



Fitzgeralds

Woodlands

HOUSE HOTEL & SPA



Importance of the Fitzgerald's Woodlands House Hotel to the local area

- Fitzgerald's Woodlands employs circa 230 people locally. This equates to €14.7m in payroll costs for the period 2012-2017
- Forecasted growth to 300 employees over the next 10 years
- Fitzgerald's Woodlands is the largest rural SME employer in West Limerick and the largest tourism employer in the Limerick area
- Fitzgerald's Woodlands is a family owned and managed business with 40 years experience in the hospitality industry



Importance of the Fitzgerald's Woodlands House Hotel to the local area

- Fitzgerald's Woodlands has contributed circa. €100m in economic contribution to the economy of Adare and it's environs since its foundation in the early 1980's
- **86% (or €886k) of Hotel food purchases are from local suppliers based within 40km of Adare**
- The location of the business supports other local tourism business by bringing tourists to the area



Importance of the Fitzgerald's Woodlands House Hotel to the local area

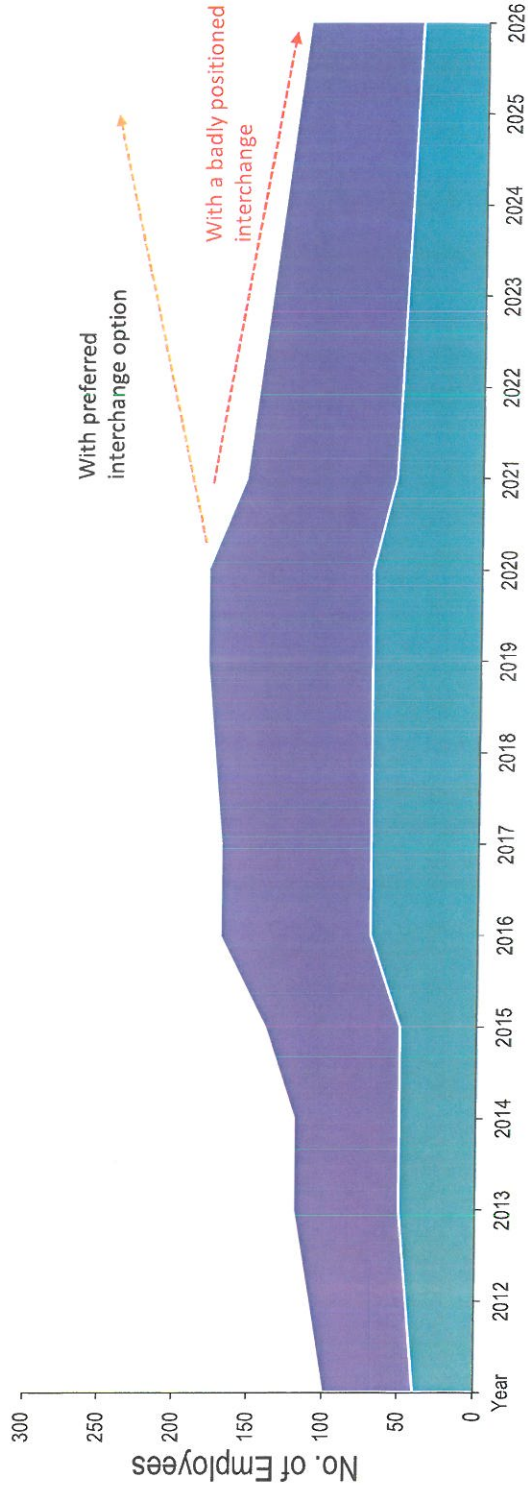
- Historical Capital Expenditure of circa €17.5m since 1983
- **Forecasted Capital Expenditure over the next 5 years of €4.5m (subject to the Adare By-Pass interchange location)**



Adverse Impact of a badly positioned interchange to the Hotel

- The exact impact of a bad location can only be measured in hindsight which is too late. After 40 years in business, the Fitzgerald Family know their business & customers better than anyone else
- **During the recession, the business of passing trade ensured the survival of the Fitzgerald's Woodlands and any negative impact on this trade will impact the viability of the entire business**
- A badly positioned exit from the bypass will result in a significant loss of business, with knock on consequences for jobs, capital expenditure and local suppliers
- **Fitzgerald's Woodlands is currently part of the Adare Village environs and the location of the proposed interchange will "cut off" the Hotel from the village and visitor traffic – "Out of sight, out of mind" scenario**
- Based on the Hotel's forecasted financial performance, the negative impact could be as high as €3.7m annually by 2027

Impact to employment



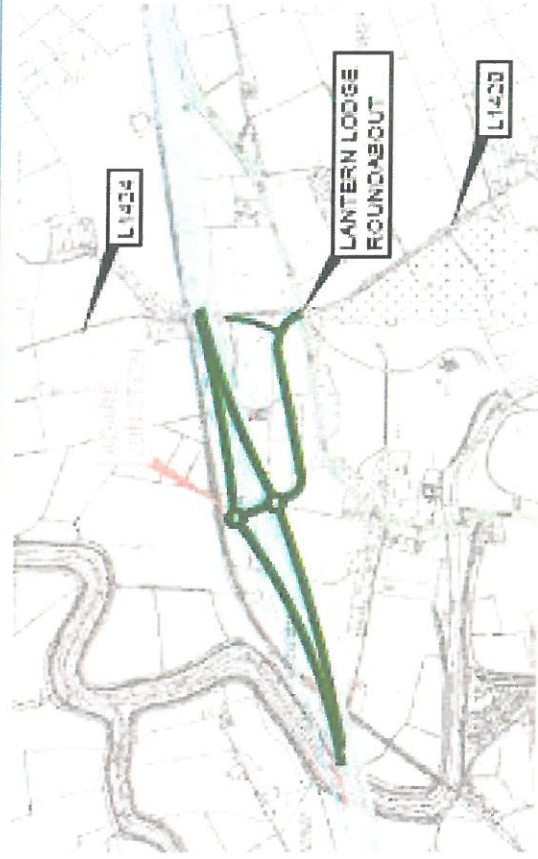
■ Part Time ■ Full Time



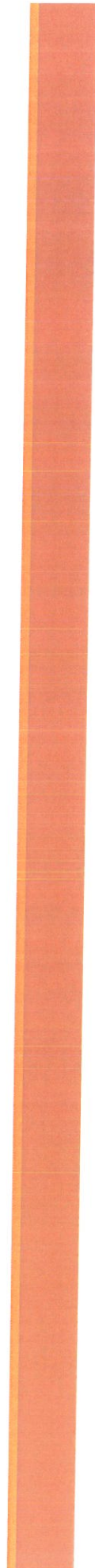
Alternative interchange Options

1. Woodlands supports the Bypass in principal and have engaged with Punch Engineers & Grant Thornton to provide opinions on alternative options for the location of the proposed interchange
2. **Their investigations indicate locations beside the Lantern Lodge are entirely possible from an engineering viewpoint**
3. It is our view the location of the interchange can be a catalyst for positive promotion of the “Natural entrance” to Adare by the current mini roundabout at Lantern Lodge

Alternative Interchange Proposal



1. The Proposal maintains the proposed Adare Junction and route corridor in its designated location.
There is an S bend shaped link road from the south dumbbell roundabout to join with the Lantern Lodge Roundabout and the L1424 can be diverted to join onto this new link via a T junction. The link road would be designed and constructed to current standards.
- 2.
3. The existing N21 west of the Lantern Lodge Roundabout would be de-classified and form an entrance to Adare village and its attractions.



Key Message

An interchange linked directly to the Lantern Lodge roundabout will mitigate the impact of the Bypass

A poorly positioned interchange will lead to job losses in the Hotel and reduced economic activity in the area (local suppliers and community support)



