



**To: The Mayor, Príomh Chomhairleoir, and Each Member of Limerick City and County Council**  
**Limerick City and County Council Tourism Plan (2025 - 2030)**

**(i) Purpose of the Report:**

To present the final draft of the *Limerick City and County Council Tourism Plan (2025–2030)* for formal adoption by the Elected Members of Limerick City and County Council.

**(ii) Background:**

Tourism is a vital contributor to Limerick's economy, supporting over 6,500 jobs and generating more than €300 million annually in visitor revenue. The sector plays a central role in enhancing the quality of life for residents, animating communities, and showcasing Limerick's unique blend of heritage, creativity, and hospitality to both domestic and international audiences.

The *Limerick City and County Council Tourism Plan 2025–2030* has been developed to provide a strategic framework for tourism development across the city and county over the next five years. It builds on the achievements of the previous tourism strategy and reflects a renewed ambition to position Limerick as a vibrant, year-round destination. The Plan has been informed by extensive public consultation and stakeholder engagement, including input from tourism operators, community groups, visitors, and national tourism bodies such as Fáilte Ireland.

The strategy adopts a whole-of-organisation approach, aligning with the *Limerick Development Plan* and other statutory frameworks. It outlines a series of strategic objectives under the “*ReThinking Tourism - Project 10*” framework, which focuses on enhancing the visitor experience, supporting community-led tourism, improving destination marketing, and embedding sustainability into all aspects of tourism development.

**(iii) Limerick's Tourism Performance:**

Limerick continues to demonstrate strong performance as a tourism destination, welcoming over 720,000 overnight visitors and generating approximately €302 million in revenue for the local economy. Of these, 287,000 were overseas tourists who contributed €224 million in revenue, spending an average of €782 per visitor and staying for an average of eight nights. Domestic tourism also plays a significant role, with 433,000 Irish visitors generating €78 million in revenue, spending an average of €180 per person and staying for two nights.

Visitor interest in Limerick's attractions is on the rise, with a 14% increase in footfall to key sites recorded in 2023. This upward trend reflects the growing appeal of the county's cultural, heritage, and outdoor offerings.



Tourism-related enterprises account for 9.5% of all businesses in Limerick, spread across both urban and rural areas. According to the Central Statistics Office (CSO), the accommodation and food service sector has shown notable resilience. In 2019, there were 787 businesses employing 8,444 people in this sector. Despite the challenges posed by the COVID-19 pandemic, this number grew to 829 businesses with 9,052 employees by 2022.

Fáilte Ireland estimates that every €1 of tourist expenditure supports 22 jobs in the tourism industry. Based on this model, the €302 million spent by visitors in 2023 supported approximately 6,650 jobs across Limerick city and county, underscoring the sector's importance to the county's economic and social wellbeing.

#### (iv) Key Inputs, Aim & Ambition of the Plan:

The *Limerick City and County Council Tourism Plan 2025 – 2030* represents a unified, whole-of-organisation approach to tourism development, grounded in the existing planning framework, and aligned with the *Limerick Development Plan*. It reflects the voices of nearly 1,000 contributors, gathered through extensive public consultation and stakeholder engagement, including visitors, industry representatives, community groups, and tourism partners.

This strategy adopts a project-driven model to deliver on the ambitions of the tourism sector, enhance Limerick's appeal as an international visitor destination, and respond to the evolving needs of our audiences. Its core ambition is to strengthen Limerick's competitiveness as a vibrant, year-round destination, animated by a diverse calendar of world-class events and recognised for its distinctive welcome.

At the heart of the Plan is the concept of *ReThinking Tourism* - a commitment to telling the Limerick story in new and creative ways, building on our reputation for innovation, authenticity, and memorable experiences. The Plan introduces *Project 10*, a strategic roadmap comprising ten key focus areas that will guide the development of tourism across the city and county. These projects will be delivered collaboratively across multiple Council directorates and with external partners, ensuring that tourism reflects the aspirations of both the local community and the wider industry.

Hosting various national and international sporting events presents a valuable opportunity to showcase Limerick globally, with the Plan's ambition extending far beyond any single event. It aims to embed long-term, sustainable growth in the tourism sector by enhancing internal structures, scaling up tourism and community assets, and improving connectivity between urban and rural experiences.

The strategy places strong emphasis on community tourism development, with a focus on showcasing the stories and character of Limerick's towns, villages, and neighbourhoods. It also commits to revitalising the destination brand, positioning people, place, and the renowned '*Limerick Welcome*' at the centre of marketing and visitor engagement.



Through investment in placemaking, infrastructure, and programming, Limerick will be positioned as a leading events destination, supported by a year-round calendar of festivals, sports tourism, and cultural experiences. As the designated Gateway City to the Wild Atlantic Way, Limerick will also strengthen its international connectivity, particularly through Shannon Airport.

Finally, the Plan embeds sustainability as a guiding principle, integrating climate action into destination development, events, and visitor experiences to ensure that tourism growth contributes positively to the environment and community wellbeing.

#### (v) Tourism Mission

1. Inspire visitors to experience Limerick.
2. Grow the economic value of tourism in our rural and urban economies.
3. Ensure tourism generates and sustains employment in our rural and urban communities.
4. Deliver the range of Limerick City and County Council services that enhance the Limerick visitor experience.
5. Collaborate with all tourism stakeholders in the development of Limerick as visitor destination.
6. Apply innovation and creativity in developing visitor experiences and how we grow the appeal of our visitor attractions.
7. Develop the profile of Limerick as a sustainable tourism destination through our focus on value over volume.
8. Animate the destination through year-round programming of festivals and events.

#### (vi) Strategic Objectives

1. Limerick for Tourism: Create enhanced internal structures to facilitate tourism sector growth, working with our tourism partners and marketing the destination to national and international audiences.
2. Linking City & County: Grow the connectivity between the city and county tourism experience by strengthening the industry network and product linkages; outdoors, food, medieval and heritage.
3. Scale Our Tourism & Community Assets: Maximise our city and county visitor attractions by re-imagining their role in growing the value of tourism for Limerick.
4. Community Tourism Development: Elevate community tourism as a destination differentiator introducing visitors to our rural and urban communities and how we creatively deliver the '*Limerick Story*'.
5. Inspired Marketing & Branding: Commit to a Limerick destination brand revitalisation with people, community, and the '*Limerick Welcome*' at the heart of the destination story.
6. Events Destination: Develop a year-round programme of festivals and events across the city and county and leverage Limerick's profile as a destination for cultural, sport tourism and entertainment events.
7. Creative Limerick Experiences: Build on Limerick's heritage of creativity through a new approach to experience development and how we deliver the Limerick Story to our visitors.
8. Destination Placemaking: Ensure our approach to destination placemaking enhances our communities as places to live and visit and plays an integral role in delivering our '*Limerick Welcome*'.



9. **Regional Role:** Maximise the role of Limerick as the Wild Atlantic Way Gateway City and key destination in growing international connectivity through Shannon Airport, in line with the provisions of the Development Plan.
10. **Sustainable Tourism Destination:** Develop Limerick's profile as a sustainable tourism destination by integrating climate action into our collective approach to destination development, placemaking, events and visitor experiences.

**(vii) Implementation & Monitoring:**

The impact of our strategic plan will be measured across a number of key indicators. We have established a series of annual tourism performance measurements to benchmark success. These include:

1. Measuring visitor revenue growth and adopting a 'value over volume' mindset.
2. To measure the impact of events we will monitor growth in festivals and event revenue to include sport tourism.
3. Other key indicators will include:
  - i. Tourism sector employment,
  - ii. Annual numbers to visitor attractions,
  - iii. Season extension and;
  - iv. Monitoring the usage of our community and visitor amenities such as the Limerick Greenway.

**(viii) Recommendation:**

That the Council formally adopts the *Limerick City and County Council Tourism Plan (2025–2030)* as the guiding framework for tourism development across the city and county over the next five years. The members are now asked to approve the *Limerick City and County Council Tourism Plan (2025 - 2030)*.

**Signed:** 

**Date: 15/09/2025**

Eileen Coleman,  
Senior Executive Officer (SEO),  
Tourism, Festivals and Events Department



Comhairle Cathrach  
& Contae Luimní  
Limerick City  
& County Council

# ReThinking Tourism

Limerick City & County  
Council Tourism Plan

**2025-2030**

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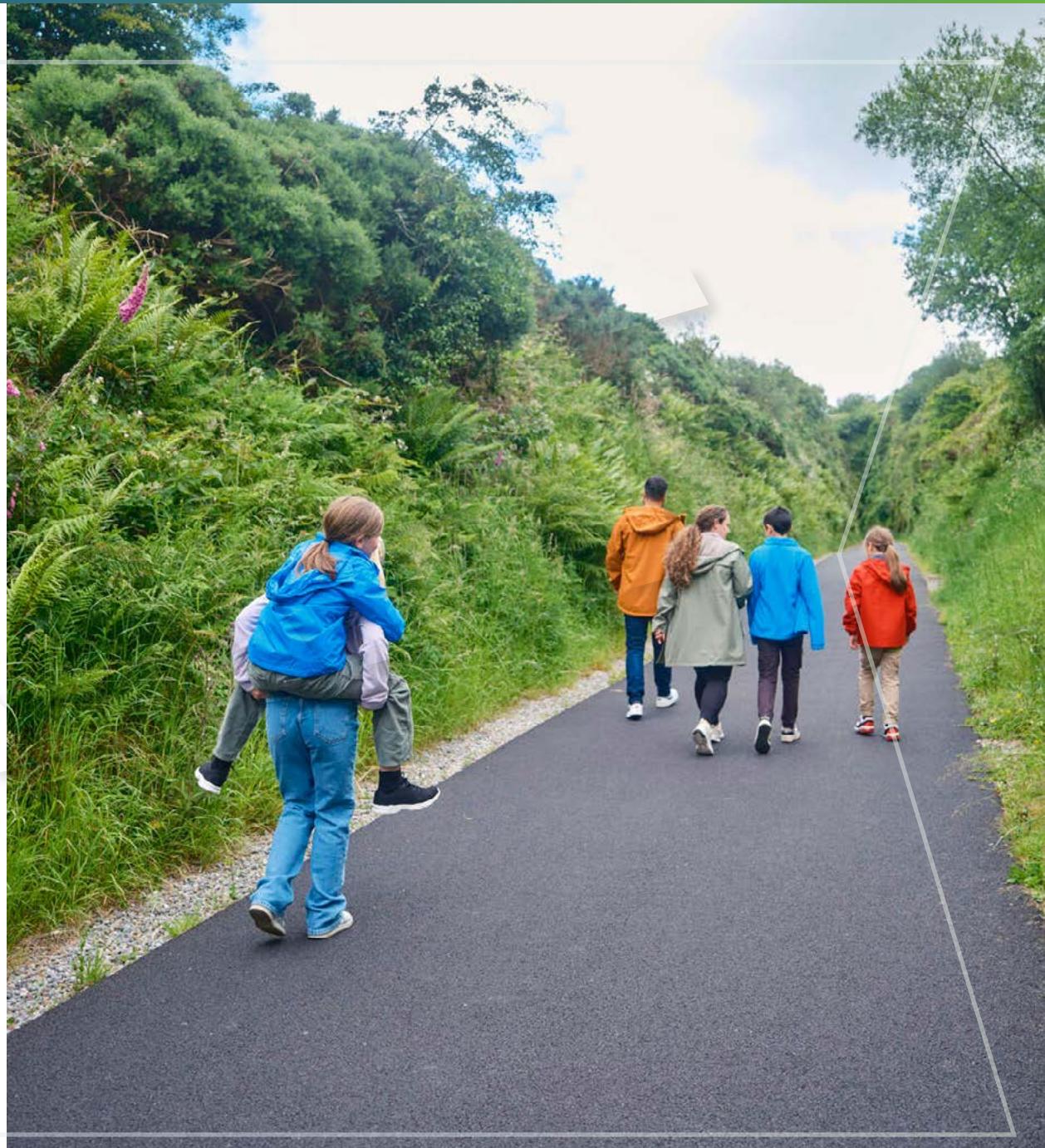
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# Executive Summary



## EXECUTIVE SUMMARY

Tourism across Limerick supports 6,500 jobs generating in excess of €300 million annually in visitor revenue for the local economy. Over the coming years, Limerick will be presented to a global audience as host to the Ryder Cup. It provides an international platform to show the world how we deliver the distinctive Limerick welcome. Our event legacy focus is built on the foundations of community and hospitality, quality of place and the delivery of an outstanding Limerick experience. We will show our global audience what gives Limerick its competitive and creative edge.

The Limerick City & County Council Tourism Plan 2025 – 2030 represents a whole of organisation approach for tourism that takes into account the existing planning framework for tourism. The views of almost 1,000 people are reflected in this plan through an extensive consultation process capturing the views of our visitors, tourism industry, local community and all stakeholders who play a role in the sector. It represents a project driven approach to deliver, in line with the Limerick Development Plan, on the aims and ambitions of the tourism industry, grow the appeal of Limerick as an international visitor destination and meet the needs of our visitors. The ambition within this plan is to explore opportunities to grow the competitiveness of Limerick as a vibrant year-round visitor destination, animated by a calendar of world class events and recognised for an unrivalled visitor welcome.

The plan builds on the success of the previous Limerick City & County Council Tourism Plan. In the past number of years, significant levels of investment have transformed our product base to enhance the visitor experience and the quality of life for our residents. These include the development of the Limerick Greenway, securing €17.2 million in funding for Greenway Hubs and the opening of the Regional Athletics Track in Newcastle West. We have continued the investment in our calendar of inspiring festivals and events from Riverfest to Halloween in Limerick.

Since our last tourism plan, Discover Limerick DAC was established in 2021 to own and operate a number of visitor attractions on behalf of Limerick City and County Council. The coming years will see the delivery of ambitious plans for our attractions in addition to exploring new development opportunities. Across the county, many of the projects identified in the previous tourism plan are now in the implementation phase. These include Fullers Folly, Adare Heritage Centre, developing the Lough Gur visitor experience and the masterplanning of King Johns Castle.

We have led the way in destination marketing, leveraging our Limerick Edge and Embrace brand to motivate domestic and international visitors to visit Limerick. Limerick now features two Fáilte Ireland brands as part of our visitor experience, the Wild Atlantic Way and Ireland's Hidden Heartlands. Our partnership approach with Fáilte Ireland has seen the launch and implementation of the Limerick City Destination and Experience Development Plan (DEDP) and the development of a Ballyhoura DEDP.

At the core of this tourism plan is how we ReThink Tourism to grow its impact, in line with the existing planning framework for tourism, and tell the Limerick story in different ways, building on our reputation for innovation, creativity and delivering memorable experiences. ReThinking Tourism - Project 10 represents a strategic projects roadmap for tourism for Limerick. It will integrate the activity of all relevant Limerick City and County Council directorates as we develop tourism to reflect the ambitions of the local community and the tourism industry.

Each of the ten areas will be delivered through a series of projects designed to ensure Limerick is a thriving tourism destination by 2030. It accounts for the hosting of the Ryder Cup in 2027 and how we prepare to welcome our global audience. Post event, we will ensure the legacy contributes to the sustainable longterm growth in the value of tourism in Limerick. We will focus on enhancing

our internal structures to continue facilitating tourism revenue growth. We will explore opportunities to scale up our tourism and community assets to ensure our city and county visitor attractions play a key role in growing the value of tourism for Limerick, with an emphasis on growing the connectivity between the city and county.

We will strengthen our community tourism development by showcasing rural and urban communities that tell the Limerick story. Limerick's destination brand will be revitalised by placing people, community, and the Limerick Welcome at the heart of our marketing, our embrace. Limerick will be established as an events destination through a year-round calendar of festivals, sports tourism and entertainment events.

Our approach to destination placemaking will improve the quality of life for residents and create attractive spaces for visitors. By maximising our regional role as the Wild Atlantic Way Gateway City, we will strengthen international connectivity, particularly through Shannon Airport. We will position Limerick as a sustainable tourism destination by embedding climate action into destination development, events and visitor experiences.

The impact of our strategic plan will be measured across a number of key indicators. We have established a series of annual tourism performance measurements to benchmark success. These include measuring visitor revenue growth and adopting a 'value over volume' mindset. To measure the impact of events we will monitor growth in festivals and event revenue to include sport tourism. Other key indicators will include tourism sector employment, annual numbers to visitor attractions, season extension and monitoring the usage of our community and visitor amenities such as the Limerick Greenway.

Limerick is known for a different kind of energy. It is a destination that inspires innovation, creativity and delivers a very distinctive welcome. It is where our 'Edge' meets our 'Embrace' and our platform for the next phase of tourism development across the city and county.



# Section One

## Background & Context



Limerick is known for a different kind of energy. It is a destination that inspires innovation, creativity and delivers a very distinctive welcome. It is where our 'Edge' meets our 'Embrace'.

Over the coming years, Limerick will be presented to a global audience as we embrace the Ryder Cup opportunity. As host to one of the world's largest sporting events, we have an international platform to show the world how we deliver the distinctive Limerick Welcome. Our event legacy focus is built on the foundations of our community and welcome, quality of place and the delivery of an outstanding Limerick experience. We will show our global audience what gives Limerick its competitive and creative edge.

In the delivery of this tourism plan, our ambition is to grow the competitiveness of Limerick as a visitor destination. We will create a year-round vibrancy animated by world class events and an unrivalled visitor welcome. We will build on what is the very essence of Limerick, our communities and people. It provides an opportunity to rethink our approach to tourism while continuing to grow the appeal of Limerick as a tourism destination.

We will tell the Limerick story in different ways, building on our reputation for innovation, creativity and delivering memorable Limerick experiences. reThinking Tourism puts people and their stories, community and place at the centre of the plan. A distinctive Limerick destination animated by the character of the place and the communities who deliver the unrivalled Limerick Welcome.

How we succeed is built on new approaches to managing tourism, demand generation and embedding sustainability into everything we do, our Green DNA. Maximising our tourism growth opportunities and building on our natural advantages as a visitor destination will result in a co-ordinated focus on leisure, business and event tourism for the city and county.

We will refocus our creative approaches to marketing and destination brand development with people, place and community at the very heart of the

Limerick experience. The learnings and successes from other economic sectors across Limerick will be adopted to inspire tourism sector leadership and collectively grow the impact of tourism across the county, in line with the existing planning framework.

The development of this tourism plan takes into account the views of our community, our tourism industry, tourism stakeholders and visitors to Limerick. The views of almost 1,000 people are reflected in the creation of this plan and its vision for developing Limerick as a tourism destination.

International and domestic visitor interviews	400
Community Survey Responses	400
Tourism Industry Surveys	57
Tourism Stakeholder Interviews	25
Internal and External Workshops	6
International Benchmarking	

## A STRENGTHS BASED APPROACH - BUILDING ON OUR USP'S

- Warmth and welcome of Limerick people
- Limerick as Gateway to the Wild Atlantic Way and part of Ireland's Hidden Heartlands
- An international profile for sport
- Host destination for international events and festivals
- Limerick's status as a University city
- Unique Georgian centre of the city
- City centre experience on the banks of the River Shannon
- Medieval heritage and stories linking the city, towns and villages
- Visitor access to an urban and rural experience
- Quality of outdoor activity products from trails to Greenways
- Quality of built heritage and visitor attractions
- Vibrant arts and culture destination - Host of Ireland's first Capital of Culture 2014
- Accommodation and business hub for the Midwest region.

# LIMERICK TOURISM PERFORMANCE

Limerick currently welcomes more than 720,000 tourists overnighting in the destination generating €302 million in revenue for the local economy. (2023 Tourism Performance)

A total of 287,000 overseas tourists to Limerick generated €224 million in revenue, spending an average of €782 per visitor. Overseas tourists stayed an average of eight nights in Limerick.

Limerick attracted 433,000 domestic tourists who overnighted in the destination generating €78 million for the local economy. The average length of stay for domestic tourists is two nights, spending an average of €180 per head.

There is an upward trend in the total number of visitors to Limerick's visitor attractions. Total visitor numbers to the main attractions increased by 14% in 2023. King John's Castle is the leading visitor attraction in Limerick. The castle attracted 105,000 visitors in 2023. International visitors accounted for 88%<sup>1</sup> of visitors to King John's Castle. The Hunt Museum attracted 100,000 visitors, with international visitors accounting for 60% of footfall.

Lough Gur Lakeshore Park and Visitor Centre attracted 100,000 visitors. Footfall is predominantly from the domestic market with international visitors accounting for 20% of visitors. Foynes Flying Boat and Maritime Museum attracted 27,600 visitors, 60% of whom were international visitors.

Tourism accounts for 9.5% of all enterprises in Limerick<sup>2</sup> distributed across the city and county. Analysis undertaken by the Central Statistics Office (CSO)<sup>3</sup> illustrates the resilience of the accommodation and food service sector which underpins Limerick's tourism economy. In 2019, there were 787 accommodation and food service businesses with 8,444 people working in the

sector. Despite disruption caused by the COVID-19 pandemic, in 2022 numbers had increased to 829 businesses employing 9,052 people.

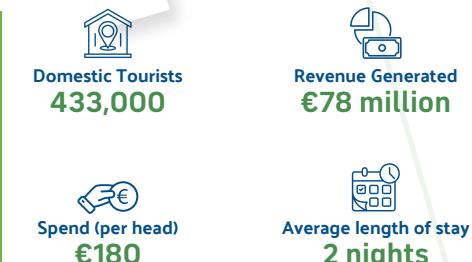
Fáilte Ireland estimates that every €1 of tourist expenditure helps to support 22 employees in tourism industries<sup>4</sup>. Based on the €302 million visitor expenditure in 2023, there were 6,650 jobs in Limerick supported by visitor expenditure across the county.

<sup>4</sup> Fáilte Ireland, Key Tourism Facts 2023

## OVERSEAS TOURISTS



## DOMESTIC TOURISTS



<sup>1</sup> Fáilte Ireland Annual Visitor Attractions Survey (2023)

<sup>2</sup> LCCC, Limerick Local Community & Economic Plan (2023 – 2028)

<sup>3</sup> CSO, Insights on the Lifecycle of a Business (2022)

## TOURISM SENTIMENT



### COMMUNITY SENTIMENT

Communities across Limerick increasingly recognise the importance of tourism as an economic sector and the impact tourism provides to communities. 88% of residents state that tourism has a positive impact on the local economy. The most important outputs from tourism on their community is the economic value tourism generates, the role of tourism in creating a vibrant destination, and the business opportunities the sector creates across the county.

Communities identify the friendliness of locals to visitors as being the most important part of the Limerick visitor experience. Other key associations include the range and quality of food options and access to a wide range of outdoor amenities and trails.

Limerick's community takes pride in showcasing the county's history, heritage and intriguing stories. The community are equally proud of the friendliness and welcome from locals, reputation for sport and the beauty of the county.



### INDUSTRY SENTIMENT

Consistent with community and visitor feedback, the top-rated aspect of the Limerick visitor experience is the friendliness of locals towards visitors. Other key aspects highlighted include access to outdoor activities such as the Limerick Greenway and the range and quality of food available to visitors.

According to the tourism industry, the strongest visitor associations with Limerick are through the profile of sport tourism events, the Limerick Greenway, music and the quality of the destinations visitor attractions. The tourism industry believes that future tourism focus should be on increasing the length of stay of visitors and the development of Limerick as an events destination. Limerick's future tourism priorities should focus on enhancing public transport, expanding the number of events and festivals and ensuring visitor safety. Other priorities should include continued investment in infrastructure that enhance the visitor experience and a destination wide commitment to sustainable tourism practices.



### VISITOR SENTIMENT

Nine out of ten visitors are likely to recommend Limerick as a place to visit to their friends. Visitors stated the friendliness of locals as the top-rated element of their trip.

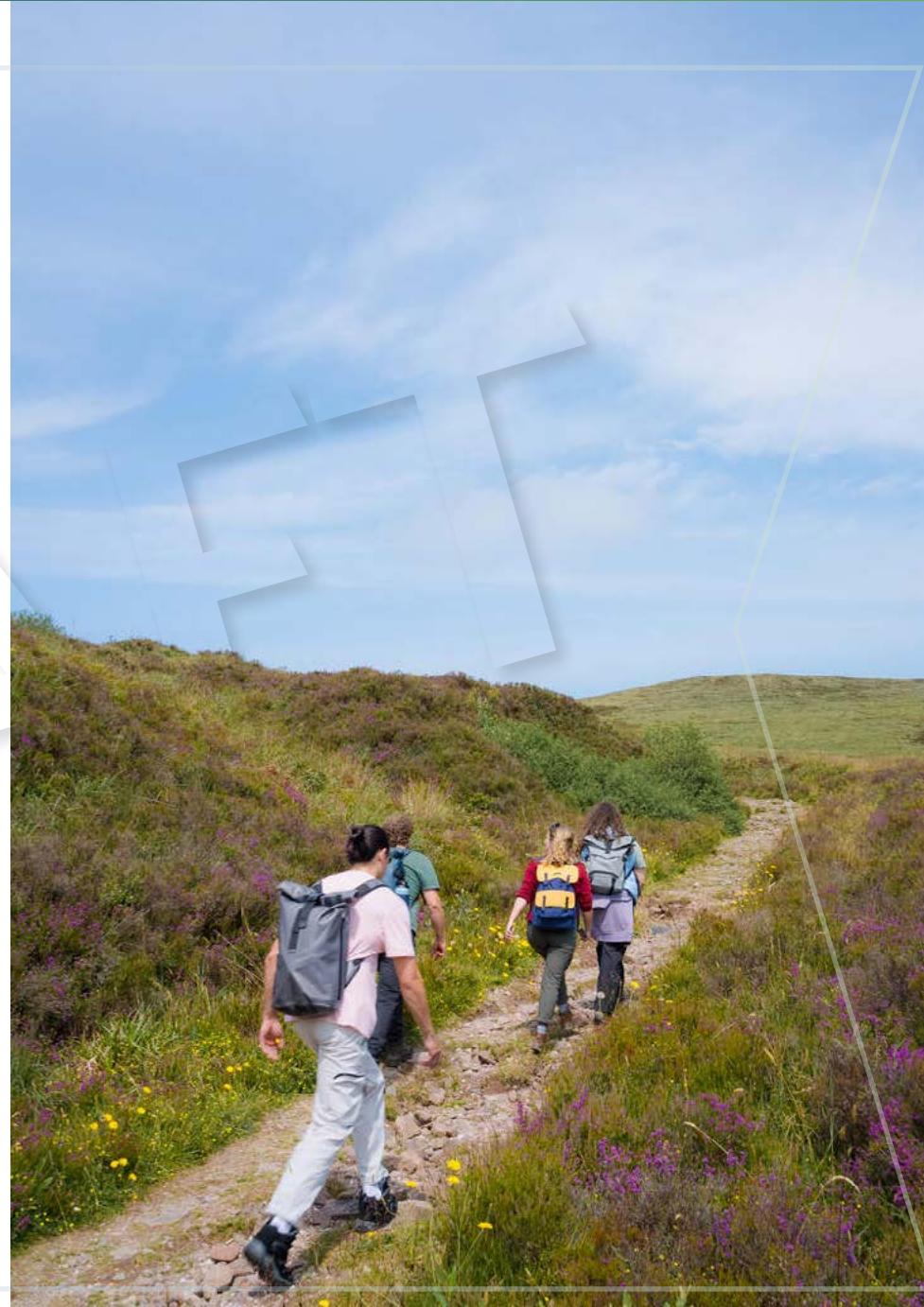
The main associations with Limerick as a tourism destination are influenced by sport tourism events, visitor attractions, outdoor activities and music. Top-rated experiences of their visit to Limerick included the friendliness of locals, the appearance of towns and villages and the ease of finding their way around the area.

Visitors indicated that events, festivals and visitor attractions would be key motivators for planning a return visit to Limerick. Visitor suggestions to enhance Limerick as tourism destination include growing the range of families focused activities and the further development of outdoor activities.

## OUR TOURISM AMBITION

-  1 Domestic Tourism – Visitor revenue growth
-  2 International Tourism – Visitor revenue growth
-  3 Growth in Event revenue generated for Limerick
-  4 Growth in Business & Sport Tourism Revenue Growth
-  5 Tourism Sector Employment Growth
-  6 Growth in Visitor Attraction Performance
-  7 Growth in Limerick Greenway user numbers
-  8 Investment attracted into our visitor attractions
-  9 Season Extension across the city and county
-  10 Growth in the levels of accommodation stock in the city and county

These targets are those of the existing planning framework for tourism in Limerick City and County - refer to "Overriding Status of the Plan" overleaf.



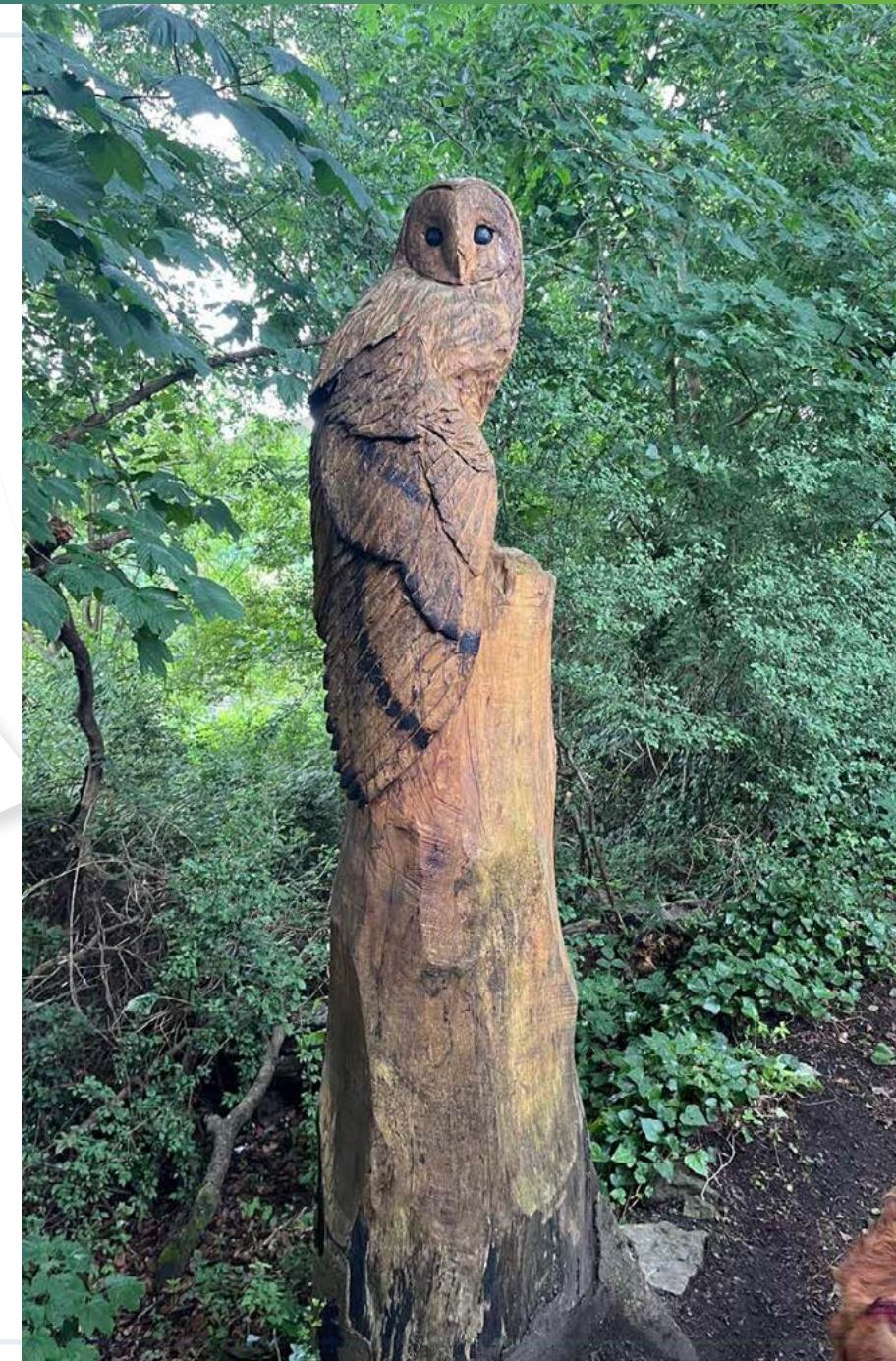
## OVERRIDING STATUS OF THE PLAN

The Plan is situated alongside the hierarchy of statutory documents that forms the decision-making and consent-granting framework, including the First Revision of the National Planning Framework, the Southern Regional Spatial and Economic Strategy and associated Limerick-Shannon Metropolitan Area Strategic Plan and the Limerick Development Plan, all of which have been subject to legislative requirements relating to public consultation and environmental assessment/screening for environmental assessment. As such, the Plan is wholly subject to the requirements of the provisions set out in these documents throughout the implementation of the Plan, including provisions relating to sustainable development, environmental protection, and environmental management that have been integrated into these documents, and does not introduce any alterations or additions to those provisions. Implementation of this Plan will comply with measures from the Development Plan and from Fáilte Ireland's Regional Development Strategies for the Wild Atlantic Way and Ireland's Hidden Heartlands (refer to selection in accompanying SEA Screening Report).

The Plan compiles measures that are already integrated into the existing decision-making and consent-granting framework and have already been subject to environmental assessment. Detail or measures that go beyond existing measures should be regarded either as context-setting text or as suggestions that may or may not be considered for integration into the relevant level of the decision-making and consent-granting framework – namely the Development Plan.

The Plan does not provide consent or establish a framework for granting consent and does not contribute towards a framework for granting consent. The Plan is not binding on consent-related decisions. The Plan does not introduce rules, limits, or other criteria to be used in development management.

In order to be realised, the types of projects referred to in the Plan will have to comply, as relevant, with various legislation, policies, plans and programmes (including requirements for lower-tier environmental assessment and other licensing requirements as appropriate) that form the statutory decision-making and consent-granting framework.



## Section Two

Maintaining Momentum:  
Building on our last plan

DRAFT

## BUILDING ON OUR LAST PLAN

The approach within this plan is designed to build on the success of our last tourism strategy. It will ensure we maintain the momentum collectively delivered with our partners in tourism. The timeframe of our previous tourism plan was over a period when the tourism industry and stakeholders dealt with unprecedented disruption and global shocks. This included the COVID 19 global pandemic in 2020 to the escalation of the conflict in Ukraine in 2022 demonstrating how resilient and agile the tourism industry had to be. Our industry partners are dealing with economic uncertainty as a result of global events resulting in the rising cost of doing business. In developing this plan, integrating resilience and a confidence to deal with future economic shocks will be essential.

In the past few years, many projects were delivered that highlighted our focus on ensuring community and place are central to the visitor Limerick experience. These included the successful delivery of the Limerick Greenway and the opening of the Regional Athletics Track in Newcastle West as a stimulus for sport tourism in Newcastle West. Over that period of time, we have continued the investment in our calendar of inspiring festivals and events from Riverfest to Halloween in Limerick. This reputation as great event hosts will be communicated to the world with the selection of Adare as hosts to the 2027 Ryder Cup.

We have led the way in destination marketing, leveraging our Limerick Edge and Embrace brand to motivate domestic and international visitors to visit Limerick. This impact is evident in our accommodation providers continuing to experience high levels of year-round room occupancy. Across the county, many of the projects identified in the tourism plan are now in the implementation phase. These include Fullers Folly, Adare Heritage Centre, developing the Lough Gur visitor experience and the masterplan for King Johns Castle.



**40km Limerick Greenway**  
Opened July 2021  
**€10 million**



**€73.4 million URDF funding**  
Limerick City World Class Waterfront Project



**Brand Limerick**  
Launched 2020



**Limerick City Wild Atlantic Way Gateway City Status**



**€1.7 million RRDF funding**

Foyne Flying Boat & Maritime Museum for **€3.5 million** extension  
Opened September 2023



Established 2021 to manage King Johns Castle, Lough Gur & Adare Visitor Centre



**Ryder Cup 2027 awarded to Adare**

Our ‘whole of organisation’ approach over the last number of years has seen significant levels of investment in the infrastructure that enhance the Limerick visitor experience. This collective approach has delivered projects including active travel, transport infrastructure investment to public realm projects designed to facilitate visitor orientation and retain visitors in the county for longer.

Since our last tourism plan, the Discover Limerick DAC was established in 2021. Discover Limerick was set up to own and operate a number of visitor attractions on behalf of Limerick City and County Council. The coming years will see the delivery of ambitious plans for our attractions in addition to exploring new development opportunities.

Limerick now features two Fáilte Ireland brands as part of our visitor experience, the Wild Atlantic Way and Ireland's Hidden Heartlands. Our partnership approach with Fáilte Ireland has seen the launch and implementation of the Limerick City Destination and Experience Development Plan (DEDP) and the development of the Ballyhoura DEDP.

These project successes and alignment of projects and vision, internally and externally, now provides the platform for the next phase of tourism development. This is our platform for ReThinking Tourism.



**KING JOHN'S  
CASTLE**

**King's Island Masterplan**  
developed through THRIVE,  
the Town Centre First Heritage Revival Scheme.



**Limerick Regional  
Athletics Hub**  
Opened September 2023



**€17.2 million  
RRDF funding**  
Limerick Greenway Hubs



**Fáilte Ireland Ballyhoura  
Destination and  
Experience Development  
Plan Started**



**Rathkeale  
Greenway Hub**  
Opened August 2024



**Festivals & Events**  
Dedicated Unit established and  
new Strategy published  
New Home of Halloween Festival

# Section Three

## ReThinking Tourism – A Vision for Tourism



# RETHINKING TOURISM

By rethinking tourism we inspire, welcome and connect visitors and locals where people, place and community are at the heart of the Limerick experience. The energy of our community and the warmth of the Limerick welcome are the essence of our vibrant, year-round tourism destination.

## WE WILL BE KNOWN FOR

**Energy of Our Events** - The energy of Limerick as an event destination.

**Always On** - A vibrant year round destination.

**Connected to Inspiring Outdoors** - City experiences connected to inspiring outdoor activity hubs and communities.

**Motivating Experiences** - Visitor attractions and experiences that motivate domestic and international visitors.

**Creativity is the differentiator** - Creativity embedded into every aspect of the tourism experience and place making.

# VISION

In 2030, Limerick is a thriving tourism destination where....

The value of tourism in Limerick achieves year on year growth

A year-round tourism economy is animated by world class events and festivals

Every visitor experience is transformed by our Limerick Welcome



## OUR TOURISM MISSION



**1** Inspire visitors to experience Limerick.



**2** Grow the economic value of tourism in our rural and urban economies.



**3** Ensure tourism generates and sustains employment in our rural and urban communities.



**4** Deliver the range of Limerick City and County Council services that enhance the Limerick visitor experience.



**5** Collaborate with all tourism stakeholders in the development of Limerick as visitor destination.



**6** Apply innovation and creativity in developing visitor experiences and how we grow the appeal of our visitor attractions.



**7** Develop the profile of Limerick as a sustainable tourism destination through our focus on value over volume.



**8** Animate the destination through year-round programming of festivals and events.



## OUR GUIDING VALUES



1

**COMMUNITY** – Our people and community are integral to the Limerick Story and visitor experience.



2

**WELCOME** – The renowned Limerick Welcome is central to our visitor experience.



3

**INCLUSION** - Build an inclusive tourism destination approach with equitable access and opportunities for all to participate in the Limerick visitor experience.



4

**CREATIVITY** – We apply our creativity to everything we do in developing the destination and creating memorable visitor experiences.



5

**LOCAL TRADITION/HERITAGE** – Our visitor experiences commit to interpreting our community, heritage, culture and local stories.



6

**GREEN DNA** – Responsible tourism development will inspire our approach to sustainability.



7

**EQUITY** – An integrated City and County visitor experience will explore opportunities to disperse visitors across the county.



8

**REGENERATION** – A commitment to regenerating our community and tourism assets to grow the social and economic value of tourism.



9

**COLLABORATION** – Sustained success is achieved through strengthening the partnerships at local and regional level.



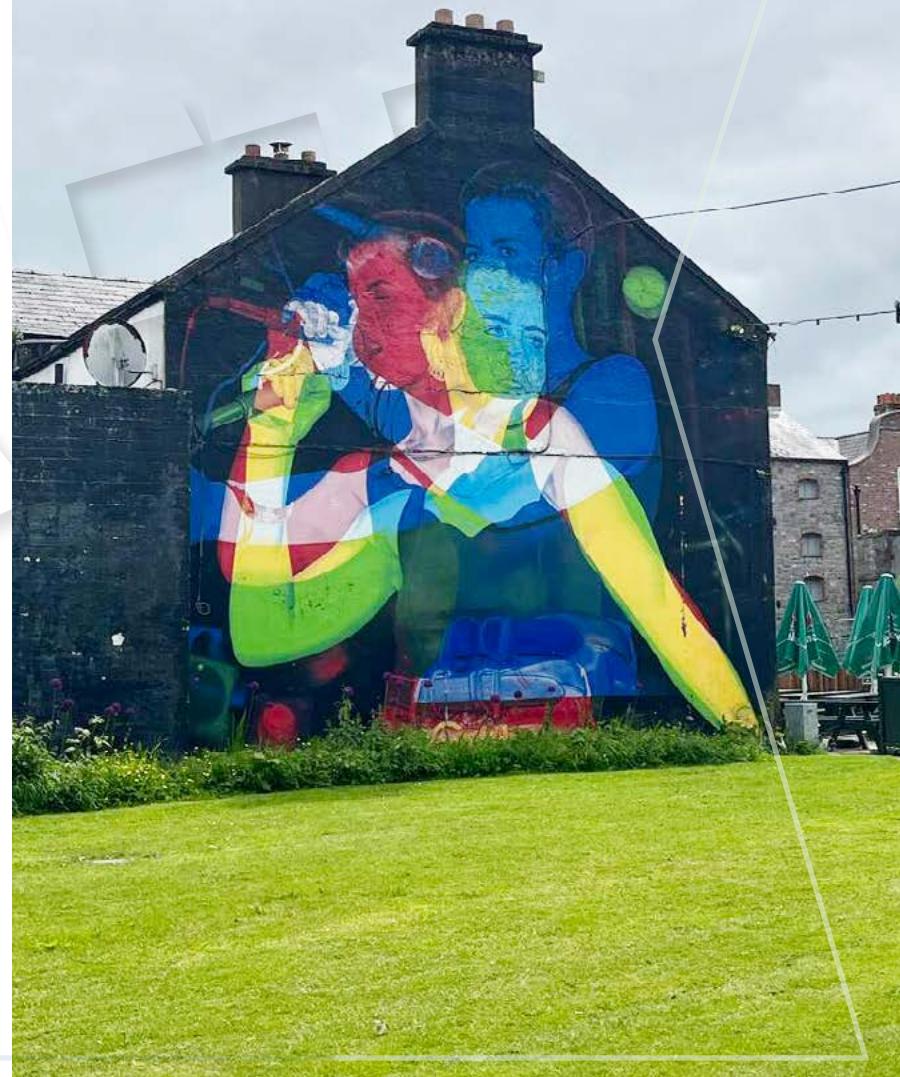
10

**QUALITY** – We place an emphasis on value over volume in measuring success.



11

**DATA DRIVEN** – Tourism impact will be monitored and measured and influence decision making.



# Section Four

## ReThinking Tourism - Our Strategic Approach



## RETHINKING TOURISM - OUR STRATEGIC OBJECTIVES



**1 LIMERICK FOR TOURISM:** Create enhanced internal structures to facilitate tourism sector growth, working with our tourism partners and marketing the destination to national and international audiences.



**2 LINKING CITY & COUNTY:** Grow the connectivity between the city and county tourism experience by strengthening the industry network and product linkages Outdoors, Food, Medieval and Heritage.



**3 SCALE OUR TOURISM AND COMMUNITY ASSETS:** Maximise our city and county visitor attractions by re-imagining their role in growing the value of tourism for Limerick.



**4 COMMUNITY TOURISM DEVELOPMENT:** Elevate community tourism as a destination differentiator introducing visitors to our rural and urban communities and how we creatively deliver the Limerick Story.



**5 INSPIRED MARKETING & BRAND:** Commit to a Limerick destination brand revitalisation with people, community and the Limerick Welcome at the heart of the destination story.

These objectives are those of the existing planning framework for tourism in Limerick City and County - refer to "Overriding Status of the Plan" in Section 1.



**6 EVENTS DESTINATION:** Develop a year-round programme of festivals and events across the city and county and leverage Limerick's profile as a destination for cultural, sport tourism and entertainment events.



**7 CREATIVE LIMERICK EXPERIENCES:** Build on Limerick's heritage of creativity through a new approach to experience development and how we deliver the Limerick Story to our visitors.



**8 DESTINATION PLACEMAKING:** Ensure our approach to destination placemaking enhances our communities as places to live and visit and plays an integral role in delivering our Limerick Welcome.



**9 REGIONAL ROLE:** Maximise the role of Limerick as the Wild Atlantic Way Gateway City and key destination in growing international connectivity through Shannon Airport, in line with the provisions of the Development Plan.



**10 SUSTAINABLE TOURISM DESTINATION:** Develop Limerick's profile as a sustainable tourism destination by integrating climate action into our collective approach to destination development, placemaking, events and visitor experiences.

## A STRATEGIC PATHWAY

Our strategic objective is to grow the value of tourism across the county. The approach is based on the contribution of our tourism industry partners, stakeholders, our community and the views of the visitors.

Our focus on growing the value and economic return for the sector will include exploring opportunities for strengthening the connectivity between the city and county experience to retain visitors for longer. We will enhance our

existing tourism, community and recreational assets and create a new scale of visitor experience in how we repurpose our attractions.

As a destination, Limerick will provide year-round reasons to visit and provide tourists with a distinctive Limerick Welcome. Collaboration and tourism leadership will inspire our tourism industry and local communities to engage with the opportunities tourism will present across the city and county.



# RETHINKING TOURISM - PROJECT 10

ReThinking Tourism - Project 10 represents our strategic projects roadmap for tourism. It will integrate the activity of all relevant directorates as we develop tourism in a manner that reflects the ambitions of the local community and the tourism industry. Each of the ten areas of focus will be delivered through a

## STRATEGIC GOAL: COLLABORATION & LEADERSHIP

### Project 1

**LIMERICK FOR TOURISM:** Strengthen the collaborative approach to tourism in Limerick City and County through the development of Limerick for Tourism approach.

#### How we will contribute to our Sustainable Development Goals



## STRATEGIC GOAL: MARKETING IMPACT

### Project 2

**Destination Marketing:** Build on our brand and destination marketing platforms and explore opportunities to attract year round tourism footfall and communicate the range of experiences and events that reflect an 'always on' destination.

#### How we will contribute to our Sustainable Development Goals



series of projects designed to ensure Limerick is a thriving tourism destination by 2030. It accounts for the hosting of the Ryder Cup in 2027 and how we prepare to welcome our global audience. Post event, we will ensure our legacy focus contributes to the long term growth in the value of tourism in Limerick.

## STRATEGIC GOAL: SCALE OUR ATTRACTIONS

### Project 3

**Scale and Connect our Signature Attractions:** Create a new level of scale and impact through our existing Discover Limerick visitor attractions to sustainably transform our urban and rural tourism visitor experience.

#### How we will contribute to our Sustainable Development Goals



### Project 4

**Outdoor Experiences:** Optimise the investment in our outdoor product to enhance the appeal of outdoor activity destinations.

#### How we will contribute to our Sustainable Development Goals



## STRATEGIC GOAL: LIMERICK WELCOME



Community, Place and Limerick Welcome at the centre of every visitor experience

### Project 5

**Destination Placemaking:** Enhancing our rural and urban communities as great places to live and visit.

#### How we will contribute to our Sustainable Development Goals



### Project 6

**Community Tourism Impact:** Placing people and community at the centre of the Limerick experience and examine how to motivate visitors to explore more of the county.

#### How we will contribute to our Sustainable Development Goals



## Project 7

**Sustainability – Our Green DNA:** Sustainability is embedded into all tourism development activity in how we develop the destination, placemaking, events and visitor experiences.

#### How we will contribute to our Sustainable Development Goals



## EVENT DESTINATION

### Project 8

**Year Round Event Destination:** Grow the profile of Limerick as a year round event destination and unrivalled host for cultural, sport and entertainment events, in line with the Festivals and Events Strategy.

#### How we will contribute to our Sustainable Development Goals



## GROW VALUE

A FOCUS ON VALUE OVER VOLUME



### Project 9

**Connecting City & County Experiences:** Examine opportunities to increase the connectivity between our urban and rural experiences to retain visitors for longer in the county in areas such as the Outdoors.

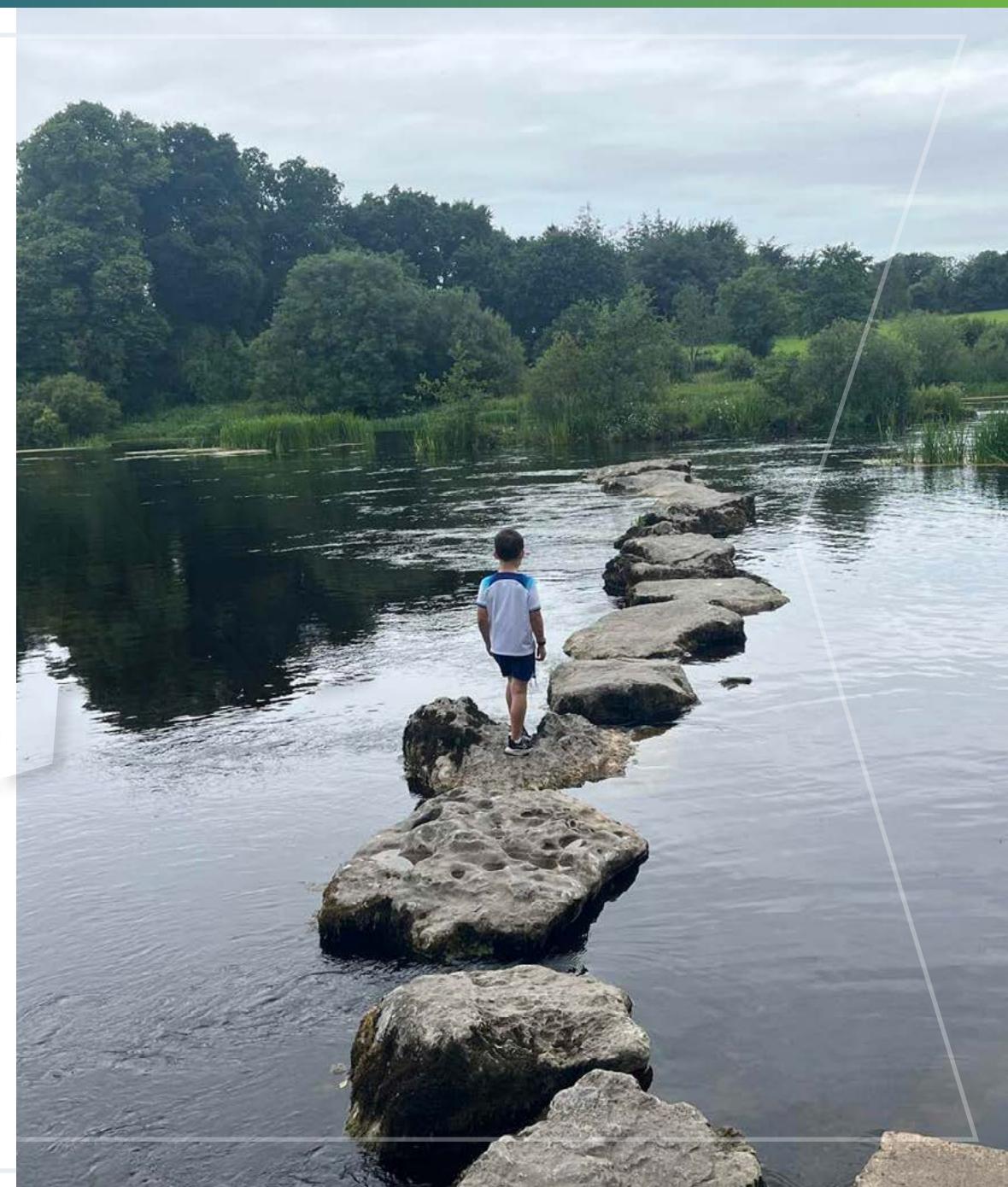
How we will contribute to our Sustainable Development Goals



### Project 10

**Unique Limerick Experiences:** Grow the number of Limerick visitor experiences through creative ways of telling the Limerick Story.

How we will contribute to our Sustainable Development Goals



# TOURISM MOMENTUM PROJECTS

## 1 DESTINATION MARKETING



Limerick has been at the fore as innovators in destination branding and marketing. We will continue to show leadership in destination marketing and maximise our marketing channels to grow the appeal of Limerick as a visitor destination.

### Project Focus

- Refresh our online destination presence with a dedicated tourism website.

## 2 SCALE OUR ATTRACTIONS



Our aim is to maximise the return on investment from the tourism and community assets that generate a value for the destination. This will involve shaping a new vision for some attractions while continuing to grow the impact and connectivity of others with our towns and villages.

### Project Focus

- Progress the master planning of King John's Castle.

## 3 RYDER CUP & PLANNING FOR LEGACY



Our aim is to deliver the best Ryder Cup host destination experience by connecting our visitors with our unique fusion of people, place and culture. Our ambition is world class delivery across all aspects of the planning and hosting of the event while ensuring a long term legacy. Our approach will be remembered for the collective and innovative delivery of the most sustainable Ryder Cup in history.

## Project Focus

- Work with all agencies and stakeholders to deliver a sustainable Ryder Cup legacy for our community and Limerick as destination.

## 4 PLACEMAKING & PUBLIC REALM



Our continued investment in placemaking and public realm projects in our urban and rural communities will play a key role in delivering our Limerick Welcome. Our community's pride in place and their unique stories will be reflected in how projects will be delivered and how they contribute to the overall visitor experience.

### Project Focus

- Examine opportunities for the delivery of destination placemaking and public realm projects to enhance the Limerick Visitor Experience.

## 5 SUSTAINING COMMUNITY TOURISM



Community, place and people are at the heart of our Limerick experience. We will continue to develop the opportunities for visitors to get into the heart of our community. Visitor dispersion across the county will be influenced by community engagement with the opportunity presented through tourism.

### Project Focus

- Work with community tourism social enterprises to create sustainable structures that contribute to destination development activity.

## 6 DESTINATION AND EXPERIENCE DEVELOPMENT PLAN DELIVERY



The Fáilte Ireland Destination and Experience Development Plans for Limerick and Ballyhoura represent a collaborative approach to destination growth and sustainable tourism development. We will examine how our tourism colleagues in the Wild Atlantic Way and Ireland Hidden Heartlands can be supported in the delivery of these plans. The projects and experience development focus in the DEDPs form a basis for destination development and the alignment of the shared vision for tourism across the county and region.

### Project Focus

- Examine how we can work in partnership with Fáilte Ireland on the delivery of the Limerick and Ballyhoura Destination and Experience Development Plans.

## 7 EVENT DESTINATION



Limerick is a widely acclaimed host to large scale sports, cultural, business and entertainment events. We will use this platform to develop the appeal of Limerick as an event destination. Our approach to festivals and events is designed to create year-round impact. We will work in partnership with all stakeholders to develop the opportunity for Limerick to be recognised internationally as an event destination.

### Project Focus

- Assess the viability of a permanent event centre for Limerick.

## 8 GREENWAY & TRAILS

We will explore opportunities to maximise the community, tourism and recreational impact of our outdoor assets. Our rural communities will benefit from

the continued investment in our outdoor amenities and how we ensure connectivity with these assets and local economies. We will explore opportunities to strengthen the appeal of Limerick as a destination for outdoor activities and their ability to disperse visitors around the county.

### Project Focus

- Examine the connection of the Limerick Greenway to Limerick City and other communities.

## 9 LIMERICK VISITOR EXPERIENCE PILOTS



Limerick has so many stories to tell and experiences to deliver. We will work in partnership with Fáilte Ireland to explore opportunities for trialing and growing the number of saleable experiences across the county. We will build on the opportunities presented by our key strengths in areas such as food, medieval heritage and outdoor activities. By expanding the range of saleable experiences available across the county, visitors will be provided with more to stay for longer in the destination.

### Project Focus

- Develop city and county based food experiences supported by the creation of a Limerick Food Trail and food in tourism events.

## 10 TOURISM FOR LIMERICK - COLLABORATION



Sustained impact will be achieved through new levels of collaboration. We will apply the learnings from other economic sectors to stimulate new levels of collaboration and foster tourism leadership.

### Project Focus

- Create a Limerick for Tourism collaboration group to ensure coordination and awareness of all Limerick tourism development activity.

# Section Five

## Measuring Success



The impact of tourism in Limerick will be measured by monitoring a number of key performance indicators that reflect the performance of the destination.

These include visitor demand indicators, industry performance and supply side in addition to a number of key destination metrics.

20 KEY PERFORMANCE INDICATORS	SUGGESTED DATA SOURCE
1 Number of annual overseas visitors.	CSO/Faile Ireland
2 Number of annual overseas visitor bednights.	CSO/Faile Ireland
3 Annual revenue generated by overseas visitors.	CSO/Faile Ireland
4 Number of annual domestic visitors.	CSO/Faile Ireland
5 Number of annual domestic visitor bednights.	CSO/Faile Ireland
6 Annual revenue generated by domestic visitors.	CSO/Faile Ireland
7 Monitoring of overseas source markets versus same the same period in the previous year.	Faile Ireland / STR hotel survey
8 Comparison of monthly Average Daily Rate (ADR) and Revenue per Available Room (RevPAR) versus the same period in the previous year.	Faile Ireland / STR hotel survey
9 Comparison of monthly hotel room occupancy rates versus the same period in the previous year.	Faile Ireland / STR hotel survey
10 Change in traffic and engagement with destination websites promoting Limerick.	LCCC monitoring
11 Monitoring of engagement with digital marketing / social media channels. (eg. Instagram, TikTok, Facebook)	LCCC monitoring
12 Number of hotel rooms available in Limerick.	Faile Ireland accommodation database
13 Bed stock in other registered accommodation in Limerick.	Faile Ireland accommodation database
14 Number of people employed in tourism in Limerick	CSO
15 Annual monitoring of visitor numbers to visitor attractions in Limerick.	LCCC annual survey
16 Assessment of industry sentiment	LCCC annual survey
17 Assessment of community sentiment	LCCC annual survey / community panel
18 Assessment of visitor sentiment	LCCC annual survey
19 Festivals and Events Impact	LCCC Monitoring
20 Business Tourism and Event Impact	LCCC and Shannon Region Conference & Sports Bureau
21 Annual arrivals into Limerick by train and bus	Irish Rail / Bus Eireann passenger data

## 1. Limerick for Tourism - Collaboration Group

PROJECT	PROJECT / ACTION	SOURCE
<b>Limerick for Tourism Collaboration Group</b>	Establish a Limerick for Tourism collaboration group, chaired by the Mayor, with representatives of LCCC, chairs of the Limerick City DEDP and Ballyhoura DEDP, Shannon Airport and industry representatives to share development progress updates and agree county wide collaboration projects for delivery.	Mayoral Programme 2024 - 2029
<b>Fáilte Ireland DEDP Implementation</b>	Examine how the Fáilte Ireland DEDP Implementation groups can be supported in the collective delivery of destination and experience development projects that will enhance the visitor experience in Limerick City and County through the Limerick City Destination & Experience Development Plan and the Ballyhoura Country DEDP.	Internal LCCC
<b>County Wide Networking Programme</b>	Work with our tourism networks and Fáilte Ireland to support annual county wide networking activity and grow collaboration among all members of the tourism industry.	Internal LCCC
<b>LCCC 'Tourism and Community' Impacts Group</b>	Create a LCCC cross directorate 'Tourism and Community' Impacts Group to share LCCC project progress for dissemination across all directorates. This will involve all directorates with an input to projects impacting on the visitor and community experience.	Internal LCCC
<b>LCCC Tourism Structures</b>	Review LCCC tourism structures to examine the feasibility of establishing a structure, similar to a Destination Management Organisation (DMO) with responsibility for the co-ordination of the council's tourism development activity and destination marketing.	Internal LCCC
<b>Business and Event Tourism</b>	Grow the value of business, event and sport tourism for Limerick City and County through collaboration with Shannon Region Conference and Sports Bureau.	

## 2. Destination Marketing

PROJECT	PROJECT / ACTION	SOURCE
<b>Tourism Destination Website</b>	Develop a dedicated tourism destination website for Limerick based on international best practice approaches to destination marketing.	Internal LCCC
<b>Revitalisation of Limerick Brand</b>	Reflect our commitment to creativity in the revitalisation of the Limerick destination brand and securing the commitment of our industry partners to adopt the Limerick brand across all marketing channels.	Internal LCCC
<b>Tourism Marketing Collaboration</b>	Establish a county wide tourism marketing collaboration group to co-ordinate seasonal tourism marketing activity and align all destination marketing activity. This will include LCCC tourism marketing, Failte Ireland regional brand marketing (Wild Atlantic Way, Ireland's Hidden Heartlands) and all relevant local networks (e.g. Ballyhoura Fáilte, Munster Vales.)	Internal LCCC
<b>Destination Marketing Activity Plan</b>	Explore the preparation of an annual destination marketing activity plan aligned with the Limerick destination brand that integrates festivals and events and our key attractions, to deliver all year round visitor footfall.	Internal LCCC
<b>International Markets</b>	Draw on opportunities presented by existing twinning and international friendship arrangements to examine the promotion of Limerick to key international markets.	
<b>Business and Event Tourism Marketing</b>	Support Shannon Region Conference and Sports Bureau and all event host venues in the city and county in developing content on business and event opportunities within Limerick City and County.	
<b>Target Markets and Segments</b>	Work with strategic tourism partners and industry representatives to examine the targeting of the markets and segments that align with the tourism experience in Limerick.	
<b>Experience Themed Itineraries</b>	Create innovative experience themed itineraries and content for use on LCCC destination websites and promotional materials to include blended heritage, cultural, medieval, outdoors, and rural itineraries linking City and County.	Limerick Wild Atlantic Way Gateway City Strategy
<b>Ryder Cup Marketing and Communications</b>	Examine the preparation of a Ryder Cup host destination marketing and communications strategy to maximise the destination profile opportunity in the build up phase of the Ryder Cup through the development of Limerick content aligned with the needs of international media.	
<b>Ryder Cup Destination Messaging</b>	Work with our tourism partners to prepare the Limerick tourism networks to deliver a co-ordinated destination message for the Ryder Cup and examine the creation content and itineraries that might motivate visitors to explore more of the county.	

### 3. Scale Our Signature Attractions

PROJECT	PROJECT / ACTION	SOURCE
<b>King John's Castle Masterplan</b>	Acknowledge the purpose of the King John's Castle masterplan by Discover Limerick DAC for the Castle to become a signature attraction for Limerick and the Mid West region.	Mayoral Programme 2024 - 2029
<b>Milk Market</b>	Examine opportunities for the support the strategic development of the Milk Market into a sustainable, internationally competitive seven-day food and tourism destination, building on its status as an iconic Limerick experience and position it as a flagship project within Limerick City and the broader Mid West Region.	Limerick Wild Atlantic Way Gateway City Strategy
<b>Hunt Museum</b>	Explore the feasibility of extending the Hunt Museum experience into gardens across the city and into a county town.	Mayoral Programme 2024 - 2029
<b>World Class Waterfront</b>	Examine opportunities for the development of the world class waterfront experience with riverside activities and public realm that will become an integral part of the Limerick city experience.	Limerick Wild Atlantic Way Gateway City Strategy
<b>Limerick Greenway Extension</b>	Examine the feasibility of connecting the Limerick Greenway with Limerick city and other extensions of the route e.g. spur to Adare.	Limerick Development Plan 2022 - 2028
<b>Limerick Greenway Trailhead Projects</b>	Recognise ongoing delivery relating to the Limerick Greenway Trailhead Projects to grow the economic impact of the greenway for local communities on or adjacent to the trail.	Mayoral Programme 2024 - 2029
<b>West Limerick Tourism Gateway, Fuller's Folly Project</b>	Recognise ongoing delivery relating to the West Limerick Tourism Gateway Project at Fuller's Folly (RRDF Funding) adjacent to Desmond Castle Complex in Newcastle West.	Mayoral Programme 2024 - 2029
<b>Lough Gur</b>	Examine opportunities for the development of Lough Gur Lakeshore Park in conjunction with Discover Limerick DAC.	Mayoral Programme 2024 - 2029
<b>Saint Mary's Cathedral</b>	Support St. Mary's Cathedral as a Failte Ireland funded Gala Dining Event for Limerick and the Mid West Region.	

## 4. Destination Placemaking

PROJECT	PROJECT / ACTION	SOURCE
Visitor Orientation and Wayfinding	Adopt a consistent approach across the City and County to visitor orientation and wayfinding aligned with our destination brand.	Limerick Wild Atlantic Way Gateway City Strategy & Limerick Development Plan 2022 - 2028
Public Realm Art Projects	Promote public art projects can reflect our creative values and be developed together with future tourism product development activity e.g. Greenways, visitor attractions	Limerick Development Plan 2022 - 2028
RRDF and URDF Destination Alignment	Ensure all RRDF and URDF projects are aligned with the destination objectives of placing people, place and community at the centre of the destination experience.	
Public Realm Policy	Explore the preparation of a comprehensive policy relating to the look and feel of public realm and streets in our city core reflecting and enhancing the historic fabric of our city and examine governing the use of public realm for utilities and signage.	Mayoral Programme 2024 - 2029
Revitalised Public Realm - City	Examine opportunities for the cleaning and repairing of built infrastructure to revitalise public realm amenities in the city centre and the three bridges walk.	Mayoral Programme 2024 - 2029
Revitalised Public Realm - County	Examine opportunities for Investing in the public realm of key county towns including upgrading amenities and greening urban spaces to improve the quality of life for residents while making these towns more attractive to visitors and new residents.	Mayoral Programme 2024 - 2029
Milk Market Public Realm	Examine opportunities for progressing the redesign and animation of public realm around the Milk Market.	Mayoral Programme 2024 - 2029
Night time Public Realm	Examine opportunities for enhancing public lighting and improving general maintenance to encourage people to use streets and public realm at night, exploring the use of localised solar panels to power public lighting to reduce our carbon footprint.	Mayoral Programme 2024 - 2029
Colbert Quarter Public Realm	Examine opportunities for delivering the public realm/sports facilities planned in the strategic framework for Colbert Quarter including the key Limerick Link.	Mayoral Programme 2024 - 2029
Georgian Quarter	Examine opportunities for the restoration and renewal of the public realm in the Georgian part of the city.	Mayoral Programme 2024 - 2029 & Limerick Development Plan 2022 - 2028

## 4. Destination Placemaking

PROJECT	PROJECT / ACTION	SOURCE
<b>One Opera Square</b>	Recognise the ongoing delivery of One Opera Square by Limerick 2030 as a landmark project for Limerick city centre, revitalising the public realm and providing space for vibrant cultural amenities.	Mayoral Programme 2024 - 2029
<b>Heritage Buildings and Sites</b>	Examine opportunities for focusing on the preservation, restoration, and adaptive reuse of heritage buildings in towns to enhance the character and appeal.	Mayoral Programme 2024 - 2029

## 5. Community Tourism Impact

PROJECT	PROJECT / ACTION	SOURCE
<b>Community Tourism Supports</b>	Examine the feasibility of supporting Limerick tourism networks operating as social enterprises to deliver their destination marketing and network development activity.	
<b>Community based attractions</b>	Examine the requirements to support the sustainable operations of community run visitor attractions in the city and county recognising the role they play in the Limerick tourism experience.	
<b>Destination Town Tourism Hubs</b>	Examine opportunities for developing Kilmallock, Adare and Newcastle West as destination tourism town hubs, based on current accommodation stock, product investment opportunities, visitor experience plans. Each town will have a niche visitor experience focus aligned with identified local projects and their connectivity into the surrounding rural communities.	Mayoral Programme 2024 - 2029
<b>Kilmallock VEDP</b>	Examine opportunities for supporting the delivery of the Kilmallock Visitor Experience Development Plan and the development of Kilmallock as a key hub in delivery of the Ballyhoura DEDP.	Kilmallock VEDP
<b>Diaspora Tourism</b>	Assess the potential for developing diaspora focused tourism using the Ballyhoura Robinson Homecoming Event, the Rose Kennedy Autumn School and Foynes diaspora links as the basis for future development.	

## 5. Community Tourism Impact

PROJECT	PROJECT / ACTION	SOURCE
Ryder Cup Community Welcome Programme	Support the rollout of a community welcome programme for the Ryder Cup engaging the county with the event opportunity.	
Tourism Declaration	Examine the requirements to adopt the Porto 'Tourism and the Future of Cities' 2020 declaration and the Barcelona 'Better Places to Live, Better Places to Visit' 2018 declarations for Limerick.	

## 6. Linking the City and County

PROJECT	PROJECT / ACTION	SOURCE
Limerick City Destination & Experience Development Plan (DEDP)	Work with Fáilte Ireland, all relevant agencies, local communities and the tourism industry to deliver the Limerick City Destination & Experience Development Plan to continue to examine opportunities for the development Limerick City as an international visitor destination and gateway to the Wild Atlantic Way.	Internal LCCC
Ballyhoura Destination & Experience Development Plan (DEDP)	Work with Fáilte Ireland, all relevant agencies, local communities and the tourism industry to examine opportunities to deliver the Ballyhoura Destination & Experience Development Plan to develop Ballyhoura as a visitor destination.	Internal LCCC
Connecting the City and County Experience	Examine opportunities for raising the profile of Limerick urban and rural experiences through the development of itineraries that could disperse visitors across the county.	
Limerick Visitor Attractions Network	Examine opportunities for a county wide visitor attractions network to collaborate and examine ways of cross promotion and how visitors will be motivated to explore our attractions.	Limerick Development Plan 2022 - 2028

## 6. Linking the City and County

PROJECT	PROJECT / ACTION	SOURCE
<b>Accommodation Development</b>	Work with Fáilte Ireland to explore accommodation development opportunities in the City and County aligned with existing and future DEDPs and any emerging private sector opportunities. This will include a focus on hotel accommodation in the City and County and exploring opportunities for alternative style accommodation in our rural communities e.g. RV/ campervan, glamping, agritourism	Limerick Development Plan 2022 - 2028
<b>Accommodation Investment Prospectus</b>	Explore the development and invest in Limerick accommodation prospectus to market Limerick as a destination for accommodation development.	Internal LCCC
<b>Campervan Tourism</b>	Undertake a feasibility assessment of the potential for Campervan sites and Aires de Services in County Limerick.	Limerick Development Plan 2022 - 2028
<b>Rural Tourism Development</b>	Examine opportunities for supporting the development of agritourism and rural tourism experiences across the county that will motivate visitors to explore more of our rural communities. This will include exploring rural tourism and farm diversification opportunities with Teagasc, LEADER and LEO.	Limerick Development Plan 2022 - 2028
<b>Limerick Hidden Gems Initiative</b>	Work with local schools to identify and explore opportunities for promoting lesser-known historical sites with a “Limerick Hidden Gems” initiative, such as the Munget Monastic Site, Askeaton Castle, natural attractions, such as Lough Gur, Glenstal Abbey, former US President JFK’s ancestral links to Bruff, or the Ballyhoura Mountains and cultural experiences such as the Foynes Museum in towns throughout the county to diversify the tourism offering.	Mayoral Programme

## 7. Event Destination

PROJECT	PROJECT / ACTION	SOURCE
<b>LCCC Festival and Events Strategy</b>	Assist with the delivery of the LCCC Festival and Events Strategy to develop Limerick City and County as a host to year round events that animate the city and county throughout the year, and to maximise the potential of the Ryder Cup 2027.	LCCC Festivals & Events Strategy 2022 - 2027

## 7. Event Destination

PROJECT	PROJECT / ACTION	SOURCE
<b>Major Indoor Event Centre</b>	Examine the feasibility of developing a dedicated major indoor event centre in Limerick with the capacity to deliver a year round calendar of entertainment events, exhibitions and conferences.	LCCC Festivals & Events Strategy 2022 - 2027 & Limerick Development Plan 2022 - 2028
<b>Sport Tourism Strategy</b>	Work with our sport tourism event partners including Shannon Sports and Conference Bureau and UL, to explore the development of sport tourism for Limerick focused on creating a sustainable bid model and structures to attract events to Limerick. This will identify the collaborative bidding structures and resources required for Limerick to compete nationally and internationally to attract sport tourism events.	
<b>Business and Event Tourism</b>	Work with Shannon Region Conference and Sports Bureau on exploring opportunities for the development of the City and County as an attractive location for business and event tourism and leverage the Ryder Cup 2027 opportunity to expand this offering.	
<b>Event Impact Evaluation</b>	Demonstrate the return on investment into festivals and events through ongoing evaluation of event impact on the county to inform future decision making.	LCCC Festivals & Events Strategy 2022 - 2027
<b>UNESCO City of Music</b>	Examine the requirements to pursue the UNESCO Creative Cities Network designation of City of Music for Limerick.	
<b>Business and Event Tourism - Legacy LAB</b>	Explore community impact opportunities for Limerick through ESG activity to create an Event Legacy LAB with businesses and event led tourism contributing to shared social and community projects. Develop and initial pilot to test proof of concept in partnership with a rural community project and Shannon Region Conference and Sports Bureau.	
<b>Food Festival</b>	Examine opportunities for the development of a Limerick Food Festival to add to the profiling of the Limerick artisan food community and the heritage of food production in the county.	Mayoral Programme 2024 - 2029
<b>Saint Mary's Cathedral - Gala Dining</b>	Support St Mary's Cathedral as a Failte Ireland funded Gala Dining Event and the opportunity to attract business and event tourism for the region.	

## 8. Outdoor Experiences

PROJECT	PROJECT / ACTION	SOURCE
<b>Ballyhoura Trails Masterplan</b>	Examine opportunities relating to the Ballyhoura Trails Masterplan to strengthen the outdoor activity visitor proposition for Limerick.	Ballyhoura Trails Masterplan 2024
<b>Ballyhoura Trail Centre</b>	Examine opportunities relating to the Ballyhoura Mountain Bike Trail centre that may become a catalyst for outdoor recreation and hub for the walking and cycling trails.	Ballyhoura Trails Masterplan 2024
<b>Riverside City Experience</b>	Examine opportunities relating to riverside activities in Limerick and create product and experience linkages with the Shannon estuary.	Limerick Wild Atlantic Way Gateway City Strategy
<b>Cycling Destination</b>	Examine opportunities relating to Limerick as a cycling destination promoting off road and road cycling experiences.	
<b>Walking Trails</b>	Work with local tourism networks to explore opportunities for growing the appeal of Limerick as a walking destination.	
<b>Greenway Development</b>	Continue to examine the feasibility of the provision of new greenways either within disused rail lines or immediately adjacent to existing or proposed rail corridors e.g. Coonagh to Bunratty.	Mayoral Programme 2024 - 2029
<b>Limerick County Outdoor Recreation Plan</b>	Examine opportunities relating to the Limerick County Outdoor Recreation Plan to enhance the outdoor amenity base that will impact positively on the visitor experience.	Internal LCCC
<b>Outdoor Recreation Infrastructure Scheme</b>	Examine opportunities relating to the Outdoor Recreation Infrastructure Scheme to encourage the development of new outdoor recreational infrastructure and the necessary repair, enhancement or promotion of existing outdoor recreational infrastructure in Limerick County.	Internal LCCC
<b>Lough Gur</b>	Examine opportunities for the continued enhancement of the Lakeshore Park at Lough Gur to enhance outdoor recreation facilities at the site.	Mayoral Programme 2024 - 2029

## 9. Unique Limerick Experience

PROJECT	PROJECT / ACTION	SOURCE
<b>Storied Limerick</b>	Build on the success of the Nicholas Street 'Stories Street' initiative to expand the concept to the county. and develop a creative framework for telling unique Limerick stories. Examine the extension of the Storied Limerick concept as a way of dispersing visitors and linking with historic sites and amenities e.g. Limerick Greenway, Limerick Civic Trust sites, Foynes Flying Boat and Maritime Museum, Fuller's Folly.	
<b>Saleable Experiences</b>	Support and partner with Fáilte Ireland to explore opportunities for growing the number of saleable experiences across Limerick city and county.	Limerick Wild Atlantic Way Gateway City Strategy
<b>Limerick City Music Trail</b>	Examine the potential to create a Limerick City music trail to support Limerick as a city of music and add to the night time economy experience.	Limerick Wild Atlantic Way Gateway City Strategy
<b>Limerick Night time Economy</b>	Explore opportunities relating to the Limerick City night time economy plans to expand the range of visitor options to consider in the evening time. Such opportunities would include supporting the initial pilots and consideration of future experiences working with hospitality businesses and cultural venues across the city.	Mayoral Programme 2024 - 2029
<b>Food Experiences</b>	Partner with Fáilte Ireland to support the creation of new food in tourism experiences and a Limerick food trail showcasing Limerick's rich food heritage and placing a spotlight on venues such as the Milk Market and our hospitality industry.	Limerick Wild Atlantic Way Gateway City Strategy
<b>Golf Tourism</b>	Explore opportunities for growing the profile of Limerick as golf tourism destination and hub to access other regional golf courses. Work with Failte Ireland to explore opportunities relating to how Limerick golf courses may develop their capability to attract domestic and international golf business.	Limerick Wild Atlantic Way Gateway City Strategy
<b>Film Tourism</b>	Review the film tourism offering in Limerick in partnership with Film in Limerick and examine the feasibility of film themed festival.	Mayoral Programme 2024 - 2029
<b>Game Cube</b>	Examine the feasibility of a new visitor experience for Limerick based on the Game Cube Concept.	Mayoral Programme 2024 - 2029

## 9. Unique Limerick Experience

PROJECT	PROJECT / ACTION	SOURCE
Future Visitor Experience Development	Review the future supports required to sustain and develop unique visitor experiences in the City and County's existing network of heritage and cultural venues.	Mayoral Programme 2024 - 2029
Visitor Dispersal	Explore opportunities relating to the experience development focus identified in the Limerick and Ballyhoura DEDPs that promote the dispersion of visitors across the City and County linked to creating motivational visitor experiences.	Internal LCCC
Large Scale Art Exhibition	Review the hosting to a cutting-edge art exhibition and related educational activities with artists featured in the European Expo in 2022 and all over the world.	Mayoral Programme 2024 - 2029

## 10. Sustainability – Green DNA

PROJECT	PROJECT / ACTION	SOURCE
Local Authority Climate Action Plan 2024 - 2029	Support the implementation of the Local Authority Climate Action Plan 2024 – 2029.	Internal LCCC
Active Travel	Explore opportunities relating to the Active Travel programme and how it could enhance the visitor experience and accessing our communities, attractions and heritage sites.	Internal LCCC
Limerick Biodiversity Action Plan	Explore opportunities relating to the implementation of the Limerick Biodiversity Action Plan 2025 – 2030.	Internal LCCC
Sustainable Tourism Development	Draft best practices and guidelines for sustainable tourism development in Limerick, ensuring a balance between visitor experiences and environmental and cultural preservation.	Limerick Wild Atlantic Way Gateway City Strategy
Sustainable Tourism Destination Designation	Pursue an international destination wide sustainable tourism designation that reflects our commitment to sustainability and supports Limerick's in attracting business tourism where destination commitment to sustainability must be evident.	Limerick Wild Atlantic Way Gateway City Strategy

## 10. Sustainability - Green DNA

PROJECT	PROJECT / ACTION	SOURCE
<b>European Green Leaf Award</b>	Examine the requirements to regain the European Green Leaf Award previously achieved in 2020.	Limerick Wild Atlantic Way Gateway City Strategy
<b>SMART Tourism</b>	Explore the preparation of a SMART tourism action plan for Limerick that seeks to increase the use of digital technology and data to measure the impact of tourism while exploring ways to improve the visitor experience in Limerick.	Limerick Wild Atlantic Way Gateway City Strategy
<b>EV Charging</b>	Explore the preparation of an EV charging strategy to support 'public residential and destination charging' locations.	Limerick Development Plan 2022 - 2028
<b>Public Transport</b>	Continue to support public transport networks across Limerick City and County to provide sustainable transport options to visitors.	Mayoral Programme 2024 - 2029 & Limerick Development Plan 2022 - 2028
<b>Sustainability Education Programmes</b>	Work with our tourism partners to facilitate sustainability education programmes for the tourism industry through all enterprise support agencies e.g. LEO, LEADER.	
<b>Ryder Cup Event Sustainability</b>	Work with our Ryder Cup partners to explore opportunities to: deliver the most sustainable Ryder Cup event to date; and ensure sustainability initiatives are a key legacy for Limerick from hosting the event.	

# DRAFT

