

# Upcoming Fáilte Ireland Initiatives FOR LEITRIM

## 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. Leitrim 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



The Beara Breifne Way is Ireland's longest inland way-marked route, which spans Galway, Tipperary, Offaly, 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



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 Leitrim 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 representative in Leitrim is:  
Sarah McCarthy, [sarah.mccarthy@failteireland.ie](mailto:sarah.mccarthy@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 LEITRIM





Fáilte Ireland wants Leitrim 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.

Given Leitrim's proximity to the River Shannon and Lough Allen, the majority of the county forms part of the new **Ireland's Hidden Heartlands** brand which encourages visitors to be 'active in nature' and to discover rural Irish communities. County Leitrim is an ideal fit for Ireland's Hidden Heartlands, which offers the area the best opportunity to grow its economic return from tourism. In the west of the county, Leitrim's coastline features as part of Fáilte Ireland's **Wild Atlantic Way** brand.

Tourism

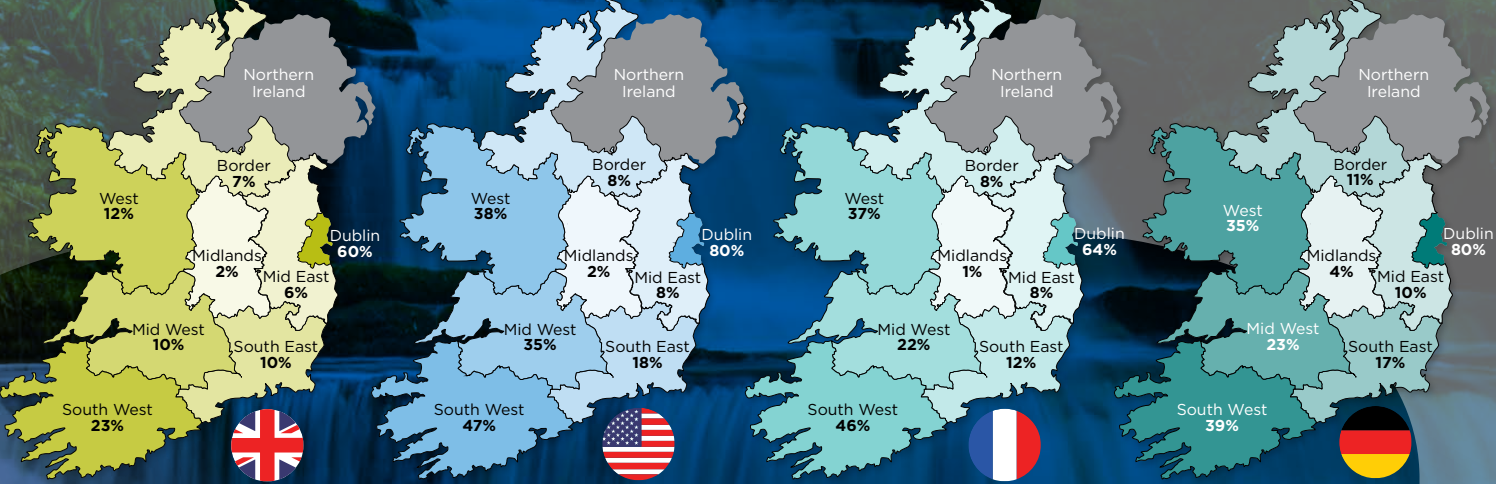
# JOBS & REVENUE

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 LEITRIM

- 9 Hotels with 806 beds
- 4 Bed & Breakfasts with 31 beds
- 2 Caravan/campsite with 260 beds
- 3 Guesthouses with 53 beds
- 24 Self-Catering units with 119 beds
- 9 Irish Welcome Standard with 787 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.

## 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.

## 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 Leitrim – 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.