



Comhairle Cathrach
& Contae **Luimnigh**

**Limerick City
& County Council**

Forbairt Gheilleagrach,
Ceanncheathrú Chorpáraideach,
Cé na gCeannaithe,
Luimneach

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To the Mayor and Each Member of Limerick City & County Council

15th March 2018

**Chairpersons Report for the Economic Development, Enterprise and Planning
Strategic Policy Committee Meeting of 16th January 2018**

A Chomhairleoir, a chara,

1. Presentation on the draft Tourism Development and Marketing Strategy.

Maria Rochford of Future Analytics made a presentation to the members on the draft Tourism Development and Marketing Strategy to the members.

The key issues covered were:

- How the Strategy was developed
- The Ambition
- Performance and potential
- Unlocking the Potential: Four Themes
- Coordination and delivery

The members welcomed the four themed approach of the strategy i.e. Into the Blue; Energy Unleashed; Medieval Strongholds and Alive & Kicking. The focus on the exploiting the potential of the rivers and lakes of Limerick for adventure tourism / water based sport etc. was lauded by the members. They felt that investment on greenway and blue way infrastructure will yield longer term benefits for Limerick. The importance of Shannon Airport for the regions tourism offering was stressed. Corporate tourism (conferences etc.) needs to be focused on with the view of extending the stay in the Limerick area. Sport and culture have big parts to play in this.

Members stressed that the Food Strategy, the Marketing/Branding Strategy, and the Tourism Strategy were all interlinked and objectives in each should complement each other. The clustering of events would aid to encouraging visitors to stay in Limerick for longer periods of time. Members asked that there be close liaison between the tourism business interests and the Council in the implementation of the Strategy. Members also requested that there be closer liaison between the different units of the Council operating in the tourism space.

Specific queries and contributions were made in respect of; Limerick as a golf hub for the region, the provision of a Conference Centre, Nicholas Street developments,

Carrigogunnell Castle, the Black Bridge, a 'Made in Limerick Shop', improvements to the night time offering in the City Centre, and the spin-off of productions at Troy Studios, etc.

The Director of Services thanked the members for their contributions informed the members that the next step was to integrate the committee's views into the strategy as appropriate and to bring a final draft to the Council in March 2018. Once adopted by the Council an Action/Implementation Plan will be drafted in association with the other tourism stakeholders.

Mise le meas

Councillor Vivienne Crowley
Chairperson