

# 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 CLARE (2018 & 2019)

Over the past two years, Fáilte Ireland has invested **€86,000** into festivals in Clare.

**€86k**  
Festival  
Funding in  
Clare

## 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 Clare – 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 the National Parks and Wildlife Service (NPWS) on an application under the Department's Rural Regeneration and Development Fund (RRDF):

**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 Clare.

**Solving Critical Congestion & Visitor Management Issues on the Wild Atlantic Way** – Fáilte Ireland will lead this project to identify solutions to ease congestion and visitor management issues on the Wild Atlantic Way's most popular areas in Clare and Kerry by creating a greater spread of visitors across the region.

# Upcoming Fáilte Ireland Initiatives FOR CLARE

## BURREN & CLIFFS OF MOHER VISITOR EXPERIENCE DEVELOPMENT PLAN



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. Vitrally, 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.

A Visitor Experience Development Plan has been developed for the Burren and the Cliffs of Moher. It is currently going through appropriate assessment and supports are in place ahead of its launch which is due to take place in Q3 2019.

## SHANNON MASTERPLAN



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. Clare 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.

## WEB IMPROVEMENT PROGRAMME



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](http://www.failteireland.ie)

## DESTINATION TOWNS – OPEN FOR APPLICATIONS

Through Fáilte Ireland's Destination Towns initiative, every Local Authority in the country – including Clare 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 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](http://www.failteireland.ie/platformsforgrowth)



**Fáilte Ireland**  
National Tourism Development Authority

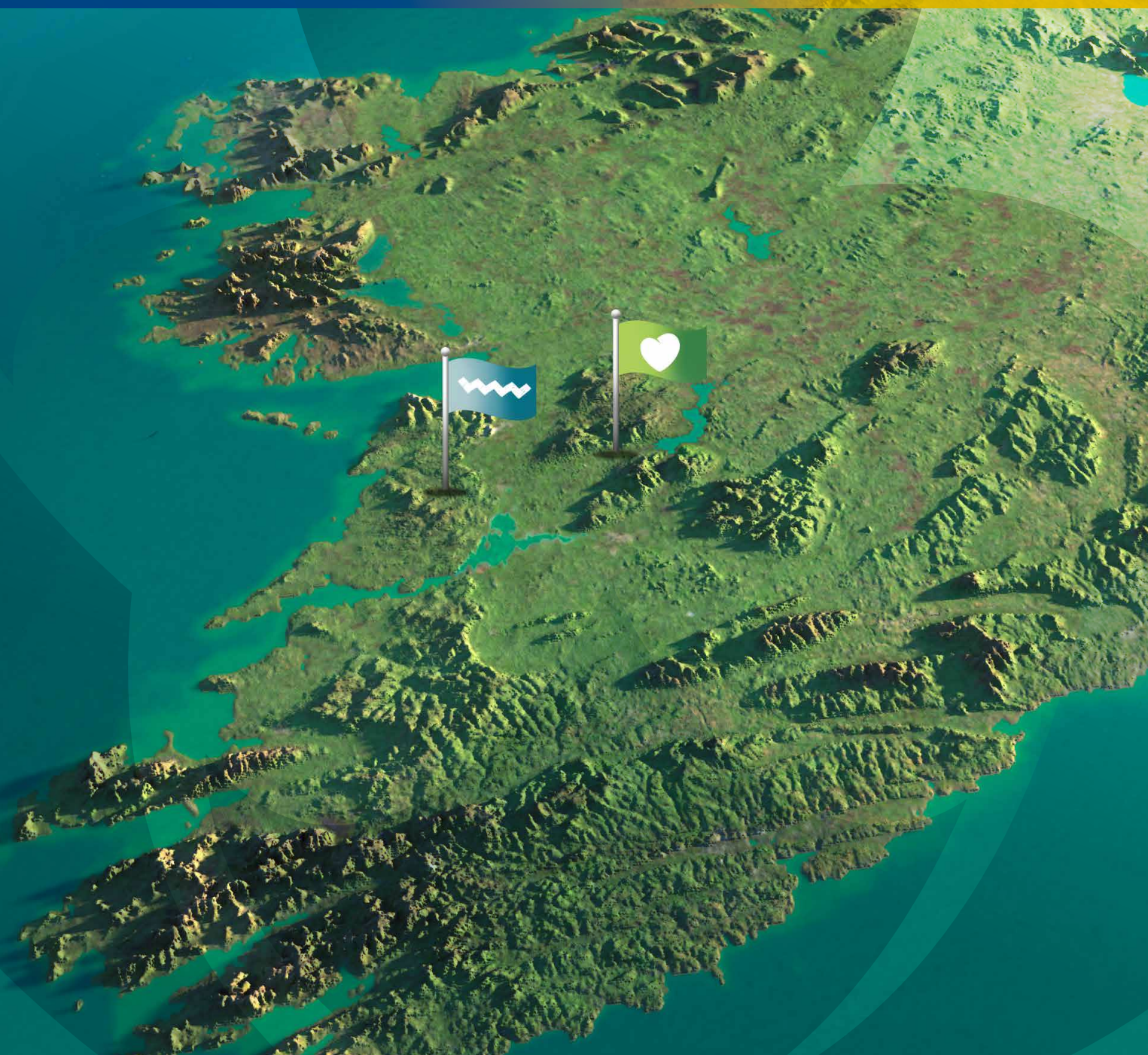
Your local Fáilte Ireland representatives in Clare are:

Margaret Jenkins (Wild Atlantic Way), [margaret.jenkins@failteireland.ie](mailto:margaret.jenkins@failteireland.ie)

Tony Dawson (Ireland's Hidden Heartlands), [tony.dawson@failteireland.ie](mailto: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.

# Developing Tourism in CLARE





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

West Clare, with its coastline, rugged landscapes and local culture, is an integral part of the **Wild Atlantic Way** brand. The eastern part of County Clare, 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.

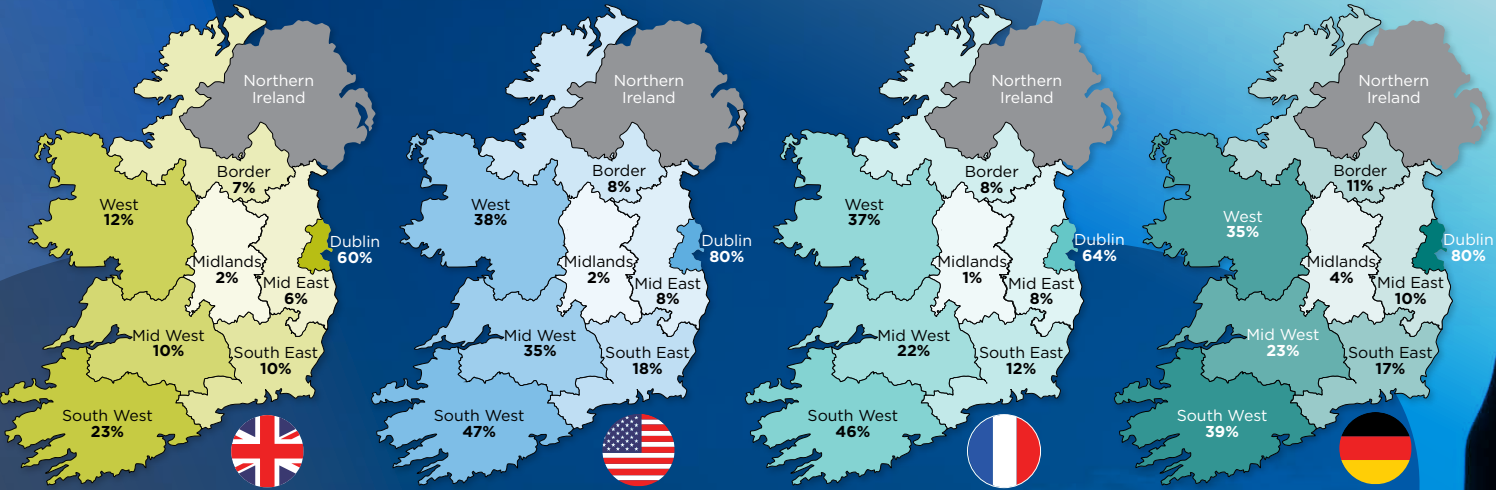
# Tourism JOBS & REVENUE

Every  
**€1 million**  
of tourist expenditure  
helps to support  
**27 tourism 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 CLARE

- 40 Hotels with 6,069 beds
- 240 Self-Catering units with 1,286 beds
- 5 Caravan & Camping with 882 beds
- 12 Guesthouses with 272 beds
- 8 Hostels with 367 beds
- 20 Irish Welcome Standard with 722 beds
- 87 Bed & Breakfasts with 915 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 CLARE (2015-2019)\*

### Attractions



Bunratty Castle & Folk Park Project



Extension of Footpath from Killaloe to Ballycuggeran\*



Management Plan for Holy Island\*



Ballycuggeran Amenity Scheme\*

### Fáilte Ireland funding to date

€200k

€117k

€50k

€178k

### Total project amount

Stage 1  
Development  
Grant –  
project in  
development  
phase

€117k

€50k

€178k

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.