identified as a Wild Atlantic Way Gateway. These are towns or cities adjacent to the Wild Atlantic Way route that can offer visitors a broad range of accommodation, visitor experiences and a vibrant night-time economy. These towns are also transport hubs and provide great bases for visitors exploring the Wild Atlantic Way route.

Fáilte Ireland will be working with Limerick City and County Council and key stakeholders including Limerick Chamber of Commerce, Irish Hotels Federation and the Restaurants Association of Ireland to develop a plan for Limerick city as a Wild Atlantic Way Gateway over the next three years.

DESTINATION TOWNS – OPEN FOR APPLICATIONS

Through Fáilte Ireland's Destination Towns initiative, every Local Authority in the country – including Limerick City and 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 Wild Atlantic Way 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



Fáilte Ireland
National Tourism Development Authority

Your local Fáilte Ireland representative in Limerick is:
Margaret Jenkins, margaret.jenkins@failteireland.ie

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 **LIMERICK**



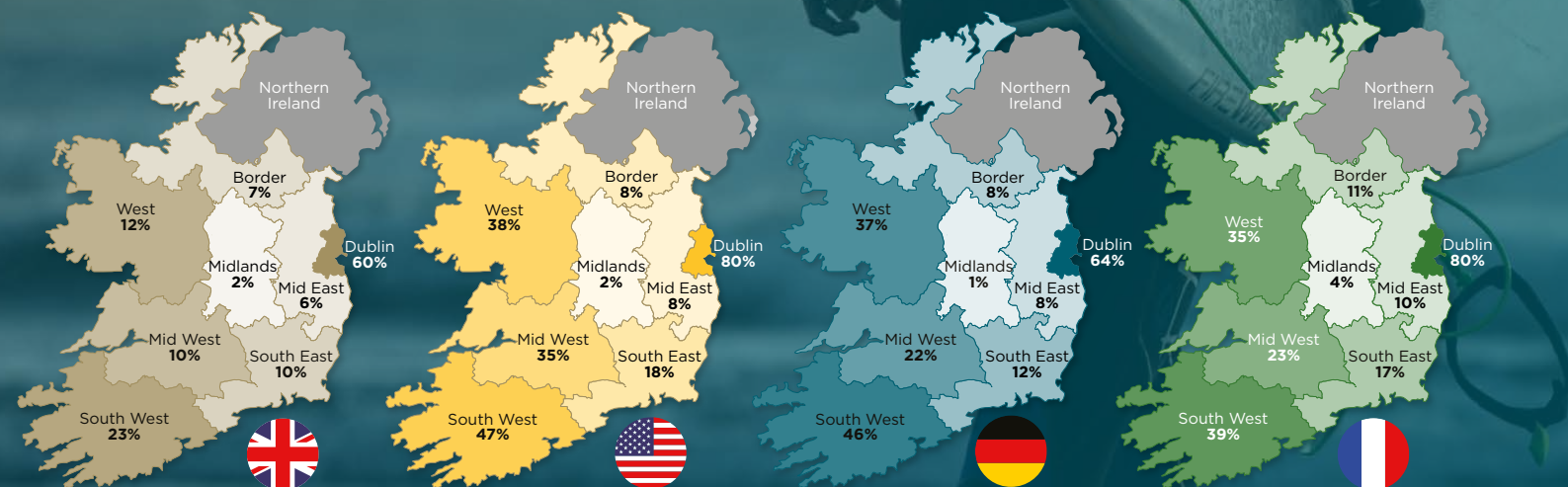
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Tourism JOBS & REVENUE



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** 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 Limerick

27 Hotels with 5,222 beds	71 Self-Catering units with 451 beds	1 Caravan & Camping with 112 beds
1 Guesthouse with 58 beds	1 Hostel with 93 beds	3 Irish Welcome Standard with 298 beds
27 Bed & Breakfasts with 241 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 LIMERICK (2015-2019)*

Attractions



Ballyhoura Mountain
Bike Park Visitor Centre

Curraghchase Forest
Park Feasibility Study

Fáilte Ireland funding to date



Total project amount



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.

Fáilte Ireland Support for LIMERICK 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.

Festival Funding in LIMERICK (2018 & 2019)

Over the past two years, Fáilte Ireland has invested **€180,800** into the following national festivals in Limerick

- Global Irish Festival Series
- St Patrick's Day Celebrations Limerick

Fáilte Ireland has also allocated funding of €48,000 to the local authority to distribute to local festivals.



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