IRELAND’S TOURISM INDUSTRY
TOURISM IS A SIGNIFICANT EMPLOYER

- Every €1m of tourist expenditure helps support 27 jobs
- With 240,000 employees, tourism employs over 10% of workforce
- Tourism delivers €7.2b in expenditure
- Tourism sustains communities and drives regional development in a manner that most other industries struggle to deliver
HUGE GROWTH IN OVERSEAS TOURISTS

Overseas tourists up 43% since 2012 with an estimated 9m overseas tourists in 2017

Source: CSO, NISRA & Fáilte Ireland estimates
Fáilte Ireland’s Role in the Tourism Industry

FÁILTE IRELAND’S ROLE IN THE TOURISM INDUSTRY
Fáilte Ireland’s Role in the Tourism Industry

Our role is to:

• **Invest** in tourism infrastructure

• **Support** the tourism industry

• **Promote** Ireland as a holiday destination
Fáilte Ireland’s Role in the Tourism Industry

Strategy

GOALS

SUSTAINABLE GROWTH MODEL

BRAND ARCHITECTURE

STRATEGIC IMPERATIVES

STRATEGIC DRIVERS

Attracting International Business & Events Visitors
Marketing & Sales to ROI & NT Holiday Makers
Working with TI on Marketing & Sales to Overseas Holiday Makers
Supporting Development of a Visitor Friendly Infrastructure & Community
Supporting Development of a World Class Industry
Building Brilliant Visitor Experiences
Whole of Govt Approach Access to Tourism Assets Infrastructure, Transport & Orientation Education Visitor Information Community & Environment
Market Diversification Digital Ecosystems International Publicity Business Development
Target Audiences Marketing Comms Digital Ecosystem Business Development
Conferences Incentives Events

KEY ENABLERS

Tourism Coordination Structures
Environmental Sustainability
Research & Insights

Revenue
Overseas Visitors
Domestic Trips
Employment
Tax Revenue

REGIONALITY

SEASONALITY

BRAND IRELAND
Ireland to be recognised internationally as a year round activity destination.
BIG GROWTH IN APPEAL OF CYCLING

- 2018 - 2nd largest activity (after walking)

- 450,000 overseas visitors participating in cycling while on holiday

- Threefold increase since 2009

- Projected annual growth of 4% p.a. to 2028
Hierarchy of Trails

Trail Development as Tourism Infrastructure

National Trails
(Iconic, motivating & multi day experiences) e.g. Coast to Coast Greenway, Eurovelo 1+2

Regional Trails & Clusters
(0.5-1 day experiences)
e.g. Great Western Greenway, Waterford Greenway, Great Southern Trail

Local Trails
(2-4 hour leisure trails / half day experiences)
e.g. Cycle Trails in National Parks & Forest Parks, Greenways ≤ 20km
Greenways
Connemara Greenway
Co Galway
Map of Greenways in Ireland

Role of Greenways in Irish Tourism

- Boosting the appeal of Ireland in the international travel market
- **ADDING VALUE** to what we have already
- **RIGHT INFRASTRUCTURE IN THE RIGHT PLACE FOR THE RIGHT PEOPLE**
Great Western Greenway - Ireland’s First Greenway

- Ireland’s 1st Greenway
- Completed 2011
- 2011 – 144,000 users
- 2016 – 211,000 users
- Payback period 6 years
- Generated €1.065M to local economy
Waterford Greenway

- Opened March 2017
- March – December 248,000
- Motivation for short breaks to Waterford
- Opportunities for new business ventures
The end user / visitor MUST always come first...

- Scenic
- Sustainable
- Lots of Things to Do & See
- Segregated / Substantially Segregated
- Strategic
53 million fund
22 applications received
10 grant aided
10 Cycling Hubs Developed
Wild Atlantic Way Cycle Sportif
Mountain Biking

Three Rock Mountain Dublin
Over 50km of Trails
Investment

13.6 million

4 National Trail Centres
300km of Trails
crossing 7 counties
Eurovelo 1

Sligo
Wexford
Donegal
Mayo
Eurovelo 2

1. Dublin to Maynooth (NTA)  2.3km Opened; 14.3km with Planning; 8.3km at Planning
2. Maynooth to Westmeath boundary  38km, Construction commenced August 2016
3. Westmeath boundary to Mullingar  27km, Opened in 2014
4. Mullingar to Garrycastle, Athlone  40km, Opened October 2015
5. Garrycastle, Athlone to Athlone Marina  4.5km, Part 8 approved December 2015
6. Athlone Marina to Athlone Castle  0.5km, EIS submitted to ABP in next 3 weeks
7. Athlone Castle to Galway City  140km, Paused by Minister late 2015
Thank You

Orla Carroll
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