



Straitéis Turasóireachta agus Plean Gníomhaíochta 2016 - 2022

Chontae Chiarraí

County Kerry

Tourism Strategy and Action Plan 2016 - 2022



Kerry County Council & Destination Kerry Tourism Forum
Comhairle Contae Chiarraí agus Fóram Turasóireachta Cheann Scribe Chiarraí



This County Kerry Tourism Strategy & Action Plan
was adopted by the Members of Kerry County Council on the 18th July 2016



Carrigafoyle Castle, Ballylongford

Foreward



As Mayor of Kerry, I welcome the adoption of this Kerry County Tourism Strategy which forms an integral part of Kerry County Council's Local Economic & Community Plan 2016 – 2022.

This Strategy has been informed by the Community Sector, the State Sectoral Bodies, Government Departments, Kerry County Council and the Destination Kerry Tourism Forum.

Continued partnership, which has been at the heart of the formulation of the Strategy, will help to ensure its implementation and I would like to thank everyone involved for their input and commitment to this ambitious Strategy and Action Plan.

During the lifetime of this Strategy, new challenges, changing market trends and consumer behaviour will be continuously assessed and actions updated as required.

The delivery of the Strategy objectives will be reviewed by the Tourism, Culture, Arts & Recreation Strategic Policy Committee and by Kerry County Council in accordance with the Local Economic & Community Plan review.

Sustainability is the key to effectively growing our tourism product and any future developments and actions must be sustainable – safeguarding the natural built, cultural and linguistic heritage of our county, which have always been the foundation stones of our tourism industry.

I wish to acknowledge the role of the Tourism, Culture, Arts & Recreation Strategic Policy Committee under its Chairperson, Cllr Robert Beasley and also, the staff of Kerry County Council, for their commitment. I have no doubt that through the delivery of this Strategy the whole county will have a stronger, sustainable tourism industry which will ensure job creation and greater prosperity for the citizens of our beautiful county.

Cllr Michael O'Shea
Cathaoirleach



Réamhrá



Mar Mhéara Chiarraí, is cúis áthais dom é go bhfuil glactha le Straitéis Turasóireachta Chontae Chiarraí, ar cuid lárnach i de Phlean Áitiúil Eacnamaíoch & Pobail 2016 – 2017 Chomhairle Contae Chiarraí.

Cuireadh an Straitéis seo le chéile le treoir ón Earnáil Pobail, Eagrais Earnála Stáit, Ranna Rialtais, Comhairle Contae Chiarraí agus Fóram Turasóireachta Cheann Scribe Chiarraí.

Bhí an chomhpháirtíocht leanúnach rithábhachtach agus an Straitéis seo á cur le chéile agus cabhróidh an chomhpháirtíocht sin lena chinntiú go gcuirfear an Straitéis i bhfeidhm agus ba mhaith liom buíochas a ghabháil leosan a bhí páirteach as a n-ionchur agus as a dtiomantas don Straitéis agus Plean Gníomhaíochta uailmhianach seo.

Le linn shaolré na Straitéise seo, déanfar dúshlán nua, treochtaí margaidh nua agus iompar tomhaltóirí a mheasúnú go leanúnach agus gníomhartha a uasdátú dá réir.

Déanfaidh an Coiste um Beartas Straitéiseach maidir le Turasóireacht, Cultúr, Ealaíona & Áineas in éineacht le Comhairle Contae Chiarraí athbhreithniú ar sheachadadh chuspóirí na Straitéise i gcomhréir leis an athbhreithniú ar an bPlean Áitiúil Eacnamaíoch & Pobail.

Is í an inbhuanaitheacht a chinnteoidh go mbeimid in ann ár dtáirge turasóireachta a fhás go héifeachtach agus ní foláir nó go mbeadh aon fhorbairtí nó gníomhartha amach seo inbhuanaithe –d'fhonn ár n-oidhreacht nádúrtha, thógtha agus teanga a shlánú óir is í a bhí mar bhonn riamh faoinár dtionscal turasóireachta.

Is mian liom aitheantas a thabhairt do ról an Choiste um Beartas Straitéiseach maidir le Turasóireacht, Cultúr, Ealaíona & Áineas faoina Chathaoirleach, an Comhairleoir Robert Beasley agus d'fhoireann Chomhairle Contae Chiarraí dá dtiomantas. Níl amhras ar bith orm ach go gcinnteoidh seachadadh na Straitéise seo go mbeidh tionscal turasóireachta inbhuanaithe againn ar fud an chontae a bheidh níos láidre agus a chinnteoidh go gruthófar poist agus go mbeidh rath ar shaoránaigh ár gcontae aoibhinn.

Chomhairleora Michael O'Shea
Cathaoirleach





Dolphins Valentia Island

Chief Executive's Foreword



The Tourism Strategy and Action Plan for Kerry sets out the priorities and investment plans for the county over the 2016 to 2022 period.

The plan is in essence a Kerry Plan – whilst led out and adopted by Kerry County Council, it has involved extensive engagement with the Tourism providers and Business Interests in Kerry, Community Groupings, State Sectors, Fáilte Ireland and the Local Government Sector itself.

The County is hugely dependant on Tourism with one in five employed in this Sector at the present time. The visitor numbers are growing – 1.7 million visitors to the County, and this Plan shows how vital it is that the County has a shared vision and a shared ambition to support this expanding Industry and Enterprise.

The Tourism Strategy works to the principles of the National Tourism Policy as outlined in 'People, Place & Policy – Growing Tourism to 2025' and forms an integral part of the County Kerry Local Economic and Community Plan – over the next 6 years.

The leadership role of Local Government in co-ordinating and bringing one common County Vision and Action Plan has presented a significant opportunity for us in Kerry in approaching our business. I wish in this context to thank most sincerely, Chairman Mr Brendan Tuohy and the Destination Kerry Tourism Forum for the very valuable input and guidance over the plan period.

Seven specialist working groups were established to review and identify product weaknesses and opportunities in the areas of the Environment, Natural & Cultural Heritage, Adventure Tourism, Branding & Marketing, Education & Training, Community Tourism, Events & Festivals, Enterprise & Innovation and Infrastructure. I wish to thank the Chairs of these groups and all who gave of their time, on a voluntary basis over several months, for their active participation. Over 270 specific actions have been identified, some of which can be delivered in the short term and others over the medium and longer terms as resources become available.

I wish to acknowledge the input and guidance of the Community, Culture and Tourism Strategic Policy Committee under the Chairmanship of Cllr Robert Beasley and the guidance and engagement from Fáilte Ireland.

Finally, I wish to acknowledge the leadership shown by Kerry County Council at County and Municipal District Level and to thank the Staff of Kerry County Council for their sterling efforts to produce this fine Tourism Strategy.

Moira Murrell
Chief Executive
Kerry County Council



Réamhrá



Leagtar síos i Straitéis Turasóireachta agus Plean Gníomhaíochta Chiarraí na tosaíochtaí agus na pleananna infheistíochta do Chiarraí don tréimhse 2016 go 2022.

Plean do Chiarraí is ea é go bunúsach - cé gurb í Comhairle Contae Chiarraí a thionscnaigh agus a ghlac ar láimh é, bhí teagmháil shuntasach freisin le Soláthróirí Turasóireachta agus le Lucht Gnó i gCiarraí, le Grúpaí Pobail, Earnálacha Stáit, Fáilte Ireland agus le hEarnáil an Údaráis Áitiúil féin.

Braitheann an Contae go mór ar an Turasóireacht agus duine as gach cúigear fostaithe san Earnáil seo faoi láthair. Tá líon na gcúairteoirí ag fás i gcónaí - tháinig 1.7 milliún go dtí an Contae, agus léirítear sa Phlean seo a thábhachtaí is atá sé go mbíonn fíis agus mian choiteann sa Chontae chun tacú leis an Tionscal agus Fiontar seo.

Cloítear sa Straitéis Turasóireachta leis an mBeartas Náisiúnta Turasóireachta mar atá sé leagtha amach in 'Daoine, Áit agus Beartas – Ag Cothú na Turasóireachta go dtí 2025' agus is cuid lárnach é de Phlean Áitiúil Eacnamaíoch agus Pobail Chontae Chiarraí - don tréimhse 6 bliana amach romhainn.

Tá ról ceannaireachta ag an Rialtas Áitiúil maidir le Fíis agus Plean Gníomhaíochta coiteann don Chontae a chomhordú agus a chothú agus tá deis dúinn iontach againn anois ár n-aidhmeanna a bhaint amach. Sa chomhthéacs sin ba mhaith liom buíochas ó chroí a ghabháil leis an gCathaoirleach, An tUas. Brendan Touhy agus le Fóram Cheann Scríbe Chiarraí as an méid cabhrach agus comhairle a thug siad i dtaca leis an bplean.

Bunaíodh seacht ngrúpa speisialaithe chun féachaint ar aon laigí nó deiseanna a d'fhéadfadh a bheith ann i réimsí amhail an Timpeallacht, Oidhreacht Nádurtha & Cultúrtha, Brandáil & Margaíocht, Oideachas & Oiliúint, Turasóireacht Phobail, Imeachtaí & Féilte, Fiontraíocht & Nuálaíocht agus Forbairt Bonneagair & Táirge. Ba mhaith liom buíochas a ghabháil le Cathaoirligh na ngrúpaí seo ar fad agus le gach duine a thug dá gcuid ama, ar bhonn deonach le tamall de mhíonna anuas agus a ghlac páirt ghníomhach san obair. Aithníodh breis is 270 gníomh sonracha, cuid acu a d'fhéadfaí a sheachadadh sa ghearrthéarma agus cuid eile acu thar thréimhse mheánach nó níos faide de réir mar a chuirtear na hacmhainní ar fáil.

Ba mhaith liom an t-ionchur agus comhairle a fuarthas ón gCoiste um Beartas Straitéiseach maidir le Cúrsaí Pobail, Cultúir agus Turasóireachta faoi stiúir an Chathaoirligh, an Comhairleoir Robert Beasley a aithint chomh maith leis an méid comhairle agus airde a fuarthas ó Fáilte Ireland.

Mar fhocal scoir ba mhaith liom aitheantas ar leith a thabhairt do cheannaireacht Chomhairle Contae Chiarraí ag leibhéal an Chontae agus an Cheantair Bhardsaigh agus mo bhuíochas a ghabháil le Foireann na Comhairle as a ndícheall a dhéanamh leis an Straitéis Turasóireachta an-bhreá seo a sholáthar.

Moira Murrell

Príomhfheidhmeannach

Comhairle Contae Chiarraí



Introduction



Tourism is important to Ireland and it is a very significant contributor to the economic, social and cultural life of County Kerry. The challenges of developing tourism in a sustainable manner, while also ensuring that there is a greater spread of tourists across the county and throughout the year, were identified by the Destination Kerry Tourism Forum and they form part of this Tourism Strategy.

County Kerry has a strong track record of achievement in relation to tourism but Kerry County Council considered that it is now timely to set out a new strategy for tourism in the county – a strategy that consolidates and builds upon the existing successful tourism tradition of County Kerry and also sets out plans for a wide-ranging series of new initiatives that will, hopefully, help to expand the tourism experiences in Kerry and lead to a greater added value within the county. The formulation of the strategy has involved a significant engagement with local and national interests and this has contributed very positively to the quality of the final strategy. The Tourism Strategy includes an Action Plan that is very much a living document, subject to changes and updating over time. This Action Plan outlines the various initiatives that will be necessary to deliver the Tourism Strategy and the success of the strategy will be measured on the implementation of the agreed actions.

A successful tourism sector can only exist where all those involved cooperate well together to deliver high quality, coordinated, seamless and relevant experiences to the tourists. From what I have witnessed on the Destination Kerry Tourism Forum, I believe that there is a very strong local pride and commitment across public bodies, local communities and the tourism sector in County Kerry to use the opportunity presented by this new Tourism Strategy to re-position tourism in the county for the future. This will result in an even greater contribution by tourism to the economic, social and cultural life of the county. This challenge is not insignificant as, despite the clear attractiveness of County Kerry and the acknowledged successes to date, the various uncertainties in the global tourism markets (e.g. from Brexit and economic slow-down to competition from other attractive locations), make it all the more compelling that County Kerry pursues with vigour and urgency the implementation of its new Tourism Strategy and Action Plan. It is not necessarily the quality of this strategy that will differentiate its impact but, rather, the effective implementation of the strategy. This will require renewed commitments from the various State bodies, local authority, the local community and the tourism sector to ensure that they cooperate effectively, in delivering an enhanced tourism experience and, as necessary, making the required changes to ensure alignment with the new Tourism Strategy. This will be challenging but, if implemented well, will be very rewarding.

I would like to thank Moira Murrell, Chief Executive of Kerry County Council and her colleagues, particularly those in the Tourism Unit under Joan McCarthy and John Griffin, for inviting me to chair the Destination Kerry Tourism Forum and for the tremendous efforts they have made in delivering this Tourism Strategy and Action Plan. I would also like to thank the Destination Kerry Tourism Forum and all those who assisted in any way in the development of this Tourism Strategy. It has been a pleasure to work with such professional, committed and enthusiastic people and I now look forward, with confidence, to the implementation of the Kerry Tourism Strategy.

Brendan Tuohy
Chairman
Destination Kerry Tourism Forum

Destination *Kerry*

Destination Kerry Membership

Brendan Tuohy *Chairperson, Destination Kerry Tourism Forum*

Brian Bowler *General Manager, The Brehon Hotel (Irish Hotels Federation)*

Mike Buckley *Managing Director, Kerry Coaches (Killarney Chamber of Tourism & Commerce)*

Séamus Cosáí Fitzgerald *Member of Kerry County Council*

Pat Dawson *Regional Manager, National Parks & Wildlife Service*

Lisa Geaney *Manager, Crag Cave*

John Griffin *Tourism Officer, Kerry County Council*

Patrick Hanley *General Manager, Park Hotel Kenmare (Irish Hotels Federation)*

Pádraig Hanrahan *Ballybunion Development Company*

Joan McCarthy *Head of Tourism Development, Kerry County Council*

Fiona Monaghan *Head of Operations, Fáilte Ireland*

Moirá Murrell *Chief Executive Officer, Kerry County Council*

Susan Ní Churnáin *Community & Enterprise Development Officer, Údarás na Gaeltachta*

Muireann Nic Giolla Ruaidh *Dingle Cookery School*

Mary O'Connor *Sneem to Caherdaniel Enterprise Network*

Eamonn O'Reilly *Chief Executive Officer, North, East & West Kerry Development*

Kieran Ruttledge *Chief Executive Officer, Tralee Chamber Alliance*

Noel Spillane *Chief Executive Officer, South Kerry Development Partnership*

Mary Rose Stafford *Manager - Irish Academy of Hospitality & Tourism, Institute of Technology Tralee*



Descending Carrauntoohil

Reamhrá



Tá tábhacht ar leith leis an turasóireacht in Éirinn agus páirt thábhachtach aici i saol eacnamaíoch, sóisialta agus cultúrtha Chontae Chiarraí. Phléigh Fóram Cheann Scribe Chiarraí, mar chuid den Straitéis Turasóireachta seo, leis na dúshlán a bhaineann leis an turasóireacht a fhorbairt ar bhealach inbhuanaithe a mheallfaidh turasóirí go dtí gach cearn den chontae i rith na bliana ar fad.

Is mór atá bainte amach i gCiarraí cheana féin i réimse na turasóireachta ach tá Comhairle Contae Chiarraí den tuairim go bhfuil sé in am straitéis nua don turasóireacht a leagan síos – straitéis chun traidisiún rathúil turasóireachta an chontae a dhaingniú agus a fhorbairt, straitéis ina bhfuil pleananna do raon leathan tionscnamh nua a chabhróidh leis an eispéireas turasóireachta a scaipeadh ar fud Chiarraí agus a chuirfidh lena luach laistigh den chontae. D'fhonn an straitéis seo a chur le chéile bhí teagmháil shuntasach le leasa áitiúla agus náisiúnta agus chuir an teagmháil sin leo go mór leis an straitéis. Is cuid den Straitéis Turasóireachta é an Plean Gníomhaíochta seo, ar cáipéis bheo í ar féidir a leasú nó a uasdátú de réir mar a oireann. Sa Phlean Gníomhaíochta tugtar cuntas ar na tionscnaimh éagsúla a bheidh ag teastáil leis an Straitéis Turasóireachta a chur i bhfeidhm agus déanfar rath na straitéise a thomhas i gcomhthéacs chur i bhfeidhm na ngníomhartha ar a aontaíodh.

Chun earnáil rathúil turasóireachta a bheith ann ní mór go n-oibreodh gach duine san earnáil i bpáirt lena chéile d'fhonn eispéiris ardchaighdeán, comhordaithe, leantach agus ábhartha a thabhairt do thurasóirí. Ó mo thaithí féin ar Fhóram Cheann Scribe Chiarraí creidim go láidir go bhfuil na heagrais phoiblí, na pobail áitiúla agus an earnáil turasóireachta trí chéile mórtasach as an gcontae seo agus go bhfuil siad tiomanta don Straitéis Turasóireachta seo a úsáid chun áit nua a bhaint amach don turasóireacht i saol an chontae amach anseo. Leis sin, beidh páirt níos mó ná riamh ag an turasóireacht i saol eacnamaíoch, sóisialta agus cultúrtha an chontae. Ní beag an dúshlán é, in ainneoin tharraingteacht an chontae agus a bhfuil bainte amach go dtí seo léi tá éiginnteacht ann i margai turasóireachta ar fud an domhain (e.g. Brexit, moilliú eacnamaíoch agus iomaíocht ó áiteanna tarraingteacha eile) a chiallaíonn go bhfuil sé práinneach go gcuirfean an Straitéis Turasóireachta agus an Plean Gníomhaíochta i bhfeidhm. Ní hé amháin feabhas na straitéise féin a dhéanfaidh difríocht ach a cur i bhfeidhm éifeachtach freisin. Chuige sin, caithfidh na heagrais stáit, na húdaráis áitiúla agus an earnáil turasóireachta tiomantas as an nua a thabhairt lena chinntiú go mbeidh comhoibriú eatarthu agus iad i mbun eispéireas turasóireachta níos fearr a sholáthar agus go ndéanann siad na hathruithe is gá chun deimhin a dhéanamh de go gcloítear leis an Straitéis Turasóireachta nua seo. Is dúshlán mór é gan dabht ach má chuirtear i bhfeidhm go maith é is cinnte go mbeidh toradh a saothar.

Ba mhaith liom buíochas a ghabháil le Moira Murrell, Príomhfheidhmeannach Chomhairle Contae Chiarraí agus a comhghleacaithe, go háirithe iadsan san Aonad Turasóireachta faoi stiúir Joan McCarthy agus John Griffin, as cuireadh a thabhairt domsa bheith mar Chathaoirleach ar Fhóram Cheann Scribe Chiarraí agus as na sár-iarrachtaí atá déanta acu chun an Straitéis Turasóireachta agus an Plean Gníomhaíochta a sholáthar. Táim fíorbhuíoch freisin le Fóram Turasóireachta Cheann Scribe Chiarraí agus leosan ar fad a chabhraigh in aon tslí leis an Straitéis Turasóireachta seo a fhorbairt. Ba mhór an pléisiúr é domsa oibriú le dream daoine atá chomh gairmiúil, tiomanta agus díograiseach sin agus táim ag tnúth go mór anois le cur i bhfeidhm Straitéis Turasóireachta Chiarraí.

Brendan Tuohy
Cathaoirleach
Fóram Cheann Scribe Chiarraí

Destination Kerry



Kerry International Dark-Sky Reserve



Dark Skies
Freedom Welcoming
Colour Tradition Craft Access
Laugh Adventure Pride
Writers Community Education
Mountains Heritage Employment Facilities
UNESCO Drama Wild Talk
Economy Craft Unique
Dance Quality of Life Gaeltacht
Food Wild Atlantic Way Green
People Beaches Heritage Clean
Lakes Experiences Artists
Iconic Respect Music History
Natural Beauty Sport
Culture

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The Vision for Kerry Tourism

‘to maximise, in a sustainable manner, tourism’s contribution to the quality of life, economy, employment and local community development, paying particular attention to nurturing and protecting the natural, built, cultural and linguistic heritage of the county’

Executive Summary

County Kerry has been welcoming visitors for generations. It boasts some of Ireland’s most iconic scenery, has vibrant cultural, food and craft sectors and a rich natural, built and linguistic heritage. It is Ireland’s most visited regional holiday destination and attracted in excess of over 1 million overseas visitors in 2015 and a further 626,000 domestic holidaymakers, generating a combined spend of €420m.

Kerry currently attracts 13% of all overseas visitors to Ireland and 1 in 3 American visitors include Kerry in their itinerary. North Americans are the most valuable visitors to the county generating approximately 40% of overseas income, followed by Mainland Europe (33%) and Great Britain (20%). Kerry has an 8% share of the domestic tourism market which, though significant, has declined in recent years. Kerry has the largest concentration of guest accommodation outside of Dublin with 50,000 tourist beds available per night.

Kerry is more dependent on tourism than any other county with over 20% of its workforce employed in tourism-related enterprises and has over 9,000 people directly employed in the accommodation and hospitality sectors.

Tourism has been good to Kerry, but its potential for further growth in terms of revenue generation and job creation is considerable. Following a sustained period of economic recession now is the time to plan and invest for the future if the government’s ambitious growth targets of 5% per annum for Irish tourism are to be achieved. Fáilte Ireland’s Wild Atlantic Way initiative is already delivering additional visitors to the West Coast including Kerry. The recent launch of Fáilte Ireland’s Tourism Capital Investment Programme, 2016-2020 and the LEADER Rural Development Programme, which will be rolled out over the coming months, will provide funding streams to support a range of projects, both large and small, that demonstrate the ability to attract additional visitors, increase visitor spend, generate economic growth and create jobs.

Kerry needs to position itself so that it can capitalise on the projected growth and new funding opportunities and compete effectively and profitably in the global marketplace, while at the same time protecting, conserving and fostering those natural and cultural assets which have attracted visitors to the county for generations.

Against this background Kerry County Council established the Destination Kerry Tourism Forum – a group representative of all the major tourism interests in the county – and, in 2015, tasked it with the development of a new Tourism Strategy and vision for the future. This involved an extensive programme of consultation with Fáilte Ireland, other state agencies, the local tourism industry, transport companies, local communities, elected members and the general public. Open meetings were held at nine venues

throughout the county and seven specialist working groups were established to advise in relation to specific areas like adventure tourism, branding and marketing and product development. The Council's Tourism Unit has provided the logistical support required to undertake what has been the most in-depth examination and consultation on Kerry tourism, to date.

The strategy is informed by detailed analysis of the most up-to-date UNWTO, Fáilte Ireland, ITIC and CSO Research by Travel & Tourism Consult Ltd. of the many factors that are likely to affect future performance. It is also informed by the Local Economic & Community Plan for Kerry 2016 - 2022, the Government's Policy for Tourism 'People, Place and Policy' (2015) and the Kerry County Development Plan, 2015-2021.

PARTNERSHIP is at the heart of the strategy and the various groups who have been engaged in its preparation will help lead its implementation.

The Tourism Strategy which forms an integral part of Kerry County Council's Local Economic and Community Plan, 2016-2022, is a living document that will respond to new challenges, changing market trends and consumer behaviour and will be reviewed and updated annually.

STRATEGIC PRIORITIES

- **P**rotect and enhance Kerry's natural environment, built, cultural and linguistic heritage.
- **E**nsure the continued success of the Tourism Sector for the county.
- **O**rganise relevant regular research to facilitate the development of sustainable, successful new tourism projects, throughout the county.
- **P**rovide a world class experience for the visitor.
- **L**ead to further collaboration between state agencies, product providers and local communities.
- **E**mbbrace new up-to-date technologies for both the visitor and research purposes.



Tinteán Ceoil

Máire Begley from the well-known musical family from West Kerry is a gifted singer and musician, as well as the mistress of ceremonies in her own Tinteán Ceoil in Cloghane. This replica of a traditional old Irish Cottage kitchen revives the tradition of 'bothántaíocht' where neighbours and friends would gather together for an evening of storytelling and song to pass the night. A deep respect for inherited traditions means that many customs still flourish and Tintean Ceoil provides a forum for sharing Ireland's stories, tunes, skills and traditions, allowing the visitor to become immersed in a totally unique experience.



Overall Objectives

- Increase the number of visitors to the county, their length of stay and their spend, and to do so in a manner that is sustainable.
- Nurture and protect our cultural heritage by supporting our people, communities and organisations who are the source and guardians of this valuable asset.
- Extend the tourism season across the county but, in particular, in areas where the tourism season is short.
- Work with Fáilte Ireland and Kerry Convention Bureau to grow event and business tourism in the county.
- Encourage and facilitate the provision of high-speed broadband for visitors and providers throughout the county.
- Promote accessible tourism amongst our business providers and state agencies as a key component of the Kerry offering.
- Build a sustainable tourism future that emphasises the importance of taking particular care of the natural and built environment and also supports and nurtures the cultural heritage (e.g. Irish language, music, dance, storytelling and folklore) in such a way that these elements continue to prosper in a sustainable manner.
- Increase the number, breadth, depth and quality of the tourism experiences across the county maximising the opportunities presented by the Wild Atlantic Way.
- Continue to invest in tourism education and training.
- Encourage visitors to become advocates for the county and to return to Kerry in the future.
- Match and preferably exceed the Government's projected growth rates for tourism (in real terms from 2014) - outlined in People, Place and Policy (2015).

Actions

- The Strategic Priorities and Overall Objectives will be achieved through the implementation of the 273 individual actions which have been identified through an in-depth consultation process with the public, state agencies and the tourism stakeholders.

Challenges and Opportunities

The Strategy outlines the international and national trends in tourism and sets out the challenges facing Kerry. It then suggests the opportunities that can be exploited.

Implementation, Monitoring and Evaluation

The goals and objectives and detailed actions set out in this strategy are challenging and focus on responding to the threats and opportunities facing Kerry tourism as identified at this time. However, this is a living document and is subject to change in response to changing market forces, changing visitor preferences and available funding streams.

The delivery of the strategy objectives and actions are very much dependant on financial resources, staffing resources and buy in and participation by Lead Partners, State Agencies, Development Companies and Local Communities.

Kerry County Council's Tourism Unit in association with the Destination Kerry Tourism Forum has the responsibility for driving the implementation of this strategy. A monitoring committee will be established to track and review the implementation of the strategy and action plan. They will also identify any constraints that may be impeding progress. This grouping will report to the Tourism, Culture, Arts & Recreation Strategic Policy Committee and to Kerry County Council in accordance with the Local Economic & Community Plan Review.

The MacGillycuddy Reeks Mountain Access Forum

The MacGillycuddy Reeks Mountain Access Forum was established in mid-2014 to protect, manage and sustainably develop Ireland's highest mountain range, the iconic MacGillycuddy Reeks. Landowners, local community groups, recreational users, South Kerry Development Partnership, Kerry County Council, the National Parks & Wildlife Service, Fáilte Ireland and the Dept. of Arts, Heritage, Regional, Rural and Gaeltacht Affairs, all came together to form the forum to enable local issues to be discussed and resolved. Extensive specialist training in upland path repair techniques and capital work has taken place with local landowners, a hugely successful project, which it is hoped will continue into the future to allow for sustainable development of this unique and sensitive environment.



1.0 Introduction

Tourism is synonymous with County Kerry. Killarney was the birthplace of Irish tourism over 250 years ago and since then Kerry has become a must-see destination for millions of overseas visitors to Ireland. The county has all the attributes that appeal to international travellers – spectacular coastal and lakeland scenery, pristine natural environment, national parks, historic sites, iconic attractions, rich culture, signature festivals and events, vibrant towns and villages, quality food and superb accommodation. Above all, Kerry has communities of welcoming, hospitable people who know and value tourism and an industry that seeks to deliver quality experiences that exceed visitor expectations.

County Kerry is relatively more dependent on tourism than any other Irish county. The tourism economy touches every community. One in five of the workforce is employed in tourism-related enterprises and its 1.7m visitors contribute €420m annually to the local economy. Tourism has been good to Kerry, but its potential for further growth in terms of revenue generation and job creation is considerable, particularly at a time when international tourism is projected to grow at 3.3% per annum by the United Nations World Tourism Organisation and even greater in Ireland's case. There are, of course, no guarantees that this projected growth will benefit Kerry or will be spread evenly. The county needs to plan and position itself so that it can capitalise on the projected growth, compete effectively and profitably in the global marketplace, achieve its full potential, while at the same time protecting, conserving and fostering those natural and cultural assets which have attracted visitors to Kerry for generations.

Against this background Kerry County Council established the Destination Kerry Tourism Forum – a group representative of all the major tourism interests in the county – and, in 2015, tasked it with the development of a new Tourism Strategy and vision for the future. The Council's Tourism Unit has provided the logistical support required to undertake what is the most in-depth examination of Kerry tourism to date. This document and the detailed action plan that accompanies it represent the fruits of their work.

The extensive programme of consultation involved active engagement with Fáilte Ireland, Tourism Ireland, the local tourism industry, transport companies, state agencies, local communities, elected members and the general public. Open meetings were held at nine venues throughout the county and seven specialist working groups were established to advise in relation to specific areas:

- Environment, Natural & Cultural Heritage
- Adventure Tourism
- Education & Training
- Branding & Marketing
- Community Tourism, Events & Festivals
- Infrastructure
- Enterprise and Innovation

Written submissions were invited from national bodies, government departments with a tourism remit and the general public. Forty five written submissions were received.

The strategy is informed by detailed analysis of the most up-to-date UNWTO, Fáilte Ireland, ITIC and CSO Research by Travel & Tourism Consult Ltd. of the many factors that are likely to affect future performance. It is also informed by the Local Economic & Community Plan 2016 – 2022 for Kerry, Fáilte Irelands Wild Atlantic Way Operational Programme, the Government's Policy for Tourism 'People, Place and Policy' (2015) and the Kerry County Development Plan, 2015-2021.





Portmagee Fishing Village

1.1 Overall Objectives

- Increase the number of visitors to the county, their length of stay and their spend, and to do so in a manner that is sustainable.
- Nurture and protect our cultural and linguistic heritage by supporting our people, communities and organisations who are the source and guardians of this valuable asset.
- Extend the tourism season across the county particularly in areas where the tourism season is short.
- Work with Fáilte Ireland and Kerry Convention Bureau to grow event and business tourism in the county.
- Encourage and facilitate the provision of high-speed broadband for visitors and providers throughout the county.
- Promote and market accessible tourism amongst our business providers and state agencies as a key component of Kerry as a sustainable destination.
- Build a sustainable tourism future that emphasises the importance of taking particular care of the natural and built environment and also supports and nurtures the cultural heritage (e.g. Irish language, music, dance, storytelling and folklore) in such a way that these elements continue to prosper in a sustainable manner.
- Increase the number, breadth, depth and quality of the tourism experiences across the county maximising the opportunities presented by the Wild Atlantic Way.
- Continue to invest in tourism education and training.
- Encourage tourists to become advocates for the county and to return to Kerry in the future.
- Match and preferably exceed the Government's projected growth rates for tourism - outlined in People, Place and Policy (2015).

The strategy outlines the international and national trends in tourism and sets out the challenges facing Kerry. It then suggests the opportunities that are there to be grasped. It goes on to outline a number of targets which will be addressed in the strategy – setting a standard for Kerry tourism; extending the tourism season; spreading the benefits regionally; broadening and deepening the tourism experience; building a sustainable tourism future and supportive effective partnerships with local, national and international bodies.

Partnership is at the heart of the strategy and the various groups who have been engaged in its preparation will help lead its implementation.

Crag Cave

Crag Cave offers something for everyone and welcomes over 90,000 visitors to Castleisland each year. Since opening to the public in 1989, it has become one of Kerry's top visitor attractions with a 350m showcase of amazing caverns and tunnels, a large indoor soft play adventure centre, Kingdom Falconry, a visitor centre, gift shop and garden restaurant. The caves were discovered in 1983 under the Geaney family's farm. Margaret and Donal Geaney saw the potential for development and it is now successfully run by the second generation of Geaney's, Donie and Lisa.



2.0 Context

2.1 International Context

International tourism is one of the world's fastest growing industries. In 2015 almost 1.2 billion international trips were taken globally spending an estimated US\$1.6 trillion¹. Over the past twelve years, global receipts from tourism have more than doubled. Since the global financial crisis of 2008, international tourism has proven its resilience with tourism demand outpacing GDP growth. 2015 was the sixth consecutive year of above-average growth, with international arrivals increasing by 4% or more every year since the post-crisis year of 2010. The current consensus forecasts point to an ever-increasing number of international travellers in the years to come.

The tourism industry worldwide continues to grow more quickly than the global economy as a whole. Despite slow economic growth in advanced economies and geopolitical tensions in some regions, the travel and tourism sector still accounts for a large part of the global economy, estimated to be approximately 9% of global GDP or US\$7 trillion. According to the World Travel & Tourism Council (WTTC), the sector is forecast to continue growing at 4% annually in the short to medium term, faster than financial services, transport and manufacturing. Continued economic growth, an expanding middle class in emerging economies, coupled with a growing international airline industry and a drop in the cost of travel continue to be the main drivers of the expanding demand for travel.

2.2 National Context

Irish tourism recorded its best year ever in 2015. Overseas tourists spent just over €4.2 billion, a 18.6% increase or almost €670 million more compared to 2014. Irish air and sea carriers earned a further €1.3 billion from tourists. Domestic tourism demand also picked up with an estimated 6% increase in spending to €1.53 billion, with a further €300m earned from visitors from Northern Ireland.

The number of overseas visitors grew by up to 13% to top 8 million - the highest number on record - with all four top source markets – Great Britain, United States, Germany and France - recording significant growth. There was a strong increase of 20% in holiday visitors; business visitors were up 10%, while those coming to visit friends and relatives (VFR) grew by 2%.

The United States, Germany and France all returned record performances as Ireland gained a larger share of outbound tourism in these valuable source markets. Ireland continued to regain volume from the key British market, while new developing markets also continued to grow.

During 2015 Irish tourism enjoyed a most favourable tail wind – economic growth and stronger consumer confidence in source markets; more access capacity on air and sea services; a weakened euro and aggressive marketing of a competitive tourist offering.

2.2.1 Policy

The Government's policy for tourism 'People Place and Policy' - published in 2015, confirms tourism as one of the country's most important economic sectors. It recognises the significant potential that tourism can play in Ireland's further economic development. The policy sets a target of 10 million overseas visitors spending €5 billion annually in real terms and exclusive of carrier receipts and domestic tourism earnings by 2025, with employment in the sector reaching 250,000. The target of a 50% real term increase in revenue from overseas tourists is based on the marketing of Ireland targeted at a number of segments offering the highest revenue growth potential.

¹ Source: UNWTO

The policy provides for an enhanced role for Local Authorities in the development of the tourism industry as they take on a greater responsibility for tourism development. It identifies the untapped potential of community tourism, promotes community involvement in destination development, including assisting communities to align their efforts with the tourism agencies brand architecture and consumer segmentation model.

Other national policy documents that have a particular relevance are:

The National Aviation Policy, 2015: This first ever national aviation policy aims at ensuring expanding air connectivity with other countries provided by competing airlines. The policy also commits to the retention of Dublin, Cork and Shannon Airports in state ownership and supporting regional airports in line with the recently EU approved Regional Airports Programme 2015-2019.

Fáilte Ireland's Wild Atlantic Way Operational Programme, 2015-2019: This tracks the decline in tourism along the Atlantic corridor between 2007 and 2010 and seeks to reverse the decline through the development of a branded, 2500km long touring route along the coasts of the nine western counties. It is divided into six geographic zones that cross county boundaries. The initiative, which has a strong environmental and community focus, is currently being rolled out by Fáilte Ireland with the support of the local authorities and is already making a very positive impact in peripheral areas.

South-West Action Plan for Jobs, 2015-2017: Aims to develop the full potential of the region for enterprise and job creation, building upon its assets and areas of competitive advantage to achieve full employment. It acknowledges the significant potential for tourism to deliver economic growth for the region and sets specific targets of a 33% increase in overseas tourist numbers and 40% increase in overseas revenue. It highlights the opportunities presented by water based tourism, international cruise and learning tourism and opportunities to grow jobs in the area of training and education. The synergies that exist between tourism and the agriculture and food and fishing sectors are also highlighted.

2.2.2 Positive Outlook in Overseas Markets

The short to medium term prospects for demand, from most of Ireland's overseas source markets, are positive at this time. Consumer confidence is growing and the launch by Fáilte Ireland of three new brand propositions: Ireland's Ancient East, Destination Dublin and, especially, the Wild Atlantic Way has proved to be a great success. Research indicates a strong underlying demand to visit Ireland. More air services, lower fares combined with an improvement in consumer confidence in many markets are together fuelling the appetite for travel and boosting the industry's confidence about future prospects.

Mainland Europe and North America would appear to present the best prospects for growth, while the rate of growth from the British market will be determined to a large extent by the strength of sterling and the possible effects of the UK's exit from the EU. So far Tourism Ireland predict that the new and developing long haul markets in Asia, the Middle East and South America will continue to grow from a relatively small volume base.

Tourism Ireland has a comprehensive programme of campaigns, strategically positioned to deliver growth. The overall national growth targets are approximate, to the overall average, annual growth rate, of between 4% and 5% per annum.

External shocks are the principal threats to sustained growth e.g. the geo-political environment, the threat of terrorist activities or another global economic slump, dampening demand for travel.

2.2.3 Improving Domestic Economy

Domestic tourism underpins the viability of most tourism businesses. Economic prosperity is a key driver of domestic demand for leisure and business travel within Ireland. Consumer confidence in Ireland is at its highest level since February 2001², with an improvement in household finances outweighing concerns over jobs and the wider economy. Although volatility in the global markets is a concern, a recent survey found that 62 per cent envisage a stronger Irish economy in the next 12 months, with only 13 per cent expecting weaker conditions².

2.2.4 Value for Money

Ireland's competitiveness remains its key to success. The recovery over recent years has been driven by a marked improvement in competitiveness in terms of price and quality of the tourism offering. However, Ireland's improving economy could pose a threat to its competitiveness should our costs rise faster than in competitor destinations.

Already there are warnings from the National Competitiveness Council on rising costs in Ireland compared to other European countries, which will work their way into consumer prices. There is the danger that the current strength of the US dollar, vis-à-vis the Euro, could mask a disimprovement in competitiveness.

While value for money rating by visitors has been improving in recent years, there are signs that in 2015 the value rating by visitors from mainland Europe was beginning to dip.

A loss of competitiveness represents the single largest threat to the sector. The cost of a cup of coffee, an ice cream, glass of wine or a soft drink in a destination can have a big influence on the visitor's perception of value for money.

Scoil Chócaireachta an Daingin Dingle Cookery School

Scoil Chócaireachta an Daingin/Dingle Cookery School is a successful addition to the culinary offering based on the shores of Dingle Bay. Using the finest of local and Irish ingredients, the school offers a range of food experiences for the community, visitors and industry. Classes range from 'catch and cook' experiences to baking, seashore foraging, fermentation; skills based training and food safety. The key partners are Mark Murphy and Muireann Nic Giolla Ruaidh whom, after working together to develop the hugely successful Dingle Food Festival, established the cookery school.

'Our food feels close to where it comes from and offers magical tastes from generations of culinary traditions.'



2.2.5 An Investment Deficit

Continued growth is also dependent on adequate investment in infrastructure, people and attractions. The availability of high-speed broadband, quality of roads, water and sewerage and other facilities are critical to future tourism growth in the county. Catering to the needs of tomorrow's tourists requires continual investment by the public and private sectors in innovation and upgrading of a range of visitor facilities and amenities, to ensure that Ireland delivers a quality experience to our guests.

2.2.6 Access Growth to Facilitate more Visitors

A marked characteristic of the growth of tourism to Ireland over the past twenty years, has been the increase in the number of air and ferry services to and from the country. Of particular note has been rapid expansion of the number of routes and capacity on offer on air services. Ireland has benefited from two indigenous airlines – Aer Lingus and Ryanair – which have invested heavily in the development of air services. There is an evident correlation between the availability of more airline capacity and an increase in visitors. This has been most obvious in the growth in visitors from North America over the past four years as additional airline seats and routes were added.

Whilst airline strategy and economics has favoured rapid growth of services to and from Dublin, there continues to be opportunities for airports outside of the capital to grow. Further growth on long haul services is a commitment of Aer Lingus' parent IAG. Ryanair also continues its expansion within Europe. These timely investments, along with the development of a second runway at Dublin Airport, will facilitate further growth of visitors to the country.

There is, however, a concern that the concentration of overseas access through Dublin (85% of total) will further increase the East/West divide, in terms of economic and tourism growth. The provision of the second runway at Dublin Airport could increase the concentration further.

Sea Synergy

Lucy Hunt is a marine biologist, ocean advocate and health coach with a Masters in marine environmental protection. After working in marine education for over ten years she opened Sea Synergy Marine Awareness and Activity centre in her hometown of Waterville in 2014. Here she operates a unique sea life exhibition and a variety of activities such as beach biodiversity walks, guided snorkeling and coastal walks, to showcase Ireland's fantastic marine life and heritage. Sea Synergy has been short-listed for Maritime Industry Awards 2015 and a 2016 Irish Responsible Tourism Award.

Sea Synergy promotes marine conservation, other regional marine tourism operators and helped to initiate the Skellig Kerry Blueway. Lucy believes that by working together we can make Kerry into the top marine tourism destination in Ireland.



3.0 Domestic Tourism

2015 was the best year for domestic tourism in Ireland since 2009 with holiday or leisure trips accounting for approximately half of all trips. Holiday trips grew by 6.5% in 2015 to 3.8m with Dublin, Galway and Wexford being the main beneficiaries.

The South West continues to be the top regional destination. The region's share of trips stands at 22% and its bed night share at 25%. The share of expenditure on domestic trips reached 24%. However, the region's share of domestic travel has slipped in recent years and has yet to recover to the 2010 levels.

3.1 The market for domestic trips

Not surprisingly, Dublin is the top source market for domestic travel, accounting for 30% of all trips and 33% of bed nights. Dublin and surrounding Mid-East region (Kildare, Meath & Wicklow) account for 43% of total demand for domestic travel. The South West, including Cork City, is the next largest source market.

The source of Kerry's domestic markets has remained relatively unchanged in recent years.

3.2 Some characteristics of the domestic leisure trips

Short vs long trips

In recent years short trips (1-3 nights) continued to gain in popularity as demand for longer trips declined. 80% of domestic travel trips now fall into 1-3 night category. The average length of business trips decreased from 2.0 to 1.8 nights, while VFR (visit friends and relatives) trips on average also dropped from 2.6 to 2.4 nights.

Accommodation used

One in three trips involved staying with friends and relatives with almost one in every three bed nights spent in non-paid accommodation including holiday or second homes.

Hotels have held their share of the market catering to two out of every five trips in 2015 accounting for almost 30% of bed nights away from home.

Self-catering or rental accommodation continues to be the next most popular form of paid accommodation being used by 8% of trips and accounting for 14% of total bed nights, due to longer average stay.

Guesthouses/B & Bs, camping and caravanning, and own holiday homes each attracted close to 5% of trips.

4.0 Tourism in Kerry - an Overview

Kerry as the lead tourism county in Ireland retained its position of dominance up until the end of the 1990s. Increased competition from other parts of Ireland and significant changes in demand as Ireland attracted a more diverse visitor base, coupled with the growth in popularity of short breaks and urban tourism, meant that while the numbers visiting the county continued to grow, its overall share of the Irish tourism market decreased.

Kerry attracted an estimated 626,000 visits from Irish residents in 2015, spending €160 million. Kerry's market share of total domestic trips slipped during the recent recession and currently stands at just over 8%.

In recent years, Kerry has again been increasing its share of overseas visitors to Ireland and remains the market leader in the leisure tourism area. In 2015, a record 1 million overseas visitors came to Kerry, spending an estimated €260 million in the local economy. Kerry currently attracts 13% of all overseas visitors to the country. North Americans are the most valuable visitors to the county, generating approximately 40% of overseas income, followed by Mainland Europe (33%) and Great Britain (20%).

Kerry is relatively more dependent on tourism than any other county in Ireland.

- **Earns €420 million in income from tourists.**
- **At least 1 in every 5 jobs and businesses in the county depend on tourism.**
- **Up to 14,000 people are employed in the tourism businesses in the county, including an estimated 9,000 in the accommodation and food services sector.**
- **Almost 1,500 enterprises in Kerry are engaged in the tourism and hospitality sectors, with almost 1,000 in the accommodation and food services sector. This makes Kerry more dependent on tourism than any other county in Ireland.**
- **The business potential of tourism is well proven, when even in the depth of the recent recession, tourism start-ups formed a significant part in economic development.**

Future economic development and job creation in Kerry is more likely to be linked to tourism and hospitality enterprises than any other economic activity. The county's natural attributes and man-made attractions, allied to the agri-food and fishing industry, and increased international profile from cinema and TV, constitute a prime appeal for Ireland's visitor target markets and market segments, particularly, the culturally curious and the great escapers.

Guest accommodation is estimated at close to a maximum of 50,000 beds per night, of which close to 20,000 is in the registered/approved sector with the balance in unapproved B&Bs, second homes and houses to rent.





Tralee Rose Garden

4.1 Overseas Tourism

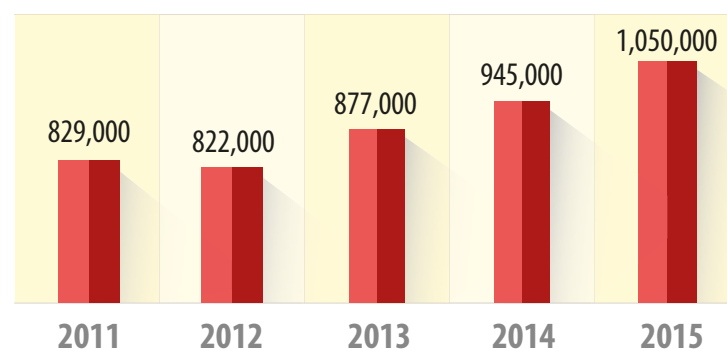
4.1.1 Number of Visits

The number of overseas visitors to Kerry topped 1 million for the first time in 2015.

Kerry has benefited from the growth in international tourists to Ireland in recent years, most notably the sizeable increases in visits from North America and mainland Europe, resulting in its share of visits creeping up in recent years.

Kerry currently attracts approximately 13% of all overseas visitors to Ireland.

Fig. 4.1 Overseas visitors to Kerry

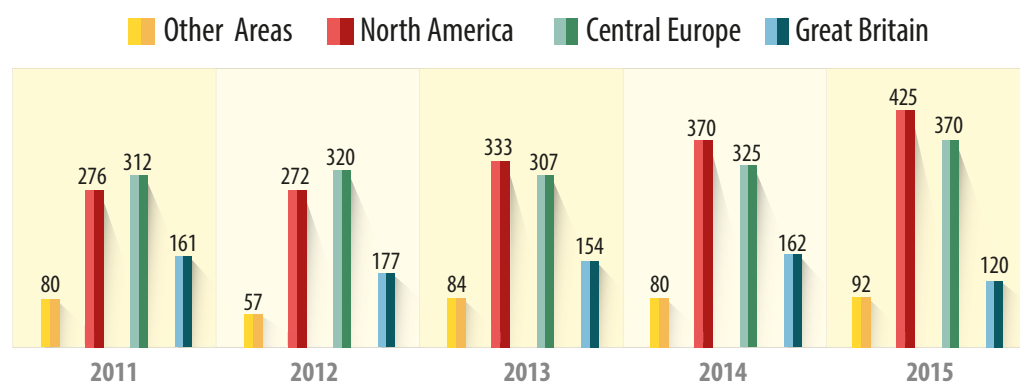


Source: Fáilte Ireland estimates 2011-13, TTC projections 2014-15

4.1.2 Where do Visitors come from?

North America is now the largest overseas source market for Kerry, accounting for an estimated 40%, with mainland Europeans making up approximately 33% of the demand. The relative importance of the British market has slipped, now accounting for between 20% and 25% of visits.

Fig. 4.2 Origin of overseas visitors to Kerry (000s)



Source: TTC extrapolated from Fáilte Ireland data, 2016.

North Americans appear to be most disposed to including Kerry in their touring itinerary or place of stay in Ireland. This reflects a higher incidence of holiday visits from this market, the popularity of touring itineraries in the country and place name recognition

of the top attractors, such as Killarney, Ring of Kerry, Dingle Peninsula and golf resorts like Ballybunion, Tralee and Waterville.

Latest estimates would suggest that 1 in every 3 Americans who visit Ireland include Kerry in their itinerary. This compares to an estimated 1 in 8 mainland Europeans and 1 in 16 British visitors. Visitors from other parts of the world also show a relatively high rate of inclusion of Kerry during their stay in Ireland, currently estimated at 1 in every 6 e.g. China, Australia and New Zealand.

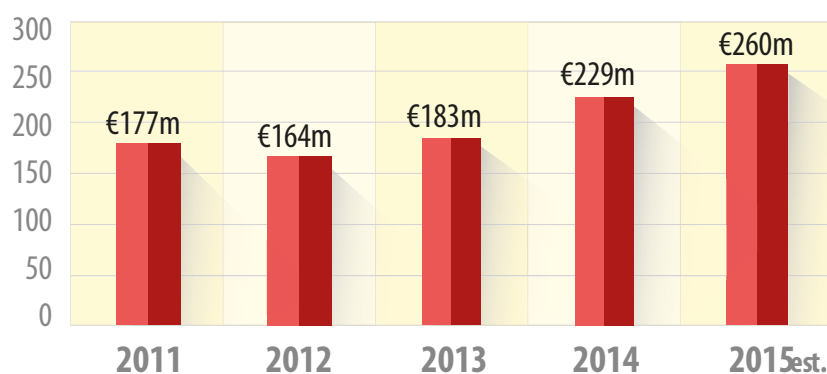
The relatively high incidence of prearranged itineraries – coach, fly drive and golf tours – amongst North Americans also underpins the high incidence of visits to the county from this market. An estimated 170,000 North Americans visited the South West Region on coach tours in 2014, over 80% of the total coach tours demand from the market. (Fáilte Ireland Coach Tourism Report, August 2015).

The incidence of mainland Europeans including a visit to Kerry, is also estimated to be high, although the majority of trips are not prearranged itineraries. The primary characteristic of demand from Britain appears to be more one destination based holidays and VFR (visit friends and relatives) rather than touring itineraries.

4.1.3 Tourist Expenditure

Travel & Tourism Consult Ltd. (TTC) estimate that Kerry earned just over a quarter of a billion euro (€260m) from international tourists in 2015. 6 out of every 100 euros spent in the country by overseas visitors, is spent in Kerry.

Fig. 4.3 Overseas tourism earnings in Kerry



Source: Fáilte Ireland estimates 2011-13, TTC projections 2014-15

Ecotrek

Ecotrek was founded by Danny Houlihan, local Historian, to highlight the natural areas of Ballybunion and North Kerry, through sustainable tourism practices including walking and cycling tours.

Danny is Ecotourism Ireland's Silver Award Winner for 2013 and 2016 and is Fáilte Ireland's Wild Atlantic Way Ambassador for the area.



North American visitors account for 40% of the expenditure, with mainland Europeans contributing almost 33% and British visitors approx 20%. North Americans have increased in absolute and relative importance, as a source of income, in recent years as their numbers have grown. Back in 2011 they accounted for 30% of tourism revenue in the county.

Fáilte Ireland estimates of average length of stay in the South West Region (Cork/Kerry) for holiday visitors in 2014 was 4.6 nights for mainland Europeans, 4.2 nights for British, 3.4 nights for North Americans and 3.2 nights for visitors from the rest of the world. Average length of stay for all visitors is slightly higher as VFR (visit friends and relatives) typically stay longer.

Despite the average shorter stays of American visitors their higher daily spend yields a sizeable share of the total earnings from overseas visits.

4.1.4 Why do they visit?

It is estimated by TTC that upwards of 70% of overseas visits to Kerry are for holiday, with VFR (visit friends and relatives) in the region of 20% and business at less than 10%, based on best available data from CSO and Fáilte Ireland sources.

The holiday segment of demand – that which can be influenced – is attracted by the core appeals of an Ireland visit – its scenery, people and pace of life. The relative weighting of cultural and historic attractions, scenery, leisure and sporting, vary marginally across the main source markets.

Visitors are also influenced to visit by, and enjoy, the multifaceted Ireland experience including the natural attractions; towns and villages; things to see and do; interesting cultural and historical sites and the ease of touring the country. North Americans tend to be more enthusiastic about the people experience, cultural and historical attractions and the touring aspect. Europeans are more of the 'outdoor' type and appreciate local experiences of food, music, and 'craic'. British visitors are generally less focused on scenery and the natural beauty and more focused on the cultural difference and activities.

Kerry tourism caters well to the three main target segments which Fáilte Ireland and Tourism Ireland have defined as the best prospects for visiting Ireland – 'Culturally Curious', 'Great Escapers' and to, a lesser extent, the 'Social Energisers'.

Siamsa Tíre

Siamsa Tíre is home to the National Folk Theatre of Ireland and is one of the busiest theatres and art centres in Ireland. It was opened in 1991 following the hard work and dedication of Fr Pat Ahern, Paddy O'Sullivan and the late Martin Whelan. Siamsa Tíre plays a central role in Irish cultural life – regionally and nationally. In addition to performances by the National Folk Theatre of Ireland, it hosts a wide range of events including touring drama, classical music, comedy, dance, opera along with productions by local groups and musical societies. It produces folk theatre and fosters continued growth and interest in the traditional arts through the provision of training courses for all ages. These groups entertain new audiences at home and abroad annually. *'There is a sense in which we do not own our culture, we are only trustees. The treasure is only on loan and we must take it, refurbish it in the light of our experience and hand it on.'* Fr Pat Ahern



Great Escapers

Family Oriented
Couples
Time out
Rural holidays
Connect with Nature
Exploration

Culturally Curious

Independent
'active sightseers'
Experiences
Landscapes, history
and culture
40 Plus Age Demographic

Social Energisers

Young couples
Adult groups
Social Holiday
Excitement
New experiences
Fun

4.1.5 When do they visit?

75% of the holiday demand in the South-West region occurs between May and October, which is probably representative of season spread of demand in Kerry (while the total visitor demand for the region is less peaked due to higher incidence of business and VFR visits to Cork).

Growth in demand in more recent years, based on anecdotal reports and reflecting the pattern of passenger arrivals into the country, has seen some improvement in the level of visits outside of the peak months. The North American market tends to deliver visits over a longer season than the markets from mainland Europe, which for visits outside of Dublin, still tend to be highly peaked over the summer months.

4.2 Domestic Tourism

4.2.1 Visitor Volumes

Kerry attracted an estimated 626,000 visits from Irish residents in 2015. Its market share of total domestic trips is just over 8%. Domestic visits generated an estimated 2.3 million bed nights, with an average stay of 3.7 nights, which is the longest of any county.

At a national level demand for domestic travel declined with the fall in disposable incomes from 2008. The number of long holidays (4 nights or more) as well as the incidence of short breaks (1-3 nights) declined, with a slow recovery evident since 2013. Kerry has lost market share since the late 2000's. There were 18% fewer trips to Kerry by domestic visitors in 2015 than in 2010 while the number of bed nights associated with these visits was down by 25% over the period. This is a matter of concern and requires attention.

Table 4.4: Domestic trips 2010-2015

Domestic trips (000s)	2010	2011	2012	2013	2014	2015
Kerry	767	656	610	671	673	626
National	7,300	7,169	7,031	7,111	7,354	7,529
Kerry share	10.5%	9.2%	8.7%	9.4%	9.2%	8.3%

Source: CSO

4.2.2 Domestic tourism revenue

Aggregate spend across the country on domestic tourism in 2015 increased by 5% to €1.53 billion, within which, expenditure on holiday trips grew by 10% to €940 million. Current annual earnings from domestic tourism in Kerry are estimated at close to €160m for 2015.

Table 4.5: Domestic tourism expenditure 2010-2015

Expenditure €m	2010	2011	2012	2013	2014	2015
Ireland total	1,561m	1,416m	1,345m	1,373m	1,464m	1,530m
South-West Region	375m	329m	312m	314m	327m	336m
Kerry (estimates)	180m	158m	149m	150m	157m	160m

Source: CSO & TTC estimates

5.0 The importance of tourism to Kerry's economic and social well being

5.1 Kerry Local Economic and Community Plan 2016 - 2022

The vision for the county, outlined in the Kerry Local Economic and Community Plan, 2016-22, identifies three socio-economic priorities. These priorities reflect specific aims in terms of enhancing Kerry's economy, the quality of life offering and improving social inclusion in the county. Tourism has a key role to play in addressing these challenges.

The overarching themes, objectives and associated actions within this Tourism Strategy are consistent with these priorities and provide a consistent vision for economic and community development within the county. The Local Economic and Community Plan and Tourism Strategy both recognise the critical beneficial impact of tourism to create sustainable economic activity and support communities throughout the county.

Economic Development and Job Creation

To promote a robust, diverse and year round sustainable economy, supported by a well-developed education and skills training model, which will sustain our population and vibrant communities throughout the county.

Quality of Life

To promote a high quality of life, based around a clean natural environment, high standard of facilities and services, strong sense of place and culture that enable the development and growth of a strong community tourism sector.

Community and Social Inclusion

To promote social and economic inclusion, local ownership and decision-making, particularly targeting areas and communities, experiencing depopulation and economic decline.

5.2 Tourism supports over 20% of Jobs

Kerry has a greater economic dependence on tourism than any other county in Ireland.

It is estimated that up to 14,000 people are employed in tourism businesses in the county, including an estimated 9,000 in the accommodation and food services sector.

Employment in the accommodation sector in Kerry is estimated at between 50% and 60% of the south-west regional total based on the relative share of accommodation capacity and visitor volume and demand.

Table 5.1: Employment in Accommodation & Food Services Q3 2015

	S W Region	Kerry Est.
Accommodation	9,500	5,200
Food and beverage service activities	12,700	3,800
Total	22,200	9,000

Source: Estimates prepared by TTC based on based on Regional Quarterly National Household Survey (QNHS), CSO

Research by McFeely & Delaney in 2013 demonstrated that Kerry had a greater dependency on the tourism sector for employment than any other county. Approximately 15% of jobs in Kerry are in the accommodation and food services sector and Fáilte Ireland projects that the total number employed in tourism and hospitality is a factor of 1:6 of the level engaged in accommodation and food services. Furthermore, up to 1,500 enterprises in Kerry are engaged in the tourism and hospitality sectors, with almost 1,000 in the accommodation and food services sector.

Fig. 5.2: Employment dependency on tourism by county

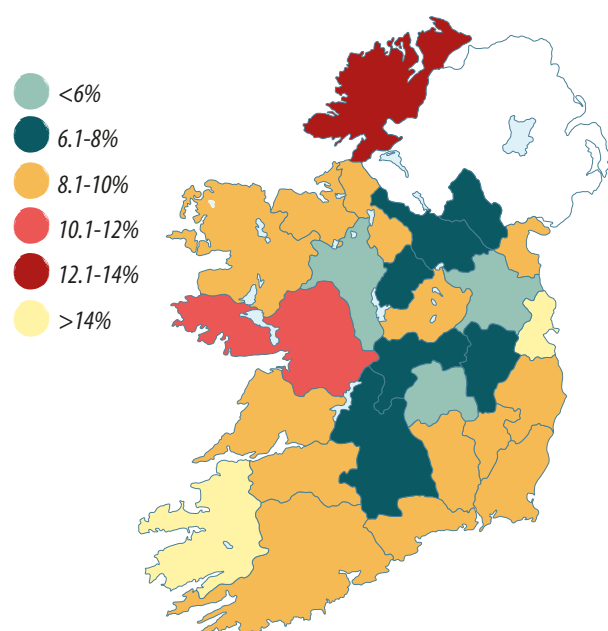
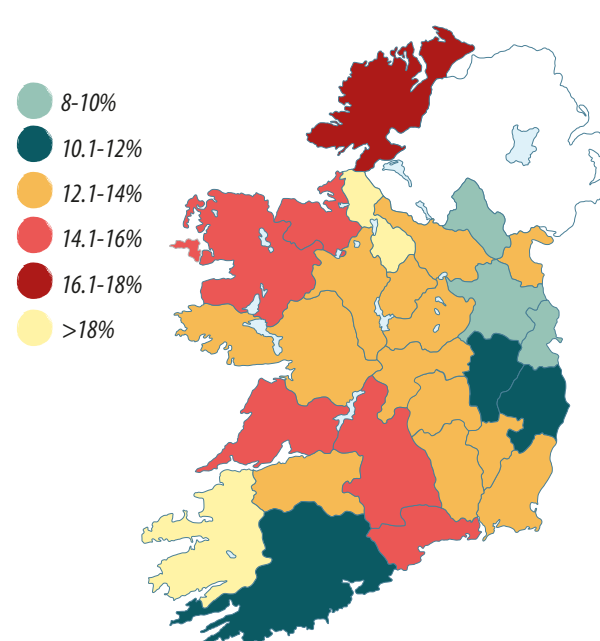


Fig. 5.3: Percentage of enterprises by county engaged in Tourism

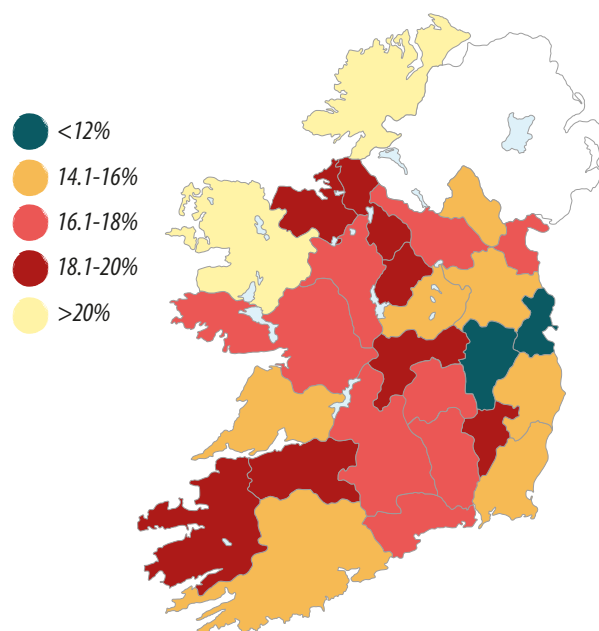


Source: McFeely & Delaney, 2013, IBEC calculations

5.3 Tourism offers better potential than most other sectors

The opportunity for economic development in Kerry, as for most areas along the Western Seaboard, is more likely to be linked to tourism and hospitality enterprises than any other economic activity. With the possible exception of the agri-food sector, tourism represents the best prospect for employment as the industry is based on the natural attributes of the area and its people, without the need for investment, in major infrastructure. The natural attributes and environment along the Atlantic coast allied to the agri-food and fishing industry constitute a prime appeal for Ireland's visitor target markets and have proven capability to deliver unique visitor experiences.

Fig.5.4: Tourism enterprise 'start-ups' as a percentage of total



Source: McFeely & Delaney, 2013, IBEC calculations

6.0 Supply side data

6.1 Accommodation capacity

Guest accommodation in Kerry is estimated at up to a maximum of 50,000 beds per night, of which approximately 20,000 are in the formal approved sector, with the balance in unapproved B&Bs, second homes and houses to rent in the informal sector.

Some key characteristics of the registered or approved guest accommodation sector in the county include:

- Kerry with over 5,000 hotel rooms has more hotel capacity than any other county outside of Dublin. The number of hotel rooms in Kerry is close to 10% of the national room stock.
- Kerry with almost 1,000 rooms in approved B&B premises represents 17% of the national stock. Kerry has more approved B&B accommodation than any other county. In addition to the approved B&B accommodation, experience in other popular tourist destinations in the country would suggest that there is likely to be at least a similar number of rooms on offer from unapproved premises in the county.
- 30% of camping and caravan pitches in Ireland are located in Kerry.
- Over 8,000 holiday or second homes is a significant factor in Kerry Tourism, underpinning a segment of demand in both the home and overseas markets as owners and friends make use of the accommodation and ensure a level of repeat visitation.
- At least a further 500 Kerry properties are registered with 'Airbnb', the online private accommodation listing service which is likely to grow further.

Table 6.1: Visitor accommodation stock in Co. Kerry (2015)

Category	Premises	Rooms	Beds
Hotels	73	5,169	12,060
Guesthouses	44	522	1,201
B&Bs	219	965	2,280
Self-catering [Listed & Group registered]	-	961 (units)	5,177
Hostels	19	-	925
Camping & Caravan sites	15	914 (pitches)	4,097
Holiday / 2nd Homes	8,281	-	32,000
Houses to rent	8,705	-	35,000

Source: Fáilte Ireland/ South West, Jan 2015 & CSO

6.2 Kerry Airport

The regional airport represents a valuable infrastructural asset even if currently underutilised.

Kerry Airport remains a key enabler of economic activity in the Kerry region. It offers connectivity to the Capital, as well as to tourism and business markets in the UK and Germany. Two daily flights to Dublin provides timely access to onward flights to the US, Canada, Middle East and Australia.

Air access services continue to be increasingly concentrated at Dublin due to carrier strategies, the scale and patterns of origin and the destination demand. However, Kerry Airport's position would appear to have stagnated more in terms of share of access to the country, than any other regional airport. In recent years the level of passenger numbers have been reasonably constant, at circa 300,000 per annum having peaked at 420,000 in 2008.

Listowel Writers Week

Listowel Writers Week is an internationally acclaimed festival that has been successfully devoted to bringing together writers and audiences at unique and innovative events in the town, for the past 45 years. Its enthusiasm for literature is fostered in the renowned atmosphere of friendliness and professionalism and it attracts the giants of the literary world who recognise Listowel as being *'the mother of all festivals – great literature, great organisation and great fun!'* Moya Cannon

"What a beautiful town, and a wonderful festival. Everyone is so friendly open, those ancient streets ring with creativity". Graham Norton

"Listowel Writers Week is 'the' week of the literary year in Ireland – maybe even beyond!" Paul Muldoon

"Listowel Writers Week is obviously a highly organised festival, but it feels like being welcomed into a slightly crazy and very warm family!" Ian MacPhearson



Ryanair is the sole provider of international services to Kerry and operate 12 departures weekly to London (Stansted & Luton), 4 weekly departures to Frankfurt Hahn and 4 weekly departures (seasonally) to sun destinations Alicante and Faro.

Aer Lingus Regional, operated by Stobart Air, manages the current PSO (Public Service Obligation) Dublin –Kerry that offers two daily services, with 14 weekly departures and 14 arrivals to and from Dublin. Their inter-lining arrangements with Etihad Airways and Aer Lingus allow the free movement of passengers and their baggage between the US, Canada, Middle East and Australia.

Looking to the future, the Airport management have identified the maintenance of the PSO service to Dublin (with an increase from 2 to 3 daily flights), the opening of inter-lining arrangements to the UK and Europe, as well as the development of new in-bound tourism routes as key priorities.

The opportunity of developing new charter traffic from Continental Europe needs renewed focus and the importance of a county-wide Stakeholder approach to any future route development in Kerry Airport is recognised and is necessary.

Table 6.2: Scheduled departures per week summer 2016

Route	Dublin	Cork	Shannon	Knock	Kerry Airport	Waterford
UK	858	147	61	60	12	12
Cont. Europe	1,068	93	38	14	8	-

Source: OAG / TTC database

Killarney Chamber of Tourism and Commerce

Kate O Leary, president of Killarney Chamber of Tourism and Commerce, has been steeped in Tourism all her life. She is the third generation in her family business at the Laurels Pub and Restaurant in the heart of Killarney.

Kate’s passion for all things Killarney and her involvement with Killarney Chamber has resulted in the very successful 4th of July Celebrations, the Welcome to Killarney Flag Project and she was also a founder member of Christmas in Killarney. Killarney Chamber of Tourism and Commerce was formed in 2003 and has gone from strength to strength increasing membership and initiatives year on year, such as the Purple Flag Project, St. Patricks Day Festival, the Ring of Kerry finish line party, 4th July, Christmas in Killarney, Town Meitheal and Tidy Towns and Mountain Meitheal. The Chamber works closely with Kerry County Council and the National Parks and Wildlife Service to ensure successful projects that enhance the Killarney experience are brought to fruition.



7.0 Challenges and Opportunities

The challenges to and opportunities for Kerry tourism extend across a number of key areas:

- Achieving higher standards
- Activity and Wellness
- Air and Road Access
- Branding and Marketing
- Built Heritage and Culture
- Business Tourism
- Environment and Natural Heritage
- Product Development
- Revenue Growth and Job Creation
- Seasonality
- Universal and Age Friendly Access
- Welcome and Service

7.1 Achieving Higher Standards

- The attainment of gold or superior standard across the industry is a key objective of the strategy. Kerry aims to be the 'best in class' in terms of its customer service and quality of its product. For some companies this will involve raising the bar for themselves as they are already leaders in their field, however, for most it is will involve benchmarking against market leaders. This is an on-going challenge which will be achieved by collaboration between product providers and analysis of peer review and mystery shopping reports. The goal is to be constantly striving to improve and achieving higher standards.

7.2 Activity and Wellness

- Kerry's countryside and coastal areas, mountains and lakes, woodlands, bog lands and national parks provide outstanding environments for a range of adventure pursuits, both soft and hard. Killarney and Kerry's selection as the venue for the 2014 World Adventure Travel Trade Summit demonstrates how highly its outdoor amenities are regarded internationally. Those groups who participated in the formulation of this strategy – the National Parks & Wildlife Service, Coillte Teo, Fáilte Ireland, Kerry County Council and adventure tour providers – will seek to maximise, in a sustainable manner, the potential of adventure tourism, particularly during the shoulder season.
- It is proposed to progress the development of Greenways along disused railway lines, provide improved facilities at trail heads, improved facilities at its 13 Blue flag beaches and information for cyclists (distance to, elevation and grade) at approaches to our iconic mountain passes. It is proposed to map walking, mountain trekking and equestrian trails and make them available to visitors.
- The provision of universal and age-friendly access to amenities and facilities will be a priority. The feasibility of providing at least one universal access point to a mountain peak will be examined. This will also facilitate the growth of senior tourism where 25% of the population (and growing) of our major overseas markets are in the 55 years plus age bracket.
- The growth of adventure sports events around the county has been a welcome development in recent years. This growth

has boosted visitor numbers and spend particularly during the shoulder periods. Event organisers need to work more closely together, plan an annual calendar of Kerry outdoor events, pool their resources and learning experiences to optimise promotional spend and event income. The success of SWING in the golfing area demonstrates what can be achieved through collaboration.

- Kerry has a superb range of spas, beauty and wellness centres attached to its 4 and 5 star hotels around the county. Ballybunion offers traditional seaweed baths. These complement the adventure tourism product and will be bundled as an offering to visitors.

7.3 Air and Road Access

- To grow tourism in Kerry visitors need to be able to travel to and within the county without unnecessary restriction. If tourists cannot easily access the county, particularly for short breaks, they will tend to travel elsewhere.
- Shannon, Cork and Dublin airports are very important to Kerry. The distance from Dublin (which accounts for 85% of overseas access) is a challenge and the reduction of travel times to Kerry by road from the capital through the construction of the Adare Bypass and other improvements along the N21 and N69 are deemed a county priority. Equally, the construction of the Macroom Bypass on the N22 would reduce travel times from Cork and Rosslare gateways considerably.
- UK and Continental visitors who access the county via Kerry Airport are likely to spend more time in the area. Kerry International Airport must be viewed as an enabler for increasing the number of tourists to Kerry (both international and national). The airport should be seen as a key part of the public infrastructure which creates a significant economic multiplier effect. The importance of the PSO to the airport in maintaining the Kerry-Dublin link cannot be overstated.
- Good road linkages between Tralee and Killarney and to the Wild Atlantic Way coastal route are also important. There are serious gaps in the public transport provision from the major towns to peripheral areas and a pilot transport initiative along the Wild Atlantic Way is proposed.
- The provision of high-speed broadband is as important as good road infrastructure and now an essential requirement to allow businesses to operate and compete efficiently and deliver a world-class experience to visitors. The roll out of the national broadband initiative to peripheral areas remains a top priority that requires government action.

7.4 Branding and Marketing

- Kerry, from a tourism perspective, is an enviable and iconic proposition cultivated over decades by positive visitor referrals, travel guide recommendations, stunning postcard imagery and movie backdrops. However, in recent years the range of visitor choices, both domestic and international, changing demographics, shifting travel patterns and the way visitors research, plan and book their holiday has changed dramatically. To remain a market leader Kerry needs to differentiate itself in the crowded marketplace, sell and market itself through new digital communication channels and Online Tour Operators (OTAs) while retaining the personal relationships with its visitors and clients that make its offering special.
- Kerry has a number of strong brands but no single countywide destination/place brand. The development of a new clear, compelling tourism brand and product sub-brands for Kerry based on our strengths and characteristics and to encourage stakeholder participation in the process, has been commissioned. This brand will fit within the hierarchy of Ireland's national tourism brands.

- The new brand will be communicated to a diverse audience across all platforms and the necessary infrastructure (brand architecture) put in place for a unified and consistent roll-out. Support to the trade will be provided by way of a toolkit which will include a new destination/place logo in all artwork formats together with imagery and guidance on how the brand can be communicated via website and online presence and in printed formats. New stills and video imagery of the county will be commissioned.
- A new Kerry tourism web portal site is to be created as a one-stop-information centre for visitors and the tourism trade. Here visitors will be able to research, plan and book their Kerry vacation and seek specific information via an online helpline. Tourism providers will upload their own content - information, images, special events and testimonials.

It will feature an events calendar, trip planner, activities and attractions guide, local advice on what to do and see, travel blog, special offers and an interactive map of Kerry (Google integrated) which will highlight county landmarks, tours, services, accommodation, visitor attractions, public amenities and activities.

It will be capable of handling large amounts of multimedia files and seamlessly integrate social media, digital and cloud technologies to deliver content and share and gather information across all platforms.

- With limited resources Kerry will continue to focus on its traditional markets of North America, Continental Europe and Great Britain. It will target those market segments that the Kerry product appeals to – the culturally curious, great escapers and, to a lesser extent, social energisers. The marketing of Kerry to the growing emerging markets of China and India will, for the present, be via online channels.
- The Destination Kerry Marketing Group, a collaborative marketing group representing all areas and sectors, will work closely with Fáilte Ireland and Tourism Ireland's Promotions and Marketing teams maximising the promotional opportunities around the Wild Atlantic Way, Ireland.com, DiscoverIreland.ie and linked social media platforms.

Other Voices

Other Voices started as a one-off music event in St. James's Church in Dingle/ Daingean Uí Chúis and was the brainchild of Philip King. Over the last 14 years the idea has grown and Other Voices is now an established fixture in the musical calendar - a 'must attend' event for performers and audiences alike. It has led to the creation of an international music TV series and the filming of that series subsequently became a music festival - a tourism event in its own right that celebrates the local on a global scale. While the stellar quality of the music at Other Voices continues to reach ever higher levels, it is a constantly evolving and innovating force in the world of music events and cultural tourism. Other voices is constantly exploring and experimenting multi-dimensionally across content programming, event formats and distribution channels. Its vision is to sustain Other Voices as the flagship contemporary music festival on the Wild Atlantic Way, to grow west of Dingle and to help grow and maintain off-peak tourism in Kerry. It creates a very positive impact on local businesses and hospitality providers at a traditionally quiet time of the year and it aims to continue to do so.





Skellig Michael

- There will be a focus on promoting Adventure Tourism and niche products like Astrotourism and Gastronomic tourism which have the potential of attracting high spending visitors throughout the year.
- Destination Kerry Marketing group will formulate an annual marketing plan for both domestic and international markets that will include participation in sales visits, trade shows, joint promotions with trade partners, airline carriers, Tourism Ireland offices overseas and other counties along the Wild Atlantic Way.
- It will support both media and trade familiarisation visits with a particular focus on season extension, business and high spend visitors, and visitor dispersal around the county.
- Kerry's strong diaspora network, International Rose of Tralee, Kerry GAA and Kerry Ambassador Programme will be utilised to help promote and sell the county domestically and internationally. Initiatives like the Kerry Bus and Go Kerry taxi and commercial vehicle promotion in the UK will be reviewed and built upon.
- The domestic market sustains most businesses. It is year-round, accessible and responds quickly. The Greater Dublin area, which generates almost 3 million home holiday visits annually, will be a particular focus. A special marketing strategy to target and grow this market will be formulated.
- Kerry will continue to have a strong presence at the National Ploughing Championships, which Go Kerry pioneered, and at the National Holiday Fairs including senior / over 55s tourism promotions.

7.5 Built, Culture and Linguistic Heritage

- Kerry is extraordinarily rich in cultural assets both tangible and intangible: archaeological sites, historic houses, planned towns, heritage attractions, museums and cultural venues, including Siamsa Tíre, the National Folk Theatre of Ireland. It hosts two Gaeltacht areas, Corca Dhuibhne and Uíbh Ráthach, and rich literary traditions in North Kerry and The Blasket Islands and traditional music in Corca Dhuibhne and Sliabh Luachra.
- Kerry's very rich cultural and arts heritage, spanning the Irish language, music, dance, story-telling and folklore, is dependent on a vibrant local community from which it continues to draw its inspiration. Kerry is an integral and important part of the 'cúinne an ghiorria'³ that requires ongoing support and resources if it is to continue to play its role in maintaining the cultural heritage of the county and ensuring that this heritage is passed on to future generations.
- Depopulation, due to a lack of appropriate local jobs and smaller family sizes, and competing interests provide significant challenges for local communities to continue to maintain the critical mass of people actively involved in maintaining their local cultural heritage and in ensuring the continued availability for future generations. There is a continuing requirement for specific ongoing support to local communities to assist them in maintaining and developing their cultural heritage.
- The built environment also requires protection. Work done by the Tidy Towns and Pride of Place Committees is of tremendous value to enhancing the local environment and this work should be supported and complemented. An Taisce's Award Schemes (e.g. Green Schools, Blue Flag, Green Coasts, and Green Communities) are also important contributors to raising awareness amongst young people and others of the importance of responsible environmental stewardship.
- The quality of the towns and villages across the county is very important for attracting tourists. Retaining the original traditional shops and streetscapes is important to maintaining the integrity of the built environment and promote our uniqueness and heritage. Architectural surveys of a number of towns and villages are proposed.

³ 'Cúinne an ghiorria' means 'the Hare's Corner' and it refers to a corner of a field that was protected from cutting when farmers were cutting the hay in the field and it was done so as to protect the home of the hares. The Irish poet, Mairtin O Cadhain, likened the Gaeltacht areas on the west coast of Ireland to the 'cúinne an ghiorria' for the Irish language and culture

7.6 Business Tourism

- Kerry Convention Bureau (KCB) is a tourism partnership that fosters the promotion and growth of the Kerry region as an iconic and diverse destination for business tourism (i.e. for corporate meetings, incentives, conferences and association conferences). Its remit is to generate opportunities to grow national and international business visitation and revenue to the county of Kerry.
- With specific responsibility for the execution of strategic sales and marketing activities, the Kerry Convention Bureau works closely with the KCB membership, industry partners including Fáilte Ireland, Meet in Ireland and Tourism Ireland and key stakeholders such as Kerry County Council, to develop and facilitate the relationship between the destination and prospective clients. This includes responding to event enquiries, hosting destination showcases and attending international industry exhibitions, sales missions and events.
- Over 20 business tourism suppliers are members of KCB including key hotel properties in Killarney, Tralee, Dingle and Kenmare, Killarney Convention Centre as well as event management, activity and transport providers.
- Kerry offers the largest concentration of 4 and 5* hotels outside of Dublin, plus Ireland's second largest purpose built convention centre with a capacity up to 2,500 delegates.
- A key priority for 2016-17 is to focus on regional dispersal, bringing on board new members across the region so that all areas of Kerry experience a growth in business tourism.
- Business tourism delegates spend on average 5 times that of a leisure visitor. Many will bring partners with them and often extend their stay, undertaking pre and post conference touring activities throughout the region. They are also extremely likely to return to the destination with families following a positive experience in the region as a delegate.

7.7 Environment and Natural Heritage

- Kerry's clean and green image, its spectacular scenery and unspoilt environment have attracted visitors for generations and must be safeguarded and protected. Over 30% of Kerry's landmass is within a Special Area of Conservation (SAC), Specially Protected Area (SPA) or a Natural Heritage Area (NHA) which are international and national designations for ecological protection. It boasts Ireland's oldest and most visited National Park (Killarney) and two National Historic Parks at Derrynane and The Great Blasket Island. Kerry also contains excellent water and air quality, resources and landscapes and seascapes of international acclaim.
- Ensuring that the natural environment and local ecosystem are suitably protected is a challenge for everybody concerned, not just with tourism in Kerry but, more generally, with ensuring the quality of life for the local communities. This will be further explored within the context of the Kerry Biodiversity and Heritage Plan reviews.
- Responsible tourism needs to be sustainable and, in this regard, it is important that no actions are taken today that can, in any way, deplete or damage these assets for future use. These natural assets are particularly appealing to nature and eco-tourists as well as activity and adventure tourists. Nature and tourism can, in most cases, co-exist with proper planning and visitor management. The Fáilte Ireland Operational Plan for the Wild Atlantic Way proposes that in some remote sites 'less (intervention) is more'.

- Information technology can play a significant role in deepening the visitor experience without harming the site or species in any way. Mobile applications have been devised so that visitors can now follow the migration paths of Brent Geese or the Manx Shearwater. Visitors can act as 'citizen scientists' monitoring wild life from a safe distance and undertake nature surveys under supervision.

7.8 Product Development

- To retain its position as a market leader and continue to grow, Kerry must invest in the range and quality of its product – visitor attractions, outdoor activity facilities, accommodation and information technology. Following a sustained period of economic recession now is the time to invest if the government's ambitious growth targets for Irish tourism are to be achieved.
- The new Fáilte Ireland Tourism Capital Investment Programme and Leader Rural Development Programme provide an opportunity to upgrade existing all-weather attractions, improve facilities for adventure tourists, and enhance the attractiveness of the Wild Atlantic Way and its connected loops. There is also a need for a small number of iconic projects of scale that will attract new overseas visitors.
- Modern travellers seek real, authentic and compelling experiences. They wish to become immersed in local heritage and culture and they want to ensure the natural environment is protected and enhanced and are willing to play their part. Information technology has an important role to play in this regard.
- With limited resources, Kerry must target available resources and energies to those product gaps and areas of weakness that are likely to produce short and medium term impacts, while ensuring there is a geographic spread of investment throughout the county.

7.9 Revenue Growth and Job Creation

- The Government's tourism policy document Policy, Place, People (2015) projects an annual increase in overseas tourism revenue of 5% per annum in real terms until 2025. Kerry seeks to at least match this target which would result in the creation of approximately 1,800 jobs per year based on Fáilte Ireland estimates.
- Sustaining and increasing the number of jobs in tourism is a priority, with a greater proportion of higher value jobs that are year-long (as opposed to seasonal) and are spread geographically throughout the county (as opposed to being concentrated in only a few areas).
- Providing greater value for money, in terms of the services and products offered and also in relation to accommodation, restaurants, taxis, retail sales etc. is essential. All tourists look for value and some of this value can be easily eroded by the weakness of international tourists' own currencies. Maintaining a close watch on competitiveness and the value provided, vis-a-vis other international destinations, is vital.
- Providing visitors with more reason to spend and encouraging longer stays in the county through the cross-selling of products and services will be encouraged. Loyalty to Kerry tourism by visitors should be rewarded through a frequent visitor rewards scheme.
- Kerry attracts a high proportion of leisure tourists and there is a need to grow high-end business and event tourism, particularly during the shoulder periods. Yield management requires a particular focus. The Kerry Convention Bureau will play a key role in attracting additional meetings, conferences and events to the county working closely with Fáilte Ireland's Meet in Ireland team.

7.10 Seasonality

The county's tourism industry can be divided into two markets, one which enjoys a more lengthy season, from March to October inclusive, and the other which depends on a very limited season from June to August. A serious challenge for the county is to seek to lengthen the tourism season in all our towns and villages. One of the main aims of this strategy is to work towards achieving this objective.

7.11 Universal Access

- Accessibility is a key component of a sustained tourism destination and will be promoted and prioritised by Kerry County Council and Destination Kerry Tourism Forum.
- Universal access will widen our market. It will extend the tourism season, it encourages repeat visits, it saves our environment and it adds greatly to the enjoyment of our county by a large section of the international and domestic markets.
- A greater awareness of the wider market available to our tourism sector will enhance business, create more jobs and improve satisfaction ratings.
- Our easily accessible and pedestrian friendly urban centres allow us to promote Kerry as an accessible destination.
- Accessibility-proofing for all categories of services, accommodation and attractions will be promoted and the full potential of this ever-growing market realised.

7.12 Welcome & Service

- The visitor experience can be enhanced or damaged depending on the quality of the welcome at key points of contact – airports, bus/rail stations, shops, fuel service stations, hotels, restaurants, bars, tourist offices and attractions. The genuine warmth of its welcome and quality of its service has distinguished Kerry from its competitors for decades. In Kerry, 'tourism is everybody's business' and the continuation of the practice of making tourists feel especially welcome in Kerry will be supported through this strategy. Local communities continue to have a key role to play.
- Tourism must be viewed from the perspective of the visitor; ensuring that the tourism products and services are centred on meeting and surpassing the needs of the tourist and not solely of the providers. Making it easy for tourists to travel by public transport and ensuring that the transport connections are at times that suit the tourist not necessarily the provider, is key. Similarly the opening hours of attractions, where many facilities close at 5.30pm in the summer, is not maximising the service to the visitor and leads to negative feedback in the area.
- Having high quality retail outlets in towns and tourist sites encourages tourists to come to the area and to stay longer. Using visitor passports, discounts and special offers it is possible to encourage and incentivise visits to towns and villages throughout the county.
- Adequate local visitor accommodation (including hotel accommodation) is critical to the development of a sustainable tourism product. Consideration should be given to providing some financial incentives for the provision of such accommodation, in advance of anticipated demand, in certain parts of Kerry where the tourism industry is not as well developed.



Torc Waterfall, Killarney

- Any growth in visitor numbers requires more skilled people working in the tourism sector to service them. Training agencies, Kerry ETB and IT Tralee have identified skill gaps in the tourism and hospitality area that need to be addressed and have agreed to work with the industry to provide the relevant skills and training opportunities to new and existing staff.

8. Implementation, Monitoring and Evaluation

The goals and objectives and detailed actions set out in this strategy are challenging and focus on responding to the threats and opportunities facing Kerry tourism as identified at this time. However, this is a living document and is subject to change in response to changing market forces, changing visitor preferences and available funding streams.

These actions contained in the Action Plan have been prioritised as follows:

- A range of projects at varying cost levels
- A geographical/regional spread of actions across the County (in as far as practicable)
- Job Creation potential and sustainability
- Projects that would contribute to:
 - Extending tourism activity into the shoulder season
 - Promoting County Kerry's green and clean image
 - Developing further sustainable projects on the Wild Atlantic Way and connected loops
 - Significant visitor appeal across a number of markets
- Special designations e.g. Dark Skies, Heritage Towns, Gaeltacht Areas

In as far as practicable, linkages between present and potential future infrastructure have been prioritised e.g. Greenway extensions, product clusters.

This is a collaborative process where progress can only be achieved by partnership.

The delivery of the strategy objectives and actions are very much dependant on financial resources, staffing resources and buy in and participation by Lead Partners, State Agencies, Development Companies and Local Communities.

Kerry County Council's Tourism Unit in association with the Destination Kerry Tourism Forum have the responsibility for driving the implementation of this strategy. A monitoring committee will be established to track and review the implementation of the strategy and action plan. They will also identify any constraints that may be impeding progress. This grouping will report to the Tourism, Culture, Arts & Recreation Strategic Policy Committee and to Kerry County Council in accordance with the Local Economic & Community Plan Review.

Appendices

Appendix 1: Sustainable Tourism Development

The Kerry Tourism Strategy is not a land use plan and does not set the framework for future development consent. Projects will be required to be in compliance with the requirements of the Kerry County Development Plan 2015-2021 and the relevant Local Area Plan for the area. Chapter 5 of the Kerry County Development Plan 2015-2021 (Tourism and Recreation) is of particular relevance in this regard as are the Environmental Protection objectives found throughout that plan. Accordingly the Kerry Tourism Strategy should be read in conjunction with those documents. While the objectives of the Tourism Strategy are considered to be consistent with the objectives of the County Development Plan, in any instance where ambiguity may arise, the provisions, policies and objectives of the County Development Plan will have precedence.

The Kerry Tourism Strategy, in line with statutory requirements was screened for Strategic Environmental Assessment (SEA) and Appropriate Assessment (AA) and it was determined that neither were required in this instance. Future amendments and reviews of the strategy will similarly be screened and SEA and or AA will be carried out, as required.

Environmental Sustainability

- Throughout the Kerry Tourism Strategy 2016-2022 the term 'Sustainable' can be found. In line with S1.1 of the Kerry County Development Plan 2015-2021, sustainable is defined as 'that which meets the needs of the present without compromising the ability of future generations to meet their own needs'. To date Tourism and Heritage protection have proven to be largely compatible in the county and there are many examples across the different strands of Heritage where these interact positively with each other e.g. Killarney National Park (natural heritage), Ross Castle (built heritage), Seanchaí Centre (cultural heritage).
- It is recognised that targets outlined in this strategy cannot be sustained without also safeguarding the natural, built, cultural and linguistic heritage of the county. These are the foundation stones of Kerry Tourism. Therefore careful consideration needs to be given to tourism proposals (development or activity proposals) at all stages (pre-planning, consent, funding, and operation stages) and monitoring of effects may be necessary. Fáilte Ireland's Wild Atlantic Way Operational Programme and associated supporting documents which includes a strategy for environmental surveying and monitoring is an excellent example of this approach and will help ensure the long-term sustainability of Wild Atlantic Way initiative. The Kerry County Development Plan 2015-2021 and local area plans also provides guidance in this regard, particularly in relation to key environmental sensitivities and contain key environmental related policies/objectives, which proposals will be required to be consistent with.
- The conservation of species and habitats in accordance with the requirements of the EU Habitats and Birds Directives is considered to be an important component of sustainable strategies, policies, objectives and actions. Similarly where the term 'at appropriate locations' is used within the strategy, the protection of the Natura 2000 networks ecological integrity inherently applies. In implementing the Tourism Strategy, and any developments arising out of the Strategy, aspects such as disturbance to protected habitats and designated species, water quality impacts, critical service infrastructure capacity issues, noise, waste management etc., will be taken into account. In particular tourism related developments / activities should not conflict with the environmental-related Policies/Objectives of the Kerry County Development Plan and Regional Planning Guidelines. As part of this the obligations of the SEA, EIA, Habitats, Water Framework and Floods Directives, as relevant and appropriate will be taken into account.

Appendix 2: Glossary of Terms

<i>Bed Nights</i>	- <i>measure of occupancy in accommodation</i>
<i>CSO</i>	- <i>Central Statistics Office</i>
<i>Culturally Curious</i>	- <i>are independent 'active sightseers' looking to visit new places, and expand their experience by exploring landscapes, history and culture.</i>
<i>Disposable Incomes</i>	- <i>the money left for spending after taxes, in a household.</i>
<i>Domestic Market</i>	- <i>the internal market, i.e. local visitors from Kerry and Ireland.</i>
<i>GDP</i>	- <i>Gross Domestic Product</i>
<i>Great Escapers</i>	- <i>are often couples, approximately 30 years old, some with babies or quite young children. Most are in serious need of time out from busy lives and careers. They are specifically interested in rural holidays and travel very much as a couple or family.</i>
<i>IBEC</i>	- <i>Irish Business and Employers Confederation</i>
<i>KRSP</i>	- <i>Kerry Recreation & Sports Partnership</i>
<i>LECP</i>	- <i>Local Economic and Community Plan. An integrated plan to guide the development of County Kerry from an economic, community, cultural, sporting and recreation perspective from 2015 – 2021.</i>
<i>Outbound Tourism</i>	- <i>those who live in Ireland and travel abroad for holidays</i>
<i>PSOC</i>	- <i>Public Service Obligation Contract</i>
<i>Social Energisers</i>	- <i>identified as young couples and adult groups looking for excitement, new experiences, and a fun, social holiday in somewhere different.</i>
<i>UNWTO</i>	- <i>United Nations World Tourism Organisation</i>
<i>VFR</i>	- <i>Visit Friends and Relatives</i>
<i>WAW</i>	- <i>Wild Atlantic Way. A touring route along the West Coast of Ireland, from Malin Head, Co. Donegal to Kinsale in Co. Cork. Kerry has the longest section on the route.</i>



Appendix 3: List of Written Submissions Received

- | | | | |
|----|---|----|---|
| 1 | Age Friendly Ireland | 25 | Incoming Tour Operators Association - Ireland |
| 2 | An Taisce, Kerry Association | 26 | Irish Camping & Caravan Club |
| 3 | Ballybunion Development Company | 27 | Irish Caravan & Camping Council |
| 4 | Ben Breen, Sir Rogers Caravan Park | 28 | Irish Self Catering Federation |
| 5 | Kevin Burns, Economic Development Unit, Kerry County Council | 29 | Irish Tourist Industry Confederation |
| 6 | Coiste Pobail Cathair Donall | 30 | Kate Kennelly, Arts Officer, Kerry County Council |
| 7 | Córa Carrigg, Kerry Recreation & Sports Partnership | 31 | Kerry Branch Irish Hotel Federation |
| 8 | Coach Tourism & Transport Council of Ireland | 32 | Kerry Convention Bureau |
| 9 | Comharchumann Forbartha an Leith-Triúigh | 33 | Renee McCarthy |
| 10 | Crag Cave | 34 | Ray Monahan |
| 11 | Michelle Culloo, Tourism Development Unit, Kerry County Council | 35 | Councillor Norma Moriarty, Kerry County Council |
| 12 | Minister Jimmy Deenihan | 36 | Moyvane Development Association |
| 13 | Department for Foreign Affairs & Trade | 37 | North Kerry Tourism Forum |
| 14 | Department of Transport, Tourism & Sport | 38 | John O'Sullivan, Listowel |
| 15 | Dingle Peninsula Tourism Alliance | 39 | Retail Excellence Ireland |
| 16 | Ecotourism Ireland | 40 | Sneem Development Committee |
| 17 | Edify Marketing | 41 | The Phoenix Motorhome Club Ireland |
| 18 | Fenit Development | 42 | Údarás na Gaeltachta |
| 19 | Fóram Gaeilge Chiarrai | 43 | The West Kerry Branch, Birdwatch Ireland – Jill Crosher |
| 20 | Councillor Michael Gleeson, Kerry County Council | 44 | Tralee Chamber Alliance |
| 21 | Go Kerry | 45 | Vintners' Federation of Ireland |
| 22 | Patrick Hanley, Kenmare | 46 | Environmental Protection Agency (EPA) |
| 23 | Healthy Ireland | 47 | Department of Arts, Heritage, Regional, Rural and Gaeltacht Affairs |
| 24 | Lucy Hunt, Sea Synergy | | |



The Blasket Islands



Appendix 4: Working Group Membership

Kerry County Council and Destination Kerry Tourism Forum would like to especially thank our working group participants for their time and valuable input. The Strategy and Action Plan has been informed and developed with the help of these participants and with their continued input and support, a lot will be achieved in tourism for the county of Kerry in the coming years.

Adventure Tourism Working Group

Mike Buckley, Kerry Coaches / Killarney Chamber of Tourism & Commerce (Chairperson)
 Dr. Simon Berrow, Irish Whale & Dolphin Group
 Córa Carrigg, Kerry Recreation & Sports Partnership
 Steve Conlon, Design & Marketing Management Ltd.
 Ann Curran, Hidden Ireland Tours
 Patricia Deane, South Kerry Development Partnership
 Donal Dowd, Cappanalea Outdoor Education Centre
 John Flynn, Director, Kerry County Council
 Lucy Hunt, Sea Synergy Marine Awareness
 Johnny Joy, Finuge Freewheelers Cycling Club
 Ann O'Connor, Institute of Technology Tralee
 Patricia O'Connor, Inland Fisheries Ireland
 Raymond Ross, Seafari
 Kay Woods, Hidden Ireland Tours

Branding & Marketing Working Group

Kieran Rutledge, Tralee Chamber Alliance (Chairperson)
 Gary Curran, Greenmount House / Dingle Business Chamber
 Lisa Geaney, Crag Cave
 Patrick Hanley, Kenmare Park Hotel
 Pádraig Hanrahan, Ballybunion Golf Homes
 Angela McAllen, Head of Finance, Kerry County Council
 Carol O'Donoghue, Kerry Airport
 Josephine O'Driscoll, Fáilte Ireland
 Niamh O'Shea, Kerry Convention Bureau
 Basil Sheerin, Kerry Airport
 Pádraig Treacy, Killarney Park Hotel



Community Tourism, Events & Festivals Working Group

Kate Kennelly, Arts Officer, Kerry County Council (Chairperson)
 Mike Ahern, KFEST
 Caroline Boland, Go Kerry / Boland Marketing
 Brian Bowler, Irish Hotel Federation / The Brehon Hotel
 John Breen, Director, Kerry County Council
 Lynne Brennan, Kenmare Marketing & Events Group
 Tom Brosnan, Civil Defence Officer, Kerry County Council
 Bryan Carr, Rose of Tralee International Festival
 Colm Croffy, Association of Irish Festival Events
 Mike Dowd, KFEST
 Hugh Horgan, Cahersiveen Festival of Music & The Arts
 Oliver Kirwan, Elite Events / Killarney Chamber of Tourism & Commerce
 Diarmuid Leen, 4th of July Festival
 Marian Leydon, Fáilte Ireland
 Máire Logue, Listowel Writers' Week
 Roisín McGuigan, Kerry Film Festival
 William J. Morrell, Secretariat, Public Participation Network / Knocknagoshel Halloween Festival
 Joe Murphy, St. John's Theatre & Arts Centre

Education Working Group

Mary Rose Stafford, Institute of Technology Tralee (Chairperson)
 Alison Boardman, Greenview Language Centre
 Sharon Browne, Kerry Education & Training Board
 Michael Donnelly, Former Principal, Coláiste na Sceilge
 Kate Feeney, CARA Training & Education Development
 Michael Gilroy, CARA Training & Education Development
 Adrian Gregan, Cork Institute of Technology
 Noel Keenan, Tralee Education Centre
 Claudia Kohler, Kerry County Museum
 Dr. David McCormick, Tralee Bay Wetlands Centre
 Micheál Ó'Coileáin, Environmental Awareness Officer, Kerry County Council
 Gerard O'Donovan, Cork Institute of Technology
 Leonard O'Donnell, Tralee Education Centre
 Donna O'Driscoll, University College Cork
 Seán O'Driscoll, Irish Hotels Federation / Muckross Park Hotel
 Terry O'Sullivan, Blennerville National School
 Aisling Sugrue, UNESCO Project, Institute of Technology Tralee



Enterprise & Innovation Working Group

Tomás Hayes, Local Enterprise Office (Chairperson)
 Kellie Doherty, Kerry Convention Bureau/Killarney Chamber of
 Tourism & Commerce
 Deirdre Enright, Fruition / Original Kerry
 Catherine Evans, CAPE Consultancy
 John Flynn, Director, Kerry County Council
 Michael Gleeson, Gleeson Rural Development
 Paul Healy, Rubicon Centre
 Jerry Moloney, Enterprise Ireland
 Eamonn O'Reilly, North, East & West Kerry Development
 Trudi O'Sullivan FEXCO (MBSO Central)
 Michael Rosney, Killeen House Hotel

Environment, Cultural & Natural Heritage Working Group

Pat Dawson, National Parks & Wildlife Service (Chairperson)
 Isabel Bennett, Músaem Chorca Dhuibhne / Archaeologist
 Jean Byrne, Design 21C
 Caitríona Ní Churráin, Comharchumann Forbartha an Leith
 Triúigh
 Michael Connolly, County Archaeologist
 Catriona Fallon, Siamsa Tíre National Folk Theatre & Arts
 Centre
 Brian Farrell, Former Dingle Harbourmaster
 Aoife Granville, Draíocht Performing Arts Committee
 Vincent Hyland, eTrek Digital / Wild Derrynane
 Eoin Kelleher, Planning & Sustainable Development, Kerry
 County Council
 Philip King, Other Voices
 Colm Lundberg, Department of Arts, Heritage & The Gaeltacht
 Catherine McMullin, An Taisce
 Micheál de Mórdha, Ionad an Bhlascaoid Mhóir
 Helen O'Carroll, Kerry County Museum
 Patricia O'Connor, Inland Fisheries Ireland
 Tommy O'Connor, County Librarian
 Jerry O'Grady, Hugh O'Flaherty Memorial Committee
 Oliver Ring, Director, Kerry County Council



Coom Wedge Tomb, Ballinscelligs

Infrastructure Working Group

John Griffin, Tourism Officer, Kerry County Council (Chairperson)

Seán Brosnan, Irish Farmers Association

Bernard Burke, Coillte

Kevin Cullinane, Cork Airport

David Doyle, Senior Engineer, Kerry County Council

Mike Fitzgerald, Netfeasa

Miriam Flynn, Bus Éireann

Niall MacCarthy, Cork Airport

Blathín McElligott, Bus Éireann

Peter Moore, Kerry Airport

Andrew Murphy, Shannon Group

Dr. Oliver Murphy, President, Institute of Technology Tralee

Paul Neary, Senior Executive Engineer, Kerry County Council

Mary O'Connor, Entrepreneur, Derrynane

Charlie O'Sullivan, Director, Kerry County Council

Neil Pakey, Shannon Group

Flan Quilligan, Fáilte Ireland

Eamon Scanlan, Senior Executive Engineer, Kerry County Council

Pádraic Teahan, Senior Executive Engineer, Kerry County Council



Appendix 5: Public Consultation:

Kerry County Council and Destination Kerry Tourism Forum would like to thank those who attended the public consultation meetings for their time and valuable input.

The following Companies/Businesses were represented at the meetings:

Kenmare Meeting

Dromquinna Stables
 Fáilte Ireland
 Gleninchaquin Park
 Kenmare Bay Hotel
 Kenmare Family Centre
 Kenmare Marketing & Events Group
 Kenmare Tidy Towns
 Lime Tree Restaurant
 Lorge Chocolatier
 P & R Kerry Cards (Photographer)
 Park Hotel Kenmare
 Sheen Falls Lodge
 Soundz of Music
 Star Outdoors
 The White Room

Cahersiveen Meeting

ACARD
 Butler Arms Hotel – Waterville
 Business Association
 Derrynane App
 Glenbeg Caravan Park
 Kerry Seaside Homes
 MSPR Web Design
 Skellig Coast Tourism
 Skellig Kerry Group
 South Kerry Development Partnership
 Tidy Towns
 Today in Ireland
 Valentia Ferries Ltd.
 Valentia Island Development Company
 Waterville IRD

Tralee Meeting

Aqua Dome
 Bus Éireann
 Fáilte Ireland
 Fels Point Hotel
 Institute of Technology Tralee
 Kerry County Museum
 Kerry's Eye
 Octofly Ltd.
 Original Kerry
 Siamsa Tíre
 Team Bramble – Tralee Tidy Towns
 Tralee Bay Sailing School
 Tralee Chamber Alliance
 Tralee Community Garden
 Tralee Taxi Drivers



Ballyheigue Beach

Dingle Meeting

Angelic Events Ireland
 Annascaul Development Group
 Boland Marketing / Go Kerry
 Cloghane/Brandon Tourism Alliance
 Comharchumann Forbartha an Leith-
 Triúigh
 Dingle Business Chamber
 Dingle Peninsula Tourism
 Gallarus Visitor Centre
 Kerry Education & Training Board Tour
 Guiding Course
 North & East Kerry Development
 Oceanworld Aquarium
 Oidhreacht Chorca Dhuibhne
 Raidió na Gaeltachta
 Údarás na Gaeltachta

Killorglin Meeting

Fáilte Ireland
 FEXCO
 Glenbeigh Community Council
 Go Kerry
 Jack's, Cromane
 Kerry Woollen Mills
 Killorglin Chamber Alliance
 Killorglin Tidy Towns
 Mid Kerry Tourism
 South Kerry Development Partnership

Rathmore Meeting

Rathmore Community Council

Killarney Meeting

Abbey Lodge
 Aghadoe Heights Hotel & Spa
 Cape Consultancy
 Cappanalea OEC
 Carsafari Ltd.
 Dunloe View Hostel
 Elite Event Management
 Fáilte Ireland
 Gleneagle Group
 Go Kerry
 Hazelfort Farm
 International Hotel
 Irish Hotel Federation
 J. O'Callaghan Tours
 Jack's Restaurant, Cromane
 Kerry Airport
 Kerry Convention Bureau
 Killarney Chamber
 Killarney Plaza Hotel
 Laune Bar
 Lodge & Reeks Guiding Kerry
 Muckross Park Hotel
 O'Donoghue Ring Hotels
 O'Leary & Associates
 South Kerry Development Partnership
 The Malton
 Walk With Me

Fenit Marina



Castleisland Meeting

Costello Shoes
Crag Cave
Fáilte Ireland
Hannon's Fashion
Irish Host Family
Ivyleaf Theatre
Kingdom Falconry
Lynch's Pharmacy
North, East & West Kerry Development
River Island Hotel
Shanahan's Pharmacy
Tomo Burke Electrical
Walsh Electrical

Listowel Meeting

365 Holiday Ireland
Ballybunion Community Forum
Ballybunion Development Company
EcoTrek Ballybunion
Fáilte Ireland
Glór na nGael
Gurtenard House Historic
Accommodation
Holy Well Tour
Kerry Writers Museum
Listowel Marketing Group
Listowel Military Tattoo Ltd.
North Kerry Tourism Forum
Rattoo Heritage Society
Ruam Holistic Centre
Sean McCarthy Festival
Seanchaí

Straitéis Turasóireachta Chontae Chiarraí 2016 - 2022

Plean Gníomhaíochta

Action Plan

County Kerry Tourism Strategy 2016 - 2022



Kerry County Council & Destination Kerry Tourism Forum
Comhairle Contae Chiarraí agus Fóram Turasóireachta Cheann Scribe Chiarraí



Bolus Head Iveragh Peninsula

The vision for Kerry tourism

‘to maximise, in a sustainable manner, tourism’s contribution to the quality of life, economy, employment and local community development, paying particular attention to nurturing and protecting the natural, built, cultural and linguistic heritage of the county’



Fly Fishing on the Lakes of Killarney

Foreword

The overall objectives of the tourism strategy and action plan are to:

- Increase the number of visitors to the county, their length of stay and their spend, and to do so in a manner that is sustainable.
- Nurture and protect our cultural heritage by supporting our people, communities and organisations who are the source and guardians of this valuable asset.
- Extend the tourism season across the county but, in particular, in areas where the tourism season is short.
- Work with Fáilte Ireland and Kerry Convention Bureau to grow event and business tourism in the county.
- Encourage and facilitate the provision of high-speed broadband for visitors and tourism providers throughout the county.
- Promote accessible tourism amongst our business providers and state agencies and market it as a key component of Kerry as a sustainable destination.
- Build a sustainable tourism future that emphasises the importance of taking particular care of the natural and built environment and also supports and nurtures the cultural heritage (e.g. Irish language, music, dance, storytelling and folklore) in such a way that these elements continue to prosper in a sustainable manner.
- Increase the number, breadth, depth and quality of the tourism experiences across the county maximising the opportunities presented by the Wild Atlantic Way.
- Continue to invest in tourism education and training.
- Encourage tourists to become advocates for the county and to return to Kerry in the future.
- Match and preferably exceed the Government's projected growth rates for tourism (in real terms from 2014) - outlined in People, Place and Policy (2015).

The aims, actions and objectives as set out in this Strategy are challenging, relevant and focused on responding to the current threats, challenges and opportunities facing the tourism sector in Kerry. These have been identified through the consultation process, both locally and nationally, from market trends at home and abroad, and from our engagement with communities and local development companies, as well as Fáilte Ireland and Tourism Ireland.

A key factor to the success of the strategy is a collaborative partnership approach between Kerry County Council, Destination Kerry, Fáilte Ireland, Local Development Companies, the overall tourism sector in the County, and other State Agencies.

This will also involve close interaction, co-operation and co-ordination, with a view to maximising resources, providing world-class tourism products and marketing at home and abroad.

Partnership is key to the success of this strategy and those that have engaged in its preparation will help lead its implementation.



In prioritising the proposed actions the following criteria were applied:

- Prioritise a range of projects at varying cost levels
- Have a geographical/regional spread of actions across the County (in as far as is practicable)
- Prioritise job creation potential and sustainability
- Prioritise Projects that would contribute to:
 - The extension of tourism activity into the shoulder season
 - The promotion of County Kerry's green and clean image
 - Further development of Wild Atlantic Way and connected loops
 - Have significant visitor appeal
- Prioritise special designations e.g. Dark Skies, Heritage Towns, Gaeltacht Regions.
- In as far as practicable, prioritise linkages between present and potential future infrastructure e.g. Greenway extensions

In order to highlight the actions, the action plan has been presented under 7 key areas as follows:



There are 273 specific actions across the various headings for implementation in the short, medium and longer terms. These will be reviewed at least once annually and amended and updated where necessary.

Time Scales

Short Term	1 - 2 Years
Medium Term	3 - 4 Years
Long Term	5 - 6 Years

Note: Funding has not been secured for all objectives and actions outlined at the time of publication of this document. However, with the cooperation of all agencies, with Kerry County Council, both local and national, as well as local communities, the majority of these actions should come to fruition.



Dunmore Head and Blasket Islands



Blennerville Windmill

1. INFRASTRUCTURE



A destination's physical infrastructure forms an integral part of the tourism package. It determines the future growth potential of the region, its competitiveness and has a direct bearing on the visitor's holiday experience and whether or not the visitor will return and recommend the destination to others. It covers many areas including air access, road infrastructure, public transportation links, communications infrastructure, accommodation, and product development, quality of the environment, and visitor facilities/services among others. It also includes the area of staff training and development. To retain its position as the premier regional tourism destination, County Kerry must seek to attain the highest standards it can achieve, benchmarked against the best internationally, while targeting available resources and energies to those product gaps and areas of weakness that are likely to produce the most immediate, medium and long term impacts.

Developing and enhancing Kerry's tourism infrastructure is a key objective of this strategy.

The guiding principles for all actions are that they:

- Are sustainable and adhere to environmental best practice;
- Are inclusive and ensuring universal access for all;
- Provide a societal-dividend;
- Have a geographical spread;
- Be of the highest standard, benchmarked against the best internationally;
- Be delivered within the 5 year timeframe of the strategy.

Priorities include:

- Improving road access to the County and within the County.
- Maximising the potential of the Wild Atlantic Way touring route through the provision of additional lay-byes, viewing areas, tourist information points and free WiFi connectivity along the route and at tourism hubs.
- Upgrading existing visitor attractions, address product gaps and leverage niche tourism opportunities e.g. Astrotourism in SW Kerry.
- Upgrading visitor facilities at seaside resorts, trail heads and link up Greenways, walking and cycling trails.
- Improving public transport connections between major towns and coastal villages.
- Utilising natural amenities (parks, woodlands, mountains, rivers, lakes, coastal areas) for tourism while adhering to best environmental practice that 'more is less'.

1.1 Adventure Tourism

Project	Time Frame	Financial Scale €, €, €€	Lead	Partner
1.1.1 Improve facilities, in a sustainable manner, for walkers/climbers at strategic locations including: - Faha Cnoc Bréanainn - 'An Graigh', over looking Clogher Strand in Ballyferriter - Mount Brandon/Cloghane - Cosán na Naomh - Cnoc Na dTobar(Caherciveen) - Gortagullane for Mangerton Mountain to enable access for climbers	Medium Term	€€€	SKDP, NEWKD, Údaras na Gaeltachta, KCC	KCC, Local Community
1.1.2 Subject to environmental assessment, seek to provide a base camp and facilities for mountain climbers at an appropriate location for Mount Brandon at Cloghane. This action is to be investigated further at Municipal District Local Area Plan preparation level.	Medium Term	€€€	Comhchoiste Ghaeltacht Uíbh Ráthaigh	Údarás na Gaeltachta, KCC, NEWKD
1.1.3 Explore the need to develop additional facilities at Cronins Yard and the Lisleibane MacGillycuddy Reeks public car park, e.g. toilets, shower facilities, visitor interpretation etc.	Medium Term	n/a	Reeks Access Group	Reeks Access Group, KCC, SKDP Fáilte Ireland Private Landowners
1.1.4 Develop in a sustainable manner access to Caragh Lake in Killorglin, at a suitable location. The action is to be investigated further at municipal district local area plan preparation level.	Medium Term	€€	KCC	
1.1.5 Develop a sympathetically designed picnic and amenity area at Coom a Ciste Car Park, Caherdaniel.	Short Term	€€	SKDP	KCC
1.1.6 Develop, in a sustainable manner, the Rathmore 'moving bog' Nature Trail.	Medium Term	€€	Local Community	Local Community, KCC, IRD Duhallow

1.1 Adventure Tourism

Project	Time Frame	Financial Scale €, €, €€€	Lead	Partner
1.1.7 Support the sustainable improvement to National Trails Office Approved standards of the Pilgrim Trails at Cosán na Naomh (Cloghane) and Cnoc na dTobar (Caherciveen).	Medium Term	€€	KCC, SKDP, NEWKD, Údarás na Gaeltachta	IWB, National Trails Office, Local Communities
1.1.8 Develop an International Scout Camping Park, at an appropriate location, in Tralee. This action is to be investigated further at Municipal District Local Area Plan and Town Development Plan preparation level.	Medium Term	€€	Kerry Scouts, Scouting Ireland	Kerry Scouts, Scouting Ireland, KCC, NEWKD
1.1.9 Maximise and promote the recreational facilities of Coillte Teo around the County as a sustainable tourism resource.	Short Term	n/a	Coillte, Destination Kerry	Destination Kerry, Coillte, KCC, Fáilte Ireland, Local Development Committees



Killacloghane Portal Tomb, Milltown

1.2 Air Access

Project	Time Frame	Financial Scale €, €, €, €€€	Lead	Partner
1.2.1 Seek new route development into Kerry Airport, both scheduled and chartered services.	Short Term	n/a	Kerry Airport	KCC, Department of Transport, Chamber Alliances, Kerry Convention Bureau, Tourism Ireland, Fáilte Ireland
1.2.2 Encourage greater strategic co-operation between Kerry, Cork and Shannon Airports.	Short Term	n/a	Kerry, Cork and Shannon Airports, Kerry, Cork and Clare County Councils	Airports, Business Chambers, Fáilte Ireland, LAs, DTTAS
1.2.3 Develop new routes from Ireland's major Continental markets –Germany, France, Italy and Benelux countries - through Kerry, Shannon and Cork Airports.	Medium Term	n/a	Kerry, Cork, Shannon and Airports	Airport Marketing groups, KCC Destination Kerry, Chamber Alliances, Tourism Ireland, Fáilte Ireland, DTTAS
1.2.4 Work with Shannon Group and other Local Authorities on the Western Seaboard to attract additional direct trans-Atlantic routes and encourage new carriers into Shannon airport.	Medium Term	n/a	Shannon Group, KCC Destination Kerry	Chamber Alliances, Tourism Ireland, Fáilte Ireland, Local Authorities DTTAS
1.2.5 Support the expansion of scheduled services into Cork Airport.	Medium Term	n/a	Cork Airport, Destination Kerry	DTTAS
1.2.6 Seek Government support for improved access to the county - Macroom Bypass (N22), Adare Bypass (N21), N69 (Coast Road).	Medium Term	n/a	KCC, DTTAS	Chamber Alliances, Destination Kerry

1.3 Astro Tourism

Project	Time Frame	Financial Scale €, €, €€	Lead	Partner
1.3.1 Support the development by ACARD of the Kerry Planetarium in Caherciveen. This action is to be investigated further at Municipal District Local Area Plan preparation level.	Medium Term	€€€	Kerry Airport	KCC, Fáilte Ireland, SKDP, Private Businesses, Local Communities
1.3.2 Replace, on a phased basis, existing sodium and neon public lighting fixtures with dark sky compliant LED, low energy, lighting fittings beginning in the Dark Sky Reserve (see Environmental, Natural & Cultural Heritage- General).	Short Term	€€	KCC	KCC, SEAI, DOEHLG
1.3.3 Support the development of an Environment Centre, at an appropriate location, that would bring together marine, climate, eco and sky centres to allow visitors, residents and researchers to benefit from the region's ecology, as proposed by the Institute Without Boundaries. This action is to be investigated further at Municipal District Local Area Plan preparation level.	Medium Term	€€	KCC, UCC, SKDP, ACARD	
1.3.4 Develop an astro-tourism strategy for the Iveragh Peninsula, incorporating night sky observation points, guided tours of archaeological sites aligned on astronomical features to maximise the potential of the Dark Sky Reserve as a tourism asset. This action is to be investigated further at Municipal District Local Area Plan preparation level.	Short Term	€	KCC, Fáilte Ireland, ACARD	Community Groups, SKDP, Údarás na Gaeltachta, UCC, CIT
1.3.5 Develop Dark Skies programmes for visitors and tour operators with the local communities and promote them in Ireland and internationally with the support of Fáilte Ireland and Tourism Ireland.	Short Term	€	KCC, UCC, CIT, Fáilte Ireland, Local Communities	KCC, UCC, CIT, Fáilte Ireland, Tourism Ireland, SKDP

1.3 Astro Tourism

Project	Time Frame	Financial Scale €, €, €, €€€	Lead	Partner
1.3.6 Provide training opportunities for those in the hospitality industry in astronomy and develop a team of accredited 'night sky' guides.	Short Term	€	KCC, Fáilte Ireland, UCC, CIT, KETB, IT Tralee, Local Communities	KCC, Fáilte Ireland, UCC, CIT, KETB, IT Tralee, Local Communities, SKDP
1.3.7 Support the provision of a Mobile Observatory and/or installation of observatories, at appropriate locations, within the Dark Skies Reserve. This action is to be investigated further at Municipal District Local Area Plan preparation level.	Medium Term	n/a	Fáilte Ireland, KCC	Fáilte Ireland, SKDP, Údarás na Gaeltachta, Local Communities, ACARD
1.3.8 Carry out a Dark Skies assessment for other potential areas of the county. Investigate the possibility of other IDA Designations.	Medium Term	n/a	KCC	SKDP, NEWKD, Fáilte Ireland, SEAI

1.4 Blueways

Project	Time Frame	Financial Scale €, €, €, €€€	Lead	Partner
1.4.1 Subject to environmental assessment, support the sustainable development of a network of Blueways, both coastal and inland, including Caherciveen to Knightstown and Portmagee, Tralee Bay and Dingle Bay. This action is to be investigated further at Municipal District Local Area Plan preparation level.	Medium Term	n/a	Waterville IRD, Local Communities, KCC	Department of the Marine, IFI, Local Development Committees
1.4.2 Investigate the potential development of a Blueway along the River Laune and River Feale, having regard to environmental sensitivities including protected habitats and species. This action is to be investigated further at Municipal District Local Area Plan preparation level.	Medium Term	n/a	SKDP, Killorglin Chamber, NEWKD	Killorglin Chamber, SKDP, Laune and Feale Fishermen

1.5 Communications

Project	Time Frame	Financial Scale €, €, €, €€€	Lead	Partner
1.5.1 Support Kerry County Council's Broadband submission to the National Strategy, in particular, the roll out of high speed broadband and IOT (Internet of Things), throughout the county and key tourist spots.	Short Term	n/a	Department of Communications	KCC Destination Kerry, Department of Communications, Business Chambers
1.5.2 Extend fibre optic cable links, in a sustainable manner, to all mobile base stations prioritising the Wild Atlantic Way and major tourism areas.	Medium Term	n/a	Mobile Phone Operators, Department of Communications	Mobile Phone Operators, Department of Communications, KCC, Destination Kerry
1.5.3 Provide contextual information Wi-Fi initiative for visitors throughout the county.	Short Term	n/a	KCC & state and private companies	KCC & state and private companies
1.5.4 Provide appropriate scientific content to underpin the visitor experience along the Wild Atlantic Way, in a manner that ensures it can also be provided through mobile communication technologies.	Medium Term	€	Private Sector, KCC	UCC, ITT, SKDP, NEWKD
1.5.5 Provide electronic tourist information signs, at appropriate locations, in Listowel, Tralee, Killarney, Killorglin, Dingle, Caherciveen, Ballybunion, Castleisland and Kenmare.	Medium Term	€	Chamber Alliances	Fáilte Ireland, Chamber Alliances, KCC, SKDP, NEWKD

1.6 Community Support

Project	Time Frame	Financial Scale €, €, €, €€€	Lead	Partner
1.6.1 Support the regeneration of urban & rural areas, through the development of integrated plans, community capacity building and targeting investment to develop vibrant sustainable communities.	Long Term	n/a	Chamber Alliances, KCC, SKDP, NEWKD	South West Local Authorities, Chambers, Retail Association
1.6.2 Support architectural surveys of towns and villages - for example: Listowel, Tarbert, Ardfert, Ballybunion, Moyvane, Castleisland, Killorglin, Milltown, Dingle, Knightstown, and Kenmare.	Short Term	n/a	Heritage Council, Heritage Town Groups, NEWKD, SKDP	Tidy Towns, Heritage Towns, KCC, SKDP, NEWKD

1.7 Greenways

Project	Time Frame	Financial Scale €, €, €, €€€	Lead	Partner
1.7.1 Develop a greenway, in a sustainable manner, from Renard to Glenbeigh. This action is to be investigated further at Municipal District Local Area Plan preparation level.	Short Term	€€€	KCC, DTTAS, Fáilte Ireland	KCC, DTTAS
1.7.2 Develop a greenway in a sustainable manner from Tralee to Fenit. This action is to be investigated further at Municipal District Local Area Plan preparation level.	Short Term	€€€	KCC, DTTAS, Fáilte Ireland	KCC, DTTAS, Fenit Development Company, Tralee Chamber Alliance
1.7.3 Develop, in a sustainable manner, the Kerry Section of the Great Southern Trail from Abbeyfeale to Listowel. This action is to be investigated further at Municipal District Local Area Plan preparation level.	Short Term	€€€	KCC, DTTAS, Fáilte Ireland	KCC, DTTAS

1.7 Greenways

Project	Time Frame	Financial Scale €, €, €, €€€	Lead	Partner
1.7.4 Progress the Kerry Section of the Great Southern Trail from Listowel to Tralee. This action is to be investigated further at Municipal District Local Area Plan preparation level.	Long Term	€€€	KCC, DTTAS	KCC, DTTAS, Fáilte Ireland
1.7.5 Sustainably develop the Dingle – An Clochán looped Greenway having due regard to the findings of the MWPS Engineering and Environmental Feasibility Study, 2016. This action is to be investigated further at Municipal District Local Area Plan preparation level.	Long Term	€€€	KCC, Údarás na Gaeltachta	KCC, DTTAS, Fáilte Ireland, NEWKD
1.7.6 Complete the development of a Ballyseedy Wood – Blennerville Greenway.	Medium Term	€€	KCC, NEWKD	Fáilte Ireland
1.7.7 Prepare a feasibility study on the extension of the South Kerry Greenway from Glenbeigh to Killorglin and onwards to Farranfore.	Long Term	€	KCC, SKDP, DTTAS	KCC, SKDP, Killorglin Chamber Alliance, Fáilte Ireland

1.8 Walks

Project	Time Frame	Financial Scale €, €, €, €€€	Lead	Partner
1.8.1 Subject to detailed environmental assessment, progress the Fossa Way proposals around Lough Leane and link Fossa to the Gap of Dunloe in Killarney, in a sustainable manner. This action is to be investigated further at Municipal District Local Area Plan preparation level.	Medium Term	€€€	Fáilte Ireland, NPWS, KCC, Killarney Chamber of Tourism and Commerce	
1.8.2 Complete the Dingle Harbour Walk and explore the possibility of upgrading the lighthouse. This action is to be investigated further at Municipal District Local Area Plan preparation level.	Short Term	€€€	KCC	Údarás na Gaeltachta, NEWKD, CIL

1.8 Walks

Project	Time Frame	Financial Scale €, €, €, €€€	Lead	Partner
1.8.3 Develop a Loop Trail, in a sustainable manner, from Dingle Town around Cnoc an Chairn. This action is to be investigated further at Municipal District Local Area Plan preparation level.	Medium Term	€€	Údarás na Gaeltachta, KCC	NEWKD
1.8.4 Improve walking routes at the Gap of Dunloe, Kilgobnet and Beaufort village. This will include the provision of seating and picnic areas, as well as parking, at appropriate location(s), in Beaufort to serve the viewing of the Ogham Stones outside the village. This action is to be investigated further at Municipal District Local Area Plan preparation level.	Medium Term	€€	SKDP	KCC
1.8.5 Sustainably upgrade mountain trails in the MacGillycuddy Reeks. This action is to be investigated further at Municipal District Local Area plan preparation level.	Medium Term	€€	MacGillycuddy Reeks Access Forum, SKDP	KCC, Fáilte Ireland, NPWS
1.8.6 Sustainably develop a looped walk in Paps Mountain Range, linking up with the Duhallow section of the Munster Way (E8). This action is to be investigated further at Municipal District Local Area Plan preparation level.	Medium Term	€€	IRD Duhallow	KCC, Fáilte Ireland, NPWS
1.8.7 Extend the river walk in Listowel along the River Feale with universal access, in a sustainable manner. This action is to be investigated further at Municipal District Local Area Plan preparation level.	Medium Term	€€	KCC, DTTAS	NEWKD
1.8.8 Sustainably develop a board walk along the Ferta River, Caherciveen. This action is to be investigated further at Municipal District Local Area Plan preparation level.	Medium Term	€€	KCC, DTTAS	SKDP, Fáilte Ireland

1.8 Walks

Project	Time Frame	Financial Scale €, €, €, €€€	Lead	Partner
1.8.9 Extend the river walk in Tralee along the River Lee (on the Ballyseedy Route), in a sustainable manner. This action is to be investigated further at Municipal District Local Area Plan preparation level.	Medium Term	€€	KCC, DTTAS	NEWKD, Fáilte Ireland
1.8.10 Upgrade the walk along the River Maine in Castleisland, in a sustainable manner. This action is to be investigated further at Municipal District Local Area Plan preparation level.	Medium Term	€€	KCC, NEWKD	Castleisland Chamber of Commerce, Castleisland Tidy Towns Committee
1.8.11 Develop additional walks in Ballybunion in a sustainable manner.	Medium Term	€€	KCC, NEWKD	Fáilte Ireland, Ballybunion Development Company
1.8.12 Develop spiritual pilgrimage tourism in co-operation with local communities along St. Brendan's Trail, Cnoc na dTobar and Cosán na Naomh.	Medium Term	€	KCC, OPW	Destination Kerry, National Trails Office, Fáilte Ireland, Údarás na Gaeltachta, NEWKD, SKDP, Local Communities
1.8.13 Explore the potential for a looped walk/cycle way from Dingle to Cloghane, using existing routes. This action is to be investigated further at Municipal District Local Area Plan preparation level.	Medium Term	n/a	KCC	NEWKD, National Trails Office, Local Communities
1.8.14 Encourage communities to propose new walking routes. These should be located and designed in consultation with the Rural Recreation Officer and have regard to environmental sensitivities.	Medium Term	n/a	SKDP, NEWKD	KCC, Destination Kerry, National Trails Office, Landowners

1.9 Marine

Project	Time Frame	Financial Scale €, €, €, €€€	Lead	Partner
1.9.1 Establish a co-ordination group to promote and develop synergies between the Kerry Marinas - Fenit, Dingle, Portmagee, Knightstown, Westcove and Caherciveen (See Adventure - Watersports).	Short Term	n/a	Kerry Marinas, KCC	Kerry Marinas, KCC, Fáilte Ireland
1.9.2 Seek funding to upgrade the Marina at Knightstown.	Short Term	€	KCC, Knightstown Marina	KCC, Knightstown Marina, Department of the Marine
1.9.3 Investigate the provision of pontoons at Kilmackilloge, Caherdaniel.	Short Term	n/a	KCC, Fáilte Ireland	KCC, Department of the Marine, Local Communities
1.9.4 Establish a task force to progress two specific angling projects with Inland Fisheries Ireland, one in South Kerry (Waterville and Lough Currane) and one in North Kerry (River Feale). Promote bass fishing off the Kerry coastline in association with the IFI.	Short Term	n/a	KCC, IFI	KCC, IFI, Local Angling Groups

1.10 Quality of the Environment

Project	Time Frame	Financial Scale €, €, €, €€€	Lead	Partner
1.10.1 Retain Blue Flag status on our current 14 no. beaches/marina.	Ongoing	n/a	KCC, Department of the Environment	KCC, Department of the Environment
1.10.2 Grow the Green Coast initiative and aspire to secure more Green Coast Awards.	Short Term	n/a	KCC, Department of the Environment	KCC, Department of the Environment, SKDP, NEWKD

1.11 Road Access

Project	Time Frame	Financial Scale €, €, €, €€€	Lead	Partner
1.11.1 Seek national support for the continuance of the passenger ferry service between Renard and Knightstown, Valentia Island.	Short Term	n/a	Valentia Island Ferries	Department of Transport, KCC, Fáilte Ireland
1.11.2 Assist with the promotion of the Killimer – Tarbert Ferry.	Short Term	n/a	Shannon Ferries, KCC	Department of Transport, Fáilte Ireland
1.11.3 Promote national strategic investment for appropriate road improvements on the WAW coastal touring route and links to major urban hubs (N22: Tralee - Killarney).	Medium Term	n/a	KCC, DTTAS	West Coast Local Authorities
1.11.4 Promote national prioritisation environmentally assessed works on inner relief roads/bypasses in Dingle/Daingean Uí Chúis, Listowel Town, Killarney and Kenmare.	Long Term	n/a	KCC, DTTAS, TTI	Chamber Alliances
1.11.5 Devise traffic management plans for Killarney, Kenmare and Dingle.	Medium Term	n/a	KCC	KCC, Chamber Alliances
1.11.6 Improve Facilities for motor homes and camper vans at locations not currently serviced by appropriate caravan and camping parks (pay as you go units), e.g. Listowel, Kenmare and Dingle. This action is to be investigated further at Town Development Plan preparation level.	Medium Term	€€€	Private Sector	Private Sector, KCC, Fáilte Ireland
1.11.7 Provide e-charging for electric vehicles, freshwater supply and waste water disposal for campervans in suitable locations in towns and villages along the Wild Atlantic Way and major tourism centres.	Medium Term	€€	KCC	Fáilte Ireland, SKDP, NEWKD, Local Communities
1.11.8 Carry out an audit of tourist signposting and erect new signage for car parks, historic sites, attractions and activity centres where required.	Short Term	€	KCC	Local Communities, Local Development Companies

1.11 Road Access

Project	Time Frame	Financial Scale €, €, €, €€€	Lead	Partner
1.11.9 Develop a 'welcome' template for signage at entrances to towns and villages.	Short Term	€	KCC	SKDP, NEWKD

1.12 Visitor Attractions

Project	Time Frame	Financial Scale €, €, €, €€€	Lead	Partner
1.12.1 Seek investment for the appropriate upgrading of existing visitor attractions under the new Tourism Capital Investment and LEADER Programmes (Fáilte Ireland).	Short Term	n/a	KCC, Fáilte Ireland, SKDP, NEWKD, Private Businessess	KCC, Fáilte Ireland, SKDP, NEWKD, Private Businessess
1.12.2 Facilitate the sustainable development of a multi purpose arena for the international Rose of Tralee festival and business tourism. This action is to be investigated further at Municipal District Local Area Plan preparation level.	Medium Term	n/a	KCC, Private Partners	NEWKD, Tralee Chamber Alliance, Fáilte Ireland
1.12.3 Examine the feasibility of the restoration of the Tralee-Blennerville Steam Railway.	Medium Term	n/a	KCC, Fáilte Ireland	KCC, NEWKD, Tralee Chamber Alliance, Community Groups
1.12.4 Investigate the provision of all-weather coverings in Main Street, Killarney and The Square, Tralee to facilitate weather independent events in our town centres.	Medium Term	€€€	KCC	Killarney Chamber of Tourism and Commerce, Tralee Chamber Alliance, Fáilte Ireland, SKDP, NEWKD
1.12.5 Support the sustainable development of the Valentia Trans-Atlantic Cable Station in Knightstown. This action is to be investigated further at Municipal District Local Area Plan preparation level.	Medium Term	n/a	VIDCO	Valentia Foundation, KCC, SKDP, Fáilte Ireland, DAHGI, Government of New Foundland

1.12 Visitor Attractions

Project	Time Frame	Financial Scale €, €, €, €€€	Lead	Partner
1.12.6 Support the designation of the Valentia Ensemble of Cable Sites as an UNESCO World Heritage site.	Short Term	n/a	Valentia Foundation	IT Tralee, Valentia Island Development Co, KCC, Fáilte Ireland, DAHGI
1.12.7 Work with the NPWS to maximise the potential of Killarney House and facilities.	Short Term	n/a	NPWS, KCC Destination Kerry	Killarney Chamber of Tourism and Commerce, Fáilte Ireland
1.12.8 Investigate the potential of further developing other onsite buildings on the Killarney House site, in a sustainable manner.	Medium Term	n/a	NPWS, KCC Destination Kerry	Killarney Chamber of Tourism and Commerce, Fáilte Ireland
1.12.9 Provide an outdoor gymnasium, at appropriate locations, in Ballybunion, Killarney, Killorglin and Kenmare, and investigate other suitable sites. This action is to be investigated further at Municipal District Local Area Plan preparation level.	Short Term	€€	KCC, SKDP, NEWKD	KMEG, Killorglin Chamber Alliance, Ballybunion Community Forum
1.12.10 Examine the feasibility of providing universal/ disabled access in a sustainable manner to one of Kerry's mountain peaks outside SAC and SPA designated areas.	Medium Term	n/a	Destination Kerry, KCC	Coillte Teo, NPWS, Fáilte Ireland, Local Development Companies, Local Communities
1.12.11 Work with Fáilte Ireland and the local community to examine the possibility of redeveloping the 'Ryan's Daughter' old school house as a tourist attraction, having due regard to environmental designations in the area.	Medium - Long Term	n/a	Fáilte Ireland, KCC	Dingle Chamber Alliance, Private Landowners
1.12.12 Sustainably develop Sheen Valley Interpretive Centre in Bonane.	Medium Term	n/a	Bonane Heritage Group	SKDP, Fáilte Ireland, KCC, NPWS, Coillte Teo

1.12 Visitor Attractions

Project	Time Frame	Financial Scale €, €, €, €€€	Lead	Partner
1.12.13 Develop a car park at Portmagee, at an appropriate location. This action is to be investigated further at Municipal District Level.	Medium Term	€€	KCC	SKDP
1.12.14 Develop a classroom and small laboratory space, at an appropriate location, linked to an existing facility in the South West Kerry area to support field research by academics and students, from Ireland and overseas, in the citizen science and natural heritage area, as proposed by the Institute without Boundaries. This action is to be investigated further at Municipal District Local Area Plan preparation level.	Medium Term	€	KCC, UCC	KETB, Fáilte Ireland, SKDP, Institute without Boundaries, IRD Waterville, ITT

1.13 Visitor Information

Project	Time Frame	Financial Scale €, €, €, €€€	Lead	Partner
1.13.1 Provide designated information points in all towns and villages, stocking maps and information booklets. It is proposed that information points could be within Post Offices, local shops, community led information centres, public libraries and visitor attraction centres.	Medium Term	€	Local Development Committees, KCC	KCC, An Post, Local Communities



Kenmare Stone Circle

1.14 Wild Atlantic Way

Project	Time Frame	Financial Scale €, €, €, €€€	Lead	Partner
1.14.1 Develop a strategic partnership and 3 year strategic programme for the Kerry section of the WAW with Fáilte Ireland.	Short Term	€€	Fáilte Ireland, KCC	Tourism Ireland, Destination Kerry
1.14.2 Work with Fáilte Ireland, other state agencies and local communities for the further enhancement, sustainable development and promotion of the Wild Atlantic Way touring route and connected loops off the main spine, for example, Listowel and Castleisland.	Short Term	n/a	KCC Destination Kerry, Fáilte Ireland	Local Communities, SKDP, NEWKD, Udarás na Gaeltachta
1.14.3 Provide improved landing access at the Great Blasket Island and Dun Chaoín, in a sustainable manner.	Medium Term	€€€	OPW	KCC, Department of the Marine, Fáilte Ireland, Department of Arts, Heritage, Regional, Rural and Gaeltacht Affairs
1.14.4 Develop a plan for the Improvement of facilities at Kerry's 14 no. Blue Flag beaches/marina, for the promotion of water sports and activities.	Short Term	€	KCC, SKDP, NEWKD	Fáilte Ireland
1.14.5 Develop a programme of improvement of public conveniences on our 14 no. Blue Flag Beaches in the County in cooperation with local communities.	Long Term	€€€	KCC	KCC, Fáilte Ireland, Local Communities
1.14.6 Improve the Ballybunion, Ballyheigue, The Maharees, Inch and Banna beaches facilities (changing rooms and lockers) for the provision and promotion of watersports and outdoor activities. As part of this the potential for environmental impact should be taken into account. This action is to be investigated further at Municipal District Local Area Plan preparation level.	Medium Term	€€€	Fáilte Ireland, KCC	KCC, Fáilte Ireland, Ballybunion Development Company, Local Development Committees

1.14 Wild Atlantic Way

Project	Time Frame	Financial Scale €, €, €€	Lead	Partner
1.14.7 Investigate the provision of a pedestrian bridge at Cliff Road to allow universal /disabled access to the Cliff top walk at an appropriate location. As part of this the potential for environmental impact should be taken into consideration. This action is to be investigated further at Municipal District Local Area Plan preparation level.	Short Term	€	KCC, NEWKD	Fáilte Ireland, Ballybunion Development Company
1.14.8 Investigate the creation of safe public access to "Nun's Beach" in Ballybunion. As part of this, the potential environmental impact should be taken into consideration. This action is to be investigated further at Municipal District Local Area Plan preparation level.	Medium Term	€	KCC	NEWKD, Ballybunion Development Company
1.14.9 Seek the extension of the Wild Atlantic Way from Knightstown to the Upper Coom Road in Valentia, in a sustainable manner.	Medium Term	n/a	Fáilte Ireland	KCC
1.14.10 Explore the possibility of providing improved access (landing deck) and visitor facilities for Fenit Lighthouse. As part of this the potential for environmental impact should be taken into consideration. This action is to be investigated further at Municipal District Local Area Plan preparation level.	Medium Term	€€€	KCC, Fáilte Ireland	Department of the Marine, NEWKD
1.14.11 Provide appropriate scientific content to underpin the visitor experience along the Wild Atlantic Way, in a manner that ensures it can also be provided through mobile communication technologies.	Short Term	€	Private Sector, KCC	Fáilte Ireland, Private Companies, State Agencies, UCC
1.14.12 Work with our neighbours in Clare and Cork to co-operate on the development and promotion of the Wild Atlantic Way product.	Medium Term	n/a	KCC, Clare County Council, Cork County Council, Fáilte Ireland	Destination Kerry Tourism Forum

1.14 Wild Atlantic Way

Project	Time Frame	Financial Scale €, €, €, €€€	Lead	Partner
1.14.13 Develop a visitor passport with An Post and Fáilte Ireland to encourage visitors to get out of their cars and spend more time exploring local areas.	Short Term	n/a	Fáilte Ireland, An Post	KCC, Fáilte Ireland, An Post
1.14.14 Examine ways of extending WAW transport links with a view to implementing a pilot service.	Short Term	n/a	DTTAS, Bus Éireann	Kerry Link Service, KCC, Private Bus Operators
1.14.15 Work with An Post and Kerry Airport to develop a 'left luggage' service and forwarding facility for adventure holiday makers.	Short Term	n/a	An Post, Kerry Airport	KCC

1.15 Viewing Points

Project	Time Frame	Financial Scale €, €, €, €€€	Lead	Partner
1.15.1 Upgrade Wild Atlantic Way viewing areas, lay-byes and Wild Atlantic Way signage.	Medium Term	€€€	KCC, Fáilte Ireland, SKDP, NEWKD	Local Communities
1.15.2 Further progress the Viewing Point at Bray Head.	Medium Term	€€€	KCC, Fáilte Ireland	
1.15.3 Progress the sustainable development of Signature Discovery Points overlooking the Skelligs and Blasket Islands, having due regard to environmental designations and sensitivities. This action is to be investigated further at Municipal District Local Area Plan preparation level.	Short Term	€€€	KCC, Fáilte Ireland, OPW	KCC, Fáilte Ireland, OPW, NPWS

1.15 Viewing Points

Project	Time Frame	Financial Scale €, €, €€	Lead	Partner
1.15.4 Develop lay-byes/ viewing points at critical points on the WAW route, having due regard to environmental designations and sensitivities. This action is to be investigated further at Municipal District Local Area Plan preparation level.	Medium Term	€€	KCC, Fáilte Ireland,	KCC, Fáilte Ireland, Local Community, NPWS
1.15.5 Seek an appropriate site for a designated Signature Discovery Point on the North Kerry Coast, having due regard for environmental designations and sensitivities. This action is to be investigated further at Municipal District Area Plan preparation level.	Short Term	€€	KCC, Fáilte Ireland	NEWKD, Ballybunion Development Company
1.15.6 Investigate the development of viewing areas on Kenmare, Waterville and Tralee Bays, at suitable locations. This action is to be investigated further at Municipal District Area Plan preparation level.	Medium Term	€€	KCC, Fáilte Ireland	NEWKD, SKDP
1.15.7 Provide a new lay-by area for car parking and improved access to Killaclohane Portal Tomb and conservation works to Killagh Priory in Milltown.	Short Term	€	KCC	SKDP, DAHGI
1.15.8 Develop and improve the viewing area at Glounsharoon, Castleisland, in a sustainable manner.	Medium Term	€€	KCC, NEWKD	Castleisland Chamber of Commerce
1.15.9 Identify suitable lay-byes/viewing points from Caherdaniel to Kilmackilloge, having due regard to environmental designations and sensitivities. This action is to be investigated further at Municipal District Local Area Plan preparation level.	Medium Term	n/a	KCC	SKDP, TII, Fáilte Ireland



Rossbeigh Beach



Route of Proposed South Kerry Greenway

2. ADVENTURE TOURISM



Adventure Tourism is one of the fastest growing segments of international tourism. Between 2010 and 2013 it grew at a rate of 65% per annum and is now estimated to be worth some US\$ 263 billion with an average spend of \$3,000 per traveller. The average length of stay is 8 days with visits spread throughout the year. The target market is the 'Great Escapers'. For travellers, adventure tourism means an experience-based holiday; it means added value as they learn and interact with local populations and connect with their core values.

There are two main categories of adventure activities: soft like walking, cycling, sailing and angling, and hard or more strenuous activities like mountain climbing, trekking and skydiving.

The topography of County Kerry is ideally suited to both hard and soft adventure. When Ireland won the bid to host the Adventure Travel Trade World Summit in 2014, Fáilte Ireland chose Killarney and County Kerry to host it.

Developing and enhancing adventure tourism facilities is a key objective of this strategy. The guiding principles for all actions are that they are:

- Widely encompassing;
- Ensuring universal access for all;
- Facilitate safe and appropriate access;
- Sustainable under the three strands of ecological, social and economic;
- Provide a societal-dividend; and
- Adhere to best practice principles both in terms of activities/facilities and those who direct them.

Four main activity pillars have been identified: Land, Water, Sky and Cultural – natural and manmade. Specific actions – short, medium and long term - have been identified for each and cross-sector activity will be encouraged.

Priorities include:

- Extending and linking up the Greenway network
- Extending off-road, walking and cycling trails.
- Improving visitor facilities at trail heads and along these routes.
- Maximising the potential of inland waterways, marine and seaside resort tourism
- Improving utilisation of Killarney National Park and the Coillte Forest Parks for adventure.
- Developing Blue Ways along coastal and inland waters

2.1 Blueways

Project	Time Frame	Financial Scale €, €, €€	Lead	Partner
2.1.1 Ensure the completion of the Iveragh Blueway as per the 2015 feasibility study completed for IRD Waterville and subject to environmental assessment. As part of this the potential for disturbance of protected species should be taken into account. This action is to be investigated further at Municipal District Local Area Plan preparation level.	Medium Term	€	Relevant Government Departments, SKDP, KCC	KCC Destination Kerry, IRD Waterville, KCC - KRSP, Fáilte Ireland, Industry Providers BIM/FLAG
2.1.2 Investigate the development potential of further coastal and inland blueways in the county, interlinking them where possible to the greenways. As part of this, the potential for disturbance of protected species should be taken into account. This action is to be investigated further at Municipal District Local Area Plan preparation level.	Medium Term	€	KCC, SKDP, NEWKD	KCC Destination Kerry, KCC - KRSP, Fáilte Ireland, Industry Providers BIM/FLAG
2.1.3 Promote sustainable scuba diving activities at appropriate locations and accredited scuba diving training courses.	Medium Term	€	Fáilte Ireland, KCC, KETB	Destination Kerry, Fáilte Ireland, KETB Training Centre, Industry Providers
2.1.4 Promote sustainable whale and dolphin watching activities.	Medium Term	€	Fáilte Ireland, KCC	Destination Kerry, SKDP, NEWKD, Fáilte Ireland, Industry Providers

2.2 Cycling

Project	Time Frame	Financial Scale €, €, €€	Lead	Partner
2.2.1 Increase the number of cycle lanes on roadways throughout the county. This action is to be investigated further at Municipal District Local Area Plan and Town Development Plan preparation level.	Medium Term	€€€	KCC, DTTAS	KCC Destination Kerry, KCC - KRSP, Fáilte Ireland, Cycling Clubs

2.2 Cycling

Project	Time Frame	Financial Scale €, €, €€	Lead	Partner
2.2.2 Extend the Ross Road Cycle Path/Walkway in Killarney, in a manner compatible with environmental protection objectives. This action is to be investigated further at Municipal District Local Area Plan and Town Development Plan preparation level.	Medium Term	€€	KCC, DTTAS, SKDP	KCC Destination Kerry, KCC - KRSP, Fáilte Ireland
2.2.3 Identify strategic locations and develop dedicated bike parks in towns and villages. This action is to be investigated further at Municipal District Local Area Plan and Town Development Preparation level.	Medium Term	€€	KCC, DTTAS	KCC Destination Kerry, Fáilte Ireland, KCC - KRSP, Coillte, Cycling Clubs, Chamber Alliances
2.2.4 Develop & promote further the cycling product in co-operation with the local cycling clubs.	Short Term	€	KCC, Fáilte Ireland	KCC Destination Kerry, KCC - KRSP, Cycling Clubs
2.2.5 Develop a 'Wild Atlantic Way Cycle' e.g. Tarbert to Tuosist.	Medium Term	€	KCC, Fáilte Ireland	KCC Destination Kerry, KCC - KRSP, Cycling Clubs, SKDP, NEWKD
2.2.6 Work with other counties along the WAW to develop a long distance cycling route.	Short Term	€	KCC, Fáilte Ireland, Local Authorities along the WAW	KCC Destination Kerry, KCC - KRSP, Fáilte Ireland, Cycling Clubs

2.3 Guides

Project	Time Frame	Financial Scale €, €, €€	Lead	Partner
2.3.1 Promote the existing Accreditation Programmes for Guides for Adventure and develop a standard for Kerry in conjunction with KETB and Cappanalea OED.	Medium Term	€	KCC, Fáilte Ireland, KETB, Cappanalea OED	KCC Destination Kerry, KCC - KRSP, ITT, Adventure Tourism Industry Partners

2.3 Guides

Project	Time Frame	Financial Scale €, €, €, €€€	Lead	Partner
2.3.2 Develop a unique accreditation logo for Kerry guides.	Medium Term	€	KCC, Fáilte Ireland	KCC Destination Kerry, KETB Training Centre, KCC - KRSP, ITT, Adventure Tourism Industry Partners
2.3.3 Examine the feasibility of increasing the visitor accommodation capacity at Cappaulea Outdoor Education Centre	Medium Term	€	KETB, Destination Kerry	KCC, Department of Education and Skills, Fáilte Ireland, SKDP

2.4 Marine / Fishing

Project	Time Frame	Financial Scale €, €, €, €€€	Lead	Partner
2.4.1 Prepare a sustainable Angling Plan for the South West (inland and coastal) and implement coordinated actions for the county in conjunction with the IFI.	Short Term	€	IFI, Relevant Government Depts.	KCC Destination Kerry, KCC - KRSP, Cork County Council, Industry Providers, Development Companies
2.4.2 Provide universal access platforms/fishing stands at appropriate locations on the River Feale, River Flesk and River Laune.	Medium Term	€€	KCC, IFI	KCC – KRSP, Local Development Companies
2.4.3 Develop in-shore fishing 'packages' with the co-operation of the angling clubs and IFI - certain groups already provide charter packages.	Medium Term	€	Industry Partners, Fáilte Ireland	KCC Destination Kerry, KCC - KRSP, Fáilte Ireland, Angling Clubs, SKDP

2.4 Marine / Fishing

Project	Time Frame	Financial Scale €, €, €, €€€	Lead	Partner
2.4.4 Promote bio security / disinfecting facilities at major rivers and lakes for boats and other watercraft moving between different watercourses to prevent the spread of aquatic invasive species and fish diseases.	Short Term	€	IFI	KCC – KRSP, SKDP, NEWKD, NPWS
2.4.5 Develop a marine life and wellness centre in Waterville.	Long Term	€€€	IRD Waterville	Fáilte Ireland, SKDP, KCC
2.4.6 Support soft based adventure such as low impact seaweed foraging; seaweed baths; marine biodiversity/nature beach walks; water wellness/health packages.	Medium Term	€	Industry Partners, Fáilte Ireland, SKDP, NEWKD	KCC Destination Kerry, Industry Providers

2.5 Mountain Biking

Project	Time Frame	Financial Scale €, €, €, €€€	Lead	Partner
2.5.1 Sustainably develop a cross country bike trail. This action is to be investigated further at Municipal District Local Area Plan level.	Medium Term	€€€	KCC, Fáilte Ireland, Cycling clubs	KCC Destination Kerry, KCC - KRSP, Chamber Alliances
2.5.2 Provide carefully designed signage on appropriate cycling routes to include information on distance; gradient; elevation; etc. Consider including a route-passport.	Medium Term	€	KCC, Fáilte Ireland, Cycling clubs	KCC Destination Kerry, KCC - KRSP, Chamber Alliances, Local Development Companies
2.5.3 Sustainably develop 'the 6 Classic Climb Challenge' – having a good spread thorough-out the county e.g. Moll's Gap; Coomakista; Conor Pass; Ballaghisheen; Ballaghbeama, Cnoc an Óir and market them nationally and internationally.	Short Term	€	KCC, Fáilte Ireland, Cycling clubs	KCC Destination Kerry, KCC - KRSP, Chamber Alliances, Local Development Companies

2.5 Mountain Biking

Project	Time Frame	Financial Scale €, €, €, €€€	Lead	Partner
2.5.4 Prepare a feasibility study for an 'off main road' cycling route, commencing in Farranfore, linking with the Ring of Kerry mapped cycling route.	Short Term	€	KCC, Fáilte Ireland, Cycling clubs	KCC Destination Kerry, KCC - KRSP, Chamber Alliances

2.6 Mountain Climbing / Hill Walking

Project	Time Frame	Financial Scale €, €, €, €€	Lead	Partner
2.6.1 Develop an overall strategy for all long distance walking routes to address such issues as: Marketing; Conservation, Car-parking, Changing facilities; Transport, Broadband.	Medium Term	€	KCC, SKDP, NEWKD, 'Way' Committees (Kerry; Dingle; Beara; North Kerry)	KCC Destination Kerry, KCC - KRSP, Fáilte Ireland, Mountaineering Clubs, Chamber Alliances
2.6.2 Continue to support the work of the MacGillcuddy Reeks Mountain Access Forum.	Ongoing	€€	KCC, SKDP, MacGillcuddy Reeks Access Forum	KCC Destination Kerry, Fáilte Ireland, KCC - KRSP, Mountaineering Clubs, Chamber Alliances
2.6.3 Promote Killorglin as the gateway to the MacGillcuddy Reeks.	Short Term	€	SKDP, Destination Kerry	Mountaineering Clubs, Killorglin Chamber Alliance
2.6.4 Promote rock-climbing to premier climbing crags (e.g. Gap of Dunloe, Sea Crag), in a manner compatible with nature conservation and wider environmental protection objectives.	Short Term	€	SKDP, NEWKD	KCC Destination Kerry, KCC - KRSP, Fáilte Ireland, Mountaineering Clubs, Chamber Alliances

2.7 Paragliding

Project	Time Frame	Financial Scale €, €, €, €€€	Lead	Partner
2.7.1 Identify suitable safe launch platforms for paragliders at appropriate locations.	Medium Term	€	Fáilte Ireland, KCC	KCC Destination Kerry, KCC - KRSP, Fáilte Ireland, NPWS

2.8 Walking

Project	Time Frame	Financial Scale €, €, €, €€€	Lead	Partner
2.8.1 Collate all walking maps and make available on the Kerry tourism website. Work with the National Trails Office to upgrade any new routes identified.	Medium Term	€	KCC, National Trails Office	DKTF, KCC - KRSP, Fáilte Ireland, Industry Providers, NEWKD, SKDP, 'Way' Committees
2.8.2 'Map and app' all of the Walking Ways and key walking trails.	Medium Term	€	Fáilte Ireland, IT Tralee, Tourism Ireland	Destination Kerry, KCC - KRSP, Local Development Companies, Industry Providers
2.8.3 Develop a marketing campaign to promote awareness locally, nationally and internationally of the complete network of developed walking routes in the county.	Medium Term	€	KCC, Fáilte Ireland, Tourism Ireland	KCC Destination Kerry, KCC - KRSP, SKDP, NEKWD, Chamber Alliances, Walking clubs, 'Way' Committees, Údarás na Gaeltachta
2.8.4 Ensure a programme of continuous and planned maintenance is implemented for the Kerry Way, North Kerry Way, Beara Way and Dingle Way.	Ongoing	€	SKDP, NEWKD, KCC, 'Way' Committees	KCC Destination Kerry, KCC - KRSP, Development Companies & Community Groups, Údarás na Gaeltachta, North Kerry Walks

2.8 Walking

Project	Time Frame	Financial Scale €, €, €, €€€	Lead	Partner
2.8.5 Invest in the promotion and marketing of walking holidays as part of the overall Destination Kerry marketing strategy.	Medium Term	€	Fáilte Ireland, Tourism Ireland, KCC	Destination Kerry, KCC - KRSP, Industry Providers
2.8.6 Create a cohesive strategy for promoting access and safety along the pathways on the Skellig Coast, and utilising the Heritage Centre at the Old Barracks or proposed Discovery Centre in Caherciveen as a central access point, as proposed by the Institute Without Boundaries. This action is to be investigated further at Municipal District Local Area Plan preparation level.	Medium Term	€	SKDP, Skellig Kerry Ways, KCC	KCC - KRSP, ACARD

2.9 Water Sports

Project	Time Frame	Financial Scale €, €, €, €€€	Lead	Partner
2.9.1 Investigate the development of a berthing facility near the mouth of Kenmare Bay. This action is to be investigated further at Municipal District Local Area Plan level.	Medium Term	€	KCC, Destination Kerry	DKTF, DAFM, Harbour Masters
2.9.2 Work with the marinas in the county and neighbouring counties to develop a marketing strategy and a programme for further sustainable development and cooperation (see Infrastructure- Marine).	Short Term	€	KCC, Fáilte Ireland	KCC Destination Kerry, KCC - KRSP, DAFM, Harbour Masters
2.9.3 Develop Maritime Tourism by maximising the opportunity of the Cool Route Interreg initiative which plans to develop a new maritime cruising route between the South West of Ireland and Norway.	Medium Term	€	DECLG, DAFM, CIT	KCC Destination Kerry, Tourism Ireland, Fáilte Ireland, CIT

2.10 General

Project	Time Frame	Financial Scale €, €, €, €€€	Lead	Partner
2.10.1 Recommend the appointment of a recreation officer for North and West Kerry similar to the office in South Kerry.	Short Term	€	NEWKD, DECLG	KCC - KRSP
2.10.2 Optimise opportunities presented by the emerging 'National Cruise Tourism Strategy' (end 2015). A. Exploit the potential of medium sized cruise ships docking at Knightstown, and Dingle. B. Maximise the opportunity for Kerry Day tour excursions from the Cruise Ships via coach and rail from Cobh and Limerick/Foynes.	Medium Term	€	Fáilte Ireland, Tourism Ireland, Harbour Masters	KCC, Destination Kerry, DAFM
2.10.3 Monitor and protect Kerry's links golf courses from coastal erosion while respecting the coastal ecosystem and environmental designations.	Medium Term	€€	KCC, Kerry Links Golf Clubs	Department of the Environment, NPWS
2.10.4 Work with the various golf promoters and local committees to promote our golf product and golf value passes, at home and abroad.	Short Term	n/a	Fáilte Ireland, KCC, SWING	Chamber Alliances, KCC - KRSP
2.10.5 Work with SWING to attract US Collegiate Golf events to Kerry.	Medium Term	n/a	Destination Kerry, SWING	Chamber Alliances, KCC - KRSP
2.10.6 Promote triathlon type packages e.g. hiking/biking / swimming/mountain lake fishing; cycling the craft/food trails etc. at appropriate locations.	Short Term	€	KCC – KRSP, Fáilte Ireland	KCC Destination Kerry, Industry Providers
2.10.7 Promote Tralee as an all weather visitor destination.	Medium Term	€	Destination Kerry, Fáilte Ireland	KCC Destination Kerry, Industry Providers, Tralee Chamber Alliance



Gallarus Oratory Dingle Peninsula

3. ENVIRONMENT, NATURAL & CULTURAL HERITAGE



Kerry's clean, green image, its spectacular scenery, unspoilt environment, its people, its built and cultural heritage have been the main drivers of international tourism to the county for generations. The future of Kerry tourism is inextricably linked to preserving its pristine green environment and authentic culture. The economic viability and competitiveness of Kerry tourism can only be sustained if the quality of these resources is maintained and the local communities that cherish, protect and foster them are supported. It is a careful balance between providing adequate visitor experiences and services to attract visitors while protecting the ecological and cultural values of the area and ensuring its long-term sustainability.

This strategy prioritises:

- 'Sustainable Tourism' based on the principles of sustainable development that "respects both local people and the traveller, cultural heritage and the environment". It includes 'nature-based tourism', 'ecotourism' and 'cultural tourism'. It seeks to provide visitors with an exciting and educational holiday that is also of benefit to the host communities.
- Focus on real, authentic experiences that visitors can engage with in a meaningful way rather than products that are manufactured.
- Nurturing, supporting and protecting the people, communities and organisations which are the wellspring for the authentic expression of Culture, Theatre, Music, Song, Dance, Folklore, Storytelling, Literature, Arts & Crafts, Film, Gaelic Games and the Irish language.
- Activities and facilities that do not result in undue harm to the environment and are inclusive and accessible by all.
- Development of user-friendly, digital, site-specific and regional maps, e-handbooks, Apps that provide visitors with a deeper understanding of Kerry's archaeology, geology, history, natural, cultural and built heritage.
- Environmental education programmes for visitors and locals alike, e.g. Leave No Trace.
- The development of Heritage, Science and Literary Trails based on Kerry's rich culture.
- Plans for a coordinated tourist information infrastructure will be developed. This will include such issues as the provision of free WiFi hotspots at key tourism destinations together with weather stations, camera and other monitoring facilities that can be accessed over the internet.¹

¹ There is a huge amount of publicly available information that is not necessarily easily accessible. For example, for journey planning there are some excellent websites – e.g. <https://www.nrtraffic.ie/https://support.google.com/maps/answer/3092439?hl=en> - that provide estimates of journey times, updates on weather conditions etc.

3.1 Build Heritage

Project	Time Frame	Financial Scale €, €, €€€	Lead	Partner
3.1.1 Work with the OPW to carry out an access survey of built heritage sites and monuments.	Medium Term	€	OPW	KCC Destination Kerry, Fáilte Ireland, Landowners, Local Communities
3.1.2 Provide information boards at heritage sites and upgrade any existing boards where necessary.	Short Term	€	KCC, OPW, NPWS, SKDP, NEWKD	KCC Destination Kerry, Fáilte Ireland, Local Development Companies
3.1.3 Support Tidy Town Committees in improving the appearance of towns and villages; and address issue of derelict properties and employing legislative provisions where consultation fails.	Short Term	€	KCC & Tidy Towns Committees	KCC Destination Kerry, Chamber Alliances, NEWKD & SKDP, local communities
3.1.4 Develop a tourism heritage trail in each of the key towns and villages. This action is to be investigated further at Municipal District Local Area Plan and Town Development Plan preparation level.	Medium Term	€	Development Companies, KCC, Chamber Alliances	ITT, UCC, SKDP, NEWKD, Landowners
3.1.5 Develop and promote a regional heritage tourism product for North Kerry including heritage tours/trails, to include Lislaughtin Abbey, Carrigafoyle Castle, Ballybunion Castle, Rattoo Round Tower and Abbey, Ballyheigue Castle and Listowel Castle.	Medium Term	€	NEWKD, Fáilte Ireland	KCC, OPW
3.1.6 Develop creative and experiential tourism products by identifying and assisting the development of the cultural assets in the county and promote their tourism potential, for example <ul style="list-style-type: none"> • Craft and Artisan Products (including Food) • Irish Language and heritage • Visual and Performance Arts 	Medium Term	€	SKDP, NEWKD, Údarás na Gaeltachta, DAHG, KCC	KCC Destination Kerry, Fáilte Ireland, Comharchumann Forbartha Chorca Dhuibhne Teoranta, Comhchoiste Ghaeltacht Uíbh Ráthaigh

3.1 Build Heritage

Project	Time Frame	Financial Scale €, €, €, €€€	Lead	Partner
3.1.7 Establish a Cable Station Heritage Trail, which would include, as well as the three station sites, associated sites in Cahersiveen, Valentia, Ballinskelligs and Waterville.	Medium Term	€	Heritage Iveragh, SKDP	Fáilte Ireland, KCC
3.1.8 Create and promote a trail through archaeological sites, at Derrynane National Park.	Medium Term	€	OPW	NEWKD
3.1.9 Carry out conservation and footpath improvement works and provide interpretation panels at St. James Graveyard in Dingle to facilitate safe access by visitors. This action is to be investigated further at Municipal District Area Plan Preparation Level.	Short Term	€	KCC	Dingle Chamber Alliance, Tidy Towns, NEWKD, Údarás na Gaeltachta
3.1.10 Prepare design guidelines for shop fronts in towns and villages.	Medium Term	€	KCC	

3.2 Natural Heritage

Project	Time Frame	Financial Scale €, €, €, €€€	Lead	Partner
3.2.1 Develop the Kerry Dark Skies project in South Kerry into a sustainable successful all year round programme.	Short Term	€€	KCC, Fáilte Ireland, ACARD, SKDP	KCC Destination Kerry, Údarás na Gaeltachta, Local Communities
3.2.2 Support the GLAS Programme that will encourage landowners to maintain and plant roadside and coastline lands with native species and locally led agri-biodiversity schemes in general.	Medium Term	n/a	Department of Agriculture, Food & Marine	KCC Destination Kerry, SKDP, NEWKD, Local landowners & Communities

3.2 Natural Heritage

Project	Time Frame	Financial Scale €, €, €, €€€	Lead	Partner
3.2.3 Support the provision of environmentally friendly hides for wildlife enthusiasts at appropriate locations in Killarney National Parks, and investigate the need for same on the Great Blasket Island and Derrynane National Parks and other locations in the County.	Medium Term	€	OPW, NPWS	KCC, Fáilte Ireland, SKDP, NEWKD
3.2.4 Prepare a feasibility study with the view to developing a Killarney Lakes History and Boating Museum.	Long Term	n/a	Trustees of Muckross House, Department of Arts, Heritage, Rural, Regional and Gaeltacht Affairs.	
3.2.5 Support the Ireland/Wales 'Live' Interreg Programme on Natural Heritage in the Iveragh Peninsula.	Medium Term	€	UCC	KCC, SKDP
3.2.6 Facilitate the continued improvement of our performance for towns and villages in the National Tidy Towns Competition.	Medium Term	n/a	Community Tidy Towns Committees	KCC, NEWKD, SKDP
3.2.7 Promote the implementation of invasive species Ireland's guidelines and codes of practice so as to reduce the risk of the introduction/spread of introduced invasive species in Kerry. This includes the Marina Operators Code of Practice and Water Users Code of Practice available on www.invasivespeciesireland.com	Medium Term	€	Fáilte Ireland, NPWS, KCC	KCC Destination Kerry, SKDP, NEWKD, KETB, IT Tralee
3.2.8 Provide relevant training courses for guides to promote awareness of natural heritage.	Medium Term	€	KETB, IT Tralee, Destination Kerry, KCC	SKDP, NEWKD

3.2 Natural Heritage

Project	Time Frame	Financial Scale €, €, €€€	Lead	Partner
3.2.9 Identify and address, in consultation with NPWS, undue habitat damage and/or species disturbance, resulting from too much human interference. As part of this, habitat restoration and trail repair work carried out by the MacGillycuddy Reeks Mountain Access Forum and similar initiatives in the County will be supported.	Medium Term	€	KCC	NPWS, SKDP

3.3 Cultural Heritage

Project	Time Frame	Financial Scale €, €, €€€	Lead	Partner
3.3.1 Complete the Technical Evaluation Report of the Valentia Cable Station Sites for the UNESCO designation (Department of Arts, Heritage and the Gaeltacht) and progress the World Heritage application.	Short Term	€€	Department of Arts Heritage and the Gaeltacht, KCC	KCC Destination Kerry, Fáilte Ireland, IT Tralee, Valentia Foundation
3.3.2 Sustainably support and promote our Gaeltacht areas as key Irish language tourism destinations.	Short Term	€	Oifig na Gaeilge KCC, Tourism Development KCC, DAHG	Údarás na Gaeltachta, Destination Kerry
3.3.3 Facilitate the development of a marketing strategy for Irish Language Tourism for County Kerry.	Medium Term	€	Oifig na Gaeilge KCC, KCC Tourism Development, DAHG	Údarás na Gaeltachta, Destination Kerry
3.3.4 Support and foster the promotion of the Irish Language in our Gaeltacht areas as a tourism product for the domestic and international markets.	Short Term	€	Údarás na Gaeltachta, DAHG, KCC	Destination Kerry, Fáilte Ireland, Tourism Ireland

3.3 Cultural Heritage

Project	Time Frame	Financial Scale €, €, €, €€€	Lead	Partner
3.3.5 Investigate the possibility of creating a survey to demonstrate the value of Irish Language tourism to the economy in County Kerry.	Medium Term	€	Oifig na Gaeilge KCC, Údarás na Gaeltachta	Destination Kerry
3.3.6 Work closely with Údarás na Gaeltachta and Roinn na Gaeltachta to market Irish language holidays /Saoire na Gaeilge for students and adult learners in Gaeltacht areas. Support the Comhchoistí in further developing and marketing the dedicated website: www.irishlanguageholidays.com .	Short Term	€	Údarás na Gaeltachta, DAHG, Destination Kerry	KCC Destination Kerry, Fáilte Ireland, Comharchumann Forbartha Chorca Dhuibhne Teoranta and Comhchoiste Ghaeltacht Uíbh Ráthaigh
3.3.7 Utilise the recently opened Lárionad Forbartha Gaeilge agus Gaeltachta in Ballyferriter/ Baile an Fheirtéaraigh to promote Irish language tourism in Kerry.	Short Term	€	Údarás na Gaeltachta	Fáilte Ireland, Comharchumann Forbartha Chorca Dhuibhne Teoranta and Comhchoiste Ghaeltacht Uíbh Ráthaigh, KCC Destination Kerry
3.3.8 Carry out a feasibility study on the development of a Ciarraí na nGael information trail over time covering key linguists like An Seabhac, Tomás Aghas, and Piarais Feiritéar, and folklore stories.	Medium Term	€	Oifig na Gaeilge KCC, Tourism Development KCC, DAHG	Údarás na Gaeltachta, Destination Kerry
3.3.9 Market the attractions of the rambling houses and develop a 'live' music strategy to ensure that at least one venue per night offers a live music performance in our towns and villages (See Community Tourism, Events & Festivals).	Short Term	€	SKDP, NEWKD, Údarás na Gaeltachta	KCC Destination Kerry, Fáilte Ireland, Comharchumann Forbartha Chorca Dhuibhne Teoranta and Comhchoiste Ghaeltacht Uíbh Ráthaigh

3.3 Cultural Heritage

Project	Time Frame	Financial Scale €, €, €€€	Lead	Partner
3.3.10 Develop Literary and Heritage Trails, e.g. St. Brendan Trail and develop festivals around Kerry on these trails that focus on drama and poetry.	Medium Term	€	SKDP, NEWKD, KCC, OPW	KCC Destination Kerry, Fáilte Ireland, Chamber Alliances, NEWKD, SKDP, Local communities
3.3.11 Develop a pilot programme in conjunction with the GAA to advertise Gaelic Games, including dates and times of matches in local clubs around the county to tourists.	Short Term	n/a	Kerry GAA, Dept. of Arts, Sports & Tourism, KCC	KCC Destination Kerry, Fáilte Ireland, Chamber Alliances, NEWKD, SKDP, Local Sport Clubs
3.3.12 Support the GAA initiative in developing a County Museum of Gaelic Sports at a suitable location.	Long Term	n/a	GAA, Dept. of Arts, Sports & Tourism	Destination Kerry, KCC – KRSP, Fáilte Ireland, Chamber Alliances, NEWKD, SKDP, Local sport clubs
3.3.13 Explore the feasibility of developing a genealogy centre with a particular focus on tracing ancestry at Blennerville Windmill Visitor Centre.	Short Term	€	KCC	Destination Kerry, Fáilte Ireland, Department of Arts Heritage and the Gaeltacht, Local Communities
3.3.14 Use the resource and experience of Kerry County Council's Library service to promote and develop genealogical tourism.	Short Term	€	KCC	Destination Kerry, Fáilte Ireland, Department of Arts Heritage and the Gaeltacht
3.3.15 Nurture the cultural heritage activities as a significant growth area through out the county, particularly in our Gaeltachtaí: Corca Dhuibhne and Uíbh Ráthaigh, Sliabh Luachra and North Kerry.	Short Term	€	KCC, Údarás na Gaeltachta, DAHG	KCC Destination Kerry, Fáilte Ireland, Comharchumann Forbartha Chorca Dhuibhne Teoranta and Comhchoiste Ghaeltacht Uíbh Ráthaigh, UCC, ITT

3.3 Cultural Heritage

Project	Time Frame	Financial Scale €, €, €, €€€	Lead	Partner
3.3.16 Investigate the potential for developing a 'Kerry Science Trail' to include such topics as star gazing; transatlantic communications (Ballinskelligs, Waterville, Valentia, Ballybunion); meteorology; geology and landforms; mines and quarries (copper mines; kilns; Valentia slate quarry).	Medium Term	€	KCC, OPW, DAHG	KCC Destination Kerry, Fáilte Ireland, Meteorological Office, ACARD, Science Foundation Ireland, SKDP, NEWKD
3.3.17 Carry out a feasibility study on upgrading the exhibition/attractions at Kerry County Museum, Tralee.	Medium Term	€	KCC, Fáilte Ireland	DAHG
3.3.18 Celebrate national and international historic figures from Kerry, such as Daniel O'Connell, Tom Crean, St. Brendan, John B. Keane, Monsignor Hugh O'Flaherty and Roger Casement.	Medium - Long Term	€	Chamber Alliances, KCC	KCC Destination Kerry, Community Groups, Kerry Archaeological and Historical Society
3.3.19 Investigate the viability of a Kerry Garden Trail and map with the cooperation of public and private owners featuring Kerry's top gardens.	Medium Term	€	Destination Kerry, Fáilte Ireland	NPWS, Trade, Local Development Companies

3.4 General

Project	Time Frame	Financial Scale €, €, €, €€€	Lead	Partner
3.4.1 Upgrade public lighting on a phased basis by replacing the existing LA stock of sodium lamps with high efficiency, Dark Sky compliant LED units to reduce energy consumption costs and also to reduce lamp maintenance costs (See Infrastructure - Astro Tourism).	Long Term	€€€	KCC, DECLG	KCC Destination Kerry, ESB Networks, SEAI



Statue of John B. Keane, Listowel Town



4th of July Fireworks Celebrations, Killarney

4. COMMUNITY TOURISM, EVENTS & FESTIVALS



Community Tourism

Community based tourism has, at its core, the active participation and empowerment of local people in the tourism industry. It involves a collaborative approach to tourism, the fostering of a tourism culture, the conservation of the natural and built environment, provision of local tourism services and the organising of events and festivals. Tourism delivers net socio-economic benefits to communities, helps conserve their natural and cultural resources, and adds value to the experiences of local and foreign visitors. It helps sustain and create new job opportunities both directly and indirectly in areas like agriculture, fishing, entertainment, hospitality, craft, food and transportation.

The warmth and welcome of our people, complemented by the richness and beauty of our places, landscape and heritage – which are closely intertwined at community level – are at the heart of what makes Kerry and Ireland a unique experience for the overseas visitor. Visitors, particularly those described as the “culturally curious”, seek real and authentic experiences and love to delve deep into the history and culture of an area and there are no better guides than the local people.

The success of the Gathering 2013 demonstrated the value that is created by combining the key assets of people and place to encourage additional tourism activity. Similarly, active engagement by Kerry communities, supported by the local authority, in national competitions like Tidy Towns and Pride of Place helps to improve the visual attractiveness of an area, instil community pride and make it more appealing to visitors.

The empowering of and support for communities engaged in tourism forms a key pillar of the Government’s new Tourism Policy Document published in 2015 entitled “People, Place and Policy: Growing Tourism To 2025”. It also provides a more structured role for Local Authorities in support of community initiative in tourism.

In Kerry tourism is everybody’s business. Every interaction with a tourist is an opportunity to make them feel welcome, sell and promote the destination, its attractions and businesses. These positive experiences shared by visitors through social media channels while on holiday or with family and friends when they return home are of enormous benefit to Irish tourism.

This strategy prioritises:

- Capacity building of local communities to maximise the benefits from tourism.
- Support for Tidy Towns and other groups to improve the visual attractiveness of towns and villages
- Provision of tourism information points and/ or One Stop shop for tourists in local post offices, community centres, local shops.
- Welcome and information signage highlighting local facilities and services that would appeal to visitors.

4. COMMUNITY TOURISM, EVENTS & FESTIVALS



Events & Festivals Tourism

Events and festivals are an extremely important part of Kerry tourism. Events vary from local community based events (e.g. pattern days, food fairs, walking and cycling festivals), to major events (e.g. The Rose of Tralee, Puck Fair, Listowel Writers Week, Christmas in Killarney), to once-off conference and activity events like the Adventure Travel Trade Summit in Killarney. As the size of these events increases so too do their potential attendance, media coverage, and potential costs and benefits, including economic impacts.

Festivals and events are an integral part of what Ireland offers as a destination while, at the same time, afford an opportunity for local people to attract increased visitors and revenue into their community. They provide opportunities to showcase culture, people and places, thereby greatly improving the visitor experience of Ireland. They also help improve the distribution of tourism revenue around the country.

On the domestic front, 40% of Irish adults attend a festival at some point during the year and with many staying in local accommodation while there. Festivals generate in excess of 2 million accommodation bed-nights in Ireland from the domestic market alone. Festivals and events play an important role in addressing the issue of seasonality encouraging visits and utilising tourism assets outside the peak summer months. They also increase visitor stay, visitor expenditure, improve destination awareness and increase civic pride and community solidarity.

This strategy prioritises:

- Continued support for Kerry's major events like the Rose of Tralee, Puck Fair, Listowel Writers Week, Christmas in Killarney, Ring of Kerry Cycle, Ireland BikeFest, Daniel O'Connell Summer School, Other Voices and other events that demonstrate the capacity to attract large numbers of domestic and overseas visitors.
- Online Calendar of Events for all Kerry festivals and events and promotion of events through social media.
- Support for local community events.
- Support for the Kerry Convention Bureau to attract major conferences and activity events to the county.
- Upskilling of local festival and event organisers.
- Focus on the potential of sports and marine events to attract overseas visitors.
- Identification of new festival / event opportunities particularly in the off-peak tourist season.

4. Community Tourism, Events & Festivals

Project	Time Frame	Financial Scale €, €, €€€	Lead	Partner
4.1 Work with local communities to facilitate a Tourism Ambassador Programme to operate within the county (See Education).	Short Term	€	KCC, I.T Tralee	Chamber Alliances
4.2 Develop and promote a Rambling House Programme for the promotion of our Irish music, storytelling and dance for our tourists to experience our culture and meet the locals similar to Tinteán Ceoil, Cloghane (See Environmental, Natural & Cultural Heritage - Cultural Heritage).	Medium Term	€	NEWKD, SKDP, KCC, Comhaltas Ceoltóirí Éireann	Arts Council
4.3 Develop a John B. Keane Drama Festival and other literary events in Listowel during the shoulder season.	Medium Term	€	KCC, NEWKD, Listowel Writers' Week	Kerry Drama Festival
4.4 Organise an annual networking event / seminar for events and festivals to assist in evolving required standards for festivals/events.	Short Term	€	KCC, SKDP, NEWKD, Údarás na Gaeltachta, IT Tralee	SKDP, NEWKD, Údarás na Gaeltachta
4.5 Provide assistance to small communities to establish information centres/points, at appropriate locations.	Long Term	€	Fáilte Ireland, KCC, SKDP, NEWKD, Údarás na Gaeltachta	Fáilte Ireland, KCC, SKDP, NEWKD, Údarás na Gaeltachta, Go Kerry
4.6 Investigate different tourist accommodation solutions for centres like Listowel and Killorglin to increase bed nights, where a shortage currently exists during peak times.	Long Term	n/a	Fáilte Ireland, KCC, SKDP, NEWKD, Údarás na Gaeltachta	Fáilte Ireland
4.7 Develop an events and festivals programme and promote co-operation amongst groups throughout the county.	Medium Term	n/a	KCC, SKDP, NEWKD, Chamber Alliances, Údarás na Gaeltachta	KCC, SKDP, NEWKD, Chamber Alliances, Údarás na Gaeltachta, Go Kerry

4. Community Tourism, Events & Festivals

Project	Time Frame	Financial Scale €, €, €€	Lead	Partner
4.8 Develop an online events/festivals calendar on a county tourism website.	Medium Term	n/a	KCC, SKDP, NEWKD, Chamber Alliances, Údarás na Gaeltachta	KCC, SKDP, NEWKD, Chamber Alliances, Údarás na Gaeltachta
4.9 Promote the expansion of the Kerry Drama festival in Castleisland and events at the Carnegie Arts Centre in Kenmare.	Short Term	n/a	KCC, Chamber Alliances	
4.10 Support Killarney's bid to be a host venue for the 2023 Rugby World Cup.	Medium Term	n/a	Killarney Chamber, DTTAS	KCC, Destination Kerry, Fáilte Ireland.
4.11 Further develop the Eamonn Kelly Storytelling Festival in Gneeveguilla.	Medium Term	n/a	IRD Duhallow	KCC, Destination Kerry, Fáilte Ireland, Local Community
4.12 Promote Killarney and Listowel horse racing festivals and approved beach horse racing events to international visitors.	Short Term	n/a	Chamber Alliances, Destination Kerry	Horse Racing Ireland
4.13 Maximise the usage of public open spaces in our towns for events.	Medium Term	n/a	KCC, SKDP, NEWKD, Údarás na Gaeltachta	KCC, SKDP, NEWKD, Údarás na Gaeltachta
4.14 Maximise the opportunities for screen tourism in County Kerry in terms of movies, TV mini-series, documentaries and other visual communications with the potential to portray the county in a positive light and generate economic activity and employment.	Medium Term	n/a	KCC	Kerry Screen Commission, Irish Film Board, Fáilte Ireland, KETB Media Centre, Tourism Ireland

4. Community Tourism, Events & Festivals

Project	Time Frame	Financial Scale €, €, €€€	Lead	Partner
4.15 Support the hosting of a workshop event for movie / TV location managers in Kerry to highlight the opportunities and benefits of using Kerry as a backdrop for movies, TV series.	Medium Term	€	KCC	Kerry Screen Commission, KETB Media Centre, Irish Film Board, Fáilte Ireland, Tourism Ireland, Chamber Alliances, Local Development Companies



Rose of Tralee Festival Parade



Boating Killarney National park

5. EDUCATION



County Kerry enjoys an international reputation as a tourism destination and tourism is a key economic driver in the county. Tourism ranks as the top business sector in County Kerry. The geographical spread of these jobs throughout the county provides much needed rural and local employment where there are often limited alternative employment opportunities.

While Kerry strives to be a destination of choice for international visitors, intense competition requires continuous improvement in the quality of the service provided in order to remain competitive. In a people-centred service industry, where staff are an integral part of the consumer experience, it is the people working in the industry who will provide this competitive advantage. This can only be achieved through a skilled motivated workforce.

Tourism provides jobs at all levels and targeted growth in the sector will result in much needed additional employment opportunities. Investment in skills and training and the promotion of tourism as a professional career choice, is a fundamental requirement for ensuring the creation of a workforce which will place the provision of a world class service to every customer as a priority.

Kerry will capitalise on the strength of the Kerry Education & Training Board and the Institute of Technology, Tralee as well as the mentoring programmes through the Kerry Local Enterprise Office and the established tourism industry to keep training at the top of its agenda.

Priorities will include;

- County wide collaboration between stakeholders to identify skills gaps and develop appropriate training and education strategies and strengthening the communication of provision to stakeholders.
- Creating a service excellence culture through a specific visitor service training programme in the county.
- Support the development of a Kerry Visitor Ambassador Programme.
- Promoting Tourism Awareness and the importance of tourism in the county at primary, secondary and third level appropriate to each level.
- Supporting the development and promotion of education tourism product in Kerry e.g. language schools, Gaeltacht experience, eco-tourism, academic conferences and environmental studies.

5. Education

Project	Time Frame	Financial Scale €, €, €€€	Lead	Partner
5.1 Develop a Tourism Ambassador Programme which will educate and develop awareness among every Kerry business and their staff of the importance of tourism to Kerry (See Community Tourism, Events & Festivals).	Short Term	€	KCC, IT Tralee, KETB	KCC Destination Kerry, Kerry Education & Training Board, Irish Hotels Federation and Fáilte Ireland
5.2 Generate and continuously update a Register of tourism related courses.	Short Term	€	IT Tralee, KETB	KCC Destination Kerry, Taste Kerry, Original Kerry, artisan producers, crafters, artists, NEWKD, SKDP, KETB, IT Tralee
5.3 Develop tourism awareness especially at primary and secondary school level (transition year) by establishing a Junior Tourism Ambassador/Know Your County Programme (See Community Tourism, Events & Festivals).	Medium Term	€	KCC, KETB, IT Tralee	KCC Destination, Kerry Education & Training Board, Fáilte Ireland, the Department of Education, National and Secondary Schools
5.4 Develop Astronomy Courses for primary and secondary schools and for tourism providers in the South West Kerry area.	Short Term	€	KCC	SKDP, Destination Kerry, Kerry ETB, ITT, Coláiste na Sceilge, UCC, CIT, Blackrock Observatory, Acard, Fáilte Ireland, Údarás na Gaeltachta
5.5 Sustainably develop a tourism and hospitality centre of excellence for education and training linking Tralee and Cork Institutes of Technology in the region.	Medium Term		IT Tralee, IT Cork	KCC, UCC, CIT
5.6 Develop 'green tourism' and education.	Short Term		KCC	UCC, CIT

5. Education

Project	Time Frame	Financial Scale €, €, €€€	Lead	Partner
5.7 Identify skills shortages in the Kerry Hospitality sector to allow education and training providers to respond appropriately.	Medium to Long Term	n/a	ITT, KETB, EGTSN	KCC Destination Kerry, NEWKD, SKDP, IT Tralee, KETB, LEO
5.8 Develop and create links with colleges and actively promote Kerry as a destination for residential and accredited courses internationally for academic study and research (including China).	Long Term	n/a	Primary, Secondary & third-level institutions, Dept of Education, KETB, Language Schools, KCC Destination Kerry	Science Foundation Ireland, Tourism Ireland, UCC, IT Tralee
5.9 Ensure the tourism business sector in Kerry is aware of the importance of inclusivity and accessibility for our visitors and that it remains a priority in all future development plans.	Medium Term	n/a	KCC, IT Tralee, UNESCO	All tourism stakeholders and tourism business, KCC Destination Kerry
5.10 Promote and assist in the development and provision by third-level institutions of residential courses.	Long Term	n/a	Údarás na Gaeltachta	KCC, Language Schools, KETB, KCC Destination Kerry
5.11 Promote training and mentoring for tourism business providers.	Short Term	n/a	Fáilte Ireland, KCC (LEO)	Fáilte Ireland, IT Tralee, KETB, Retail Excellence Ireland, KCC Destination Kerry
5.12 Support the Muinín Project: A Transition Year program that builds students pride for the South West region as proposed by the Institute without Boundaries.	Medium Term	n/a	KCC, Institute Without Boundaries	KETB, SKDP, Údarás na Gaeltachta

5. Education

Project	Time Frame	Financial Scale €, €, €€	Lead	Partner
5.13 Provide information services at Kerry Airport and the Tarbert/Killimer Car Ferry. Carry out on going research at these access points on visitor satisfaction, profiles, statistics, ratings, destination etc.	Short Term	n/a	Kerry Airport, Shannon Ferries, Fáilte Ireland	KCC, IT Tralee
5.14 Work with Irish and European partners to advance research projects under the various EU Intereg Programme 2016-2021.	Medium Term	n/a	KCC	CIT, ITT, UCC
5.15 Facilitate the provision of remote (physical and online) teaching and learning to centres in the South West Region where both individual and local community groups can avail of third-level courses from high quality training facilities based in their local area and with support and accreditation.	Short to Medium Term	n/a	IT Tralee, CIT, KETB, UCC, KCC, LEO, KCC Destination Kerry	IT Tralee, CIT, KETB, UCC, KCC, LEO, KCC Destination Kerry



Tarbert Bridewell Museum



Mary Neeson Ceramics, Killarney

6. ENTERPRISE & INNOVATION



Enterprise and innovation are key to business growth. To survive in a competitive environment, businesses must be prepared to change, to adapt and innovate. Tourism is mainly comprised of small and medium enterprises (SMEs) with limited resources that need the support of state agencies to adapt to changing international tourism patterns and the fostering of new innovative services, products and processes. The ICT revolution and advent of web-based and digital technologies has created a more level playing pitch for SMEs in the global marketplace which must be embraced.

Kerry needs to lead the way in tourism innovation and become a test bed for new tourism ideas working in partnership with other stakeholders and state agencies. It needs to constantly improve its services and product offerings, identify product gaps, make the best use of modern technologies to research, promote and sell its products, extend the tourism season and create quality and sustainable jobs.

This strategy prioritises:

- The fostering of an enterprise and innovation culture within Kerry tourism at all levels.
- Support for SMEs to raise standards, change, improve and adapt to changing international tourism practices.
- Kerry as a test bed for new tourism ideas working in partnership with other stakeholders and state agencies.
- Provision of free Wi-Fi for SMEs and visitors across the county.
- Creation of a single Kerry Tourism Information Portal where visitors can research, plan and book their holiday.
- Appointment of a Tourism Information Officer with strong promotional skills to disseminate positive news stories about Kerry tourism.
- Upskilling of staff through education in the customer service, hospitality, web-based and social media marketing areas.
- Establishment of a Buddy System within Kerry tourism where ideas and best practice models are shared and cross-selling is encouraged.
- Leverage support from tourism enterprises and visitors for local food and craft producers.
- Utilise Kerry Diaspora linkages to the Rose of Tralee and Kerry GAA Network to promote Kerry tourism.

6. Enterprise & Innovation

Project	Time Frame	Financial Scale €, €, €, €€€	Lead	Partner
6.1 Develop a sustainable plan to improve the visitor experience and business capability of water activity providers (SMEs) active in tourism in coastal areas considered key to delivering on the objectives of both Fáilte Ireland's Experience Development Strategy and the DAFM's Marine Strategy - Harvesting Our Ocean Wealth (HOOW).	Medium Term	€	Fáilte Ireland, South West Local Authorities, LEOs	KCC, LEO
6.2 Support and promote existing and start-up tourism business by ensuring a high level of information sharing including available training courses, grants and funding streams and networking/showcase events.	Short Term	n/a	KCC, LEO, Enterprise Ireland	KETB, IT Tralee, Fáilte Ireland, NEWKD, SKDP, KCC, Destination Kerry
6.3 Liaise with the Kerry Convention Bureau, the Chambers and Fáilte Ireland 'Meet in Ireland' team to support and grow Business Tourism throughout the county and promote Kerry as a base for entrepreneurs and employers.	Medium Term	n/a	Destination Kerry, Kerry Convention Bureau, Fáilte Ireland, KCC	LEO, Chambers, Enterprise Ireland, NEWKD, SKDP, KCC, Destination Kerry
6.4 Maximise the funding opportunities for Kerry under the EU Interreg, Horizon 2020 and COSME programmes. Work with partners on projects like LIVE, Eco-Stars, Cool Route, Atlantic Diet, Fish Trail etc.	Medium Term	n/a	UCC, ITT, CIT, SKDP	KCC, LEO, Welsh and European Partners, IFI, Southern and Eastern Regional Assembly, SMEs
6.5 Work with Taste Kerry and Fáilte Ireland to ensure Kerry gains fame as a food experience region and further develop the county's food offering.	Medium Term	n/a	KCC, LEO, Taste Kerry	Fáilte Ireland, IT Tralee Culinary Dept, NEWKD, SKDP, KCC Destination Kerry, Údarás na Gaeltachta
6.6 Support food producers and establish a Farmers Market Committee to encourage the enhancement of existing, and the creation of new markets.	Medium Term	n/a	KCC, LEO, Taste Kerry	Fáilte Ireland, IT Tralee Culinary Dept, NEWKD, SKDP, KCC Destination Kerry, Údarás na Gaeltachta

6. Enterprise & Innovation

Project	Time Frame	Financial Scale €, €, €, €€€	Lead	Partner
6.7 Support Taste Kerry's website and brand development project.	Medium Term	n/a	KCC, LEO, Taste Kerry	Fáilte Ireland, IT Tralee Culinary Dept, NEWKD, SKDP, KCC Destination Kerry, Údarás na Gaeltachta
6.8 Develop a food trail throughout the county in conjunction with Taste Kerry which will identify 'visitor friendly' food producers and retailers with appropriate signage, marketing, promotion, events and food festivals.	Medium Term	€	Taste Kerry, KCC, LEO	Fáilte Ireland, Údarás na Gaeltachta, NEWKD, SKDP, KCC Destination Kerry
6.9 Optimise the linkage with tourism for attracting visitors to the region for food and beverage related activities.	Medium Term	n/a	KCC LEO, EI	DAFM, DTTAS, Fáilte Ireland Bord Bia, Chamber Alliances, HEIs
6.10 Encourage restaurants to use locally produced Kerry food and to provide at least one "100% Kerry" food offering on their menus.	Medium Term	n/a	Food Associations, IHF	Taste Kerry
6.11 Work with Original Kerry to enhance and promote craft makers throughout the county and establish a craft trail with appropriate signage, marketing and promotion.	Medium Term	€	KCC, LEO, Original Kerry	LEO, Fáilte Ireland, KCC Destination Kerry
6.12 Support food producers and establish a Farmers Market Committee to encourage the enhancement of existing, and the creation of new markets.	Medium Term	€	KCC LEO, Cill Rialaig Arts Centre	KCC Destination Kerry
6.13 Develop film and animation tourism in the county.	Long Term	€	KCC, IT Tralee	Fáilte Ireland, Kerry ETB, LEO, KCC Destination Kerry
6.14 Encourage the tourism sector to extend opening hours during the high season.	Medium Term	n/a	Chamber Alliances	Fáilte Ireland, LEO, KCC Destination Kerry, SKDP, NEWKD, OPW

6. Enterprise & Innovation

Project	Time Frame	Financial Scale €, €, €, €€€	Lead	Partner
6.15 Acknowledge formally and present a Tourism Award to those who have made a highly valuable contribution to our county.	Medium Term	n/a	KCC	Fáilte Ireland, KCC Destination Kerry
6.16 Support the development of a social platform and infrastructure for people who want to start their own business and develop technical and business skills for success, as proposed by the Institute Without Boundaries.	Long Term	n/a	Private partners, LEO, KCC	
6.17 Support the establishment of a centre, at an appropriate location, for the research and development of food assets in the region to create new industries, as proposed by the Institute without Boundaries. This action is to be investigated further at Municipal District Local Area Plan preparation level.	Long Term	n/a	UCC, ITT, CIT, SKDP	SKDP
6.18 Promote North Kerry as a family friendly location, as designated by Fáilte Ireland.	Medium Term	n/a	Fáilte Ireland	NEWKD, KCC
6.19 Highlight the 'Child Friendly' facilities located in towns and villages as part of the Kerry tourism offering.	Medium Term	n/a	Chamber Alliances	
6.20 Highlight and promote family-friendly sustainable tourism products, in particular, create an awareness (through the development of maps and apps) of the need for an increased number of attractions and activities for children and teenagers.	Medium Term	n/a	KCC, LEO	Fáilte Ireland, KCC Destination Kerry
6.21 Support Agri-tourism initiatives like farm and mart tours, sheep shearing, turf cutting at appropriate locations etc. as part of expanded offering to overseas visitors.	Short Term	n/a	SKDP, NEWKD	KCC, IFA, Local Marts



John Fitzgerald of Atlantic Irish Seaweed, at Derrynane



Cycling the Gap of Dunloe

7. BRANDING & MARKETING



The aims of the Strategy for Tourism in Kerry are to grow our share of the domestic as well as the international market and to grow and build on our product over the next 6 years.

The need to develop and implement a brand strategy to position our county as a 'must visit' destination and selling our unique sense of place is recognised as a priority action. The Kerry brand once agreed will be embedded in all marketing activity throughout the county. Destination Kerry and Kerry County Council will manage and promote the brand throughout all sectors and communities.

Defining our target markets is also necessary in order to develop optimum media relations and an online/social media strategy.

Developing a single Kerry tourism website will help to provide a single source of official visitor information for Kerry, which is truly representative of the local product. The website should make it easy for visitors to package a trip e.g. booking accommodation at the same time as booking a guide for climbing the McGillicuddy Reeks. This will help to grow the average duration of stay amongst our visitors and help promote our authentic, local visitor packages. Research has shown that possible bookings are lost if 'things to do' and the availability of relevant information is weak.

Social media is now the key marketing tool for destination marketing. We know that 4 in 5 European travellers own a smart phone, tablet or laptop; different devices are used at different times of the day and at different stages of the booking process. Evocative imagery through video is the optimal choice amongst visitors. A social media strategy will form the main part of our marketing plan and will seek to engage rather than broadcast, to target specific audiences with tailored and timely information, create a sense of demand and encourage content sharing and sending.

Timely research and data is a necessary requirement on an ongoing basis. Some will be required for monitoring performance and satisfaction ratings, providing visitor profile information, with supporting Fáilte Ireland data and from time to time ad-hoc research for specific projects should be carried out.

By adopting an integrated approach across all marketing channels on and offline, we will build and sell our products, promote our people, increase revenue, drive increased growth and grow our local communities.

7. Branding & Marketing

Project	Time Frame	Financial Scale €, €, €, €€€	Lead	Partner
7.1 Develop a new clear, compelling tourism brand and product sub-brands for Kerry based on our strengths and characteristics and encourage stakeholder participation in the process. This brand will fit within the hierarchy of Ireland's national tourism brands, in particular, the Wild Atlantic Way.	Short Term	€	KCC	Destination Kerry, Product Providers
7.2 The new brand will be communicated to a diverse audience across all platforms and the necessary infrastructure (brand architecture) put in place for a unified and consistent roll-out.	Short Term	€	KCC	Destination Kerry, Chamber Alliances, Product Providers
7.3 Provide a branding toolkit for trade which will include a new destination/place logo in all artwork formats, imagery and guidance on how the brand can be communicated via website and online presence and in printed formats. New stills and video imagery of the county will be commissioned.	Short Term	n/a	KCC	KCC, Destination Kerry, Fáilte Ireland, Local Development Companies
7.4 Develop a new Kerry tourism web portal site - a one-stop information centre for visitors and the tourism trade.	Short Term	€	KCC	KCC, Destination Kerry, Fáilte Ireland, Trade
7.5 Website will feature an events calendar, trip planner, activities and attractions guide, local advice on what to do and see, travel blog, special offers and an interactive map of Kerry (Google integrated).	Short Term	n/a	KCC	KCC, Destination Kerry, Fáilte Ireland, Chambers, Trade
7.6 The Destination Kerry Marketing Group will co-ordinate the marketing of Kerry at home and abroad.	Short Term	€€	KCC, Destination Kerry	KCC, Destination Kerry, Chambers, Trade, Fáilte Ireland, Tourism Ireland, Local Development Companies, Go Kerry

7. Branding & Marketing

Project	Time Frame	Financial Scale €, €, €€	Lead	Partner
7.7 The Group will work closely with Fáilte Ireland and Tourism Ireland's Promotions and Marketing teams maximising the promotional opportunities around the Wild Atlantic Way, www.Ireland.com , www.Discoverireland.ie and linked social media platforms.	Short Term	n/a	KCC, Destination Kerry, Go Kerry	KCC, Destination Kerry, Chambers, Trade, Fáilte Ireland, Tourism Ireland, Local Development Companies
7.8 Destination Kerry Marketing group will formulate a rolling annual marketing plan for both domestic and international markets that will include participation in sales visits, trade shows, joint promotions with trade partners, airline carriers, Tourism Ireland offices overseas and other counties along the Wild Atlantic Way.	Short Term	€€	KCC, Destination Kerry	KCC, Destination Kerry, Chambers, Trade, Fáilte Ireland, Tourism Ireland, Local Development Companies, Go Kerry
7.9 Kerry will continue to focus its overseas marketing resources on its traditional markets of North America, Continental Europe and Great Britain.	Short Term	n/a	KCC, Destination Kerry	Tourism Ireland
7.10 It will target those market segments in the overseas markets that the Kerry product appeals to – the culturally curious, great escapers and, to a lesser extent, social energisers.	Short Term	n/a	KCC, Destination Kerry	Tourism Ireland
7.11 The growth of new markets will be monitored but, for the present, the marketing of Kerry to the growing emerging markets of China and India will be via Tourism Ireland's Ireland.com portal and online channels	Medium Term	n/a	KCC, Destination Kerry	Tourism Ireland
7.12 There will be a focus on promoting Adventure Tourism and niche products like Astro-tourism and Gastronomic tourism which have the potential of attracting high spending visitors and addressing the challenge of seasonality and regionality.	Short Term	n/a	KCC, Destination Kerry	Fáilte Ireland, Tourism Ireland, Local Development Companies, Trade

7. Branding & Marketing

Project	Time Frame	Financial Scale €, €, €, €€€	Lead	Partner
7.13 Destination Kerry will work closely with Fáilte Ireland and Tourism Ireland to encourage and support both press and trade familiarisation visits. There will be a particular focus on season extension; events, business and high spend visitors, and visitor dispersal around the county.	Short Term	n/a	KCC, Destination Kerry	Fáilte Ireland, Tourism Ireland, Local Development Companies, Trade
7.14 Kerry's strong diaspora network – Kerry Associations, International Rose of Tralee, Kerry GAA and the Kerry Ambassador Programme will be utilised to help promote and sell the county domestically and internationally.	Short Term	n/a	KCC, Destination Kerry	Kerry Associations, Kerry GAA, Rose of Tralee, Tourism Ireland, Department of Foreign Affairs
7.15 UK marketing initiatives like the Kerry Bus and Go Kerry taxi and commercial vehicle promotion in London will be reviewed and built upon.	Medium Term	n/a	KCC, Destination Kerry	Kerry Associations, Rose of Tralee, Tourism Ireland, Local Development Companies, Chamber Alliances, Go Kerry, Department of Foreign Affairs
7.16 In the domestic market, the Greater Dublin area, which generates almost 3 million home holiday visits annually, will be a particular focus. A special marketing strategy to target and grow the home holiday market will be formulated.	Short Term	€	KCC, Destination Kerry	Kerry Association in Dublin, Kerry GAA, Rose of Tralee, Fáilte Ireland, Local Development Companies, Chamber Alliances, Go Kerry, Trade
7.17 Kerry will continue to have a strong presence at high profile national events like National Ploughing Championships, Holiday Fairs in Belfast and Dublin, and senior / over 55s tourism promotions.	Short Term	€	Go Kerry, KCC, Destination Kerry	Go Kerry, Local Development Companies, Chamber Alliances, Trade

7. Branding & Marketing

Project	Time Frame	Financial Scale €, €, €, €€€	Lead	Partner
7.18 Tourism Research forms a key element of decision making and the establishment of a new Kerry Tourism Research Group for this area will be examined.	Short Term	n/a	KCC, Destination Kerry, IT Tralee	Fáilte Ireland, CSO, DTTAS, ITT, Kerry IHF, Chamber Alliances, Go Kerry, Trade
7.19 Work with our neighbouring Authorities in the South West, building on the strengths of the Cork and Kerry brands to reinforce each other and build awareness of all that the connected region has to offer.	Short Term	n/a	KCC, IDA, EI, Fáilte Ireland, Chamber Alliances, Enterprise bodies.	KCC, IDA, EI, Fáilte Ireland, Chamber Alliances, Enterprise bodies
7.20 Work with Fáilte Ireland to further develop and promote market-focussed visitor experiences and appropriate brand content along the SW section of the Wild Atlantic Way in line with the objectives of the project plan and brand guidelines.	Short - Medium Term	n/a	Fáilte Ireland, KCC	LEADER
7.21 Support a strategic approach to Marketing along the Wild Atlantic Way coast of County Kerry.	Short - Medium Term	n/a	Fáilte Ireland, KCC, SKDP, NEWKD, Údarás na Gaeltachta	Fáilte Ireland, KCC
7.22 Devise a Digital Marketing Strategy that is regularly reviewed and linked to the Kerry brand.	Short Term	€	Go Kerry, KCC, Destination Kerry	Go Kerry, Local Development Companies, Chamber Alliances, Trade
7.23 Develop a promotional campaign to address market segments at home and abroad, including family and adventure.	Medium Term	€	Fáilte Ireland, KCC Destination Kerry	KCC, Destination Kerry, Fáilte Ireland, Tourism Ireland
7.24 Communicate the New Kerry Destination and Wild Atlantic Way Brands to the regional audience (i.e. the stakeholders).	Short Term	€	Destination Kerry	Fáilte Ireland

7. Branding & Marketing

Project	Time Frame	Financial Scale €, €, €€€	Lead	Partner
7.25 Fuse the Kerry brand into marketing nationally and internationally, as well as promotion and sales plans for the Wild Atlantic Way.	Short Term	€	Destination Kerry, Tourism Ireland, Fáilte Ireland, KCC	Destination Kerry, Tourism Ireland, Fáilte Ireland, KCC
7.26 Create a system of open communication regarding tourist directed itineraries and develop offers that can be distributed through these channels.	Short Term	€	Destination Kerry	Destination Kerry, Tourism Ireland, Fáilte Ireland
7.27 Create a networking plan to help tourism providers engage with one another in the region.	Short Term	€	Destination Kerry, KCC	Destination Kerry, Fáilte Ireland, Go Kerry, Local Development Companies
7.28 Develop an online interactive map to show the activity tourism assets around the county.	Short Term	€	KCC	KCC, Tourism Providers, Fáilte Ireland
7.29 Promote the use of Kerry as an international movie and TV location.	Short Term	n/a	Destination Kerry, KCC – Arts Office	Fáilte Ireland, Tourism Ireland, Irish Film Board, DAHG, Kerry ETB
7.30 Position and promote Kerry as an age-friendly destination with universal access.	Short Term	€	Fáilte Ireland, KCC	KCC Destination Kerry, Age Action Ireland, NEWKD, SKDP
7.31 Maximise the opportunities for promoting Kerry through international movies and TV productions featuring Kerry locations and events like the Rose of Tralee, Other Voices etc.	Short Term	n/a	Fáilte Ireland, KCC	Kerry ETB Media Centre, Tourism Ireland
7.32 Build relationships with the media via a digital marketing strategy, including print and social media, travel bloggers/writers etc., at home and abroad.	Short - Medium Term	n/a	KCC, All Chamber Alliances, Media	KCC, All Chamber Alliances, Go Kerry, Fáilte Ireland, Tourism Ireland



Innisfallen Abbey, Innisfallen Island, Lakes of Killarney

*Cover Photographs: Top to Bottom - Ballybunion Beach, Beehive Huts, Skellig Michael, Ross Castle, Killarney, Blasket Islands at Sunset
Back Cover: Derrynane*

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