

Unlocking the Potential of Community Tourism in Peripheral Regions

John Griffin



The Gathering 2013 in Ireland demonstrated the potential of Community Tourism



It attracted
275,000 additional visitors
and generated €170m in revenue





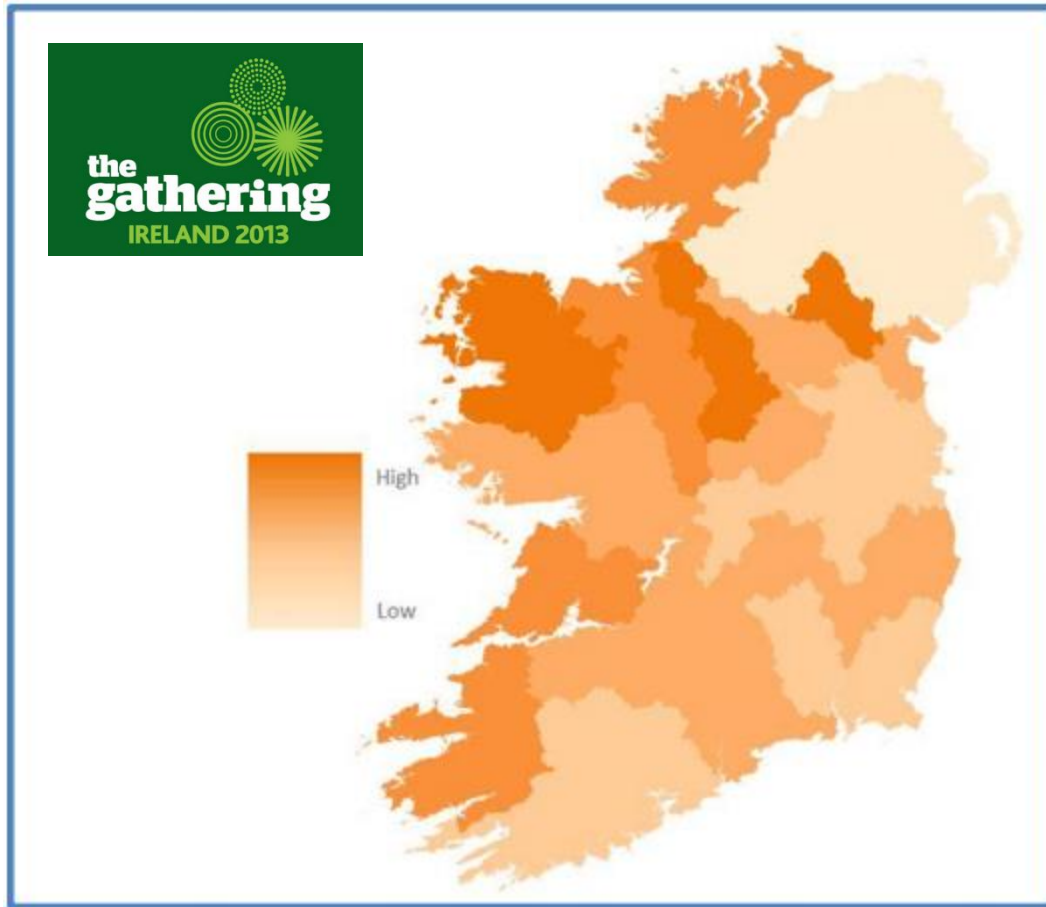
Moreover..

It convinced Government that **Community Tourism** should be one of the pillars of new its new Tourism Strategy 2015-2025:
People, Place and Policy

Similar Experience in Scotland and Wales



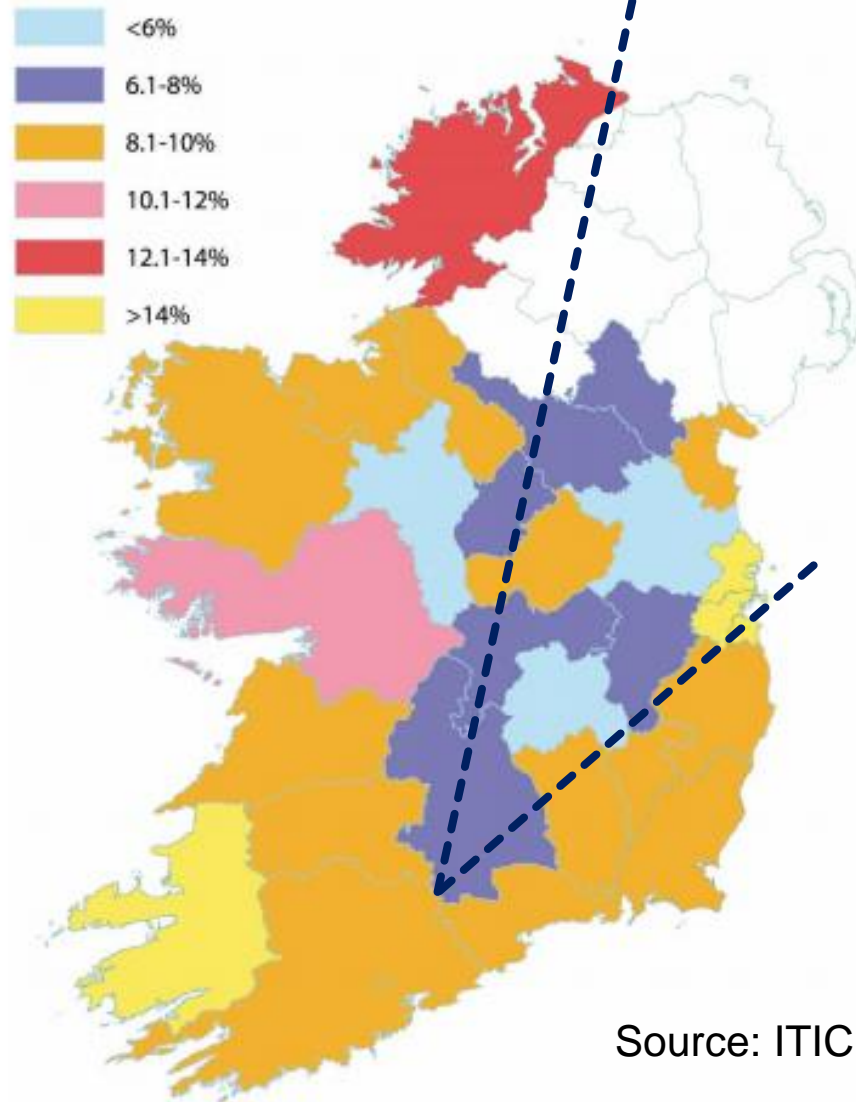
Homecoming Scotland 2014



Distribution of Gathering Events

Fig. 3: Regional Tourism Dependency Ratios

- Percentage of Employment in 2011



Source: ITIC, 2015

Fig. 3: Regional Tourism Dependency Ratios

- Percentage of Employment in 2011



**Peripheral Regions
are much more dependent
on Tourism than other
areas**

Fig. 3: Regional Tourism Dependency Ratios

- Percentage of Employment in 2011



At least 1 in every 5 businesses in counties Kerry and Leitrim is engaged in tourism, with an almost equal dependency on tourism businesses in County Donegal. Tourism accounts for close to 15% of all business enterprises in counties Mayo, Clare, Sligo, Galway and Limerick. (ITIC, 2015)

Challenges

- Remote, difficult to access
- Under-developed infrastructure
- Lack of state investment
- Poor Broadband and mobile phone coverage
- Little or no FDI, higher unemployment
- Population Decline
- Smaller enterprises – lack of marketing spend
- Seasonality – short tourism season

Strengths

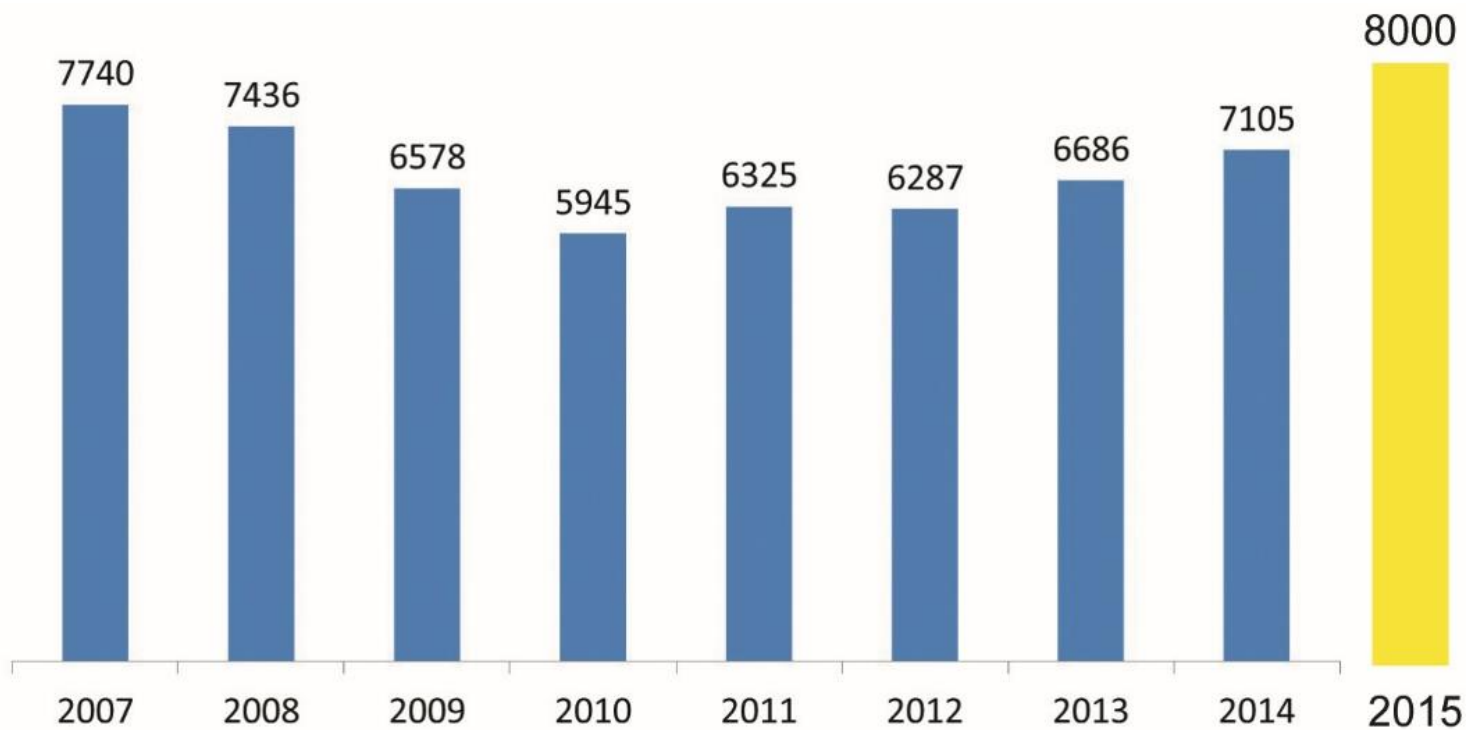
- Appeal of Remoteness
- Clean Air, Green Environment
- Real and Authentic
- Gaelic Culture, traditional music, warm welcome, time for visitor.
- Large concentration of historic monuments
- Lends itself to sustainable, activity and Adventure tourism – growing markets
- Wild Atlantic Way (in Ireland)

Decline in Overseas holiday visitors and Bednights to the western seaboard 1999 vs. 2010



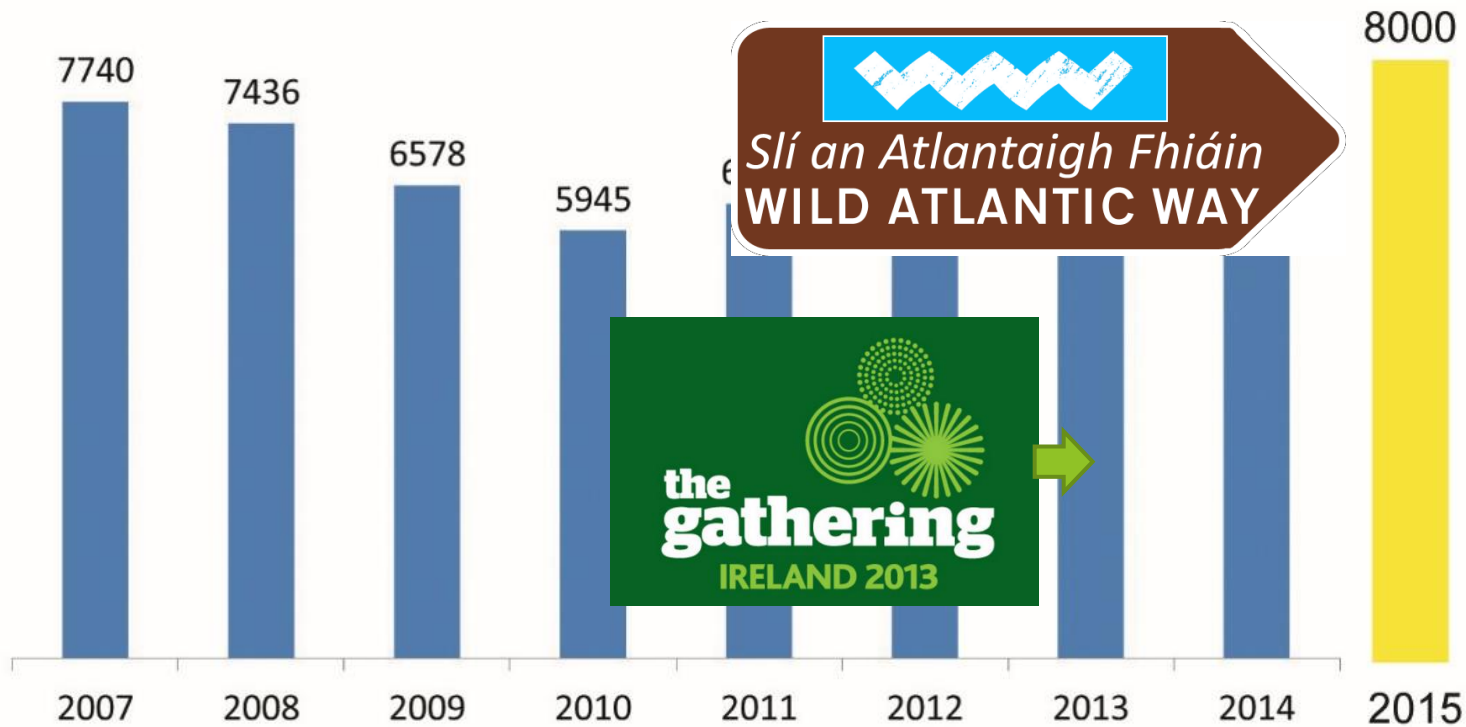
A big Wake-Up Call

Overseas tourists to Ireland (000s) 2007-2015e Recovery



Source: Fáilte Ireland estimates based on CSO and NISRA

Overseas tourists to Ireland (000s) 2007-2015e



Source: Fáilte Ireland estimates based on CSO and NISRA

The communities living on the Periphery have a very strong Pride of Place, a great Respect for Nature and the Environment.

Tourism offers the opportunity to unlock the potential for Economic Growth and Job Creation for communities in a sustainable way.

But they need
support

The challenges facing communities along the Atlantic Periphery and Wales are similar but so are the **Opportunities.**

By collaborating across boundaries, sharing expertise and joint promotion communities, supported by local state agencies and the Interreg programme, can maximise the potential of their Natural and Built Heritage assets in a sustainable way.

Community Festivals



ECO TOURISM



Bird Watching & Nature Tours



Walking & Cycling Holidays



The Dingle Way



Pembrokeshire Coastal Path

Artisan Food Festivals



**BURREN
SLOW FOOD
FESTIVAL**
16TH - 22ND MAY 2015



Menai Food Festival

Astro Tourism



Kerry Dark Sky Reserve



Northern Lights Inishowen



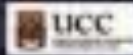
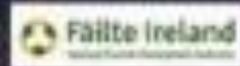
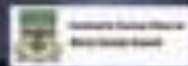
STAR POWER

Information Workshop on Unlocking the Tourism potential of the Dark Skies over South Kerry

Coláiste na Sceilge, Cahersiveen

SATURDAY 28TH NOV 2015

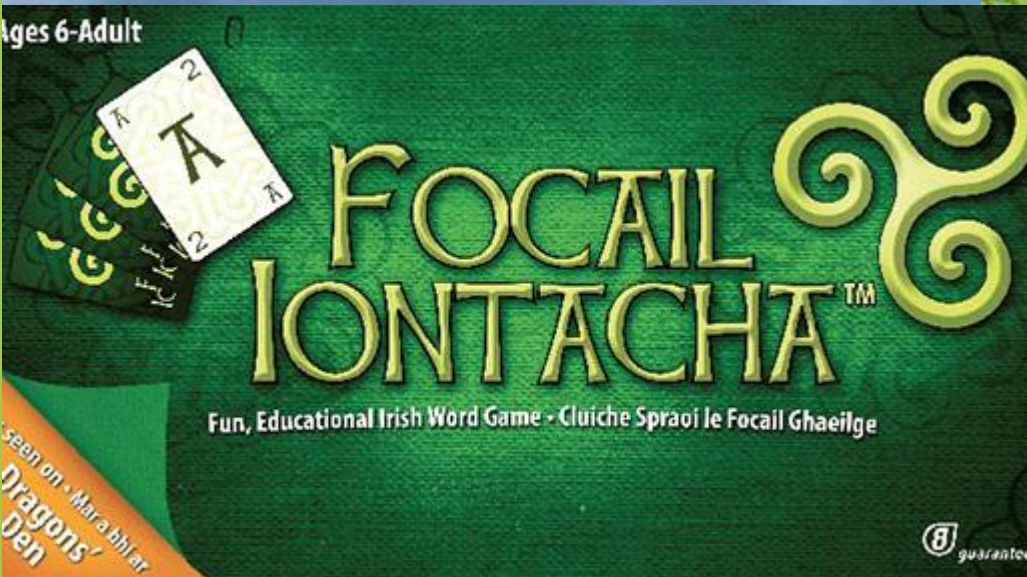
MOBILE PLANETARIUM AT COLAISTE NA SCEILGE ALL DAY



Painting Holidays



Celtic Language Holidays



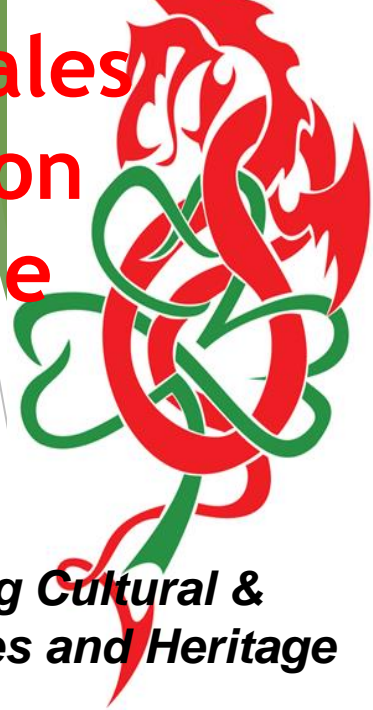
Sea Angling & Marine Leisure



The Wild Atlantic Way...
the journey of a lifetime!

WILD ATLANTIC WAY
SLÍ FHÁIN AN ATLANTAIGH

Ireland Wales Cooperation Programme 2014-20



*Priority 3: Utilising Cultural &
Natural Resources and Heritage*

Cromwell Point Lighthouse,
Valentia Island



South Stack Lighthouse, Anglesey

INTERREG VA – Cross Border Programmes

Ireland -Wales Programme

Utilisation of Cultural & Natural Resources and Heritage:
protecting the environment and promoting resource efficiency (*Priority 3*)

INTERREG VB Transnational 2014-2020

Northern Periphery and Arctic Programme 2014-2020

Protecting, Promoting and Developing Cultural and Natural Heritage
(Priority 4)

Atlantic Area Programme 2014-2020

SO 4.2 Enhancing natural and cultural assets to stimulate economic Development. Enhancing the attractiveness of the Atlantic Area –
Tourism/Culture. Heritage co-operation

Let's avail of the opportunities
that the Interreg V Programmes
have to offer



Thank You

John Griffin

