IRELAND'S ANCIENT EAST®

Fáilte Ireland

Wexford

Destination & Experience Development Plan

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SECTION ONE

WEXFORD DESTINATION AND
EXPERIENCE DEVELOPMENT PLAN

INTRODUCTION
& CONTEXT

1.1 About This Plan

The Wexford* Destination and Experience Development Plan (Wexford DEDP) is a five-year tourism development plan for county Wexford developed through a programme of research and consultation guided by the V.I.C.E. (Visitor, Industry, Community, Environment) model for sustainable tourism. The approach within the plan is based on the views of visitors, the tourism industry and local community stakeholders.

The plan incorporates existing and new projects across the county while also exploring the potential for new tourism development opportunities to grow the value of the tourism sector across Wexford. The approach focuses on the need for greater levels of connectivity between Wexford's coastal, rural and urban experiences and how the county can increase its appeal to international visitors. The county will play a key role in achieving Ireland's Ancient East regional tourism development goals over the next five years. Developing the tourism experience across the county will ensure Wexford will become a key contributor to disrupting future regional visitor flows and ensure the region retains visitors for longer.

The key objectives of the Wexford Destination and Experience Development Plan are:

- Ensure the visitor experience in county Wexford is brought to life through a mix of tourism products and experiences that will attract domestic and international visitors and retain them in the destination for longer.

- Unlock the economic potential of tourism by progressing key initiatives that will disperse tourists across the county.

- Strengthen the value of tourism to local communities by providing sustainable employment opportunities.

- Develop a sustainable basis for commercial tourism development by enhancing and creating compelling destination experiences that excite consumers and buyers alike.

- Create more reasons to attract leisure visitors on a year-round basis to county Wexford and providing the opportunity for visitors to interact with local people as part of an authentic Wexford experience.

- Develop the role of County Wexford as driver of regional tourism development and influence visitor flows across the South East.

The development approach with the Wexford DEDP follows the Fáilte Ireland Destination Maturity Model based on four destination maturity categories. These levels of destination maturity establish the actions and projects required to develop a distinctive Wexford destination and enhance the overall visitor experience. The factors affecting the county's maturity classification include current levels of recognition in the overseas and domestic markets, density and quality of tourism products and the existing accommodation base. Additional considerations include the level of visitor services (day and evening time) in Wexford's primary and secondary hubs in addition to the strength of local tourism industry networks.

Overall, county Wexford is recognised as a 'Progressing' destination requiring a focus on developing new best-in-class visitor experiences aligned with a distinctive visitor proposition. Similar to other destinations across the country, there are areas within the county who are at different destination maturity stages. These areas will require a specific a focus on improving the visitor infrastructure and growing the capabilities and impact of local tourism networks.

The Wexford DEDP will build on the strengths of the county and will ensure that ongoing tourism product investment will have appeal within the international marketplace. Direct access through Rosslare

*The use of Wexford in this plan refers to County Wexford unless Wexford Town is specifically stated.

Distinctive Wexford Destination

DESTINATION PROPOSITION	SHARED VISION
STAKEHOLDER ALIGNMENT	COMMUNITY ENGAGEMENT
ACCOMMODATION	VISITOR EXPERIENCES
PRODUCT INVESTMENT	EVENING ECONOMY
SAFETY	BUSINESS TOURISM FACILITIES
SKILLED WORKFORCE	VISITOR INFORMATION AND CUSTOMER SERVICE
FOOD & DRINK	RETAIL
FESTIVALS & EVENTS	MANAGED PUBLIC REALM
SIGNAGE & ORIENTATION	ENVIRONMENTAL QUALITY
VISITOR INFRA-STRUCTURE & FACILITIES	ACCESS FOR ALL
ACCESS & TRANSPORT	SUSTAINED SALES & MARKETING

EuroPort has the capacity to be transformational in growing the value of overseas visitors to the county. The product development focus will be aligned with this opportunity. Wexford is already home to a strong cluster of visitor attractions with international visitor appeal. Additional opportunities to grow the value of tourism across Wexford have emerged through recent Greenway investment and the 'Wexfordia' visitor attraction projects.

Wexford has a long association as a domestic tourism destination largely focused on its coastal communities. Signature attractions and experiences along the coast such as Hook Head Peninsuala highlight the role of the county's coastal tourism proposition to be a key contributor to achieving the objectives of the DEDP. Equally significant is the county's rural heritage providing an immediate platform to deliver a strongly differentiated Wexford visitor experience through a blend of rural and coastal community experiences.

The Wexford DEDP is based on a spatial development approach to ensure the benefits of tourism are distributed across the county. Three strategic destination development objectives have been identified. These are based on the existing strengths of the county and new opportunities to explore that will spread the benefits of tourism across the county. They include Wexford Coast, Wexford Tourism Axis Towns and County Wexford. The objective for each of the spatial areas are as follows.

1. Wexford Coastal Experience
Grow the visitor experience base within county Wexford's coastal communities to establish the county as a coastal tourism destination of excellence.

2. Tourism Axis Towns – Developing Tourism Hubs
Develop Wexford Town, Gorey, New Ross and Enniscorthy as destination towns to attract and retain visitors and maximise their potential in the day and evening time. Develop Wexford Town as a year-round visitor hub with a vibrant day and evening time economy. Extend the current visitor season in Gorey, New Ross and Enniscorthy and ensure the right mix of visitor services exist in each area.

3. County Wexford – Rural and Outdoors
Develop the range of experiences across the county that will motivate visitors to explore the county and disperse visitors across Wexford through the network of outdoor, food, cultural and heritage experiences.

County Wexford

Gorey

Enniscorthy

Wexford Tourism
Axis Towns

New Ross

Wexford Coastal
Experience

Wexford Town

Hook Head
Peninsula

Wexford Tourism Axis Towns
Wexford Coastal Experience
County Wexford Experience

A Sustainable Tourism Approach

Against the backdrop of the UN Sustainable Development Goals, the Government's commitments under the Climate Action Plan 2021 and the Report of the Sustainable Tourism Working Group, 2021-2023, tourism must integrate sustainability into every aspect of the sectors future development focus and operations. Visitors have heightened expectations around sustainability influencing how they increasingly value local experiences combined with increased levels of environmental awareness. The Wexford DEDP reflects a collective commitment to sustainability and climate action through the following;

- Highlight destination co-responsibility in addressing climate change and other sustainable challenges.

- Work with all stakeholders and industry partners to support the reduction of carbon emissions, increase the use of clean energy and reduce waste.

- Ensure a coherent approach to sustainability and enhance local capabilities to develop new sustainable visitor experiences.

- Support the development of more accessible and inclusive tourism experiences and employment opportunities.

- Connect visitors to destination sustainability at every stage of the visitor journey and provide compelling visitor experiences highlighting the destination's sustainability values.

- Balance long term sustainability with economic value generation for Wexford.

- Ensure sustainable tourism growth contributes to the economic well-being and social fabric of the communities across Wexford.

- Engage our urban, coastal and rural communities with tourism and build awareness of the benefits tourism brings to the county and South East region.

Ireland's Ancient East – Regional Tourism Development Strategy

Regional Tourism Development Plans, 2023- 2027 (RTDS) have been developed for each of Fáilte Ireland's four Regional Experience Brands (Ireland's Ancient East, Wild Atlantic Way, Dublin and Ireland's Hidden Heartlands). These plans provide the strategic framework for other tourism development strategies, most notably, Destination and Experience Development Plans (DEDPs) and County Tourism Strategies. A new destination development approach

is central to the Ireland's Ancient East RTDS. It will ensure that appropriate interventions and supports are put in place to address the differences that exist in destination maturity levels across Ireland's Ancient East. The Wexford DEDP has been developed to contribute to the overarching regional objectives for Ireland's Ancient East with the following five strategic objectives providing the basis for the approach within the Wexford DEDP.

STRATEGIC GOAL 1

Motivate the domestic and international consumer to visit Ireland's Ancient East.

STRATEGIC GOAL 2

Provide the visitor with more reasons to stay, increasing the economic impact of tourism.

STRATEGIC GOAL 3

Ensure the region is easy to access, navigate and consume for the visitor.

STRATEGIC GOAL 4

Enable and assist the industry to grow its capacity and capability to ensure it can thrive over the period of this strategy and create sustainable jobs in local communities.

STRATEGIC GOAL 5

Build committed stakeholder and industry partnerships to guide sustainable destination development across the region.

The implementation of the Wexford DEDP is based on stakeholder commitment to project delivery and is structured around a multi-annual action plan. The stakeholders will take ownership or partner on the delivery of the key tasks required to implement the Wexford DEDP. It represents a five-year operational plan providing a commercial destination development focus that builds on existing project plans and integrating all related activity for a co-ordinated programme of activity. This includes projects that are currently being implemented, projects featured in existing plans and new concepts to grow the destination's capacity to increase the value of tourism across Wexford.

SECTION TWO
WEXFORD DESTINATION AND
EXPERIENCE DEVELOPMENT PLAN

VISION & TARGET OUTCOMES

2.1   VISION 2035

Wexford has something for everybody on land and water! With 260 km of coastline to be actively explored, a broad range of immersive attractions throughout the county, rural experiences and bustling towns, Wexford offers a complete year round holiday experience for our international and domestic visitors.

Wexford DEDP Target Outcomes

Increased share of international visitors

Wexford is an established food in tourism destination animated by meet the producers' experiences

Collective tourism industry targeting of international visitors

Effective county wide tourism industry clusters and networks

Best in class cluster of visitor attractions driving growth in international visitor numbers

Growth in accommodation levels across the county

Recognised as an outdoor activity destination among domestic and international visitors

Extended tourism season removing a dependency on peak season business

Best in class coastal tourism activity destination

Gorey, New Ross and Enniscorthy has extended the length of the tourism season based on an enhanced visitor offering

Wexford Town is a vibrant year round destination with a thriving day and evening time tourism economy

County Wexford is a year round destination

2.2 Delivering on the Regional Tourism Development Strategy for Wexford

STRATEGIC GOAL 1

Motivate the domestic and international consumer to visit Wexford and Ireland's Ancient East.

Strategic Objectives

- Develop a clear and consistent approach to the sales and marketing of Wexford domestically and internationally by Visit Wexford, state agencies and industry.

- Extend the traditional tourism season to become a year-round destination supported by a mix of compelling urban, coastal and rural experiences which motivate domestic and international visitors to visit Wexford.

- Strengthen the appeal of our urban tourism hubs to attract domestic and international visitors to Wexford.

- Build on Wexford's profile for coastal tourism to grow the appeal of our coastal communities to international visitors.

- Develop the capacity of the Wexford industry to collectively grow annual visitor numbers through experience innovation, collaboration and a collective international sales focus.

- Maximise future capital investment in visitor attractions to deliver best in class visitor experiences.

- Maximise the opportunity for the destination through the Rosslare EuroPort as a major international access point.

- Develop the appeal of Wexford as an outdoor activity destination.

STRATEGIC GOAL 2

Provide the visitor with more reasons to stay, increasing the economic impact of tourism in Wexford.

Strategic Objectives

- Develop and implement clear action plans to help Wexford Town, Gorey, New Ross and Enniscorthy to become key tourism towns through collaboration of stakeholders, businesses and communities supported by a new vision in how they attract and retain visitors.

- Focus on experience development with new and existing operators to maximise the potential of outdoor activities - trails, South East Greenway, coastal and on water activities.

- Maximise the potential of the investment in walking trails, the Norman Way and Eurovelo through a new focus on experience development.

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- Maximise the quality of the coastal and river environment to create an expanded range of sustainable water based and slow adventure experiences.

- Develop destination clusters (New Ross and Hook Peninsula, Wexford Town, Gorey / Enniscorthy) to grow the volume of saleable experiences across Wexford and accelerating new ways of working together.

- Develop and implement the Wexford Food in Tourism Strategy to leverage the food heritage of Wexford and increase economic impact of tourism for producers and food businesses.

- Grow the accommodation base in destination towns while exploring the opportunity to increase the volume of niche visitor accommodation options in rural destinations.

- Grow the activity tourism enterprise base linked to coastal activities and experiences.

- Undertake a programme of continuous improvement and innovation in how cultural venues and attractions are used during the day and evening time.

- Develop the potential of the destination's existing outdoor trails infrastructure to animate the trails through a new experience led approach.

STRATEGIC GOAL 3

Ensure the destination is easy to access, navigate and consume.

Strategic Objectives

- Maximise the potential of existing accommodation hubs to act as gateways into the rural and coastal Wexford experience.

- Realise the potential of Rosslare EuroPort to become the main access hub for international visitors to the county.

- Develop an experience led approach to enable visitors to easily explore the county through the development of activity/ walking trails, the Norman Way, Eurovelo, and Greenways.

- Achieve regional connectivity through regional product opportunities such as Greenways, coastal routes and Eurovelo in addition to the development of enhanced product connections in areas such as food, culture and activities.

- Develop the Greenway product to introduce visitors to a blend of urban and rural community experiences and contribute to the development of the South-East Greenway in the medium term and the Dublin Cork Greenway Project in the longer term.

- Explore the potential of a regional Coastal Blueway through the development of pilot sites in Wexford.

- Develop a necklace of coastal walking trails throughout Wexford that introduce visitors to innovative approaches to sustainable coastal tourism activity.

- Examine the opportunities for international product linkages with pilgrim routes and trails linked to other regional and international routes.

- Highlight the ease of access into Wexford via Dublin by road and rail, direct ferry access and proximity to regional clusters in Waterford, Kilkenny and Wicklow through the development of industry supports e.g. sales toolkit including routes/trails, Tourism Towns, increased local linkages with TFI Local Link Wexford and Rosslare Harbour.

STRATEGIC GOAL 4

Enable and assist the industry to grow its capacity and capability to ensure that it can thrive and create sustainable jobs in local communities.

Strategic Objectives

- Strengthen the tourism industry's approach to county wide collaboration by creating destination clusters that will motivate visitors to explore Wexford's urban, rural and coastal communities.

- Grow the value of international tourism to Wexford through tactical initiatives such as International Sales Ready Programme and the development of new experiences across the destination.

- Build the tourism industry's capacity to align with future niche destination positioning opportunities such as coastal and rural tourism, visitor attractions innovation, the outdoors and food.

- Grow the tourism enterprise base to support the coastal tourism opportunity for Wexford

- Ensure tourism is integrated into future urban and rural regeneration activity in developing Wexford as a great place to live, work and visit.

STRATEGIC GOAL 5

Build committed stakeholder and industry partnerships to guide sustainable destination development.

Strategic Objectives

- Achieve low carbon and sustainable growth in the development of new urban and rural visitor experiences that contribute to the county's ambition to become a sustainable tourism destination.

- Develop Wexford to become renowned for its approach to sustainable coastal tourism.

- Develop the Hook Head Peninsula cluster as a best-in-class eco-tourism destination supported by a destination wide approach to sustainable tourism development.

- Develop and encourage increased consideration of sustainable transport options.

- Explore the rural tourism opportunity to develop sustainable and regenerative Wexford community experiences.

- Integrate the Wexford food story as a key element of communicating the destination's approach to sustainability.

- Develop a county wide approach to grow access to slow tourism experiences as a key element of sustainable tourism development for Wexford.

SECTION THREE

WEXFORD DESTINATION AND EXPERIENCE DEVELOPMENT PLAN

FRAMEWORK & APPROACH

3.1 Wexford DEDP Framework

The destination development strategy for county Wexford adopts a spatial approach designed to develop the county's coastal, rural and urban experience. Three areas of focus will guide destination and experience development in Wexford. The Wexford Coastal Experience, Tourism Axis Towns and County Wexford represent the three strategic objectives that will guide product and experience development over the next five years.

Three spatial objectives form the basis for the Wexford DEDP framework. They are aligned with the vision to grow Wexford's appeal in the international marketplace and build on the existing tourism product strengths across the county. Six destination catalyst projects are included in the plan framework. They include the delivery of the Wexfordia project visitor attractions in New Ross and Wexford, develop the potential of Hook Head Peninsula and grow the year-round appeal of key urban hubs across the county. The catalyst projects also include a significant focus on strengthening the Wexford outdoor activity product base to grow the county's association as an outdoor destination. These include maximising greenway investment, growing the number of coastal experiences and developing Forth Mountain Activity Centre as a focal point for outdoor activity.

The plan also features seven destination enabling projects to strengthen the destination maturity of Wexford. These include initiatives that will activate many of the catalyst projects such as supporting tourism clusters and networks across the county to growing the range and quality of visitor experiences aligned with the coastal, rural and urban proposition. A new emphasis on building tourism industry skills and capabilities will maximise product investment in Wexford and grow the destination's appeal to international and domestic visitors. This will include the delivery of international sales programme, a focus on festivals and events and growing the value of food in tourism in the rural and coastal areas.

Destination Vision

Wexford has something for everybody on land and water! With 260 km of coastline to be actively explored, a broad range of immersive attractions throughout the county, rural experiences and bustling towns, Wexford offers a complete year round holiday experience for our international and domestic visitors.

Destination Development Objectives

WEXFORD COASTAL EXPERIENCE

TOURISM AXIS TOWNS - DEVELOPING TOURISM HUBS

COUNTY WEXFORD

Destination Catalyst Projects

WEXFORD VISITOR ATTRACTIONS

WEXFORD TOWN

HOOK HEAD PENINSULA

FORTH MOUNTAIN ACTIVITY CENTRE

GREENWAYS

COASTAL TOURISM ACTIVITY CENTRES

Destination Enabling Projects

TOURISM CLUSTERS / NETWORKS

VISITOR EXPERIENCE DEVELOPMENT

ACCOMMODATION GROWTH

FESTIVALS & EVENTS

CLIMATE ACTION & SUSTAINABILITY

WEXFORD FOOD IN TOURISM

INTERNATIONAL VISITOR READINESS / CAPABILITY BUILDING

Destination Outcomes

INCREASED SHARE OF INTERNATIONAL VISITORS

BEST IN CLASS CLUSTER OF VISITOR ATTRACTIONS

RECOGNITION AS AN OUTDOOR ACTIVITY DESTINATION

BEST IN CLASS COASTAL TOURISM ACTIVITY DESTINATION

VIBRANT YEAR ROUND DAY AND EVENING TIME ECONOMY IN WEXFORD TOWN

ESTABLISHED FOOD IN TOURISM DESTINATION

EFFECTIVE TOURISM INDUSTRY CLUSTERS AND NETWORKS

GROWTH IN ACCOMMODATION LEVELS

EXTENDED TOURISM SEASON

EXTENDED SEASON IN GOREY, NEW ROSS AND ENNISCORTHY

3.2 Destination Catalyst Projects Overview

Wexford Visitor Attractions

Wexford is home to a diverse range of visitor attractions distributed across the county. This geographical spread of attractions presents an opportunity to grow their role in attracting visitors and dispersing them across county Wexford. The focus over the next five years is to develop the appeal of Wexford's network of visitor attractions to international visitors and grow their commercial capabilities. It will build on recent major project investment in attractions such as Johnstown Castle Estate, Museum & Gardens and deliver new large scale projects in New Ross and Wexford.

The delivery of the Wexford County Council Urban Regeneration Development Funding (URDF) project will develop and enhance existing visitor attractions under the project submission title of 'Wexfordia'. These include 'The Norman Story' visitor attraction in New Ross and the 'Vikingar' experience in the Irish National Heritage Park in Wexford. The third element of the successful URDF application is the enhancement of the interpretation at the Dunbrody Famine Ship attraction in New Ross.

OBJECTIVE: Grow the commercial capabilities of Wexford's network of new and existing visitor attractions to increase the value of tourism across the county.

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Wexford Town

OBJECTIVE: Develop Wexford town into a national tourism destination by growing its appeal in the international and domestic market.

A key component of the destination development approach is to grow the role of its urban centres in stimulating the day and evening tourism economy. The development of Wexford town as a national tourism destination will be central to this strategy based on existing accommodation, local attractions, planned investment and its capacity to grow the night-time economy. The urban regeneration investment in Wexford Town provides an immediate destination development impetus. It will examine visitor orientation, assess the potential for growing festivals and events and ensure investment in the public realm can grow the value of the night time economy for the town. It will fulfil the role of an access point to the wider destination and link with existing tourism clusters. An increased focus on the international market will include a new approach to how Wexford town functions as a tourism hub and engages with the wider destination.

Hook Head Peninsula

OBJECTIVE: Develop a sustainable tourism approach to grow the value of tourism across Hook Head Peninsula.

Hook Head Peninsula offers visitors access to a unique coastal tourism experience. It possesses a mix of engaging communities, natural and marine heritage experiences anchored by Hook Head Lighthouse. The area must account for the challenges of visitor carrying capacity and ensure the overall experience continues to meet visitor expectations. Visitor management will be addressed in the implementation of the master planning of the Hook Head Peninsula while investment in Hook Head Lighthouse will grow its appeal among domestic and international visitors. The focus on coastal tourism opportunities within the Wexford DEDP will provide a wider platform for destination and experience development for the peninsula. Further project considerations include assessing the opportunity for Duncannon Fort and increasing the number of saleable Hook Head Peninsula activity experiences to encourage slow tourism across the Hook Head Peninsula communities.

Forth Mountain Activity Centre

OBJECTIVE: Establish Forth Mountain Activity Centre as a regional activity and adventure hub attracting domestic and international visitors.

Wexford County Council, in partnership with Waterford and Wexford Education & Training Boards, are proposing to develop an enhanced Activity Centre/Park at Forth Mountain to meet demand for recreational, social, health and wellbeing activities for locals and visitors. It will create a hub for outdoor activities in Wexford and for the southeast region. The proposed development will include site enhancements to include biking, extended walking activity infrastructure and water activities. The centre will add to the appeal of Wexford town as a year-round visitor destination with a particular focus on the domestic family market.

Greenways & The Outdoors

OBJECTIVE: Become an integral element of the South East Greenway which will represent the catalyst for additional greenway developments across Wexford.

The completion of the New Ross (Mount Elliot) to Waterford Greenway will present many destination development opportunities and increase the appeal of the area to a new range of audiences e.g. family market. It will contribute to the destination's ambition to grow the outdoor activity product base and generate year-round visitor footfall. The learnings from other destinations that have successfully developed greenways will be applied through specific tourism industry and community capability building programmes to prepare for the opportunity the investment can deliver for the area. The greenways projects also include the examination of additional greenways within Wexford. This includes New Ross to Rosslare, Rosslare to Wexford Town and Wexford Town to Curracloe. The strengthening of Wexford's association with outdoor activities will include a focus on maximising the potential of Eurovelo, assessing the potential for enhanced walking and cycling trails and examining local walking routes that link the natural and built heritage of the area.

Coastal Activity Centres

OBJECTIVE: Develop a best-in-class coastal activity tourism destination that motivates domestic and international visitors to explore Wexford's coastal communities.

Elevating the Wexford outdoors experience requires a sustainable development focus on both the rural and coastal experience. Wexford's heritage as a coastal destination provides the platform to further enhance the coastal tourism experience and grow its appeal to international visitors. This will require an experience development focus on a number of coastal areas to include Hook Head Peninsula, Curracloe, Rosslare and Courtown. These areas will be assessed to understand their capacity to develop into coastal tourism activity hubs. The development of the Platforms for Growth activity hub provides an immediate focus to adopt a centre of excellence approach in Curracloe. Linking coastal activity centres and local communities will be examined by assessing the feasibility of a coastal trail. A series of interconnected projects in Courtown will enhance and reposition the town as a key destination resort for coastal activity. This includes 'Coastal Destination Courtown'. The objective of this project is to reposition Courtown as a key destination resort for coastal activity.

3.3 Destination Enabling Projects

A number of destination enabling projects will be central to delivering on the potential of the catalyst projects. The continued success of tourism in Wexford will be aligned closely to the effectiveness of existing tourism clusters and networks across the county. The next phase of tourism cluster and network development will include a focus on experience development aligned to themes of the Wexford DEDP. The destination enabling projects will also include a strategic approach on accommodation development across the county. There will be an immediate accommodation development focus for Wexford Town and New Ross to capitalise on new product development and urban regeneration investment.

The product development focus within the Wexford DEDP includes year-round opportunities for innovative packaging approaches that will appeal to the international visitor. The accessibility of Wexford from Dublin airport and the visitor traffic through Rosslare EuroPort provides immediate international visitor reach. The transition in focus on the international market will require a collective approach across the destination from accommodation, attractions to activities. A new commercial capability building programme will be undertaken to maximise the international market opportunity for Wexford. This commercial capability building approach will ensure the tourism industry protects its share of the domestic market while adopting a new focus on growing the appeal of Wexford within the international market place.

Developing Wexford food in tourism experiences will build on the heritage of food production and agriculture in the county. The development of agri tourism and food experiences will introduce the visitor to the county's renowned food producers. It will result in a new focus on "Meet the Maker" type experiences and will elevate themes such as fruit farming that distinguish the Wexford food story from other destinations. The seasonal nature of Wexford food experiences will contribute to growing the year-round appeal of the destination. This year-round destination development focus will also include an examination of Wexford festivals and events and their future role in season extension and visitor dispersion.

Addressing climate action and sustainability will be central to all destination development activity. New and enhanced approaches to sustainable transport will be required. The opportunity to incorporate TFI Local Link Wexford services in future destination planning will create new opportunities to link attractions, outdoor amenities and local communities.

SECTION FOUR

WEXFORD DESTINATION AND
EXPERIENCE DEVELOPMENT PLAN

WHAT WE ARE ADDRESSING

4.1 Developing a Distinctive Wexford Destination

VISITOR EXPERIENCES	**PRODUCT INVESTMENT**	**SKILLED WORKFORCE**	**MANAGED PUBLIC REALM**	**SUSTAINED SALES & MARKETING**
FOOD & DRINK	**EVENING ECONOMY**	**DESTINATION PROPOSITION**	**VISITOR INFORMATION AND CUSTOMER SERVICE**	**SIGNAGE & ORIENTATION**
COMMUNITY ENGAGEMENT	**DISTINCTIVE WEXFORD DESTINATION**			**ACCOMMODATION**
VISITOR INFRASTRUCTURE & FACILITIES	**BUSINESS TOURISM FACILITIES**	**ACCESS & TRANSPORT**	**FESTIVALS & EVENTS**	**RETAIL**
ENVIRONMENTAL QUALITY	**SHARED VISION**	**STAKEHOLDER ALIGNMENT**	**SAFETY**	**ACCESS FOR ALL**

Striving for Destination Leadership	**Elevating Our Focus**	**Addressing Gaps**	**Delivered Through Collaboration**

Developing a Distinctive Wexford Destination requires the delivery of a wide range of interconnected projects, capability building programmes and ensuring the needs of tourism is reflected in future investment across rural and urban areas communities. The destination development approach builds on the uniqueness of the county's coastal, rural and urban proposition to grow the value of international tourism for the county. It will require a focus on new approaches to visitor dispersion through the development of new experiences and opportunities such as food, heritage and activities. It will ensure the tourism sector maximises current and planned investment in visitor attractions and outdoor amenities such as the Greenway to address the challenge of seasonality. Accordingly, there will be a concentrated focus on the outdoor visitor proposition, introducing visitors to a unique blend of rural and coastal experiences. The opportunities to consider for tourism development in Wexford and ensuring the Wexford DEDP addresses the ongoing destination challenges are summarised as follows;

OPPORTUNITIES TO CONSIDER

Addressing Destination Seasonality

- Collective adoption of an agreed destination proposition for marketing and collaboration destination promotion with a focus on seasonal extension.
- Leverage planned capital investment in visitor attractions to grow the year-round attractiveness of Wexford in the domestic and international market.
- Develop the capabilities of the tourism industry to generate demand outside of peak season.
- Grow the appeal of destination events and festivals to address seasonality.

Grow International Visitor Appeal

- Develop a collective industry on international sales and demand generation
- Build on recent and planned investment in Wexford visitor attractions to grow the appeal of the county to international visitors
- Maximise international traffic into Rosslare Europoort and the potential impact of Waterford Airport runaway infrastructure improvements enabling increased levels of direct air access into the region.

- Grow the potential of leisure tourism opportunities such as golf with neighbouring destinations to create a regional proposition that appeals to the international market.
- Leverage the international association of Wexford with cultural event and festival programming to attract new international audiences.

Outdoor Destination Development - Rual and Coastal Activities

- Grow Wexford's association with outdoor activities linked to existing trails and planned investment in outdoor activity products.
- Develop the opportunity through current and future Greenway investment product to orientate visitors across the county and grow the value and impact of tourism for local communities.
- Maximise the county's coastal tourism heritage and range of coastal activities to develop a centre of excellence approach linked to the outdoor experience proposition.

Visitor Dispersion

- Develop the off-peak season appeal of Wexford's urban tourism hubs outside through seasonal approaches to packaging and itinerary development.
- Grow the accommodation base across the county and expand range of accommodation types accessible to visitors.
- Implement a new saleable experience development programme to increase the reasons for visitors to explore Wexford's rural and coastal communities and address the imbalance in visitor distribution between the north and south of the county.
- Develop the experiences associated with the Norman Way with greater integration of the Norman story into destination experiences.
- Examine the existing trails base to develop their visitor appeal.
- Develop the Wexford food in tourism opportunity that will encourage new levels of visitor flow into rural communities.

CHALLENGES TO ADDRESS

Accommodation Base

- Current levels of accommodation in key destination towns are limiting tourism growth and future capacity to maximise new product investment.

Industry Development

- Low levels of focus on international market and shift from historic reliance on the domestic market.
- Building tourism industry capability to collectively target and grow international sales.
- Building the capacity of tourism hub towns to grow the range of things to do in the evening time and creating evening time experiences for families.
- Developing interest among non-tourism sectors with experience potential such as agriculture and food producers to consider the tourism opportunity.
- Development of the visitor experience within attractions and growing their appeal to the domestic and international market.

Balanced Destination Development

- Visitor flows into and around the county largely influenced by the appeal of the tourism product in the south of the county.
- Addressing the transient nature of the destination and 'first night / last night' association with international visitors to ferry access.
- Carrying capacity challenges of Hook Head Peninsula at peak periods during the season.

Outdoor Experience Delivery

- Limited number of activity providers and business operating in the county impacting on the development of the coastal tourism opportunity.
- Limited cycling infrastructure or low levels of association of Wexford as a cycling destination limiting the association with non-coastal outdoor experiences.

4.2 Aligning Destination Development with the V.I.C.E. Model for Sustainable Tourism

The V.I.C.E. model (Visitor, Industry, Community and Environment) for sustainable tourism forms the basis for the development of the Wexford DEDP and what the plan must address in the coming five years. The project focus within the plan reflects the views of the visitors to Wexford, our tourism industry partners, local community and ensuring we protect the environment, our most important asset.

Visitor

- Increased focus on selling the destination to the international market while protecting the domestic market share.
- Enhance the capacity of Wexford towns to grow their appeal to international and domestic visitors.
- Motivate visitors to explore more of the destination for longer, attracted by the quality and range of visitor attractions across Wexford.
- Develop the outdoor opportunity for rural Wexford creating activity led experiences to orientate visitors across the county.
- Develop new experiences across the county to provide visitors with more reasons to stay longer and explore more of the destination.
- Expand the reasons to visit Hook Head Peninsula as a year-round destination and motivate slower exploration of the wider Peninsula.
- Ensure visitor experiences are accessible and inclusive for all.

Industry

- A dedicated collective focus on growing the international leisure market.
- A networked approach to collectively grow visitor numbers.
- Ensure a specific focus on developing the evening economy and night time experiences.
- Grow the volume of outdoor activity experiences linked to a growing activity product base across the county and a collective packaging of Wexford as a year round outdoor activity destination.
- Deliver connected products/experiences throughout the county provided through new ways of working together in clusters and networks.

Community

- Develop the capabilities of rural and coastal communities to attract visitors staying in the core accommodation hubs to explore their local areas.
- Work with local communities to leverage opportunities presented by investment in attractions, outdoor amenities, greenways and trails.
- Ensure the community tourism experience is supported through enhanced approaches to capability building and how the community is seen as a core part of the Wexford Experience.
- Grow the capabilities of local communities to deliver local experiences that enhance the appeal of regionally connected routes and itineraries.
- Ensure investment in new tourism products and experiences serves the needs of host communities.

Environment

- Ensure all eligible tourism businesses are registered for the Fáilte Ireland Climate Action Programme ultimately leading to destination certification.
- Ensure all visitor experiences feature sustainability as a guiding ethos within all operations.
- Promote and develop new urban experiences with no impact on the built or natural heritage of each town.
- Create awareness of the responsibility of users of Wexford's outdoor spaces to respect the local environment and Leave no Trace.
- Ensure Climate action and sustainable tourism is consistently reflected in Wexford visitor experiences.
- Promote the development of experiences and projects that have minimal impact on the environment.

SECTION FIVE

WEXFORD DESTINATION AND EXPERIENCE DEVELOPMENT PLAN

DELIVERY
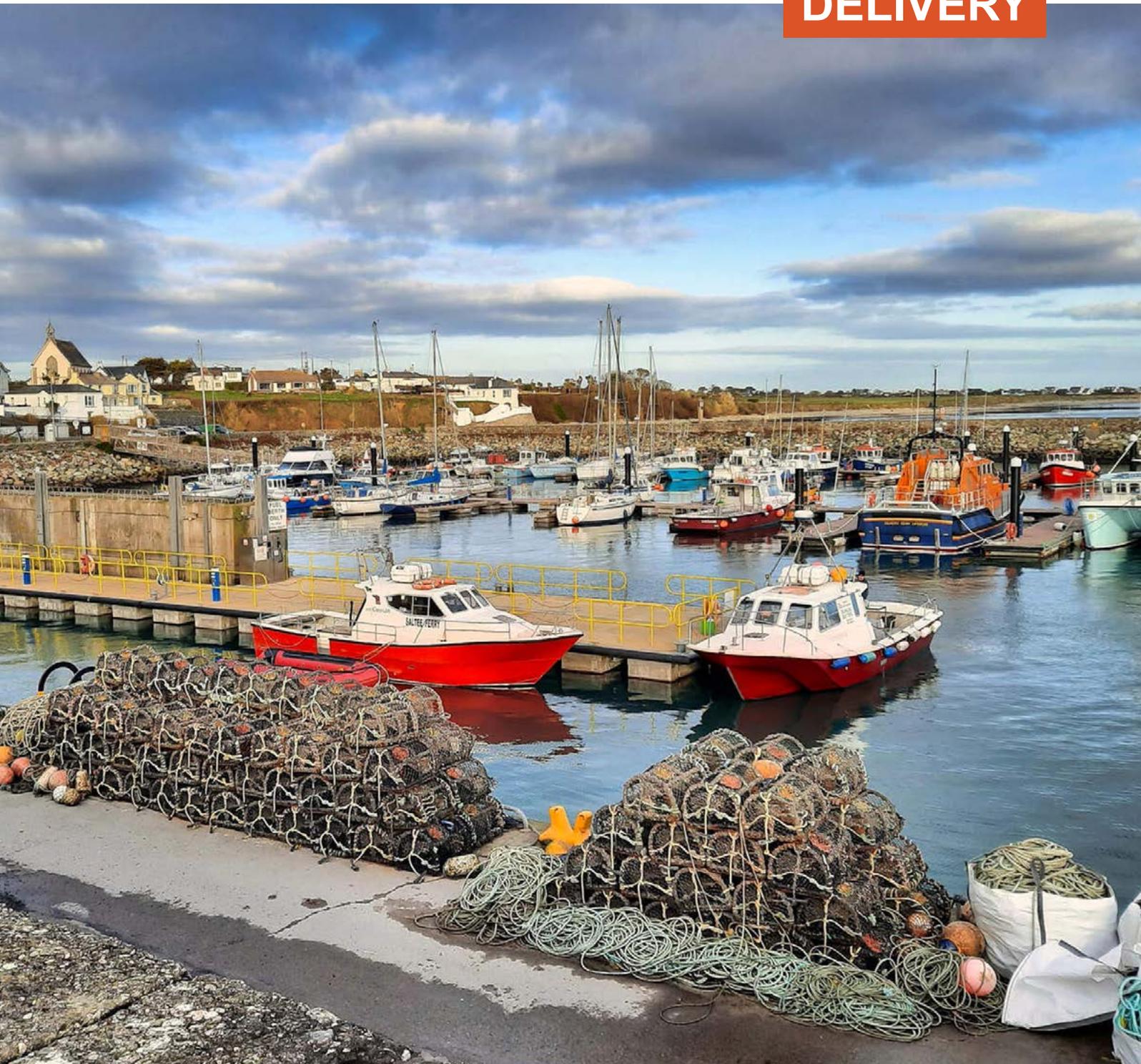
5.1 Wexford DEDP Implementation

The implementation of the Wexford DEDP is based on stakeholder commitment to project delivery. It represents a five-year operational plan creating a destination development focus for Wexford. It builds on existing project plans, integrating all related activity for a coordinated series of outputs. These include projects that are being implemented, projects featured in existing plans and new concepts identified to enhance the Wexford visitor experience.

A list of actions relating to all proposed projects has been devised. All stakeholders will be consulted in relation to the delivery of the identified actions. Each of the stakeholders listed below will be tasked with delivering on actions which will help to shape the plan and ultimately ensure the success of the project over the next five years.

The implementation of the Wexford DEDP will be overseen by the creation of a working group that will operate until 2029. The Wexford DEDP Working Group is tasked with supporting the following objectives:

1. Support the delivery of the Wexford DEDP.

2. Drive growth as per the agreed KPIs in the action plan.

3. Lead and manage the action plan ensuring alignment around the prioritisation and delivery of key projects.

4. Creation of a representative area wide body which ensures there is a mechanism in place that allows two-way communication between the implementation group and any sub groups which may be formed.

5. Ensure that the transformational, catalyst and enabling projects support the delivery of experiences identified in the plan and are delivered within the 5-year timeframe.

6. Provide a space where stakeholders can share new ideas with partners.

7. Creation of a common tourism voice and a powerful tourism network that promotes each other's interests.

8. The Wexford DEDP Working Group form will represent key stakeholders and representatives from the area. It will be chaired by an independent chairperson with the ability to focus the group in the delivery of the actions required to implement the Wexford DEDP.

ACW	Arts Community Network
ETB	Education and Training Board
FCC	Ferns Community Company
FI	Fáilte Ireland
HHL	Hook Head Lighthouse
HHT	Hook Head Tourism
HRT	Hook Rural Tourism
IL	Irish Lights
JCEMG	Johnstown Castle Estate, Museum and Gardens
LCG	Local Community Groups
LEO	Local Enterprise Office
LLWx	Local Link Wexford
NHP	National Heritage Park
OPW	Office of Public Works
PS	Private Sector
RAN	Regional Activity Network
TII	Transport Infrastructure Ireland
VW	Visit Wexford
WAN	Wexford Attractions Network
WCC	Waterford County Council
WETA	Wexford Enterprise and Training Agencies
WH	Wells House
WKCC	Wicklow County Council
WLD	Wexford Local Development
WXCC	Wexford County Council
WFN	Wexford Food Networks

TIMING OF ACTIONS WITHIN THE DEDP

Short-term	Medium-term	Long-term
Years 1-2	Years 3-4	Years 5+
2025 / 2026	2027 / 2028	2029+

Guiding Principles

Sustainable tourism development guidelines and management practices are applicable to all forms of tourism in all types of destinations, including mass tourism and the various niche tourism segments. Sustainability principles refer to the environmental, economic, and socio-cultural aspects of tourism development, and a suitable balance must be established between these three dimensions to guarantee its long-term sustainability.

To ensure the successful implementation of the Wexford DEDP experiences and the creation of a sense of place, the following guiding principles have

been established to guide certain recommendations and projects listed in this section.

- All projects are self-sustainable, meaning they have access to capital and are not relying solely on grant aid to be developed or maintained.

- All projects are on-message with the Wexford DEDP experiences and are aligned to the broader mission of Ireland's Ancient East proposition and regional brand.

- All projects focus on setting the area apart from its competitors, contributing actively to creating a strong sense of place with a unique feel and

ensuring visitor needs are catered for across the day and evening time.

- All projects add value to the area and provide a direct and demonstrable link to either extend visitors' length of stay, extend the length of the tourist season or develop new markets.

- Principles of responsible and sustainable tourism development are embedded in each action, creating better places to live in and to visit.

- All stakeholders will demonstrate a strong and sustained willingness to work as a collaborative network.

5.2 WEXFORD DEDP FIVE YEAR ACTION PLAN

Wexford DEDP Catalyst Projects

	PROJECT
1	Wexford Visitor Attractions
2	Wexford Town
3	Hook Head Peninsula
4	Forth Mountain Activity Centre
5	Greenways & The Outdoors
6	Coastal Activity Centres
7	Tourism Clusters / Networks

Wexford DEDP Destination Enabling Projects

	PROJECT
8	Visitor Experience Development
9	Accommodation Growth
10	Festivals & Events
11	Climate Action and Sustainability
12	Wexford Food Experiences
13	International Visitor readiness / capability building

Wexford Visitor Attractions

No.	Action Name	ACTION	Timeframe	Lead	Partners
1.1	Wexford Visitor Attractions	Develop the appeal and commercial potential of Wexford visitor attractions to grow the value of tourism in the county, retain visitors for longer and encourage them to explore other attractions.	ST-LT	FI	WXCC, WAN
1.2	Wexford RRDF Projects	Deliver the projects under the successful Wexford County Council RRDF application (RRDF project submission 'Wexfordia). The basis of the RRDF application is large scale investment projects to include the Norman Experience in New Ross, Irish National Heritage Park - Viking Village and the enhanced interpretation in the Dunbrody Ship project.	ST-LT	WXCC	FI, WAN
1.2	Irish National Heritage Park - Viking Village	Establish the Viking Village "Vykingar" on the shores of the River Slaney as part of the existing Irish National Park to create a best in class visitor experience.	LT	WXCC	FI , NHP
1.3	Dunbrody Ship – New Ross	Enhance the visitor intreprtation at the Dunbrody Famine Ship experience in New Ross supported by a town wide development programme to link the urban experience with the key attractions in the town.	LT	WXCC	
1.4	Norman Experience – New Ross	Develop the Norman Experience visitor attraction linked with the world's greatest knight William Marshall on the quay in New Ross.	LT	WXCC	
1.5	New Ross Tourism Transformation	Deliver the New Ross Tourism Transformation Project to link the 'Wexfordia' projects investment with the public realm, elevating the Norman story and how it motivates visitors to explore the wider New Ross area.	ST-LT	WXCC	
1.6	Johnstown Castle Estate Museum and Gardens	Implement the Johnstown Castle, Estate, Museum and Gardens Commercial Plan combined with a phased product development approach maximising the day and evening time economy.	ST	JCEMG	
1.7	Johnstown Castle Estate Museum and Gardens Experience Innovation	Examine the opportunity for Johnstown Castle, Estate, Museum and Gardens to develop a range of premium experiences linked to the Estate, Gardens and Castle experience.	MT	JCEMG	
1.8	Wells House Experience Innovation	Examine the opportunities to enhance the visitor experience at Wells House and additional site use opportunities such as new accommodation.	ST	WH	

Wexford Visitor Attractions

No.	Action Name	ACTION	Timeframe	Lead	Partners
1.9	Enniscorthy Attractions Experience	Examine the product and experience development requirements for Enniscorthy Castle and the National 1798 Rebellion Centre to develop a cohesive visitor experience that integrates both sites as part of a coherent attraction base in for Enniscorthy. Build on the opportunities identified within the Enniscorthy Tourism Plan 2020 and the vision for the enhancement of Enniscorthy as a visitor destination.	MT	WXCC	FI
1.10	Athenaeum Building Assessment	Explore the opportunity for the Athenaeum to complement the Enniscorthy Castle experience. Undertake a site options assessment to realise the potential of the site and how it can support tourism development in Enniscorthy.	LT	WXCC	

Wexford Town

No.	Action Name	ACTION	Timeframe	Lead	Partners
2.1	Wexford Town Tourism Hub Development	Develop a tourism roadmap for Wexford Town aligned with a vision for the town to become a regional tourism hub animated by a vibrant day and evening time economy and ensuring tourism is a key economic sector for the town.	ST	FI	WXCC
2.2	Wexford Heritage Town Plan	Devise a roadmap for the implementation of the Wexford Town Heritage Plan.	MT	WXCC	
2.3	Wexford Town Visitor Orientation	Develop a new approach to wayfinding and visitor orientation and a sense of welcome to Wexford Town.	ST-MT	WXCC	FI
2.4	Wexford Town Events Hub	Develop Wexford Town as a regional events hub supported by the creation of a five year event plan to grow existing events and develop off peak cultural / event activity.	ST	WXCC	FI
2.5	Wexford Arts Centre	Examine the development of Wexford Arts Centre as a cultural attractor for Wexford Town on a year round basis.	LT	WXCC	ACW
2.6	Wexford Town Night Time Economy	Maximise the investment in public realm and the associated night time economy opportunity for Monck Street to establish Wexford Town as a night time economy hub. This will be completed with stakeholders and cluster developments.	ST	FI	WXCC, PS
2.7	Trinity Wharf	Examine how future plans for Trinity Wharf will incorporate tourism activity and become a catalyst for future tourism development in Wexford Town.	ST-LT	PS	FI, WXCC

Hook Head Peninsula

No.	Action Name	ACTION	Timeframe	Lead	Partners
3.1	Hook Head Peninsula Master Plan	Deliver the Hook Head Peninsula Master Plan adopting a sustainable tourism approach and examining the opportunity to link to the wider destination e.g. Norman Way, Tourism Axis Towns and the Wexford Attractions Network.	LT	WXCC	IL
3.2	Hook Head Peninsula Experience	Develop a signature visitor experience at Hook Head Lighthouse with the advancement of the Visitor Centre and the creation of a best-in-class lighthouse experience.	MT-LT	WXCC	IL
3.3	Hook Head Peninsula Lighthouse	Explore the opportunity for Hook Head Lighthouse to develop a role as a coastal tourism activity hub within the national network of lighthouses.	MT	HHL	IL, FI
3.4	Hook Head Peninsula - Duncannon Fort	Examine the potential for Duncannon Fort to become a key attraction on Hook Head Peninsula examining the options of a visitor experience, accommodation and cultural space. Masterplan is in place.	MT	WXCC	OPW, FI, LCG

Forth Mountain Activity Centre

No.	Action Name	ACTION	Timeframe	Lead	Partners
4.1	Forth Mountain Activity Centre	Develop the Carrigfoyle Activity Centre as a regional sustainable adventure education activity centre combining existing facilities with new opportunities such as biking, extended walking activity infrastructure and water activities.	ST-LT	WXCC, WWETB	ETB

Greenways

No.	Action Name	ACTION	Timeframe	Lead	Partners
5.1	Greenways - South East Greenway	Complete the New Ross (Mount Elliott) to Waterford Greenway to deliver a 24km route underpinned by the creation of a support programme of greenway activation to develop new opportunities for communities along the Greenway.	ST-MT	TII	WXCC
5.2	New Ross Greenway Trail Head	Deliver Greenway readiness training to maximise the opportunity for New Ross as a greenway trail head and the ability to combine experiences on the water and on the bike with Waterford City.	ST-LT	WXCC	FI
5.3	Greenways - New Ross to Rosslare	Undertake a feasibility assessment to link New Ross with Rosslare through future greenway investment or route alternatives pending the final outcomes of the All Island Strategic Rail Review.	LT	TII	WXCC
5.4	Greenways - Wexford Town to Rosslare Strand Greenway	Develop the Wexford Town to Rosslare Strand Greenway as part of the network of Wexford Greenways.	LT	TII	WXCC
5.5	National Greenways Trail	Undertake an assessment of the requirements to link the Dublin to Cork Greenway and potential linkages to Wexford Greenways and trails.	LT	TII	WXCC
5.6	Bree Hill MTB Mountain Bike Trail	Undertake a feasibility assessment of Bree Hill examining its potential to become a mountain bike trail head.	LT	WXCC	
5.7	North Wexford Walking & Cycling Trails	Undertake an assessment of the requirement to strengthen the walking and cycling trails product in North Wexford to contribute to its development of Wexford as an outdoor recreation destination.	MT	WXCC	WLD, FI
5.8	Eurovelo	Conduct an assessment of the opportunity to link the Eurovelo route with key destination attractions and experiences to motivate visitors to explore the route influenced by inspirational itineraries and leveraging the Norman Way.	ST	WXCC	FI
5.9	Enniscorthy Outdoor Experience / Riverside Trail	Examine the requirements to develop the Enniscorthy Riverside Trail to Blueway standards linked to adjoining forests and amenities and heritage sites.	LT	WXCC	LCG
5.10	Enniscorthy Outdoor Experience / River Walk	Undertake an assessment of the requirements to develop the walk along the River Slaney to Edermine Water Activity Hub and the adjoining Coillte owned forests of Ringwood and Borodale to develop a 10 km loop.	LT	WXCC	LCG
5.11	Greenway Training and Capability Building	Deliver a programme of training and capability building to enable the communities and local businesses along existing and future Greenways develop visitor experiences and ancillary services for greenway users.	ST	FI	

Coastal Activity Centres

No.	Action Name	ACTION	Timeframe	Lead	Partners
6.1	Curracloe Platforms for Growth	Establish Curracloe as a centre of a coastal tourism excellence maximising the investment in the Platforms for Growth facilities and the opportunity to stimulate new tourism enterprise associated with the investment. The development of Curracloe as an activity base will also include future assessment of greenway access, extended visitor facilities and a base for outdoor activity enterprise development.	MT	FI, WXCC	PS
6.2	Coastal Destination Courtown Project	Enhance and reposition Courtown as a key destination resort for coastal activity through assessing the feasibility of projects such as beach enahcement, marina development, public relam and swimming facilities.	MT-LT	WXCC	
6.3	Coastal Tourism Centre of Excellence Coastal Experiences	Examine the requirements to create a coastal activity cluster to include Hook Head Peninsula, Curracloe, Rosslare and Courtown with a focus on developing the sustainable coastal tourism activity base for Wexford.	ST-MT	FI	LCG, PS, WXCC, WCC
6.4	Wexford Coastal Trail Feasibility	Explore the feasibility of a Wexford Coastal Trail linking local communities and the network of Wexford coastal experiences showcasing the coast, lagoons, peninsulas and cliff walks across Wexford.	MT-LT	FI, WXCC	LCG
6.5	Coastal Blueway	Examine the feasibility of developing a Coastal Blueway experience linking Wexford with regional coastal blueway experiences in Waterford and Wicklow.	LT	WXCC, WCC, WKCC	FI
6.6	Coastal Tourism Maritime and Seafaring Experience	Develop a range of coastal tourism visitor experiences linked to the county's fishing heritage and provide accessible maritime and seafaring experiences.	ST	LCG	FI
6.7	Rosslare & Rosslare EuroPort Opportunity	Examine the requirements to maximise the opportunity provided by international access into Rosslare EuroPort by developing local tourism experiences that motivate more visitors to consider Rosslare as an overnight destination.	MT	WXCC, FI	

Tourism Clusters / Networks

No.	Action Name	ACTION	Timeframe	Lead	Partners
7.1	Wexford Tourism Clusters & Networks	Develop the capabilities of Wexford tourism clusters and tourism networks aligned with the spatial and thematic opportunities within the Wexford DEDP.	ST-LT	FI	
7.2	Wexford Attractions Network	Identify commercial partners within Wexford visitor attractions to develop a collaborative network with a collective focus on sustainably growing the value of international visitors to Wexford.	ST	VW	FI, OPW, WXCC
7.3	Visitor Experience Development	Undertake a review of the current visitor experience within the Wexford Attractions Network as the basis for an experience enhancement programme for each attraction to adopt.	ST-MT	FI	WAN

Visitor Experience Development

No.	Action Name	ACTION	Timeframe	Lead	Partners
8.1	Evening Time Experiences – Tourism Axis Towns	Grow the range of evening time experiences across the Tourism Axis Towns to appeal to domestic and international visitors. This will include the exploration of a pilot programme linking evening economy activity with a number of heritage sites and scheduled evening time activity.	ST-MT	WAN	FI, PS
8.2	OPW Visitor Experience	Examine the opportunity to enhance the visitor experience in OPW sites through existing experience development supports.	ST-LT	OPW	FI

No.	Action Name	ACTION	Timeframe	Lead	Partners
8.3	Enniscorthy Urban Experience	Examine the opportunity to enhance the Enniscorthy visitor experience through the Urban Regeneration programme taking into consideration wayfinding and visitor orientation and connecting the towns heritage and cultural sites.	MT-LT	WXCC	
8.4	Vinegar Hill	Assess the Vinegar Hill visitor experience to evaluate how the site story is delivered and potentially integrated more closely into the Enniscorthy town experience without compromising the integrity of the site experience.	LT	WXCC	FI
8.5	Ferns Community Experience	Review the requirements to develop a Ferns community experience linking Ferns Castle site with the existing Ferns community visitor experience and the National 1798 Rebellion Centre.	MT	FI	OPW, FCC
8.6	Norman Way Experience Innovation	Undertake an assessment of how the Norman Way experience can be developed by linking key sites and experiences to create itineraries that encourage multi day trips on the Norman Way.	ST	WXCC, FI	
8.7	Wexford Garden Trail Experience Innovation	Undertake an assessment of the requirements to develop the quality and range of visitor experiences on the Wexford Garden Trail.	MT	FI	PS, WAN
8.8	Value Proposition of Leisure Tourism	Examine the opportunity to develop a new packaging approach among the accommodation sector for leisure tourism growing the value of activities such as golf, walking and coastal activities.	ST-LT	FI	PS
8.9	Wexford Craft Trail	Develop an experience led approach to develop the Wexford Craft Trail by growing the capabilities of the craft industry and introducing them to the tourism opportunity for their business.	MT	FI	WXCC, VW

Accommodation Growth

No.	Action Name	ACTION	Timeframe	Lead	Partners
9.1	County Wexford Accommodation Audit	Undertake an accommodation audit of County Wexford to understand current gaps and opportunities to incorporate into a Wexford Accommodation Growth Plan for the county reflecting all types of visitor accommodation.	ST	FI	WXCC, PS
9.2	Wexford Accommodation Growth	Build on the County Wexford Accommodation Audit to develop and sustainably manage accommodation stock levels across the county and with an immediate focus on New Ross and Wexford Town.	ST	WXCC	FI, PS

Festivals & Events

No.	Action Name	ACTION	Timeframe	Lead	Partners
10.1	Festivals & Events	Create a five year cultural events and festivals strategy for the county.	MT	WXCC	FI
10.2	Festivals & Events Pilot Programme – Event Space Innovation	Undertake a pilot programme to partner key attractions and heritage / cultural sites with events and festivals to deliver an innovative approach to programme delivery and explore a new International Festival.	MT	WXCC	FI

Climate Action & Sustainability

No.	Action Name	ACTION	Timeframe	Lead	Partners
11.1	Carbon Footprint Reduction	Develop a shared programme for the tourism industry to reduce the annual carbon footprint of tourism in Wexford.	ST	FI	WXCC, PS
11.2	Sustainable Tourism Excellence	Develop the capabilities of the tourism industry to continuously improve their approach to sustainability and the collective goal of Wexford being recognised for sustainable tourism excellence.	ST-LT	FI	LEO, WXCC, ETB
11.3	Wexford Biodiversity Experiences	Develop a network of biodiversity experiences linking the marine, ornithology and nature reserve experiences that exist within the county linked to coastal destinations.	MT	WXCC	LCG

| 11.4 | Seal Rescue Courtown Ireland | Examine the opportunity for a coastal education experience linking marine biodiversity with the activities of Seal Rescue Ireland. | ST | PS | |
| 11.5 | Sustainable Transport - TFI Local Link Wexford | Examine the opportunity to expand the TFI Local Link Wexford service to access key attractions and the rural/coastal Wexford experience. | ST-LT | FI | WXCC |

Wexford Food Experiences					
No.	Action Name	ACTION	Timeframe	Lead	Partners
12.1	Wexford Food in Tourism Plan implementation	Implement the actions from the Wexford Food in Tourism plan to sustainably grow the number of food, drink and agri food experiences accessible throughout the county.	ST-MT	LEO, WXCC	FI, TW
12.2	Food in Tourism capability building	Develop a programme of capability building and co-ordinated agency support to build on the coastal, rural, agri-food and urban food opportunities identified in the Wexford Food in Tourism plan.	ST	FI	LEO, WCC, ETB, PS, VW

International Visitor readiness / capability building					
No.	Action Name	ACTION	Timeframe	Lead	Partners
13.1	International Sales Focus	Develop an international sales training programme for the Wexford tourism industry to develop their capabilities to become market ready and develop sales plans to sustainably grow the value of international visitors to Wexford.	ST	FI	PS
13.2	Capacity Building Supports - Agency Alignment	Undertake a periodic review of capacity building requirements for the tourism industry with Visit Wexford and other relevant training agencies to ensure alignment of training investment with the delivery of the DEDP.	ST-LT	FI	VW

5.3 WEXFORD DEDP - KEY PERFORMANCE INDICATORS

The Wexford DEDP provides a destination development focus aligning all stakeholders with an agreed vision through the adoption of a five year pathway. Specific KPIs will be baselined and monitored throughout the lifecycle of the plan. The impact of the Wexford DEDP will be measured through the monitoring of key metrics that examine the commercial development of tourism across the area. The measurement of success will include analysis of the following areas of performance over the course of the Wexford DEDP.

1. **Demand side conditions**
2. **Supply side conditions**
3. **Destination development**
4. **Environmental conditions**

Changes have been made in tourism performance data collection since 2023. Demand and supply metrics will be recorded to show how the Wexford DEDP will positively impact visitor numbers, dwell time and all relevant indicators. The Failte Ireland Key Account Management system will form an integral part of this data collection approach and measurement of progress and impact.

Demand Side - Visitor

1. Increase bednights across Wexford YoY ahead of regional average from year 3 of implementation of the Wexford DEDP.

2. Increase in visitor numbers in off peak season.

3. Increase the value of visitors to Wexford over a volume based approach.

4. Increase visitor satisfaction ratings.

Supply Side - Industry

5. Increase saleable products (five new or improved saleable experiences per annum) and a tailor made distribution plan for the destination.

6. Season extension: Progress towards extending the season and annual opening hours across the destination.

Destination Development

7. Maximise the tourism impact for local communities through the coastal and rural tourism opportunity and how urban centres play their role as gateways to the wider county visitor experience.

8. Create a network of authentic community experiences linking Wexford coastal, urban and rural communities through cluster and network development.

9. Increase the volume of saleable experiences through product clusters aligned with the spatial approach and strengthening the capacity of destination axis towns / hubs to attract and retain visitors in the destination for longer.

10. Build the capacity of the tourism industry and the local community to maximise the opportunity provided by the Wexford DEDP and grow the appeal for the international visitor.

11. Develop recognition as a sustainable tourism destination with a key focus on Wexford's coastal heritage evolving to become a coastal tourism centre of excellence.

Environmental

12. Develop effective management of the environment, including natural, cultural and heritage assets through the progression of a DEDP Monitoring Programme.

APPENDIX ONE

WEXFORD DESTINATION AND EXPERIENCE DEVELOPMENT PLAN

ENVIRONMENTAL

This 'Plan' provides an opportunity to ensure that all existing and future tourism projects and initiatives within the Wexford Destination and Experience Development Plan area are planned, developed and managed in a sustainable and integrated manner. The V.I.C.E. (Visitor, Industry, Community and Environment) Model for Sustainable Tourism is the approach the Wexford DEDP is developed from and strives to implement.

Fáilte Ireland recognises the need to integrate environmental considerations into this Plan in a way that responds to the sensitivities and requirements of the wider natural environment. Environmental considerations including inland and coastal water quality and amenity, climate change, traffic, biodiversity, built and cultural heritage, landscape, critical infrastructure and communities, all play a vital part in our tourism sector.

The protection, enhancement and promotion of our most important tourism asset – the natural environment has been an integral part of the formation of this Plan as is evidenced in the following:

Environmental Assessment

Consideration has been given to the requirement to undertake an environmental assessment of this Plan in order to ensure full legal compliance and to further integrate sustainability, protection, enhancement and promotion of the environment in developing and implementing the Plan.

The environmental assessments undertaken to inform the development of this Plan include: .

1. Strategic Environmental Assessment (SEA)

The Plan was screened for the need to undertake a SEA. The process established the need to undertake a full SEA which was completed having regard to SEA Directive 2001/42/EU and to Statutory Instrument No. 435/2004 as amended.

The outcome of this process can be reviewed in the SEA Environmental Report (ER) and, once the plan is finalised, the SEA Statement that accompany this Plan.

2. Appropriate Assessment (AA)

The Plan was examined for the need to undertake an Appropriate Assessment (AA). On initial examination of the Plan and in completing screening for AA, it was determined that Stage 2 AA would be required as the possibility of significant effects on European sites could not be excluded. The assessment process was undertaken having regard to the Council Directive 92/43/EEC, the Directive 2009/147/EC of the European Parliament and the Birds Directive. . The outcome of this process is the AA Screening Report and Natura Impact Statement (NIS) that accompany this Plan.

Key Findings of the SEA and AA Process for the Plan

Having completed the full SEA and AA on the Wexford Destination and Experience Development Plan, it is evident that these processes have had a positive influence on the evolution of the Plan and integrating environmental protection as part of the plan-making process. The SEA process will also continue to have a positive environmental influence as the plan enters its implementation phase. The outcome of completing the above environmental assessments has resulted in the following:

- Identifying and mitigating, where relevant, potential environmental effects resulting from the Plan through making changes to the Plan itself, embedding the principles of sustainability into the Plan text and projects.

- Identifying and promoting potential positive environmental effects arising from the Plan and promoting environmental protection, enhancement and restoration of the natural and built environment through sustainable tourism development. For example, through the development of visitor management plans, project-level environmental assessments and sustainable tourism education and training.

- Developing mitigation measures to ensure that any potential negative environmental impacts are avoided, reduced or mitigated at plan implementation stage.

These mitigation measures include:

The requirement to comply with all relevant planning and environmental legislation and policy as part of the statutory decision making process and/or consent process. Particular emphasis is placed on the following:

- Requirements for undertaking environmental assessments at project level including but not limited to: Environmental Impact Assessment (EIA), Appropriate Assessment (AA) or site-specific flood risk assessment (SSFRA).

- Compliance with the policies and objectives of the Wexford County Development Plan 2022-2028;

- The Climate Action Plan 2024 and subsequent updates;
- Preparation of Visitor management plans, as appropriate;
- Consideration for critical infrastructural capacity at tourism sites; and
- Promotion of blue and green infrastructure including integration of nature-based solutions that can also provide eco system services.

Development and execution of an **Environmental Monitoring Programme** for the Plan during implementation and operation.

The SEA Directive requires that the significant environmental effects of the implementation of plans and programmes are monitored. The table below details the measures that have been selected in order to monitor the likely significant effects of implementing this Plan.

Monitoring can demonstrate the positive effects facilitated by the Plan and can enable, at an early stage, the identification of unforeseen adverse effects and the undertaking of appropriate remedial action. The occurrence of persistent significant adverse environmental effects which are directly attributable to this Plan would necessitate consideration of the effects in the context of the Plan and a possible review of part(s) of the Plan.

The environmental monitoring programme will have targets and indicators that allow for a quantitative measurement of trends and progress over time relating to the Strategic Environmental Objectives (SEOs) developed during the SEA process.

A variety of sources of information will be used to undertake the Environmental Monitoring. The responsibility for monitoring is with Fáilte Ireland. Monitoring will be undertaken at key stages as part of the implementation phase of the Plan. It will be reported on to the Plan's implementation group where relevant information sources allow, and the findings of the monitoring will influence the actions of the plan as it progresses.

Refer to Chapter 10 of the accompanying SEA Environmental Report for a proposed monitoring programme.

Guiding Principles for Sustainable and Responsible Tourism

Sustainable tourism development guidelines and management practices are applicable to all forms of tourism in all types of destinations, including mass tourism and the various niche tourism segments. Sustainability principles refer to the environmental, economic, and socio-cultural aspects of tourism development, and a suitable balance must be established between these three dimensions to guarantee its long-term sustainability.

Thus, sustainable tourism should:

1. Make optimal use of environmental resources that constitute a key element in tourism development, maintaining essential ecological processes and helping to conserve natural heritage and biodiversity

2. Respect the socio-cultural authenticity of host communities, conserve their built and living cultural heritage and traditional values, and contribute to intercultural understanding and tolerance

3. Ensure viable, long-term economic operations, providing socio-economic benefits to all stakeholders that are fairly distributed, including stable employment and income-earning opportunities and social services to host communities, and contributing to poverty alleviation

Sustainable tourism development requires the informed participation of all relevant stakeholders, as well as strong political leadership to ensure wide participation and consensus building Achieving sustainable tourism is a continuous process and it requires constant monitoring of impacts, introducing the necessary preventive and/or corrective measures whenever necessary.

Sustainable tourism is also required to maintain a high level of tourist satisfaction and ensure a meaningful experience to the tourists, raising their awareness about sustainability issues and promoting sustainable tourism practices amongst them.

Promoters/businesses shall adopt a responsible and sustainable tourism approach with ongoing monitoring of environmental impacts as appropriate. Through

Source for the use of Guiding Principles for Sustainable and Responsible Tourism - UNWTO.org.

the implementation of best practice and/or tourism guidelines: e.g. Key relevant Fáilte Ireland guidance include:

- Climate Action Programme – empowering your business to become more sustainable. Development Guidelines for Tourism Destination Towns
- Tourist Accommodation Quality Assured – code of ethics
- Sustainable Festival Guidelines 2023, developed by Fáilte Ireland
- All subsequent updates to above as well as ther future FI guidance relating to visitor management, sustainability & environmental protection.

Implementation and Consent

This DEDP is a non-statutory tourism plan, it does not provide consent, and/or establish a framework for granting consent.

Fáilte Ireland provides funding for sustainable tourism projects that emerge as part of specific, competitive, themed and time-bound grant schemes or as part of wider strategic partnerships.

This Plan has been informed by and is situated alongside a hierarchy of statutory documents setting out public policy for land use development, tourism, infrastructure, sustainable development, environmental protection and environmental management. These include (but is not limited to) the National Planning Framework (NPF), Climate Action Plan (CAP), the Southern Region Regional Spatial and Economic Strategy 2020-2032 (SRRSESs), and the Wexford County Development Plan 2022-2028 and local area plan in the county.

Implementing the DEDP will involve Fáilte Ireland working collaboratively to facilitate, promote, support and coordinate stakeholders (including local authorities, other government agencies, tourism operators, communities and visitors) in their activities in a way that is consistent with existing and emerging plans.

In order to be realised, projects included in this Plan will have to comply, as relevant, with the various provisions of legislation, policies, plans and programmes. (including requirements for project level Appropriate Assessment, Environmental Impact Assessment and other licencing requirements as appropriate) that form part of the statutory decision-making and consent-granting framework, of which this Plan is not part and

does not contribute towards.

Such legislation, policies, plans and programmes include:

- Compliance with statutory higher-level plans and policies including the NPF, RSES, Climate Action Plan, etc.
- Compliance with statutory land use plans that form part of the statutory decision making and consent granting framework (e.g. Development Plans, such as the Wexford County Development Plan 2022-2028 and Local Area Plans) as appropriate,
- Requirements for project level environmental assessment, including EIA, AA & SSFRA, as required.

Integrating Requirements for Environmental Protection and Management into the Plan

The SEA and AA team worked with the Plan preparation team at Fáilte Ireland to integrate requirements for environmental protection and management into the Plan. This process included changes to text in the plan and inclusion of new actions/projects in order to embed sustainability into the plan itself. Projects are varied and relating to land use, infrastructural development and land use activities and attractions. Reference made to such projects included in the Plan does not guarantee funding. While funding is provided to certain projects, Fáilte Ireland is not the developer.

The SEA and AA identified the potential significant effects as a result of implementing the Plan. Key considerations for the sustainable development of the tourism sector include ensuring there is sufficient infrastructure capacity; visitor management plans are developed for sites experiencing high demand; and that developers/promoters protect and provide opportunities for the sustainable development of green and blue infrastructure while also delivering ecosystem services. These areas of focus are discussed in the sections below.

Infrastructure Capacity

With respect to infrastructural capacity (including drinking water, wastewater, waste and transport) the potential environmental impacts associated with increase visitor numbers and increase pressure on capacities of existing infrastructure (including accommodation) will require careful planning and

assessment. The potential environmental effects of the likely increase in tourism volumes resulting from the relevant projects in this plan will need to be considered at project level and mitigated as appropriate. This aspect should be linked to the development of visitor management plans as appropriate.

The promotion of developing visitor friendly supporting infrastructure where it is required will also be encouraged.

Visitor Management

Those receiving funding shall seek to sustainably manage existing and any increase in visitor numbers and/or any change in visitor behaviour to avoid significant effects on the environment including loss of habitat and/or disturbance to sensitive species (including human beings and biodiversity). This shall include for example, ensuring that new projects are a suitable distance from ecological sensitivities.. Visitor management plans will be required for proposed plans, programmes and projects that are to receive funding as relevant and appropriate.

Control and Management of Invasive Species

Proposals and the development of Visitor Management plans shall consider the control and management of invasive species having regard to existing objectives contained with the County Development Plan to include:

Developers and managers of existing tourism or recreational sites and/ or future development should adhere to best practice and facilitate the development of appropriate facilities to minimise the spread of invasive species including along blueways and greenways. Further information and resources on "Check, Clean, Dry, Disinfect" should be sought on invasives.ie

Failte Ireland shall work with partners to encourage greater awareness of potential threats caused by invasive species and how they can spread.

Green Infrastructure and Ecosystem Services

Those receiving funding shall contribute towards the maintenance of existing green infrastructure and its ecosystem services, taking into account the output of the Mapping and Assessment of Ecosystem Services project being undertaken by the NPWS. Proposals for the development of any green infrastructure should demonstrate the synergies that can be achieved with regard to the: provision of open space amenities; sustainable management of water; protection and management of biodiversity; protection of cultural heritage; and protection of protected landscape sensitivities.

Table 1.1 Draft Environmental Monitoring Programme

Environmental Factor and SEO	Indicator	Target	Source and Frequency	Remedial Measures
Biodiversity, Flora and Fauna (BFF) Protect, actively conserve, prevent damage and, where possible, restore biodiversity, particularly European designated sites, other nature conservation sites, protected and threatened habitats and species (including transboundary priority habitats and species), and support ecological corridors (including riparian zones and coastal areas), green and blue infrastructure.	**BFF1:** Compliance with the Habitats and Birds Directives with regard to the protection of Natura 2000 sites and Annex I habitats and species and no adverse effects on the integrity of any European site, with regard to its qualifying interests, associated conservation status, structure and function.	**BFF1:** Maintenance of favourable conservation status for all habitats and species protected under National and International legislation to be unaffected by implementation of the Plan.	• Department of Housing, Local Government and Heritage report of the implementation of the measures contained in the Habitats Directive - as required by Article 17 of the Directive (every six years) • DHLGH National Monitoring Report for the Birds Directive under Article 12 (every three years). • Local authority/ An Bord Pleanála planning application project decisions relating to projects under the plan. • Data from any relevant Fáilte Ireland monitoring programme relevant to the project/area.	• Review internal systems or the Plan and make changes, as necessary. • Where adverse effects are identified undertake investigation as per the Fáilte Ireland Tourism Related Environmental Damage Resolution Procedure and act on recommendations based on the profiling of the environmental damage. • Review or update the visitor management plan to address any ecological loss or degradation caused by tourism activities.
	BFF2: Decline in habitat (quantity or quality) and/ or loss of functional connectivity without remediation resulting from projects arising from the Plan.	**BFF2:** No habitats or ecological networks, or parts thereof to be impacted/ lost without remediation resulting from projects arising from the Plan.	• Data from beneficiaries provided in funding applications as required under Mitigation Section 9 of the SEA ER. (Frequency: ongoing - project specific). • CORINE mapping resurvey (every five years). • Local authority (LA) or An Bord Pleanála (ABP) planning application project environmental assessments & decisions. • Data from any relevant Fáilte Ireland monitoring programme relevant to the project/area. • Visitor management plan relating to project(s). • National Biodiversity Data Centre, The Irish Wetland Bird Survey (I-WeBS).	

Environmental Factor and SEO	Indicator	Target	Source and Frequency	Remedial Measures
Population and Human Health (PHH) Protect, support and sustainably manage resources and tourism development, for the benefit of the society and the environment, and contribute towards the economic development of the population supporting positive health outcomes.	**PHH1(a):** Percentage increase in visitor number to the site/ area over time. **PHH1(b):** Development and implementation of visitor management plan from projects arising from the Plan. **PHH1(c):** Reduction in safety incidences at sites under the Plan.	**PHH1:** Sustainably manage visitors to the area.	• Data from beneficiaries provided in funding applications as required under Section 9 of the SEA ER. (Frequency: ongoing). • Visitor management plan relating to projects. • Fáilte Ireland (annual review): Tourism performance reports, visitor surveys, monitoring programmes, tourism research & reports. • Central Statistics Office.	• Review internal systems and, if necessary, the Plan. • Promote sustainable tourism practices, at the site through the preparation of site-specific campaigns to assist in remedial action, if necessary.
	PHH2: Improved accessibility to recreational areas and public health amenities (e.g., parks, coastal areas, greenways, blueways, other trails).	**PHH2:** Ensure that visitors have appropriate access to recreational areas and public health amenities.	• Data from beneficiaries provided in funding applications as required under Section 9 of the SEA ER. (Frequency: ongoing). • Visitor management plan relating to project(s). • Local authority/ ABP planning application decisions relating to projects developed under the plan. • Local Authority reports (annual review).	
Water (W) Protect, maintain and, where possible, improve water quality including surface water, groundwater, transitional and coastal waters and any wetlands, while preventing deterioration, supporting the achievement of good water quality status of all water bodies as required by the EU and national legislation, and increasing the resilience and adaptation of tourism sites/ activities to the effects of climate change including flood risk and coastal erosion.	**W1:** The change in water quality status of surface water, groundwater, transitional, and coastal waters (i.e. Water Framework Directive (WFD) water quality status).	**W1:** Objectives of WFD are met for all waterbodies in accordance with the latest River Basin Management Plan and Programme of Measures (POM).	• WFD monitoring data on ecological and chemical status of water bodies (RBMP) (every six years). • Irish Water (annual review): Drinking water quality reports. • Local Authority (annual review): Monitoring of local water bodies. • EPA Remedial Action List (regarding drinking water quality).	• Review internal systems and, if necessary, the Plan. • Promote environmentally responsible tourism practices, and have campaigns prepared to assist remedial action, if necessary.
	W2: Overall trend in the mandatory and guide values as set by the EU Bathing Water Directive and transposing Bathing Water Quality Regulations (SI No. 79 of 2008).	**W2:** No deterioration in the value of bathing waters or adverse effect upon the ability of any bathing water to achieve mandatory values and, where possible, guide values as a result of the Plan.	• EPA through Local Authority (annual review): Monitoring of local water bodies. • EPA Water Quality in Ireland report (annual).V	
	W3: Compliance with regards to Flood Risk Management Guidelines.	**W3:** Compliance with statutory plans and decision-making process relating to developments in flood risk zones.	• Local authority/ ABP planning application decisions relating to projects developed under the Plan.	

Environmental Factor and SEO	Indicator	Target	Source and Frequency	Remedial Measures
Air Quality (AQ) Contribute to the reduction of air pollution and improvement in air quality resulting from the effective operation and management of sustainable tourism activities.	**AQ:** Trends in emissions from ambient air quality monitoring (NOx, SOx, PM10 and PM2.5).	**AQ:** Maintain air quality.	• EPA air quality monitoring.	• Promote environmentally responsible tourism practices, and have campaigns prepared to assist remedial action, if necessary.
Climate (C) Support and promote the reduction in greenhouse gas emissions from tourism activities and the development of a climate resilient and adaptive tourism sector.	**C1(a):** Demonstrate compliance with provisions relating to climate resilience, mitigation and adaptation have been integrated into the plan/project, as appropriate. **C1(b):** Evidence that beneficiaries of funding are working to reduce emissions e.g. promoting energy efficiency, water conservation, sustainable travel options to customers through marketing/promotional material.	**C1:** Monitor and reduce emissions associated with tourism activities.	• Data from beneficiaries provided in funding applications as required under Section 9 of the SEA ER. (Frequency: ongoing - project specific). • EPA - GHG emissions data and projections. • Government Climate Action Plan (annual review). • Met Eireann (annual statistics). • Transport for Ireland - Local Link network statistics. • Local authority/ ABP planning application decisions relating to projects developed under the Plan.	• Review internal systems and, if necessary, the Plan. • Promote environmentally responsible tourism practices, and have campaigns prepared to assist remedial action, if necessary.
	C2: Number of projects participating in Fáilte Ireland Climate Action Programme (FI CAP) or similar under the Plan.	**C2:** All tourism activities/promoters to have a link to FI CAP (or similar) to demonstrate climate change resilience and adaptation.	• FI CAP accreditation (annual review). • Wexford County Council Climate Action Plan 2024-2029. • FI Sustainable tourism programmes (annual reviews).	• Review internal systems and, if necessary, the Plan.
	C3: Improve provision of public transport links in the region and 'last mile' transport links in partnership with National Transport Authority together with improved e-car charging infrastructure.	**C3:** Reduction in transport emissions emanating from the tourism sector.	• Fáilte Ireland – Ireland's Ancient East KPI 5. (Data from National Transport Authority & Local Link a strategic part of visitor orientation) • Wexford County Council Climate Action Plan 2024-2029. • National Transport Authority	• Review internal systems and, if necessary, the Plan. • Promote environmentally responsible tourism practices, and have campaigns prepared to assist remedial action, if necessary.
Land and Soils (S) Safeguard existing land and soil resources, protect and improve soil quality, conserve soil, and prevent soil contamination and erosion.	**S1:** The area of soil that is sealed or artificialised in square km.	**S1:** Contribute to NPF target to limit the rate of increase of land that is sealed or artificialised and promote the reversal of this in suitable areas e.g., flood zones, high density areas.	• CORINE land cover mapping (CORINE every 6 years (due 2024). • Land use national land cover map (Fáilte Éireann - every five years).	• Review of the site selection process/assessment of alternatives (if undertaken) where projects occur in greenfield sites in favour of infill/brownfield sites.
	S2: Soil erosion/degradation, landslides without remediation resulting from projects developed under the plan.	**S2:** No projects contributing to soil erosion, degradation or landslides.	• Data from beneficiaries provided in funding applications as required under Section 9 of the SEA ER. (Frequency: ongoing - project specific).	• Review internal systems and, if necessary, the Plan.

Environmental Factor and SEO	Indicator	Target	Source and Frequency	Remedial Measures
Material Assets (M) Sustainably manage, maintain and develop the necessary tourism supporting infrastructure (including water, wastewater, energy supplies, transportation, internet connectivity and associated capacities) and support the development of the circular economy.	**M1:** Locations where additional tourists are directed by beneficiaries of funding towards areas where critical infrastructure is adequate to sustainably provide for visitors (e.g. water, wastewater capacity, electricity, transport, carparking, etc.) resulting from projects developed under the Plan.	**M1:** Locations have adequate critical infrastructure available to sustainably provide for tourists.	• Data from beneficiaries provided in funding applications as required under Section 9 of the SEA ER. (Frequency: ongoing - project specific). • Local authority/ ABP planning application decisions relating to projects developed under the Plan. • Visitor management plan relating to projects. • Fáilte Ireland (annual review): Tourism performance reports, visitor surveys, any relevant monitoring programme.	• Review internal systems and, if necessary, the Plan. • Consult with Irish Water or the local authority regarding water and WWtF. • Consult with TII local authority or transport providers regarding sustainable transport infrastructure. • Consult utility and energy providers as appropriate.
	M2: Incidences of significant negative effects on the use of, or access to, public assets and infrastructure from projects developed under the Plan.	**M2:** No significant negative effects on the use of or access to public assets and infrastructure from projects developed under the plan.	• Fáilte Ireland (annual review): Tourism performance reports, visitor surveys, any relevant monitoring programme. • Local authority reports (annual review).	
Archaeology, Architecture and Cultural Heritage (AACH) Avoid, protect and/ or minimise impacts to designated archaeological, architectural, and cultural heritage resources, including their setting and enhance and conserve heritage assets.	**AACH:** Changes to Record of Protected Structures (RPS), and Record of Monuments and Places (RMPs) being protected and/ or negatively impacted resulting from projects developed under the Plan.	**AACH:** No negative or unauthorised effects on any entities listed on the RPS and RMPs from any projects developed under the Plan.	• Local authority/ ABP planning application decisions relating to projects developed under the Plan. • Visitor management plan relating to projects. • Fáilte Ireland (annual review): Tourism performance reports, visitor surveys, any relevant monitoring programme. • Local Authority Development Plans record of protected structures (RPS) (updated every six years). • Record of Monuments and Places.	• Review internal systems and, if necessary, the Plan. • Promote environmentally responsible tourism practices, and have campaigns prepared to assist remedial action, if necessary • Project promoter to consult with the Conservation Officer or Heritage Officer for Wexford County Council, if required.
Landscape (L) Avoid conflicts with the protection of designated and sensitive features of note in landscapes and sensitively manage landscape change through sustainable planning.	**L:** Number of negative landscape or visual impacts resulting from projects developed under the Plan.	**L:** Avoid negative landscape and visual impacts on the environment, particularly protected landscapes or protected views.	• Visitor management plan relating to projects. • Fáilte Ireland (annual review): Tourism performance reports, visitor surveys, any relevant monitoring programme. • Local authority/ ABP planning application decisions relating to projects developed under the Plan.	• Review internal systems and, if necessary, the Plan. • Promote environmentally responsible tourism practices, and have campaigns prepared to assist remedial action, if necessary.

APPENDIX TWO
WEXFORD DESTINATION AND EXPERIENCE DEVELOPMENT PLAN

SUPPORTING CURRENT POLICY AND PLANNING

In order to support the ambition around sustainable destination growth, the Wexford DEDP is designed to guide the destination and its stakeholders through a five year development focus through continuous improvement and experience innovation. The Wexford DEDP is aligned with a number of existing strategies, policy and industry reports. They include;

- Fáilte Ireland Strategic Plan
- Ireland's Ancient East Draft Regional Tourism Development Strategy 2023-2027
- 'People, Place and Policy: Growing Tourism to 2025' Department of Transport, Tourism and Sport
- Our Rural Future: Rural Development Policy 2021 – 2025
- Tourism Action Plan 2019 – 2021
- Actions to Promote Sustainable Tourism Practices 2021 - 2023
- Strategy for the Future Development of National and Regional Greenways
- National Physical Activity Plan 2013 – 2025
- Wexford County Development Plan 2022 – 2028
- County Wexford Tourism Development Strategy (2019 – 2023)

FÁILTE IRELAND CORPORATE PLAN AND REGIONAL TOURISM DEVELOPMENT STRATEGIES (2023-2027)

Fáilte Ireland's Corporate Plan is the basis for national tourism development supported by Regional Tourism Development Strategies (2023-2027) for each of the four regional brands.

PEOPLE, PLACE AND POLICY: GROWING TOURISM TO 2025
People, Place and Policy:

Growing Tourism to 2025' includes a focus on growing visitor numbers, overseas revenue and employment. In achieving these, the plan also addresses the challenges of seasonality, regional dispersion of visitors and sustainability. This policy statement is centred on Ireland achieving its full potential as a destination for overseas tourism. However, it is recognised that the domestic tourism market underpins the range of visitor accommodation and services that provide competitive advantage to Ireland in the international market and many of the measures contained in this statement will similarly benefit the domestic tourism sector.

OUR RURAL FUTURE: RURAL DEVELOPMENT POLICY 2021-2025

The policy provides a framework for the development of rural Ireland over a five year period. The role of tourism in local and regional economies is recognised as being of an importance that 'cannot be understated'. The aim of growing the tourism offering and developing outdoor activity tourism are highlighted in the policy. Particular relevant policy measures include:

- Maximising resources and strengths in the Green Economy to support employment opportunities for rural communities across a range of areas including sustainable tourism (Policy Measure 26)
- Further development of the Fáilte Ireland Experience Brands including the Ireland's Ancient East by strengthening Ireland's image as an outdoor activity holiday destination for both domestic and international markets (32)
- Investment in greenways, blueways, walking trails and other outdoor recreation infrastructure to support the growth in outdoor recreation tourism (36)
- Expansion of the Walks Scheme to achieve a target of at least 80 trails (38)
- Explore the potential for the development of further tourist trails, including cross-border trails and initiatives (39).

TOURISM ACTION PLAN 2019-2021

The action plan developed by the Irish government's Sustainable Tourism Working Group sets out the ambition that 'Ireland will seek to be amongst the world-leaders in sustainable tourism practices', setting out eight guiding principles for sustainable tourism development in Ireland.

1. All of government will work together with industry towards achieving a sustainable tourism sector.

2. Sustainable tourism growth will be achieved in a manner that focuses on overall economic benefit ahead of the number of tourists.

3. Tourism will support economic growth in communities throughout the country and with a greater spread of demand across the year.

4. In delivering high quality tourism experiences that exceed our visitors' expectations, we will do so in a manner that minimises any negative environmental or community impacts.

5. As custodians of our natural landscape and of our historic and cultural assets, we will protect them for the next generation.

6. Responsible behaviour by our visitors will be encouraged to maximise the mutual benefit of tourism to Ireland's people and place.

7. The tourism sector will support and promote efforts to move to more sustainable forms of transport to, and around Ireland.

8. The tourism sector must play its part to help deliver Ireland's commitments under the Paris Agreement on Climate Change.

ACTIONS TO PROMOTE SUSTAINABLE TOURISM PRACTICES 2021-2023

The objectives of this plan are to identify actions which promote sustainable tourism practices, establish new research methods and form a clear narrative for communication about the sustainability agenda. Actions are grouped under the seven themes of policy, evidence base, environmental impact, awareness and education, business planning, destination management, and sales and marketing. As per Action 23 of the plan, the guiding principles for sustainable development are embedded in this DEDP. It is also a further action of this DEDP that local stakeholders are aware of opportunities to maximise the potential of nature based solutions identified by Action 27 of the plan.

STRATEGY FOR THE FUTURE DEVELOPMENT OF GREENWAYS

The objective of the Greenway strategy is to assist in the strategic development of nationally and regionally significant Greenways in appropriate locations constructed to an appropriate standard in order to deliver a quality experience for all Greenway users. It also aims to increase the number and geographical spread of Greenways of scale and quality around the country over a 10 year period with a consequent significant increase in the number of people using Greenways as a visitor experience and as a recreational amenity.

NATIONAL PHYSICAL ACTIVITY PLAN (2013-2025)

The NPAP (Get Ireland Active) aims to increase physical activity levels across the population thereby improving the health and wellbeing of people living in the country. The Plan sets targets for annual increases in the level of daily physical activity across a range of ages and abilities to achieve the National Guidelines on Physical Activity for the country supported by eight action areas developed to encourage greater participation in physical activity. Key relevant actions in the Plan include:

- Action 32: Develop and promote walking and cycling strategies in each Local Authority area.

- Action 36: Prioritise the planning and development of walking and cycling and general recreational/physical activity infrastructure.

- Action 37: Explore opportunities to maximise physical activity and recreation amenities in the natural environment.

WEXFORD COUNTY DEVELOPMENT PLAN 2022-2028

The Wexford County Development Plan 2022 – 2028 sets out how the county will grow and develop over the six year period of the plan.

Chapter Seven of the Plan sets out the spatial planning strategy and objectives to guide and facilitate sustainable tourism development in the County. The plan also recognizes the interaction between tourism development and the effects of climate change in the context of potential future weather events and sustainable travel opportunities for the visitor.

Tourism related objectives in the Development Plan are distributed across a number of themes, including;

Strategic Objectives

A number of strategic objectives included in the Development Plan include the development of DEDPs, and implementation of the existing County Wexford Tourism Strategy. The protection of natural, built and cultural features is highlighted as is increasing the accessibility at tourism sites and facilities for all regardless of age, size or ability.

Locations for Tourism

- Tourism in Towns and Villages: Tourism objectives in relation to towns and villages include the development of high quality accommodation together with attractions and tourist related commercial and retail.

- Rural Based Tourism: The plan objectives identifies niche activity opportunities that may be considered for development. These include, but not limited to activities relating to food, forestry, crafts, ecotourism and agritourism, health and wellbeing retreats, and equestrian activities.

- Tourism in Coastal Areas: The plan seeks to support the development and promotion of coastal towns and villages in line with the County Wexford Tourism Strategy. Particular focus is made of the experience offering in Courtown, Curracloe, Rosslare, Kilmore Quay and the Hook Peninsula.

Specific Tourism Development

The Plan identifies four greenway/active travel routes under development within the Council. Projects comprise Rosslare to Waterford, New Ross to Waterford, Wexford Town to Rosslare Strand and Wexford Town to Curracloe. The Plan notes that Blueway feasibility studies are underway for a River Slaney Blueway from Enniscorthy to Wexford Town, with potential extension to Bunclody.

Other specific tourism objectives include;

- Walking trails in the Blackstairs Mountains, as part of the wider development of new and expanded outdoor activities such as walking and cycling trails, hiking routes, water sports and bird watching in the county.

- Realising the full potential of the Slaney and Barrow rivers.

Business Tourism

The plan supports development of business tourism calling out support for the development of conference facilities in appropriate locations in the county.

Creative Arts, Culture and Food Tourism

The plan seeks to protect, develop and expand tourism across the arts, culture and food sectors, noting the diverse range of arts and culture in the county alongside economic value of food and beverage consumption.

It is an objective of the plan to facilitate the development of film related tourism in the county. It is also objective of the plan to support the growth of Food Tourism activities and facilitate the development of a Wexford Food Trail.

Tourism Accommodation

It is an objective of the Plan to facilitate the provision of proportionate high quality accessible tourist accommodation and the expansion/upgrade of existing hotels, guesthouses, hostels and B&Bs where the use and scale of the tourist accommodation is appropriate to and in keeping with the scale and character of the settlement.

The strategy was centred on five key elements:

- Establish the most compelling clustered experience of Ireland's Ancient East.
- Develop Wexford Town's profile as a unique and vibrant maritime town.
- Establish Wexford's contemporary coastal experience.
- Culture and heritage development.
- Creation of a new and unique, original iconic experience.

COUNTY WEXFORD TOURISM DEVELOPMENT STRATEGY (2019-2023)

The Plan set out the vision for tourism across the county over the period from 2019 to 2023. The overall aim of the strategy was to develop the county to be one of Ireland's most compelling tourism destinations and in doing so improving the quality of life of the population. The strategic goal identified for development of the visitor experience was to 'strengthen, develop and elevate Wexford's range of compelling, unique and must-do visitor experiences, creating real standout and competitive differentiation.'