

Cathair na Gaillimhe | Galway City

Destination and Experience Development Plan

Plean Forbartha Cinn Scríbe agus Eispéiris Chathair

2025-2030



Table of contents Clár ábhar

Executive Summary Achoimre Fheidhmeach..... 1

What the Plan is addressing
Cad atá á dtabhairt faoi ag an bPlean..... 2

Framework Creat..... 3

Strategic Pillars Piléir Straitéiseacha..... 4

Destination Catalyst Projects
Tionscadail Chatalaíocha Cinn Scríbe..... 7

Destination Enablers Cumasóirí Cinn Scríbe..... 9

Vision Fís 2034..... 10

Target Outcomes Spriocanna..... 11

Action Plan Plean Gníomhaíochta

- Catalyst Projects *Tionscadail Chatalaíocha*..... 13

- Enabling projects *Tionscadail Cumasóirí*..... 24

Our Partners Ár gComhpháirtithe..... 36

Wild Atlantic Way Team
Foireann Shlí An Atlantaigh Fhiáin

Miriam Kennedy,
Head of Wild Atlantic Way
miriam.kennedy@failteireland.ie

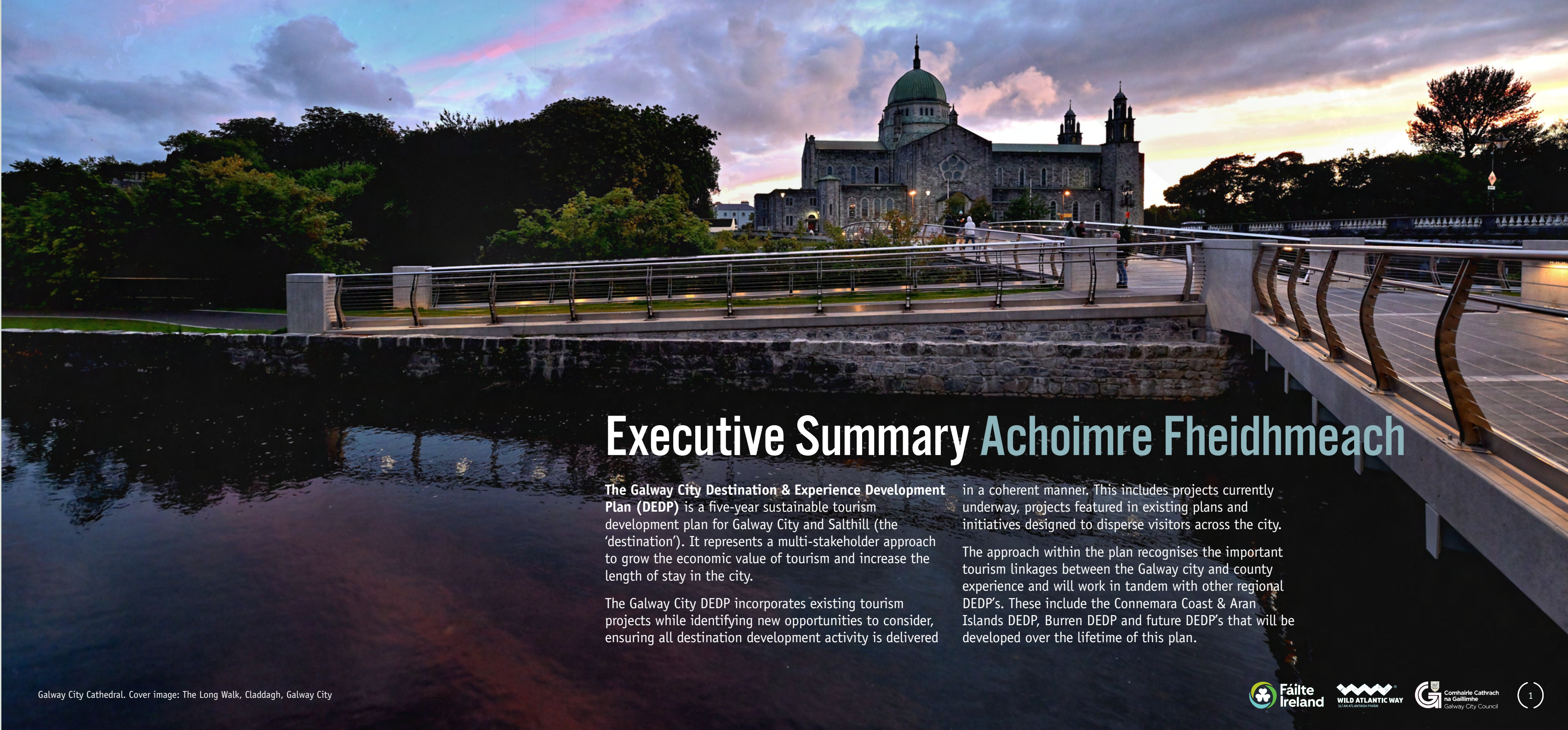
Margaret Jenkins
Manager, Wild Atlantic Way
margaret.jenkins@failteireland.ie

Letitia Wade
Officer, Wild Atlantic Way
letitia.wade@failteireland.ie

Agnes O'Donnell
Project Support, Wild Atlantic Way
agnes.odonnell@failteireland.ie



Scan QR code for access to the full document online



Galway City Cathedral. Cover image: The Long Walk, Claddagh, Galway City

Executive Summary Achoimre Fheidhmeach

The **Galway City Destination & Experience Development Plan (DEDP)** is a five-year sustainable tourism development plan for Galway City and Salthill (the ‘destination’). It represents a multi-stakeholder approach to grow the economic value of tourism and increase the length of stay in the city.

The Galway City DEDP incorporates existing tourism projects while identifying new opportunities to consider, ensuring all destination development activity is delivered

in a coherent manner. This includes projects currently underway, projects featured in existing plans and initiatives designed to disperse visitors across the city.

The approach within the plan recognises the important tourism linkages between the Galway city and county experience and will work in tandem with other regional DEDP’s. These include the Connemara Coast & Aran Islands DEDP, Burren DEDP and future DEDP’s that will be developed over the lifetime of this plan.

What the Plan is Addressing

Challenges to Address



















- Limited number of daytime saleable experiences and limited indoor / ‘rainy day’ activities in the city.
- Growing the value of the daytime tourism economy for city businesses.
- Visitor flow outside of the core city centre area not distributing the value of tourism across the city.
- Ensuring consistency in how the city is presented to the visitor and addressing the challenges of urban centre dereliction.
- Lack of sense of arrival and destination welcome at transport hubs.
- Sustainable festival support structures and access to permanent venues contributing to the city’s profile as an international festival and event city.
- Range of motivational visitor attractions to appeal to domestic and international visitors.
- Traffic management affecting the reputation of the destination.
- Limited access to water and ‘on water’ activities.
- Developing a new enterprise focus on city based Urban Green and Blue Activities e.g. encouraging tourism businesses focused on water experiences.
- Attracting investment in new accommodation and associated critical infrastructure e.g. utilities, wastewater etc.
- The need to balance environmental objectives versus creating new visitor experiences and meeting visitor expectations around sustainable tourism practices.
- Industry digital presence and destination consistency in the delivery of online communications.
- Access and visibility of tourism information services in the city centre.



River Corrib looking to West End

Framework Creat

Vision: Galway is the beating heart of the West – where coastal charm, cultural vibrancy, and a deep connection to nature and heritage create a city that dances to its own rhythm

STRATEGIC DEVELOPMENT PILLARS	DESTINATION CATALYST PROJECTS		DESTINATION ENABLING PROJECTS		OUTCOMES	
 Day Time Visitor Experiences	 Galway Museum & City Attractions	 Bilingual City	 Galway Tribes - Saleable Experiences	 Accommodation	 New Day and Evening Time Visitor Experiences	 Bilingual City Experience
 City Village & Neighbourhoods	 Vibrant Galway Neighbourhoods	 Festivals & Events	 Tourism Industry & Network Development	 Regional DEDP Collaboration	 Galway Museum Experience	 Festivals & Events Structures
 Galway City of Tribes: Culture, Festivals & Events	 Destination Visitor Orientation	 Cultural Venue / Arts Focal Point	 Galway Food Destination	 Business Events	 Galway City Neighbourhoods	 International Food Destination
 Atlantic & Galway Waters	 Indoor Food Market	 Galway Waters Experience	 Urban Green and Blue Activities	 Sustainable Tourism	 Land and Water Outdoor Activity Experiences	 Sustainable Tourism Development

Strategic Pillars *Piléir Straitéiseacha*

To address these challenges and grow the year-round value of tourism in Galway City, four strategic development pillars have been identified.



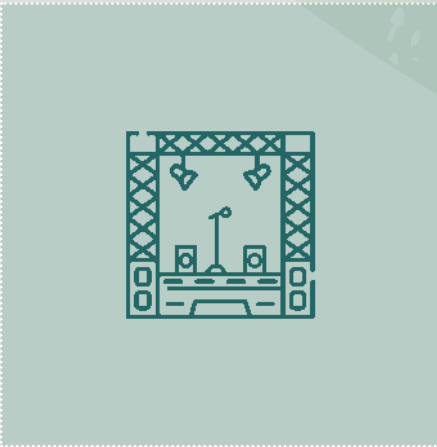
Developing the Day Time Visitor Experiences:

- Capitalise on the large scale investment in the Galway Museum and examine opportunities for new indoor and outdoor day time visitor experiences.



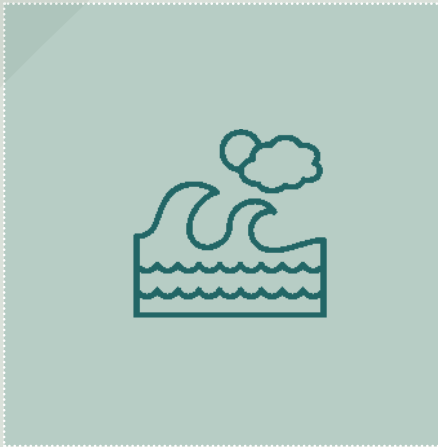
Linking City, Village and Neighbourhoods:

- Disperse visitors throughout the city by linking the City, Salthill Village and Galway Neighbourhoods building on the uniqueness of Galway communities and City Neighbourhoods as part of the city experience



Galway City of Tribes: Culture, Festivals & Events:

- Grow the number of visitor experiences and adopt the theme of the City of Tribes, Culture and Creativity to differentiate the Galway visitor experience and build on the Capital of Culture legacy.



Atlantic & Galway Waters:

- Build on the heritage of Galway as a maritime city to create opportunities for the visitor to engage with our Atlantic and Galway waters.



Blackrock Beach, Salthill, County Galway



Kirwans Lane, Galway City

Destination Catalyst Projects Tionscadail Chatalaíocha Cinn Scribe

1. Galway Museum and City Attractions

Maximise the investment in the Galway Museum to become a key attraction for the City.



2. Vibrant Galway Neighbourhoods

Develop the capabilities of Galway City tourism networks to build on the uniqueness and character of their neighbourhoods to deliver unique day and evening time city experiences.



3. Destination Visitor Orientation

Develop a destination wide approach to visitor orientation that motivates visitors to explore the city neighbourhoods, city attractions and disperse the economic benefits of tourism across the city.



4. Food Market/ Food Hall

Develop an indoor food market in Galway City to contribute to its reputation as an international food destination.

Destination Catalyst Projects

Tionscadail Chatalaíocha Cinn Scribe

5. Bilingual City

Grow the visibility of the Irish language as part of the Galway city visitor experience and leverage the uniqueness of the Bilingual City status.



6. Festivals and Events

Establish Galway City as Ireland's Festivals and Events hub supported by the resources and infrastructure required to sustain year round programming.



7. Cultural Venue / Arts Focal Point

Undertake a site options assessment and feasibility analysis to develop a Galway Municipal Arts and Culture venue.



8. Galway Waters Experience

Deliver a coordinated approach to enhance and develop Galway's water themed experiences and attractions.



Destination Enablers

Cumasóirí Cinn Scribe

1. City of Tribes Stories & Saleable Experiences

Increasing the number of saleable experiences available for visitors across the city to grow the value of the day and evening time tourism economy for Galway City.

2. Tourism Industry & Network Development

Develop the capabilities and skills of the tourism industry in the areas of embracing digital platforms, saleable experience development, cluster development and network development.

3. Galway Food Destination

Leverage Galway's reputation and profile for food and become recognised as a national food tourism destination animated by great food experiences.

4. Urban Green and Blue Activities

Develop Galway's urban outdoor activity experience profile by maximising the investment in the PFG 2 - Facilities Centres for Water Sports Activities and Terryland River Corrib - River Facilities, the Greenway and the Galway City Blueway.

5. Accommodation

Working with the public and private sector to grow the accommodation stock across Galway City to enhance its role as a hub for the wider county and regional destination.

6. Regional DEDP Collaboration

Ensure a consistent approach between all DEDP's and how they impact on the visitor experience. Regional DEDP collaboration will focus on increasing the value of tourism and the role of Galway City as an access point for neighbouring destinations.

7. Business Tourism

Continue to develop the appeal of Galway City as a business tourism destination working in partnership with local industry and the Galway Convention Bureau.

8. Sustainable Tourism

Develop a collective destination wide approach to sustainable tourism and ensure we protect the special character of Galway City's urban natural heritage.



Vision Fís 2034

A city that dances to its own rhythm, Galway blends the raw beauty of the Atlantic with a carnival-like atmosphere that makes every visit an adventure. From its cobbled streets to its vibrant neighbourhoods, visitors can partake in numerous indoor and outdoor experiences where they can engage with Galway's creativity, its colour and its love of the unexpected.

Festivals celebrating music, art, culture and food bring locals and visitors together in a place where bohemian spirit meets coastal charm. Galway is also deeply committed to protecting and enhancing its natural environment, embracing eco-tourism, sustainable practices, and initiatives that create net positive benefits for both nature and local communities.

Galway effortlessly blends age old traditions with modern science and technology creating a constantly evolving energy that visitors love. Water continues to define how this city lives from the River Corrib to Galway Bay and the canals in between, telling the story of our merchant past and our maritime future.

Gaillimh proudly shares its bilingual identity where visitors will come away with a cúpla focail and an understanding that Gaeilge is a living language here. Galway is not just a city; it's the beating heart of the West.



Blackrock Diving Tower, Salthill

Target Outcomes Spriocanna

- Increased levels of visitor dispersion across the city.
- Growth in the number of day and evening time visitor experiences.
- Investment in visitor attractions and activities growing the appeal of the destination in international and domestic markets.
- Active tourism networks growing the profile and appeal of Galway City neighbourhoods.
- Growth in the city's activity base to strengthen the appeal in the family market.
- Elevated status as a Bilingual City and a point of differentiation in the Galway visitor experience.
- Development of the structures to support and sustain an authentic calendar of festivals and events.
- Galway City is a celebrated food destination for casual, locally sourced urban dining experiences.
- Agreed approach to sustainable tourism development embraced by our visitors, tourism industry and local community.



Galway International Arts Festival

Action Plan Plean Gníomhaíochta

Galway Museum

Action Plan Plean Gníomhaíochta

Catalyst Project 1 - Galway Museum & City Attractions

	Project	Action	Time	Lead	Partners
1.1	Galway Museum	Deliver sustainably a best-in-class visitor experience at Galway Museum to maximise the significant investment in the existing museum and the adjacent Comerford House, Spanish Arch experience and wall walk, and construction of a new three-storey building contiguous to Comerford House, incorporating the Sea Gate archaeological site.	2027/2029+	GM	FI, GCC
1.2	Galway Museum and public realm - iconic Galway sites	Deliver an iconic visitor experience at the Galway Museum by introducing the visitor to the many stories, heritage and ‘tribes’ of Galway.	2027/2029+	FI	GCC
1.3	Signature Visitor Experiences	Undertake an analysis of the opportunity for Galway to develop signature visitor attractions for the city centre linked to the themes of culture, creativity and science. This will include concept and feasibility analysis of possible locations and future options to consider e.g. a Macnas visitor experience in Galway City.	2027/2028	GCC	FI
1.4	University of Galway Visitor Experience	Undertake a feasibility analysis on developing the visitor experience at the main University of Galway campus to ensure the campus is an integral part of the Galway city visitor experience. Undertake an assessment of the potential of existing displays and university department museums to create new on campus visitor experiences.	2026/2027	FI, UoG	



University of Galway

Action Plan Plean Gníomhaíochta

Catalyst Project 2 - Vibrant Galway Neighbourhoods

	Project	Action	Time	Lead	Partners
2.1a	Galway Tribes - Streets and Lanes	Undertake a review of the requirements to develop a Galway Tribes / Living City project on the streets and lanes to highlight the personalities of the local neighbourhoods and highlighting the character of the people living in Galway City. The story of City of the Tribes should be widely embraced across the neighbourhoods and by the tourism industry to bring the stories back to life.	2026/2027	PS	GNN, GCC, GTGA, FI
2.1b	Evening Time Innovation	Develop the evening time opportunity by developing distinctive neighbourhoods evening experiences to grow the city wide programme of evening time activity by supporting the Nighttime Economy Officer.	2026/2027	NTEO, NTES	FI, PS, GNN
2.1c	Evening Time and Venues	Assess the opportunity to develop a programme of evening time performances in iconic Galway venues and sites as part of the development of evening time economy linked to Galway's profile for culture and creativity.	2026/2027	NTEO, NTES	FI, PS, GNN
2.1d	Enhancement of place	Undertake an assessment of the requirements to enhance the presentation of city centre buildings and the rejuvenation of sites that contributes to the sense of vibrancy across the various neighbourhoods in Galway.	2025-2028	GCC	GNN
2.1e	Outdoor dining	Review the current outdoor dining opportunities in the city and review the current policies to identify new opportunities through the Galway Neighbourhoods initiative to strengthen the appeal of Galway as a dining and food destination.	2026/2027	GCC	GNN
2.2	City to Salthill Orientation	Enhance the orientation and visitor experience from the City to Salthill to encourage increased visitor footfall from the city to Salthill.	2026/2027	GCC	
2.3	Woodquay Urban Regeneration	Deliver the projects that will impact positively on the visitor experience to Galway through the Woodquay Urban Regeneration investment and PFG 2 - Facility Centres for Water Sports Activities Scheme. This will include access to the bus connects, Woodquay plaza, Blueway, Greenway, PFG 2 Facility Centres for Water Sports Activities, University campus, Nuns Island.	2026-2030+	GCC	
2.4	Augustine Hill Urban Regeneration	Examine the visitor experience and destination enhancement opportunities for tourism, culture and food as part of any future urban regeneration of the Augustine Hill area and identify how it can contribute to the development of Galway City as a tourism destination. This will include the examination of a visitor attraction, food experiences and cultural facilities.	2027-2029+	PS	

Catalyst Project 2 - Vibrant Galway Neighbourhoods

	Project	Action	Time	Lead	Partners
2.5	Claddagh Ring Experience	Develop a Claddagh Ring experience telling visitors the story of the origin of the ring linked to the story of Galway City.	2026	FI	GTGA, PS
2.6	Outdoor Performance Spaces	Undertake a review of existing and new outdoor performance & event spaces across the city and develop a plan for year round usage and understand associated opportunities and challenges to address. The assessment will also include the identification of potential new spaces and maximising the investment in urban regeneration funding delivering new outdoor performance space across the city.	2026/2027	GCC	
2.7	Festival / Event Programme & Neighbourhoods	Host elements of Galway festivals and events programming across a mix of Galway neighbourhoods that will encourage attendees to explore more of the city e.g. mix of festival/ event programmes linked to the neighbourhood's theme e.g. Ukulele, Oyster Festival, Blas festival	2026-2029	PS	GCC
2.8	Music in the City Experience	Review the requirements to create a year round Galway Trad Trail and Music City Trail.	2027/2028	PS	FI
2.9	Medieval Galway	Examine the visitor experience potential of a trail linking the Medieval points of interest across the city e.g. Medieval Stones of Galway incorporating Browne's Door and the Medieval Stones of Galway story into future public realm projects.	2029+	GCC	



Action Plan Plean Gníomhaíochta

Catalyst Project 3 - Destination Visitor Orientation

	Project	Action	Time	Lead	Partners
3.1	Destination Town Project	Complete the visitor orientation project under the Destination Town to create a Galway outdoor museum connecting with the Galway neighbourhoods.	2025/2026	GCC	FI
3.2	City Centre Orientation	Deliver a programme of public realm enhancements incorporating visitor orientation to ensure that the city centre visitor experience plays a role in visitor dispersion across the city.	2026-2030+	GCC	
3.3	City Pedestrianisation	Examine the short term to long term opportunities for the pedestrianisation of areas within the city that open up new visitor experiences and encourage greater dispersion of visitors across the city during the daytime and nighttime. This will include the pedestrianisation of Middle Street and Cross Street on a full time basis and identify how they can contribute to the visitor experience in the city.	2026-2030+	GCC	



Catalyst Project 3 - Destination Visitor Orientation

	Project	Action	Time	Lead	Partners
3.4	Nighttime Economy Accessibility and Inclusivity	Explore collaboration opportunities with businesses within the Nighttime Economy, and tourism and hospitality sectors generally, to raise awareness and encourage practical steps to be taken at business level to improve accessibility and inclusivity for all visitors.	2026/2027	NTEO, NTES	
3.5	Galway Welcome Sites	Develop a Galway Welcome programme to ensure a stronger sense of arrival and welcome to Galway at key arrival points and on the approach to the city. The project will identify key sites to create a sense of welcome to Galway City as an international visitor destination. The project will also link with future transport infrastructure e.g. Ceannt Station. The Galway Welcome initiative will also align with future city destination branding.	2025-2028	IR	FI, GCC
3.6	Galway Creative & Culture Route - Arts and Science Trail	Undertake an assessment of the requirements to create a creative culture city trail linked to the MedTech profile and creative expertise in Galway to deliver a creative arts and science trail / visitor experience in Galway.	2026/2027	FI, PS, CUG	
3.7	Destination Visitor Orientation	Develop a city mapping approach linked to the Galway / Gaillimh brand and apply the branding to all future mapping and visitor orientation activity.	2026/2027	GCC, FI	PS
3.8	Tech & Smart City	Undertake a review of compatibility of current visitor wayfinding and orientation with Google Maps and identify how visitors are influenced pre-visit and while in the destination to explore the wider area.	2027/2028	GCC, FI, PS	
3.9	Galway City Tourist Information Office	Undertake an assessment of a suitable location in Eyre Square for a Discover Ireland tourist information office.	2026	FI	GCC, PS

Catalyst Project 4 - Food Market / Hall

	Project	Action	Time	Lead	Partners
4.1	Galway Food Market	Support the development of a year round indoor food market for Galway that will accommodate a daytime and night market.	2026/2027	PS	GCC, FI

Action Plan Plean Gníomhaíochta

Catalyst Project 5 - Bilingual City

	Project	Action	Time	Lead	Partners
5.1	Gaeltacht City Experience Development	Develop a Bilingual City Gaeilge tourism experience toolkit that integrates the Irish language further into the Galway City visitor experience with a primary focus on assessing the viability of an Irish language festival to be hosted as part of the profiling of Galway as Ireland’s Bilingual City with potential to incorporate living Irish culture aspects including traditional music, song and dance and language-based events.	2026/2027	GLG	FI
5.2	Urban Gaeltacht Experience	Develop an Irish language tourism itinerary for Galway City, and a programme of Irish language weekends to create the Urban Gaeltacht experience for visitors combining the Irish language, music and other cultural activity e.g. Trad on the Prom.	2026/2027	FI	GLG, PS, TOTP
5.3	Ionad Gaeilge Visitor Experience	Undertake a feasibility analysis of the development of an Ionad Gaeilge and visitor experience focused on the Irish language in Galway City.	2027/2028	GLG	FI
5.4	Irish language Saleable Experiences	Develop a suite of saleable Irish language experiences, building on the Fáilte Ireland Gaeilge agus Fáilte project working on experience development to bringing the experiences to market.	2026/2027	GLG	FI



Traditional Irish Music, Taaffes Bar

Catalyst Project 6 - Festivals & Events

	Project	Action	Time	Lead	Partners
6.1	Galway’s Festival and Event Strategy	Assess the Festival and Events offering of Galway City and identify potential areas for further growth by creating a Festival and Events team within City Hall. Adopt a strategic approach for existing festivals in Galway City that will deliver a strong portfolio of Festivals and Participative Events that are rooted in the destination and unique to Galway City thus creating an authentic year-round (excluding July and August) Festivals and Events calendar, with a few selected as Hero’s to headline the City of Tribes.	2026/2027	GCC	PS
6.2	Festival Audit	Undertake an audit of all festivals in Galway to assess the capability, type, scale and ambition of Festivals. Identify Festivals within this cohort that have the resources, capability and ambition to grow. Identify the potential around ensuring festivals take place throughout the year to tackle seasonality challenges. A focus of this could be to also build on existing one day events to expand into two day festivals or more.	2026/2027	GCC	FI
6.3	Year Round Festival Venue	Maximise the opportunity of the Galway International Arts Festival for Galway City through the identification / development of a showcase venue suitable for the event as part of the scoping study on the current Cultural infrastructure in Galway City. Leverage the international and domestic tourism profile opportunity provided by the Galway International Arts Festival for Galway and establish a suitable venue as a proposition capable of hosting events year round.	2027-2029+	GCC	FI, PS
6.4	Christmas in Galway	Develop the destination’s capacity to grow the Christmas in Galway programme and maximise the value of the event by increasing the range of things to do and see in establishing Galway as Ireland’s Christmas destination.	2026/2027	GCC	FI
6.5	Galway Races and City Engagement	Deliver an annual city / neighbourhoods engagement programme around the Galway Racing Festival to ensure a connection between the event and the city.	2026/2027	PS, GR	FI, AGS, GNN
6.6	Off-peak Events	Maximise the off-peak event opportunity for Galway through a packaging focus around Events in the shoulder season e.g. Connacht Rugby, Race Meetings, GAA, Galway United, Christmas Market, Comedy Festival, Blas, Tonnta.	2026/2027	GR, PS, CR	FI, GCC
6.7	Galway Bank Holidays	Devise a strategic approach to grow the destination’s ownership of the bank holiday calendar where international and domestic visitors will consider Galway as Ireland’s destination for bank holiday weekends. The bank holiday development approach will focus on protecting the reputation of Galway as a leading bank holiday destination by providing more things for visitors to do and see during these periods.	2027/2028	GNN	FI

Action Plan Plean Gníomhaíochta

Catalyst Project 6 - Festivals & Events

	Project	Action	Time	Lead	Partners
6.8	Outdoor / Active Festivals	Develop Festivals within the Outdoor Active cohort – looking primarily at sea swimming, rowing, sailing and kayaking. This will assist the natural landscape (e.g. coastline and waterways) in offering sustainable tourism products on a year round basis.	2026/2027	PS	GCC, FI, CB



Catalyst Project 7 - Cultural Venue / Arts Focal Point

	Project	Action	Time	Lead	Partners
7.1	Municipal Cultural Venue	Undertake a scoping study on existing cultural infrastructure in Galway City followed by feasibility analysis of a Municipal and Cultural venue for Galway City.	2026/2027	GCC	
7.2	Merchant’s Road	Deliver a new cultural experience in the venue proposed as part of the Merchants Road Lower development.	2025-2028	GCC	
7.3	Dominic Street	Integrate new cultural infrastructure into the proposed Galway Creative and Culture Route across the city to demonstrate the depth of cultural assets accessible by visitors during the day and evening.	2025-2028	GCC	
7.4	The ‘Manse’ Nuns Island Theatre	Deliver the cultural infrastructure at The Nuns Island Theatre on Nuns Island.	2027-2030+	GCC	
7.5	Galway Cultural Venues	Co-ordinate and promote the year round programming across Galway’s cultural venues and opportunities to package culture events and performances around the off-peak periods.	2026/2027	GCV, GCC	FI, PS



Action Plan Plean Gníomhaíochta

Catalyst Project 8 - Galway Waters Experience

	Project	Action	Time	Lead	Partners
8.1	Leisureland	Deliver a framework for Leisureland & Salthill Park that will maximise its potential for the local community and attract visitors on a year round basis to Galway and develop a Vision that provides the basis for future master planning.	2026/2027	GCC	SV
8.2	Leisureland Visioning	Develop a sustainable tourism vision for Leisureland & Salthill Park to maximise its potential for the local community and attract visitors on a year round basis to Galway. This vision will contribute to the wider master planning and framework for Salthill and the Seafront Framework examining it in the context of its role in the Galway DEDP.	2026/2027	GCC	FI, SV
8.3	Salthill Village Visitor Experience	Undertake a Salthill Village and Seafront Masterplan that will set out a vision framework to guide planned and future projects and initiatives in Salthill including the promenade flood defence & improvements, traffic and parking management, tidal pools, Leisureland & Salthill Park redevelopment, Blackrock Tower maintenance and other potential projects to ensure an integrated and strategic approach that builds on the uniqueness of Salthill and contributes to an enhanced visitor experience.	2026/2027	GCC	
8.4	Galway Water Experience PFG 2 - Facility Centres for Water Sports Facilities	Maximise the opportunity through the PFG 2 - Facility Centres for Water Sport Activities scheme and the potential for year round activation of the Terryland River Corrib - River Facilities with the addition of the floating pontoon and access via tributary to the River Corrib as a catalyst for developing the Galway City Blueway water experiences.	2027/2028	GCC, PS	FI
8.5	Galway City Blueway	Commence the Blueway accreditation process for the Galway City Blueway based on the feasibility analysis and develop a number of Blueway pods / hubs along the waterways system in Galway City including the River Corrib, identified locations in Lough Corrib, Canal network, and Claddagh basin.	2026 /2028	GCC	
8.6	Galway Waterscapes & Blue Spaces	Examine the feasibility of a Galway Water Trail linking Salthill, Galway Bay, River Corrib and the Galway City Blueway. This will include examination of an ecotourism interpretation trail that combines the Galway maritime story and building on the legends of the Corrib Trail experience.	2028	FI, GCC	

Catalyst Project 8 - Galway Waters Experience

	Project	Action	Time	Lead	Partners
8.7	Blue Flag Beaches	Protect the Blue Flag awards of the Salthill & Silverstrand beaches and deliver a programme of works to achieve Blue Flag status at Ballyloughane to help develop the international profile of Galway as a city with easy access to coastal activities.	2025/2026	GCC	
8.8	Salthill LIDO - Tidal Pool	Examine the requirements to develop a LIDO in Salthill based on project feasibility analysis.	2029+	GCC	



Action Plan Plean Gníomhaíochta

Enabling Project 1 - Saleable Galway Experiences

	Project	Action	Time	Lead	Partners
9.1	Saleable Experience Development	Deliver a saleable experience development programme for Galway City to grow the range of things to do and see across each of the strategic development pillars within the Galway City DEDP. The areas for immediate focus will include building on the uniqueness of the Galway Tribes story as the basis for experience development; Irish language, maritime, food, arts/ culture, working with the creative sector and unique Galway neighbourhood experiences.	2026/2027	FI	PS
9.2	Accessible tourism experiences development	Undertake an assessment of current visitor experiences to improve the accessibility of Galway visitor experiences across attractions and activities. This will include recommendations for future experience development and ensuring accessibility is a core feature of all future destination and experience development.	2026/2027	PS	FI
9.3	Accessible tourism in the West End	Support the delivery of the West End Inclusive Tourism project in conjunction with the Galway Autism Partnership. Based on the learnings of the project examine ways to expand the reach of the project and other accessible tourism initiatives.	2026	WE	FI



Eglinton Canal, West End

Enabling Project 2 - Tourism Industry & Network Development

	Project	Action	Time	Lead	Partners
10.1	Industry Development	Undertake a programme of capability building focused on growing the online presence of Galway tourism industry and digital capabilities.	2026/2027	FI	
10.2	Tourism Creatives	Deliver a Tourism Entrepreneurship Programme for the arts and culture community to grow awareness of the tourism opportunity among the Galway cultural community.	2026/2027	FI	AC, GCC
10.3	Brand Gaillimh	Develop a brand activation programme to develop and implement a destination brand programme supported by content development, brand activation and investment in training.	2026/2027	GCC	FI, PS
10.4	Galway Family Experiences	Develop the capabilities of the tourism industry to develop family focused experiences and identify how the city and county can connect with each other in areas such as outdoor activities and opportunities presented by the Blueway and Greenway investment.	2025-2028	FI	PS
10.5	Increasing Value from Cruise Tourism	Prepare the tourism industry to maximise the opportunity from potential growth in cruise ship business and grow the economic value of cruise visits for the destination.	2027/2028	GPC	FI



Galway Christmas Market



Galway Atlantaquaria

Action Plan Plean Gníomhaíochta

Enabling Project 3 - Galway Food Destination

	Project	Action	Time	Lead	Partners
11.1	Galway Food in Tourism Plan	Develop a food in tourism plan for Galway City with a five year action plan to grow the city's profile as a national food destination.	2026/2027	FI, BLAS	GCC, FI, PS
11.2	Food in Tourism - Seafood City	Examine the opportunity to develop Galway City as the Seafood Experience City animated by a programme of supporting initiatives from dining weeks, leveraging the Oyster Festival, dedicated food weekends and highlighting the food personalities of Galway.	2027/2028	FI, PS, BLAS, BIM	GCC, FI, PS
11.3	Region of Gastronomy	Examine the opportunity to leverage the European Region of Gastronomy designation for Galway and how to maximise this designation with future food in tourism activity.	2026/2027	GCofC, ATU	FI, GCC



Galway Food Tours outside McCambridges, Shop Street



Kai, Sea Road

Enabling Project 4 - Urban Green and Blue Activities

	Project	Action	Time	Lead	Partners
12.1	Connemara Greenway (Galway to Clifden)	Support the sustainable development of the Galway to Clifden Greenway and maximise the associated tourism opportunity for the city and communities on the route through capability building. The preferred / selected route to the city should take in the University of Galway Campus and the old railway bridges at Woodquay.	2027/2028	GCC	TII
12.2	Greenway Trails Heads	Support the sustainable development of the Galway Greenway Trail Head Experience Plan for Woodquay and future links to the Westend to ensure wider dispersion of Greenway users across the city.	2027/2028	FI	GCC
12.3	Galway Urban Green Spaces	Support the sustainable development of the Galway City Green Spaces Strategy developing the tourism potential of public parks and their future capacity to provide additional event or performance spaces and become part of the Galway City family experience.	2027/2028	GCC	
12.4	Public Realm Strategy	Support the sustainable development of the Galway City Public Realm Strategy to include visitor orientation and wayfinding in the city. Incorporate the Galway / Gaillimh Brand into any developments.	2026+	GCC	
12.5	Galway Cycleways & Active Travel	Support the sustainable development of the Urban Cycleway network leveraging the links to the Connemara Greenway (Galway to Clifden) and the proposed Athlone to Galway Greenway through Active Travel investment to grow the number of cycling routes in the city and improved access to the EuroVelo 1 route.	2029+	GCC	
12.6	Walking & Cycling Orientation	Undertake a study of existing walking and cycling orientation infrastructure in Galway City and Salthill. The outputs will include a recommended approach to improve visitor orientation around the city through walking and cycling options.	2027	GCC	
12.7	Tourism Enterprise Development	Work with education and training agencies to stimulate tourism entrepreneurship in the activities sector that can animate future investment across the city e.g. Blueways, Greenways and new activity experiences for Galway City.	2027/2028	GCC, FI	

Action Plan Plean Gníomhaíochta

Enabling Project 4 - Urban Green and Blue Activities

	Project	Action	Time	Lead	Partners
12.8	Galway Hooker Experience	Examine the requirements to develop a market ready visitor experience to tell the story of the Galway Hooker and their restoration as a community / sustainability project.	2026	GHSC	FI, GPC
12.9	Wild Atlantic Way Coastal Path	Assess how existing and planned Greenway, Blueway and walking / cycling infrastructure projects in Galway and Salthill will be integrated with the proposed Wild Atlantic Way Coastal Path.	2026	FI	
12.10	Trail Infrastructure	Assess the opportunity to develop land activity and trail infrastructure around the Waterworks building site linking it with the Castles (Menlo Castle and Terryland Castle). This assessment will also explore the linking of the proposed Terryland Forest Park with the City.	2027+	GCC	Coillte



The Prom, Salthill

Enabling Project 5 - Accommodation

	Project	Action	Time	Lead	Partners
13.1	Accommodation Development	Support the development of sustainable accommodation and associated critical infrastructure across the city and attracting private sector investment into Galway City to increase current accommodation levels.	2026-2030+	GCC	FI
13.2	Campervan Facilities	Undertake a feasibility assessment of delivering an Aire de Service in Galway City to accommodate campervan/RV parking. This assessment should examine short term to long term opportunities and the engagement with site owners across the city to identify short term opportunities.	2025-2028	GCC	



Wildlands, Moycullen

Action Plan Plean Gníomhaíochta

Enabling Project 6 - Business Events

	Project	Action	Time	Lead	Partners
14.1	Business Events Sectors	Develop the networks of industry partners sectoral clusters and platforms to attract conferences and facilitate knowledge sharing and innovation, and provide access to opinion leaders, speakers, and other engagement opportunities.	2026-2030+	FI	GCB
14.2	Dexcom Stadium at Connacht Rugby	Support the development and ongoing investment into Dexcom Stadium as a business events venue, to maximise its potential to attract and host impactful business events to the City.	2026+	CR	GCB, FI
14.3	Business Events - Beyond Tourism	Position Galway as a leader in hosting impactful business events, and deliver on the value of business events, for tourism and beyond, achieving benefits for Galway as a community, ensuring positive impacts on our local communities and long-term legacy benefits for the participating sectoral collectives. Connect local communities with business event delegates and organisers who seek opportunities for positive social contributions.	2026-2030+	FI	GCB
14.4	Gala Dining Venue / Business Events	Maximise the business tourism opportunity for Galway presented by future investment in gala dining venues such as Claregalway Castle & St. Nicholas Church, and the enhancement of Galway as a business events destination.	2027-2029+	CGC, SNC	GCB
14.5	Business Events Value	Leverage business events to achieve regionality and seasonality objectives. Grow the number of business events hosted in Galway, whilst prioritising a value over volume model and promoting extended delegate stays.	2026-2030+	FI	GCB
14.6	Business Events Showcase	Leverage the AIPCO Conference as a showcase for business events development in Galway.	2026-2030+	GCB	FI

Enabling Project 7 - Sustainable Tourism

	Project	Action	Time	Lead	Partners
15.1	Sustainable Galway Destination	Deliver on the Galway City Climate Action Plan and collaborate with industry to collective commitment to developing Galway as a sustainable city destination and work with partners to roll out the All-Ireland Certification Assurance Scheme.	2026/2027	GCC, FI, PS	GCofC
15.2	Salthill Environmental and Biodiversity Projects	Undertake a scoping exercise to explore potential projects to be included in a Salthill Environmental and Biodiversity project. This will include assessing the potential for projects such as Clean Coasts, Sand Dunes Projects, Land based biodiversity projects and partnering on projects such as the Aquarium, Galway Convention Bureau and Marine Institute.	2026-2029	GCC	FI, GCB, MI
15.3	Sustainable tourism observatory partnership	Explore the opportunity to create a sustainable tourism observatory partnership working with third level colleges to develop a repository of visitor information that can inform sustainable tourism development.	2026-2029	GCC	UoG, ATU
15.4	Biodiversity Hub	Assess the feasibility study of delivering a Biodiversity Hub in the City or Salthill to educate and raise awareness of Nature Way Solutions in place in the destination.	2026-2029	GCC	FI
15.5	Biodiversity Walks	Expand and protect the suite of Biodiversity Walks available in the City, particularly along Eglinton Canals and Coastal locations, giving careful consideration for the non-disturbance of wildlife and fauna.	2026-2029	GCC	FI
15.6	Sustainability Initiatives	Encourage buy in from tourism and hospitality businesses to the Coffee Cup deposit scheme in place in the City to enhance the City's reputation as a sustainable destination.	2026-2029	GCC	FI, GCofC
15.7	Sustainable Initiatives for Business Events	Explore opportunities to mobilise programmes for business events delegates to the city to contribute to the environment/biodiversity of the destination through activities such as coastal clean ups, litter picks, tree planting, mapping of seagrass beds, swallow/swift box workshops etc.	2026-2029	GCC	FI, GCB

Action Plan Plean Gníomhaíochta

Enabling Project 7 - Sustainable Tourism

	Project	Action	Time	Lead	Partners
15.8	City Transportation Strategy	Complete the City Transportation Review to maximise the future potential of increased public transport access e.g. Bus Connects, Ceannt Station, Coach Drop and sustainable transport options around the city e.g. cycle. The City Transportation Strategy will also examine the long term requirements to alleviate traffic pressures around the city and the potential negative impact it has on the visitor experience.	2026-2029	GCC, NTA	
15.9	City park and ride	Undertake a review of the development of Park and Ride as a viable option for visitors and an alternative transport option for the local community.	2026-2029	GCC	
15.10	Sustainable Saleable Experiences	Deliver sustainable tourism and biodiversity related saleable experiences for Galway City.	2026+	PS	FI



Destination Projects

	Project	Action	Time	Lead	Partners
16.1	Visitor Mobility Assessment	Review current transport information systems to assess current gaps in how transportation information is presented to visitors. Deliver a legible transport information system where the visitor understands how local transport works together and promote the connectivity across the city linking rail access with new bus hubs throughout the destination.	2027/2028	NTA	FI
16.2	Galway Port Tourism Opportunity	Support the long-term tourism opportunity presented by Phases One to Four of the Galway Port Regeneration Project from the Inner Harbour to the Outer Harbour. Prepare for the short term opportunity presented by the re-imagination of the Inner Docks to become a water activity basin and future plans to incorporate cultural and food market spaces. The planning application for the proposed New Port of Galway consists of 23.89 hectares of land reclamation. The development will extend 935m out to sea, providing 660m of quay berth to -12m Chart Datum (C.D.) depth, serviced by a -8m C.D. channel depth. The development is broken down into 4 stages Stage 1 Reclamation of 19.86ha of Quay areas and back-up land that will facilitate marine leisure activities. Stage 2 Formation of reclamation bund allowing for the reclamation of 3.21ha of additional back-up land. Stage 3 Reclamation of 3.21ha of back-up land, and 0.7ha as fishing pier and slipway areas. Stage 4 Delivery of the Western Marina with 216 berths and 12 Volvo scale berths.	2027-2029+	GPC	
16.3	Tourism Opportunity Sites	Undertake a review of the potential opportunity sites in Galway City that have the capacity to become sites for potential tourism projects ranging from accommodation to visitor attractions.	2025-2028	GCC	FI
16.4	Community Enabler for Tourism	Establish active citizenship / volunteerism programmes and initiatives to support tourism developments in Galway City.	2026+	GVP	FI



Delegates Enjoying a City Break, Galway City

Our Partners *Ár gComhpháirtithe*

Table of Acronyms

AC	Arts Council
AGS	An Garda Síochána
AIPCO	Association of Irish Professional Conference Organisers
ATU	Atlantic Technological University
BNG	Blas na Gaillimhe
CB	Corrib Beo
CGC	Claregalway Castle
CR	Connacht Rugby
CUG	CÚRAM, University of Galway
FI	Fáilte Ireland
FOTE	Food on the Edge
GCB	Galway Convention Bureau
GCC	Galway City Council
GCofC	Galway Chamber of Commerce
GCV	Galway Cultural Venues
GHSC	Galway Hooker Sailing Club
GIAF	Galway International Arts Festival
GLG	Gaillimh le Gaeilge
GM	Galway Museum
GRETB	Galway Roscommon Education and Training Board
GNN	Galway Neighbourhoods Networks

Table of Acronyms

GPC	Galway Port Company
GR	Galway Racecourse
GTGA	Galway Tour Guides Association
GVP	Galway Volunteer Programme
IHF	Irish Hotels Federation
IR	Irish Rail
LEO	Local Enterprise Office
LQ	Latin Quarter
MAC	Macnas
MFG	Music for Galway
MI	Marine Institute
NTA	National Transport Authority
NTEO	Nighttime Economy Officer
NTES	Nighttime Economy Sector
PS	Private Sector
SNC	St. Nicholas Church
SV	Salthill Village
TII	Transport Infrastructure Ireland
TOTP	Trad on the Prom
UoG	University of Galway
WE	West End