

## 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 Waterford – 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.

## UPCOMING FÁILTE IRELAND INITIATIVES FOR WATERFORD PART I

### VISITOR EXPERIENCE DEVELOPMENT PLANS FOR WATERFORD

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.

**VIKINGS:** In Waterford, Fáilte Ireland has developed the 'Vikings' Visitor Experience Development Plan which sets out to strengthen Waterford's offering as a Viking City within Ireland's Ancient East. The plan also aims to enhance the area's Viking themed experiences in order to attract more international visitors to stay in the area for longer, generating greater bed nights and revenue. As part of this plan, clusters of Viking experiences in Waterford, Wexford and Wicklow are being researched under the working title "Viking Coast". Initial results from consumer testing show that international consumers find the concepts motivating and interesting. The next phase of research currently involves testing itineraries with tour operators and buyers. The outcomes of this research will

feed into the Viking Development Activation Programme in the coming 18 months.

A programme of supports will also be launched to enhance the economic impact of activity providers, industry, food and drink providers as well as services delivered along the Waterford Greenway.

**TALES OF TWO WORLDS:** A number of Waterford businesses are now taking part in a bespoke 15-month Great Houses & Gardens Experience Development Programme. This programme is looking at the house and garden experiences available across the county including ways to develop guiding, events, cost and revenue management and sales distribution.

**MARITIME:** This plan aims to bring to life Waterford's maritime heritage and unlock the economic growth potential of the area by developing existing and new experiences that will attract more visitors. Cork City, East Cork and Waterford will also be part of the wider Maritime Visitor Experience Development Plan.

**CASTLES AND CONQUESTS:** Fáilte Ireland has also started work on the 'Castles and Conquests' Visitor Experience Development Plan in Waterford, with a number of businesses taking part in the Castle Experience Development Programme.

## UPCOMING FÁILTE IRELAND INITIATIVES FOR WATERFORD PART II

### DESTINATION TOWNS – OPEN FOR APPLICATIONS

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



Your local Fáilte Ireland representative in Waterford is:  
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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 WATERFORD





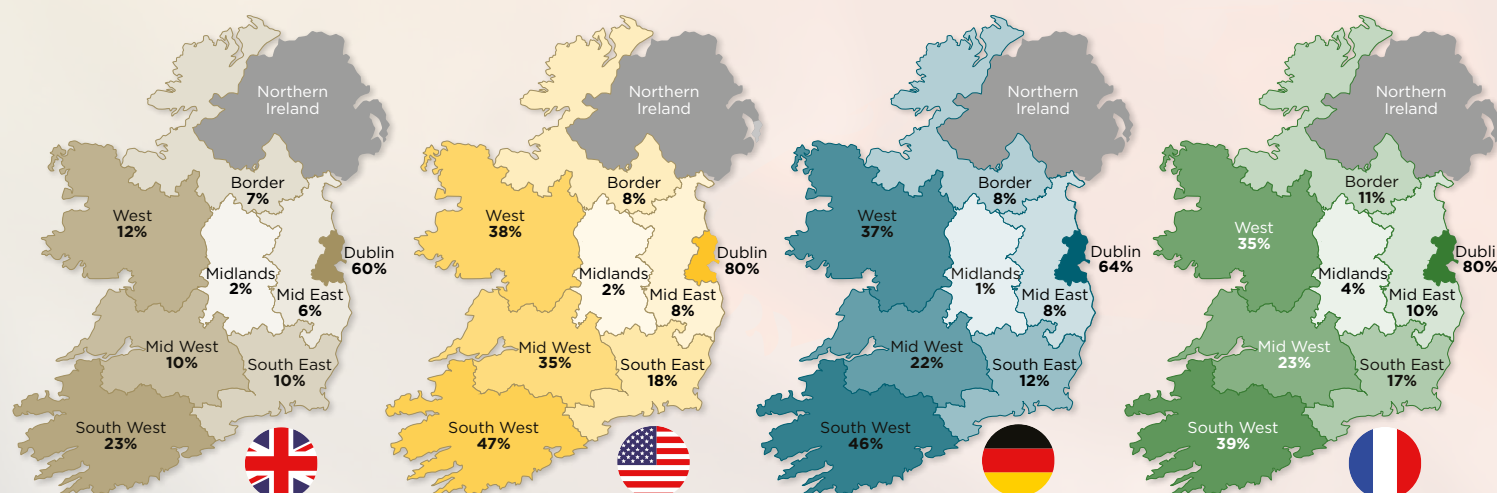
# TOURISM JOBS & REVENUE

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 WATERFORD

- 24 Hotels with 3,715 beds
- 66 Self-Catering units with 391 beds
- 5 Caravan/campsites with 2,977 beds
- 4 Guesthouses with 92 beds
- 1 Hostel with 30 beds
- 8 Irish Welcome Standard with 337 beds
- 30 Bed & Breakfasts with 308 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 WATERFORD (2015-2019)\*

### ATTRACTIONS



The Bishop's Palace Museum - Interactive Experience to Explore the History of Glassmaking in Waterford



The Lismore Story



Lafcadio Hearn Japanese Gardens



King of the Vikings - Virtual Reality Experience in the Viking Triangle

### FÁILTE IRELAND FUNDING TO DATE

€200,000

€75,000

€73,200

€145,100

### TOTAL PROJECT AMOUNT

€260,760

€123,000

€97,600

€179,850

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 WATERFORD (2018 & 2019)

Over the past two years, Fáilte Ireland has invested €27,000 into the following national festivals in Waterford:

- Spraoi International Street Arts Festival
- St. Patrick's Festival Waterford

Fáilte Ireland has also allocated funding of €39,000 to the local authority to distribute to local festivals.

€66K  
Festival  
Funding in  
WATERFORD

## 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)

A new festival idea submitted by Waterford City and County Council to celebrate the importance and heritage of Waterford Crystal to the city and county is currently in the second stage of the Festival Innovation Programme process. A steering group has been established and a mentor has been appointed by Fáilte Ireland to develop a feasibility study.