

Celtic Routes Project Introduction

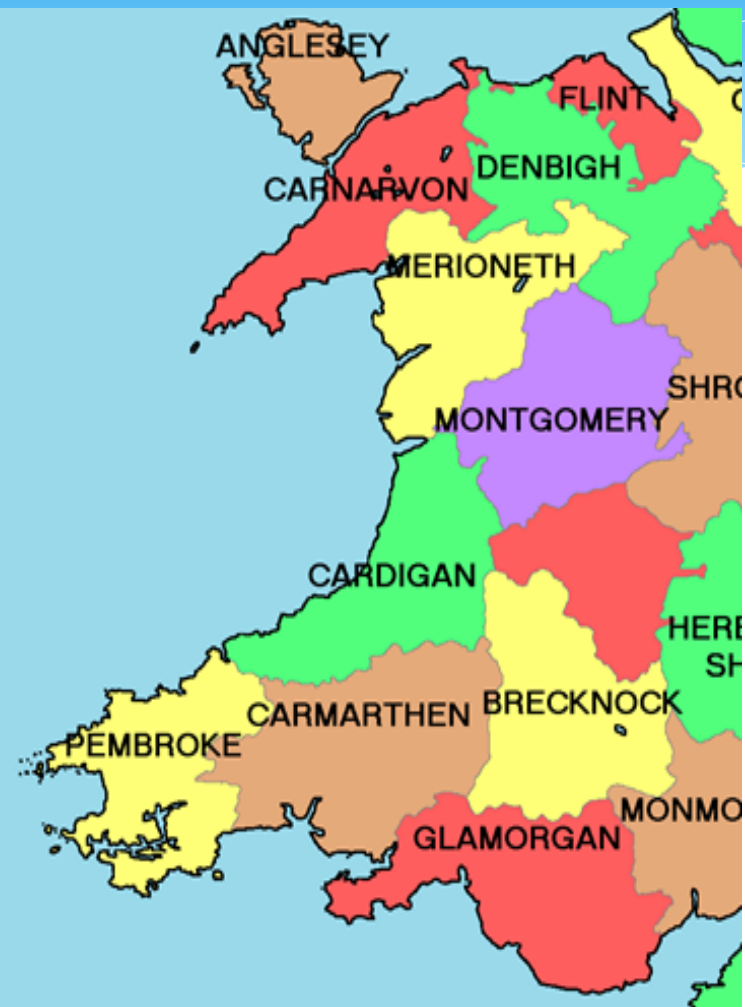


Who

- * European Territorial Co-Operation Programme – Known as Interreg or the Ireland / Wales Fund.
- * Welsh European Funding Office are the Managing Authority.
- * Carmarthenshire is the Project Lead Partner.
- * Wexford County Council is the Irish Lead Partner, for Waterford City & County Council and Wicklow County Council.
- * Stakeholders on the Irish Side – Visit.. Fáilte Ireland, Heritage Bodies, National Parks Bodies, Chambers of Commerce and Local Development Bodies.



Where



Why

- ❖ Aim to convert potential visitors transiting through our counties into staying visitors.
- ❖ To increase sustainable economic developments by Maximising visitor spend, income retention, adding value to the combined tourism offerings within the region.

How

- ❖ **Through a tailored marketing and promotional campaign for both our visitors and our tourism providers, supported by the three Local Authorities.**

What has been completed

1

- Six Themes on which the Funding Application was based went to:
- To “map” what we have that fit these Themes

2

- Taking into consideration
 - Links to our other Region - Wales
 - Links between our Local Authorities

3

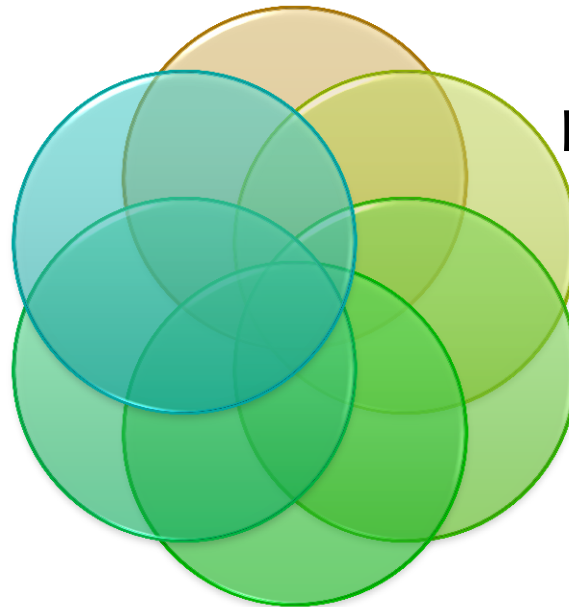
- Cognisant of National Tourism Body’s activities and promotions
- Cognisant of where our Tourists come from and the Market composition

The Themes

Tracing Your Roots –
genealogy &
where and how
your ancestors
lived

Wildlife, Flora,
Fauna and
specialities

Landscapes &
Living **Heritage**



Film, Previous and
Potential sites

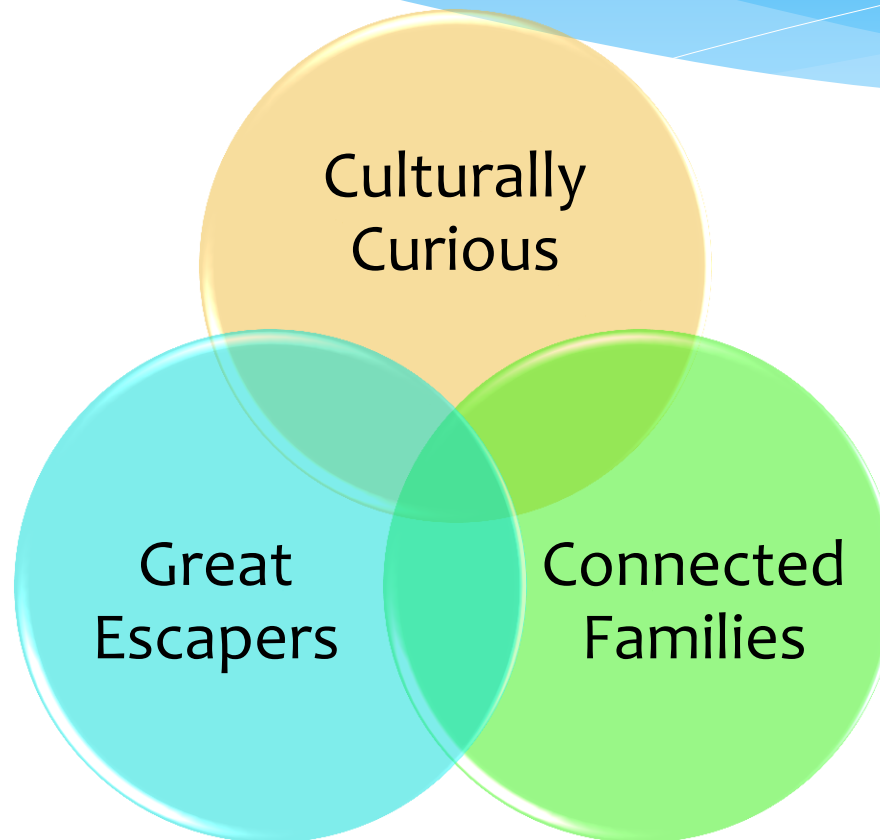
Folklore, incl.
Language, Legends,
Literature, Music, Arts
& Crafts

Pilgrims, incl.
Faith Travel,
Mindfulness &
Wellbeing

Target Market

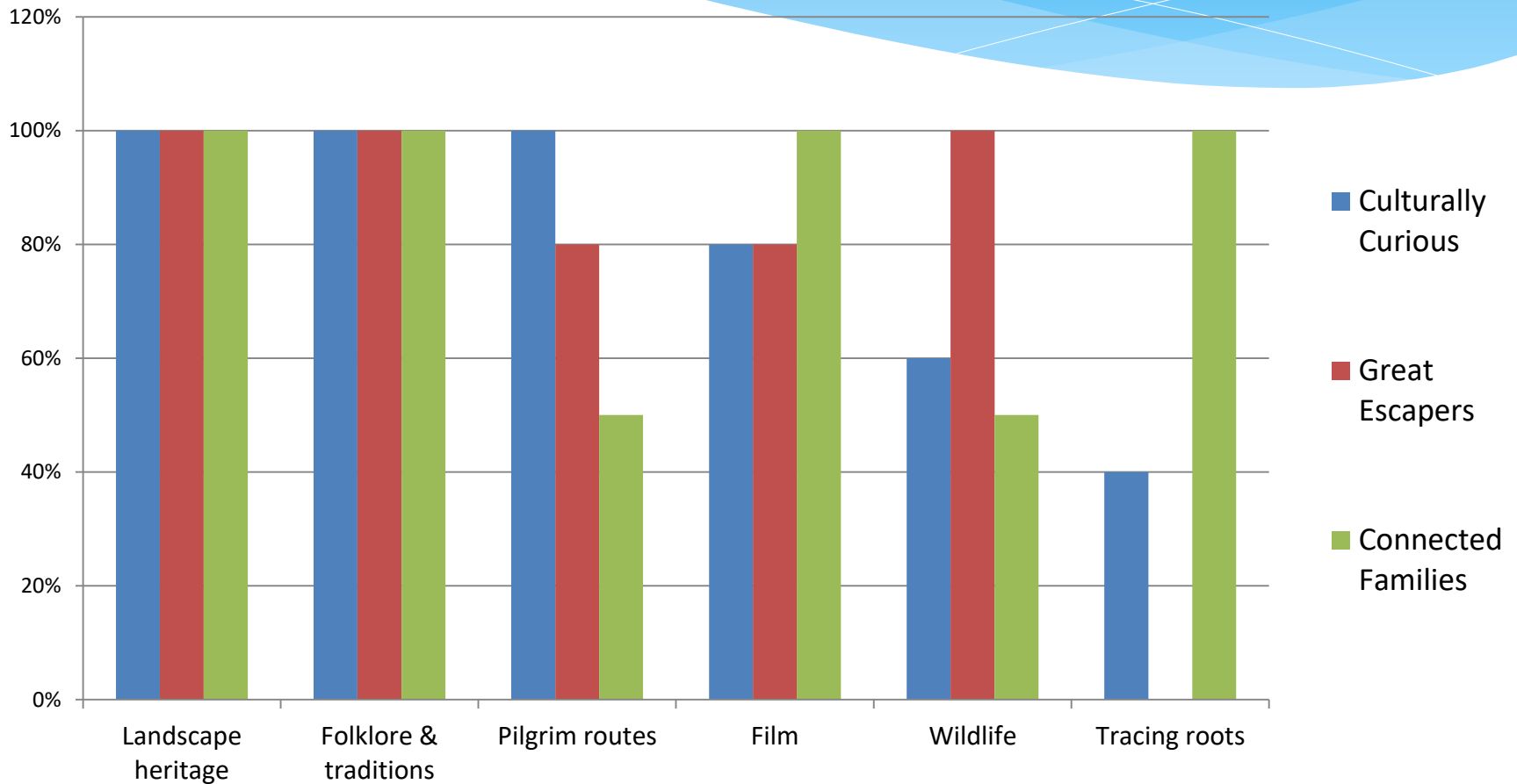


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Market and Theme Matrix

Source – Blue Sail Consultants





Route Criteria

- * Appeal to one of the three target market segments
- * Have enough product which a visitor can directly experience
- * Be available throughout 3 counties (although not necessarily equal in each case)
- * Make a sensible, coherent, do-able route (by car, cycle or walk)
- * Ideally align with Wales' Celtic Routes themes
- * Align with Ireland Ancient East brand/positioning
- * Deliver a high-quality experience
- * Provide variety, depth and breadth
- * Provide a strong sense of place
- * Encourage longer stays
- * Encourage and provide opportunities for more spend



Glorious Garden Tales

- * It aligns well to current Ireland's Ancient East.
- * Garden product and experiences have a strong heritage/historical appeal including inspiring back stories, as well as horticultural interest.
- * There is an enormous amount of product and experiences and there is great variety within it.
- * There are a number of existing garden experiences that have international repute and status.
- * Strong, authentic, region-specific selling point.



Saints and Stones

- * The sacred buildings, sites, landscapes and locations of ancient religions and Christianity form a significant part of this region's cultural heritage offer. There is a deep sense of place that unites the stories, landscape and physical evidence of pre-Christian and early Christianity. It aligns with the Ireland's Ancient East 'Sacred Ireland' stories and with the itinerary in Wales 'Spiritual Places and Sacred Stones'.
- * Scope to leverage it further to deepen the links with Wales i.e. the travel by saints between the two countries bringing cultural exchange, and the many legends concerning saints, monks etc. which connect the two countries .

Untamed Ireland



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- * It is designed for Great Escapers who are looking for places which are comparatively undiscovered, where they can relax in amazing scenery and experience wildlife while they re-connect with loved ones on a shared adventure.
- * Takes visitors off the beaten track but is relatively easy and accessible and easy to combine with active pursuits. It also allows the landscape to be explored in many different.
- * Internationally important numbers of particular seabirds. There is a relationship to wellbeing and mindfulness also – a way to slow down to nature's pace and recharge mind, body and spirit.



Step Into the Landscape

- * Active in the outdoors combining coastal walks, greenways, mountain trails, riverside walks and cycling routes.
- * Renowned sites and locations of unspoilt natural beauty as part of an itinerary.
- * Films theme locational references naturally weave into this itinerary.
- * There is scope to use this itinerary to encourage longer walking holidays e.g. along the Wicklow Way.



Epic Adventures in the Wild

- * Families with teenagers by offering an exciting, adventure-filled itinerary to enjoy together.
- * Beaches are a high priority, which justifies the dominance of coast and water activities.
- * Picks up on unique experiences that can't be found anywhere else and supports many small and independent businesses.
- * Diverse activities within close proximity e.g. coast or mountain, providing families with on-the-day variety and choices. Activities appeal to both novices wanting to 'have a go' and learn as well as those who already have experience – keeping everyone in the family happy.



Mini Adventures

- * Families with younger children want to feel adventurous, like spending time together ‘making memories’ and want to provide their children with new experiences and opportunities.
- * Plenty of novel things to do, with a soft educational thread running throughout.
- * Responds to the holiday trend of going ‘off grid’ by enjoying the simple pleasure of close to nature experiences. It incorporates some of the heritage, castles and Vikings experiences and has a strong wildlife component.

2106 Performance

(revised March 2018) Fáilte Ireland data



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	Waterford		Wexford		Wicklow		Total	
	(000)	€m	(000)	€m	(000)	€m	(000)	€m
Domestic Visitors	335	63.9	637	131.8	220	71.6	1192	267.3
UK Visitors	90	25	134	32	88	22	312	79
Europe	78	24	58	10	114	35	250	69
USA	84	15	33	12	52	21	169	48
Other	21	10	13	6	21	8	51	24
	608	137.9	875	191.8	491	157.6	1,974	487.3



What and When

- **The intention of today's event is to:**
- **Highlight** the research data – the mapping of region;
- **Introduce** suggested routes and get feedback from the Industry;
- **Market Research Results** will be given by Lynsey from Blue Grass.



Headline Mapping

Activity Type	Waterford	Wexford	Wicklow
Scenic Drives	5	3	2
Film	2	4	33
Gardens	20	17	14
Craft	5	23	6
Art	3	4	2
Festivals	16	7	8
Heritage Sites	12	17	26
Walking/Cycling	10	6	6
Water Activities	8	7	7
Fishing	2	3	6
Equine	3	2	8
Golf	8	10	14
TOTAL (320)	94	102	124

What Next

- **The next phase of the Project will be:**
 - **Campaign Development** - agreeing common brand, shared identity while keeping current activity.
 - **Creating content** for all social media platforms – video incl. drone; photos; YouTube; editorial; virtual reality; joint approach for all to use.
 - **Developing a tailored marketing campaign** around shared identities



What Next

- * It is proposed to contract a specialist to create an App / Website / Portal – part of the Sales Suitcase.
- * It is proposed to engage the services of consultants to compile and edit any and all content, or to create it where necessary.
- * We will engage the services of professionals to create and deliver the Marketing Campaign.
- * Research is available as to how our Tourists choose where to holiday as shown in the next slide – but every promotional campaign will be audience appropriate.



How tourists choose

	Total	UK	US	Germany	France
Print Media (Newspapers)	4				4
Tourist Board	8				8
Travel Agent	9	3			6
Brochure	12	5			7
Social Media	44	6	31		7
Accommodation Websites	82		40	42	
Travel Review Site	90		50	40	
Cost Comparison Websites	95		42	53	
Travel Guidebooks	126	11	33	47	35
Recommendation (Friends & Family)	157	31	53	43	30
Internet Search (Google)	275	74	62	66	73

What and When

- * **“Sales Suitcase”** as all businesses will now be sales people. The suitcase will have *self-contained software applications*, geared to the mobile phone or tablet – and that can also be used in large touch screens. Realistic 3D aerial model along the themed Routes, showing areas of interest and key locations in realistic detail with links to further video, photos, written stories and external links.
 - Suitcase will add value to all websites using it, presenting a strong unified approach.
 - Suitcase available to all of the tourism trade, accommodation and hospitality of any sort, attractions, activities, local authorities, tourism promotion bodies.

How €€€



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Local Authority	Local Authority € @ 20%	ERDF Funding	Total Project Budget
Pembrokeshire Coast National Park	50,082	200,328	250,411
Carmarthenshire	123,658	494,630	618,288
Ceredigion	52,175	208,702	260,877
Waterford	56,763	227,054	283,817
Wexford	57,295	229,181	286,476
Wicklow	56,964	231,855	289,818
Ireland Total	171,022	688,090	860,111
Total	396,937	1,591,750	1,989,687

Thank You

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