

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 TIPPERARY (2018 & 2019)

Over the past two years, Fáilte Ireland has invested €14,000 into festivals in Tipperary.

€14k
Festival
Funding in
Tipperary

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



Your local Fáilte Ireland representatives in Tipperary are:
Justine Carey (Ireland's Ancient East), justine.carey@failteireland.ie
Tony Dawson (Ireland's Hidden Heartlands), tony.dawson@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.

Upcoming Fáilte Ireland Initiatives FOR TIPPERARY

'CASTLES AND CONQUESTS' VISITOR EXPERIENCE DEVELOPMENT PLANS

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 Tipperary, Fáilte Ireland has started work on the 'Castles and Conquests' Visitor Experience Development Plan, which aims to develop compelling castle experiences that are motivating and appealing to international markets. Fáilte Ireland has established a strategic partnership with the Office of Public Works (OPW). Under the Ireland's Ancient East programme, €8.2million will be invested in large-scale capital projects that will improve visitor experiences at eight top OPW-run sites including key Castles and Conquests themed attractions, including the Rock of Cashel, Cahir Castle, Ormond Castle and Swiss Cottage.

SHANNON MASTERPLAN



Ireland's Hidden
HEARTLANDS

The River Shannon, its lakes and inland waterways are an integral part of the tourism offering in Ireland's Hidden Heartlands. Fáilte Ireland has provided funding to Waterways Ireland to lead on the preparation of a Tourism Masterplan for the Shannon River, including the Shannon-Erne Waterway. The Tourism Masterplan will assess the strengths and weaknesses of this key tourism asset in Ireland's Hidden Heartlands, and

will bring forward proposals on how to grow a sustainable international tourism destination in the Shannon Corridor which respects the nature and diversity of the environment and its people. Tipperary County Council is part of the steering group to help guide the process. This Tourism Masterplan is expected to be completed by the end of June 2019 and will include product development and investment recommendations.

BEARA BREIFNE WAY



Ireland's Hidden
HEARTLANDS

The Beara Breifne Way is Ireland's longest inland way-marked route, which spans Tipperary, Galway, Roscommon, Leitrim and Cavan within Ireland's Hidden Heartlands. A Tourism Activation Plan has been commissioned by Fáilte Ireland, which will see a number of towns along the route identified as walking

hubs to drive visitors into nearby areas and maximise the tourism benefits increased tourist numbers will bring. Work on this Tourism Activation Plan is ongoing, with completion of the plan expected this summer. Local Authorities in these counties will be fully involved and will receive regular project updates.

WEB IMPROVEMENT PROGRAMME



Ireland's Hidden
HEARTLANDS

Fáilte Ireland is launching a pilot Web Improvement Programme this summer for Ireland's Hidden Heartlands. This new programme will help successful applicants improve the quality of their website, the user experience and drive additional traffic to their website with the objective of increasing visitor

numbers from domestic and overseas markets. Funding will be available to successful applicants to implement the required improvements to their websites. Further information will be available on www.failteireland.ie

DESTINATION TOWNS – OPEN FOR APPLICATIONS

Through Fáilte Ireland's Destination Towns initiative, every Local Authority in the country – including Tipperary County Council – will be able to bid for funding of between €250,000 - €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 and Ireland's Hidden Heartlands teams are 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 TIPPERARY



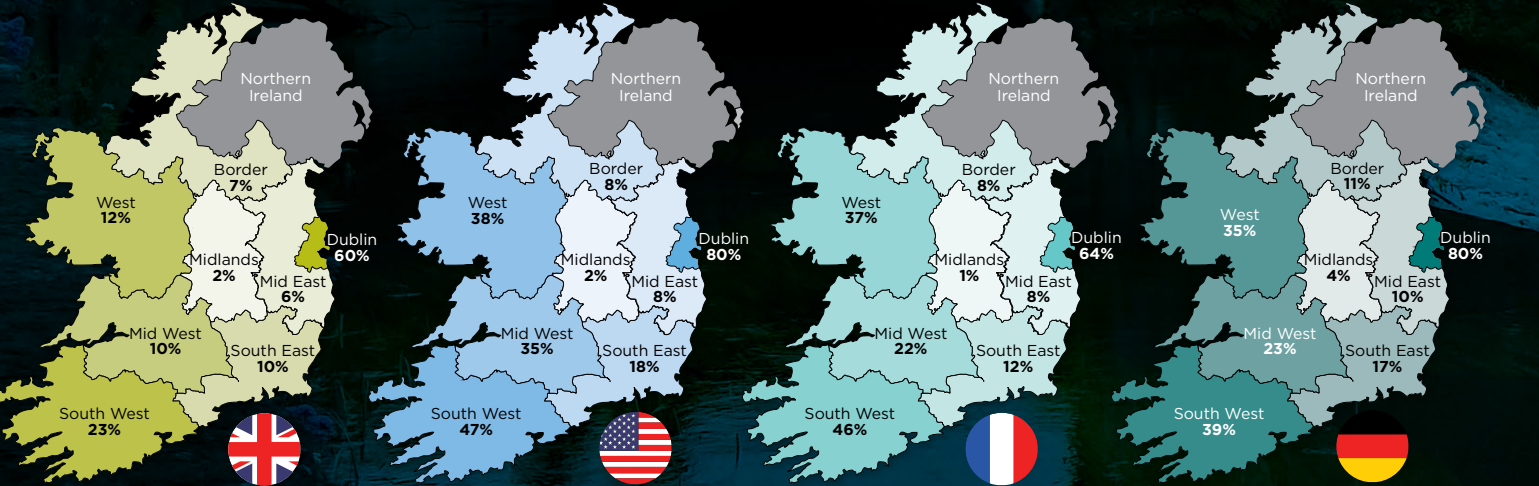
Fáilte Ireland wants Tipperary to benefit as much as possible from tourism across the county and has looked at the natural assets and the distinctive experience they might offer in each area.

The eastern side of Tipperary is particularly rich in heritage and cultural experiences and, with key assets including Rock of Cashel and Ormond Castle, the Ireland's Ancient East brand offers this area the best opportunity to grow its economic return from tourism. The western part of County Tipperary, with its proximity to the Shannon, fits the new Ireland's Hidden Heartlands brand very well and Fáilte Ireland is using this regional experience brand to leverage further tourism growth in the area.

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%

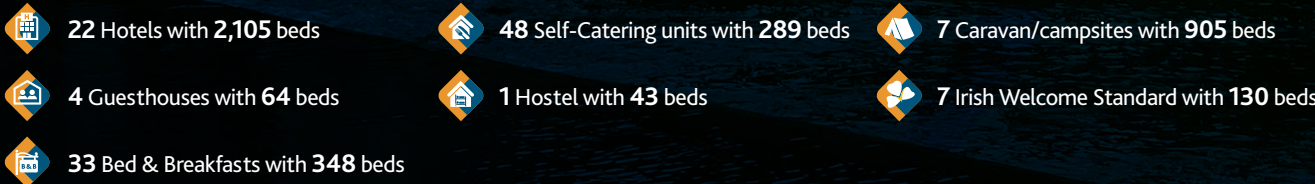
Counties which make up regions: DUBLIN. MIDLANDS Longford, Westmeath, Offaly, Laois. MID-EAST Wicklow, Kildare, Meath, Louth. SOUTH WEST Cork, Kerry. SOUTH EAST Waterford, Kilkenny, Carlow, Wexford. MID-WEST Clare, Tipperary, Limerick. WEST Galway, Mayo, Roscommon. BORDER Donegal, Sligo, Leitrim, Cavan,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

Projects funded through Fáilte Ireland
CAPITAL INVESTMENT IN TIPPERARY
(2015-2019)*



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.
+ Funded through the Lough Derg Stimulus Fund.

2018 Accommodation Supply
IN TIPPERARY



*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.

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 Tipperary – 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.