

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 CORK (2018 & 2019)

Over the past two years, Fáilte Ireland has invested **€408,000** into the following national festivals in Co. Cork:

- Cork International Choral Festival
- Cork Midsummer Festival
- Taste of West Cork
- Guinness Cork Jazz Festival
- West Cork Chamber Music Festival
- City Spectacular Cork
- Cork Film Festival

Fáilte Ireland has also allocated funding of €120,500 to the local authorities 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



Upcoming Fáilte Ireland Initiatives FOR CORK

The themes of the following 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.

VISITOR EXPERIENCE DEVELOPMENT PLANS FOR CORK



The '**TALES OF TWO WORLDS**' VISITOR EXPERIENCE DEVELOPMENT PLAN in Cork brings together Ireland's historic houses and gardens, and the period in Ireland's history of famine and emigration. Fota House, Arboretum and Gardens is now taking part in a bespoke 15-month Great Houses & Gardens Experience Development Programme as part of this, which focuses on the county's rich historic houses and gardens. The programme includes working with visitor attractions and frontline staff to improve storytelling, audience engagement, sales skills and revenue.

The '**MARITIME**' VISITOR EXPERIENCE DEVELOPMENT PLAN is underway, and aims to bring to life East Cork, Cork Harbour and Cork city's strong maritime heritage and unlock the economic growth potential of the area by developing existing and new experiences that will attract more visitors. Waterford and Wexford will also be part of the wider Maritime Visitor Experience Development Plan, which will be delivered by 2020.



THREE HEADS (BALLYDEHOB TO KENMARE): Work on the Three Heads Visitor Experience Development Plan began in February 2018 with a number of workshops seeking input from tourism businesses, tourism and community group members and the local community. The plan is at final draft stage with actions being reviewed and agreed with key stakeholders and implementation will commence in 2019 along with a dedicated training programme for local businesses.



WEST CORK HAVEN COAST (KINSALE TO BALLYDEHOB): Work on the West Cork Haven Coast Visitor Experience Development Plan kicked off at the start of 2019, again, with a number of workshops seeking input from tourism businesses, tourism and community group members and the local community. A working group has been established and the plan is due to be completed in by the end of 2019.

DESTINATION TOWNS – OPEN FOR APPLICATIONS

Through Fáilte Ireland's Destination Towns initiative, every Local Authority in the country – including Cork County Council and Cork City 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 authorities to enhance public spaces and attract more overseas visitors. The Ireland's Ancient East and Wild Atlantic Way teams are working closely with the councils on their funding submissions. 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

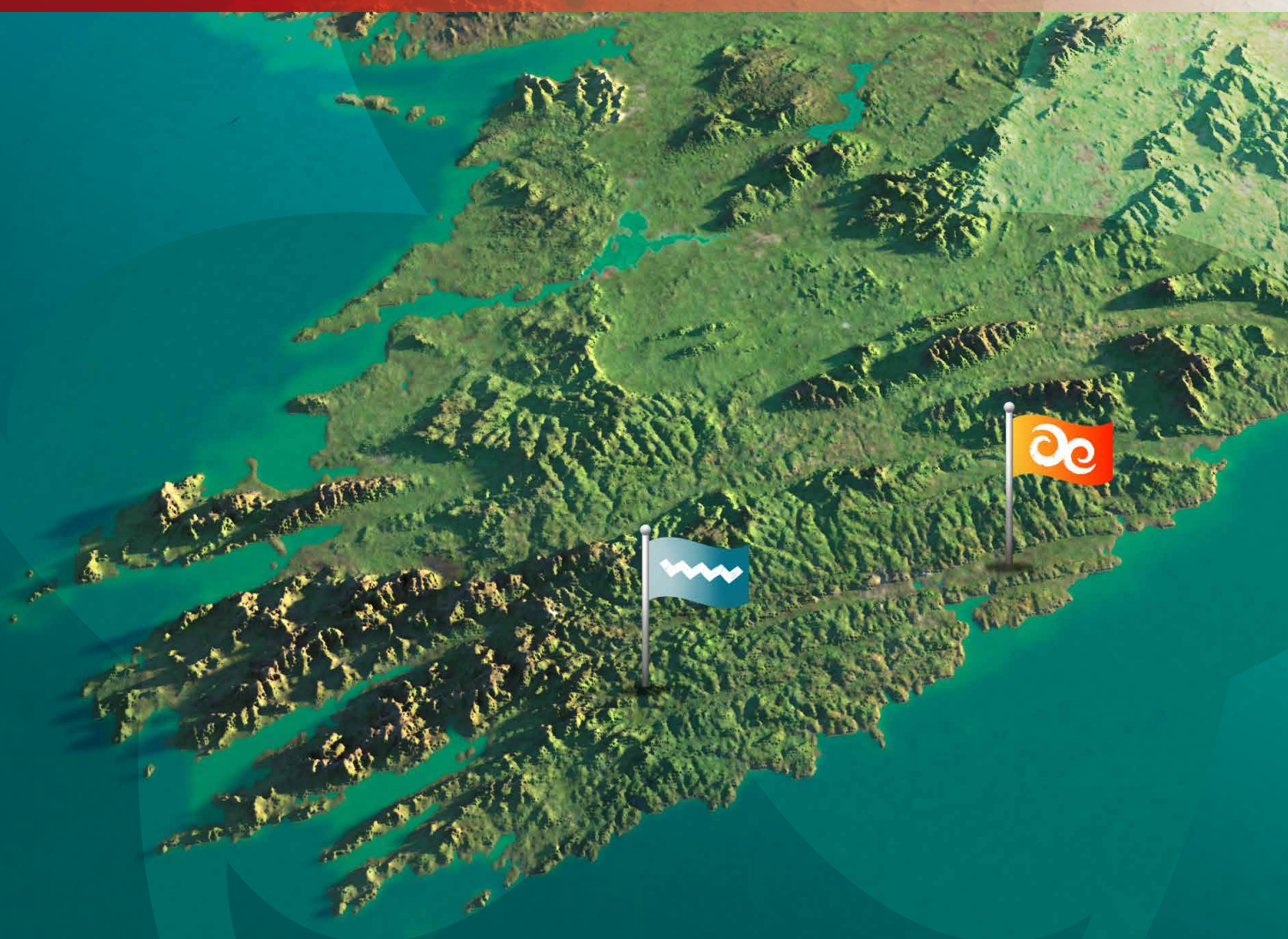
Your local Fáilte Ireland representatives in Cork are:

Mary Houlihan (Ireland's Ancient East), mary.houlihan@failteireland.ie

Josephine O'Driscoll (Wild Atlantic Way), josephine.odriscoll@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 CORK



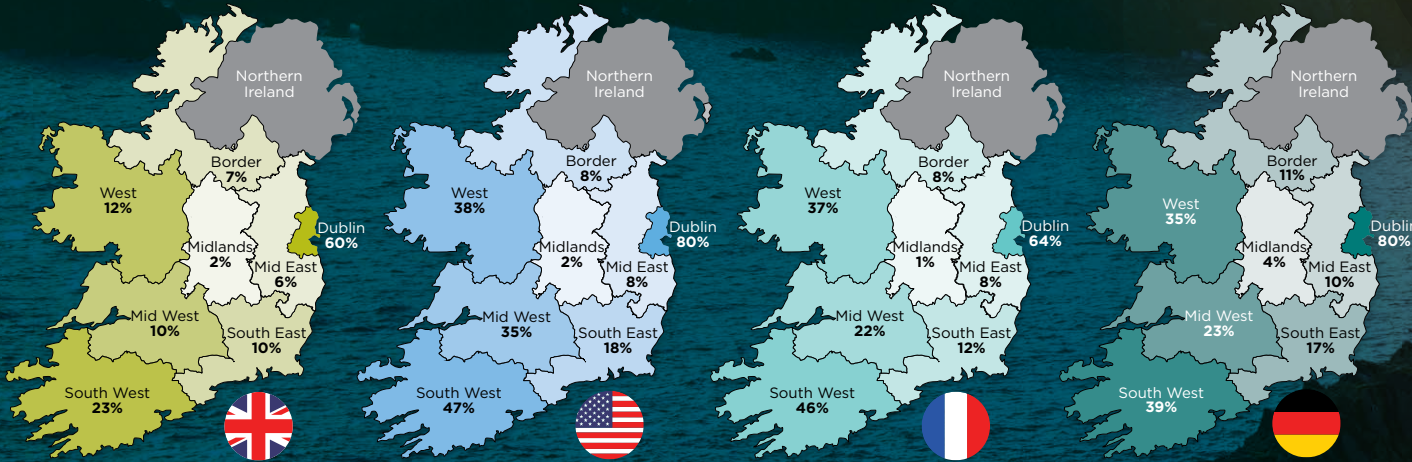
Fáilte Ireland wants Cork to benefit as much as possible from tourism across the county and has looked at the natural assets and the distinctive experiences they might offer in each area.

The eastern side of Cork is particularly rich in heritage and cultural experiences and, with key locations including Cobh, Youghal and Midleton, the Ireland's Ancient East brand offers this area the best opportunity to grow its economic return from tourism. The north and west part of County Cork, with its proximity to the West Coast of Ireland, rugged landscapes and local culture, is an integral part of the Wild Atlantic Way, and Fáilte Ireland is using this regional experience brand to leverage further tourism growth in the area. The Wild Atlantic Way Region also encourages visitors to further explore the inland region, providing an opportunity to experience some of the hidden gems the hinterland has to offer.

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.

2018 Accommodation Supply in Cork

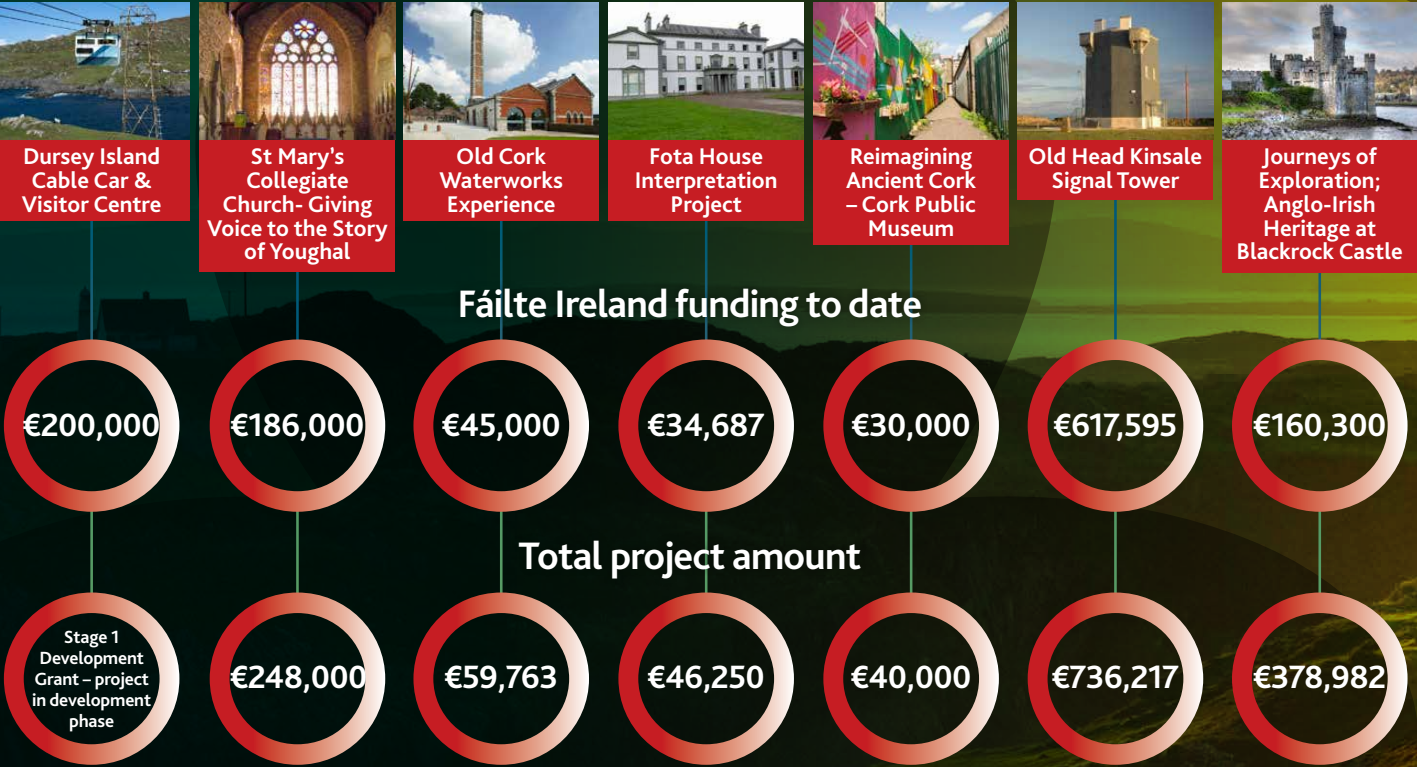
- 75 Hotels with 10,983 beds
- 567 Self-Catering units with 2,532 beds
- 15 Caravan & Camping with 4,282 beds
- 20 Guesthouses with 653 beds
- 8 Hostels with 571 beds
- 22 Irish Welcome Standard with 450 beds
- 118 Bed & Breakfasts with 1,199 beds

*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 CORK (2015-2019)*

Attractions



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 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 Cork – 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 Cork and Limerick. The overall project, which will be delivered by 2022, was awarded a total of €10.26million including over €950,000 from Fáilte Ireland.