

# 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 Kerry - 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 Kerry.

### 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 KERRY

## VISITOR EXPERIENCE DEVELOPMENT PLANS FOR KERRY

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. These plans pull together stories, ideas, and opportunities that could be used to boost tourism and, vitally, 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.

**SKELLIG COAST:** Launched in January 2016, the Skellig Coast Visitor Experience Development plan was developed in collaboration with the Skellig Coast Tourism Network (SCTN), a group representing 13 tourism and community groups in the area. To date, over 10 new tourism businesses have been set up in the area and over 10 new visitor experiences have been developed bringing the stories of the Skellig Coast to life. In 2018, the **New Horizons on the Wild Atlantic Way Grants Scheme** was launched to provide grants of up to €200,000 to fund projects identified by the plan and four projects received funding at the end of last year.

**DINGLE PENINSULA:** Work on the Dingle Peninsula 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 was developed in collaboration with key stakeholders and implementation will commence in 2019 along with a dedicated training programme for local businesses.

### THREE HEADS (BALLYDEHOB TO KENMARE):

Work on the Three Heads Visitor Experience Development Plan also 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.

## WILD ATLANTIC WAY GATEWAY

Killarney 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 key stakeholders including Killarney Chamber of Business and Tourism, Kerry Convention Bureau and the Irish Hotels Federation to develop a plan for Killarney 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 Kerry 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](http://www.failteireland.ie/platformsforgrowth)

# Developing Tourism in KERRY



**Fáilte Ireland**  
National Tourism Development Authority



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National Tourism Development Authority

Your local Fáilte Ireland representative in Kerry is:  
**Josephine O'Driscoll, [Josephine.ODriscoll@failteireland.ie](mailto:Josephine.ODriscoll@failteireland.ie)**

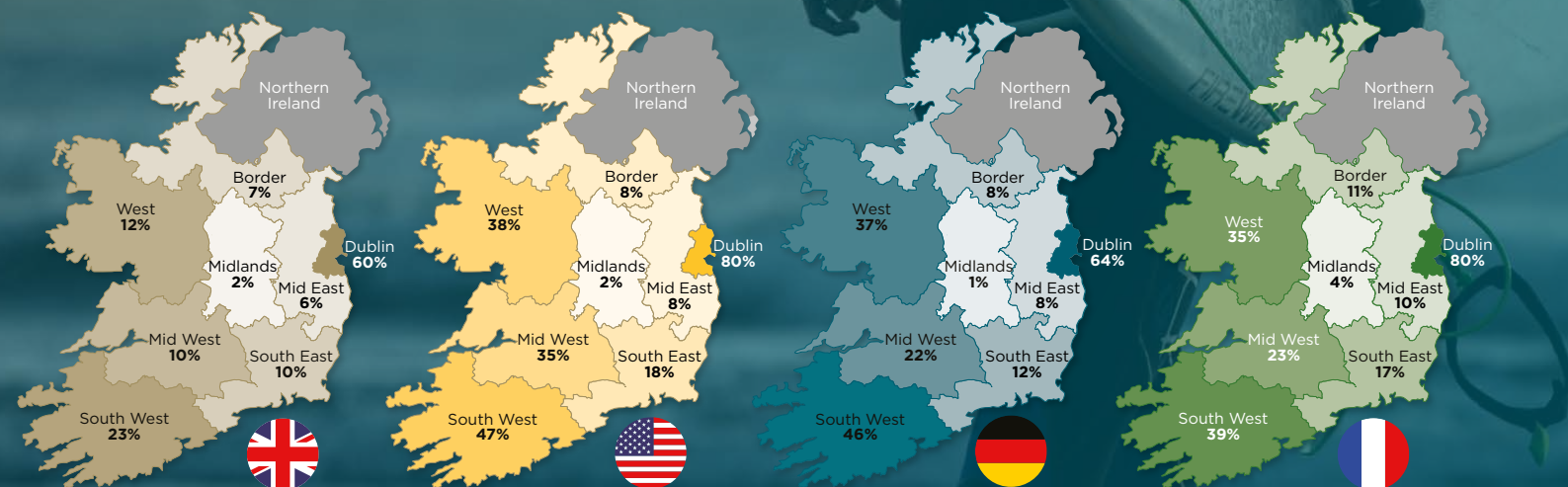
Fáilte Ireland is the National Tourism Development Authority and is funded by the Government of Ireland through the Department of Transport, Tourism and Sport.



# 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 Kerry

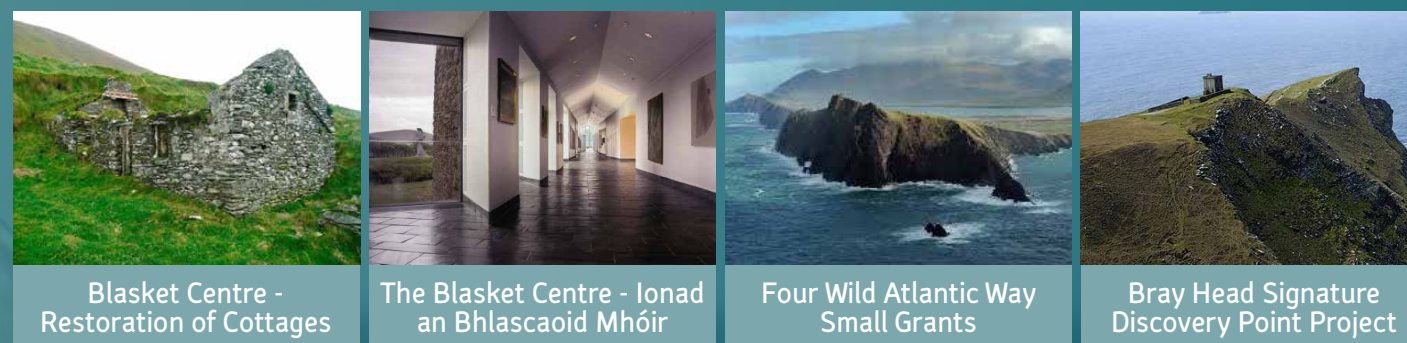
- 76 Hotels with 12,977 beds
- 457 Self-Catering units with 2,272 beds
- 15 Caravan & Camping with 4,233 beds
- 28 Guesthouses with 883 beds
- 14 Hostels with 788 beds
- 26 Irish Welcome Standard with 895 beds
- 167 Bed & Breakfasts with 1,794 beds

\* 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 KERRY (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 KERRY FESTIVALS

Fáilte Ireland has identified festivals as a key driver for tourism growth, particularly during off-season times.

Investment in and 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 KERRY (2018 & 2019)

Over the past two years, Fáilte Ireland has invested **€366,000** into the following national festivals in Kerry:

- May the 4th Be With You Festival
- Regional St Patrick's Festival
- Other Voices
- Listowel Writer's Week
- Rose of Tralee
- BikeFest
- Quest
- Dingle Marathon

Fáilte Ireland has also allocated funding of €150,500 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](http://www.failteireland.ie/festivalsandevents)