

Presentation to Limerick City and County Council

Municipal District of Cappamore- Kilmallock

THURSDAY, 15TH JUNE 2017

New Office of Communications/Marketing

- **Corporate Communications**

Media releases (370+ per year)

Social Media (Facebook, Twitter, Instagram)

Photography

Brand Guidelines

Internal Communications

- **Marketing**

Overall Limerick promotion, Digital Marketing, Festivals, Invest Limerick, Limerick Twenty Thirty

- **Limerick.ie**

Responsible for all content on the site

Monthly Business and Discover newsletters

Limerick *is* Home

"Our family enjoy a quality of life here that we could never have achieved in a capital city. We now enjoy the best of both worlds, city life with country living."

└ Cathenne Durfy,
General Manager,
Northern Trust,
with her family

Creation of Marketing Assets

- Invest Limerick new video content
- Digital profiles on FDI companies, graduates who have moved back
- Monthly business bulletin
- Limerick.ie launch - the official guide to Limerick, Ireland
DISCOVER, BUSINESS, COUNCIL
- New Drone Footage of Limerick for media use
- Creation of large media bank of general Limerick lifestyle/promotional images
- LCCC Economic Data Profiling Report, key marketing tool

2017 Limerick Visitor Promotion

- Our County, our stories digital campaign (social media)
- Launch of 2017 new Limerick city and county guide
- Limerick Tagged bloggers event
- Festivals marketing
- Digital marketing/traditional marketing mix
- New Limerick brand rollout planned following completion of Tourism Strategy and Destination Marketing Plan
- Working in partnership with Fáilte Ireland/Shannon Airport/Third Levels re 2017 markets/promotional opportunities using 'Team of Teams' approach
- Major re-launch of Limerick.ie

WHAT'S ON?

Limerick's Event Highlights

May
2017

Fri 28th April
- Mon 1st May



**BALLYHOURA
INTERNATIONAL
WALKING
FESTIVAL**

Ballyhoura
Country

Thur 4th



BOYZLIFE

University
Concert Hall

Sat 6th



**MUNSTER V
CONNACHT**

Thomond
Park

Thur 11th



**LSAD
GRADUATE
FASHION
SHOW 2017**

Millennium
Theatre

Fri 12th



**THE SAW
DOCTORS**
LIVE AT THE
BIG TOP

The Milk Market

Sun 21st



**GREEN RIBBON
WALK**

Ardpatrick

Thur 25th



**AN EVENING
WITH DIARMUID
GAVIN**

Lime Tree
Theatre

Fri 26th



**ANDY IRVINE
& PAUL BRADY**
40TH ANNIVERSARY
TOUR

University
Concert Hall

WHAT'S ON?

Limerick's Event Highlights

June
2017

Wed 31st May
– Mon 5th June



**FLEADH CHEOIL
LUIMNIGH**

Kilfinane

Thur 1st – Mon 5th



**LIMERICK
INTERNATIONAL
FOOD TRUCK
FESTIVAL**

People's Park

Thur 1st



**SUMMER
VOICES BY
ANCÓR**

St. Mary's
Cathedral

Fri 2nd



**TOM GREEN'S
EUROPEAN
COMEDY ROAD
TRIP 2017**

Dolan's
Warehouse

Fri 16th



**BLOOMSDAY
IN BRUFF**

Church of
Ireland, Bruff

Thur 22nd – Mon 26th



**LIMERICK
SINGS
INTERNATIONAL
CHORAL FESTIVAL
2017**

Throughout
Limerick

Fri 23rd



**TWILIGHT
RACING - MUSIC
BY THE 4 OF US**

Limerick
Racecourse

Sat 24th

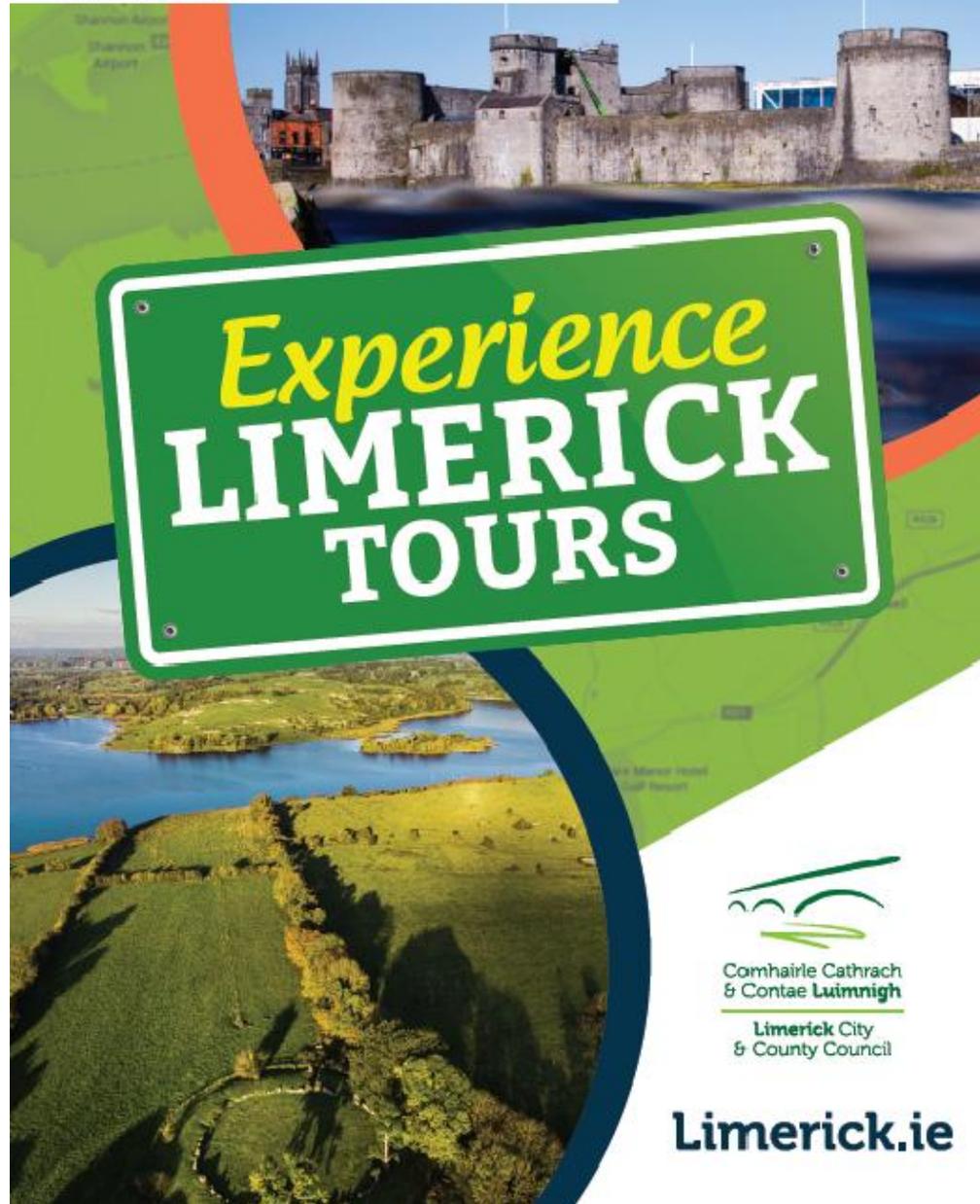


**BALLYHOURA
ACTIVE
DUATHLON**

Kilfinane


WILD ATLANTIC WAY
SI LIAN ATLANTAIGH FHIÁIN


**IRELAND'S
ANCIENT EAST**
Standar Through Time



Experience
**LIMERICK
TOURS**



Comhairle Cathrach
& Contae **Luimnigh**

Limerick City
& County Council

Limerick.ie



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2. EAST COUNTY LIMERICK AND THE GOLDEN VALE DRIVE

Ireland's Ancient East is steeped in history, legend, heritage and folklore and there is a wealth of experiences just waiting to be explored throughout Limerick. Tour 2 takes you to some of the county's many highlights within the historic heartland of the Ancient East. Begin 13km north-east of the city on the N7 Limerick to Dublin Road, in the lovely village of **Castleconnell**. Visit the **Irish Harp Centre** or perhaps try a spot of **angling**. Take a walk by **Worrell's End** or **World's End**, the quay that was used during the Great Famine in the 1840's as an embarkation point for emigrants fleeing Ireland for the New World.

From here, continue by car to the village of **Murroe** where you will find the magnificent **Glenstal Abbey** (note – private property, however, visitors are welcome to walk in the grounds and to visit the church). Close by is the

Clare Glens - a peaceful, wooded, walkers paradise. Enhance your East Limerick experience even further and check out the **electric bikes** from Go-Eco bikes in **Cappamore**.

Travel back to the main N7 road toward the city and take the R512 heading in the direction of Kilmallock. The picturesque driving route you are embarking upon is known as the **Golden Vale Drive**, which will take you through some of the most lush, green and rolling pasturelands in Ireland. Continuing through Ballyneety and on to **Lough Gur**, 20km south of the city centre, is one of Ireland's most important archaeological locations, with a number of sites and monuments ranging in date from Neolithic to Medieval times. At the lake, you'll see the Grange stone circle (the largest stone circle in Ireland), a dolmen and the remains of at least three crannógs. Stone Age houses have also been unearthed here – while other features include a number of ring forts and a hill fort. While you're here, actively engage with over 6,000 years of history at the fascinating **Lough Gur Heritage Centre**.

For lunch consider stopping off in the charming town of **Bruff** or check out what it was like to live in the 1900's at **Old Irish Ways Musuem**. Continue on to picturesque **Bruree**, famous for being the place where former President of Ireland, Eamon de Valera grew up. Make sure to stop off in the bustling Walled Town of **Kilmallock**. Kilmallock, also known as the crossroads of Munster,

is an important Norman town and was at the centre of Ireland's political development from the 13th through to the 17th centuries. Nearby Kilmallock are the impressive villages and towns of **Kilfinane, Ballylanders, Galbally, Emly and Pallasgreen**.

It is no secret that this whole area is steeped in history but it is also a playground for outdoor pursuits with a whole host of activities designed to get your adrenalin pumping. Brush away the cobwebs on the longest trail network of its kind at the **Ballyhoura Mountain Bike Trails**, try go-karting, go hill or mountain walking where the scenery really is a sight to behold or saddle up on the forest trails and mountain paths with **Ballyhoura Horse Trails**. If you have any budding environmentalists with you, make sure to visit **Griston Bog Outdoor Classroom**.



Discover

What's On

Eat, See & Do

Explore

Visiting

Living

Learning

EXPLORE

This is Limerick

FIND OUT MORE



I am a **local**  looking for **events** 

BROWSE

Discover

What's On

Eat, See & Do

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Learning

EXPLORE

Kilmallock

READ MORE

Kilmallock is located in the Golden Vale region.



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Revisions

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Discover

What's On

Eat, See & Do

Explore

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Learning

[DISCOVER](#) > [EXPLORE](#) > RECOMMENDED TRIPS

Ireland's Ancient East in Limerick



View Edit draft Delete Translate

Kilmallock Museum & Historic Town Trail


SAVE



 PHOTOS

 MAP

Discover

What's On

Eat, See & Do

Explore

Visiting

Living

Learning

DISCOVER > EAT, SEE & DO > HISTORY & HERITAGE > VISITOR HERITAGE CENTRES

Lough Gur & Visitor Centre



SAVE



1 of 4



Limerick.ie

exploring

MOLLY'S
RESTAURANT
High Street
Kilfinane
Co. Limerick
087 919 9199
Open
7 Days



**Limerick.ie
Roadshow
Kilmallock &
Kilfinane
May 2017**





Discover

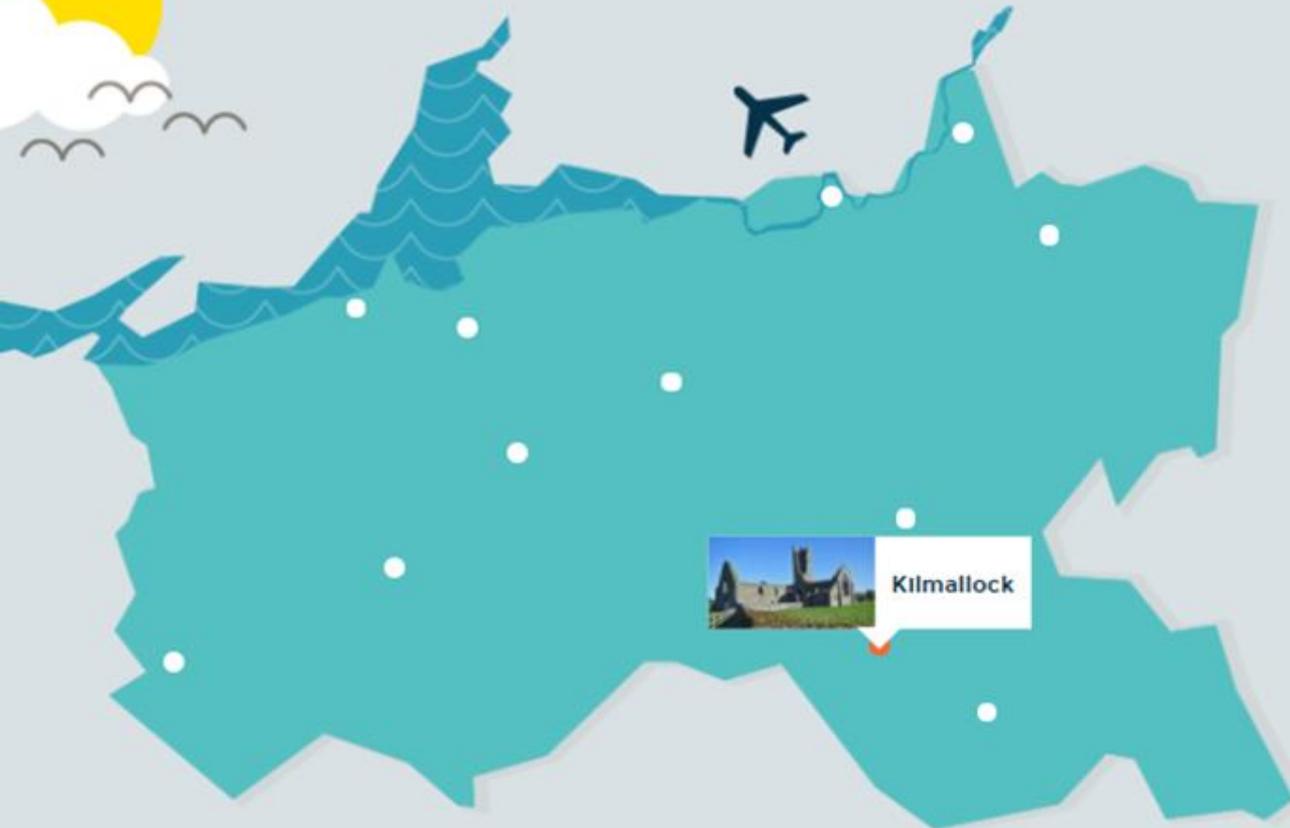
What's On

Eat, See & Do

Explore

Visiting

Living



Areas in Limerick

IRELAND

- ABBEYFEALE
- ADARE
- ASKEATON
- BRUFF
- CASTLECONNELL
- FOYNES
- KILFINANE
- **KILMALLOCK**
- LIMERICK CITY
- MURROE
- NEWCASTLE WEST
- RATHKEALE

Tourism Strategy...

- Tourism Strategy – Baseline Study, Consultations & Desktop Research
 - Kilmallock, Adare, Templeglantine & City
 - PPN, Failte Ireland, Waterways Ireland etc., Stakeholders (One to One's)
- Outputs
 - ✓ Limerick Tourism Forum
 - ✓ Action Plan – short, medium & long term

Building relationships...

- Munster Vales
- Ballyhoura Failte
- Ballyhoura Development CLG
- Kilmallock Tourism Group
- Love Your Street campaign (Tidy Towns Group)

Project Proposals...

- Explore East Limerick booklet
- Lough Gur – Summer Solstice – medieval music
- Clare Glens, Murroe

Project Proposals...

- Explore East Limerick Booklet
 - Map of area at front (pull-out) identifying all playgrounds, attractions etc.
 - Input from Councillors critical – stories from local areas
 - First Draft will go to Councillors – will be complete in 10
 - 12 weeks
 - Re-usable content

Project Proposals...

- Summer Solstice – 21st June 2017
 - “Ancient Music Ireland” – event will commence at 5.10am. Event will be recorded – including drone footage



Project Proposals...

- Clare Glens – no signage on Limerick side
- No map of Limerick to demonstrate proximity



Projects Costing...

Lough Gur	Musicians	1,500
	Video Production	2,000
		3,500
Explore East Limerick	Booklet Creation	5,000
	Printing incl. Web version	8,000
		13,000
Clare Glens, Murroe	Animation – signage etc.	3,000
		€19,500