



Developing Kilkenny's County Development Plan 2013-2015

Public Consultation Meeting process
(with the Themes of Tourism & Retail)
Wed 27th June 2012 Thomastown, Co Kilkenny
Amanda Horan, Fáilte Ireland



Fáilte Ireland

National Tourism Development Authority

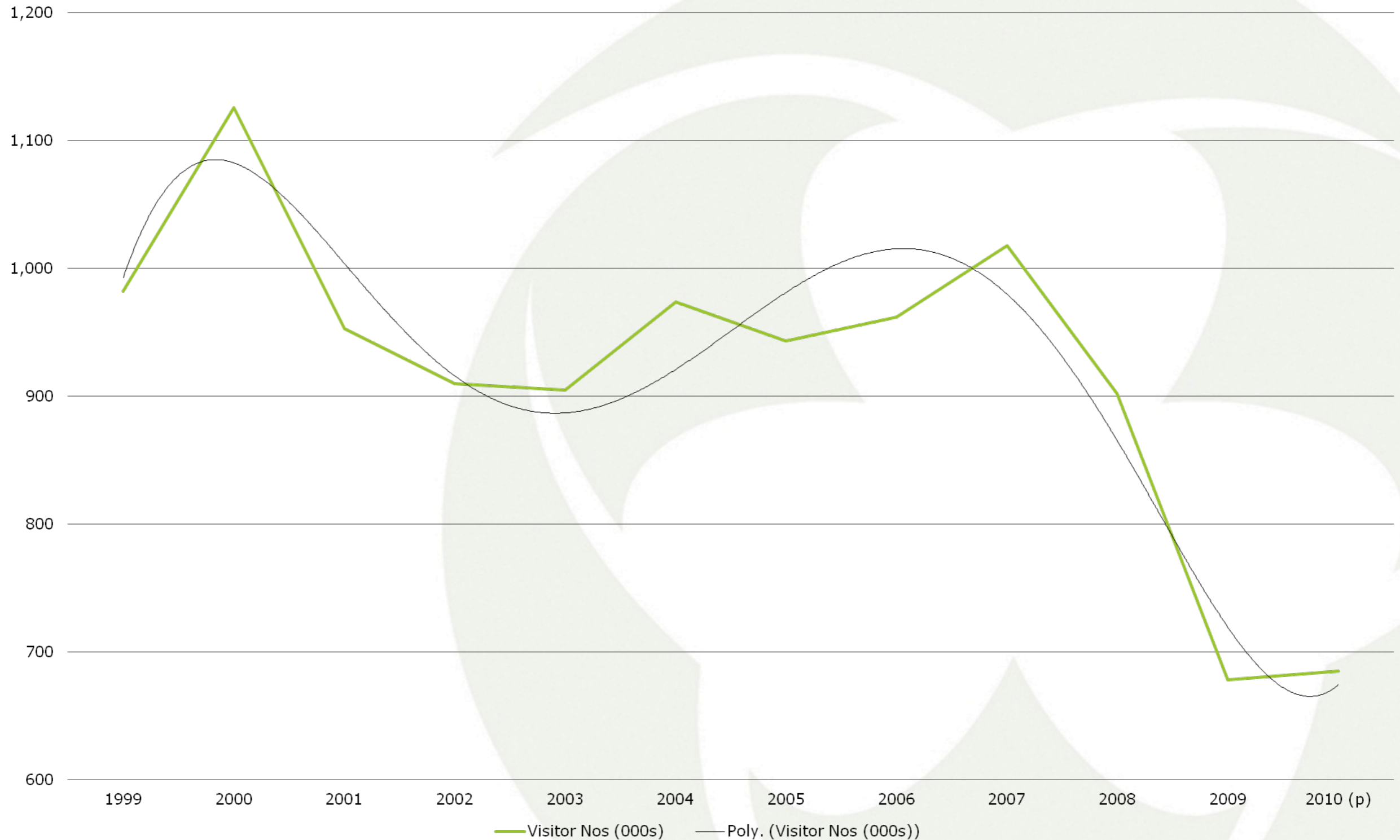
A Look at Tourism

- 1. Tourism Performance** – National, Regional & Implications for Kilkenny
- 2. Destination Development** – Developing a shared vision, setting clear objectives & targets
- 3. What Visitors want** from a Tourism Destination – Key Considerations in development planning
- 4. What visitors are saying.....** Some key findings from our 2011 Visitor Attitude Survey in SE

TOURISM PERFORMANCE 2009 – 2011

Overseas Visitors to South East has continuously fallen between 2000 and 2009 but starting to turn in 2010 and 2011

Overseas Visitors to the South East (000s)



2010 Tourism Performance Overview – National

Tourism Facts

(Preliminary data – 2010)

Visitor Nos ('000's)	2006	2007	2008	2009	2010
Total Overseas	7,417	7,739	7,436	6,555	5,865

Preliminary Returns for International Nos. for 2011 show +5% rise (nationally) in International Visitors

Where did overseas tourists go in 2010?

OVERSEAS TOURISM TO THE SOUTH EAST Overseas Tourists to Counties (000s)

	Total	Britain	M. Europe	N. America	Other Areas
Carlow	59	31	19	3	6
Kilkenny	206	58	74	59	15
Tipperary(s)	104	51	24	19	9
Waterford	204	72	55	52	26
Wexford	179	98	47	20	14

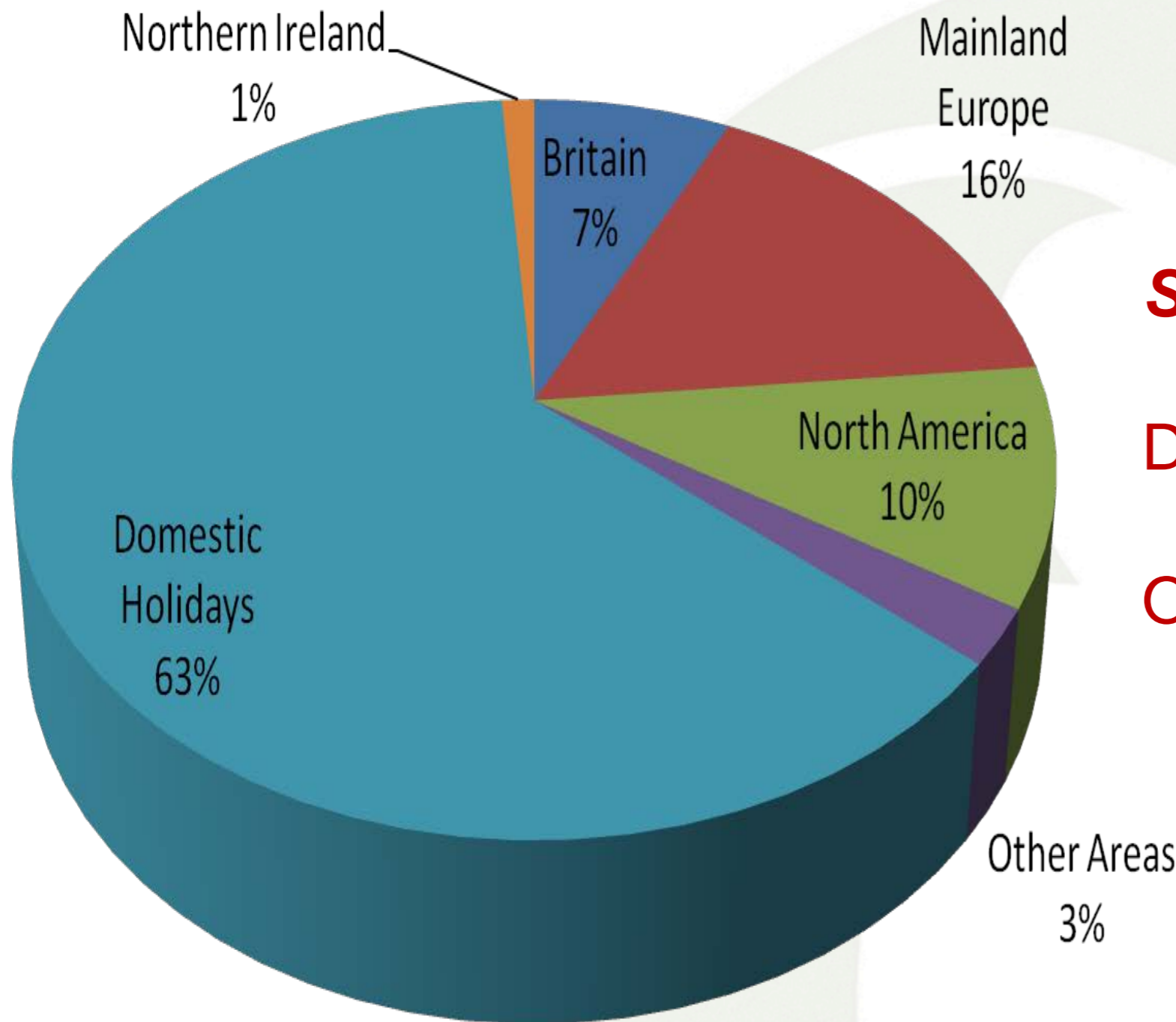
Source: Survey of Overseas Travellers 2010



Fáilte Ireland

National Tourism Development Authority

Where Holidaymakers to the South East come from



SE Share of Holidays

Domestic: approx. 17%

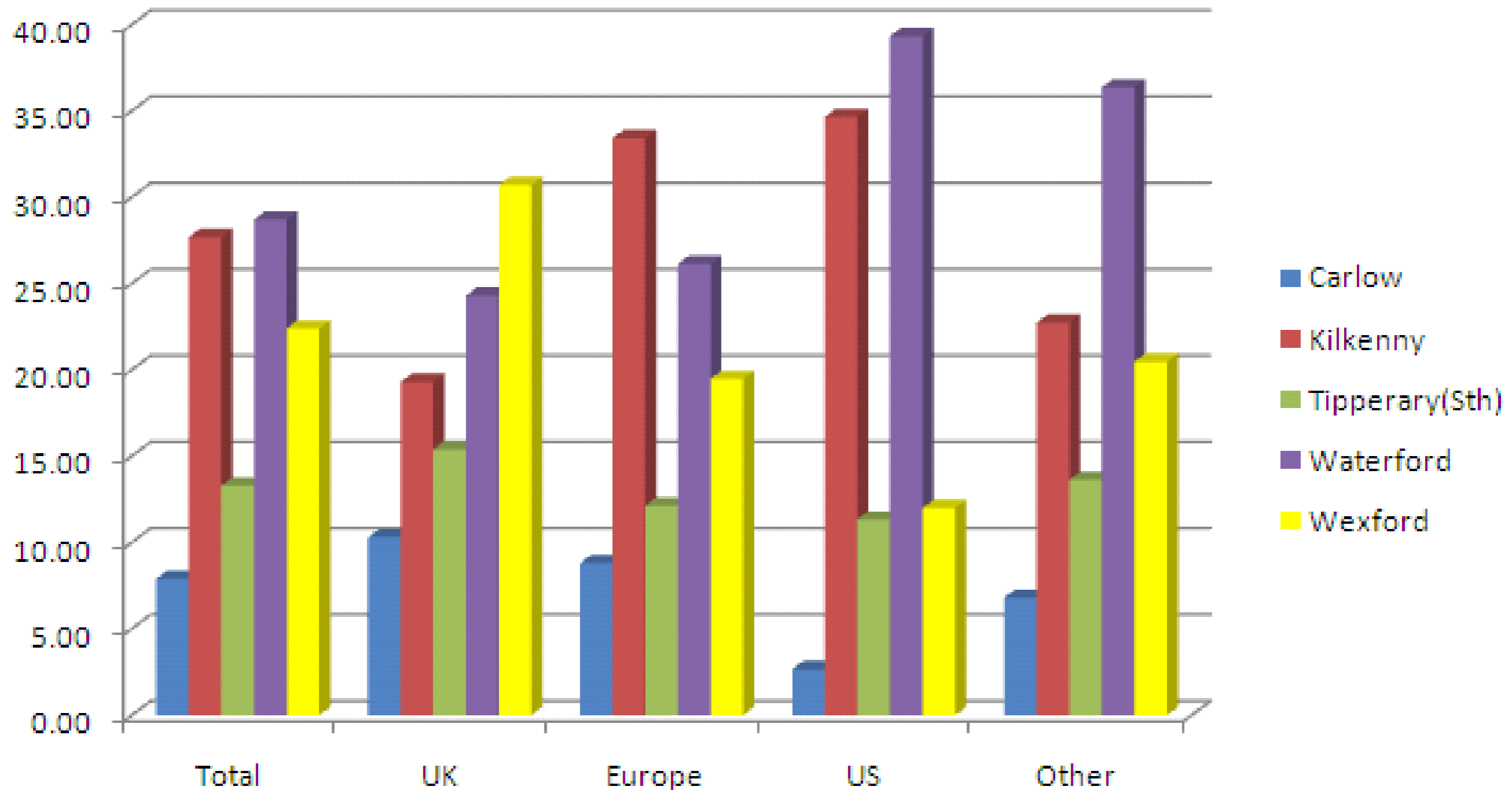
Overseas: approx. 7%

685,000 Intl Visitors

Carlow	-	59,000
Kilkenny	-	207,000
Waterford	-	205,000
Wexford	-	135,000
South Tipp	-	79,000

Kilkenny's Share

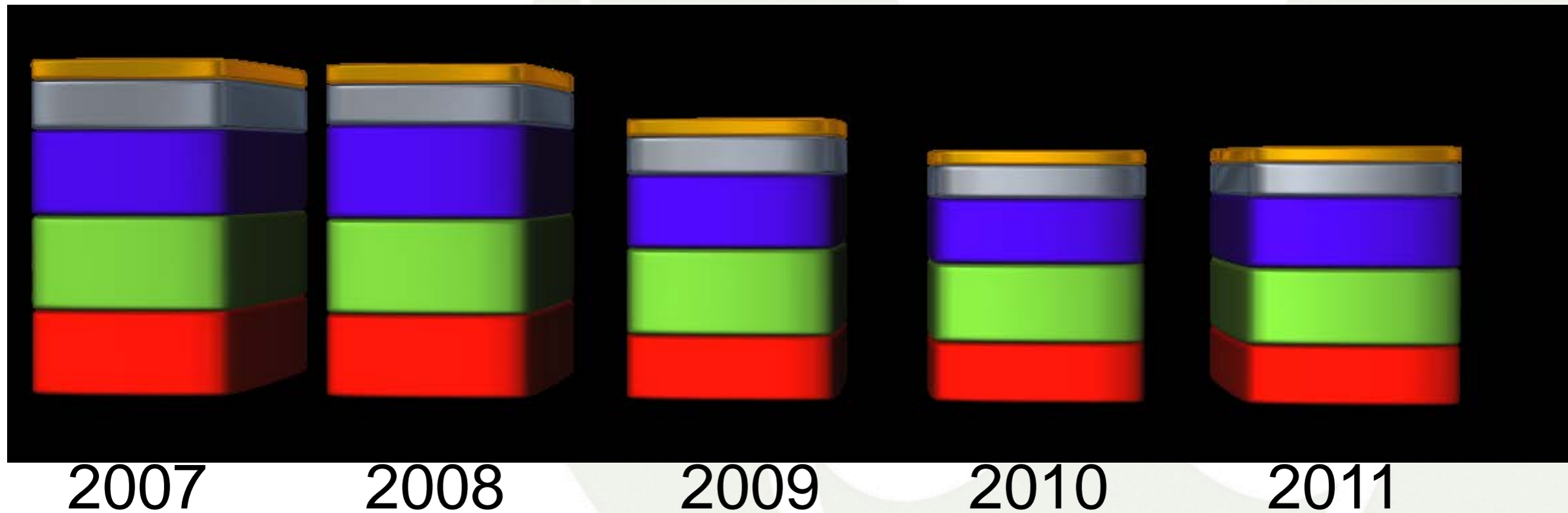
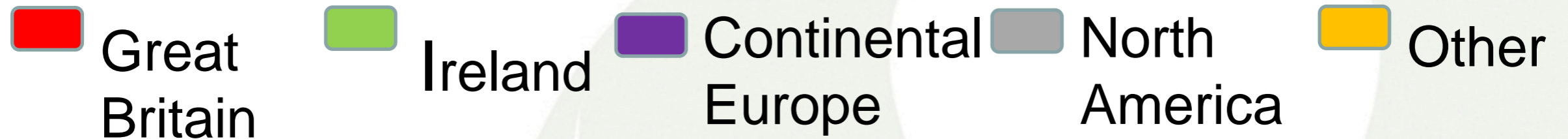
South East's International Tourist Markets



Revenue Generated by Overseas Tourists to Counties (€m)

Areas	Total	Britain	M. Europe	N. America	Other
Carlow	23	9	9	1	4
Kilkenny	30	15	7	7	1
Tipperary(s)	35	15	13	5	2
Waterford	41	22	10	6	3
Wexford	45	30	9	4	3

Spending by Visitor





DESTINATION DEVELOPMENT

& Destination Kilkenny

A new strategy for a changed Tourism/Business Climate

Focus on Developing **Tourism Destinations.....**

*Working with Businesses, Agencies and Communities together to
grow Tourism Experience & Tourism Footprint in a region in
developing Tourism Destinations in terms of*

- *The Destination's **Unique offering***
 - *how we present the Destination, make it **accessible, easy to understand** and **engaging***
- *Development that can **influence visitor nos.** (demand)*
- ***Supporting local jobs** - job creation, job growth & job sustainability & new businesses... new services*
- ***Improving economic return** to an area*



Fáilte Ireland

National Tourism Development Authority

Strategic Vision for Tourism in South East

To be synonymous with
the very best in

***authentic Irish [Built] heritage
and happening [contemporary] culture***

that attracts domestic
and international visitors and has a positive
return for businesses and communities



Fáilte Ireland

National Tourism Development Authority

Destination Strategy 2011 - 2013

From:

- Known for 3/4 Attractions
- Known for Opera, Arts ...
- Known for Corridor Tourism
- Famous for Friendliness
- Known for Coastline, Rolling Hills and Valleys

To:

- Famous for engaging built Heritage
- Famous for Contemporary Culture
- Known for Vibrant Cities/Towns
- Known for Skilled Hospitality
- Known for Outdoor Pursuits, Activities

Our Proposition

Forever happening

In visiting the South East you your family and friends will take part in our heritage in an stimulating and fun way with memories and moments that last forever.

In visiting the South East you know that you, your family and friends will get a quality experience that keeps you in touch with modern culture with an insight and realistic backdrop to our heritage



Ireland's South East

**FOREVER
HAPPENING**





FOREVER HAPPENING

The Visitor Proposition



DESTINATION DEVELOPMENT - THE GOAL 2011-2013

To **grow** the region's share of **overseas holiday visits** from its current 7% share of bed nights to at least 8% by 2013, while **maintaining share of the domestic holiday bednights** at 18%.

This would result in:

Half a million additional bed nights or an **increase of one third on nights spent by overseas holidaymakers** in the region from 2009 levels

Projects delivered to date

1. Agreed **vision, goals & clear communication messages for SE** as an International Destination
 2. **Developed International Sales Collateral** for Main Markets in 3 Languages and for business tourism
 3. **Developed a Mood Video** to support these messages
 4. **Developed Sales Toolkit for the Industry** engaging with Selling Ireland abroad & **provided training** in Internationalising your business
 5. **Developed SE Driving Routes** to encourage greater engagement by the Visitor to areas outside of the Urban Hubs... to influence dwell time & spend
 6. Have **created new interactive animated map of the city** to support better visitor engagement highlighting some 25 heritage experiences and area of interest
 7. Working with Kilkenny Tourism to **develop similar map for the County** with 22 landmarks and cultural and heritage experiences of interest to be included
1. NEW (this weekend) **Culture Trail** for the City for Summer Season

Irlands SÜDOSTEN



Carlow Kilkenny Tipperary Waterford

L'Irlande du SUD-EST



Carlow Kilkenny Tipperary Waterford

Ireland's SOUTH EAST



Carlow Kilkenny Tipperary Waterford Wexford

5 Driving Routes from **WATERFORD**

Detailed route maps,
places to see & driving tips



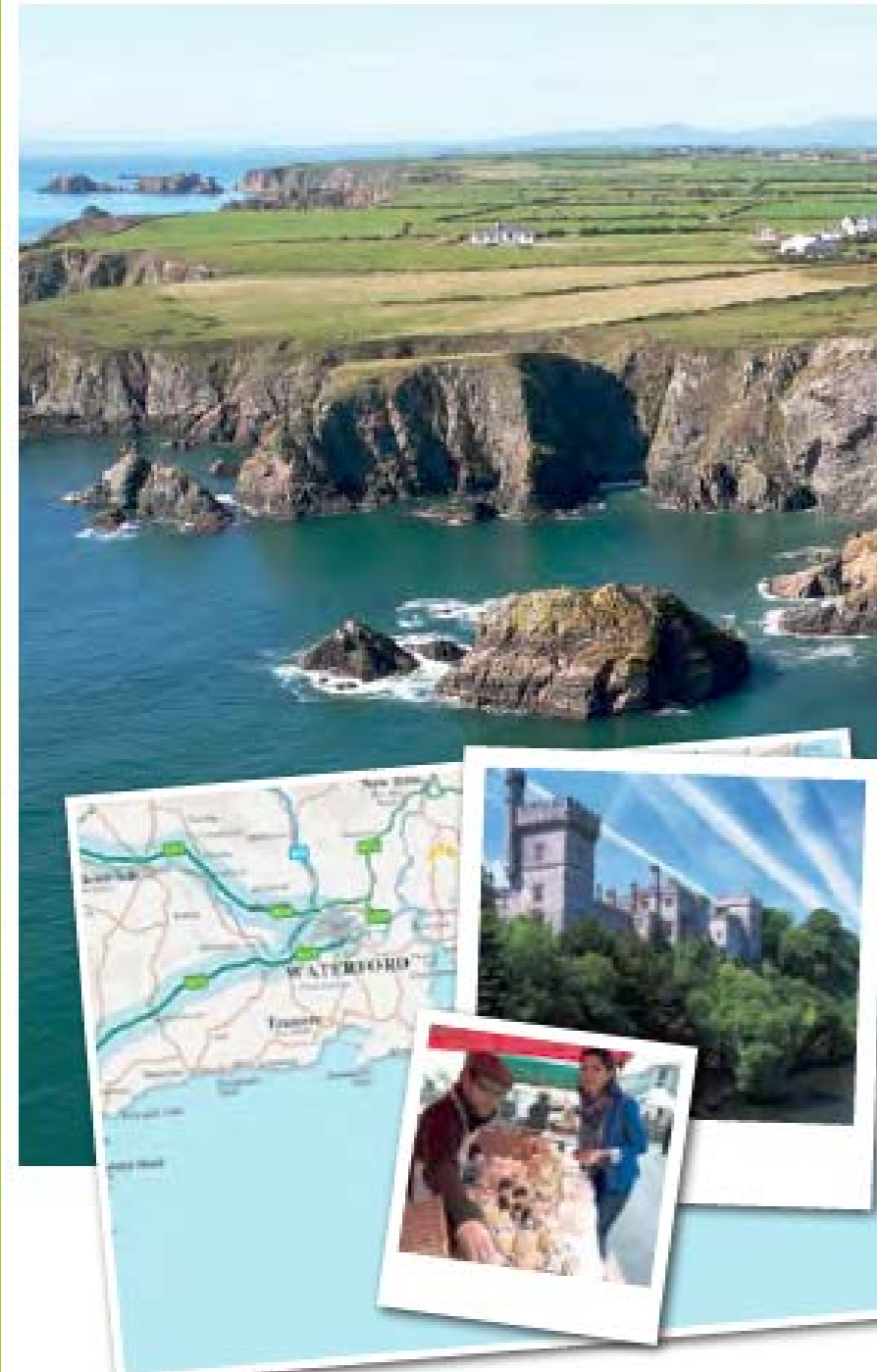
5 Driving Routes from **KILKENNY**

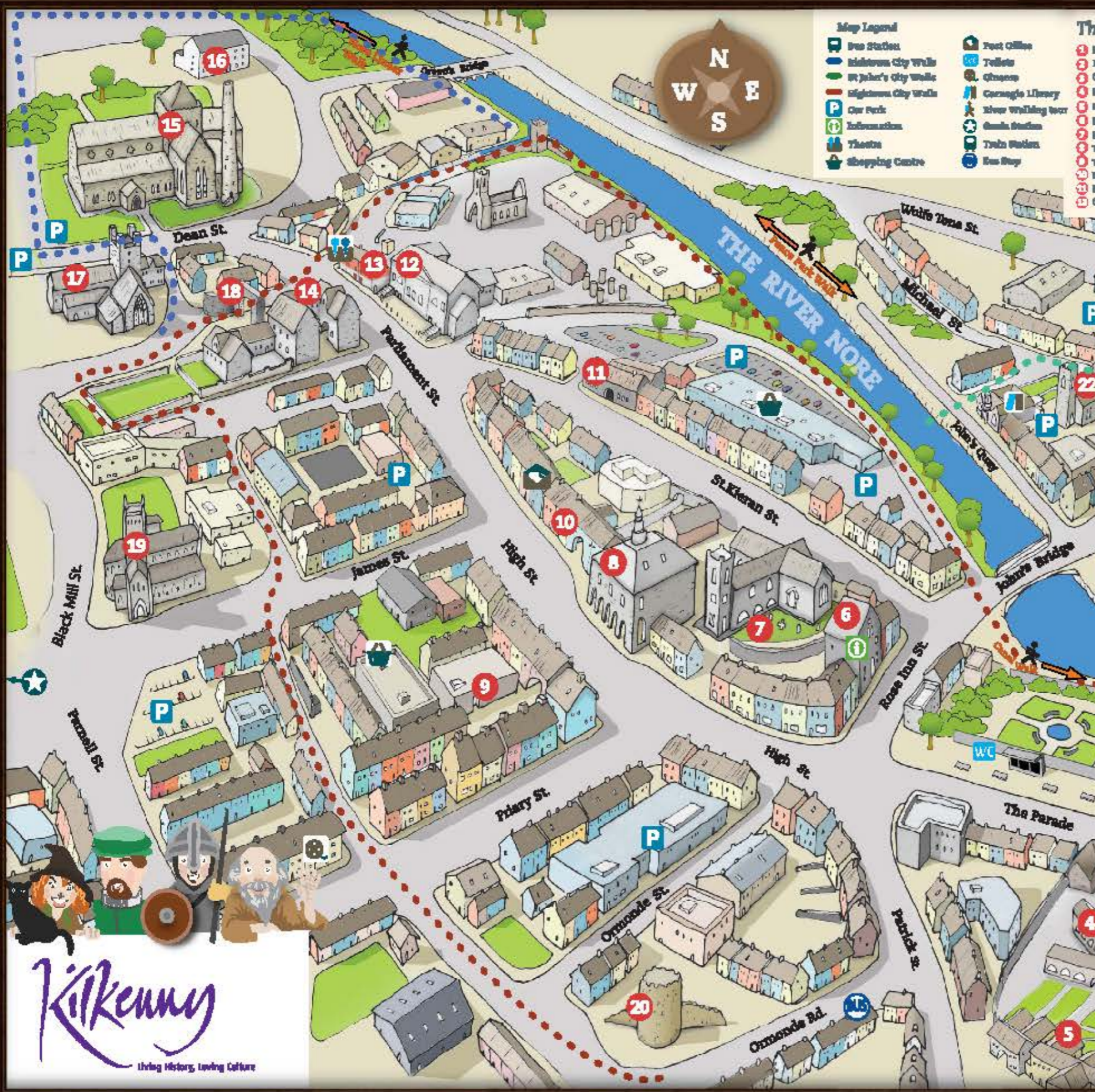
Detailed route maps,
places to see & driving tips



5 Driving Routes from **WEXFORD**

Detailed route maps, places
to see & driving tips



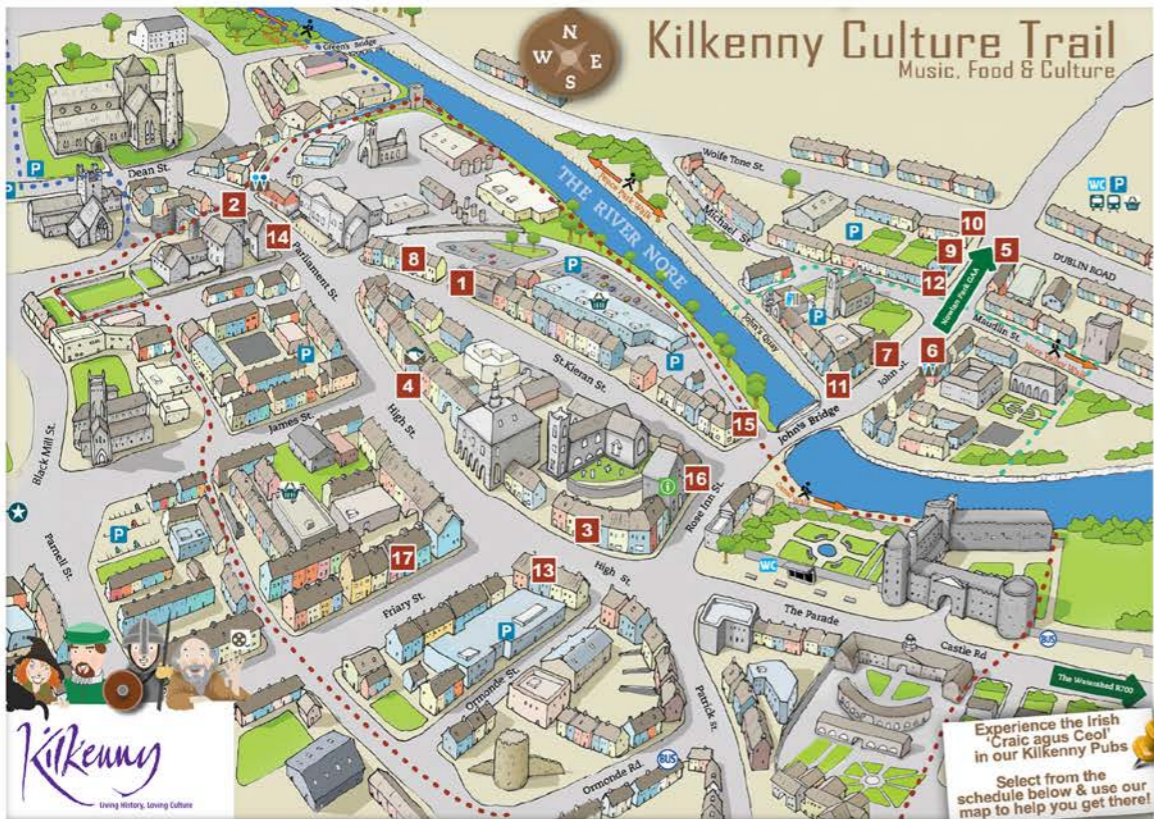


- Map Legend**
- Bus Station
 - Kilkenny City Walls
 - St John's City Walls
 - Nighttown City Walls
 - Car Park
 - Information
 - Theatre
 - Shopping Centre
 - Post Office
 - Toilets
 - Garden
 - Carrigrohilly Library
 - River Walking Tour
 - Book Store
 - Train Station
 - Bus Stop

Kilkenny
Living History, Loving Culture

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- 1 Kytlers Inn**
Kieran Street
Tel: 056 7722470
- 2 Cleeres Pub**
Parliament Street
Tel: 056 7762573
- 3 Paris Texas**
High Street
Tel: 056 7761822
- 4 Marble City**
High Street
Tel: 056 7761143
- 5 Egans**
John Street
Tel: 056 7751179
- 6 Langtons**
John Street
Tel: 056 7765133
- 7 Dylans Whiskey Bar**
John Street
Tel: 056 7722689
- 8 Bollards Bar**
Kieran Street
Tel: 056 7761319
- 9 Billy Byrnes**
Upper John St.
Tel: 056 7721783
- 10 O'Gormans Kilkenny House**
John Street
Kilkenny
- 11 Matt the Miller**
John Street
Tel: 056 7761696
- 12 Breathnachs**
John Street
Tel: 056 7758737
- 13 The Field**
High Street
Tel: 056 7702763
- 14 Pump House**
Parliament Street
Tel: 056 7763924
- 15 Tynans**
Johns Bridge
Tel: 056 7721291
- 16 Lanigans**
Rose Inn Street
Tel: 056 7721718
- 17 Ryans Bar**
Friary Street
Tel: 056 7762281



Food & Drink Heritage

Kilkenny's rich food and drink heritage dates back hundreds, some would say, thousands of years, considering the monks brewed Ale at **St. Francis Abbey Brewery** 4th century. Fertile limestone soils and the regions' sunny south east' climate, irantees some of the finest food and drink produce in Ireland. Follow our local producers along the **Kilkenny Food Trail** - and see them at work. You can't but savour tastes of Kilkenny on your visit - and whether a serious foodie or just a novice, **Savour Kilkenny Food Festival** has something for everyone. (Oct. 25th to 29th)

Francis Abbey Brewery Tour email: smithwickstours@btopenworld.com
1 year old Brewery. Home of Smithwicks Ale. Brewery Tours Tuesday - Saturday, advance booking advised. Over 18's. Parliament St. Kilkenny. T 056 7796498

Kilkenny Food Trail (FW) www.trail.kilkenny.ie/food-trail **FREE**
A trip by car into the countryside or hire a bicycle to visit some of Kilkenny's food producers. Pick up your free Kilkenny Food Trail guide at the Tourist Information office or download from the website.

Smithwick's Market (FW) **FREE**
Meet some local producers and chat to the market stall personalities. Pick up some fresh local foods & share some great recipes and cooking tips! The Parade, Kilkenny. Ir Friday 10am - 3pm T 056 7794513

Kilkenny Design Food Hall - Tasting Events (FW) www.kilkennydesign.com
At local food producers, taste their produce and hear their story. Saturdays throughout summer @ 12 noon. Kilkenny Design Food Hall, The Parade, Kilkenny T 056 7722118



Theatre, The Arts, Craft & Design

Kilkenny's reputation as a hub for creativity is well recognised for decades now. Pioneered by Government to establish Ireland's first Industrial Design workshops at Kilkenny Castle Yard (early 1960's), many of the first designers, crafts men and women who joined Kilkenny Design Workshops came from Europe, UK and USA. The success and legacy of this craft based industry model of the 60's & 70's has had a huge part to play in nurturing world class artistic and creative talent in Kilkenny today.

National Craft Gallery (FW) www.nationalcraftgallery.ie
Ireland's leading Centre for contemporary craft & design. Open Tuesday to Saturday 11am - 5.30pm; Sundays & Bank holidays 11am - 5.30pm. Free guided tours most days and Thursdays (booking advised). Castle Yard, Kilkenny T 056 7796147 **FREE**

Burford Gallery (FW) www.burfordgallery.com
Excellent contemporary visual art exhibitions. Summer opening Mon - Sun 10am - 5pm. Guided tours by advance booking. Lower ground floor, Kilkenny Castle. Wheelchair accessible T 056 7761106 **FREE**

Watergate Theatre (FW) www.watergatetheatre.com
Local, national and international theatre productions, live music, dance, comedy & more. Celtic Cry - a wonderful journey of song and dance through the ages that tells the story of the history of Ireland from the beginning of time. Wed & Thurs @ 7pm. 11, 12, 18, 19 July & 1, 2, 22, 23, 29, 30th Aug. For more summer listings see website. Parliament St. Kilkenny T 056 7761674 **FREE**

Traditional Irish Night with Chieftans & Kilkenny Castle (FW)
Night of Irish music song and dance, at the Parade Tower, Kilkenny Castle. Tuesdays (4, 11, 18, 25 July & 1, 8 Aug) @ 8.30pm. €10 Adult/ €5 child. **FREE**

Artists www.artists.ie
A truly unique theatre venue by Irish designer David Collins, hosting a range of art performances from music, to comedy & more. For Summer programme of events see website T 056 7721728 **FREE**

MADE in Kilkenny (FW) www.madeinkilkenny.ie **FREE**
MADE in Kilkenny Trail of leading edge craft makers and designers takes you through the city & into the countryside's villages to see the makers at work. Also sailing on in Good's Department Store, High Street. Pick up your free Craft Trail leaflet at Tourist Information Office or download from website.

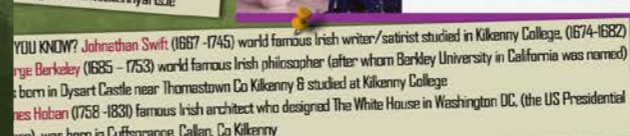
Kilkenny Design Centre (FW) www.kilkennydesign.com
A curated selection of Irish handcrafted gifts & hosting work of eminent craftspeople & designers and showcasing emerging Irish craftwork. Open 7 days till late. The Parade, Kilkenny T 056 7722118 **FREE**

Irish Design Centre
Meet renowned and emerging craftspeople. Thursday @ 12 noon. Kilkenny Design Centre

Irish Art - Showcasing contemporary Irish Visual Art & Craft **FREE**
Open 7 days 10am to 5pm in Courtyard 2, Kilkenny Design Centre

NOT TO BE MISSED!
Kilkenny Arts Festival 10-19 Aug 2012
10 days brimming with theatre, music, visual art, literature, craft, food & street theatre 2012 sees Shakespeare's Globe Theatre, London perform in Ireland for the first time with outdoor theatre performance of 'As You Like It'. Bookings at www.kilkennyarts.ie

YOU KNOW? Johnathan Swift (1657-1745) world famous Irish writer/satirist studied in Kilkenny College. (1674-1682)
Samuel Beckett (1906-1989) world famous Irish philosopher (after whom Berkeley University in California was named) born in Dysart Castle near Thomastown Co Kilkenny & studied at Kilkenny College
James Heber (1758-1830) famous Irish architect who designed The White House in Washington DC. (the US Presidential residence) was born in Cuffsgrange, Callan, Co Kilkenny



Blasta Taste Trail

Local Irish Food Tapas Style!

'Blasta'... Irish word for 'Tasty' (pronounced Blaa-s-tah)
Inspired by our **Savour Kilkenny Food Festival**, discover Kilkenny's local foods and flavours throughout the summer. Great value taster plates and grazing boards, designed to share with friends or family. A truly contemporary way to enjoy our local foods. Stroll the city streets to uncover the **Blasta Taste Trail** and enjoy a selection of tasting plates or a sharing platter in one location, or sample a few plates in a number of venues for a truly unique experience. Why not compliment it with a local Irish drink.....whatever way you choose to savour it.... Enjoy!

RESTAURANTS

- Kilkenny Design Food Hall** (FW) (AF)
The Parade (Opposite Kilkenny Castle)
T: 056 776 5333
Mon-Sat 2-6pm & Sun 2pm-5pm
Prices €4.75 - €6.75
www.kilkennydesign.com
- Cafe Sol** (FW) (AF)
William Street
T: 056 7764987
Mon-Thurs 3pm - 6.00pm
Prices €5 - €12
www.restaurantkilkenny.com
- Zoo Cafe Bar** (FW) (AF)
Patrick Street
T: 056 7723999
Mon-Sun 6pm - 9.30pm
Prices €5 - €10
www.zoo.ie

PUBS

- Lanigans Bar** (FW)
28/29 Rose Inn Street,
T: 056 7721718
Available Mon-Sun 12 noon - 9pm
Prices €4.00 - €12 (Platter to share)
www.lanigans.ie
- Marble City Bar** (FW)
High Street
T: 056 7761143
Fri & Sat 6-10pm
Prices €3.50 - €8
www.langtons.ie/bars
- The Fisher-Downey Pub** (FW)
4 Friary Street
T: 056 7722970
Mon-Sun 12-9pm
Price €3-€6
www.thealterdowney.ie

MOTELS

- Station Bar & Grill**
Peninsula Hotel (FW) (AF)
Patrick Street
T: 056 7783500
Mon-Sun 3pm-6pm
Prices €3 - €12
www.peninsulakilkennyhotel.com
- Scott's Bar & Bistro**
Hyannis Hotel (FW) (AF)
Castlecree Road (N78),
T: 056 7760500
Mon-Sat 3-7pm
Prices €3 - €8
www.lynhotels.com
- Para Bar & Hotel Kilkenny** (FW)
Off J1 Roundabout College Rd.
T: 056 7762000
Tues-Wed-Thurs 3pm-8pm
Prices €3 - €12
www.hotelkilkenny.ie



The Spirit of the Irish

Over 71 million people claim Irish decedency worldwide! Kilkenny invites you to get into the Spirit of being Irish and claim those Irish roots. It's all taking part, having fun and capturing the memories to take back home along with those holiday photos. So what are you waiting for?

The Kilkenny Way - Ultimate Hurling Experience TM (FW) www.thekilkennyway.com
Unique hurling experience takes you on a journey through history, craftsmanship & the passion of players & supporters of this 3000 year old Irish game. Test your skills before enjoying a well earned plate of traditional Irish stew. Monday - Sunday 12 noon & 2.30pm. From Lannigan's Bar, Rose Inn St. For bookings T 085 7719333 €20pp inc meal (Family discounts available)

The Bodhran Experience TM (FW) www.bodhranexperience.com
Discover your rhythmic talent at 'The Bodhran Experience'. Learn the Irish Drum. Suitable for all ages from 2 to 92! Monday & Tuesday evenings. Lannigan's Bar, Rose Inn St @ 8.30pm. T 056 7721718 or call Helen on 087 2045884

Kilkenny Irish Music Trad Trail (FW) www.kilkennytradtrail.net
Accompany 2 musicians on a tour to some of Kilkenny's iconic pubs. Learn about the songs, stories & history of Ireland's rich and ancient music. Friday & Saturday (June - Sept) Starting at Ballard's Bar, St Kieran St @ 7pm T 085 1658243 Prices €12 Adult/ Family concessions

The Hole in the Wall www.facebook.com/pages/Hole-in-the-Wall **FREE**
16th C Elizabethan tavern - Ireland's oldest surviving townhouse from 1582. Tours available - weekends and most weekday evenings. Regular nightly events include poetry, prose readings, lectures, debates, theatre & live 'unplugged' music. 17 High Street Kilkenny (through the arched Laneway) T 087 8075650

Cookery Schools
Ryland House with Chefs and Cookery writers Anne Neary & Edward Hayden
www.rylandhouse.com T 086 2767656
Summer programme bursting with 1 day & ½ day courses or adults & summer boot camp for children! Rylands, Cuffsgrange, Co Kilkenny

Eden Hall with Richenda Talbot www.cookingclasses.ie
T 056 883 0838 / 087 285 8753 Ballyragget, Co. Kilkenny
Something for all food lovers - learn & taste in a traditional old Irish house dating back 1750's in the heart of Kilkenny countryside



Kilkenny Culture Trail

Enjoy our City's Music, Food and Culture



MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
5.30pm TRAD	6.30pm TRAD	6.30pm TRAD	6.30pm TRAD	6.30pm TRAD	6.30pm TRAD	5.00pm BALLADS
Kytlers Inn	Kytlers Inn	Kytlers Inn	Kytlers Inn	Kytlers Inn	Kytlers Inn	O'Gormans Kilkenny House
Matt the Miller	Matt the Miller	Matt the Miller	Matt the Miller	Matt the Miller	Matt the Miller	6.30pm TRAD/BALLAD
7.30pm TRAD	7.30pm TRAD	7.30pm TRAD	7.30pm TRAD	8.00pm TRAD	8.30pm TRAD/BALLAD	Kytlers Inn
Marble City	Marble City	Marble City	Marble City	Langtons	Kytlers Inn	Matt the Miller
8.00pm TRAD	8.00pm TRAD	8.00pm TRAD	8.00pm TRAD	8.30pm TRAD/BALLAD	9.00pm TRAD	7.30pm TRAD
Langtons	Langtons	Langtons	Langtons	Kytlers Inn	The Field	Marble City
9.00pm TRAD	9.00pm TRAD	9.00pm TRAD	8.30pm TRAD/BALLAD	The Field	Paris Texas	8.00pm TRAD
The Field	Dylans Whiskey Bar	Dylans Whiskey Bar	Kytlers Inn	The Field	Bollards Bar	Langtons
Pump House	The Field	The Field	9.00pm TRAD	9.30pm TRAD/BALLAD	Paris Texas	8.30pm TRAD/BALLAD
9.30pm TRAD	Pump House	Pump House	The Field	Paris Texas	Bollards Bar	Kytlers Inn
Cleeres Pub	9.30pm TRAD	9.30pm TRAD	9.30pm BALLAD/TRAD	Bollards Bar	Billy Byrnes	9.00pm TRAD
Paris Texas	Matt the Miller	Cleeres Pub	Paris Texas	Billy Byrnes	Egans	The Field
Lanigans	9.30pm BALLADS	Paris Texas	Bollards Bar	Egans	10.30pm IRISH	Ryans Bar
10.00pm Trad	Paris Texas	Lanigans	9.30pm HOOLEY	Breathnachs	Breathnachs	10.00pm TRAD
Kytlers Inn	10.00pm TRAD/BALLADS	Matt the Miller	Lanigans	Kytlers Inn	Kytlers Inn	Matt the Miller
	Kytlers Inn	Breathnachs	Kytlers			

Work On-going

1. **Capital Investment Programme** in Kilkenny City with local Authorities in consultation with stakeholders

Stage 1: Developing a Clear Interpretation Plan & themes of the City for Visitor '*Working Title*' *Medieval Mile Project*

2. **Animation project** for Kilkenny City 2012-2013 to help present & tell the Story of Kilkenny

3. Continue to work with with **Kilkenny Leader & local authorities in prioritising development programmes for the County**

e.g. Barrow Study, walking routes, activity hub development and cycle trails, Food & Craft trail next stage development

4, **With individual businesses** on new business development – Activities, Accommodation, Attractions, Festivals & Events, Packaging & bundling, building Marketing and Promotion capabilities

WHAT VISITORS WANT

WHAT ATTRACTS THEM TO KILKENNY?

**Post Recession
Consumer**

**VALUE
CONSCIOUS**

Trends in travel

- **‘Authenticseeking’**
- **‘Travel with a purpose’**
- **Experience /Adventure/Culture**
- **Family / bonding**
- **Wellness**
- **Eco preferences**
- **‘Bleisure’**

The Grey Market by numbers

Every 40 seconds someone turns 50 in the UK (every 7 seconds in the US)

50% consumer spending by EU 50+s

Only 10% marketing spend aimed at over 50s in the EU

‘Experience’ Focus not Product Focus

‘To give the customer what they want you must follow two rules:

- first, do what you do best i.e. play to your strengths**

and

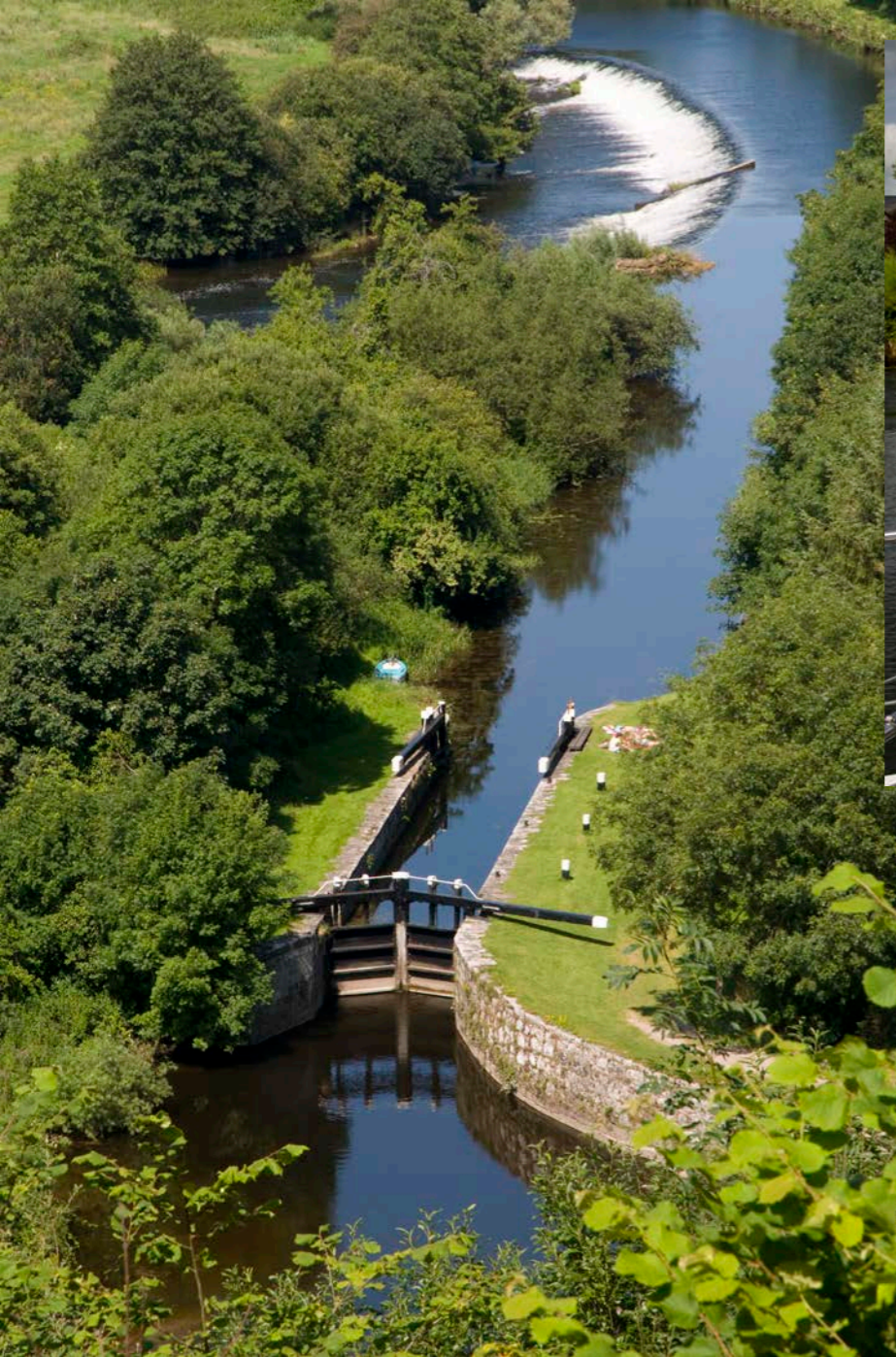
- second, to meet the full needs of customers needs you must collaborate with other players - sometimes your competitors.’**

Peter Drucker











Activity Tourism

(Specific relevance to Rural Tourism providers)

Overseas Visitor Participation in Activities

1 in 4 visitors engage in adventure pursuit

	Visitor Numbers(000s)	Spend (€m)
Hiking/ Cross County	830	494
Golf	143	110
Angling	105	132
Cycling	114	97
Equestrian	46	27

* Latest International research shows overseas activity sector is worth **€30M.... Visitors interested in activity pursuits spend average of 40% more during their trip and stay up to 24% longer than other sectors**

Source: *International Adventure Tourism Development Index 2010*. Note: full report available on FI website

Activity Tourism

High Yield Segment – Spend 45% higher than average visitor

Markets for Activity Tourism to Ireland 2010:

Britain 32%

Mainland Europe 45%

North America 19%

Other areas 4%

Longer Length of Stay: 34% 6-8 Nights & 31% 9 – 14 nights

Majority of Walkers engage in walks of 5-10km (50%)

Walking: All ages, all social classes (Age profiles 35 – 54 and 55-64 account for greatest nos 63% white collar)

Cycling Largest Age profile of 19-34, mostly white collar workers. A preferred activity of families , although enjoyed by lone travellers

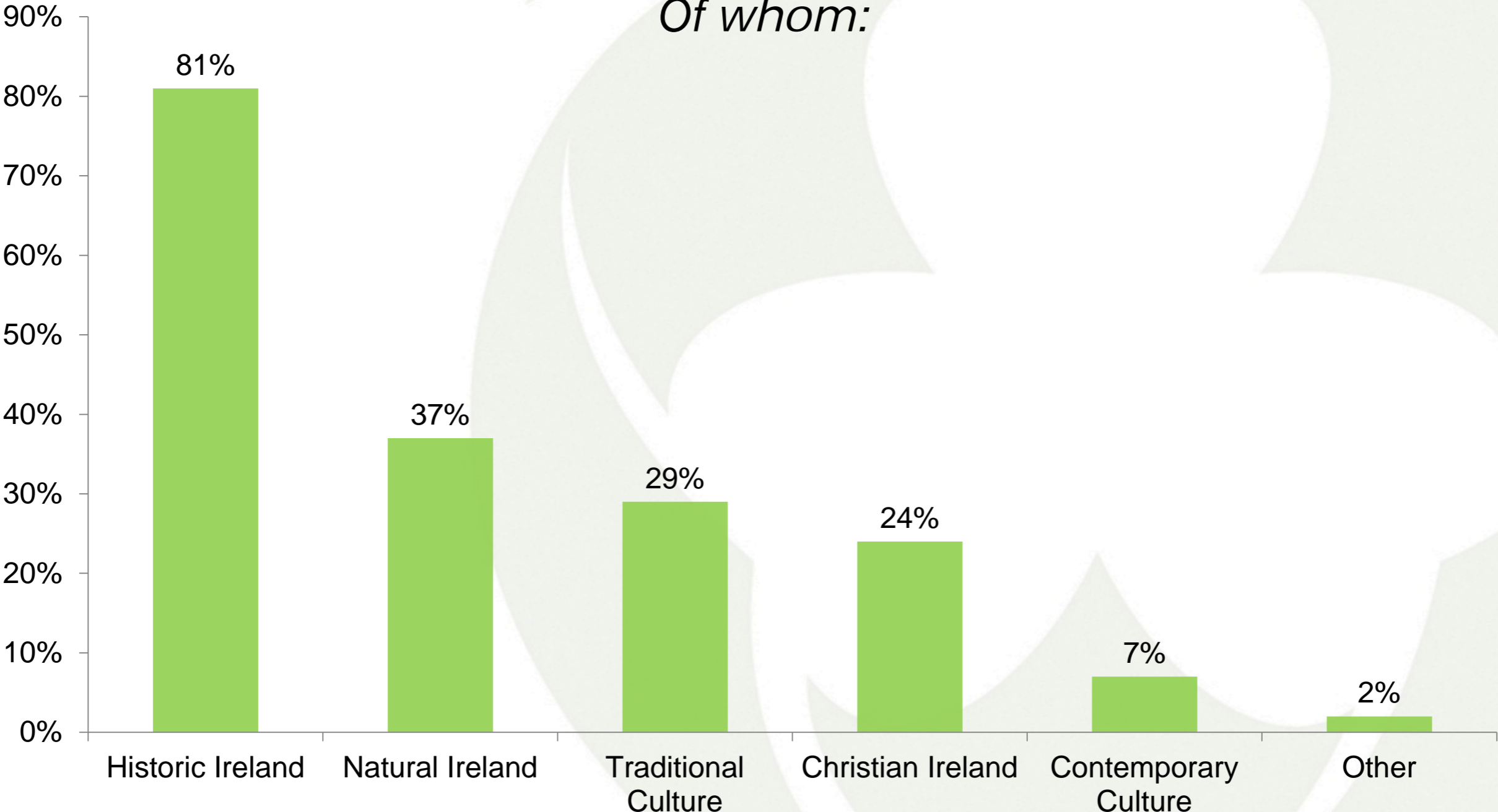
Heritage & Culture

Overseas Holiday Visitors 2009

2,931,000 Overseas Holidaymakers

55% "Sightseeing/Culturalists"

Of whom:

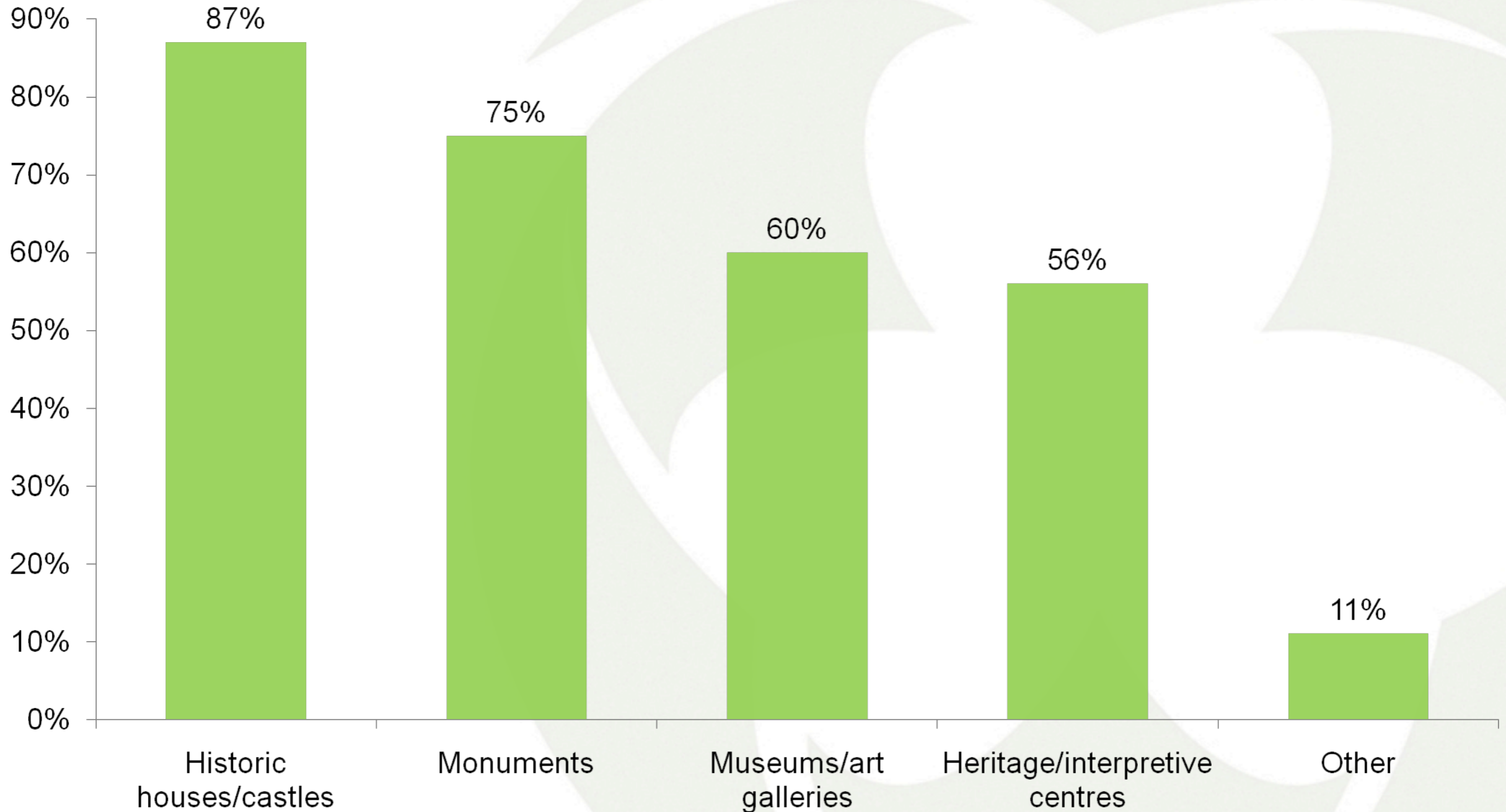


Source: Fáilte Ireland Survey of Overseas Travellers

Overseas Holiday Visitors 2009

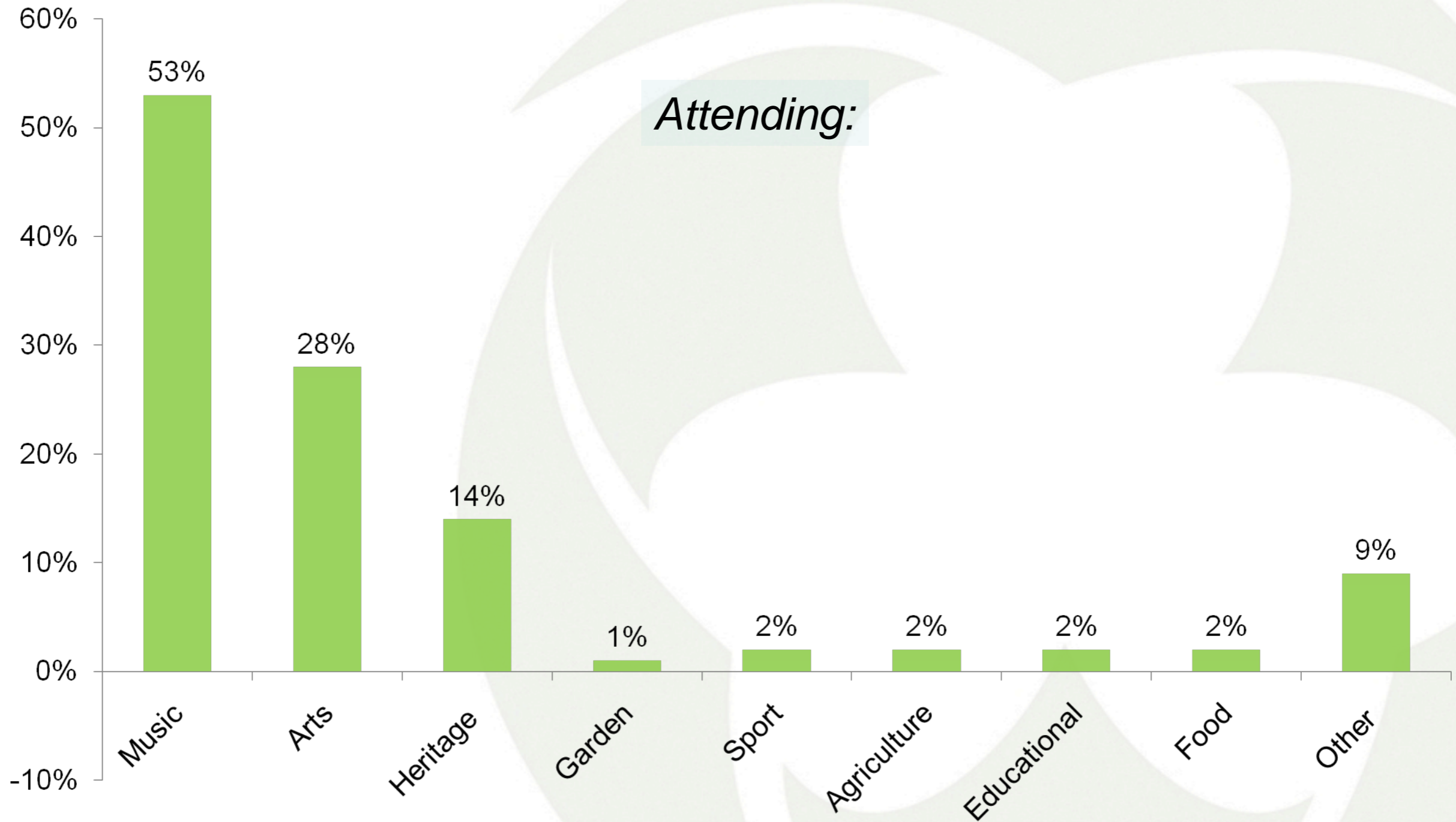
2,140,000 visited places of historical/cultural interest

Visiting:



Overseas Visitors 2009

376,000 visitors attended festivals/events



Domestic Holidaymakers Engaging in Cultural Pursuits 2009

	2005	2006	2007	2008	2009
National parks	21%	21%	28%	26%	23%
Houses/castles	22%	25%	26%	25%	24%
Gardens	17%	21%	19%	20%	20%
Heritage/interpretive centres	17%	17%	17%	15%	21%
Museums/art galleries	11%	11%	16%	14%	14%

Meeting the Needs of Visitors

In our County Development Plan

Satisfying basic visitor needs

- Access and information
- Hygiene and safety
- Engaging with visitors
- Showcasing the town's best assets
- Local distinctiveness
- The public realm
- Story and interpretation
- Enticing people to stay longer and spend more
- Activity in the town
- Shops, restaurants and bars



Reference our Tourism Towns Award NEW in 2012

Sense of Place

- How the town tells its own unique story to visitors, what's special about it, and what distinguishes it from others

How we welcome visitors (before, on route & during stay) – websites, signage, directions, transport information, civic amenities, public realm, car parking, orientation, how well locals can advise on tourism ?

Local Involvement

- How the local community and businesses work together to provide an authentic visitor experience?

Tourism Products available

- What the town has to offer visitors and how well it showcases and makes accessible its local heritage culture and produce

Development /Promotion

- How the town takes a unified approach to marketing and developing the town into a “*tourism town*”
- how well do all businesses understand tourism – where visitors come from, what they want, what appeals to them and uses that in marketing and promotion

Tourism Towns Application
Application Form and Assessment Criteria

SuperValu
Tidy Towns

Fáilte Ireland
National Tourism Development Authority

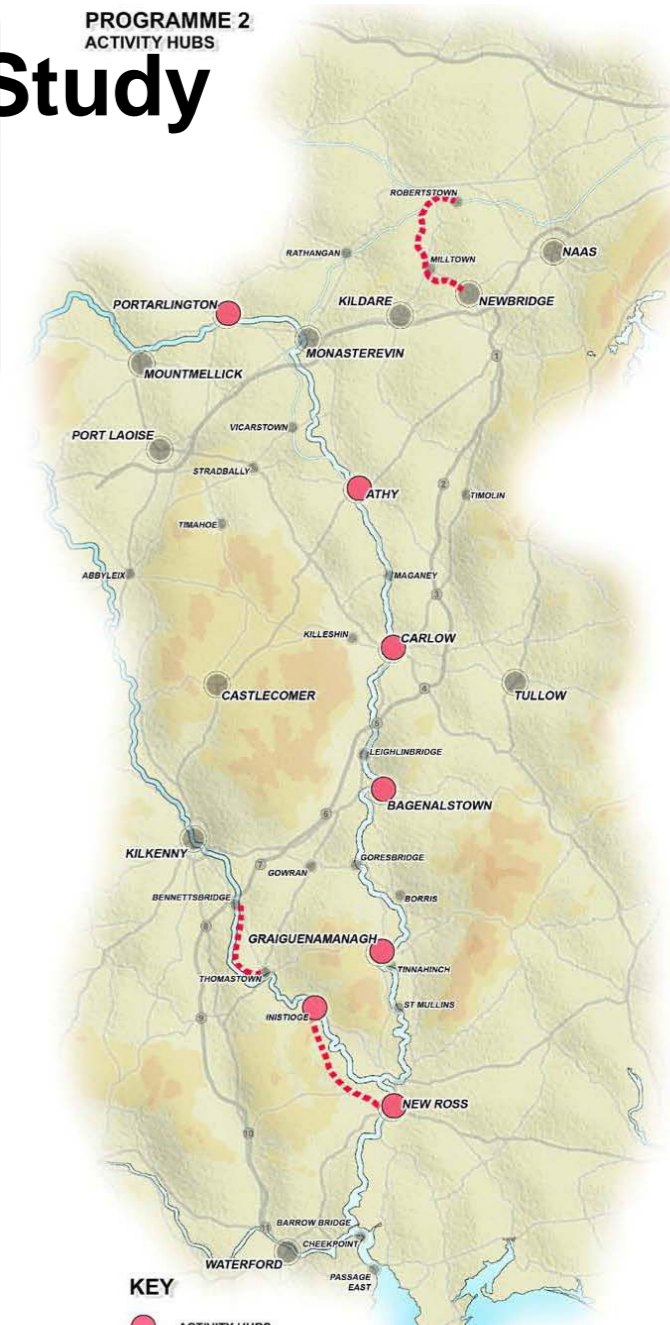
Shaping Kilkenny's Tourism Potential & Future

- *What /Where are the opportunities?*
- *What kind of tourism do we want?*
- *What are our Destination Development Priorities and Challenges?*
- *How can the County Development Plan influence & support the ambitions and goals we set?*

Tourism Recreation & Commercial Development Study

Key Objective:

To identify ways it could develop opportunities along the banks of the country's second-longest river in British Isles



Programme 1 – Navigation Infrastructure & Management

Programme 2 Activity Hubs and Tourism Trails

Programme 3- Boating & Cruising Development Programme

Programme 4 – Raising the profile– touring itineraries

Programme 5 – Barrow Nature and Wildlife Sites & Interpretation

Programme 6 -Barrow Way & South Leinster Way Trail Enhancement

Programme 7 – Development of a Coarse Fishing Centre
of Excellence for the Barrow



WHAT VISITORS SAY



Visitor Attitudes In Destination Survey Results 2011

Why visitors would recommend us:

1. Friendliness of People made their holiday stand out
2. 25% of overseas visitors became **aware of SE by word of Mouth** , 77% referred to Internet by higher than national average proportion used Guidebooks, low propensity to use social media
3. British & Americans to SE were mainly over 45 while Europeans were mainly younger
4. North Americans favoured hotel Accommodation, Europeans were mixed stays to B&B's Self catering and 1 in 5 stayed with family & friends. British were more likely to use Self Catering than European... overall positive ratings about accommodation, however only 12% rated our hostels in Se as Very Good

Visitor Attitudes Survey 2011

Destination Performance Rankings – against other Destinations (10 in total):
(Ranking – out of 10 for V good scores achieved)

- **Activities:** Ranked **3rd**
- **Gardens:** Ranked **9th**
- **Heritage/Interpretation/visitor centre:** Ranked **3rd**
- **Museum/ Gallery** Ranked **8th**
- **Friendliness of People:** Ranked 6th
- **Natural Environment:** Ranked **4th**
- **Quality of Buildings /Architecture:** Ranked **3rd**
- **Condition of Roads:** Ranked **2nd**
- **Cleanliness of Locality :** Ranked **4th**
- **Transport (To and from) :** Ranked **3rd** (Within) **2nd**
- **Signposts** (to attractions) & (For attractions): Ranked **3rd**
- **Availability of things to See and Do** Ranked **4th**
- **Overall Value for Money:** Ranked **3rd**

Questions?

Thank You

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