

# LIMERICK TOURISM DEVELOPMENT STRATEGY

## *Final Draft Action Plan*

2019-2023

Produced By



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Limerick City  
& County Council

In partnership with





Lough Gur Lake & Grange Stone Circle

**Limerick Tourism Development Strategy  
Action Plan  
2019-2023**

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River Shannon – Thomond Bridge & King John's Castle

# 1.0 Introduction

## 1.1 LIMERICK TOURISM LANDSCAPE

The Limerick Tourism Development Strategy comes at a time of great optimism and significant transformation in Limerick. This is evident in the drive and ambition of the many organisations working within the tourism sphere across the entire area. It follows on from the success of Limerick's reign as the European City of Sport 2011 and the National City of Culture in 2014, and the potential of plans such as Limerick 2030: Economic and Spatial Plan for Limerick to transform the City of Limerick into one of Europe's greatest urban centres and to develop major transformational sites across the City and County.

Recent investments in the tourism sector including the €172 million investment in Adare Manor and Golf Course and the proposed €10 million investment in the proposed Engage Rugby Experience museum have added to the sense of energy and excitement around Limerick's tourism industry. These achievements and other accolades such as Limerick's Purple Flag status have fostered a renewed energy and sense of pride in Limerick people throughout the city and county.

Limerick has so much to offer as a tourism destination. The forests and mountains, rivers and lakes of rural Limerick provide a tranquil setting for the many nature-based activities on offer such as mountain biking, walking, boating, and fishing. Music and drama, arts and creativity abound throughout Limerick as showcased in the diversity of events and festivals that take place across the vibrant City, and in the county's many towns and villages. Limerick also shines as a sporting centre with world class facilities and an infectious enthusiasm for all things rugby and GAA. Physical remnants of the past are everywhere. These range from the prehistoric stone circle at Grange on the shores of Lough Gur, to the historic strongholds of King's Island, Kilmallock and Askeaton, to the architectural heritage of Georgian Limerick

City, and the maritime heritage of the Shannon River and estuary. Aside from the natural and physical assets that make Limerick a great place to visit, there is an authenticity to the place that is most evident in the personality of its people and their approach to life. Limerick also benefits from a highly strategic location with Shannon Airport on its doorstep, excellent road and rail links to the wider region, and its position as a pivot point between the Wild Atlantic Way and Ireland's Hidden Heartlands.

## 1.2 PURPOSE OF THIS STUDY

Tourism is a critical pillar of the Irish economy generating over €8.8 billion in total revenue in 2017. The sector supports in the region of 205,000 jobs, and with the success of experience propositions such as the Wild Atlantic Way and more recently, Ireland's Ancient East and Ireland's Hidden Heartlands, the strong growth experienced in recent years is expected to continue. On a county level, overseas and domestic tourism to Limerick generated an annual revenue of over €307 million with close to 931,000 visitors to the county in 2017. The sector is hugely important to Limerick, yet comparatively the county is underperforming, particularly so in relation to tourism hotspots and neighbouring counties.

The purpose of this tourism strategy is to provide a clear direction and enabling framework for a cohesive and integrated approach to tourism development and growth in Limerick. Priority themes and associated transformational actions are proposed providing a framework to drive forward the sector so that Limerick can rival the success of neighbouring counties as a premier tourism destination, and deliver widespread benefits to the local economy and communities.

## 1.3 HOW THE STRATEGY WAS DEVELOPED

The strategy was developed following a detailed analysis of the county's tourism offer, developed through comprehensive research of the tourism environment and involving a review of all available tourism information. This involved a wide range of sources, including: Fáilte Ireland, Limerick City and County Council, tourism attractions' own records, and direct conversations with tourism product providers and key stakeholders across the county. Strategic conversations were held with several key stakeholders across the city and county to gain further insights on the character of visitor experiences, information on the resource or attraction and the potential for collaboration and future growth (a list of consultees is also provided in Appendix 1 of the associated Situation Analysis Report). Consultation was also carried out with members of Limerick Public Participation Network (PPN). Four public workshops were held across the county - Adare, Templeglatine, Kilmallock and Limerick City. The workshops brought together voices from across the county in a range of sectors of relevance to tourism and highlighted the wealth of knowledge and experience held by local people throughout the county. Furthermore, Limerick benefits from a wide network of tourism agencies and actors. These organisations and the support of local communities are vital to the success of this county wide strategy, and it will be essential to gain their support through active participation in delivery.

A detailed Situation Analysis Report accompanies this strategy. This outlines the baseline analysis and context that underpins the priority themes and associated transformational actions that are proposed in this strategy.

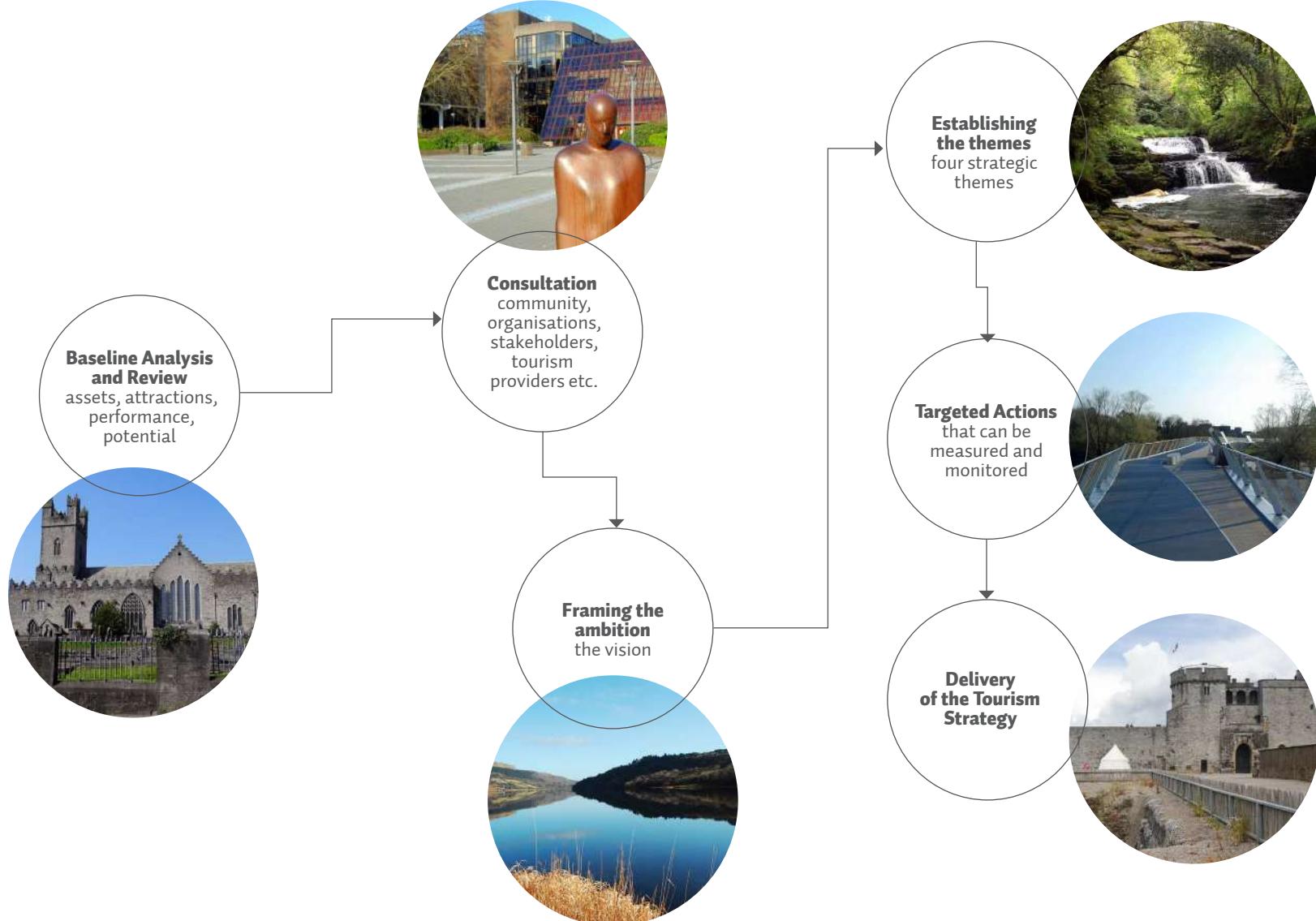


Figure 1 Limerick Tourism Development and Marketing Strategy – The Process

## 1.4 A ROADMAP FOR SUCCESS

The delivery of this the vision for the future of tourism in Limerick, as outlined in this strategy, will be achieved through the implementation of a series of actions formed around four key themes. These are designed to optimise the potential of the waterways (Into the Blue), activities (Energy Unleashed), heritage (Vibrant History), arts and culture (Alive and Kicking).

With a sustained commitment to successfully deliver the thematic action programmes and to set in place the recommended management structures to support its delivery, it is envisaged that by 2023 total number of visitors to Limerick

City and County will reach 1.1 million, generating €360.6 million in revenue and creating in the region of 1,500 new jobs in the tourism sector.

### 1. What do we want?

#### **Section 2.0 The Ambition**

- Objectives
- Targets
- A vision for tourism in Limerick

### 2. What is our current position?

#### **Situation Analysis - the story of tourism in Limerick so far**

A separate Situation Analysis report available at [www.limerick.ie](http://www.limerick.ie) looks at the tourism base of Limerick including,

- Building on the good work done – *the wider policy context*
- The key ingredients – *an overview of the current tourism base (place, attractions, events, profile)*
- Performance and Potential – *the current performance in terms of tourism.*

### 3. How can we optimise what we have and successfully grow the sector?

#### **Section 3.0 Unlocking the Potential**

Four Key Drivers:

1. Into the Blue
2. Energy Unleashed
3. Vibrant History
4. Alive and Kicking

### 4. Who needs to be involved and when?

#### **Section 4.0 Gearing up for Delivery**

Leadership, connections, marketing, roadmap for delivery

#### **Section 5.0 Monitoring and Evaluation**

Monitoring and measuring progress



Figure 2 Limerick Tourism Development and Marketing Strategy – The Structure

# Our Inheritance



## Uplands

1. Clare Glens
2. Slieve Felims
3. Mullaghareirk
4. Ballyhoura
5. Galtee
6. Silvermines
7. Slieve Bernagh
8. Arra



## Rivers/Lakes

9. Shannon
10. Lough Gur
11. Lough Derg
12. Maigue
13. Feale
14. Deel
15. Mulkear
16. Abbey
17. Bleach Lough



## Parks, gardens and natural sites

18. People's Park
19. Knockpatrick Garden
20. Boyce Garden
21. Ballynacourty Gardens
22. Coolwater Garden
23. Curraghchase Forest Park
24. Adare Park
25. Abbeyfeale Town Park
26. Ballyhoura Nature Trail
27. Griston Bog
28. Newcastle West Demesne



## Medieval towns; castles and conquests, saints and scholars

29. King John's castle  
King's Island  
St. Mary's Cathedral
30. Glin castle
31. Desmond Castle  
Franciscan Friary
32. Desmond Banqueting Hall and Castle
33. King's Castle and Dominican Priory
34. Desmond Castle  
Augustinian Priory  
Franciscan Abbey  
Trinitarian Abbey
35. Desmond tower house  
Augustinian Abbey
36. Purt castle
37. De Lacy castle
38. Glenstal Abbey
39. Knockfierna Famine House
40. Glenquin Castle
41. Mungret Monastic complex
42. Carrigogunnell Castle
43. Dromore Castle
44. Shanid Castle
45. Springfield Castle
46. Beagh Castle
47. Kilmallock Dominican Abbey and walled town



## Portals to Ancient Ireland

- Lough Gur/Grange Stone Circle
- Megalithic tombs
- Knockadoon habitation site





# Cultural Expression

## Sports Centres of excellence

- Thomond park
- Swimming Pool (UL)
- Pairc na nGael

## Key Activities

- Racecourse
- Horse Riding
- Skateboard park
- Basecamp Action Adventure Park
- Golf course/Pitch and Put
- Mountain Bike Park
- Outdoor Education Centre
- Galtymore Mountain (917m)
- Rock Climbing
- Claybird and Archery Centre
- Sailing
- Off-road cycling
- Kayaking
- Fishing locations
- Walking
- Walking Trails

## Key Attractions

- Flying boat and Maritime Museum
- Limerick City Gallery of Art
- Adare Gallerie
- University Concert Hall
- Dolan's Warehouse
- The Hunt Museum
- Palatine Museum
- Old Irish Ways Museum
- Lough Gur Visitor Centre

Terra Nova Gardens

Curraghchase Forest Park

Ballyhoura Apple Farm

Milk Market

Theatres

## Cultural Productions

- Ballyhoura Ceramics
- Orchard Pottery

## Performance (festivals, events happenings)

- EV + A International Art Biennale
- Rambling houses
- Fairy Trail
- Band Championships
- Fleadh by the Feale Traditional Music Festival
- Riverfest
- Michael Hartnett Annual Literary and Arts Festival
- Ballyhoura International Walking Festival 2017
- Great Limerick Run
- Bloomsday
- Foynes Irish Coffee Festival
- Askeaton Contemporary Arts Festival
- Cruinníú na Cásca (national day of culture and creative)
- West Limerick Drama festival
- Garry McMahon Singing Festival
- Eigsé Michael Hartnett Literary and Arts Festival
- Foynes Air Show





## Moving Around

Shannon Airport/ from Limerick City 20 min. drive time

Rail Line

Train Stations

Ports

National bus route hub

National Roads

Motorways

M7

### Drives and Trails

Ballyhoura Way

Broadford-Ashford

Great Southern Greenway

Attychraan loop

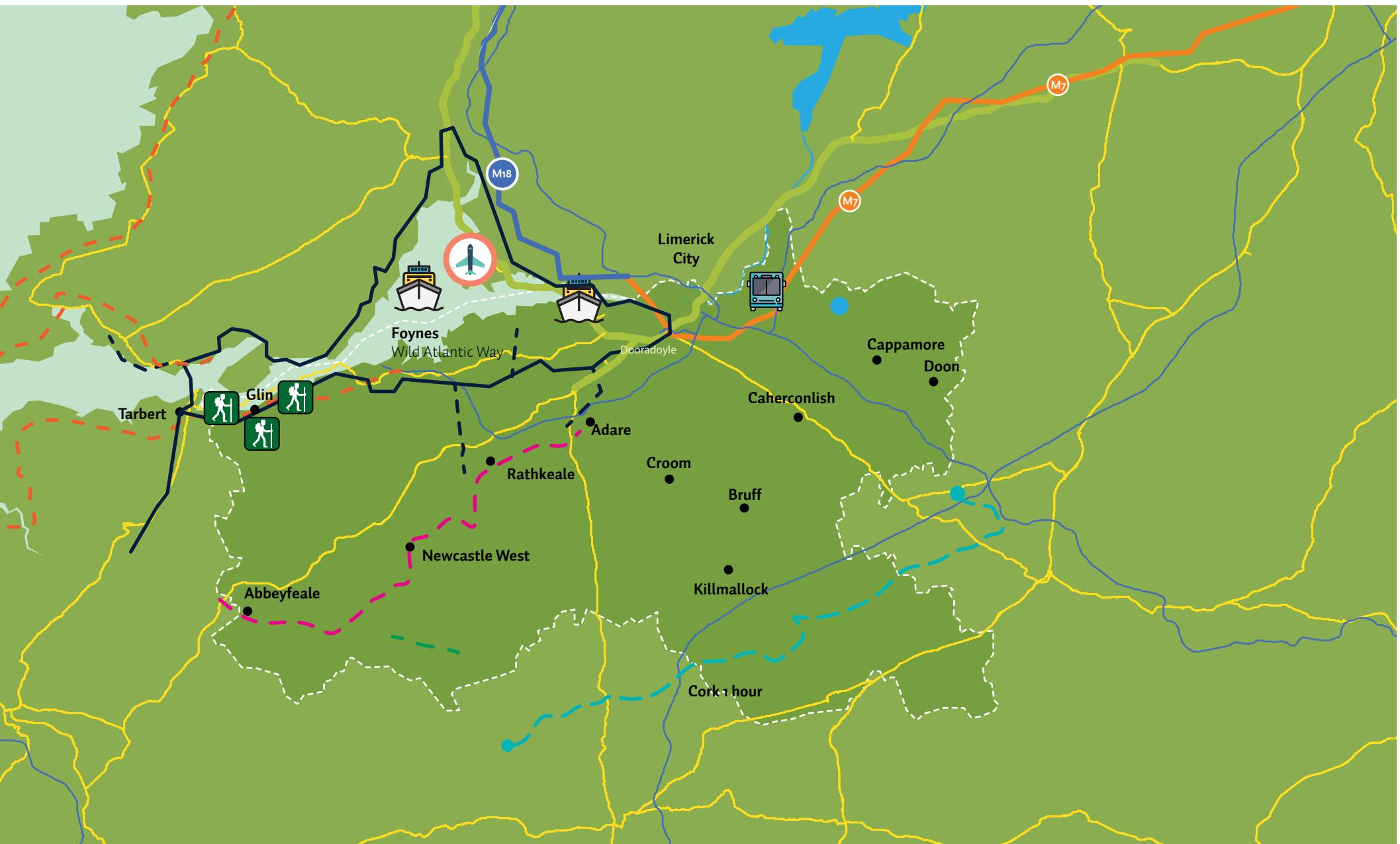
Clare Glens loop

Glin Walking Trails

Shannon Estuary Way / WAW loop

Wild Atlantic Way





## 2.0 The Ambition

### 2.1 THE VISION

Through a series of clear, coordinated actions across four thematic areas - waterways, activities, heritage, arts and culture, this strategy is designed to maximise Limerick's place, personality and position to stimulate strong growth in the sector, create jobs, and play a substantial role in achieving the aim of the Limerick 2030: Economic and Spatial Plan for Limerick to transform Limerick through an economic, social and physical renaissance.

Tourists will be attracted to Limerick because it is a place full of history and heritage with some of Ireland's best pre-historic and medieval sites; because it is a fun and creative place with a vibrant cultural, arts and music scene that is celebrated in the many different festivals and events held throughout the year; because it is a sporting centre of excellence and a rugby capital; and, because great adventures await those who wish to explore the county's diverse physical landscape. The people of Limerick are united in proudly promoting all that the city and county has to offer in a personalised and memorable way. The locals are friendly and laid back, and there is authenticity that abounds throughout the county that greatly appeals to international visitors who wish to experience the 'real Ireland'. Limerick is also a convenient place to visit, an accessible and well-connected place, both easy to get to and to move with ease in and around. With all this in mind, the overarching vision of this strategy is ...

*'...Limerick will  
be internationally  
recognised as a world  
class location to visit.'*





Limerick City on River Shannon, Gateway to Wild Atlantic Way

## 2.2 OBJECTIVES

Aligned to the vision are four strategic objectives which underpin the Strategy:

**- Objective 1:**

To ensure that Limerick is **internationally and nationally recognised as a highly appealing tourism destination** with a strong reputation for the quality of its water based, activity, arts and culture, and heritage attractions, for the vibrancy of Limerick City, and for the historical towns and rural villages where warm welcomes and authentic Ireland awaits.

**- Objective 2:**

To ensure a **coordinated approach to tourism and to galvanise the enthusiasm of key actors** by providing a strategic framework to optimise assets, create appealing places and enable the successful implementation of tourism actions and initiatives.

**- Objective 3:**

To support **strong growth in the tourism sector in Limerick** and to ensure that the economic and societal benefits of tourism of this are effectively distributed throughout the county by making vital connections between complementary sites and attractions, by encouraging visitors to move around the county, and to enable them to do so with ease.

**- Objective 4:**

To present a **delivery mechanism for national policies, objectives and targets that offer the greatest potential for growing the tourism sector** in Limerick and to act as a stimulus for transformational projects and initiatives proposed in wider tourism, and socio-economic plans for Limerick.

## 2.3 TARGETS (IN SUMMARY)

The Tourism Development Strategy is designed to set in place a framework for the implementation of actions that will contribute to strong, consistent growth in the tourism sector in Limerick over the period 2019-2023, and in doing so, to achieve the following target:

**To increase the total number of visitors to Limerick City and County to 1.1 million, generating €360.6 million in revenue and creating 1,500 new jobs in the tourism sector by the year 2023.**

This will be achieved by:

- Reaching a target of +793,00 overseas visitors by 2023 with a revenue generating target of €313.2 million.
- Reaching a target of 379,706 trips from Irish residents to Limerick by 2023 generating €47.4 million in revenue.

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**1.1  
million**

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**€360.6  
million in  
revenue**

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**1,500  
new jobs**



Templeglantine Old Station House, Great Southern Greenway

# 3.0 *Unlocking the potential*

## 3.1 OVERVIEW

The strategic framework for tourism is based around four key drivers which are broad enough in scope to appeal to the key audiences identified earlier, and which also provide a solid foundation in terms of the attributes and assets of the destination on which to build – such as **waterways**, **activities**, **heritage**, and **arts and culture** in both an urban as well as a rural environment. The strategic response in terms of the product offering that best fit the motivational drivers of Limerick's key target markets are presented below in the form of four key themes. Actions proposed for each theme are presented in Section 4.2 below. Coordinating structures and important organisational elements required to deliver on the actions are described in Section 5.0.

### THEME 1: INTO THE BLUE

- A Shannon river/estuary location with a network of rivers and lakes throughout the county
- Opportunity to develop Limerick's blueways, facilitate greater access to waterways and link in with greenways
- Responds to the “Great Escapers”: consumer segment

### THEME 2: ENERGY UNLEASHED

- Strong base throughout Limerick
- Existing attractions among the most popular in Limerick (e.g. Ballyhoura Mountain Bike Trails)
- Responds to the “Social Energisers” consumer segment
- Significant untapped potential for adventure sports tourism and building on Limerick's reputation for sporting excellence

### THEME 3: VIBRANT HISTORY

- Strong base throughout Limerick
- Existing attractions among the most popular in Limerick (e.g. the Hunt Museum, King John's Castle, Desmond Banqueting Hall)
- Responds to the “Culturally Curious” consumer segment
- Likely to appeal to US market
- Heritage led tourism traditionally strong performer

### THEME 4: ALIVE AND KICKING

- Taps into Limerick's vibrant art and culture scene
- Existing attractions performing well - Foynes Flying Boat Museum, Limerick City Gallery of Art, Limerick City Museum
- Responds not only to the “Culturally Curious” consumer segment but also to aspects of the Social Energiser segment, especially those interested in a contemporary urban culture experience

Ballyhoura Mountain Bike Trail, Ardpatick, Co. Limerick

### 3.2 FOUR KEY DRIVERS

This tourism strategy identifies four areas that are central to driving forward the vision for tourism in Limerick. These are: waterways, activities, heritage and arts and culture. These areas are broad enough in scope to appeal to all of the potential visitor groups highlighted earlier.

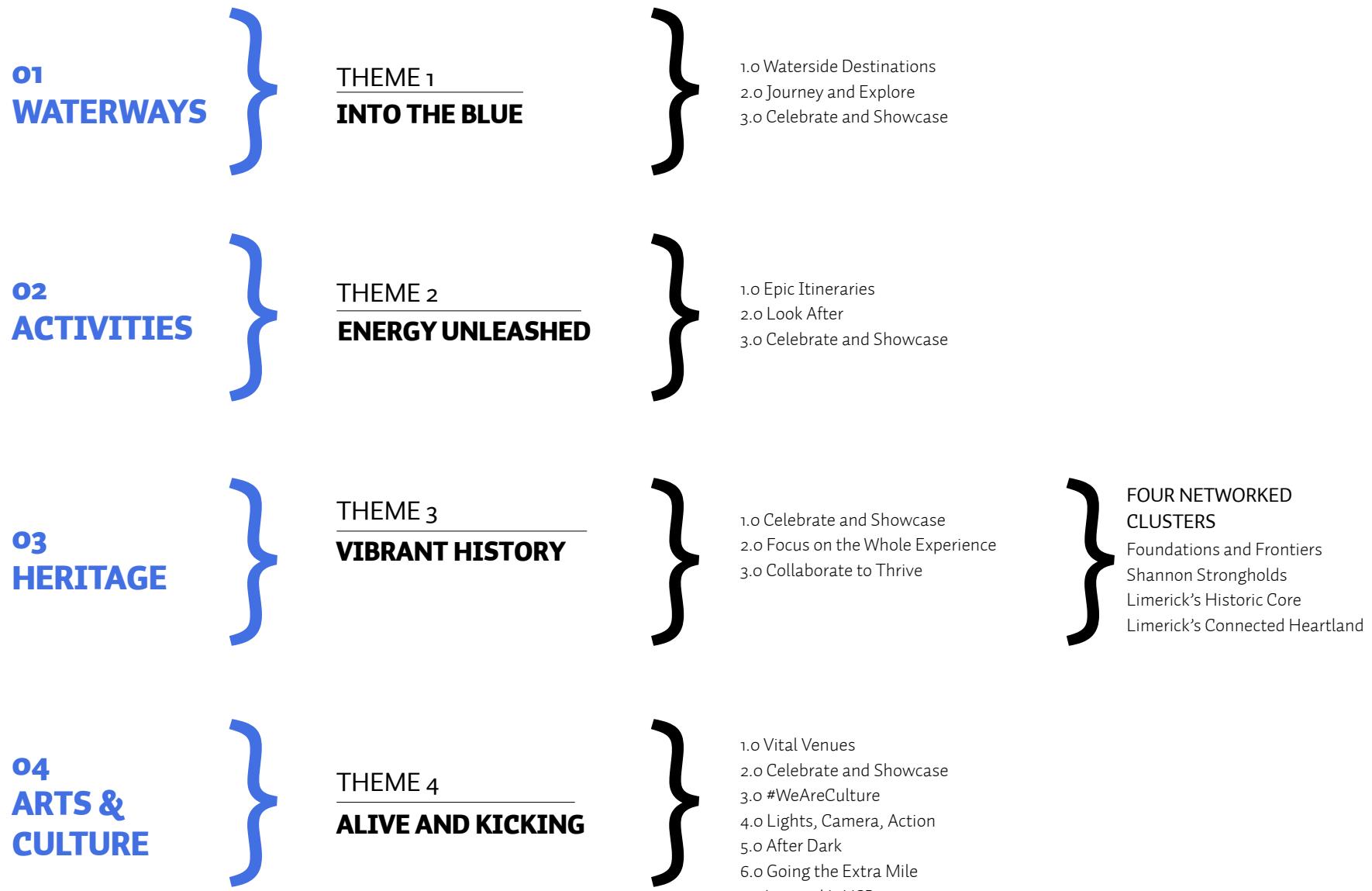
The potential of these areas is put forward in thematic experience areas: Into the Blue (waterways), Energy Unleashed (activities), Vibrant History (heritage), Alive and Kicking (arts and culture). The four multifaceted themes selected have been chosen on careful consideration of the consultation

outcomes, and baseline situation in terms of current offer, performance and potential of the sector, as described earlier. All themes incorporate a combination of person centred and place centred actions designed to ensure a holistic approach to optimising the potential of each theme.

# 4 KEY DRIVERS



N69, Wild Atlantic Way Drive, Glin Village, Co. Limerick



## THEME 1 - INTO THE BLUE

The position of Limerick City at the point where Ireland's longest river, the Shannon, meets the sea is one of its greatest natural assets. Furthermore, the canals and rivers that meander through the county, such as the Mulcair, Maigue, Abbey River, River Feale, Aherlow River and the River Deel, offer some of the county's best recreational opportunities and provide a majestic backdrop to Limerick's towns and villages, and to the network of trails and walkways located throughout the county. The sense that the potential of Limerick's waterways for tourism and recreational purposes was not being fully realised is something that came out strongly as part of the extensive consultation process undertaken in the strategy making process. Into the Blue seeks to create new opportunities to engage with the City and County's waterways and to appeal to the Great Escapers consumer segment. Key action areas to support this are presented in the actions visual and table below and overleaf.

## Action Areas

### 1.0 Waterside Destinations

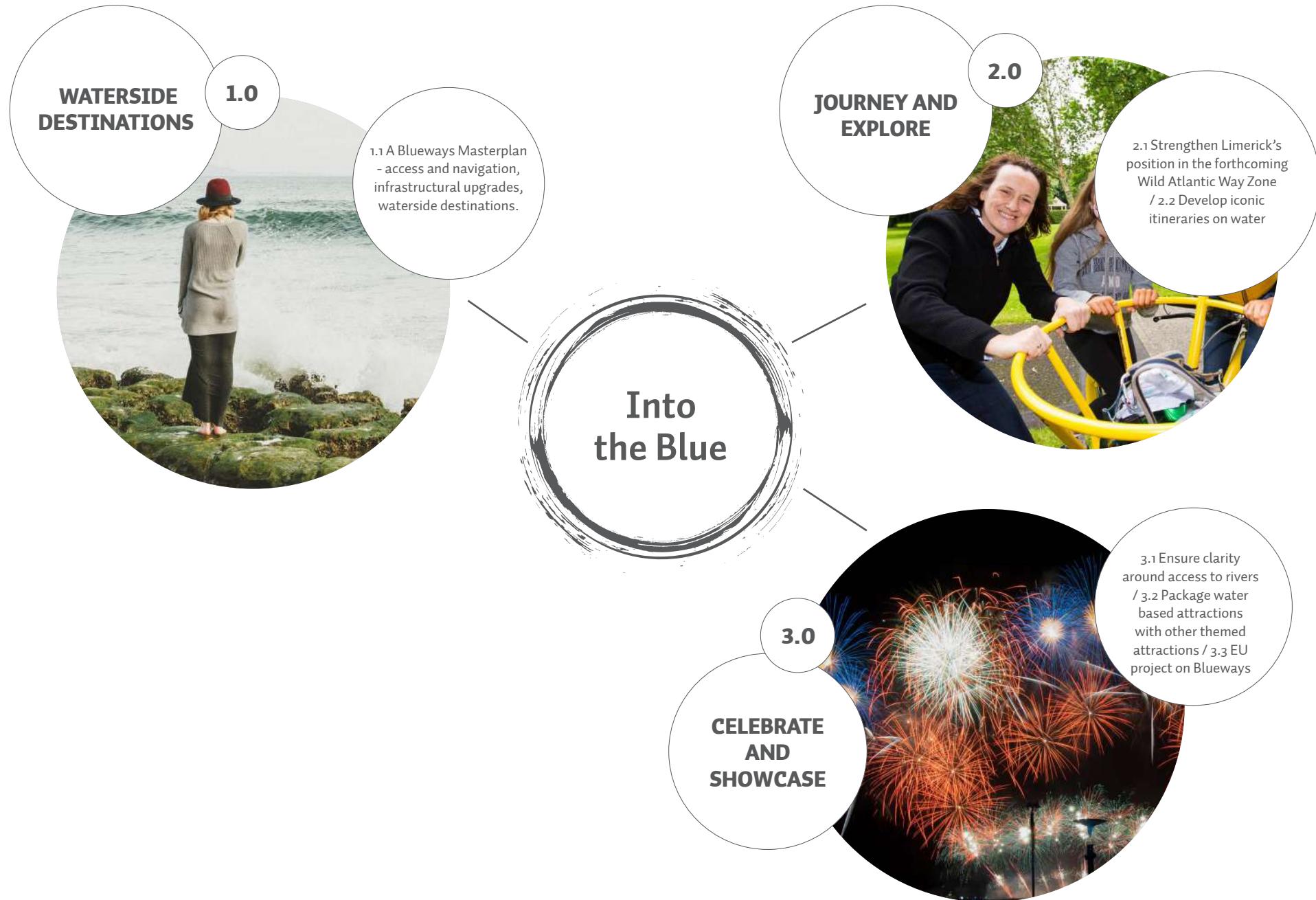
- 1.1 Initiate the development of a Blueways Masterplan. This will set in place a framework to prioritise infrastructural upgrades, create safe moorings points, enable higher levels of recreational use, open-up navigational possibilities, enhance accessibility, and help to develop waterside destinations supported by riverside walks and cycleways.

### 2.0 Journey and Explore

- 2.1 Liaise closely with Failte Ireland on Limerick's position on the Wild Atlantic Way, and Limerick city's designation as Gateway city to the Wild Atlantic Way - capturing visitor flow to WAW by ensuring a compelling tourism offering that adds another dimension to the experience of the Wild Atlantic Way and establishes Limerick as a key destination in the forthcoming Wild Atlantic Way Zone.
- 2.2 Work with tourism providers to develop iconic itineraries on water e.g. from the City to Ard na Crusha, City to Lough Derg, Shannon Estuary Way, the Shannon Erne Pilgrim Way etc., and highlight key sites/areas of cultural, archaeological, spiritual and natural heritage significance along or in close proximity to waterways (stop-off points) e.g. well-being experiences drawing on the associations of Celtic mysticism, initiatives such as the Dark Skies programme, forest bathing, contemplative walks etc. Refer to case study examples set out in Appendix 3 of the associated Situation Analysis Report on the regeneration of Liverpool's Albert Dock as a tourism destination and the Shannon Blueway.

### 3.0 Celebrate and Showcase

- 3.1 Develop a coordinated programme of events and festivals to showcase city and county waterways focusing on:
  - the maritime and industrial heritage including for example traditional boat building working with local actors such as Limerick City Build, Limerick Open Navigation Group, Ilen School, Viking history etc.
  - Competitive events and spectacles e.g. Tall Ships festival
  - Provenance and quality of seafood and freshwater catch
- 3.2 Package water based attractions in Limerick (boating, sailing, kayaking, fishing etc.) with other themed attractions (Vibrant History, Alive and Kicking etc.) and festivals/ events.
- 3.3 Explore the possibility of Limerick City and County Council partnering with Waterways Ireland and neighbouring local authorities e.g. Clare, on an EU project on blueways (improving connectivity and facilitating movement between Lough Derg and the Shannon Estuary).



## THEME 2 – ENERGY UNLEASHED

Limerick is famous for its sporting prowess with rugby in particular a major draw for international and domestic sports visitors. While the city is home to some of the best sports venues in the country, and the location for a new rugby museum, Engage Rugby Experience. Opportunities to ‘get active’ are available all around the county with world class mountain biking trails, walks, trails and outdoor pursuits on offer. Energy Unleashed proposes several key action areas to consolidate and optimise the sporting and adventure opportunities throughout Limerick. The actions recommended to develop the offer in this area are designed to strengthen Limerick's appeal to the Social Energisers consumer segment.

### Action Areas

#### 1.0 Epic Itineraries

- 1.1 Complete the development of the Great Southern Greenway Limerick as part of a broader ‘Epic Itineraries’ initiative that focuses on:
  - ensuring places of interest along the way are geared up to welcome cyclists and walkers;
  - support the implementation of key enabling projects;
  - ensuring that the existing and emerging network of walking routes is well connected (supported by a navigation and signage strategy);
  - Develop off the beaten track paths and trails and fill in the gaps in the cross county off-road focusing on cycling and walking;
  - Strengthening connectivity to villages, towns and points of interest;
  - Linking in with the recently launched ‘Munster Vales’ brand focusing initially on the Ballyhoura region with a longer term view to line in with west Limerick and connecting with the Great Southern Greenway Limerick.

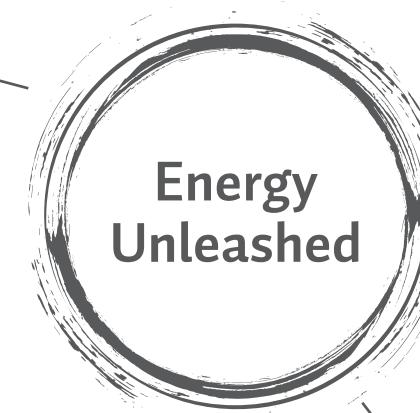
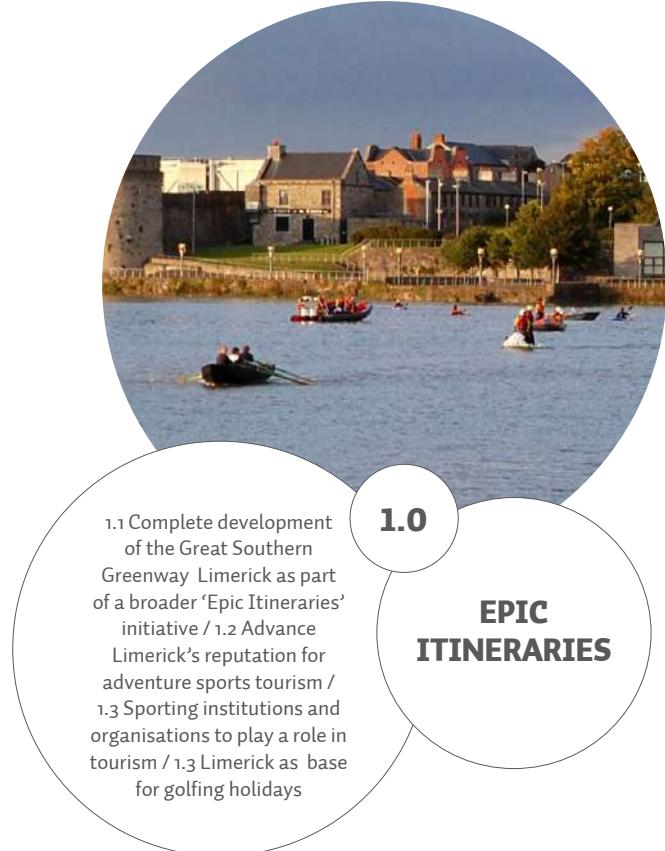
Refer to case study example provided in Appendix 3 of the associated Situation Analysis Report on the Great Western Greenway.
- 1.2 Develop and build on Limerick’s growing reputation for adventure sports tourism – e.g. sea to mountain adventure event and expedition racing involving navigation over an unmarked wilderness route.
- 1.3 Explore the scope for sporting institutions and organisations such as the GAA to contribute to tourism development in the county and to promote sport as a valuable offer to the visitor experience.
- 1.4 Work with actors involved in the local golfing industry to firmly establish Limerick as a base for golfing holidays in the Mid-West Region including liaison with relevant partners in Clare, Tipperary and Kerry.

#### 2.0 Look After

- 2.1 Ensure all sporting and recreation sites are well serviced and easily accessible and that wider public realm improvements are delivered in support of new projects such as the International Rugby Museum

#### 3.0 Celebrate and Showcase

- 3.1 Celebrate Limerick’s reputation for sporting excellence through the hosting of international teams, the provision of training bases (linking in with the efforts to establish a National Sports Cluster as part of the Limerick 2030 Plan) and by building a programme of sporting activities to include provision for the family market and to coincide with the rugby calendar of events and the opening of the International Rugby Museum.



### THEME 3 – VIBRANT HISTORY

Strengthening the tourism offering around the medieval heritage sites located throughout Limerick emerged as a high priority action for many stakeholders engaged with as part of the consultation process for this strategy.

Limerick has an abundance of important medieval sites for which different plans designed to safeguard the integrity of these assets and promote them as attractions, are already in place (these include provisions contained in Local Area Plans, Architectural Conservation Areas, Conservation Management Plans etc). The Vibrant History theme adopts the place centred concept for a strong visitor economy. This focuses on building the tourism offer of the towns and villages in which significant medieval heritage sites are located so that they have a stronger appeal to the 'culturally curious' tourist and encourage them to stop and stay a while. In this regard, these towns and villages must play a vital role in orientating visitors and in the provision of services that meet the needs and expectations of visitors in terms of a wider package of things to see, do and enjoy. The Vibrant History theme emphasises the importance of towns and villages as heritage hubs both in their own right, and as pointers to places of interest within the wider area. The theme of medieval strongholds identifies four networked clusters of historic strongholds, as follows:

#### 1. LIMERICK'S HISTORIC CORE

##### LIMERICK CITY

Highlights include the King's Island Medieval Core including King Johns Castle, St. Mary's Cathedral, and Nicholas Street, remains of Limerick City Walls, Early Christian monastery at Munaret, Treaty Stone, Limerick's Georgian architecture.

#### 2. LIMERICK'S CONNECTED HEARTLAND

##### THE MEDIEVAL STRONGHOLDS OF ABBEYFEALE, NEWCASTLE WEST, RATHKEALE AND ADARE

Highlights include Desmond Castle and Banqueting Hall, home of the Ardagh Chalice near Newcastle West, Glenquin Castle, De Lacy Castle, Ballingarry, the Augustinian Abbey at Rathkeale, and in Adare, Desmond Castle, Augustinian Friary, the Trinitarian Abbey founded in c.1230, the Franciscan friary, and Adare Methodist church graveyards.

#### 3. FOUNDATIONS & FRONTIERS

##### LOUGH GUR, KILMALLOCK, KILFINANE, BRUFF, BRUREE

Highlights include the following:

##### Kilmallock:

Medieval town wall still intact, merchant's houses, 13th century Collegiate Church and the Dominican Priory, 15th century Blossom Gate, the Famine Memorial Park, Kilmallock museum, guided tour of the heritage trail

##### Lough Gur:

Heritage Centre, stone forts and circles including the internationally significant Grange Stone Circle, and the enclosed habitation site on Knockadoon, megalithic tombs known as the 'Giants Grave' and early Christian sites at Carraig Aille and the crannog at Bolin Islands

##### Bruff:

Thomas Fitzgerald Centre, Old Irish Ways Museum

##### Bruree:

Ruins of a De Lacy Castle, ring forts, de Valera Museum and Heritage centre

#### 4. SHANNON STRONGHOLDS

##### GLIN, ASKEATON, MUNGRET

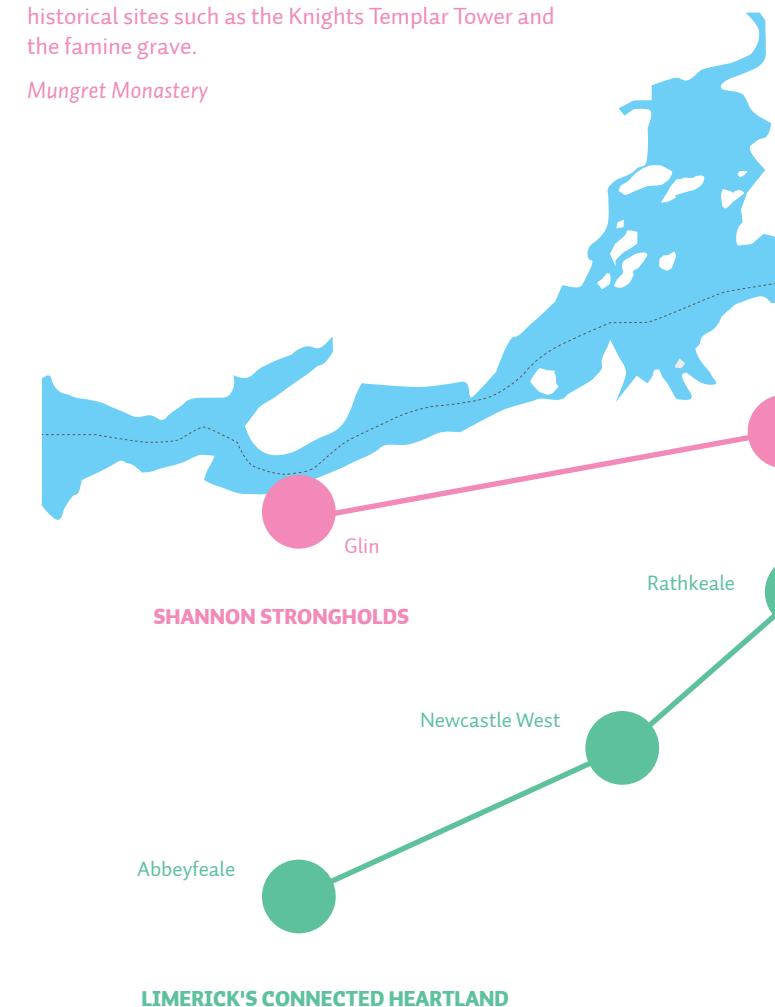
##### Glin village:

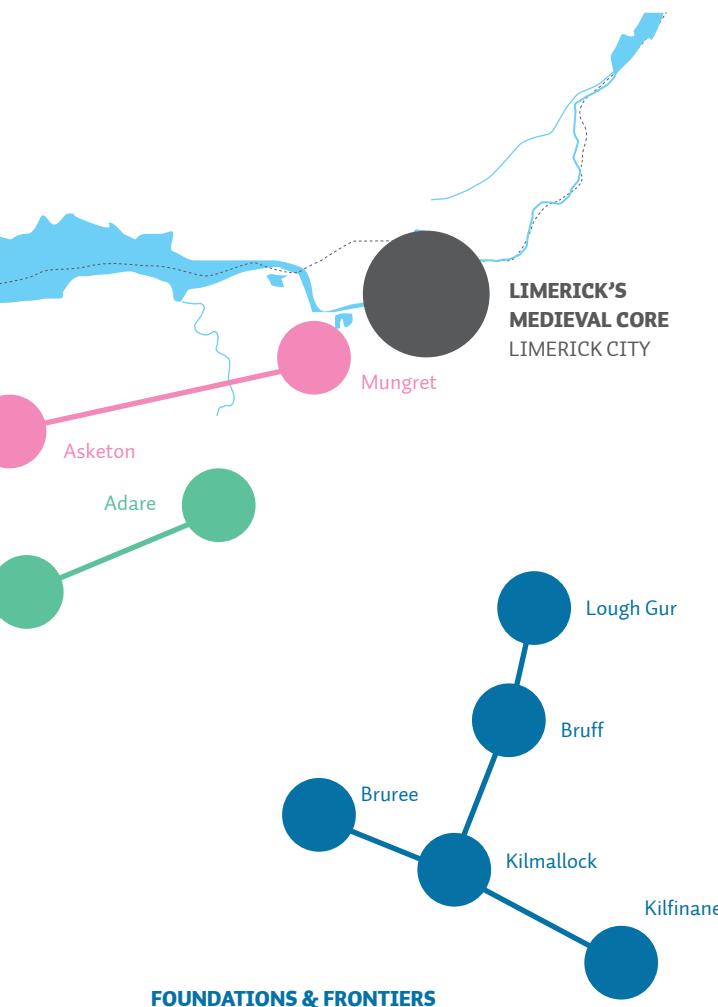
Ancestral home of the Knights of Glin and Glin Castle

##### Askeaton:

Castle Desmond on a rocky island in the middle of town, medieval Franciscan Friary, the Hell Fire Club and other historical sites such as the Knights Templar Tower and the famine grave.

##### Mungret Monastery





## Action Areas

### 1.0 Celebrate and Showcase

- 1.1 Be dynamic in the use of heritage venues - audit existing venues to assess opportunities to adapt the space for different types of uses and immersive interactive events that make best use of the setting to tell the heritage story.
- 1.2 Make heritage venues more accessible to visitors by:
  - Extending the opening hours and number of open days for heritage venues and supporting a more active presence at significant heritage sites (include the participation of local heritage groups in organising guided walking tours etc.).
  - Creating discounted networked heritage cluster packages – explore the feasibility of introducing a heritage leap card for discounts on entry to attractions around the county.
  - Improving the visitor experience offered by existing medieval heritage centres/museums – tell the heritage story, drawing the visitor back in time through immersive interactive experiences.

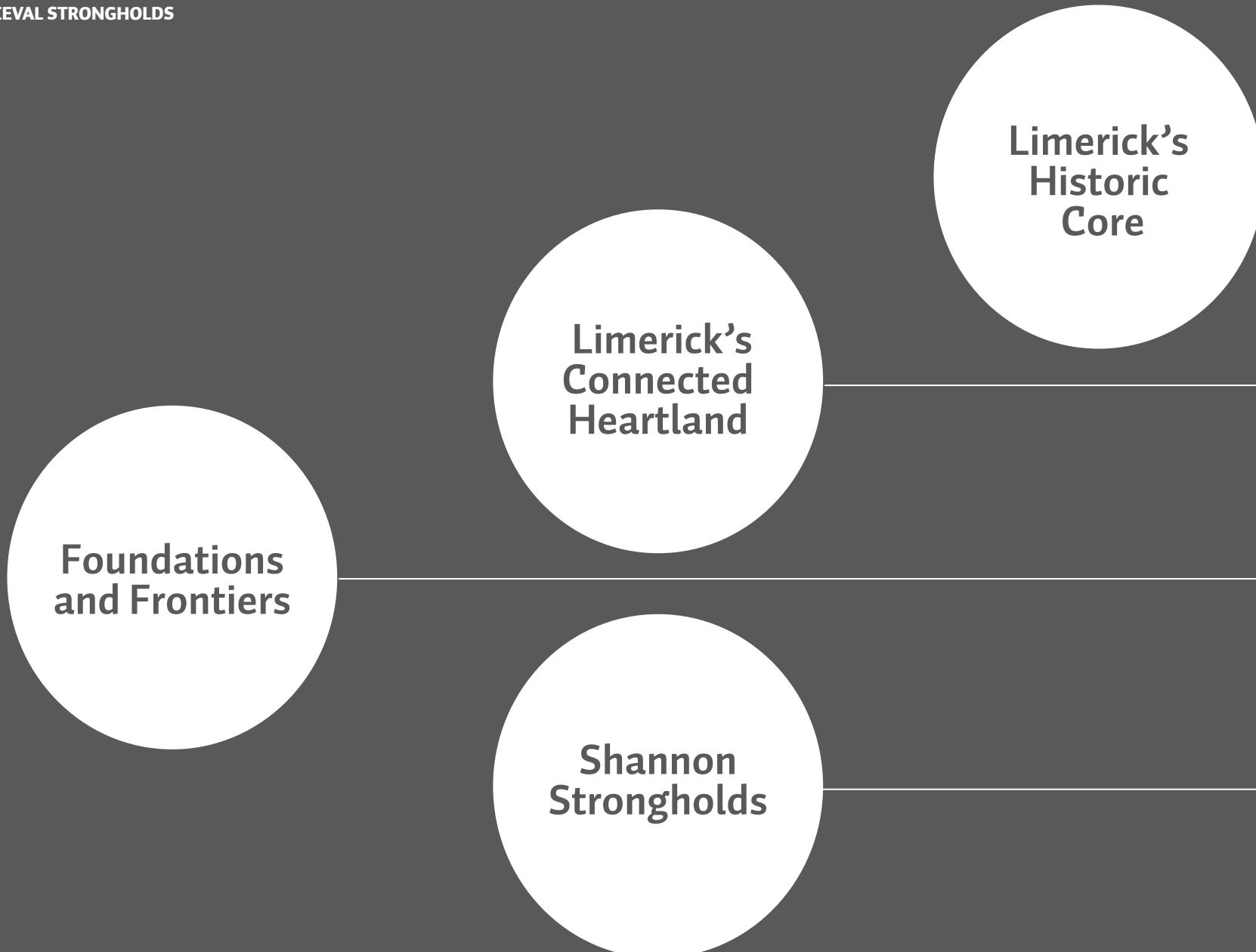
### 2.0 Focus on the whole experience

- 2.1 Encourage the visitor to stop and stay - building on existing plans, service the hospitality needs of visitors through the provision of restaurants, cafes, pubs and accommodation and support visitors in moving around the networked heritage clusters through the provision of thematic sign posting.
- 2.2 Consider the feasibility of a Historic Quarter in Limerick City and other key locations within the heritage clusters.

### 3.0 Collaborate to Thrive

- 3.1 Build awareness of the significance of the heritage as a resource for tourism and work with communities to:
  - equip local people with the knowledge to support them in acting as local ambassadors (refer also to Section 5.0 Gearing Up and Delivery),
  - support groups such as Tidy Towns in local area enhancement initiatives and creating attractive settings in line with the ambition for tourism.
- 3.2 Learn from good practice exemplars in heritage led tourism, and draw inspiration from initiatives such as the Irish Walled Town Networks and advance plans to establish a twinning programme between heritage towns e.g. Kilmallock with the walled town of Niedernhall, Germany.
- 3.3 Facilitate collaborative working between each of the four heritage clusters by:
  - Building on the many existing sources of information available on heritage throughout the county, profile and consolidate Limerick's medieval heritage via promotion and branding of the four networked heritage clusters
  - Implementing a navigation and signage strategy to align with emerging interconnected network of paths/trails.
  - Scheduling a programme of linked events to take place within key heritage hubs of the four networked clusters.

THEME 3 – MEDIEVAL STRONGHOLDS



# Vibrant History

FOUR NETWORKED CLUSTER



**1.0**

**CELEBRATE AND SHOWCASE**

- 1.1 Be dynamic in the use of heritage venues and create immersive interactive experiences /
- 1.2 Make heritage venues more accessible extending opening hours/days and creating discounted packages



**2.0**

**FOCUS ON THE WHOLE EXPERIENCE**

- 2.1 Encourage visitors to stop and stay - thematic signage for places to eat, enjoy and stay. /
- 2.2 Feasibility study for Medieval Quarter



**3.0**

**COLLABORATE TO THRIVE**

- 3.1 Increase local recognition of medieval heritage /
- 3.2 Learn from good practice exemplars /
- 3.3 Facilitate collaborative working between each of the four heritage clusters

## THEME 4 – ALIVE AND KICKING

Limerick's personality is captured most creatively by the diverse cultural scene active throughout the city and county. Musicians, artists, designers, makers and writers have made Limerick their home adding a rich vibrancy to daily life, enlivening communities, and greatly contributing to Limerick's burgeoning reputation as an exciting and dynamic place to live, work and visit. 'Alive and Kicking' is designed to harness all that is great about traditional and contemporary culture in Limerick and make this more accessible to tourists. As well as arts, music, drama and literature, it also extends to the restaurant and culinary scene in Limerick, and the many cultural production activities that take place here. Efforts in this area will have a broad appeal but will be particularly helpful in targeting the 'social energisers' consumer segment.

### Action Areas

#### 1.0 Vital Venues

- 1.1 Advance proposals for a multi-purpose events / conferencing centre in Limerick City (refer to case study examples from London and Strasbourg, as set out in Appendix 3 of the associated Situation Analysis Report).
- 1.2 Stimulate cultural activity in Limerick's public spaces including greater use of empty premises and outdoor spaces. Market and promote festival and event activities and position Limerick city as a "venue" and unique tourism offer for audience development.
- 1.3 Encourage greater use of unoccupied spaces throughout Limerick for temporary, "pop-up", cultural purposes and to animate the streetscape to support the day-time and night-time economy such as "Creative Limerick".
- 1.4 Review existing Council owned or run tourism infrastructure and attractions with a view to optimising their tourism potential; e.g.: Adare Heritage Centre, Lough Gur, Great Southern Greenway.

#### 2.0 Celebrate and Showcase

- 2.1 Showcase Limerick's heritage venues by working with cultural stakeholders to create and commission site specific innovative experiences designed to attract international audiences and performers and take on a more active promotion of musical

events in atmospheric or unusual venues. Promote and enhance accessibility to authentic experiences that allow the visitor to directly engage with local people and hold more spontaneous pop-up events in collaboration with cultural groups and events management organisations (performance art, outdoor cinema, music events, proms in the park, picnics, fitness and sports related events etc.).

- 2.2 Continue to work with event organisers including sporting and cultural venues to offer an exciting and diverse calendar of year-round events of scale that have a broad appeal attractive to both visitors and local people.

#### 3.0 #WeAreCulture

- 3.1 This hash tag became a powerful statement of the role that culture and creativity play in Limerick and a recognition that culture is created by and belongs to all of us. Limerick's rich history, culture and strong heritage remain ever present in its structures, streets and people. From the historic towns of Kilmallock and medieval village of Askeaton, to the archaeological site at Lough Gur and Limerick's churches which contain a rich cultural heritage of the work of such craftspeople as Wilhemina Geddes and Harry Clarke, a legacy of Ireland's position as a centre for excellence in the design and manufacture of the highest quality of stained glass. There is a vibrant alternative and independent live cultural scene in Limerick, led by individuals, and communities of interest and a myriad of innovative cultural organisations and amateur groups who hold culture as an important form of expression.
- 3.2 Building on key strengths, which have become internationally recognised during the National City of Culture and European Capital of Culture bidding processes, Limerick will support and augment ways to continue to develop a dynamic and active festivals and events scene, which energises our civic spaces, engages citizens and celebrates contemporary creative practices.

#### 4.0 Lights, Camera, Action

- 4.1 In collaboration with the Screen Training Ireland, Troy Studios and other relevant stakeholders, continue to promote and market Limerick as a location to international film production companies. Commission a short film series celebrating all the places, attractions and people that make Limerick special. To create a real impact across social and mainstream media channels, the film series must capture the passion and spirit of the county, the epic adventures that await, the creative energy of its people, and the spectacular sites that exist throughout the county in an emotive and breath-taking way.

#### 5.0 After Dark

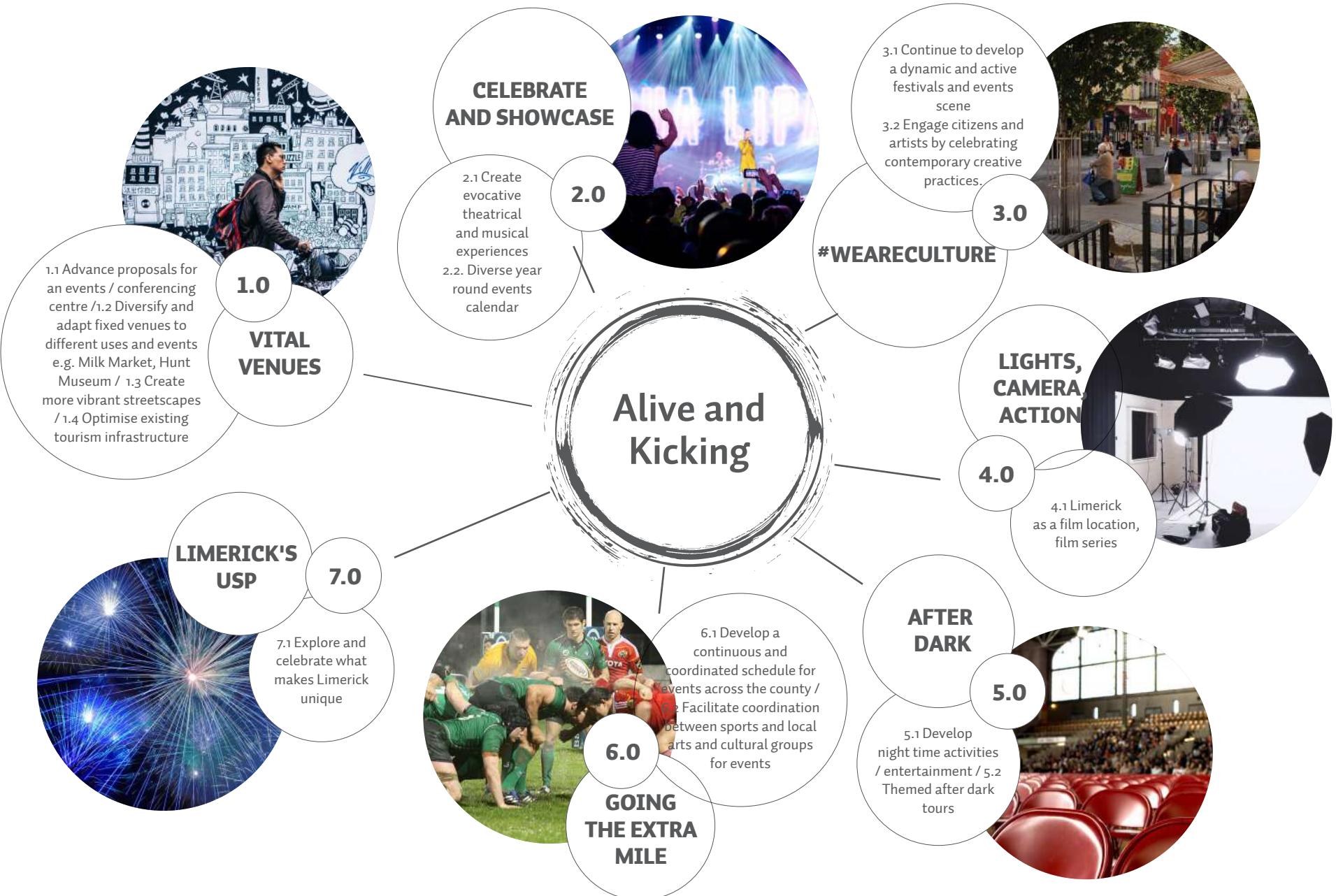
- 5.1 Continue to develop night time activities to enliven Limerick City and its towns and villages during the evening, capitalising on Limerick's Purple Flag status. A key step in this is to liaise with retailers, cafes and restaurants to extend their opening hours into the evening.
- 5.2 Atmospheric walking tours of Medieval Limerick touring King Johns Castle, St. Mary's Cathedral, the Treaty Stone, St. Munchin's church and grave. Themed after dark tours can be arranged in line with key holidays such as Halloween. Places such as St. Munchin's and King John's Castle provide the ideal setting for atmospheric visitor experiences such as the Samhain Festival. A key step in this is to liaise with local drama and theatre groups.

#### 6.0 Going the Extra Mile

- 6.1 Develop a continuous and coordinated schedule for events throughout the year and set in place the necessary transport provisions so that visitors can conveniently move between urban and rural locations.
- 6.2 Facilitate coordination between sports and local arts and cultural groups so that follow up events and festivals are coordinated to take place around the city and county before and after match fixture weekends. Continue to liaise with relevant groups on a 'paint the town red' programme to dress the city in anticipation of and during major rugby events.

#### 7.0 Limerick's Unique Selling Point

- 7.1 Explore through partnership Limerick's unique experiences and develop Limerick's unique selling points. Examples of the unique qualities of Limerick include: Munster Rugby match day experiences – (Develop "Red Mile" Experience); Limerick is the only city on the River Shannon – (Limerick - Capital City on the Shannon); limerick verse – (Take ownership of the limerick verse and take steps to promote all literary heritage of Limerick to include a limericks competition in Limerick).
- 7.2 Invite contemporary Limerick writers and artists (e.g. Kevin Barry, Rubberbandits) to contribute to a "My Limerick" insights magazine or book series. Extend and develop an interpretation programme for a Limerick Literary Trail and take steps to promote Limerick's literary heritage such as 'Bring your limerick's to Limerick' poetry competition or festival.



# 4.0 Gearing up for Delivery

*This section sets out the critical management, resource and infrastructural measures required to achieve the vision for tourism in Limerick and to support the planning and implementation of the thematic action areas set out in Section 4.0.*

## 4.1 LEADERSHIP, COORDINATION AND COLLABORATION

Tourism is a multi-sectoral and challenging area that requires careful coordinating structures to ensure that all parties involved are supported in working effectively together to achieve the full potential of the sector. The Tourism Unit of Limerick City and County Council will act as the overarching coordination body for delivery of the vision for tourism in Limerick and for the strategic level management of the four thematic areas and the actions underpinning each theme. Immediate actions to take on adoption of this strategy are set out below:

1. The Tourism Unit to establish a Tourism Strategy Implementation Group to include tourism providers, stakeholders and volunteers from around Limerick. The public workshops carried out in support of this strategy highlighted the huge local support for tourism and the many activities and initiatives that are being undertaken by local development groups active throughout Limerick. The support and active participation of local groups is critical to the success of this Tourism Strategy. The overall purpose of the Forum is to ensure regular cross communication between the Tourism Unit and local stakeholders. The Tourism Forum should review progress in delivering the thematic action areas on a twice-yearly basis. Consider a Street Charter (in the case of Limerick City), and a Towns Charter in the case of Limerick towns. The Street or Towns Charters could focus on public realm improvements, working with or alongside relevant volunteer groups such as Tidy Towns, and in alignment with any existing public realm plan or initiatives in place.
2. Meeting(s) should also be held with stakeholders introducing the thematic actions and to discuss roles and responsibilities across the thematic actions .
3. Consider the creation of a Tourism Charter to be signed by all public and private bodies allocated responsibility for delivery of actions set out under this strategy and in support of follow up plans and strategies.
4. The Tourism Unit to work with colleagues from other departments in Limerick City and County Council, and other stakeholders, to secure funding for capital investment projects and initiatives set out in this tourism strategy.
5. Work with local, regional and state partners in developing the information base on tourism numbers and spend to supplement current sources and to enable the establishment of a monitoring and evaluation framework for this Strategy (refer to Section 6.0).



**Morning Star River, Bruff, Co. Limerick**

6. Partner with Shannon Region Conference and Sports Bureau, Limerick Chamber and other relevant groups to develop the business tourism sector in Limerick.
7. Work with tourism providers, service industry professionals, and education providers such as the Limerick and Clare Education and Training Board (LCETB) and the Limerick College of Further Education (LCFE) to devise a free tourism training course with modules on customer service and local heritage (in line with Medieval Stronghold Action no. 3.1 and 3.2).
8. Encourage tourism providers and business owners in the service and hospitality to register their business with Fáilte Ireland.
9. Building awareness and local knowledge of the tourism assets within the city, towns and villages of Limerick is a key element that is reflected across many of the action areas. To support this, the Tourism Unit should facilitate tourism providers across the county in learning more about other tourism attractions that are complementary to their facility or service. Free visits and travel to tourism attractions throughout the county should be arranged on a regular basis to facilitate a peer to peer or expert to expert collaboration network.
10. Create a festival and events team within the council to ensure coordination between relevant departments of this multi-sectoral opportunity. Build on existing festivals and events and prioritise the preparation and implementation of the proposed new festival and events strategy for Limerick. The council should also facilitate the sharing of expertise between established and developing events on event/festival planning and coordination, and organisers on critical aspects such as funding, grant schemes and insurance.

***Building awareness and local knowledge of the tourism assets within the city, towns and villages of Limerick is a key element that is reflected across many of the action areas.***



**Curraghchase Forest Park, Co. Limerick**



## 4.2 MAKING VITAL CONNECTIONS

Multi-partner coordination is critical to ensure the delivery of an integrated strategy that addresses the myriad of issues that must be addressed in growing the tourism industry in Limerick. This section sets out actions focused on building vital connections with departments and agencies that have a vital supporting role to play in enhancing the visitor economy in Limerick and the successful delivery of this Strategy. It also has several actions related to strengthening the physical linkages between places and attractions.

- It is critical to recognise and embrace the opportunities to exploit Limerick's strategic position as the 'gateway' to the Wild Atlantic Way. A huge opportunity for Limerick to encourage visitors to the WAW, explore the City and County with Limerick now part of the Wild Atlantic Way region. A critical role for the Tourism Unit following the immediate adoption of this Strategy will be to liaise closely with Fáilte Ireland on ensuring Limerick is fully geared up and ready to respond to its new role within the WAW region and the new touring route off the WAW, the Shannon Estuary Way.
- Ensure that Limerick towns, villages and City are maintained as attractive places that people will want to visit and enjoy. These issues include street cleaning, safety and security issues, coach parking, bus connections. In this regard, it will be critical for the Tourism Unit to support and liaise with relevant departments on the implementation of initiatives proposed as part of the City, County or Local Area Plans including Public Realm plans, Town Improvement Schemes, Living Limerick Initiative, Smart Travel initiatives etc.
- Advance plans set out in the Limerick 2030: Economic and Spatial Plan for Limerick to prioritise pedestrians in city centre areas such as O'Connell Street.
- Continue to work closely with the Shannon Region Conference and Sports Bureau on further developing the business and leisure or 'bleisure' industry in Limerick, and in supporting essential development projects necessary to grow the conference/events sector in Limerick such as a major events centre. An important element will be to liaise

with the Shannon Region Conference and Sports Bureau and other agencies in developing the wider tourism offering as envisaged under the thematic actions so that business professionals are enticed to extend their stay and travel around the county.

- Liaise with disability groups in preparing navigation and signage strategies and in undertaking measures to support mobility of visitors around the county.
- Liaise with tourism providers within the city and throughout the county in creating discounted packages to attractions. Consider the formulation of packages that are based and branded on attractions associated with the 4 thematic experiences set out in this strategy: Into the Blue, Energy Unleashed, Vibrant History and Alive and Kicking. Leap packages and combination packages encouraging a visitor to diversify their visit to the county both in terms of thematic experience and spatially (moving from urban to rural settings) – (linked with Theme 3 Vibrant History Action 1.2).
- Explore the possibility of partnering with hoteliers and other accommodation providers in rolling out the discounted packages scheme. Packages could be promoted online as part of the reservations/booking system. Possible direct purchasing options include the installation of ticket machines in hotels, direct purchase from concierge / reception.
- Coordinate the delivery of a consistent navigation and signage strategy at key arrival points to enhance connectivity and accessibility to and between key sights of interest (Shannon Airport, Colbert Railway Station, road network, Foynes).
- To enhance the presence of Limerick at key arrival points particularly Shannon Airport through which 1.74 million people passed through in 2016.

### 4.3 ROAD MAP FOR DELIVERY

A coordinated effort comprising the participation of multiple partners is required to ensure the successful implementation of the actions set out under each of the four themes. The lead organisation on each action is to be supported by other key actors, as indicated. Timeframes for delivery are also proposed.

Action Area No.	Theme 1 Into the Blue	Key Actors	Timeframes		
			Start Now: Quick Wins 1-2 year projects	Start Soon: 2-6 year projects	Slow Burn / Long Term Projects
<b>1.0</b>	<b>Create Waterside Destinations</b>				
1.1	Develop a Blueways Masterplan. This will set in place a framework to prioritise infrastructural upgrades, create safe mooring points, enable higher levels of recreational use, (including boating, fishing, kayaking, swimming etc.) open up navigational possibilities, enhance accessibility, and help to develop waterside destinations supported by riverside walks and cycleways.	LCCC, Waterways Ireland, Cultural Institutions Ballyhoura Development & West Limerick Resources			
1.2	Support Council efforts to develop Limerick as a riverside city via development of the waterfront.	Fáilte Ireland, Waterways Ireland			
<b>2.0</b>	<b>Journey and Explore</b>				
2.1	Commission feasibility study on development of water-based activity at Lough Gur or other proposals for further development of the visitor experience at this historic location.	LCCC, Lough Gur Visitor Centre			
2.2	Work with Tourism providers to develop iconic itineraries on the water. E.g.: from city to Ardnacrusha; Estuary into city; city to Lough Derg; Shannon Pilgrim Way etc. Highlight key sites/areas of cultural, archaeological, spiritual and natural heritage significance along or in close proximity to waterways (stop-off points).	LCCC, Waterways Ireland and OPW Ballyhoura Development & West Limerick Resources			
<b>3.0</b>	<b>Celebrate and Showcase</b>				
3.1	Continue to develop Riverfest annual event and explore other opportunities to celebrate Limerick's position on the River Shannon.	LCCC, Ilen School Sail Training International Local Enterprise Office (LEO), Food Tourism Development Network			

Action Area No.	Theme 1 Into the Blue	Other Key Actors	Timeframes		
			Start Now: Quick Wins 1-2 year projects	Start Soon: 2-6 year projects	Slow Burn / Long Term Projects
3.2	Package water-based attractions in Limerick (boating, sailing, kayaking, fishing, swimming etc.) with other themed attractions (Vibrant History, Alive & Kicking & Energy Unleashed) and Festivals & Events. i.e.: Historic kayak tours.	LCCC, Water based activity providers Ballyhoura Development & West Limerick Resources			
3.3	Explore options around current and future EU funding programmes, available for Blueways project to improve connectivity and facilitate movement between the Shannon Estuary and Lough Derg, linking the Wild Atlantic Way Region with the Hidden Heartlands brand.	LCCC, Waterways Ireland, Fáilte Ireland			
3.4	Partner with Clare County Council and other stakeholders on project for development of activities on the Shannon Estuary Way.	West Limerick Resources, LCCC, Clare County Council, Failte Ireland			
3.5	Market the tourism potential of the natural habitats of Limerick, eg: Lough Gur, Westfields Wetlands, Shannon River, Shannon Estuary, Bleach Lough etc.	LCCC, Waterways Ireland, Westfield Wetlands, Lough Gur Visitor Centre Ballyhoura Development & West Limerick Resources			
3.6	Engage with Shannon Foynes Port Company to explore attracting more cruise tourism into Foynes	LCCC, Waterways Ireland, Shannon Foynes Port Company Ballyhoura Development & West Limerick Resources			
3.7	Derive maximum benefit from position of Foynes and Glin on Wild Atlantic Way.	LCCC, private operators, Failte Ireland Ballyhoura Development & West Limerick Resources			
3.8	Input strongly into the preparation of the River Shannon Tourism Master Plan (Waterways Ireland/Failte Ireland) and maximise the contribution and potential of Limerick to this new strategy.	LCCC, Failte Ireland, Waterways Ireland			

Action Area No.	Theme 2 Energy Unleashed	Key Actors	Timeframes		
			Start Now: Quick Wins 1-2 year projects	Start Soon: 2-6 year projects	Slow Burn / Long Term Projects
<b>1.0</b>	<b>Epic Itineraries</b>				
1.1	Complete upgrade works on the Great Southern Greenway Limerick, (GSGL) including the incorporation of the Barnagh Tunnell and viewing area. as well as developing a network of greenways throughout the County	LCCC, Kerry County Council, local development companies (Ballyhoura Development, West Limerick Resources etc.), DTTAS, Smarter Travel, Limerick			
1.2	Extend the GSGL from Rathkeale into Limerick City and onto Montpelier via UL and Castleconnell.	LCCC			
1.3	Support and Market existing walking & cycling trails, (i.e.: Broadford/Ashford; Glin; Ballyhoura, Knockfierna) and explore the possibility of creating additional trekking routes throughout Limerick, i.e.: the Slieve Feilim Mountains/Clare Glens & Mullaghareirk Mountains.	LCCC			
1.4	Work with the Munster Vales brand to optimise the potential of the Ballyhoura Region.	LCCC, Munster Vales, The IGTOA Ireland Golf Tour Operator Association, Golf Resort operators (hoteliers etc.), Clare, Kerry, Cork, and Tipperary County Council's.			
1.5	Provide training and guidance to tourism providers on how to optimise their position on the Wild Atlantic Way Region in relation to cyclists & walkers.	Fáilte Ireland			

Action Area No.	Theme 2 Energy Unleashed	Key Actors	Timeframes		
			Start Now: Quick Wins 1-2 year projects	Start Soon: 2-6 year projects	Slow Burn / Long Term Projects
1.6	Strengthen connectivity to villages, towns and points of interest along cycling and trekking routes.	LCCC, Private operators (sports/ adventures companies), Ballyhoura Development, Limerick Sports Partnership (Irish Sports Council)			
1.7	Develop and build on Limerick's sporting reputation for adventure sports tourism - e.g. mountain adventure event and expedition racing involving navigation over an unmarked wilderness route. Initially target mountain biking event to capitalise on the trails in Ballyhoura.	LCCC, Private operators (sports/ adventures companies), Ballyhoura Development, Limerick Sports Partnership (Irish Sports Council)			
1.8	Create a marketing template for hospitality providers to notify guests & visitors of local sporting events.	LCCC, Fáilte Ireland			
1.9	Work with stakeholders involved in the golfing industry to establish Limerick as a destination and base for golfing holidays in the West of Ireland.	LCCC, The IGTOA Ireland Golf Tour Operator Association, Golf Resort operators (hoteliers etc.), Clare, Kerry and Tipperary County Council's.			
1.10	Support the development of the proposed regional Athletics Track in Newcastle West and when completed market as a training and competition venue.	LCCC, Limerick Sports Partnership.			
1.11	Celebrate Limerick's reputation for sporting excellence through the hosting of international teams, by supporting the existing providers - (Currently hosted by UL/LIT & Manor Fields, Adare). Build a programme of sporting activities to include provision for the family market to coincide with major sporting events.	Limerick Sports Partnership, Innovate Limerick, UL's sports campus, LIT's Sportslab			
1.12	Support Coillte with proposals for enhancing its amenities e.g. Curraghchase Forest Park	LCCC, Coillte			
1.13	Collaborate with Sporting Limerick and include their content on upcoming events on the limerick.ie platform	LCCC, Sporting Limerick			

Action Area No.	Theme 3 – Vibrant History	Key Actors	Timeframes		
			Start Now: Quick Wins 1-2 year projects	Start Soon: 2-6 year projects	Slow Burn / Long Term Projects
<b>1.0</b>	<b>Celebrate and Showcase</b>				
1.1	Audit existing heritage sites/venues to assess opportunities to adapt the space for different types of uses and immersive interactive events that make the best use of the setting to tell the heritage story.	LCCC, OPW, Department of Arts, Heritage Regional, Rural and Gaeltacht Affairs, Private and Community Operators			
1.2	Make heritage venues more accessible to visitors by: Extending opening hours and number of open days and support a more active presence at significant heritage sites (e.g.: guided walks by heritage groups). Create discounted networked heritage cluster packages, a Heritage Leap Card.	OPW, Private and Community Operators, Hotels			
1.3	Encourage visitor to stop and stay - Via provision of ample food & drink options and thematic sign posting throughout the networked heritage clusters and Medieval Quarter in city.	LCCC, Private Operators			
1.4	Create and market a Tourism Route in the city to include the following: St. Mary's Cathedral, Nicholas Street, King John's Castle, Bishops Palace, Treaty Stone, Limerick Museum, Limerick City Gallery of Art, Hunt Museum, International Rugby experience etc.	LCCC, Fáilte Ireland			
1.5	Create and market a series of networked historic clusters to showcase the rich heritage throughout the County.	LCCC, Private and Community Operators			
1.6	Engage with Georgian Society of Limerick and Limerick Civic Trust to explore rich architectural history in Limerick and providing a platform to showcase this hidden gem.	LCCC, Georgian Society of Limerick, Limerick Civic Trust			

Action Area No.	Theme 3 – Vibrant History	Key Actors	Timeframes		
			Start Now: Quick Wins 1-2 year projects	Start Soon: 2-6 year projects	Slow Burn / Long Term Projects
1.7	Develop Fuller's Folly, Newcastle West as part of a wider West Limerick Tourism Gateway project in the town.	LCCC, OPW			
1.8	Support communities to strive for annual progress in the Tidy Towns competition and local environmental initiatives.	Tidy Towns committees, supported by LDC's			
1.9	Learn from good practice exemplars in heritage led tourism; draw inspiration from Irish Walled Towns Networks and advance plans to establish a twinning programme between heritage towns.	LCCC, Irish Walled Towns Network			
1.10	Facilitate collaborative working between each of the four heritage clusters by: Assisting Fáilte Ireland in delivering targeted training to tourism providers to exploit Limerick's position as an accommodation base for the Wild Atlantic Way Region. Scheduling a series of linked events to take place within key heritage hubs of the four networked clusters.	LCCC, Ballyhoura Development, West Limerick Resources, Lough Gur Development, Local heritage groups and historical societies			
1.11	Support the implementation of Newcastle West Vision 2023 Strategic Plan. Harness the reputation of Newcastle West for fashion boutiques by developing a significant annual fashion event.	LCCC, local businesses			
1.12	Develop an action plan to harness the significant tourism potential of Adare, in conjunction with key stakeholders.	LCCC, private operators			
1.13	Support and work in close partnership with the OPW e.g. Askeaton, Kilmallock, Adare, Newcastle West.	LCCC, OPW			
1.14	Input strongly to the preparation of the Shannon Pilgrim Way Study to harness the maximum potential for Limerick.	Waterways Ireland, West Limerick Resources, LCCC			

Action Area No.	Theme 4 – Alive and Kicking	Key Actors	Timeframes		
			Start Now: Quick Wins 1-2 year projects	Start Soon: 2-6 year projects	Slow Burn / Long Term Projects
<b>1.0</b>	<b>Vital Venues</b>				
1.1	Advance plans for development of a Limerick Conference Centre. Continue to support the Shannon Conference & Sports Bureau and support bid submissions and familiarisation trips.	LCCC, OPW, Department of Arts, Heritage Regional, Rural and Gaeltacht Affairs, Private Operators, Shannon Group			
1.2	Examine options for redevelopment of Adare Heritage Centre to improve the visitor offering and experience.	LCCC, Adare Heritage Centre			
1.3	Develop a new Festivals and Events Strategy for Limerick	LCCC			
1.4	Continue to support, fund and advise event organisers including sports and arts venues to provide diverse year-round calendar of events.	LCCC			
1.5	Identify large event (Ploughing Championships, Fleadh Ceoil) and commence process of engaging with event organisers to host event in Limerick.	LCCC			
1.6	Provide memorable food experiences - support existing and emerging food producers.	LCCC, food producers, Fáilte Ireland and LDC's			

Action Area No.	Theme 4 – Alive and Kicking	Key Actors	Timeframes		
			Start Now: Quick Wins 1-2 year projects	Start Soon: 2-6 year projects	Slow Burn / Long Term Projects
1.7	Continue to promote Limerick as a location to international film production companies in partnership with Innovate Limerick.	Irish Film Institute, Troy Studios, LCCC, food producers, Fáilte Ireland and LDC's, local film makers, Shannon Region Conference and Sports Bureau			
1.8	Promote and enhance the Council's existing facilities, i.e.: Libraries, Limerick City Gallery of Art, Limerick Museum etc.	LCCC			
1.9	Capitalise on the city's Purple Flag status by developing night time activities with key stakeholders and promoting the evening and night time offering.	LCCC, private operators			
1.10	Work with key stakeholders to create themed after-dark tours of medieval Limerick in line with key holidays such as Halloween.	LCCC, private operators			
1.11	Develop continuous and coordinated schedule of events year-round and promote those through limerick.ie and provision of printed timetable of events.	LCCC			
1.12	Explore Limerick's Unique Selling Points and identify key events and attractors.	Limerick Arts Community, Local writers, poets, musicians, bands, singer songwriters, organisers of literary events/festivals			
1.13	Extend and develop an interpretation programme for a Limerick Literary Trail and take steps to promote Limerick's literary heritage.	Local writers, poets, musicians, bands, singer songwriters, organisers of literary events/festivals, Limerick Newspapers			

Action Area No.	General Actions	Key Actors	Timeframes		
			Start Now: Quick Wins 1-2 year projects	Start Soon: 2-6 year projects	Slow Burn / Long Term Projects
<b>1.0</b>	<b>Vital Venues</b>				
1.1	Assist Fáilte Ireland in rolling out training programme to all tourism providers in Limerick on how to optimise the benefits of being in the Wild Atlantic Way Region. Work in Partnership with Fáilte Ireland to develop a Tourism Experience Destination Plan for Limerick, the Gateway City.	LCCC, Fáilte Ireland			
1.2	Establish a Limerick Tourism Implementation Group containing membership from across the city and county. Group will be tasked with overseeing delivery of actions identified under each theme hereunder and also identifying potential opportunities for tourism development in Limerick.	LCCC			
1.3	Develop work programme with Marketing & Communications Department to promote Limerick under each theme of the Tourism Development Strategy, underpinned by the Wild Atlantic Way Region brand.	LCCC, Fáilte Ireland			
1.4	Ensure ongoing communication with state agencies and key stakeholders and feed into Tourism Implementation Group.	LCCC, Fáilte Ireland			
1.5	Promote Limerick as a place to visit at Trade Shows and events throughout the country. Support tourism providers attendance at these events and encourage cross selling and promotion.	LCCC, Fáilte Ireland			
1.6	Support existing Tourism groups throughout Limerick. Where existing plans in operation support goals and targets.	LCCC			

Action Area No.	General Actions	Key Actors	Timeframes		
			Start Now: Quick Wins 1-2 year projects	Start Soon: 2-6 year projects	Slow Burn / Long Term Projects
1.7	Engage with Tour Operators to ensure Limerick is recognised as a must-see destination.	LCCC, Tour operators			
1.8	Work with Fáilte Ireland to promote Limerick as a designated Wild Atlantic Way "Gateway city", and all of Limerick as the Wild Altatlantic Way Region; ensuring that Limerick becomes a must see/must do location in the Wild Atlantic Way Region.	Fáilte Ireland			
1.9	Encourage and facilitate the further development of additional hotels throughout Limerick. (This should include hostel type accommodation options).	LCCC, private operators			
1.10	Provide networking opportunities for Limerick tourism businesses on an annual basis.	LCCC, private operators			
1.11	Identify projects for funding calls under Fáilte Ireland Capital Grants scheme and ensure "shovel ready" projects will be prepared for submission.	Fáilte Ireland, LCCC			
1.12	Harness the potential and benefits for tourism promotion to be derived from the new brand strategy for Limerick to be launched in 2019.	LCCC, Limerick tourism trade			
1.13	Work in close partnership with the local development companies in County Limerick - Ballyhoura Development and West Limerick Resources to ensure that communities are fully engaged and consulted in enhancing the visitor offering in their area. Support the implementation of Ballyhoura and West Limerick Tourism Strategies.	LCCC, Ballyhoura Development, West Limerick Resources			
1.14	Ensure alignment with and support for tourism development in Limerick Rural Development Strategy, Local Economic and Community Plan (LECP) and next Limerick City and County Development Plan.	LCCC			
1.15	Support the implementation of the Limerick Heritage Plan as a key contribution to sustainable tourism development.	LCCC			
1.16	Work closely with Failte Ireland, local development companies, local stakeholders to ensure that the strategy remains flexible and adaptable to emerging challenges (e.g. Brexit) and new emerging opportunities over the lifetime of the strategy.	LCCC, Failte Ireland, Ballyhoura Development, West Limerick Resources, local stakeholders			

**LIMERICK CITY AND COUNTY COUNCIL**

TOURISM DEVELOPMENT

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