

July/August 2017 Edition



Fáilte Ireland



Your Latest Update from Fáilte Ireland

As **visitor numbers continue to climb** we have been working on some new projects all aimed at delivering more visitors, particularly outside of the summer season.

This month's newsletter includes updates on our latest report on **Visitor Accommodation in Dublin**, the new **Wild Atlantic Way Cycle Sportif**, the recent **Ireland's Ancient East Banquet** in Oxford, and **two new Dublin Discover Trails** opening up the Northside of the city to visitors. We have also been working with you to **develop experiences** across the country, hosting media and influencers from **China, Qatar, New Zealand** and **the US** and ensuring **Dublin visitors** can expect the best when they get here.

Also, for accommodation providers – don't forget our **renewal dates** are now available and coming up in September and October.

Latest Report on Accommodation Capacity in Dublin

We have just published our *Analysis of Visitor Accommodation in Dublin 2015-20* report on the future pipeline of Dublin Hotel accommodation which presents the most up to date projections on additional hotel capacity anticipated to come on stream in Dublin. **Find out what the report projects here.**



Cycle Sportif to Unlock Wild Atlantic Way as Cycle Destination

We have teamed up with cycling socialist's **Ride Wild** to launch the **new Wild Atlantic Way Cycle Sportif** – a series of bi-annual cycling events along the coastal route (from Kinsale in West Cork to Muff in Donegal) which will promote the Wild Atlantic Way as a cycling destination internationally and domestically and attract visitors across the full length of the route during off season months. **Find out more about this new partnership here.**



New Northside Trails to Open Up Dublin's Inspiring Places

Visitors can now explore the hidden histories and inspiring sites of Dublin City's Northside as two new free Dublin Discovery Trails were launched this week. The new trails – *'Iconic Sights, Hidden Highlights'* and *'Inspiring Spaces, Hallowed Places'* are designed to provide more ways for visitors to discover some of the most interesting sites and attractions located on this side of the city and have been developed in conjunction with Dublin City Council and Dublin Northside Attractions (Dublin's DNA). [Find out more about the new trails here.](#)



Ireland's Ancient East Banquet Delights at Oxford

Ireland's Ancient East and its rich food ingredients were on the menu at the [Oxford Symposium on Food & Cookery](#) recently as four Irish chefs, with the support of Fáilte Ireland and the Boyne Valley Food Series, hosted a welcome dinner for up to 265 international delegates. The Oxford Symposium is an annual week-long conference on food, its culture and its history which attracts a broad range of international scholars, journalists, chefs, scientists, sociologists, anthropologists and committed 'foodie' amateurs making it a great place to showcase the unforgettable local produce and culinary innovation that exists in Ireland's Ancient East. [Find out what was on the menu here.](#)



Getting Familiar with Ireland

Groups of influential media and buyers have been getting familiar with Ireland as they explore all that the country has to offer. Among those visiting in July were China's largest e-commerce start-up [Mogujie](#); a group of influential media and social media influencers from [Qatar](#) and



Visitors to Dublin can Expect More

In Dublin our [Champions Programme](#) is going from strength to strength this month with almost 600 front-line staff now armed to help visitors uncover the city and counties hidden stories ([see what the latest group of Dublin Champions got up to here](#)) and experiences while over 150

Australia; US golfing media with a combined reach of 20 million and sisters Karena and Kaset Te Awa Bird, **MasterChef New Zealand Winners** from 2014.

Dublin trade had the chance to familiarise themselves with the extensive Dublin festival and event offering at our **Dublin Festival Showcase**.



Developing Experiences in Ireland's Ancient East

We've been working with a number of different groups across Ireland's Ancient East to deliver the best visitor experience possible in the region. A new [Visitor Experience Development Plan](#) focussing on the rich heritage associated with our castles, conquests and Vikings has been initiated with over 50 interested parties while [design and craft](#) businesses throughout the region met in Kilkenny to consider how their craft experience can meet the needs of the visitor in a way that will help them grow their business.



Renewal Dates for Accommodation

The renewal deadlines for our statutory and listed accommodation sectors are now available. If your accommodation requires renewal the following dates will be important to you:

- Statutory Renewals - 15 October 2017
- Listed Renewals - 11 September 2017

[Find out how to renew and more here](#)

© Failte Ireland. Registered Address Details: 88-95 Amiens Street, Dublin 1, Ireland.

Company No. 236708

T: 1800 24 24 73 E: CustomerSupport@failteireland.ie

[View Online](#) / [Unsubscribe](#)

