

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 Meath – 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 partners, the National Parks and Wildlife Service (NPWS) and the Office of Public Works (OPW), on applications under the Department's Rural Regeneration and Development Fund:

NPWS: "Regenerating Rural Ireland by Transforming the Visitor Experience at Ireland's National Parks and Nature Reserves"

This is a flagship national project stemming from the recently published Tourism Interpretative Masterplan for Ireland's National Parks which will enhance and significantly upgrade the visitor experience across Ireland's portfolio of National Parks and Nature Reserves in a number of locations including Meath.

Transforming Trim Market House into a visitor centre for Trim Castle

This project involves the design and planning of the conversion of the existing Trim Town Hall building at Castle Street to a visitor centre to provide reception, ticketing, interpretation and welfare facilities for visitors to the nearby Trim Castle National Monument site.

UPCOMING FÁILTE IRELAND INITIATIVES FOR MEATH

'ANCIENT' VISITOR EXPERIENCE DEVELOPMENT PLAN FOR MEATH

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 Meath, Fáilte Ireland has started work on the 'Ancient' Visitor Experience Development Plan which aims to develop world-class experiences focused on the region's rich ancient heritage. This plan will be completed over the next three years and will be based primarily around Brú na Bóinne and the greater Boyne Valley and Louth and Meath areas.

DESTINATION TOWNS – OPEN FOR APPLICATIONS

Through Fáilte Ireland's Destination Towns initiative, every Local Authority in the country – including Meath 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

DEVELOPING TOURISM IN MEATH



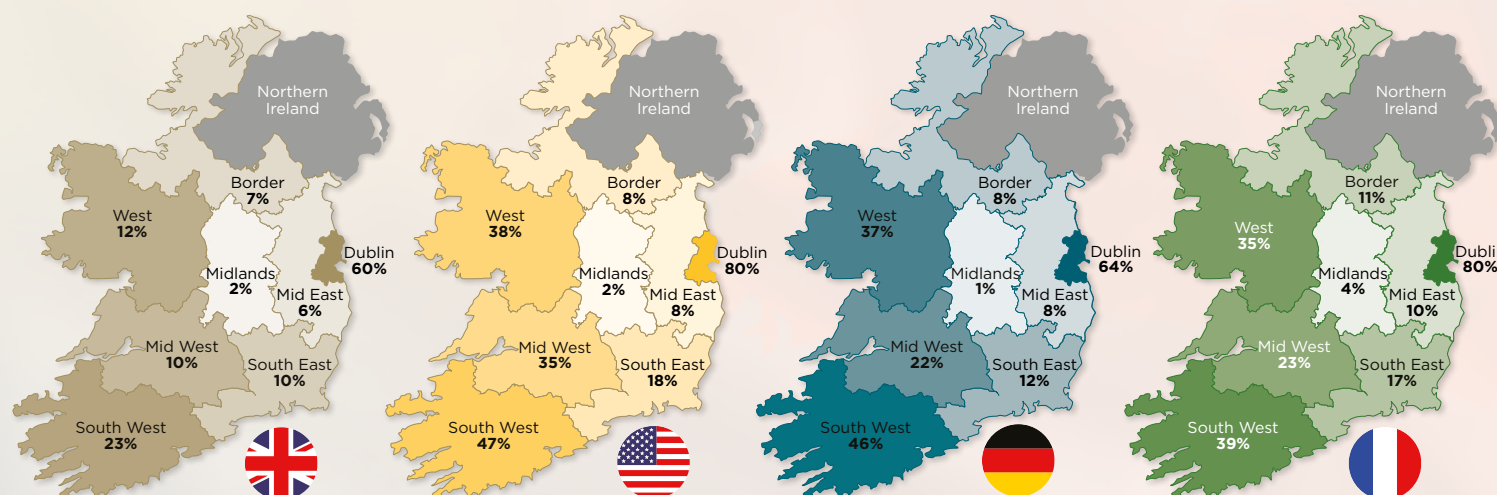
TOURISM JOBS & REVENUE

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 MEATH

- 18 Hotels with 2,789 beds
- 16 Bed & Breakfasts with 167 beds
- 2 Hostels with 110 beds
- 4 Guesthouses with 95 beds
- 69 Self-Catering units with 446 beds
- 13 Irish Welcome Standard with 409 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 MEATH (2015-2019)*

ATTRACTIONS



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 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 MEATH (2018 & 2019)

Over the past two years, Fáilte Ireland has invested **€395,000** into the following national festivals in Meath:

- Púca- Halloween Festival
- Tattersalls International Horse Trials & Country Fair

Fáilte Ireland has also allocated funding of €22,000 to the local authority to distribute to local festivals.

€417K
Festival
Funding in
MEATH

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