

DEVELOPING DESTINATIONS: THE IRISH CASE STUDY

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**Fáilte
Ireland**

Agenda



01

**What is
Destination
Development?**

04

Case Study: Cork

02

VICE Model

05

Case Study: Sligo

03

**Development
Process**

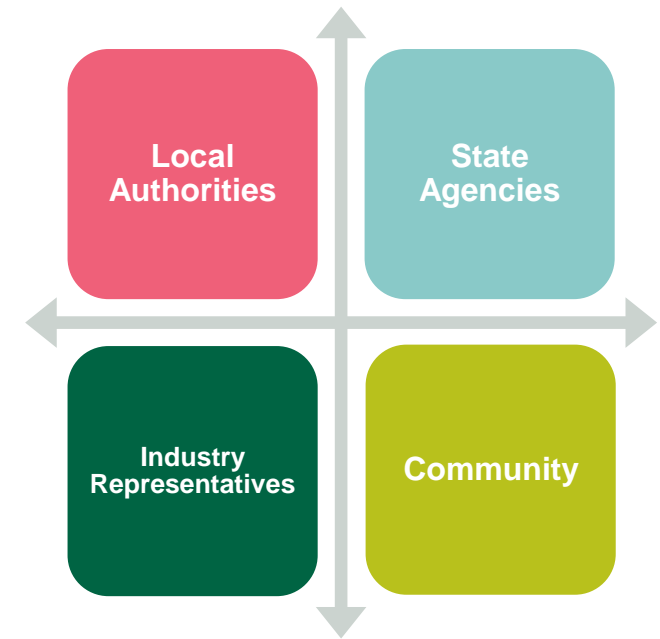
Destination and Experience Development Plans



Co-created 2030 Vision and supporting 5-Year Action Plans for local destinations

A DEDP is a 5-year sustainable tourism development plan that captures proposed tourism development projects within one plan to maximise their potential over the next five years.

Implementation Committee



Destination Mosaic



DESTINATION
PROPOSITION



SHARED
VISION



STAKEHOLDER
ALIGNMENT



COMMUNITY
ENGAGEMENT



ACCOMMODATION



VISITOR
EXPERIENCES



PRODUCT
INVESTMENT



EVENING
ECONOMY



SAFETY



BUSINESS TOURISM
FACILITIES



SKILLED
WORKFORCE

DISTINCTIVE DESTINATIONS



VISITOR INFORMATION
AND CUSTOMER SERVICE



FOOD &
DRINK



RETAIL



FESTIVALS
& EVENTS



MANAGED PUBLIC
REALM



SIGNAGE &
ORIENTATION



ENVIRONMENTAL
QUALITY



VISITOR INFRASTRUCTURE
& FACILITIES



ACCESS FOR ALL

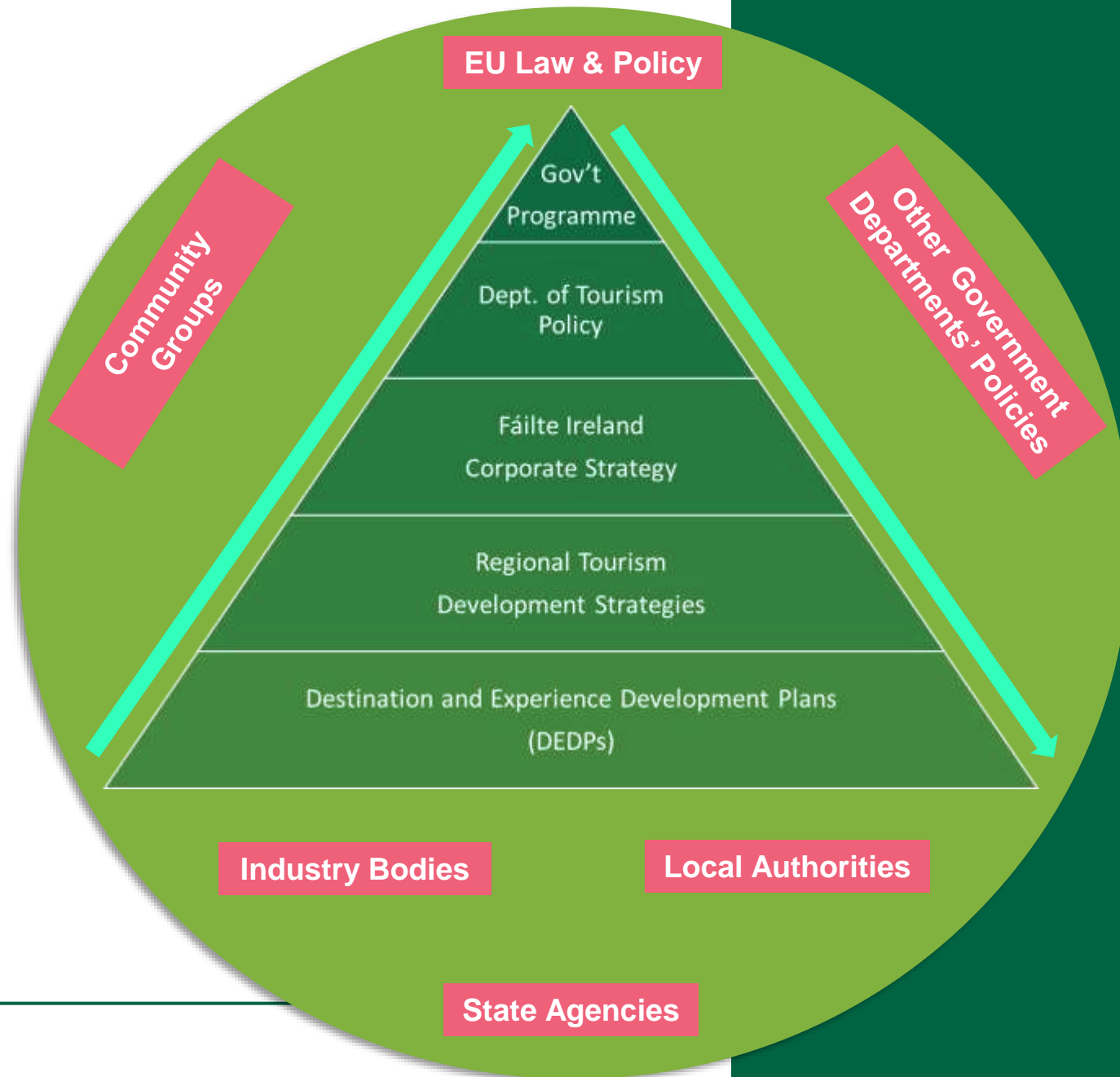


ACCESS &
TRANSPORT



SUSTAINED SALES
& MARKETING

Policy and Strategy Ecosystem



VICE Model



Visitor



Industry



Community



Environment

The Development Process



Aims of a DEDP

Align tourism
development
stakeholders

Focus on the
strengths of the
area

Identify projects
that will make a
difference

Maximise their
opportunity for
success

Motivate visitors
to visit, stay and
spend

Extend the
season

Disperse visitors
across the
destination

Generate
economic return
for the area

6 Areas of Focus

**Destination
Research**

**Industry
Consultation**

**Visitor
Engagement**

**Product
Mapping**

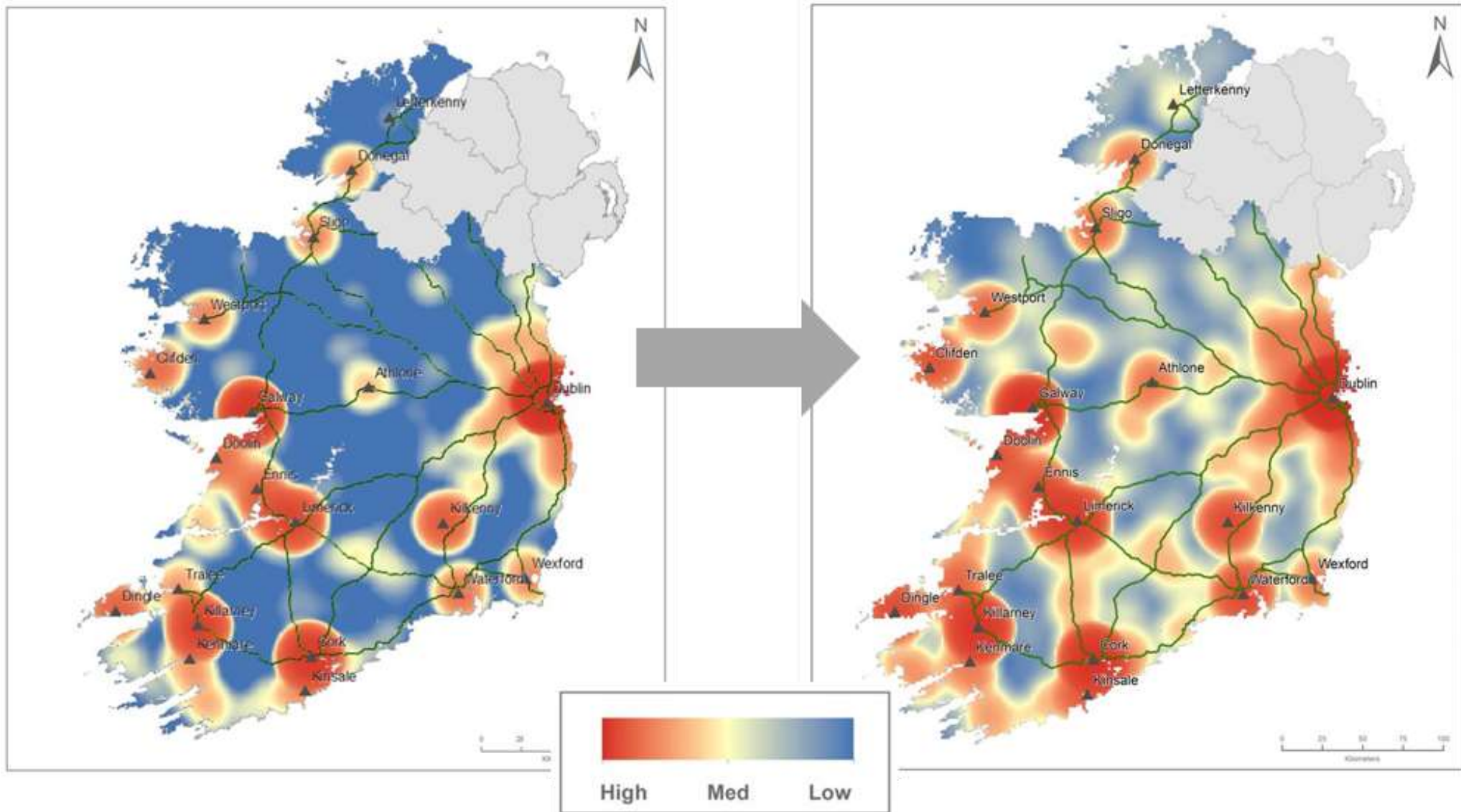
**Strategic
Environmental
Assessment**

Implementation

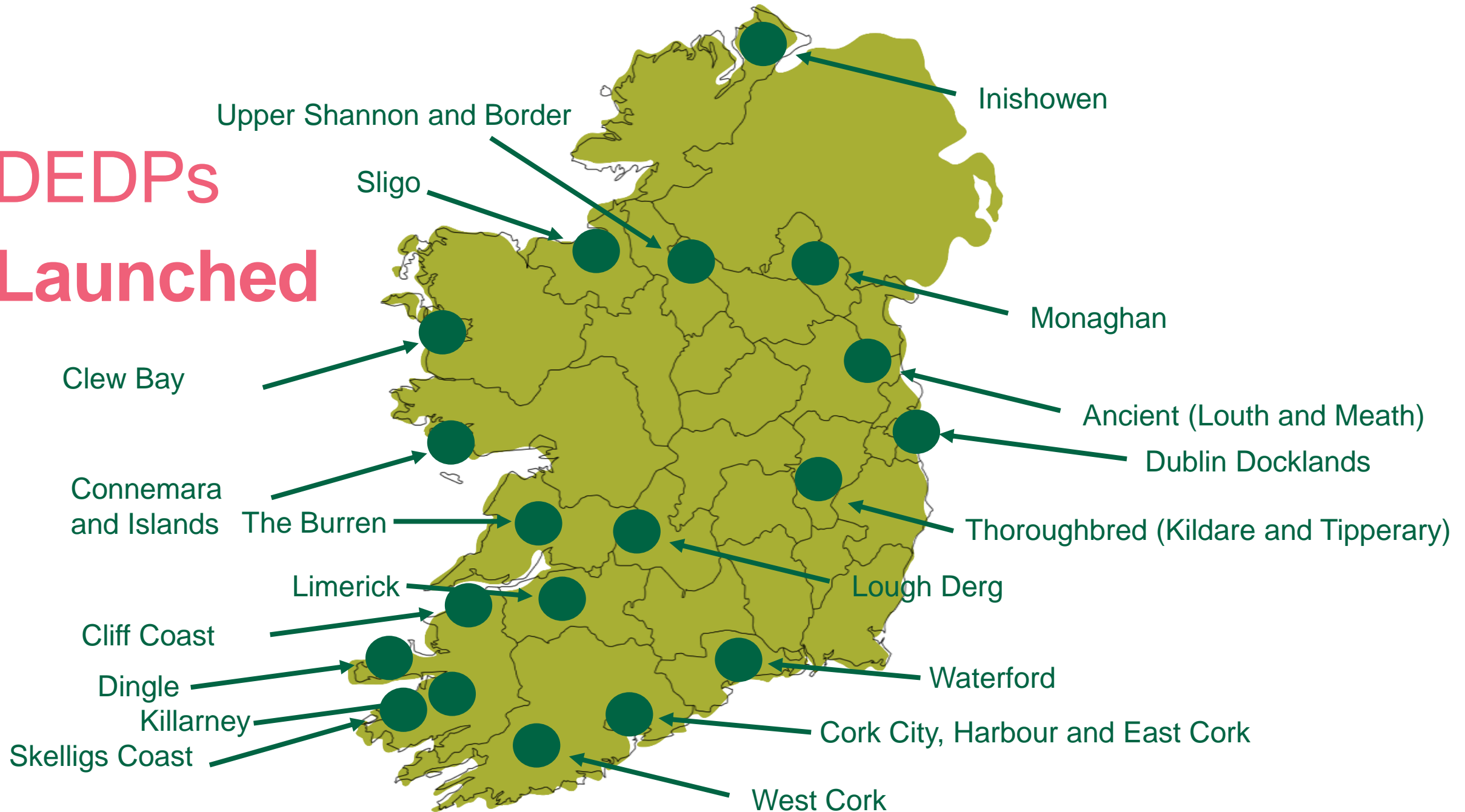
Journey



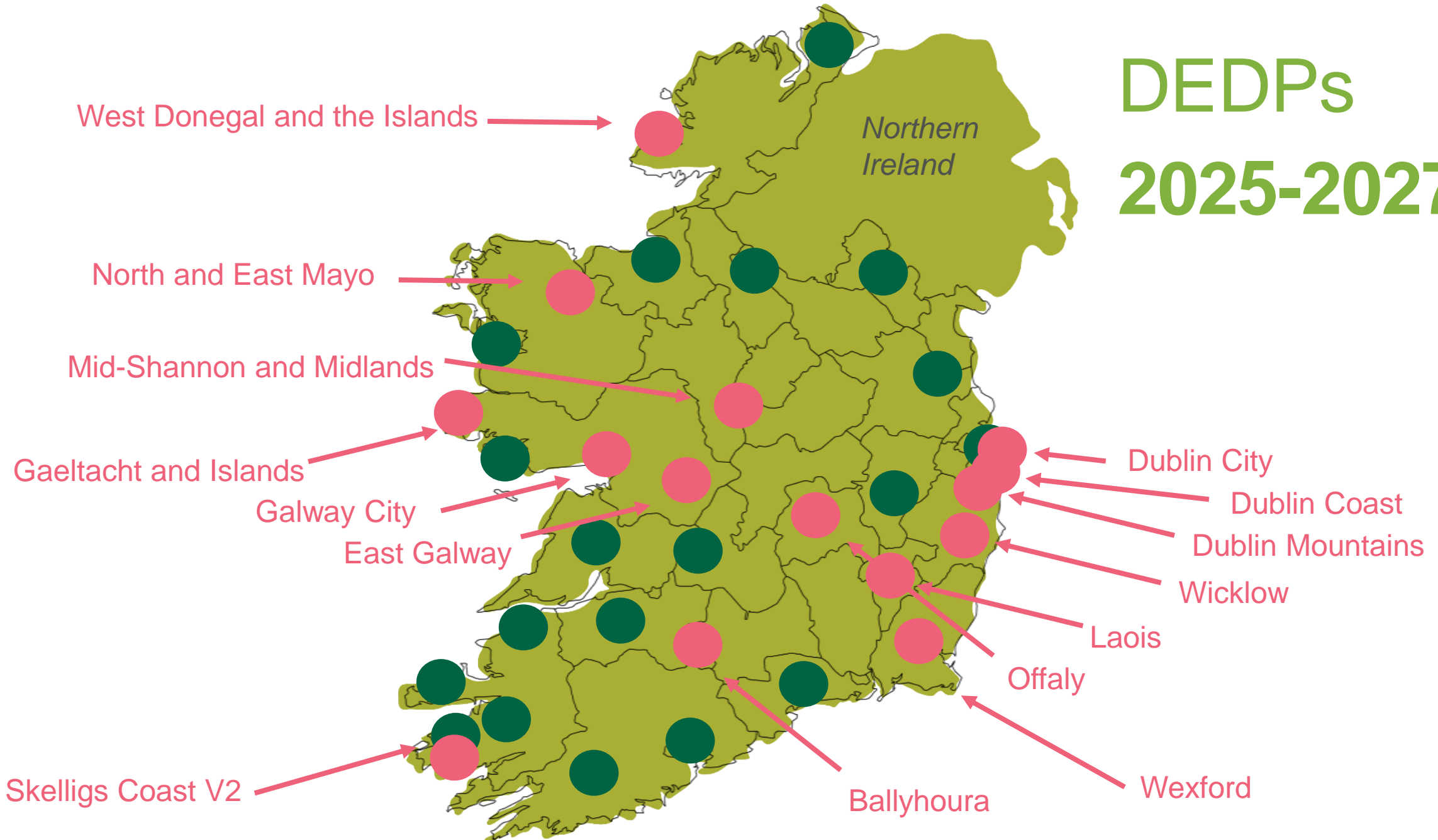
From here to there: Regionality 2017-2023



DEDPs Launched



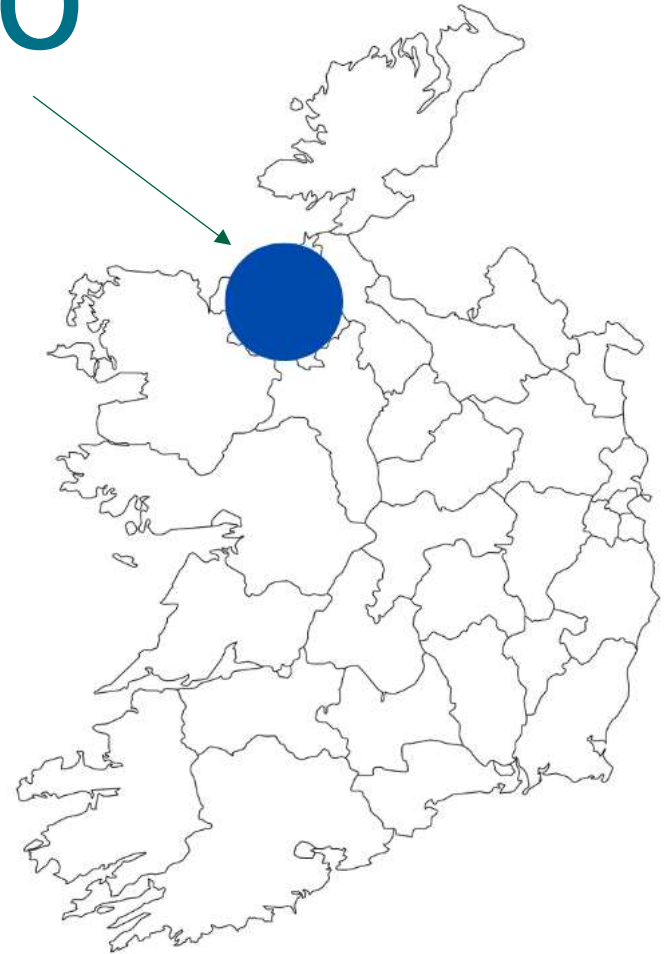
DEDPs 2025-2027



Developing Sligo



Sligo



WILD ATLANTIC WAY

SLÍ AN ATLANTAIGH FHIÁIN

Our Priorities for Wild Atlantic Way



Grow year-round appeal of WAW



Raise intl. profile of northern half of WAW & increase revenue



Increase revenue, dispersion & season extension across southern half



Protect authenticity & 'wildness'



Create flourishing destinations & thriving communities.



Enable & assist industry growth

Our Journey to Date

110+

Hours of consultation
with industry

8

Community
Workshops
Across Sligo / online

105

Days of
Consultant deskwork

6

Consultations with
Domestic and Int.
Operators

20+

Days of
Consultant deskwork
& Site Visits

30+

Meetings with
Organisations and
Agencies named in plan

200+

Trade Partners
Engaged with

43

Site visits

8

Days of Mapping
Activities/Attractions/
F&D
& Accommodation

1

Destination
& Experience
Development Plan

Visitor Context



**Low
Awareness
of Sligo**



**Low Online
Visibility**



**Perception
that there's
little to do**



**Lack of varied
accommodation**



Industry Context



**Lack of
Collaboration**



**Domestic
Focus**



**Need to
leverage
destination
strengths**



**Online
Bookability**



Community & Environment



**Tourism
only
delivering
for pockets
of Sligo**



**Adventure
&
wellness
not
maximise
d**



**Need for
Investment
in tourism
infrastructur
e**



**Protect the
natural and
authentic
environment**



**Improved
public
transport
between sites**



It wasn't all negative!



Destination Feedback

Visitor data shows Sligo scores high on satisfaction



Has it all

Beaches, golf, town, food, culture, music within minutes



Tour Operator

"If you want to experience Ireland, just visit Sligo"

The Opportunity

Sligo is the adventure capital of the Northwest & a place of immersion in wildness & natural beauty



DEDP Themes

**A Haven
for
Adventure
and
Wellbeing**

**The
Cultural
Rhythm of
Sligo**

**A
Destination
Transformed**

A Haven for Adventure and Wellbeing



The Cultural Rhythm of Sligo

Yeats



Food
Culture



Passage
Tomb
Landscape



Music



A Destination Transformed



Destination Results



New Attractions & Activities (Queen Maeve Square, Hazelwood, Coolaney MTB, Greenways & Trails)

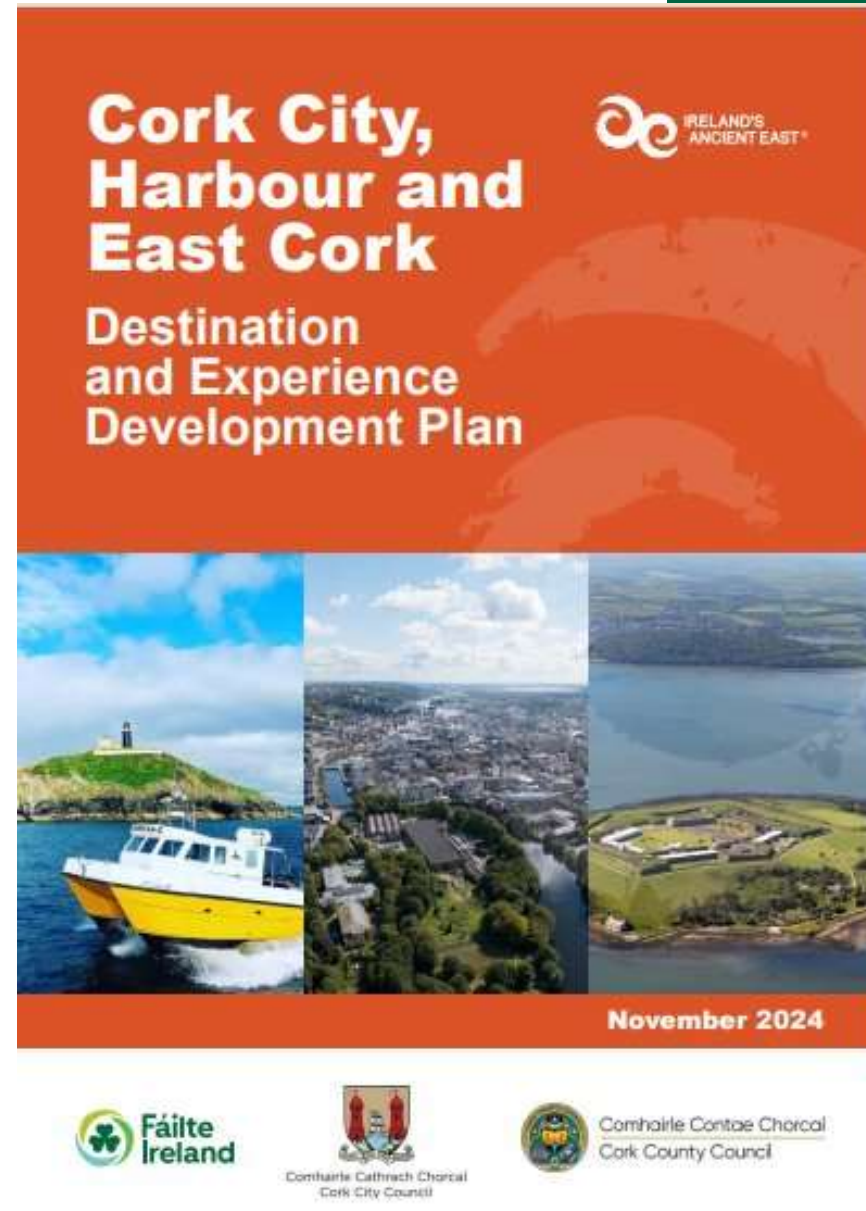


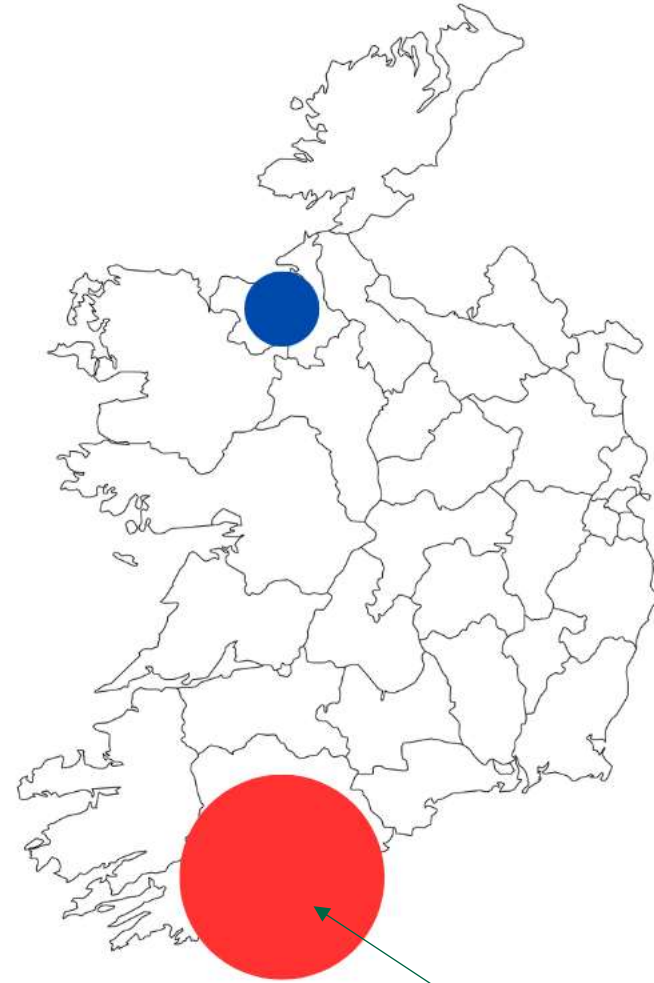
Season Extension – May & October in line with national occupancy average



Sligo Town is known as a vibrant hub town with strong day and evening activities.

Developing Cork





Cork



Visitor Context



- Lack of an International attractor

- Low awareness of Harbour and East Cork offering

- Perception as not family orientated

- Outdoors & activities not strong

- High level of day trips



Industry Context



Reliance on corporate travel and business tourism

Low levels of cross promotion and packaging

Need to leverage destination strengths

Accommodation balance – East / City



Community & Environment



- **Tourism only delivering for certain communities**

- **Harbour & river tourism potential not maximised**

- **Improved sustainable transport links**

- **Investment in tourism infrastructure needed**

- **Protect and enhance the natural environment**

Vision

Cork is Ireland's gastronomic capital linked by a world class harbour destination, sustainably connecting city, local communities and coastal experiences.

Strategic Development Areas of Focus

1



**CITY & DOCKLANDS URBAN
EXPERIENCE**



2



**WORLD CLASS
HARBOUR EXPERIENCES**



3



**EAST CORK
EXPERIENCE GATEWAYS**



4



**WORLD REGION OF
GASTRONOMY 2030**





Cork City & Dockland Urban Experience



Docklands Urban
Experience



Grow Cultural Districts



Attraction of Scale



Capability & Capacity
Building



Fáilte
Ireland



IRELAND'S
ANCIENT EAST

Horgan's Quay



Kennedy Quay





A World Class Harbour Experience



Lee to Sea Experience
Corridors



Cork Harbour Tourism
Plan

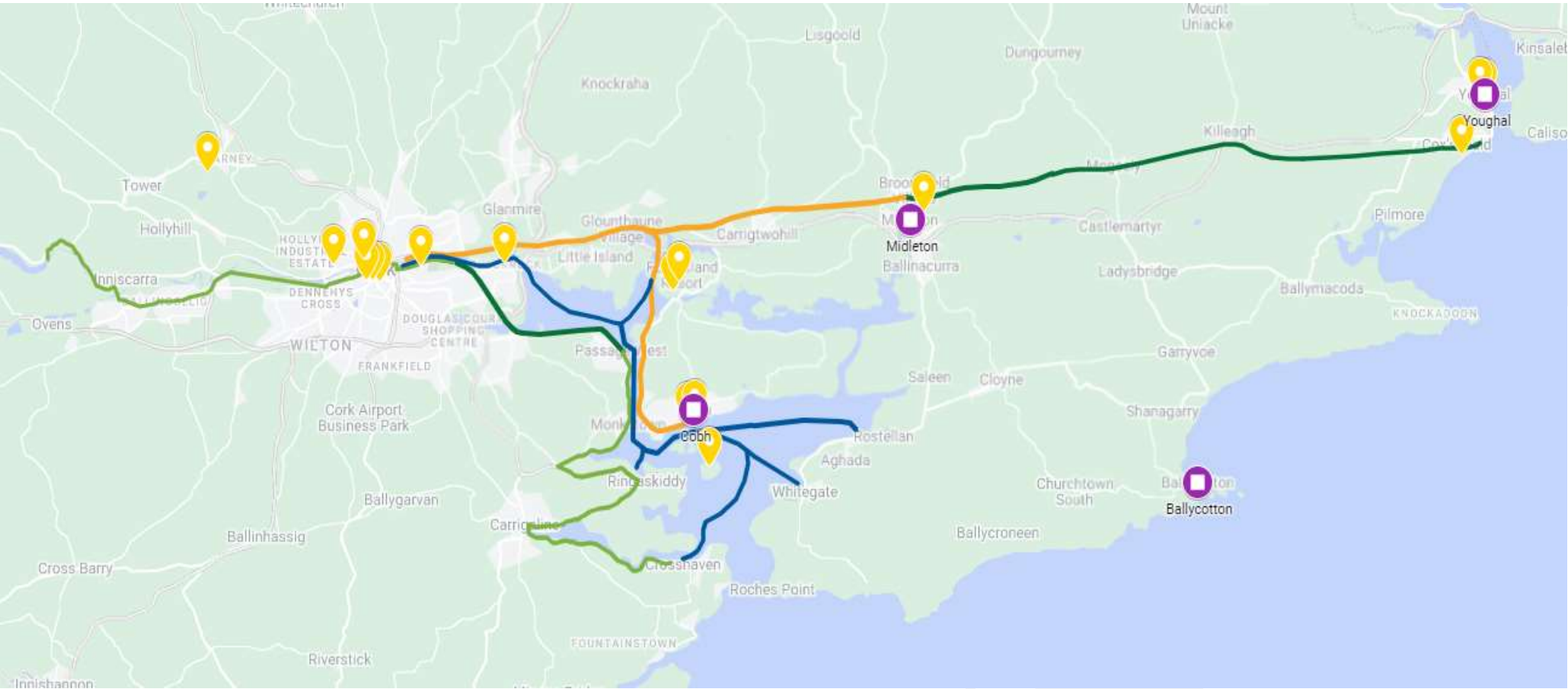


Cork Harbour Communities



Sustainable
Access

Sustainable Access And Orientation



Map Legend

	Attractions
	Urban Centre
	Rail Link
	Current Greenway
	Proposed Greenway
	Blueway

East Cork Gateways

Family Friendly

Midleton to Youghal
Greenway

Outdoor Activity
Destination



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Ireland



IRELAND'S
ANCIENT EAST®

World Region of Gastronomy 2030



Destination Outcomes



Cork City is an appealing leisure tourism hub



Achieve designation as a World Region of Gastronomy.



A World Class Cork Harbour experience



Cork Docklands visitor experience



Tourism & Urban Regeneration projects



Connected Lee, City and Harbour Way



Engaged Cork Harbour communities



Leaders of evening time economy innovation



Vibrant East Cork tourism towns



New scale of cultural tourism and experiences



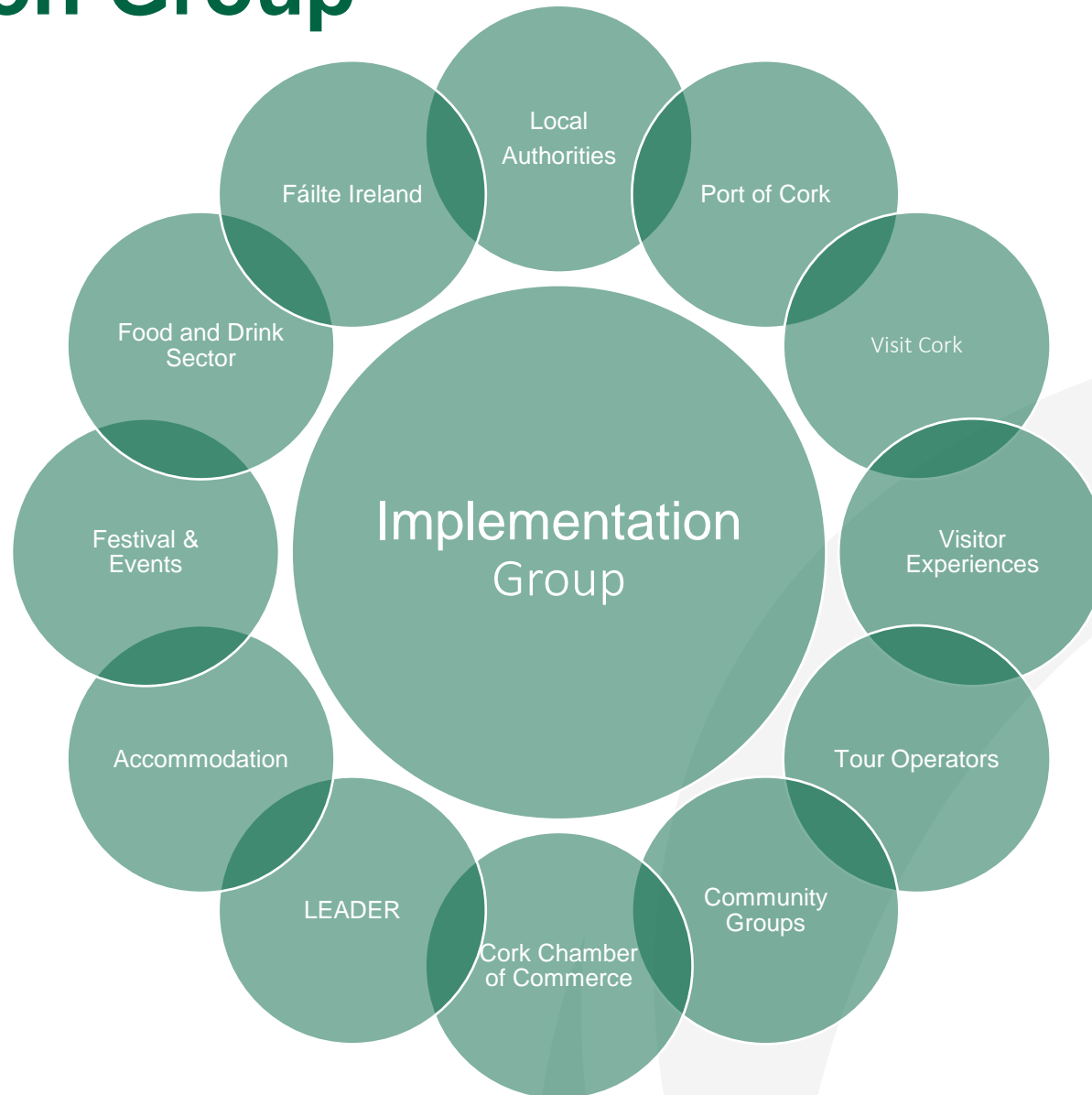
Recognised for notable festivals calendar



Strong performing cluster of visitor attractions



Implementation Group



THANK YOU



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