

The Three Peninsulas – West Cork & Kerry

Visitor Experience Development Plan

Plean Forbartha maidir le hEispéireas Cuairteoirí ar Thrí Leithinis



DRAFT March 2020



Fáilte Ireland

National Tourism Development Authority



EXECUTIVE SUMMARY Achoimre Feidhmiúcháin

Three Peninsulas – West Cork & Kerry Visitor Experience Development Plan

VISION: Extend the season, increase overnight visitation and visitor spend, and attract visitors to engage with the true essence and story of the peninsulas and islands of Three Peninsulas – West Cork & Kerry without compromising the environment or culture of the region.

TARGET MARKETS: Culturally Curious
Great Escapers
Social Energisers

DESTINATION PROMISE: *A haven of absolute beauty and rest that draws you in from the moment you arrive – where you can discover kinship, sense empowerment, and absorb creative energy.*

THEMES: Cultural Fusion
Vibrant Resilience

HERO EXPERIENCES:

1. Flavours of Fusion
2. Artistic Encounters
3. Celestial Sanctuary
4. Harmonious Confrontation
5. Kith, Kin and Clan
6. Marginal Livelihoods

The Three Peninsulas – West Cork & Kerry are on the most south-westerly stretch of coast on the Wild Atlantic Way and include – Mizen Head, Sheep’s Head and the Beara Peninsulas and the long coastal inlets and Dursley, Bere, Garinish and Whiddy islands and, the stretch of N71 from Kenmare in County Kerry to Bantry through Bonane and Glengarriff to Ballydehob offer the visitor a unique opportunity to experience a different world. It is a landscape bathed in a mysterious shifting light and a region of remarkable contrasts with an allure for travellers that dates back centuries. A visit to the Three Peninsulas stimulates your senses and invigorates your soul – it leaves you wanting to return to the friendship of those you met, to the trails you began to tread, and to the wonders of an ever-changing landscape.

This stretch of the Wild Atlantic Way is all about offering an intimate encounter with the land, the coast and its people. It is about helping the visitor to slow a little – to take time to discover how the layers of history have shaped and enriched the region.

The stories and destination themes form the basis of the experiences presented in this Plan. They provide cohesion to the Visitor Experience of the Three Peninsulas – West Cork & Kerry, they add depth to existing activities, they allow visitors to emotionally connect to the destination, and they ensure that visitors leave with strong memories. This Plan is designed to encourage all operators and organisations involved in delivering a tourism product to reinforce and add value to the experience through aligning with these stories and themes.

The focus is on strengthening the value of tourism to the local economy. The Plan targets the Culturally Curious, the Great Escapers and the Social Energisers (to a lesser extent) from Ireland’s core overseas markets.

CULTURALLY CURIOUS	GREAT ESCAPERS	SOCIAL ENERGISERS
<ul style="list-style-type: none"> • Want to learn about Irish culture and traditions • Looking for authentic local experiences and local food • Interested in history being brought to life by storytelling and re-enactment • Will venture off the beaten track – by hiking or biking • Curious to explore natural landscapes/ seascapes, small towns, castles, ancient sites and historic houses 	<ul style="list-style-type: none"> • Feel connected to nature – travel in Autumn and/or Spring • Seek value for money • Rural touring holidays with a promise of local, authentic communities and activities • Meeting authentic local people to learn about Irish way of life • Little interest in formal cultural artefacts e.g. museums • Seek an urban-rural experience, but less interested in touristy parts of cities 	<ul style="list-style-type: none"> • Socially energetic; young at heart spanning all age groups • Seek fun, social interaction and excitement – looking for areas frequented by the locals and quirky, spontaneous ‘unplanned’ experiences • Want to visit the top attractions and activities, particularly if they are presented in an energetic, engaging and unusual way • Professionals with a busy life



EXECUTIVE SUMMARY Achoimre Feidhmiúcháin

Visitation to Three Peninsulas – West Cork & Kerry tends to be seasonal with a high proportion of day tripper, although the development of strong festivals in food and the arts is generating a growth in bed nights. The main towns of Bantry and Kenmare together with Castletownbere and Glengarriff provide accommodation hubs, but as demand for trail-based experiences and activities in the peninsulas and islands grows, the limited bed base in these areas is constraining growth where it is particularly needed. Given the particular strengths in the arts, the strong food culture, the rich cultural heritage and the distinctive geography, there is significant potential to develop unique experiences as outlined in this Plan and to grow tourism in a way that is in keeping with local aspirations.

Challenges	Opportunities
<ul style="list-style-type: none"> • High level of seasonality • Visitors are primarily day-trippers • Few experiences designed to promote overnight stays • New accommodation options required to better service the more rural areas and long-distance trails • Planners’ perspective on appropriate accommodation in the rural areas • Inadequate pier and moorage facilities on Bere Island • Preservation of key heritage sites such as Dunboy Castle and parking access for many archaeological sites limited • Range of tourism – no cohesive approach • Lack of resources to coordinate and develop experiences and events • Increase in visitor numbers with potential to disturb or damage the natural environment 	<ul style="list-style-type: none"> • Untouched quality – “A Place Apart” – hundreds of inlets, coves & blue-flag beaches • Intangible heritage and spirituality – wealth of stories and maritime history • Strong food culture – large number of award winning artisan food producers, food festivals and markets • Quality of light in the landscape – a key factor in attracting artists • Diversity of flora and fauna • Rich traditions in a wide spectrum of arts • Long distance trails (Beara Way, Sheep’s Head Way) and community loops • Cycling trails - Beara Bridle-Way under development – the first of its kind in Ireland • Strong recognition for endurance sports and sailing – potential for development • Promoting environmental enhancement through a sustainable tourism approach

To help achieve this growth, **thirteen Catalyst Projects** have been identified, along with a range of **Supporting Actions** and **Enablers of Success**. The implementation of the Visitor Experience Development Plan rests primarily with small businesses and agencies responsible for delivering tourism. In both cases there is a need to embrace the key themes outlined in this Plan, connect with other products to create HERO Experiences, and share their stories with Fáilte Ireland and Tourism Ireland, who will in turn share them with the world. This Plan does not guarantee future funding, and is designed to encourage businesses to be proactive in creating unique experiences.

CATALYST PROJECTS:

1. Develop the concept of a Twilight Series of weekend evening food and cultural events within the region
2. Establish a year-round venue for the West Cork Music Festival
3. Develop the proposed Bonane Heritage and Interpretation Centre
4. Restore the Boathouse on Innacullin / Garinish Island
5. Work towards including the Mizen Head Signal Station – in the Great Lighthouses of Ireland tourism initiative.
6. Complete the restoration of Lonehart Battery on Bere Island
7. Progress the Schull Harbour development
8. Develop and improve moorings at Castletownbere for leisure vessels
9. Implement the Beara Breifne Masterplan and develop connectivity between the Beara Way, Sheep’s Head Way and the Kerry Way
10. Support the development of O’Daly Bardic School project
11. Work toward opening the disused copper mine at Allihies for pre-booked guided tours
12. Develop the two-car aerial tramway system to Dursey Island, the visitor centre and related visitor facilities
13. Improve the tourism offering of Bantry through its ‘Destination Town’ designation

Note: For the above when proposals are progressed to feasibility stage consultation with relevant interested parties will take place.

ENABLERS OF SUCCESS

A series of actions relating to:

1. Governance
2. Destination management
3. Building capacity and collaboration
4. Enhancing visitor awareness of the HERO Experiences
5. Animating the destination



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Disclaimer

The following Visitor Experience Development Plan has been prepared on behalf of Fáilte Ireland by a project team comprised of Team Tourism and Boland Marketing. Any representation, statement, opinion or advice, expressed or implied in this document is made in good faith but on the basis that this project team is not liable (whether by reason of negligence, lack of care or otherwise) to any person for any damage or loss whatsoever which has occurred or may occur in relation to that person taking or not taking (as the case may be) action in respect of any representation, statement or advice referred to in this document.

Introduction

Réamhrá



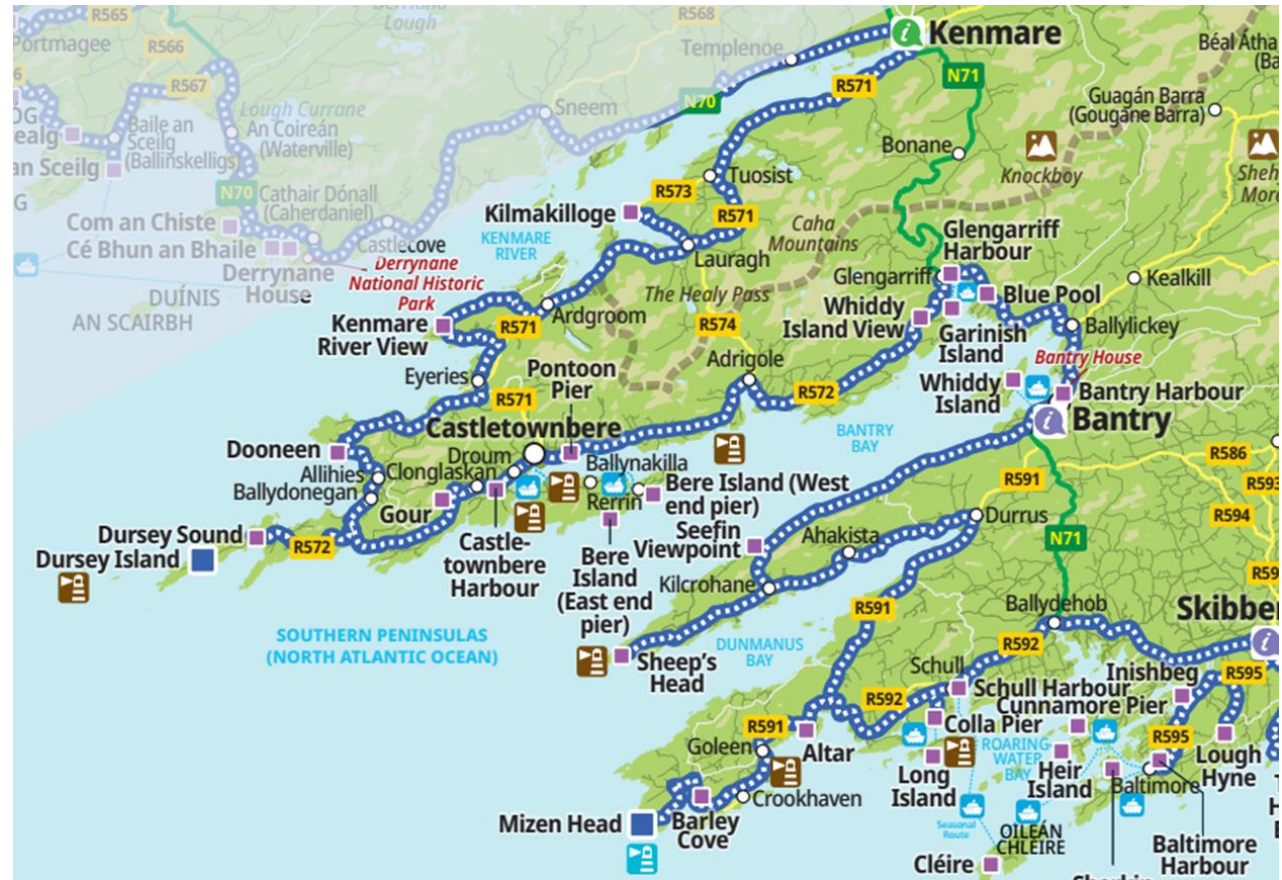
'Be different or be dead. Memorable experiences are about creating value. Value is the defining factor. When there is no difference in value people buy on price alone. You can only compete on price for so long but you can compete on value forever.'

- Pine and Gilmore, *The Experience Economy*, 1999

Introduction Réamhrá

The Three Peninsulas – West Cork & Kerry is the most south-westerly stretch of coast on the Wild Atlantic Way. It is a mountainous region that was split into three peninsulas as the sea level rose 4,000 to 7,000 years ago leaving rias or drowned river valleys. Today The Three Peninsulas area taking in the Mizen, Sheep's Head and Beara Peninsulas the long coastal inlets, Dursey, Bere, Garinish and Whiddy islands and, the stretch of N71 from Kenmare to Bantry through Bonane and Glengarriff to Ballydehob offer the visitor a unique opportunity to experience a different world. It is a landscape bathed in a mysterious shifting light and the warm air of the Gulf Stream. It is a region of remarkable contrasts: the stark beauty of barren rocky landscapes with the serene tranquility of gardens and ancient woodlands; the dramatic and windswept headlands with the safety of deep harbour waters; the challenges of marginal economies with the richness of an eclectic fusion of artistic cultures; the isolation of peninsular living with a gentle lifestyle that is open and embracing. A visit to The Three Peninsulas – West Cork & Kerry stimulates your senses and invigorates your soul – it leaves you wanting to return to the friendship of those you met, to the trails you began to tread, and to the wonders of an ever-changing landscape.

This stretch of the Wild Atlantic Way is all about offering an intimate encounter with the land, the coast and its people. It is about helping the visitor to slow a little – to take time to discover how the layers of history have shaped and enriched the region. For the communities, it is about ensuring that the integrity of the region and its lifestyle are likewise enhanced; it is about continuing to find ways to reveal what is inherently special about the region, to tell their story and to continue welcoming guests with a warmth that is truly distinctive.



Purpose of the Visitor Experience Development Plan

This plan has been written to assist you – whether you are an individual business, a cluster of businesses, a tourism group, a community organisation, a tourism-related agency, or whether you simply have an interest in understanding more about tourism. It is designed to give you fresh insight into what makes the Three Peninsulas – West Cork & Kerry distinctive as a destination to visit, and reminds us of the stories that are an important part of our heritage and can be core to a memorable visitor experience. The plan highlights the personality of the area through a creative or narrative framework that helps to accentuate the strengths of the region and can be used to animate the destination in a cohesive and structured way. When there is a more ‘structured’ approach that seeks to build strategically on recognised strengths and responds to what the market is looking for, without compromising on local values, a destination can anticipate a greater degree of growth in the value of tourism to communities as a whole and to individual businesses.

The development of the Plan has been guided by a project Working Group and has been prepared by Fáilte Ireland in alignment with their *Guidelines for Experience Development Plans*, which are based on a best-practice approach of collaboration, research, planning and activation.

The Appendix includes a more detailed look at the destination themes, how new experiences can be created from these or existing experiences enhanced, and the development priorities that are reflected in the Action Plan.

Key Performance Indicators

What will successful implementation look like? Fáilte Ireland will track progress through a series of performance indicators that will be monitored annually.

1. Increase bed-nights by 2% year over year of national average from year 3 of implementation of this Visitor Experience Development Plan.
2. Increase revenue to attractions by 2% ahead of the national average from implementation.
3. Increase length of stay.
4. Increase in saleable product (5 new saleable experiences per VEDP), improved experiences and better distribution.
5. Season Extension: Extend opening hours annually by 5% per VEDP annually.
6. Increased visitor satisfaction – benchmarked through measures such as Net Promoter Score.

Experience Development Plan Aims and Objectives

The key objectives of The Three Peninsulas – West Cork & Kerry Visitor Experience Development Plan are to develop compelling experiences for this stretch of the Wild Atlantic Way that will:

- Position The Three Peninsulas as a ‘must do’ destination and motivate visitors to **stay overnight and spend more**;
- **Extend the length of the season**;
- **Improve the overall economy of communities** through strengthening individual businesses, **creating new entrepreneurial opportunities, sustaining and increasing job creation**, and increasing the attractiveness of the area for other forms of economic growth;
- Align to the Wild Atlantic Way **brand and target markets**;
- **Support community values and aspirations**, and strengthen **community appreciation of local culture and intangible heritage**;
- Support **sense of place enhancement**;
- Promote **collaboration and partnership**, support engagement of businesses, and build lasting links between national and regional partners, local agencies and associations, and local tourism experiences;
- **Protect the natural heritage and special environmental character** of the region.

The recommendations on implementation and monitoring will be critical to ensuring success in delivering the plan and in assessing its impact.



1

Setting the Scene An Cúlra a Mhíniú



*Setting the right scene and providing the right environment
is important to trigger the right emotions within visitors.*

- National Experience Development Framework

The Experience Brands of Ireland

Sitting underneath the Brand Ireland pillars are four key propositions (or experience brands) which represent the country's areas of strategic importance. These four areas are:



Wild Atlantic Way – “Experience one of the wildest, most enchanting and culturally rich coastal touring routes in the world. Wherever you travel along the Wild Atlantic Way you’ll find magic, adventure, history and beauty in abundance.”



Ireland's Ancient East – “When you explore Ireland's Ancient East, you wander through 5,000 years of history. In these lush, green lands, tales of feuding dynasties hide behind crumbling Gothic architecture; ghostly tombs predate the pyramids; and knights, kings, monks and Vikings loom large in incredible stories.”



Dublin A Breath of Fresh Air – “Visiting Dublin is like taking a great big breath of fresh air. Always invigorating, this Viking city is at once modern and historic, exciting and relaxing.”



Ireland's Hidden Heartlands – “Explore the lush green heartlands of Ireland's natural rural beauty... where activity and relaxation are centred around rural communities and their lifestyles, that can be discovered across a lattice work of land and water trails showcased by the iconic River Shannon and the Beara-Breifne Way.

What is an Experience Brand?

Ireland's *Experience Brands* are at the heart of 'Tourism Brand Ireland'. They bring it to life, create the motivation for visitors to visit the Island of Ireland by defining its diverse character in a way potential visitors can understand. The Experience Brands provide the competitive advantage that separates us from our competitors.

An *Experience Brand* therefore must be unique enough to stand out in the international marketplace and stimulate demand. Each *Experience Brand* must have a clear consumer lead proposition which ensures that a consistent approach is taken to the identification and development of memorable tourism experiences within these brands. Each *Experience Brand* must be distinctive in the international marketplace and differentiate itself from other *Experience Brands* within the Island of Ireland and in other destinations.

An Experience Brand must:

- Be **grounded** in the consumer (travel values, social values, behaviours)
- Be **motivational** for international visitors
- Be **of scale** – made up of a critical mass of related attractions and supporting experiences which are purchasable and accessible – supported by appropriate tourism infrastructure
- Be **more than one experience**, and usually a combination of supporting experiences which underpin one or two lead experiences
- Be **unified by a compelling story** – one which has international relevance
- Be capable of **increasing dwell-time** and/or driving **economic benefit**
- Have a **consumer led** proposition, values, and theme(s)
- Be **market-led** and tested





*The Wild Atlantic Way on Ireland's west coast leads you through **one of the world's most dramatic coastal landscapes**, a landscape on the edge of Europe that has shaped the development of its people, communities and settlements, a landscape that has inspired its own particular language, literature, art, song and dance. It's a place of many natural features – seascapes, sea-life, cliffs, mountains, glens, loughs, trails and pathways. It's a place to experience nature at its wildest; a place to explore the history of the Gaels and their religion; a place to experience great events, great food and drink, great music and the craic.*

The Wild Atlantic Way is the over-arching proposition for Three Peninsulas – West Cork & Kerry and delivers the Brand Ireland pillars.

Wild Atlantic Way Brand Promise

*The Wild Atlantic Way on Ireland's Western Coast off the Western **Edge of Europe**, captivates you with its **wild landscape** that continuously shapes its **living history**; and engages you with its creative and **vibrant communities**, whose **stories and culture** stimulate you, so you are freed up to relax, enjoy and **leave feeling refreshed, renewed and uplifted**.*

This brand promise is delivered through three themes which highlight the unique features of the Wild Atlantic Way. Key to the success of the Wild Atlantic Way as an *Experience Brand* is that we deliver on the brand promise at every point of interaction with the visitor. The promise needs to be:

- **Real** – based on genuine and authentic assets. It needs to be truly delivered by the tourism businesses included in the brand. The industry needs to buy-into the brand and 'live it' to truly deliver on its promise.
- **Relevant** – developed with the potential visitor in mind and able to satisfy their needs and motivations.
- **Related** – to the other Experience Brands on the Island of Ireland but unique enough to stand out alongside them individually.

Wild Atlantic Way Themes

Life Shaped by the Atlantic – you can get up close and personal with traditions and spiritual Gaelic Ireland and immerse yourself in the real Ireland where the traditions of the past are very much alive in the music, the song, the dance, storytelling, games and the Irish language.

Where Land Meets Sea – on the very edge of Europe, the ocean's force has carved a coast of wild, raw beauty. Huge Atlantic rollers crash and churn, shaping jagged ocean crags, islands and the sheer granite of Europe's tallest sea cliffs. It provides a breathtaking backdrop for active exploration of untamed land and seascapes. Enjoy up close encounters with the elements.

Connectedness – the feeling of connecting to the people and the landscape, of being a part of something 'bigger'. Feeling renewed and energised by the place, its people and its story. Your reward from a journey of discovery, challenge and being immersed in an ancient landscape.

If the potential visitor to the Island of Ireland is offered a clear menu of distinctive but equally appealing Experience Brands, the likelihood of them choosing to visit for longer is increased.

It's up to each business to embrace the themes of the Wild Atlantic Way and strengthen the overall appeal of the Experience Brand.



What is Experience Development? Cad is Forbairt Eispéiris ann?

Developing an experience requires a shift away from the traditional product versus price mentality. It's about delivering life-changing moments that inspire visitors to not only share their experience with others, but also makes them want to return.

A haven of absolute beauty and rest that draws you in from the moment you arrive – where you can discover kinship, sense empowerment, and absorb the creative energy.



Experience Development is the art and science of delivering a consistent message that inspires consumers throughout their travel experience – providing something that not only motivates visitors to become ambassadors for your destination, but also gives them the tools to help tell your message.

The concept of experience development extends beyond just simply providing an enjoyable experience for visitors. To achieve international cut-through in today's 'sharing economy', experiences need to utilise thematic interpretation techniques that evoke a positive emotional response in visitors, making them want to brag about their experience with family and friends and to experience it again and again. By embedding an experience with the unique selling features, or 'signatures', of a destination, visitors will associate that experience specifically with the destination and become advocates for these experiences with others.

DESTINATION PROMISE: The expectation that is created amongst potential visitors about the experience(s) that they will enjoy in the destination (i.e. a promise of what they will receive based on what is being delivered)

THEMES / KEY PROPOSITIONS: The key underlying themes that set this destination apart and makes it distinctive – the stories that your customers can connect with that showcase your key proposition

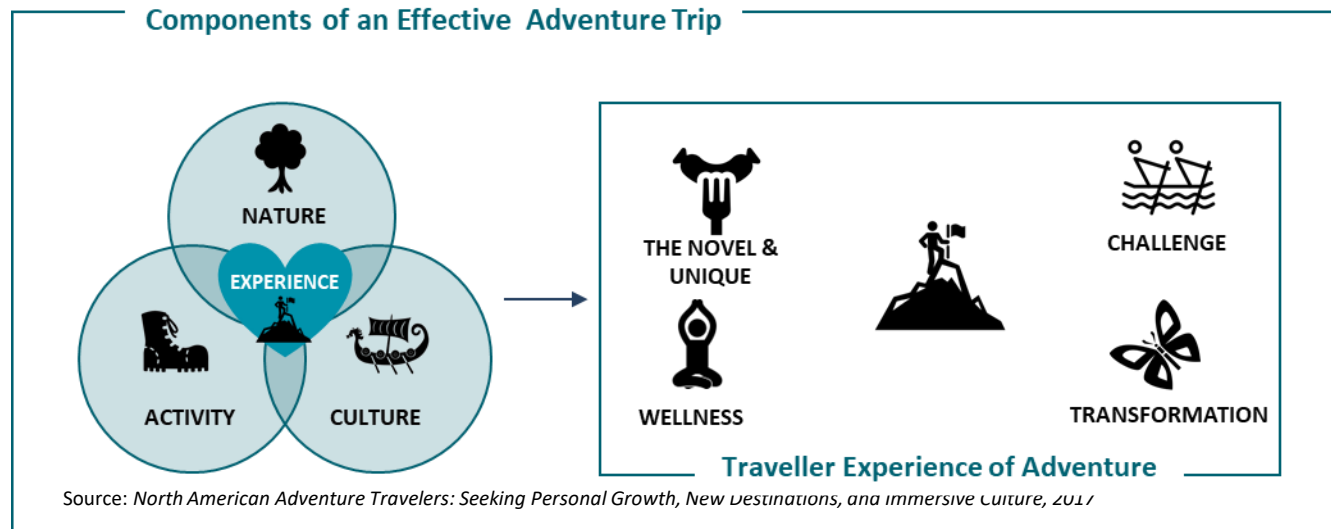
HERO EXPERIENCES: The experiences that are your signature – best delivered in the Three Peninsulas – West Cork & Kerry

SUPPORTING EXPERIENCES: What each business does to bring the HERO experience to life – the products that allows the customer to access the wider experience

ANCILLARY EXPERIENCE MIX: How the wider tourism offering and sense of place/ public realm supports the destination promise



What is Experience Development? Cad is Forbairt Eispéiris ann?



For many businesses, the opportunity to develop HERO Experiences is about doing things differently. It is about creating a sense of adventure and 'micro' adventure moments where the visitor feels totally absorbed in the setting, the story, and feels a sense of accomplishment. Even the traditional concept of outdoor adventure has changed and moved away from simply the activity. Today, it is about getting off the beaten track, connecting with locals and feeling immersed in the moment. It is a sensory and an intellectual experience – one that touches the visitor emotionally and intellectually, as well as physically.

This realignment of activities and products to experiences is a direct response to market trends. The visitors in the target segments are looking to discover the essence of a place and to connect with it in as authentic a way as possible. The sense of discovery can just as easily be in the ordinary moment – the encounter with the owner of the small high street artisan store, the exchange of stories with the local in the bar, or the conversation at breakfast in the B&B. With this perspective in mind, the entire community is in the business of delivering the destination experience and of ensuring that the visitor truly appreciates what makes Three Peninsulas – West Cork & Kerry distinctive and memorable.

How was the Plan Developed?

The planning process involved the following six steps:

1. Formation of a Working Group – this group was put in place by Fáilte Ireland with representatives from all the key agencies and local tourism groups involved in influencing or delivering tourism.
2. Desk research to review on-line presence of destination; relevant best practices from comparable destinations; and existing plans and strategies of stakeholders.
3. In-region consultation phase 1 – site visits; discussions with related operators; Working Group workshop; a series of community workshops to discuss the essence of place, the underlying stories and the opportunities; and a general appraisal of the overall area – followed by an analysis of the findings.
4. In-region consultation phase 2 – experience development workshops; Working Group presentation; analysis of findings.
5. In-region consultation phase 3 – a series of meetings with key agencies represented on the Working Group + select community groups.
6. Development of Plan and presentation to Working Group.



2

Understanding the Context An Comhthéacs a Thuiscint



People want to experience an off the beaten track experience that genuinely immerses them in multiple ways so that they feel stimulated, energised and uplifted.

- Wild Atlantic Way Operational Programme 2015-2019

Where are we now? Cá bhfuilimid anois ?

The latest data from Fáilte Ireland indicates that the South West region (Cork and Kerry) received almost 4.57 million visitors in 2017 (of which 52.5% are international) and €1,423 million in visitor spend (of which 68% is from international visitors). Looking at all visitors, 14.5% are from Britain, 19% from Mainland Europe, and 14.5% are from North America, with a further 2% from N. Ireland. It is interesting to note that the visitor spend from the North American visitors amounts to over 25% of total visitor spend.

These markets remain key target markets for the region – particularly the Unites States, the UK, Germany and France.

At present, there is no data available which specifically relates to the Three Peninsulas region. Data for County Kerry and County Cork as a whole has been used as an indicator of **international** visitor patterns within the area.



The main reasons for an overseas visit to the South West are for a **holiday (72%)** or to **visit friends and relatives (20%)**.



Just over one-third of visitors to the South West are **couples** and 38% of visitors are **travelling alone**.

1

45% are **first time visitors** to the region. This increases to 67% when only holiday makers are considered.



International visitors to the South West spend on average **€403 per person** and **domestic** visitors spend an average of **€199 per person**.



43% of **international holiday-makers** stay in a **hotel** accounting for 40% of bed-nights and 36% stay in a **guest house or B&B** accounting for 22% of bed-nights.

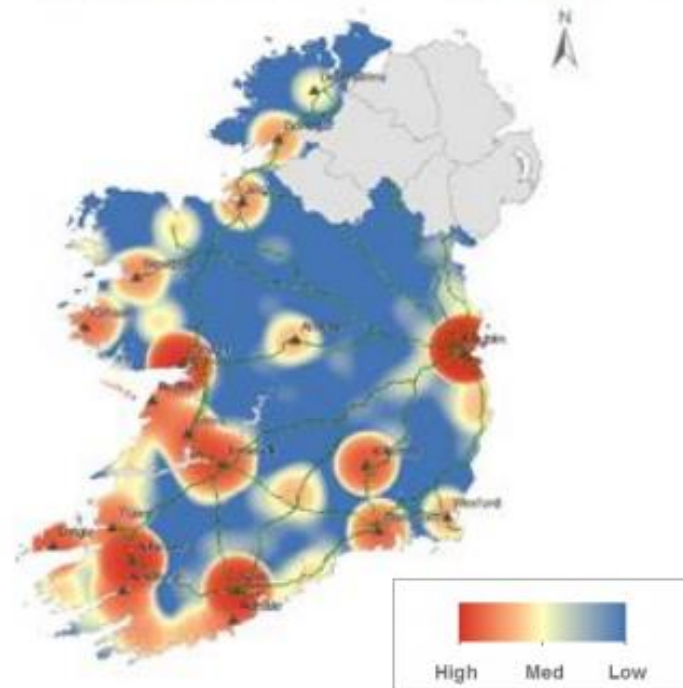
Fáilte Ireland, *Regional Tourism Performance in 2016, 2018*

Fáilte Ireland, *2017 Topline Tourism Performance by Region, 2018*

Map image – Fáilte Ireland, *Regional Tourism Performance in 2015, October 2016*

CLIA, *2018 Cruise Industry Outlook, December 2017*; and *CLIA UK & Ireland Cruise Review 2016, March 2017*

Hotspot Map of Overseas Visitors Travelling for a Holiday



The Emerging Cruise Market

The regeneration of Bantry Harbour has expanded the opportunity to grow the cruise market and complements the facilities at Bantry. This sector of tourism continues to grow with 27.2 million sailing passengers estimated for 2018 (Cruise Lines International Association). The global market has grown by 20.5% in the last 5 years (2011-16). While almost 47% of global passengers are from the United States, there has been significant growth in the UK/Irish cruise market, with a record of 1.9 million cruising in 2016 from this market. Trends indicate that passengers are increasingly looking for transformational experiences. A growth in shorter cruises is attracting the Millennial markets, bringing the average age down to 55 – its lowest in 6 years. These trends are of particular relevance to the Three Peninsulas – West Cork & Kerry .

Challenges, Strengths and Aspirations Dúshláin, Láidreachtaí agus Mianta

A successful Visitor Experience Development Plan should not only be aligned to the Wild Atlantic Way brand and its target markets, but it should also seek to **address** the underlying challenges facing the destination and find ways of building on new opportunities.

CHALLENGES	OPPORTUNITIES / STRENGTHS
<ul style="list-style-type: none"> • High level of seasonality • Visitors to the peninsulas are primarily day-trippers • Few experiences designed to promote overnight stays • New accommodation options required to better service the more rural areas and experiences associated with the long-distance trails – lack of sufficient approved bed capacity • Planners’ perspective on appropriate accommodation in the rural areas • Inadequate pier and moorage facilities on Bere Island • Preservation of important heritage sites such as Dunboy Castle • Parking access for many archaeological sites limited • Range of tourism organisations and stakeholders with a mandate relating to tourism – no cohesive approach • Lack of resources on the ground to coordinate and develop experiences and events • Increase in visitor numbers with potential to disturb or damage the natural environment 	<ul style="list-style-type: none"> • Untouched quality – “A Place Apart” – restorative quality • Hundreds of inlets, tiny coves and blue-flag beaches • Intangible heritage and spirituality – opportunity to animate destinations through wealth of stories and maritime history • Strong food culture – large number of award winning artisan food producers and food festivals and markets • Quality of light in the landscape – a key factor in attracting artists • Diversity of flora and fauna • Rich traditions in a wide spectrum of arts – diverse and well recognised festivals, studios, galleries, craft retail • Long distance trails (Beara Way, Sheep’s Head Way) and community loop trails (e.g. Fastnet Trails) • Cycling trails. Beara Bridle Way under development – first of its kind in Ireland • Strong recognition for endurance sports and sailing • Potential for marina development • Promoting environmental enhancement through a sustainable tourism approach

Regional Aspirations

A plan that aligns with the aspirations of communities has a much greater likelihood of making a difference and achieving longer term success. On the basis of consultation, tourism businesses and related stakeholders indicated a desire for tourism that:

- *Complements the unspoilt area and maintains local quality of life*
- *Enhances culture*
- *Is non-destructive and does not exceed capacity*
- *Provides a genuine and authentic experience*
- *Preserves our values and our identity*
- *Allows us to sell who we are and not our soul*
- *Focuses on smaller groups and assists smaller businesses*
- *Provides jobs*

There is a strong degree of alignment between these aspirations and the stated objectives.

In addition, the strategic priorities of the County Councils will both facilitate the implementation of the plan and will be supported by its implementation. In particular priorities relating to:

- Protecting and enhancing the natural and built environment and, the cultural and linguistic heritage;
- Ensuring the continued success of the tourism industry;
- Providing world class experiences for the visitor – experiences that are visitor centric, sustainable and beneficial to the economy;
- Facilitating and enriching the visitor journey with integrated tourism infrastructure and destination experience enablers;
- Encouraging further collaboration between state agencies, product providers and local communities;
- Embracing new up-to-date technologies.



3

Peninsulas and Islands – Overview of Destination Themes

Leithinsí agus Oileáin - Forléargas ar
Théamaí Cinn Scríbe



*Creating value. Value is the defining factor. When there is no
difference in value people buy on price alone.
You can only compete on price for so long but you can
compete on value forever.'*

- Pine and Gilmore, *The Experience Economy*, 1999

The 'Story' of Three Peninsulas – West Cork & Kerry 'Scéal' Thrí Leithinis - Iarthar Chorcaí & Chiarraí

PENINSULAS AND ISLANDS OF SANCTUARY

Leithinisí agus Oileáin Tearmann

"I scarcely know how any one who goes there ever leaves it. For my part, I have been there ever since. It is a haven of absolute beauty and perfect rest." (Poet Laureate, Alfred Austin, 1894)

Peninsulas and islands that draw you in from the moment you arrive. A place where the mysterious shifting of light is captivating, where summer comes early and the people reach out to welcome you.

A sanctuary of *perfect loneliness* where you can find yourself – where you can **discover your inner soul** and **feel the kinship** of clan and community; where you can **sense the resilience and empowerment** arising from a powerful fusion of cultural and natural forces; where you can **absorb the energy** from the celestial alignments; and where you can **embrace the local flavours** and **the creative vitality** of those you meet.

This is the essence of The Three Peninsulas – Mizen, Sheep's Head and Beara. The sense of rugged intimacy between land, sea and people is palatable. From ancient times through to today there is an aura of magical and elemental inter-connection, and a commitment to defend and cherish peninsular life and lifestyle even in the face of the challenging realities of living on the most south-westerly edge of Europe. This is a distinctive region of headlands, peninsulas, mountains, islands, bays and inlets that have been sculpted by the forces of nature and the resilience of clans over millennia to leave an area that is intricately shaped and fused through geology, geography, history, clan, community and a shared passion for celebrating *joie de vivre*.



Descriptors of the Three Peninsulas – community sessions 2018



PENINSULAS AND ISLANDS OF SANCTUARY

*...a haven of absolute beauty and perfect rest that draws you in from the moment you arrive. A sanctuary of perfect loneliness where you can find yourself – where you can discover your inner soul and enjoy the shared passion for celebrating the *joie de vivre*.*

Cultural Fusion

The sincerity of the welcome can be felt throughout.... open hearts that reach out to draw you inwards create a warmth that has been felt for centuries.... An unmistakable eclectic fusion of cultures within every village and town that can be savoured in the cuisine; enjoyed in the music; appreciated in the arts.... A place to find oneself, to feel the embrace of a sanctuary and to enjoy a sense of belonging and inner restoration.

Vibrant Resilience

The vulnerabilities of living on the south-westerly edge of Europe have been felt across the centuries.the peninsulas have a long history of defending land and sea, upholding cherished values and traditions, and pursuing dreams. The ties outward.... the co-existence with the past.... the spirituality.... the inner resilience have created an openness to the world and a passion for life.

HERO THEMES

Flavours of Fusion
Artistic Encounters
Celestial Sanctuary

HERO THEMES

Harmonious Confrontation
Kith, Kin and Clan
Marginal Livelihoods

This creative framework presents the two key themes that underlie the majority of stories associated with The Three Peninsulas – West Cork & Kerry. These themes highlight the unique propositions that can be used in developing experiences that are distinctive to the Mizen, Sheep's Head and the Beara Peninsulas. The themes and the umbrella statement are applicable to all parts of the region and can be used by businesses to build on its inherent strengths and personality in a way that will differentiate the Three Peninsulas and create 'cut-through' in a busy market-place, while creating a sense of cohesion within the destination.

The following pages present types of new HERO experiences that can be developed or existing experiences that can be enhanced within the context of this creative framework. In order to build further understanding of the two dominant themes within the region – **Cultural Fusion** and **Vibrant Resilience** – additional HERO themes have been outlined to help businesses and communities accentuate 'personality traits' or elements of the two broad themes. These can be blended and the overall framework is simply to be regarded as a tool to bring out the region's best – those experiences most likely to resonate with international visitors and highlight the essence of the place. The potential experiences are to be regarded as ideas – ways of developing new commercial products; while the lists of supporting experiences are examples of what is already in place and can be leveraged using a focus on partnerships and working to strengthen clusters of existing products.



4

The Action Plan An Plean Gníomhaíochta



*When you customise an experience to make it just right for
an individual...you cannot help changing that individual.*

- The Experience Economy, Updated Edition, 2011

ACTION PLAN Plean Gníomhaíochta

Introduction to the Action Plan

The Action Plan lists all the actions that are required to address the development of the potential HERO Experiences and the associated priorities. The Plan is organised by HERO Theme, and relates to a broad spectrum of destination development factors including experience development itself, niche areas of tourism such as adventure and activity-based tourism, cultural and heritage tourism, culinary tourism, and arts and craft; infrastructural and transportation requirements; skills development; collaboration and planning; and related aspects of policy making. However, it is not a comprehensive destination development plan in the traditional format. Rather, it looks at these elements from the perspective of specific theme-based experience development opportunities.

Further details on the context for the recommendations are provided in the Appendix – Section A2. This section outlines the Hero Themes and the Hero Experience concepts. Section A3 presents the stories that are associated with each Hero Theme. Supporting actions from key partners are included in a Supplementary Appendix.

CULTURAL FUSION: Flavours of Fusion		Timeframe	Lead	Partner
1.1	EXPERIENCE: The Twilight Series – develop the concept of a series of Friday evening food and cultural events held in turn in Kenmare, Bantry, Glengarriff and Ballydehob (concept can be hosted in additional settings). These are evening markets that are designed to be primarily about local foods and flavours, together with tasting events. While the focus is on raising awareness of the culinary culture of Three Peninsulas – West Cork & Kerry, these events also provide an opportunity to profile local arts, craft, music and performance. (CATALYST Project).	Long-Term	Taste Kerry, Taste Cork,	FI, KCC, CCC, WCLD, SKDP, LEOs, LEs, LCs, IFA, LTGs
1.2	EXPERIENCE: Meet the Makers – work with culinary experts to develop and market bespoke tours to experience the kitchens and dairies of artisan food producers and learn the traditions associated with wild ingredients such as elderflowers and how to make local dishes. These tours should be packaged with distinctive accommodation facilities, such as a country boutique guest house and have the potential to be aimed at a high-value market segment.	Medium-Term	LEs, Taste Kerry, Taste Cork	FI, KCC, CCC, WCLD, SKDP, LEOs, LTGs, IFA, LES
1.3	EXPERIENCE: Soup for the Soul – develop a three day cooking adventure to be hosted in Autumn or Winter. This experience is designed to give visitors the opportunity to go foraging in these months and then learn how to use these local ingredients to cook a range of eclectic soups and wholesome organic breads with local owners and chef.	Short-Term	LEs, Taste Cork	FI, CCC, LTG, WCLD
1.4	Work with food entrepreneurs to identify other ways of combining different types of experiences with the core food component, such as assisting with establishing exclusive shop openings, particularly out of season.	Short-Term	Taste Cork Taste Kerry	FI, CCC, LTG WCLD, SKDP, LEs, IFA
1.5	Strengthen the integration of food producers and food service operators through developing ways of networking and knowledge sharing between the two sectors.	Short-Term	Taste Kerry, Taste Cork	FI, KCC, CCC, WCLD, SKDP, LEs, IFA, LEOs



ACTION PLAN Plean Gnóimhaíochta

CULTURAL FUSION: Flavours of Fusion		Timeframe	Lead	Partner
1.6	<p>Explore the opportunity to develop covered/indoor all-weather food and craft market places for Kenmare and Bantry to increase the destination value of these attractions, appeal to the target markets and enable the South West to benefit from the growing sophistication of markets.</p> <ul style="list-style-type: none"> Review the transferability of the work undertaken by Kenmare Marketing & Events Group to improve the overall market experience and determine what practices can be used throughout the region. Support the introduction of a cooperative stall for local producers and artisans unable to attend in person. 	Long Term	Taste Kerry, Taste Cork	KCC, CCC, LEOs, SKDP, WCLD, LEs
1.7	Explore the opportunity to develop further food incubation units within Three Peninsulas – West Cork & Kerry . (See Taste Cork 2021 Food Support Strategy for Cork).	Medium-Term	KETB CCC	KCC, CCC, LEOs, SKDP, WCLD, LEs

CULTURAL FUSION: Artistic Encounters		Timeframe	Lead	Partner
2.1	<p>EXPERIENCE: The West Cork Music Festival - initiatives that support the profile of this festival and its extension throughout the year will strengthen its iconic status within Three Peninsulas – West Cork & Kerry .</p> <ul style="list-style-type: none"> This will include strengthening the cultural and economic impact of the West Cork Music Festival and related festivals through establishing a year-round venue for West Cork Music. (CATALYST Project). 	Short-Term / Medium-Term	WCCMF, Bantry House	FI, CCC, WCLD, LEs, LTGs
2.2	<p>EXPERIENCE: Bring Your Own Story to Life – work with a water-based activity operator to develop a proposed kayaking experience in Kenmare Bay designed to reconnect visitors to the magic and creativity of their childhood.</p>	Short-Term	LE, FI	LTG, KCC, SKDP, LEOs
2.3	<p>EXPERIENCE: Explore Art from Past to Present - work with local artists and craft artisans and academics/experts to develop a multi-day itinerary that looks at art and crafts, and the contribution of art to the cultural heritage and identity of the region from pre-historic rock art through to traditional arts and crafts such as stone carving.</p>	Short-Term	LEs, LTGs	FI, UCC, WCLD, SKDP, LEOs, KCC, CCC
2.4	<p>EXPERIENCE: Treasures on the Beach - work with local artists at Kilcrohane to develop an experience that involves foraging on the beach for ‘raw’ materials, hearing the local stories, and working with an artist to develop new art work. Work with local partners and potential ‘hosts’ to include food and accommodation. This could be based on a ‘home-stay’ model.</p>	Short-Term	LTGs, LEs	FI, KCC, CCC, WCLD



CULTURAL FUSION: Artistic Encounters		Timeframe	Lead	Partner
2.5	<p>EXPERIENCE: Capturing Shifting Lights – work with professional artists and photographers to develop a week long experience learning how to capture the dynamic qualities of light in different areas within Three Peninsulas – West Cork & Kerry . Package the experience with accommodation in at least two areas within the Three Peninsulas – locations designed to maximise the quality of the light on the landscape. This experience will likely need a transportation component depending on how much travel is involved between sites. Combine with local food experiences.</p>	Short-Term / Medium-Term	LEs, LTGs	FI, KCC, CCC, WCLD, SKDP
2.6	<p>Cruise tourism</p> <ul style="list-style-type: none"> Continue to identify ways of animating all locations where cruise ships dock on the days that cruise ships are expected to dock, including Bantry town centre and the cruise terminal area, Glengarriff and Bere Island. Work with partners to address the opportunity to build a series of short 2 to 4-hour itineraries for cruise ship visitors that wish to explore Three Peninsulas – West Cork & Kerry . The form of transportation and the nature of the experience should reflect the aspirations of local stakeholders – working with a fleet of smaller vehicles is likely to be necessary in locations such as the Sheep’s Head. 	Short-Term	BBPC, BDTA, , BBPC, BCC, LTGs	FI, CCC, LEs, LC, BHAS, BPG, WCLD CCC, FI, OPW/ DCHG, BCC
2.7	Build on the success of festival-related workshops (e.g. The West Cork Chamber Music Festival) and increase opportunities for workshops out of peak-season that will offer an artistic learning experience within a cultural setting that is inclusive of the local food and stories. For example, explore the feasibility of developing additional workshops in stone carving outside of the recently developed West Cork Stone Symposium.	Medium-Term	CCC, LTGs	LCs, LEs, ETBs, OPW/DCHG, WCLD, SKDP
2.8	Support the ongoing development of the Fastnet Film Festival in Schull.	Medium-Term	LCs	FI, CCC



ACTION PLAN Plean Gnómhachta

CULTURAL FUSION: Celestial Sanctuary		Timeframe	Lead	Partner
3.1	<p>EXPERIENCE: Bonane Heritage Park – continue with the plans to develop the Heritage and Interpretation Centre to enhance the visitor experience and benefit the local community. (CATALYST Project).</p> <p>This initiative also includes:</p> <ul style="list-style-type: none"> Collecting stories and recording oral history from elders in the community; Improving signage to the Park. 	Medium-Term	Bonane Heritage Park	SKDP, KCC, FI, KMEG, LC, LEs
3.2	<p>EXPERIENCE: The Art of Prehistoric Meditation – a guided activity that involves bringing together guides with specific skills and experience in hiking higher elevations, wellness therapies and mindfulness, and a knowledge of local mythology.</p>	Medium-Term	Local Community / local guides	KMEG, LEs, LC, SKDP, Bonane Heritage Park, FI
3.3	<p>EXPERIENCE: Escape Treasure Hunts & Fantasy Island Adventures – a new proposed concept for Garinish Island aimed at Millennial Social Energisers. This will involve creating and promoting the event, working with partners to provide the food hampers. The event should be packaged with accommodation and evening entertainment in Glengarriff.</p>	Short-Term	LTG	FI, CCC, WCIIG, LTG, Les, OPW/DCHG
3.4	<p>EXPERIENCE: Revealing the Dark Skies – the region is exceptionally rich in opportunity to reveal the connections with the past and to explore the celestial realm across the region.</p> <ul style="list-style-type: none"> Pursue International Dark Sky Community certification through the International Dark Sky Association for Bere Island and the Sheen Valley. Use mobile equipment to create a series of night sky events across the entire region in distinctive settings such as Lonehart Battery and Bonane Heritage Centre. Develop a guest speaker programme that looks at astronomy through the ages. Package Dark Skies experiences with accommodation. 	Short-Term / Medium-Term	Bere Island Project Group, Bonane Heritage Park	SKDP, WCLD, CCC, KCC, LTGs
3.5	<p>EXPERIENCE: Acapella Notes at Sea – work with activity operators to create a unique evening acapella kayaking event on Kenmare Bay.</p>	Short/Medium Term	LEs	KCC, SKDP, KMEG, LEO
3.6	<p>Glengarriff Nature Reserve and area – support the NPWS in exploring opportunities to expand the designated area. A more extensive land area could be considered for National Park status and would raise the profile of the oak woodlands, the Glengarriff River and the wet heathlands, along with its cultural significance as the site of the historic Prince of Wales Route from Glengarriff to Kenmare.</p> <ul style="list-style-type: none"> Work with Coillte to change the adjacent conifer plantations from an economic resource to a visitor usage resource as per recent changes in policy. Work with OPW to assess potential of including lands in the Shrone townland within the National Park, including considering the development of a safe route from Glengarriff to the Nature Reserve. Work with Cork County Council to assess similar potential of including the Blue Pool Amenity area. 	Medium-term	NPWS	OPW/DCHG, FI, CCC



CULTURAL FUSION: Celestial Sanctuary		Timeframe	Lead	Partner
3.7	<p>Ilnacullin / Garinish Island – improve the orientation, interpretation and overall experience through the restoration of the Boathouse. (CATALYST Project).</p> <p>In addition, while the primary objective remains the conservation of Bryce House and the gardens of Ilnacullin and the preservation of its peace and tranquillity, there is scope to strengthen the visitor experience through the following initiatives:</p> <ul style="list-style-type: none"> • Expanding the number of small-scale appropriate events, such as music recitals, particularly outside the peak season, and creating new shoulder season activities such as hosting a horticultural symposium or facilitating a field studies element for relevant academic programmes in horticultural and arboriculture, or architectural studies; • Creating a stronger boat experience that would further orient the visitor to the island experience, the underlying story, and the local marine ecology; • Developing online booking for Bryce House; • Ongoing site restoration such as the Italian Garden and the Walled Kitchen Garden. 	Short-Term / Medium-Term	OPW	DCHG, FI, CCC, WCLD
3.8	<p>Gardens – explore opportunities to develop an enhanced programme of speciality themed tours involving public and private gardens, including spring and autumn events.</p>	Short-Term /	WCGT, KCC	FI, OPW DCHG, NPWS, LEs, LCs, CCC
3.9	<p>Prehistoric sites – there is a need to develop resources to assist land owners with the management and preservation of the many prehistoric sites that are in private ownership. Consider developing a manual that looks at the following:</p> <ul style="list-style-type: none"> • Creating awareness of the significance of sites; • Mapping and recording sites; • Simple measures that can help protect and improve the condition of monuments, including appropriate farming practices, managing erosion, and managing invasive species; • Opportunities to improve access to visitors and meeting the needs of visitors through access, parking, interpretation and related services; • Responsible development. 	Long-Term	National Monuments Service /DCHG, local land owners	FI, KCC, CCC, OPW, NPWS, DoAFM, DTTAS, IFA, AT



ACTION PLAN Plean Gnómhaochta

VIBRANT RESILIENCE : Harmonious Confrontation		Timeframe	Lead	Partner
4.1	<p>EXPERIENCE: Beara Peninsula Bridle-Way – the trail is the only long-distance bridle-trail in Ireland. To create a marketable experience, this phase will need to continue looking at developing and promoting the supporting services.</p> <ul style="list-style-type: none"> • Map the route showing the full range of services; • Work with local farmers to develop paddocks/horse compounds for overnight stops; • Work with the local planning offices to identify new and alternative forms of accommodation, including suitable customised camping facilities by the bridle-way – accommodation in close proximity to the trail is critical to its success; • Develop user guidelines – best practices for minimal impact, pre-ride checklists and ride etiquette; • Consider organising a ‘gathering event’ to launch the trails and maintain this ‘rendez-vous’ event on an annual basis – could be organised by the British Horse Society (Comparable – BC Backcountry Horsemen). • Continue to develop www.bearabridleway.com as a trip planning tool. 	Short-Term / Medium-Term	BT	CCC, FI, WCLD, LTGs, LEs, LCs, IFA, AT, NTO, NPWS, VSCG, WCDP, British Horse Society
4.2	<p>EXPERIENCE: Bere Island Military Festival – a new festival to profile and celebrate the unique social history of military ‘occupation’ and life in the Treaty Port. Work with an event planner to re-create the weekly dance in a new annual event. Include a dance lesson component and opportunity to wear costume to increase the level of engagement. The event has the potential to be staged with a gala dinner featuring the exotic fruit and vegetables of the time. This event is likely to attract the island’s diaspora and will need to be packaged with a range of accommodation, including the opportunity for homestays.</p>	Short-Term	BIPG, WCIIG	CCC, FI, LTGs, LEs
4.3	<p>EXPERIENCE: Whiddy Island to Bere Island Blueway Heritage Trail – a guided water-based touring activity via Adrigole that promotes the story of the shared military heritage.</p> <ul style="list-style-type: none"> • Work within the framework of the new Blueway Initiative towards exploring the potential of developing a Blueway route from Whiddy Island to Bere Island. • Identify and map safe points to embark or disembark, together with a range of services, such as suitable accommodation. • Review availability of rental services and address any gaps. • Identify and promote eligible water-based activity guides and operators. 	Medium-Term	CCC, BBPC, WCIIG	FI, DoAFM, Castletownbere Harbour Company, BIPG, LTGs, LEs, LCs
4.4	<p>EXPERIENCE: Discovering the Forgotten Secrets of Islands – expand the existing ‘treasure hunt’ geo-cache activity that is offered on Whiddy Island on a request basis, and develop a bookable experience that includes other islands. These treasure hunts can highlight the shared military and social history of the islands, and should be packaged with additional services, including accommodation, local food and local transport. The concept can be developed using a digital app that provides the clues and challenges, which will assist in the maintenance of the experience. (Comparable – see www.treasuretrails.co.uk).</p>	Short-Term / Medium-Term	WCIIG, LTGs, LEs, LCs	LLTC, CCC, WCLD, IFA, NTO, VSCG



ACTION PLAN Plean Gnóimhaíochta

VIBRANT RESILIENCE : Harmonious Confrontation		Timeframe	Lead	Partner
4.5	<p>EXPERIENCE: Experience Mizen from the Sea – develop a bookable experience (on an existing concept) that incorporates a customised tour of the Mizen Head Signal Station, an introduction to the headland’s ecosystems and cultural heritage, and a whale and dolphin watching trip with a marine expert that also includes the chance to see Fastnet Lighthouse.</p> <p>To differentiate this tour from the shorter existing trips, it should target wildlife enthusiasts and photographers, and offer the opportunity to experience more of the wilds of the Mizen coastline. It should also highlight its ethical values. Package this two-day experience with accommodation, a strong culinary component and an evening entertainment activity that reflects local culture.</p>	Short-Term	Mizen Head Visitor Experience LEs, LTGs	CCC, WCLD, FI, VSCG, ILC
4.6	<p>Mizen Head Signal Station – work with the Mizen Centre to bring the lighthouse into the Great Lighthouses of Ireland tourism initiative. (CATALYST Project).</p> <ul style="list-style-type: none"> • Leverage the programme to strengthen the visitor experience with value-add activities similar to 4.5. • Explore opportunities to enhance the interpretive exhibits at the Centre to strengthen its profile as a key Signature Discovery Point. 	Short-Term	Mizen Head Visitor Experience	Commissioners of Irish Lights, Mizen Tourism Cooperative, FI, CCC
4.7	<p>Bere Island – complete the restoration of Lonehart Battery, including sand-blasting of the guns and expansion of the parade area to enlarge the space available for activities to position the island as a key destination for military heritage and enhance the site as a significant visitor attraction. (CATALYST Project)</p> <p>In addition to this infrastructural project and the Military Festival, work on a range of complementary projects:</p> <ul style="list-style-type: none"> • Support the current initiative on developing the island’s oral history through the community radio programme and expand the efforts to Whiddy Island. Continue to document related military stories; • Build linkages with related aspects of military heritage for the Cultural Explorer and enthusiast, including cross-selling with Spike Island in promoting the story of Bere Island as an internment camp, and the National Museum of Ireland which now displays the French longboat formerly washed up on Bere Island. 	Short-Term / Medium-Term	BIPG, WCIIG	CCC, FI, WCLD, LEs, LC, Irish Defence Forces, OPW/DCHG, NPWS, UCC, DoAFM, National Museum of Ireland
4.8	<p>Kenmare – Develop the recently bequeathed Peninsula lands as outlined in the masterplan for the lands, and use the opportunity to highlight Kenmare’s association with the coast.</p> <ul style="list-style-type: none"> • Create walks and cycle ways and connectivity with Reenagross, expanding the route ways to 8km, while maintaining the area as a green recreational space. • Enhance the location and facilities for water based activities. • Strengthen the positioning of Kenmare as a staging area for cycling in the Sheen Valley Heritage Area. 	Short-Term / Medium-Term	KCC	KMEG, SKDP, LEs, LC, DoAFM, FI



ACTION PLAN Plean Gnómhaochta

VIBRANT RESILIENCE : Harmonious Confrontation		Timeframe	Lead	Partner
4.9	Bantry – develop a stronger focus on the story of Wolfe Tone – particularly when cruise ships are in port, through animation.	Short-Term	BDTA, BHAS	BBPC, BCC, BPG, CCC, HC, WCDP, WCLD
4.10	Water-based Outdoor Adventure and Related Pursuits of Challenge – the peninsulas have well-defined strengths as a destination for water-based outdoor adventure and should continue to build on these strengths. A more detailed assessment of opportunities should be undertaken across the three peninsulas and islands, in addition to moving forward with the following initiatives.	Ongoing	KCC, Dept. of the Marine, BBPC, LCs	Community organisations, FI, CCC, DoAFM, WCLD, SKDP, WCDP, NPWS, NRA, ISA, PADI, NTO, VSCG, IFA, LTGs,
	a) Schull Harbour development (CATALYST Project). To include: <ul style="list-style-type: none"> • Redevelopment of Schull Harbour to include upgrading of the existing pier; • Reclamation works and the construction of a 225-berth Marina; • The installation of pontoons; • Associated onshore facilities including Visitor/Education/Interpretive Centre. 	Short / Medium Term	Dept of Marine, LC	
	b) Bantry Harbour – confirm a viable location and create a Marine Activities Centre to include: <ul style="list-style-type: none"> • A slipway for launching and recovering dinghies; • A pontoon for launching coastal rowing boats; • Hardstand for storage of boats, access space, parking and ancillary activities; • Shared accessible building facilities. 	Short / Medium Term	Dept of Marine, LC BBPC	
	c) Castletownbere Harbour – improve or develop new pier and leisure craft facilities with 40-80 berths to enhance its status within the new European Cool Route (described as the World’s Most Adventurous Cruising Route) and to allow for a general increase in leisure vessels stopping over. (CATALYST Project).	Medium / Long Term	Dept of Marine, LC BBPC	
	d) Bere Island – improve accessibility and increase the appeal of the island to visitors arriving by boat through extending the marina and developing pier facilities including pontoons and facilities for wheel chair access.	Short / Medium	Dept of Marine, LC	
e) Assess and improve community-based infrastructure for water-based outdoor activities across the three peninsulas and islands, including: <ul style="list-style-type: none"> • Enhancing the diving centre at Kilmackilloge and water sports facilities on Bere Island; • Develop pontoons and/or marina improvements at Adrigole, Glengarriff, Goleen and Kilmackilloge to improve boating opportunities. 	Short / Medium Term	Dept of Marine, LCs		



ACTION PLAN Plean Gnómhachta

VIBRANT RESILIENCE : Harmonious Confrontation		Timeframe	Lead	Partner
4.11	<p>Beara Brefine Way – Implement the outputs of the Beara Brefine Master Plan and work towards developing connectivity between the Beara Way and the Kerry Way, and between Sheep’s Head Way and the Beara Way through Glengarriff to develop a Camino type offering for the South West region. The use of technological enhancements becomes increasingly important as the trail expands in its ‘stature’ – to facilitate booking, story-telling, the identification of risk, etc. (CATALYST Project).</p> <p>(See also Experience 5.2)</p>	Ongoing	FI, Beara Brefine Way project group, CCC, KCC	DoAFM, LEADER, WCLD, SKDP, WCDP, NPWS, NRA, ISA, PADI, NTO, VSCG, IFA, LTGs, LCs,
4.12	<p>Continuing to improve walking and cycling infrastructure, including a focus on safety issues, through:</p> <ul style="list-style-type: none"> • Enhancing all Way Marked Ways to become an international renowned walking destination and providing the tools to integrate all local visitor themes; • Installing gradient cycle signage on Healy Pass; • Assessing the region’s accommodation base against cycle-friendly criteria – identifying facilities that offer safe storage facilities, a drying room, repair facilities, packed lunches etc.; • Ongoing assessment of support businesses, such as cycle hire services; • Ongoing development of community cycling and hiking trails – e.g. Fastnet Trails, trails in Lauragh. 	Ongoing	FI, CCC, KCC	DoAFM, LEADER, WCLD, SKDP, WCDP, NPWS, NRA, ISA, PADI, NTO, VSCG, IFA, LTGs, LCs,

VIBRANT RESILIENCE : Kith, Kin and Clan		Timeframe	Lead	Partner
5.1	<p>EXPERIENCE: The O’Daly Bardic School – support the initiative as identified in the 2019 Feasibility Study (Creating a Sustainable Tourism Offering in Kilcrohane) to celebrate the creative legacies of a medieval hereditary profession. (CATALYST Project).</p> <p>In working towards creating a HERO experience, the following activities need to be progressed:</p> <ul style="list-style-type: none"> • The inventory of archaeological sites; • The identification of sensitive sites and related management implications and opportunities; • The collection of stories related to the sites of interest – e.g. the links with local chieftains right back to the legends of Fionn macCumhaill, the drowning of King of the Spain’s sons who attended the school; • Ongoing explorations of the options of developing a visitor interpretive centre for the Bardic School experience and the use of new technologies to present the story and enhance the experience; • Complementary Dark Skies experiences. 	Short-Term / Medium-Term	Muintir Bháire Community Council	FI, CCC, NPWS, OPW/DCHG, HC, WCLD, LTGs, LEs, LCs



ACTION PLAN Plean Gnómhachta

VIBRANT RESILIENCE : Kith, Kin and Clan		Timeframe	Lead	Partner
5.2	EXPERIENCE: From Béara to Bréifne: Recreating the Epic March of O’Sullivan Beare – develop an animated and guided hiking experience event that presents the stories of the events of 1603 along the 480 km hike. Package the event with accommodation or camping options and ensure a forwarding luggage service is in place for the event.	Medium -Term	Beara Breifne Way Committee	LCs, FI, CCC, WCLD, HC, LTGs, LEs, IFA
5.3	EXPERIENCE: Mystery and Murder in Bantry House – work with Bantry house and a theatrical company to develop a series of ‘Mystery and Murder’ dinner events. The mystery could be played out over the weekend and allow for the development of a one or two night stay in Bantry or at Bantry House.	Short-Term	Bantry House	FI, BDTA
5.4	EXPERIENCE: A Day with the Men’s Shed – continue to work with the men from the Durrus Men’s Shed to develop and promote an experience that is an authentic opportunity to experience village life from a unique perspective. Invite a travel blogger to participate in the experience and consider the option of developing a longer-term blog on the series of events. <ul style="list-style-type: none"> Support the community group in developing the waterside trail. 	Short-Term	Durrus Men’s Shed	WCLD, FI, CCC, LTGs, LEs, LCs
5.5	EXPERIENCE: An Alternative Perspective on Creating Legacies – develop an experience that highlights the stories of key women from Three Peninsulas – West Cork & Kerry and how they shaped history and what we see today – such as Bantry House or Bryce House, or the story of Ellen Hutchins. Develop a range of activities that complement the stories, such as a focus on gardens or art and tapestries. Add value to the experience through a focus on local foods and boutique accommodation.	Short / Medium-Term	Local community, DCHG,	FI, CCC, HC, Bantry House, NPWS
5.6	Medieval Castles – undertake an assessment of castle sites with a focus on reviewing access, preservation, signage and opportunities to expand existing experiences. Recommendations will vary in scope depending on ownership and location. Examples that need to be assessed as a priority include the ruins of Ardea Castle near Tuosist and, Dunboy Castle.	Long-Term	DCHG	NPWS, FI, HC, IFA, LCs, WCLD, OPW
5.7	Whiddy Island – develop facilities that can act as a repository for local historical information and artefacts, and support the development of new accommodation options. This will play a significant role in increasing visitation to the island and visitor spend.	Short-Medium-Term	West Cork Islands Interagency Group	LCs, LEs, WCLD, CCC, FI, LTGs, WCDP



ACTION PLAN Plean Gnómhachta

VIBRANT RESILIENCE : Marginal Livelihoods		Timeframe	Lead	Partner
6.1	<p>EXPERIENCE: Dursey Island – accessing the island by cable car across the sea is a unique experience in western Europe and its potential to generate increased visitation has been recognised by the current plans to construct a two-car aerial tramway system and to build a Visitor Centre at the departure point on the mainland and waiting shelter/toilet facility on the Island. Cork County Council is in receipt of an initial grant from Fáilte Ireland to work on the design and cost elements, and on securing all necessary statutory consents prior to submitting application for further ‘Large Tourism Project’ funding. (CATALYST Project).</p> <ul style="list-style-type: none"> • Continue to support the work of CCC in preparing the application for further capital investment. • Develop a programme of proposed experiences illustrating marginal livelihoods and resilience. • Work with property owners to identify ways of increasing capacity for overnight visitation. 	Short-Term / Medium-Term	CCC, WCIIG	FI, OPW/DCHG, NPWS, LTGs, LEs, LCs
6.2	<p>EXPERIENCE: Be a Farmer on the Edge of Europe – work with local farmers to assess the potential to develop an experience that is farm-based and could potentially be paired with homestay accommodation. Combine a farm-focused activity with other experiences that highlight aspects of local culture, such as bread-making, story-telling or traditional music.</p> <ul style="list-style-type: none"> • Identify farms that are adjacent to long distance trails where new experiences would add value to the trail experience and would offer accommodation options. • Establish a mentorship/advisory program for the Three Peninsulas that complements the existing rural development and farm diversification programmes run by the Department of Agriculture, Food, and the Marine. Highlight the services available through www.opt-in.ie including the <i>Rural Tourism</i> Manual. • Support farmers through assisting with discussions on planning regulations and financing options, and work with local planners and financial institutions to ensure that there is the necessary understanding of the opportunity. 	Short-Term / Medium-Term	IFA, LEs	FI, SKDP, WCLD, An Teagasc, LCs, LTGs, DoAFM
6.3	<p>EXPERIENCE: Following Miners’ Footsteps Through the Ages – the various elements of the mining story are in place, including Allihies Copper Mine Museum, but the overall experience is not yet sufficiently compelling as a demand generator. Increasing the level of guided interpretation and storytelling, working to pull the regional story together particularly the Bronze Age components, and pursuing funding to open the Mountain Mine to pre-booked guided tours (initially) will provide the basis for a stronger visitor experience. (CATALYST Project).</p> <ul style="list-style-type: none"> • Continue to work toward opening the Mountain Mine. • Cross-promote with the Copper Coast Geopark in Co. Waterford. • Develop a stronger academic interest in the Bronze Age mining of the region. • Explore opportunities to tie in the experience with an artistic component – looking at the use of copper in art and craft. 	Long-Term	FI, CCC, Allihies Copper Mine Museum	LTGs, LEs, CCC, WCLD, OPW/DCHG, HC, ITOA



ACTION PLAN Plean Gnómhachta

VIBRANT RESILIENCE : Marginal Livelihoods		Timeframe	Lead	Partner
6.4	<p>EXPERIENCE: Coastal Fishing Adventure – with over 50 species of sea fish and spectacular scenery, there is the potential to build a world-class experience. The current experience does not stand out in any way, and is disjointed, leaving the visitor to put the component parts together.</p> <ul style="list-style-type: none"> Review resort developments in comparable destinations, such as British Columbia. Work with economic development agencies to develop a tourism investment attraction strategy for this niche sector, that could include the development of an exclusive fishing resort offering. Raise the profile of current coastal fishing through enhanced web presence – review FishingBC.com as an example of consolidating the offer and increasing market awareness. 	Medium Term	Irish Maritime Admin (DTTAS), DoAFM	CCC, KCC, Sea Angling Ireland, LEs, LTGs, FI
6.5	<p>Fresh Water Fishing – improve visibility of and access to freshwater fishing opportunities for international visitors. Work with local accommodation venues to develop additional ‘catch and cook’ options for overnight anglers.</p> <ul style="list-style-type: none"> Assess potential on rivers such as the Sheen and the Roughy. 	Short-Term / Medium-Term	IFI, Leader Companies	FI, LTGs, LEs, Local Inshore Fisherman / Sea Angling Boatman CCC, KCC



Enabling Success

The success of this Visitor Experience Development Plan is dependent on a number of factors that will support the work on developing experiences – factors that relate to:

- Establishing strong governance and direction in implementation;
- Improving access to and within the region, and strengthening supporting infrastructure;
- Providing business development and mentorship services, and working together more effectively in a way that improves capacity of the industry to deliver HERO experiences;
- Enhancing visitor awareness of HERO experiences in Three Peninsulas – West Cork & Kerry;
- Animating the destination and storytelling;
- Promoting environmental enhancement through a sustainable tourism approach.

These Enabling Factors are outlined below. Many are already in place or the focus of activity has already been initiated.

ENABLER 1: Governance		Timeframe	Lead	Partner
E.1.1	<p>Formation of an Implementation Group with representatives from all the key agencies to identify the ideal model to resource and implement the actions in Three Peninsulas – West Cork & Kerry Visitor Experience Development Plan. Getting this group or committee in place will be important to ensure a strategic and cohesive approach to implementation and to address the current challenges arising from the large number of agencies and organisations currently involved in the delivery of tourism.</p> <ul style="list-style-type: none"> • Set up an inclusive stakeholder implementation group with independent co-chairs (tourism business owners: accommodation provider and attraction/activity provider): <ul style="list-style-type: none"> ○ Develop a 5-year implementation plan and prioritise actions around the key levers identified to unlock growth; ○ Clearly identify ownership of actions, timelines and outputs across all stakeholders; ○ Identify KPI's with delivery dates. 	Short-Term / Ongoing	FI	KCC, CCC, SKDP, WCDP, WCLD, LEO,ETBs, LTC, IHF, LC
ENABLER 2: Destination Development		Timeframe	Lead	Partner
E.2.1	<p>Expanding air access – continue to work together to improve air access into the South West including activities related to:</p> <ul style="list-style-type: none"> • Seeking to secure new route development into Kerry and Cork Airports – particularly new routes from Ireland's major Continental markets –Germany, France, Italy and Benelux countries; • Encourage greater strategic co-operation between Kerry, Cork and Shannon Airports; • Work with partners to see an extension of seasonal North American flights into Ireland. 	Ongoing	Kerry & Cork Airports, KCC, CCC,	FI, Tourism Ireland, DTTAS, County Convention Bureaus, LTGs



ENABLER 3: Improving Access to and within the Region		Timeframe	Lead	Partner
E.3.1	<p>Developing an integrated transport system – an important factor in moving visitors within the region, particularly with an expanding focus on long-distance trails. The following tourism actions support this requirement:</p> <ul style="list-style-type: none"> • CCC will develop an integrated transport system that leverages local transport networks to seamlessly disperse visitors throughout the County through reviewing current transport systems and identifying where there are gaps in the service for visitors; and creating solutions where feasible to fill these gaps. (Plan 4 Action 4); • Develop and pilot a water based transport strategy in the South West – grow water based visitor transportation. (South West Action Plan for Jobs). <p>Kerry County Council has identified a range of actions relating to promoting national strategic investment for appropriate road improvements on the Wild Atlantic Way coastal touring route; devising a traffic management plan for Kenmare; improving facilities for motor homes and camper vans; 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; and, carrying out an audit of tourist signposting and erecting new signage for car parks, historic sites, attractions and activity centres where required.</p>	Ongoing	CIE, Bus Éireann, Local Link,	KCC, CCC, DTTAS, DoAFM, DRCD, FI, LLTC, WCIIG, BBPC,SKDP, WCDP, WCLD, LEs
E.3.2	Work with local authorities and Department of Transport, Tourism and Sport to determine a way of marking the region’s ‘L roads’ on printed maps.	Short-Term	DTTAS, KCC, CCC	CCC
E.3.3	Encourage the creation of conditions that will promote investment in developing diverse categories of bed stock in the accommodation sector, while also encouraging new levels of innovation in accommodation delivery e.g. glamping.	Ongoing	CCC, KCC	FI
E.3.4	Work with the main towns in the VEDP area that are considered as ‘destination towns’ to enhance appeal through an assessment of products, services, activities and experiences as outlined in Fáilte Ireland’s <i>Development Guidelines for Tourism Destination Towns</i> (2019), particularly Bantry and Kenmare.	Ongoing	CCC, KCC	FI
ENABLER 4: Strengthening Supporting Infrastructure		Timeframe	Lead	Partner
E.4.1	<p>Accommodation Stock Innovation – assess options to diversify the accommodation base and offering in The Three Peninsulas - West Cork and Kerry. Encourage the creation of conditions that will promote the creation of diverse categories of bed stock in the accommodation sector while also encouraging new levels of innovation in accommodation delivery e.g. glamping, eco tents, etc.</p>	Short-Term	KCC, CCC,	FI



ENABLER 5: Building Capacity and Collaboration		Timeframe	Lead	Partner
E.5.1	<p>Create a “Bespoke Business Support Programme” for Three Peninsulas – West Cork & Kerry area as the basis for industry training and mentoring, with a focus on developing new and innovative visitor experiences and adopting the VEDP as a basis for commercial development.</p> <p>Areas for focus are:</p> <ul style="list-style-type: none"> • Understanding the stories and themes of the VEDP; • Creating saleable experiences; • Telling ‘your story’ online and offline; • Contracting at trade fairs; • Brexit response mentoring; • Service excellence; • Customer service; • Local experts programme; • Key accounts; • Market diversification. 	Short-Term	FI	KCC, CCC, SKDP, WCLD, LEO’s ETB’s, UCC, CIT ITT, PURE Cork
E.5.2	<p>Develop the capacity of the tourism industry to create saleable experiences for selling online and delivering to the international market.</p>	Ongoing	FI	KCC, CCC, SKDP, WCLD, LEO’s ETB’s, UCC, CIT ITT, PURE Cork
E.5.3	<p>Networking – create a networking plan to develop a strong dialogue between tourism businesses.</p> <ul style="list-style-type: none"> • Familiarisation visits – organise industry familiarisation trips to build relationship between providers, strengthen awareness of what is on offer, and assist in identifying connections and partnership opportunities between tourism providers. • Support Visit Cork in its development of a ‘socialisation plan’ designed to build awareness and engagement amongst all stakeholders across key touchpoints of the visitor journey. 	Short-Term / Ongoing	LTGs, KCC, CCC, FI, PURE Cork	FI, NPWS, OPW/DCHG SKDP, WCLD, WCIIG, LEO’s ETB’s, UCC, CIT ITT
E.5.4	<p>Programme for Guides, Hosts and Ambassadors – ensure key tourism influencers within the communities have participated in relevant County Council training and Fáilte Ireland’s Local Expert programme.</p>	Short-Term / Ongoing	CCC, KCC	FI, ETBs, ITT, CIT, LTGs, LEOs, LCs



ENABLER 6: Enhancing Visitor Awareness of HERO Experiences in the Three Peninsulas		Timeframe	Lead	Partner
E.6.1	<p>Work with Fáilte Ireland to profile key HERO experiences on the Wild Atlantic Way platform and ensure that the positioning of Three Peninsulas – West Cork & Kerry on this platform is in line with this Plan. Highlight the types of experiences that will differentiate the region and encourage increased visitation and interest.</p>	Short-Term	FI	CCC, KCC, LTGs, WCIIG, LEs
E.6.2	<p>Work within the marketing strategies of Cork County Council and Kerry County Council. Both Councils are committed to developing a compelling market presence and brands that align with the Wild Atlantic Way, and are focusing on overseas markets as identified in this Plan.</p> <ul style="list-style-type: none"> • Leverage new opportunities, including the development of new County Council tourism web portal sites. • Work with the Councils to ensure that appropriate visual and text is in place to capture the essence of the Three Peninsulas – West Cork & Kerry. • Ensure presence on KCC’s proposed online interactive map to show the activity tourism assets around the county. • Work with partners to profile all events, activities, experiences and visitor sites and attractions online. 	Short-Term / Ongoing	CCC, KCC	FI, LTGs, WCIIG, LEs, Festival & Event Organisers Cork & Kerry Convention Bureaus
E.6.3	<p>SME Digital strategies:</p> <ul style="list-style-type: none"> • Strengthening the distribution of experiences through engaging businesses in adopting online booking systems and online distribution; • Promoting increased industry participation in social media. 	Short-Term / Ongoing	FI, CCC, KCC	ETBs, LEOs, LTGs, LEs, Festival & Event Organisers



ENABLER 7: Animating the Destination		Timeframe	Lead	Partner
E.7.1	<p>FESTIVALS & EVENTS</p> <p>Support existing festivals and investigate opportunities for new events where these promote the themes and experiences identified in this plan and, proactively focus on using festivals and events to extend the tourism season and expand visitor and community experiences. In particular, work on strengthening signature events such as the West Cork Chamber Music Festival.</p> <ul style="list-style-type: none"> • Work with the County Councils to ensure that all festivals and events are promoted online in the county tourism websites in addition to the websites of local tourism groups and the event itself. • Develop guidelines to assist communities in hosting festivals, including providing advice on waste management and resources to improve the greening of festivals and, capacity building in demonstrating event-friendliness and hosting. • Host an annual networking event to explore opportunities for collaboration, extension of festivals, new ideas, and the sharing of information on evolving standards for festivals and events. • Continue to support the emerging trend toward the development of integrated activities within events, such as combining guided hiking activities with food festivals, and use festivals to showcase other elements of the destination visitor experience to encourage return visitation. • Develop community capacity to monitor and report the economic impact of festivals and events. 	Short-Term / Ongoing	CCC, KCC, LCs	FI, AOIFE, SKDP, WCLD, WCDP, WCIIG, LTGs, LEs, Festival & Event Organisers
E.7.2	<p>SENSE OF PLACE</p> <p>Improve the tourism offering of Bantry through its ‘Destination Town’ designation (December 2019). Use the funding to enhance public spaces, orientation, and spaces for food and craft markets. (CATALYST Project). In addition, encourage all communities to focus on strengthening their ‘sense of place’ and overall welcome. This is well advanced in a number of towns and villages, but is an area that requires ongoing commitment. Use the Destination Town toolkit as a guide for developing Sense of Place. In addition:</p> <ul style="list-style-type: none"> • Promote engagement of local business operators in the Tourism Ambassador Programmes run by the Counties; • Continue to encourage participation in programmes such as the Tidy Towns Competition; • Work with Local Authorities to explore opportunities for business incentives that will improve the streetscape; • Assess the provision of basic visitor infrastructure along the Wild Atlantic Way and facilitate improvements in toilet facilities, view-points, signage, and parking in a manner that is sensitive to the environmental context; • Pursue opportunities to animate public gathering places at weekends and when cruise ships are in port; • Work with the retail sector to extend opening hours where feasible. 	Short-Term / Ongoing	CCC, KCC, LCs	FI, OPW/ DCHG, NPWS, SKDP, WCLD, WCDP, LTGs, LEs, LEOs, LCs



ENABLER 7: Animating the Destination		Timeframe	Lead	Partner
E.7.3	<p>STORYTELLING</p> <p>Identifying the stories and working with businesses and communities to develop a strong working knowledge of these stories is important to delivering strong theme-based experiences that allow the visitor to connect emotionally with the destination. To be effective, this will involve:</p> <ul style="list-style-type: none"> Supporting and encouraging local initiatives that are designed to collect and curate local stories. This may involve working with the elders in communities and undertaking further research; Examine the National Folklore Collection for suitable themes for storytelling; Develop a searchable database of stories which can be accessed on a password protected intranet site; Host storytelling forums and develop opportunities to extend the knowledge base to the wider tourism community; Highlight examples of where stories are told in a way that significantly impacts the visitor experience. 	Ongoing	FI, CCC, KCC	Kerry and Cork County Public Participation Networks, Active Retirement Groups, LTGs, LCs, LEs, SKDP, WCLD, WCDP, WCIIG, Local Historical & Archaeological Societies
E.7.4	<p>DIGITAL INFRASTRUCTURE</p> <p>There is a need to work with partners to ensure that new technologies are put in place to support the enhancement and delivery of experiences, the curation of content, and the flow of visitors within the region.</p> <ul style="list-style-type: none"> Work with Visit Cork and Destination Kerry to leverage their use of technology online and offline marketing tools to promote experiences and accommodation within the Three Peninsulas. Identify partners who can assist in the development of specific applications designed to improve the visitor experience by leveraging appropriate digital technologies to improve access, orientation, storytelling, interpretation and services such as online booking of accommodation, luggage transfer, etc. The development of the long-distance trails as global experiences in particular needs new technological solutions to increase the ease of accessing services and interpreting the trails. Continue to build a database of businesses that can be used in developing new clusters. 	Ongoing	CCC, KCC, PURE Cork	FI, SKDP, WCLD, LEOs
ENABLER 8: Environmental Enhancement		Timeframe	Lead	Partner
E.8.1	<p>All actions resulting from this VEDP will aspire to be planned, developed and implemented in an environmentally sustainable manner with environmental protection and promotion as a fundamental. This will be realised through the findings and out puts of the environmental assessment process and will include:</p> <ul style="list-style-type: none"> Developing a suite of mitigatory actions to ensure that any negative environmental impacts are reduced or eliminated at plan implementation stage and where possible positive impacts are integrated and encouraged, and Development and execution of an Environmental Monitoring Programme for the Plan during implementation and operation. <p>See Appendix 6 and 7 for further information.</p>	Ongoing	FI Where consent process is referenced the relevant competent authority	Relevant partner name under individual action.



Measures of Success Slata Tomhais don Rath

Measures of Success

As a part of implementing the framework for developing memorable visitor experiences, Fáilte Ireland has committed to pursuing the principles of Responsible Tourism as set out in the Cape Town Declaration (2002). As such, the following measures of success have been established around the four key components of Responsible Tourism: that is a balance between visitors, industry, community and the environment. These measures are to serve as key performance indicator areas which should be reported on annually to help ensure that responsible and sustainable tourism growth is achieved in the Three Peninsulas region.



Performance Indicator	Measure	Source
Visitors		
Increase average length of stay	Visitor Nights, Numbers	FI Statistics
Improve brand /proposition awareness	Website Traffic	Google Analytics
Improve visitor satisfaction	Visitor Satisfaction Survey Net Promoter Score	Holiday Maker Survey FI Statistics
Extend the length of the season	Off-peak Visitation	FI Statistics
Increase visitor take-up of key messages	Use of Hashtags	Social Media
Industry		
Increase visitor expenditure	Visitor Spend	FI Statistics
Increase tourism related jobs	Number Employed in Tourism Related Sectors	Central Statistics Office
Increase industry take-up of key messages	Use of Hashtags	Social Media
Access to funding capital	Grants/investment	Local government
New bookable experiences	Web presence	Various
Community		
Assess community impact and improve community perceptions of tourism	Community Survey	To be designed
Community Association involvement in Tourism Committees	Local Tourism Committees with Community Representation	Tourism Committee Reports
Increase community involvement	Event Participation	Event Organisers
Environment		
Effective management of the environment, including natural, cultural and heritage assets	Environmental Impacts of Key Sites	FI Environmental Monitoring Programme
Trade adoption of the principles of <i>Leave No Trace</i>	Number of Trade Adopted	Trade Websites



Making it Happen

Fáilte Ireland will facilitate the implementation of this plan and the establishment of a new Implementation Group to support the ongoing delivery of the plan.

Fáilte Ireland, in its role will provide a suite of bespoke supports for the destination to include the following:

- Tailor made skills and training programme for the region
- Development of new and improved saleable experiences
- Distribution plan
- A small grants scheme (subject to availability of funding)

The **Implementation Group** will operate from 2020 to 2024 and will be formed from representatives of all key stakeholders, including:

- Key national and regional agencies: Fáilte Ireland, Cork County Council, Kerry County Council, OPW, NPWS, and Leader.
- Key influencers from industry representing a cross section of tourism experiences and key tourism groups.

Implementation of the VEDP, development and delivery of the hero experiences will require each stakeholder agency or organisation to make a shift on how they tell their story and in selecting what projects and initiatives gain support moving forward.

However, each new or enhanced visitor offering needs to do more than just 'tell a story'. It needs to provide visitors with an opportunity to experience the enduring qualities of the region's land and seascape, to encounter the true essence of the local culture, and to leave feeling inspired.

It is the responsibility of each agency, product provider and business operator to embrace this approach and to put themed experiences at the top of the list of the things we share with our customers.

What that means for each organisation is:

Fáilte Ireland – will focus on working with the trade that deliver the hero experiences, and help those businesses not currently doing so to start delivering and sharing their unique story.

Tourism Ireland – should focus on telling the stories connected to the hero experiences as a priority in their marketing, social media and publicity.

Cork County Council and **Kerry County Council** – as providers of industry development and supporters of sustainable development including new infrastructure, need to encourage businesses, either through mentoring or group support, to embrace a hero experience and deliver it. They should also give preference to those who best deliver on the hero experiences.

Office of Public Works – the OPW manages and maintains the State's property portfolio and has responsibility for the day-to-day running of National Monuments and National Historic Properties in State care. It has a duty to conserve the heritage of buildings and monuments in State care while allowing and encouraging the public to visit them.

National Parks and Wildlife Service - has responsibility for the protection and conservation of Ireland's natural heritage and biodiversity.

Educators – educators in tourism could assist tourism operators in creating and delivering hero experiences.

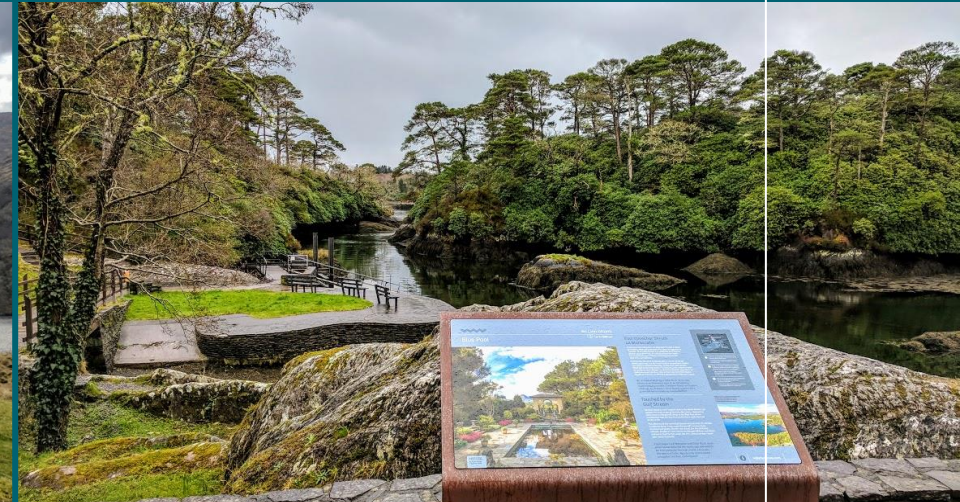
Local tourism groups – need to work together to share their hero experience stories with Fáilte Ireland and Tourism Ireland, and work with businesses to help them find and share their hero experience under the common themes established in the VEDP.

Individual businesses (trade) – need to find which hero experience they best deliver, deliver it to their customers and encourage their customers and the marketing agencies to share that story with the world.



5

Appendix Aguisín



*When you customise an experience to make it just right for
an individual...you cannot help changing that individual.*

- The Experience Economy, Updated Edition, 2011

A1 – The Experiences Our Visitors Are Seeking

Na hEispéiris atá á Lorg ag ár gCuirteoiri

Having a detailed understanding of what motivates visitors to travel to Ireland, not just their needs, can help to grow market share through more effective experience development and targeted marketing.

Recognising the benefits of global consumer market segmentation, Fáilte Ireland has recently undertaken significant research on the country's key consumer segments, including their travel motivations, lifestyle, values, interests, and travel information sources.

Through this research, two key market segments have been identified for the Wild Atlantic Way – the **Culturally Curious** and the **Great Escapers**. In addition to these primary segments, the Three Peninsulas have the capacity to attract a third segment – the **Social Energisers**, although to a lesser extent.

The following tables highlights what these segments are seeking from a holiday in Ireland:



CULTURALLY CURIOUS – are very independently minded and are interested in places of historic and cultural interest.

Culturally Curious

- Want to learn about Irish culture, customs and traditions
- Looking for authentic local experiences
- Interested in history being brought to life by storytelling and re-enactment
- Seek to venture off the beaten track – often by hiking, walking or biking
- Curious to explore natural landscapes and seascapes, small towns, villages castles, ancient sites and historic houses
- Seek quality, fresh, well-prepared local food
- They want to hear the insider perspective through local stories



GREAT ESCAPERS – want to get away from it all, renewing family bonds and spending time together in a beautiful place.



SOCIAL ENERGISERS – have a passion, to experience new things – the more unique and exciting, the better.

Great Escapers

- Feel connected to nature – travel in Autumn and/or Spring when nature is going through a transformative phase
- Seek value for money
- Rural touring holidays with a promise of local, authentic communities and activities
- Meeting authentic local people to learn about the Irish way of life
- Little interest in formal cultural artefacts e.g. museums
- Seek an urban-rural experience, but will want to experience the less touristy parts of the cities

SOCIAL ENERGISERS

- Socially energetic; young at heart spanning all age groups
- Seek fun, social interaction and excitement and want to engage fully with the destination – looking for areas frequented by the locals and quirky, spontaneous ‘unplanned’ experiences
- Want to visit the top attractions and activities, particularly if they are presented in an energetic, engaging and unusual way
- Professionals with a busy life – can be a more lucrative segment than others



THEME

Cultural Fusion

Three Peninsulas – West Cork & Kerry have a distinctive feel based on a unique fusion of cultural influences down through time to the present day. It is an area of the Wild Atlantic Way that is all about the people – how diverse cultures have come together; how newcomers are embraced; how today's life is an eclectic mix of outside ideas fused with local creativity. This richness of cultural integration together with the sheltered seas and landscapes that radiate a warmth provides the basis for its artistic traditions and the sense of sanctuary.

The experiences that differentiate these south-western peninsulas and islands need to encapsulate these qualities of cultural fusion and tranquillity and provide visitors with *a haven of absolute beauty and perfect rest.*

The **sincerity of the welcome** can be felt throughout. The open hearts that reach out to draw you inwards create a warmth that has been felt for centuries – a legacy of the clans. With the **magnetism of the three peninsulas and islands** across the layers of time and the deep sense of **continuity from ancient past to present**, there is an unmistakable **eclectic fusion of cultures** within every village and town. It can be savoured in the cuisine; enjoyed in the music; appreciated in the arts; explored in the streets of the present and graveyards of the past; and even discovered within the fairy circles and standing stones. **A place to find oneself, to feel the embrace of a *sanctuary* and to enjoy a sense of belonging and inner restoration.**



THEME

Vibrant Resilience

If the concept of ‘sanctuary’ is to resonate with visitors, it must be underlain with a sense of escaping from impending harm. This is captured in the sub-theme, ‘vibrant resilience’ which speaks to survival and endurance in the face of challenge. The stories of the Three Peninsulas repeatedly speak to this theme of defending land and values and ultimately succeeding in holding onto cherished values and identity.

This needs to come through today in the experiences being offered. Visitors are escaping the stresses and routine of life and are seeking a place of refuge – somewhere that can still the soul while restoring body and mind, and can embolden them for moving forward.

The **vulnerabilities of living on the south-westerly edge of Europe** have been felt across the centuries. Whether it is the grief and pain that still seems to haunt Dursey Island from the time of O'Sullivan Beare, or the stories of love and marriage as soldiers from various realms occupied island garrisons; or, whether it is the strange mix between hope and loss surrounding the Fastnet Rock, Ireland's Teardrop – the peninsulas have a **long history of defending land and sea, upholding cherished values and traditions, and pursuing dreams**. The ties outward through trade, fishing, farming and mining; the strength of clan and community within; the co-existence with the past and the spirituality in a land bathed by the sun's descending rays into the ‘Otherworld’; and, the inner resilience arising from facing the harsher realities of life on the edge have **created an openness to the world and a passion for life**.



HERO THEME: Flavours of Fusion

West Cork is emerging as a new food destination with the Three Peninsulas firmly at the core. The rural eclectic culture is at the heart of this food experience that offers a fusion of flavours and culinary styles from around the world – flavours that have been absorbed into everyday life. The experience is infused with the passion, skills and artistry of chefs and food producers that work together to celebrate all that the local land and sea has to offer year round. Combine this with the relaxed and laid-back culture of the Three Peninsulas, and the result is truly a restorative and inspirational experience.



Tourism Ireland

HERO EXPERIENCES

- **The Twilight Series** – a series of Friday evening food and cultural events held in turn in Kenmare, Bantry, Glengarriff and Ballydehob (the concept can be hosted in additional settings). These are evening markets that are designed to be primarily about local foods and flavours, together with tasting events. In each case the town will be animated with street theatre based on the local history and stories, and all retail outlets will be encouraged to stay open with an emphasis on providing an extension to the social setting. The Friday event should be seen as an opening to additional organised events on Saturday, to include activities such as a selection of guided and themed hikes, chamber music and/or traditional music, small-scale events, food or art/craft workshops (could be seasonally themed – e.g. Christmas craft or food workshops), a Murder Mystery dinner evening. A series of these weekend events held between October and April will assist in increasing overnight stays in the off-season and building a reputation for ‘flavours of fusion’ year round.
- **Meet the Makers** – bespoke tours to experience the kitchens and dairies of artisan food producers and learn the traditions associated with wild ingredients such as elderflowers and how to make local dishes. Combine the culinary component with a guided hike of a ‘butter route’ stopping to meet with the artisans on route and hearing the stories of food in past economies – everything from transporting butter to Cork to growing exotic tropical fruits. Depending on the target market and distribution network, this experience can be packaged with high-end accommodation and value-add elements such as a literary or musical element or an evening of local entertainment. Maintaining an intimate and exclusive feel to the experience will be important. (Concept under development).

- **Soup for the Soul** – a three day cooking adventure based at Hackett’s Pub in Schull to discover the thrill of foraging in the winter and using local ingredients to cook a range of eclectic soups and wholesome organic breads with local owners and chef. This experience explores the role of food in cultural integration, and the flavours of fusion that can be created through using local produce with ingredients once brought to the region by foreign traders, soldiers and even pirates. Enjoy the opportunity to experience the views from the Fastnet Trails while sourcing wild ingredients. Hear the stories of soup – even how the idea of ‘soup for a soul’ can have a very distinctive undertone that will surprise you. This type of experience is intimate, focused on a specific location (Ballydehob, Schull and Goleen), and can be offered out-of-season. It can be combined with evening experiences involving other businesses, such as exclusive openings at local retail shops or galleries. (TBD – for further detail, see action plan).

SUPPORTING EXPERIENCES AND ASSETS

This HERO theme focuses on elevating the significance of food and the many supporting experiences that either have a food component or are based on the opportunity to visit a small business to see the development of artisan foods first hand.

- Food is very much part of the story of cultural fusion, and the **diverse range of restaurants, boutique eating outlets and coffee shops** in Bantry, Kenmare and in the smaller communities including Glengarriff, Ballydehob, Schull and Castletownbere are the backbone of the supporting experiences. The emphasis of these outlets is increasingly on local flavours of land and sea, organic produce and artisan foods. **Organico** in Bantry is an example of a business that has become a hub of the community based on its underlying values and approach to food.



HERO THEME: Flavours of Fusion

SUPPORTING EXPERIENCES AND ASSETS

- Food and the flavours of fusion are also part of a broader cross-cultural story. This story and the experience can take visitors right back to the Bronze Age with the **Fulacht Fiadh at Bonane Heritage Park** – an experience that could become an integral element of a quarterly or bi-annual event marking the solstices and equinoxes.
- **Artisan food producers** – the Irish artisan food scene has deep roots in West Cork and many small producers can be found in Three Peninsulas – West Cork & Kerry all with stories to tell of their supply networks, their journey into business, and their growing recognition through accolades. Examples include Durras Cheese.
- **Foraging activities** – settings range from the seashore to woodlands or pasturelands. These activities are led by experts and chefs – all with a passion for the story that lies behind the flavours of their food.
- **Kayaking – Catch and Cook** in Goleen and **Kayaking Seaweed Safari**, Goleen. **Taste Your Wild Side** – taking a moonlit paddle to a barbeque of local seafood by the fire to the accompaniment of local music, before camping by the beach.
- **Festivals and events** – A **Taste of West Cork Food Festival** is an annual, ten day September event that celebrates not only West Cork's unique food culture, but also the people and land that produce that food.
- **Farmers' markets** – there are markets across the entire region that are well recognised and supported locally and regionally.

EXPERIENCE DEVELOPMENT PRIORITIES

Three Peninsulas – West Cork & Kerry has one of the highest concentrations of artisan food producers in Ireland and these small businesses are providing the basis for building a very strong food culture. To truly leverage this competitive advantage, there is a need to nurture and strengthen their relationship with the tourism industry, and identify new and creative ways of integrating food with a wide range of other visitor experiences. This will require working with a local food expert, local chefs or investing in a culinary tourism business development position within the County Councils. Alternatively, the Taste Cork and Taste Kerry organisations could become the conduit for further experience development designed to align with this Plan.

- Work with food entrepreneurs to identify other ways of combining different types of experiences with the core food component, such as assisting with establishing exclusive shop openings, particularly out of season.
- Strengthen the integration of the two sectors through developing ways of networking and knowledge sharing among food producers and food service operators.
- Raise the profile of micro artisan entrepreneurs through providing assistance and mentorship on using social media, and assist with developing the 'story' of the producer.
- Continue to identify ways of strengthening the farmers' markets and extending their season – potentially through the use of all-weather facilities in the low seasons or the development of indoor facilities. The Kenmare Marketing & Events Group has taken steps to improve the overall experience and this work should be further supported and replicated where feasible. Support the introduction of a cooperative stall for local producers and artisans unable to attend in person.



HERO THEME: Artistic Encounters

Creativity is a hallmark of the Three Peninsulas – a reflection of the mystical play of light on the landscape. It is a region of artists and artisans – those proud to be native to the Three Peninsulas and those inspired by the welcome – working together to create a culture of visual, literary and performing arts that can be celebrated in iconic festivals, appreciated in studios and boutiques, heard in the ‘parlours’ of homes, and visible in the stone walls and sculptured carvings – even the very hills seem to whisper the poetic musings of bygone bards. Whether the visitor is encountering artistic talent and traditions that have been passed down through generations or the infusion of new creative styles, the experience touches the heart of the peninsulas and islands – the people, the culture, the blending of past and present.



WestCorkPeople.ie

HERO EXPERIENCES

- **The West Cork Chamber Music Festival** – this internationally recognised chamber music event brings a unique opportunity to appreciate outstanding talent, to gain rare musical insights over coffee, and to learn from the masters – all in distinctive and intimate settings in Bantry. Similarly, **the West Cork Literary Festival** has gained international acclaim and highlights the significance of the creative arts to the Three Peninsulas. The backdrop of Bantry House to much of these festivals and the ongoing story of its family provides an intriguing blend of European cosmopolitan culture and the serenity of life in this south-western corner of Ireland. Initiatives that support the profile of these festivals and the extension of festival activities throughout the year will strengthen their iconic status.
- **Bring Your Own Story to Life** – proposed by a kayaking company. This experience is designed to reconnect visitors to the magic and creativity of their childhood. It is a day spent learning and practicing the ancient art of Irish story telling, but with a twist. It involves getting the opportunity to listen to local stories as told by ‘elders’ from within the Kenmare and Bonane community, followed by an innovative writing workshop where everyone is assisted in preparing their own story. After kayaking to a secluded island for a picnic of local foods, an atmospheric moment will be chosen to share the stories within the watchful eye of the seals and the sea fairies. It is an experience designed to remind each person of the magic of story-telling and the dreams it can inspire.
- **Explore Art from Past to Present** – proposed. This is a multi-day itinerary that looks at art and crafts, and the contribution of art to the cultural heritage and identity of the region from pre-historic rock art through to

traditional arts and crafts such as stone carving. Meet the artists and hear their stories. Include a choice of hands-on workshops to learn or improve a skill in a range of disciplines, such as photography, stone carving, painting or pottery.

- **Treasures on the Beach** – proposed. From early days the beach has always been a place where treasure can be discovered washed up from ship wrecks and smuggling activities. The beach continues to be a fascinating place for anyone with an artistic eye. Go beachcombing by Kilcrohane with a local artist and learn how to create beach art while listening to the stories of pirates taking refuge in the local bays and savouring fresh bread and tea.
- **Capturing Shifting Lights** – a week long experience with professional artists and photographers learning how to capture the dynamic qualities of light in different areas within the Three Peninsulas. This workshop series has the potential to be held in different areas such as Dursey Island, Glengarriff, Adrigole, Kilcrohane or Ballydehob.

SUPPORTING EXPERIENCES AND ASSETS

- **Music festivals and events** – there are many renowned events throughout the region that contribute to the unique personality of the Three Peninsulas including the **West Cork Music Spring and Autumn Series**, and a series of community events that have quite an idiosyncratic quality to them such as the **Ballydehob Country Music Festival** – often themed, which adds to its ‘quirkiness’, and the **Jazz Festival**; the **Fastnet Maritime and Folk Festival**; the **Jim Dowling Uilleann Pipe and Trad Festival** in Glengarriff; the Chief O’Neill Traditional Music Festival in Bantry; and the Michael O’Dwyer Tin Whistle Festival in Allihies.



HERO THEME: Artistic Encounters

SUPPORTING EXPERIENCES AND ASSETS

The **West Cork Masters of Traditions** is recognised as an opportunity to celebrate some of the more subtle and sometimes obscure elements of Irish traditional music.

- **West Cork Living Room Concerts** – a programme of afternoon concerts presented by David Syme (an acclaimed ‘local’ American piano virtuoso) and hosted in his own home near Castletownbere.
- **West Cork Fit-up Theatre Festival** – based on the old tradition of professional theatre companies touring shows to small rural towns and villages.
- **Galleries, studios and specialised retail stores** – Three Peninsulas – West Cork & Kerry proudly presents an extensive array of locations in almost every community where visitors can appreciate local arts and crafts. There is a strong sense of pride in local talent which has even been used to maintain sites and buildings of local significance, such as the artists co-op housed in the Old Creamery Complex in Kilcrohane.
- **Fastnet Film Festival** – a forum to celebrate short film, established and first-time film-makers, and an event that engages the entire community of Schull. Films are screened in the village hall, pubs, restaurants, shops, galleries and on the sides of buildings, and can be viewed on smart devices at any time or day throughout the year – but only in Schull. Truly, innovative delivery of artistic encounters.
- **Festivals and events** – the **West Cork Stone Symposium** celebrates stone as part of the local environment and as a source of inspiration throughout the ages, while festivals such as **Beara Arts Festival** highlight other aspects of the visual arts.
- **Community events** with a strong music and dance component, such as the Adrigole GAA Festival Weekend and Duck Race.

EXPERIENCE DEVELOPMENT PRIORITIES

The region’s ability to present compelling moments to the visitor through programs of events and festivals, and unexpected local artistic encounters is

one of its key cornerstones as a distinctive destination on the Wild Atlantic Way. The interplay of its deep-rooted creative traditions with more recent incoming artistic talent and the outworking of newer cultural elements has the potential to have a fascinating appeal to the target markets. While there is significant product, there is an opportunity to build on existing festival programmes either to extend the geographic reach or to create new experiences that will lengthen the season and develop the off-season. In both cases, this focus on strengthening regional and local events has the capacity to further differentiate the peninsulas and islands for their artistic encounters and the truly distinctive underlying theme of cultural fusion that shapes every day life in the south-west. Areas of priority include:

- Continuing to identify ways of animating Bantry town centre and the cruise terminal area on the days that cruise ships are expected to dock. A proportion of onshore visitors will stay in the immediate area and this is an opportunity to provide a ‘taster’ of the region’s inherent artistic strengths through programming of performing arts and the establishment of temporary venues for the sale of local arts and crafts.
- Addressing the opportunity to build a series of short 2 to 4 hour itineraries for cruise ship visitors that wish to explore the region.
- Strengthening the cultural and economic impact of the **West Cork Chamber Music Festival** and related festivals through establishing a year round venue for West Cork Music; and, through expanding its season and geographic reach with the development of fringe events. In particular, explore the potential to use Garinish Island as a setting for fringe music and literary events.
- Ensuring that the remit of the Cork County Council Arts Office is strongly focused on working with relevant organisations in coordinating and developing festivals, and exploring ways of packaging additional activities with the events.
- Building on the success of festival-related workshops and increasing opportunities for workshops out of peak-season that will offer a learning experience within a cultural setting that is inclusive of the local food and stories.



HERO THEME: Celestial Sanctuary

There is a sense of other worldliness within the three peninsulas and islands that has added to their magnetic appeal over the centuries. The mysterious shifting of light, the captivating serenity of inland seas, and the warmth of the Gulf Stream all add a mystical dimension to this haven. Time seems to move differently. The alignment of stone circles with the rising solstice sun accentuates a clear sense of continuity from early Neolithic times through to today – almost an impression of co-existing with the past, with the dark skies at night contributing to this celestial story. The interplay of the rugged with the serenity of gardens and oceanic ecosystems created a landscape highly sought after in the Romantic era – an allure that continues to appeal today.



TEAM Tourism

HERO EXPERIENCES

- **Escape Treasure Hunts & Fantasy Island Adventures** – a new proposed concept for Innacullin Garinish Island aimed at Millennial Social Energisers, including solo travellers. An opportunity to meet and make new friends as everyone works together to escape the island. A day of solving clues, setting hilarious challenges for friends and others and winning local and delicious food and drinks to fill up a hamper for lunch. The event includes playing traditional games in costumes, such as rounders. Its all about joining ‘a cast’ and getting the chance to be the star of the show in a play about the island. An experience of this nature is designed to create extensive social media coverage.
- **The Art of Prehistoric Meditation** – proposed. This guided activity will leave visitors feeling reinvigorated in mind and body and reconnected with their inner self. A hike to the higher elevations of the Cah Mountains reveals sweeping views across the longest inland stretch of sea in Ireland. Any fear of the wide outdoors will be dispelled through learning how to use a compass to guide in the event of a fog. Discover mountain top prehistoric lakes that many locals have never seen and explore the sense of serenity that can be gained through practicing specific breathing and meditation techniques designed to ground, centre, relax and strengthen the mind and body. Enjoying a picnic and sharing organic and home-made herbal teas and infusions, while learning about the medicinal properties of local wild herbs alongside tales of fairies and local myths, will prompt an enthusiasm for singing from the mountain tops. As the echo vibrates back the visitor is left feeling that this part of the world is truly magical.
- **Bonane Heritage Park** – further develop this park as a HERO experience. The community has plans to build a community and heritage interpretive centre within the Park. The wealth and diversity of the archaeological monuments within the Sheen Valley is remarkable and combine to present a continuous multi-period record of habitation from the Neolithic period to present time. The area has considerable potential to offer an extensive series of Dark Sky programmes that would not only interpret the present night sky, but would also highlight how the stone circle at Dromagorteen is the centrepiece of an ancient and complex astronomical calendar which includes both solar and lunar cycles. Day time discoveries will reveal the astonishing fact that many of the prehistoric monuments are sited on or close to the radial lines. The valley has a range of stories to tell regarding life through the ages which can be layered over immersive experiences such as yoga or Pilates at sunrise or sunset, or a musical event in the Ring Fort. The Park is currently engaging visitors in an innovative project – carving a wooden boat with Bronze Age tools. Initial focus should be on developing signature quarterly events to mark the solstices and equinoxes, combined with a unique culinary experience that would involve local chefs and include the Fulacht Fiadh – a magical dawn breakfast that allows you to step back in time and soak in the atmosphere of life in a very different era.
- **Revealing the Dark Skies** – the region is exceptionally rich in opportunity to reveal the connections with the past and to explore the celestial realm across the region. Pursuing International Dark Sky Community certification through the International Dark Sky Association for Bere Island and the Sheen Valley will be the first step in building a market ready experience. Combining this with the development of an -



HERO THEME: Celestial Sanctuary

HERO EXPERIENCES

- observatory within the proposed Bonane Heritage Centre and the use of mobile equipment to create a series of night sky events across the entire region in distinctive settings such as Lonehart Battery and combining this with a guest speaker programme that looks at astronomy through the ages, will build on existing enthusiasm and will give a new and strong experiential dimension to the visitor stay in the Three Peninsulas. In addition, viewing dark skies by its very nature requires an overnight stay and premium clear night skies are best in winter time.
- **Acappella Notes at Sea** – develop a kayaking event on Kenmare Bay that combines the magic of bioluminescence with an acappella choral event where the kayakers can participate in an opportunity to create unique notes that float across the waters with the echoes providing the only accompaniment.

SUPPORTING EXPERIENCES AND ASSETS

- **Prehistoric sites** – the landscape of the peninsulas and islands is incredibly rich with prehistoric sites. The Beara Peninsula has over 70 standing stones, 22 stone rows, 38 dolmens, in addition to wedge tombs and stone circles. The Sheen Valley alone is steeped in ancient history and has one of the highest concentrations of prehistoric sites in the country.
- **Ilnacullin Garinish Island** – this sub-tropical garden paradise is an island sanctuary in its own right. This is the island that inspired Annan Bryce to create his own refuge in the early 1900s – starting from a ‘blank canvas’ of bare rock and heath to create an extensive garden landscape designed by renowned architect, Harold Peto. The island was bequeathed to the Irish people in 1953 and now presents its world renown plant collection and neo-classical architectural heritage to over 65,000 visitors annually.
- **Schull Planetarium** – the only planetarium in the country.
- **Bonane Heritage Park** events and existing programme – e.g. the Samhain Shenanigans – an event celebrating the beginning of winter with an evening of entertainment and a repertoire of 5,000 years of stories.
- **Glengarriff Nature Reserve** – one of the best examples of oceanic woodland in Ireland – nestled in a sheltered glen that opens out into Glengarriff Harbour. It offers a variety of trails and insights into the type of landscape that once inspired Lady Bantry.
- **Whiddy Island** – described as a small haven of peace and tranquillity. Sheltered from the winds and offering opportunities to view wildlife, land and sea from the Bantry Blueway or the island trails.
- **Kenmare Bay** – night trip, kayaking to experience bioluminescence.
- **Birdlife, flora and fauna** – the combination of the climate, the topography of peninsulas and islands, and the underlying geology together create a setting that is rich in terms of its ornithology, its plant life and flora. Supporting experiences include the **Ellen Hutchins Heritage Trail** (audio) which explores the plants, seaweeds and landscape of Bantry Bay through the eyes of Ireland’s first female botanist, and the **Ellen Hutchins Festival**.
- **Gardens** – again the unique combination of geographical factors has played a key role in the creation of a number of exotic gardens and plant collections. At times the visitor feels transposed to the Mediterranean or even somewhere in Asia as they explore **Garinish Island**, the **Bamboo Park**, the **gardens at Bantry House**, and **Derreen Garden**, or back to childhood in the **Ewe Experience**. A number participate in The **West Cork Garden Trail** initiative.
- **Dzogchen Beara Meditation Retreat Centre** – a place of sanctuary whether for an hour of meditation or an extended stay for anyone seeking inner wellness and peace. The combination of the spectacular coastal setting and the practice of Tibetan Buddhism provides a unique experience on the Beara Peninsula.
- **Spa and wellness facilities** – such as those offered at Seaview House in Ballylickey which includes a new Bathhouse with an outdoor sauna and hot-tub.



HERO THEME: Celestial Sanctuary

SUPPORTING EXPERIENCES AND ASSETS

- **Ahakista Air India Plane Disaster Memorial** – in the aftermath of profound tragedy, the local community in Ahakista have reached out to the families of the victims to offer a small area of sanctuary. It is a place that is visited by many to reflect on how a place of solace can bring a degree of restoration even in the context of deep heartache.

EXPERIENCE DEVELOPMENT PRIORITIES

- **Innacullin Garinish Island** – this is a strong experience asset operated by the Office of Public Works (OPW), with Green Flag Award status. While the primary objective remains the conservation of Bryce House and the gardens of Innacullin, and the preservation of its peace and tranquillity, there is scope to expand the number of small-scale appropriate events, such as music recitals, particularly outside the peak season, and to further enhance the experience through:
 - Improving the services and facilities, including restoration of the Boathouse to improve general orientation and interpretation;
 - Creating a stronger boat experience that would further orient the visitor to the experience, the underlying story, and the local marine ecology;
 - Developing online booking for Bryce House and simplifying the current two transactions (one for the boat and one for the Island) into one;
 - Creating new shoulder season events such as a horticultural symposium and facilitating a field studies element for relevant academic programmes such as horticultural and arboriculture, or architectural studies;
 - Ongoing site restoration such as the Italian Garden and the Walled Kitchen Garden.

- **Bonane Heritage Park** – development of the Bonane Heritage/ Interpretation Centre to include visitor services such as toilets and a kitchen. The work on the heritage centre includes a focus on collecting stories and recording oral history from elders in the community. Signage to the Park should also be assessed and improved to increase visibility of the attraction. Explore using the Ring Fort as a venue for musical events.
- **Glengarriff Nature Reserve** – support the NPWS in exploring opportunities to expand the designated area. A more extensive land area could be considered for National Park status and would raise the profile of the oak woodlands, the Glengarriff River and the wet heathlands, along with its cultural significance as the site of the historic Prince of Wales Route to Castletownbere.
- **Prehistoric sites** – there is an urgent need to develop resources to assist land owners with the management and preservation of the many prehistoric sites that are in private ownership. A manual that looks at the following would be of significant value:
 - Developing awareness of the significance of sites;
 - Mapping and recording sites;
 - Simple measures that can help protect and improve the condition of monuments, including appropriate farming practices, managing erosion, and managing invasive species;
 - Opportunities to improve access to visitors and meeting the needs of visitors through access, interpretation, and related services;
 - Responsible development.
- **Gardens** – opportunities exist to develop an enhanced programme of speciality themed tours, including spring and autumn.



HERO THEME: Harmonious Confrontation

The geography of the three peninsulas and islands has created centuries old focus on assessing and responding to risk, leveraging the natural dynamics of deep waters, protecting strategic military advantage, and fine-tuning expertise in contemporary endurance sports. From safe havens for pirates in the seventeenth century to military bases for the British, the Americans, and the Irish Artillery, this is a region steeped in military heritage that never actually went to war – although Wolfe Tone’s weather battered Expédition d’Irlande came close to altering this narrative. Today, the personal adventure of confronting the challenges that land and sea present remains core to the area as enthusiasts participate in road running, cycling, sailing, kayaking and long-distance hiking.



TEAM Tourism

HERO EXPERIENCES

- **Bere Island Military Festival** – proposed by Bere Island community to profile and celebrate the unique social history of military ‘occupation’ and life in the Treaty Port. Re-creating the weekly dance in a new annual event with the opportunity to learn the steps, dress in period costume, wear a ‘Harrod’s’ corsage, and enjoy a gala dinner of ‘period’ foods – figs and artichokes – will provide the context for celebrating Bere Island’s strategic contribution to war and peace, and exploring elements of its natural heritage that allowed the island to grow exotic foods. Partner with accommodation providers to promote overnight stay.
- **Whiddy Island to Bere Island Blueway Heritage Trail** – proposed concept – building on Whiddy Island’s status as part of the Bantry Blueway and extending the route to Bere Island via Adrigole with a focus on the shared military heritage. Develop the experience as a guided kayaking activity that promotes the story, ensures a greater level of personal safety, and increases opportunities for additional services that will enhance the trip.
- **Beara Peninsula Bridle-trail** – the trail is the first (and only, at time of writing) long-distance bridle-trail in Ireland. The trail will provide the basis for new guiding and supporting services and the opportunity for new outfitters to establish a business aimed at overseas travellers. Ongoing marketing and experience development work will enhance the experience.
- **Experience Mizen from the Sea** – variations of this experience already exist and sail from Schull, Crookhaven or Baltimore. There is potential to build a stronger bookable experience that incorporates a customised tour of the Mizen Head Signal Station, an introduction to the headland ecosystems and cultural heritage, and a whale and dolphin watching trip with a biologist that also includes the chance to see the Fastnet Lighthouse. This two-day experience will need to be packaged with accommodation, a strong culinary component and an evening entertainment activity that can be based on the local pub or story-telling in a home.
- **Discovering the Forgotten Secrets of The Islands** – builds on the existing ‘treasure hunt’ geo-cache activity that is offered on Whiddy Island on a request basis, and expands this to a bookable experience that includes other islands. These treasure hunts can highlight the shared military and social history of the islands, and should be packaged with additional services, including accommodation, local food and local transport. The activity could also target boating visitors to each island and is an alternative way to explore an island.



HERO THEME: Harmonious Confrontation

SUPPORTING EXPERIENCES AND ASSETS

• Long-distance way-marked routes.

- **The Beara Way** (part of the Beara-Breifne Way) - developed by the Beara Tourism and Development Association, is approximately 220 km in length and completes a circuit of impressive coastal and mountain scenery on the Beara Peninsula linking many of the peninsula's main attractions. The route is based on the march of O'Sullivan Beare in 1603. Large sections cross private lands and the development and maintenance of the route involves a partnership of over 400 farmers and landowners.
- **The Sheep's Head Way** – a long-distance walking route over 250 km encompassing the Sheeps Head Peninsula and the general Bantry area, with the main route being 93 km (the loop from Bantry to the Sheep's Head Lighthouse between Dunmanus and Bantry Bay).
- **Community and looped trails** – there is an extensive network of local trails with a number of them looping into the long-distance routes. **The Fastnet Trails** are a series of trails that cover over 80km on the Mizen Peninsula.
- **Sheep's Head Cycle Route** – the first official way-marked cycle route in the country.
- **Endurance events** – Three Peninsulas – West Cork & Kerry have an impressive series of endurance events that include the **Wild Atlantic Mizen Cycle**, the **Ring of Beara Cycle Kenmare**, and the multi-discipline events: **Quest Kenmare**, the **Bantry Bay Adventure Race**, and the **Centra Fastnet Triathlon**. These events are experiences that all profile adventure and endurance within the context of the region's spectacular setting and offer the basis for building out packages for supporters and extended stays for competitors.
- **Bere Island parkrun** and **Glengarriff parkrun** – weekly free 5km non-competitive timed runs with a strong collegial spirit.

- **Mizen Head Signal Station** – a Signature Discovery Point on the Wild Atlantic Way – includes the famous arched bridge and an interpretive centre with a range of displays and exhibits.
- **Whiddy Island** – a fortified battery built by the British authorities in Napoleonic times. The site and artefact remains of the U.S. Naval Air Station (a World War 1 base for 5 planes and 10 submarines) and the opportunity to see the Whiddy oil facility which holds a third of Ireland's strategic oil reserves and presents a very different form of risk and issues associated with defending land and sea. The island offers a looped walk.
- **Bere Island** – regarded as “a remote little Irish Gibraltar commanding with its guns the entrance to the huge, natural harbour of Bantry Bay.” Offers the opportunity to explore the **Lonehart Battery**, discover the old barracks, visit a Martello Tower and visit the **Bere Island Heritage Centre**.
- **Bantry, Glengarriff, Castletownbere, Kenmare** - guided and self-guided heritage town walks promote local stories of significance that relate to this hero theme.
- **Castletownbere: Festival of the Sea** – a family oriented event that has the potential to become a stronger maritime themed attraction.
- **Fastnet Marine & Outdoor Education Centre** in Schull offering sailing courses and training activities on Roaring Water Bay.
- **Goleen Harbour** – offering a range of outdoor adventure activities and developing new glamping options (Geodesic Domes).
- **Albatross Escape Rooms** – a new experience in Bantry based on local stories challenging visitors to a modern day adventure of escape.



THE EXPERIENCE: Harmonious Confrontation

EXPERIENCE DEVELOPMENT PRIORITIES

- **Mizen Head Signal Station** – enhance the interpretation at the Signal station to elevate its significance as a Signature Key Discovery Point. An association with the Great Lighthouses of Ireland would assist in raising the profile of this attraction.
- **Bere Island:**
 - Continue with restoration of Lonehart Battery, including sand-blasting of the guns and expansion of the parade area to enlarge the space available for activities.
 - Support the current initiative on developing the island’s oral history through the community radio programme and expand the efforts to Whiddy Island. Continue to document related military stories.
 - Build linkages with related aspects of military heritage for the Cultural Explorer and enthusiast, including cross-selling with Spike Island in promoting the story of Bere Island as an internment camp, and the National Museum of Ireland which now displays the French longboat formerly washed up on Bere Island.
 - Work on extending the marina and developing pier facilities including pontoons and facilities for wheel chair access.
- **Bantry** – develop a stronger focus on the story of Wolf Tone – particularly when cruise ships are in port, through animation.
- **Kenmare** – development of the recently bequeathed peninsula lands to create walks and cycle ways and connectivity with Reenagross, expanding the route ways to 8km. Further developments should include improvements to the slip, together with the provision of toilets and outdoor showers to enhance the location for water-based activities, while maintaining it as a green recreational space; and the development of a new Discovery Point that highlights Kenmare’s coastal location with the coast.
- **Outdoor adventure** – water-based and land-based, and related pursuits of challenge:
 - Healy Pass – the installation of gradient cycle signage.
 - The enhancement of the diving centre at Kilmackilloge and water sports facilities on Bere Island.
 - Developing connectivity between the Beara Way and the Kerry Way, and between Sheep’s Head Way and the Beara Way through Glengarriff.
 - Exploring the feasibility of developing a greenway between Kenmare and Killarney.
 - Improving accommodation options for visitors using long-distance trails.
 - Improved or new pier and yachting facilities with 40-80 berths at Castletownbere to enhance its status within the **Cool Route** and to allow for a general increase in leisure vessels stopping over. The Cool Route project is in its final stages of development and stretches from Cork, along the Wild Atlantic Way to Northern Ireland, then on to Western Scotland and finally to the Faroe Islands and Tromso, in Western Norway. It is described as the World’s Most Adventurous Cruising Route.
 - Pontoons and/or marina improvements are also needed at Adrigole, Glengarriff and Kilmackilloge to improve boating opportunities.



THE EXPERIENCE: Kith, Kin and Clan

The names of the clans ring out in every street – whether it is “O’Sullivan”, “O’Mahony”, “O’Daly” or “O’Driscoll”. From ancient times Irish society was organised around traditional kinship groups or clans – and nowhere is this more evident than in the Three Peninsulas – West Cork & Kerry . There are landmarks to these great clans from cliff edge castles to street pubs, and the stories of how kith, kin and clan have prospered, how they have withstood tempestuous times, and how today the pride in the names is as strong as ever has long intrigued our visitors. More recent families of entirely different descent have continued to influence the landscape, the architecture, and the cultural context – and taken together kith, kin and clan have become bedrock to the three peninsulas and islands.



HERO EXPERIENCES

- **The O’Daly Bardic School** – a concept under development in the Sheep’s Head to celebrate the creative legacies of a medieval hereditary profession. Walk in the footsteps of poets who were quick to satirise or pontificate on the genealogy, myths, family histories and scandals of local chieftain families. Feel the sense of monastic isolation overlooking Dunmanus Bay – the site of the 300 year Bardic School settlement where students diligently composed their poems for critique by their masters. Discover the remnants of a cultural landscape and explore the history of clans, archaeological sites and homesteads and feel inspired in the poetry writing workshops in Kilcrohane with modern day bards.
- **From Béara to Bréifne: Recreating the Epic March of O’Sullivan Beare** – proposed concept involving the long-distance 480 km trail as a guided hike that presents the story of the events of 1603 stage by stage, with animated scenes where feasible. This hike would follow the Beara-Breifne Way, Ireland’s longest national way-marked trail, and could be presented in this story-telling/dramatised format on select dates. The entire experience would include accommodation or camping options, luggage services, and the guiding components.
- **Mystery and Murder in Bantry House** – proposed concept. A packaged overnight event staying in the East Wing, enjoying the history and heritage of the White family, only to discover at dinner that something is seriously amiss. Enjoy this interactive evening with professional actors as you work together to solve the mysteries of a highly engaging plot and experience a little of the dark side of Bantry’s history.
- **A Day with the Men’s Shed** – a rare opportunity to get a very inside glimpse of life in a small West Cork village on Sheep’s Head and find yourself immersed in a project designed to breathe love and care into the lives of people in Durrus. Join the inspirational men who set up the Durrus’ Men’s Shed, and learn from them how this incredible network brings hope to many lives. These men have a wide range of activities – from delivering cooked meals to community elders and furniture making, to choir singing and hiking. A day spent with them will inspire, and will leave you with much to talk about as you gather with them for a hearty meal in the pub and enjoy traditional music stories from the past. Choosing to spend a night in a local home or stopping over in Bantry – either way, you will leave Durrus feeling inspired to reach out to others around you. (Proposed by the Men’s Shed).
- **An Alternative Perspective on Creating Legacies** – proposed concept. The stories of Bryce House on Garinish Island and Bantry House owe much to remarkable women through to today. Enjoy lunch in the gardens and hear about the lives that impacted the suffragette movement, the local economy of Glengarriff and Bantry, and the well-being of injured soldiers through the Great Wars. Take a closer look at the art and tapestries that adorn the walls, and spend an additional day learning the skills of needlework with a local expert. The responsibility of maintaining these legacy homes has moved in different directions and you will feel the ongoing passion of today’s White family as they face the modern challenges of keeping history alive.



THE EXPERIENCE: Kith, Kin and Clan

SUPPORTING EXPERIENCES AND ASSETS

- **Medieval Castles** – Dunboy Castle, Three Castle Head/Dunlough Castle (has one of the highest medieval walls still intact in Ireland), Carriganass Castle, Ardea Castle, the site of a castle on Oileán Beag off Dursey Island (with its poignant story of the Dursey Massacre).
- **Clan Gatherings** – these happen on a semi-regular basis and attract family members from the O’Sullivan clan, the O’Mahony clan and the O’Daly clan from across Ireland and the entire world.
- **Molly Gullivan’s Cottage & Traditional Farm** – 200 years of family history in the buildings and an opportunity to experience the old ways of life, including breadmaking on the open fire. The “American Wake” and the “Home Coming” Irish evenings of Irish food, music, song, dance and story telling, re-enacting the old customs that took place in Irish homes the night before a family member emigrated, or returned, from a foreign land all highlight the strength of kinship in this part of Ireland. An opportunity to dance, sing, tell your own story.
- **Bantry House and Garden** – offering tours of the house, a tearoom, and the events programme associated with art exhibits, the West Cork Chamber Music Festival and the Literary Festival, and theatrical events. The House and Garden plays an ongoing role in stories of kith, kin and clan through its popularity as a wedding venue.
- **Bryce House and Garinish Island**. Bryce House is a fitting memorial to the creators of the world famous gardens on Garinish Island, and the guided tours bring to life the story of the Bryce family, their head gardener and housekeeper. Self-guided garden tours highlight important aspects of the design, planting and history of the important gardens.
- **Glengarriff Nature Reserve** – Lady Bantry’s Lookout.
- **Whiddy Island** – the old schoolhouse and the trails that trace the stories of family life through good times and harsh times on the island.
- **The Pubs** – raise a glass in any of the local pubs and you may well find that you are related to someone in the locality. The music and the

EXPERIENCE DEVELOPMENT PRIORITIES

- storytelling will make you feel that you are with kith and kin.
- **West Cork History Festival** – a festival that supports all the HERO themes associated with ‘vibrant resilience’.
- **The Bardic School** – support this initiative including the work on:
 - The inventory of archaeological sites.
 - The identification of sensitive sites and related management implications and opportunities.
 - The collection of stories related to the sites of interest.
 - Development of an interpretive base for the Bardic School experience. This would include a model of the Bardic School site and the development of related tools and skills to show the progression of time before and after the establishment of the School.
 - The exploration of interactive gaming options to further enhance the overall experience and reach a wider audience.
 - Complementary Dark Skies experiences.
- **Medieval Castles** – review access, signage and opportunities to expand existing experiences.
- **Whiddy Island** – support the renovation of the old schoolhouse into a new hostel. Develop facilities that can act as a repository for local historical information and artefacts. This will play a significant role in increasing visitation to the island and visitor spend.
- **Bantry House** – ongoing support of improvements to facilities and interpretation.
- **Beara-Breifne Way** – use of app technologies to interpret the O’Sullivan Beare story along the Beara-Breifne Way, and the interpretation of local stories on the Sheep’s Head Way.



THE EXPERIENCE: Marginal Livelihoods

Living near the edge relates not only to the geography of the three peninsulas and islands, but also to many aspects of the local economy. Making a living in the Three Peninsulas requires a spirit of vibrant resilience – one that can take the rough with the smooth, and yet remain determined to maintain traditional values associated with land, sea and family. The landscape has a clear story to tell – of mining, fishing and farming – even smuggling when it came to making a livelihood. The traces of past economic activity, the challenges of working in today’s marginal environments, and the connectivity with the world that was established through trade are all stories within the landscape and stories of so many of the people you meet in the street and countryside.



Destination Beara

HERO EXPERIENCES

- **Be a Farmer on the Edge of Europe** – proposed by local business – create an over-night experience involving a farm stay combined with the opportunity to discover and share the challenges and rewards of farming life in a demanding environment. This experience can be delivered in different parts of the Three Peninsulas. Where it is developed in close proximity to one of the long-distance trails, there is a greater likelihood of attracting overseas visitors who are hiking the trail and looking for on-route authentic experiences. Combine with activities such as bread-making, story-telling or traditional music. Learning a skill, gaining a deeper understanding of rural life and the vibrant resilience that is evident within the community, and meeting local people will all add to the appeal of the experience.
- **Following Miners’ Footsteps Through the Ages** – explore the workings of a Bronze Age surface copper mining site on Mount Gabriel – the oldest copper mines presently known in north-west Europe – and then compare with the deep tunnels underground at the Allihies Copper Mines. The old Bronze Age sites were mined for 250 years before climate change brought the activity to an end with the growth of blanket bog – leaving the sites hidden until just over a century ago. Water presented a different challenge to the mines around Allihies, but with exemplary engineering, depths of 280 metres below sea level were reached. Unfortunately, the social conditions did not match the engineering feats and you can discover the harsh realities of a mining family in sharp contrast to the story of the Puxley family that owned the mine, as you stop for a picnic lunch at Puxley Mansion. Developing this experience to its full potential will involve creating access to the Mountain Mine.

- **Coastal Fishing Adventure** – the waters surrounding the Three Peninsulas offer over 50 species of sea fish to the angler with few restrictions on fishing activity. The scenery is spectacular and the experience has the capacity to be world-class – whether from the shore or on a chartered vessel. The chance to see a whale or a dolphin will add to the adventure. Hear the stories of commercial fishing that date back centuries, including the lucrative 19th and early 20th century mackerel and pilchard fisheries, and today’s mussel farming, and gain an insight on the ebb and flow of life in the fishing sector. Stay at an exclusive fishing resort and meet like-minded enthusiasts (proposed concept). Enjoy your catch in the evening with a glass of wine or fast freeze your fish ready for transportation home.

SUPPORTING EXPERIENCES

- **Allihies Copper Mine Museum** – it tells the story of copper mining at Allihies from the Bronze Age right up to the 1960s and includes a model of the Man Engine that took miners down to the copper veins - the only one ever installed in Ireland.
- **Gleninchaquin Park** – a long narrow coombe valley that has been the site of a farmstead for centuries. The Park has a rich story to tell that dates back to prehistoric times, and this together with the spectacular setting offers insight into the challenges of hill farming.
- **Fishing charters** – there are a number of businesses offering chartered services out of various harbours such as Schull, Goleen, Dunmanus Bay, and Castletownbere.



THE EXPERIENCE: Marginal Livelihoods

SUPPORTING EXPERIENCES AND ASSETS

- **Dursey Island** – a stark reminder of the marginal nature of creating a livelihood on a remote island. Accessible only by Ireland’s only cable car, this means of transport was opened in 1969 to move livestock across the turbulent waters of Dursey Sound. Farming activity continues and visitors get a feel of the isolation and serenity of this type of lifestyle, no doubt leaving with a new understanding of its challenges.
 - **Castletownbere** – the second most important fishing port in the country and the location of Spain’s vice consulate, reflecting the role of Spain in the local commercial fishing industry. The port has over 150 fishing boats along with local aquaculture fish-farming and significant onshore processing.
 - **Goleen Harbour – Life and Times on the Edge** – an immersive experience of life on the edge of Europe from Famine times through to the present, discovering the story of former clans and the ‘taxing’ of passing ships – with the opportunity to engage in a Pirate Feast.
 - **Small harbours** reflecting the role of more localised subsistence fishing – e.g. Lauragh.
- ### EXPERIENCE DEVELOPMENT PRIORITIES
- The **copper story** is very strong in the region, and needs to be elevated. It complements what is on offer in the Copper Coast Geopark in Co. Waterford and there should be cross-promotion between the two areas.
 - Continue to explore the feasibility of opening up the Mountain Mine – initially for pre-booked tours but ideally on a more regular basis.
 - The **coastal fishing experience** is fragmented and in need of considerable effort to raise its profile to give it true world-class status, and to make it easy for the visitor to engage in the activity. The existing opportunities to engage in the activity need to be clustered in a new on-line platform that can tie in with the Wild Atlantic Way. See FishingBC.com as an example of consolidating the offer, and highlighting elements of the social media conversation.
 - Explore opportunities to develop an up-market fishing resort.
 - Pursue plans to install a new Cable Car to **Dursey Island**.
 - Explore opportunities to host small group events on the island – arts or literary in nature where the sense of isolation will add to the overall experience.
 - Tourism offers the opportunity to diversify rural economies and should be regarded as an important vehicle in sustaining livelihoods and increasing the likelihood of retaining the younger generations in the area. It is particularly suited to complementing farming, and requires an ongoing focus on developing services to assist the farming community in pursuing appropriate agritourism opportunities.
 - As previously noted, new accommodation options are needed in rural areas to service the long-distance trails. Opportunities to develop farm-based accommodation, including facilities for horses, needs to be explored with local government planners.



Cultural Fusion	Vibrant Resilience	Cultural Fusion	Vibrant Resilience
<p>THE MIZEN PENINSULA</p> <ul style="list-style-type: none"> • Filian O’Mahony – Scholar, Patron of Scholars • “Via Crookhaven” - communications and news – Marconi and shipping • Crookhaven – last stop to resupply before crossing the Atlantic - emigration • The islanders of Mizen – international sailors • The Mining Story - Tin from Cornwall, copper to Cornwall – trade, commerce, communication • Integration / inclusion of new residents • Spirituality – An Sanctoir, yoga and holistic practitioners • West Carbery Tramway & Light Rail – 12 arch railway viaduct • International fusion of culinary flavours • Artisan food producers • Festivals – Food, Art, Music, Sailing, Sport, Heritage, Photography, Theatre, Film • Rich blend of artists and artisans – infusion of new talent • Bardic poets • Standing stones, wedge tombs 	<ul style="list-style-type: none"> • O’Mahony clan and castles • Lighthouses – Mizen Head, Fastnet Rock (Teardrop of Ireland) • Fishing – 1400’s herring fishing from Hibernia • Defence garrisons and towers through the ages – the legends of Three Castles • Harbours – deep waters, drowned valleys • Copper mining – Mount Gabriel, Three Castles and Crookhaven • Famine story of Goleen • Smugglers 	<p>SHEEP’S HEAD</p> <ul style="list-style-type: none"> • Integration / inclusion of new residents • International fusion of culinary flavours • Artisan food producers • Festivals – Stone Carving, Knitting - Sheep’s Head Yarn Festival, Literary, Food, Home Comings • Gulf stream / micro climate / gardens – Durrus and Kilbarrack • Air India memorial • Rich blend of artists and artisans – infusion of new talent • The Bardic School – Medieval University • O’Daly’s - Bardic poets of the O’Mahony’s • Scoríocht nights • American wakes / home comings • Standing stones, ballaun stones, ring forts, wedge tombs, Fulacht Fiadh • Fairies – Piseoga – folk and fairy tales • Ireland’s oldest trade – stone carving, stone masons 	<ul style="list-style-type: none"> • The clans - O’Mahony’s, O’Daly’s, MacCarthy’s and O’Donovan’s – The Story of Kilcrohane • Lighthouses – Sheep’s Head Lighthouse, Fastnet Rock (Teardrop of Ireland) • Farming traditions / stewardship and long distance trails • Story of the Sheep’s Head Way – preservation of old Mass Paths • Fishing – pilchards, herring, mackerel • Harbours – deep waters, drowned valleys • Cabbage and Cannons – Local women, French lobster boat, British battleship and House of Commons • Copper mining– “Report of Gurtavallig Mine”, June 1847 • Famine story of Sheep’s Head • Smugglers



Cultural Fusion	Vibrant Resilience	Cultural Fusion	Vibrant Resilience
<p>BANTRY & WHIDDY ISLAND</p> <ul style="list-style-type: none"> • Integration / inclusion of new residents – Protestant Traders • Artisan food producers – The Hippies • Festivals – Food, Art, Music, Literary, Running, Theatre • Uilleann pipes and traditional music / Chamber music • West Cork Chamber Music Festival – Masters of Tradition Music Festival – West Cork Literary Festival • Rich blend of artists and artisans – infusion of new talent • Bantry House • 19th century travel – writers and artists ('Romantic' Beara Tour) • Prince of Wales Route, The Bantry Bay Steamship Company, Vicherys Inn • Fishing – the Pilchard Trade of Bantry Bay and the Merchants of Bantry • Whiddy Oil Bonanza in 1917 	<ul style="list-style-type: none"> • Farming traditions – Fair Day in Bantry • Bantry Bay Invasion - Wolfe Tone and the 1797 Rebellion • Harbours – deep waters, drowned valleys • The Forts of Whiddy Island – British and US bases • Whiddy Island Seaplane Base • Education, nursing and social service – the Sisters of Mercy • Mass Rock • The R.I.C. at Bantry • Steam and Steel in Bantry • The Revenge of Donal Cam 	<p>GLENGARRIFF & BALLYLICKEY</p> <ul style="list-style-type: none"> • John Annan Bryce M.P. and his wife Violet in their creation of Garinish Island (Innacullin), 'the island of holly' and Bryce House • 19th century travel – writers and artists – The Prince of Wales Route ('Romantic' Beara Tour) • Eccles Hotel originally built c1747 as a coaching inn, known as the Bantry Bay Arms. Notable guests included William Makepeace Thackeray, George Bernard Shaw and William Butler Yeats • Rich blend of artists and artisans – infusion of new talent • International fusion of culinary flavours • Artisan food producers • Festivals – Music, Arts, Botanical, Swimming, Cycling, Running, Theatre • Uilleann pipes and traditional music / Chamber music – Jim Dowling, an adopted son of Glengarriff, moved there in 1969 and popularised the playing of uilleann pipes and traditional music (Annual Festival in his name) • Pioneer in Botany – Ellen Hutchins – 1st female Irish Botanist 	<ul style="list-style-type: none"> • Eccles Hotel - from 1918 - 1920, the British War Office leased the building and it became the Queen Alexandria Home of Rest for Officers who were recuperating from the effects of World War 1 • Cromwell's Bridge – Cromwell's army operated in the locality under General Ireton • Martello Tower of Garinish Island (first of its kind to be built in Ireland) • Harbours – deep waters
<p>GLENGARRIFF & BALLYLICKEY</p> <ul style="list-style-type: none"> • Integration / inclusion of new residents • Gulf stream / micro climate / gardens – Garinish Island, Bamboo Park, Glengarriff Woods Nature Reserve 	<ul style="list-style-type: none"> • O'Sullivan Beare and clan • Defence garrisons and towers through the ages 		



Cultural Fusion	Vibrant Resilience	Cultural Fusion	Vibrant Resilience
<p>The Beara Peninsula</p> <ul style="list-style-type: none"> • Integration / inclusion of new residents • How Beara got its name - Owen Mór (the Splendid), Inish Greaghraighe (Bere Island) the Fairy Eadaoin, the Spanish Princess Beara • The story of the Huguenots – Jacques Fontaine, Bank • Bere Island – fruits and vegetables – fig trees <ul style="list-style-type: none"> ◦ Social History - Military romance and marriage ◦ Positive side of military – people travelled overseas but kept coming back - Home coming theme ◦ French Longboat ◦ Island Life, Old Cures, Folk Customs and Shipwrecks • Spirituality – place of refuge and safety (e.g. Dzogchen Beara) • Artisan food producers • The poets of Tuosist – rich heritage of poetry in the Irish language including Diarmuid Ó Sé na Bolgaighe (1756 - 1846) and ten other poets - best known was Morty Larry O’Sullivan 	<ul style="list-style-type: none"> • O’Sullivan Beare and clan – the March, the ancient ruins of Dunboy Castle and Ardea Castle (Beara-Breifne Way) • The Spanish ship landing of 1602 - Tuosist • Lighthouses – Ardnakinna, Bere Island, Bull Rock • Farming traditions / stewardship and long distance trails • Fishing – the fishing trade of Castletown • The Pilchard fisheries of the 17th Century - Ardgroom, Kilmackilloge and Dursey Island • Defence garrisons and towers through the ages • Martello Towers • Harbours – deep waters, drowned valleys • Berehaven Harbour – it’s international historic importance and the sanctuary it has provided over the ages –its naval history and its combination of strategic and safety value 	<p>The Beara Peninsula</p> <ul style="list-style-type: none"> • Festivals – Food, Art, Theatre, Music, Walking, Running, Heritage, Literary, Ring of Beara Cycle, Allihies Inspires, Michael Dwyer Festival of Traditional Music, Eyerries Family Festival, Bonane Solstice and Equinox celebrations • Gulf stream / micro climate / gardens - Derreen Gardens, Ewe Gardens • Rich blend of artists and artisans – infusion of new talent • 19th century travel – writers and artists (‘Romantic’ Beara Tour) • The Mare’s Tail Waterfall – it’s splendour as an attraction from the 17th Century and the English Poet Laureate, Alfred Lord Tennyson’s visit - Adrigole • Standing stones, ballaun stones, ring forts, wedge tombs – solar alignment and ley lines • The Standing Stones of Uragh, Gleninchaquin and The Healy Pass – Tim Healy • The Story of the Cable Car and community of Dursey; the last landfall seen by the Titanic – the Dursey Islanders could hear the music on the ship; the last sunset of the 20th Century 	<ul style="list-style-type: none"> • Bere Island – the most fortified island in Europe - Internment camps <ul style="list-style-type: none"> ◦ Last port before heading to France to WW1; 80th anniversary when Ireland took over treaty port – (Lough Swilly and Spike Island – other treaty ports) ◦ Bere Island – the War of Independence and Gun Cotton Raid ◦ First place to get electricity in much of Ireland • Copper mining – Allihies Mines and the Puxley Family, Sheen Valley copper mines • The Massacre of Dursey Island; and the Vikings – the island was used as a holding place for women hostages taken along the Irish coast and who were later traded in southern Europe • Smugglers • Mass Rocks / holy ground • The Bull Rock – entrance to the ‘Otherworld’ • An Cailleach Bhéara - The Hag of Beara, Kilcatherine Point • Hungry Hill, Adrigole



Cultural Fusion	Vibrant Resilience	Cultural Fusion	Vibrant Resilience
<p>The Beara Peninsula continued</p> <ul style="list-style-type: none"> • Bonane’s Fulacht Fiadh • Fairies – Piseoga – folk and fairy tales • The Mass Rock at Inse an tSagairt and the Innisfoyle Cliffs; The Priest’s Leap; The Rolls of Butter Petrified Dairy; St. Feaghna’s Graveyard; Legends of the Fall; “The Cobhlacs” and “Páirc na Cabhlai” - Bonane • Astronomy of the Park and alignments - Bonane • Pattern Day of St. Killian (patron saint of Tuosist) celebrated in Kilmackilloge 	<ul style="list-style-type: none"> • Drehidagaddy (Droichead na Gadaí) ‘the thief’s bridge’, Eyeries • O’Sullivan Story of the 5 sons who were killed in World War 2 – USS Sullivan – Saving Private Ryan 	<p>Kenmare</p> <ul style="list-style-type: none"> • Integration / inclusion of new residents • Sir William Petty, 1st Marquis of Lansdowne • Kenmare – a planned town • Kenmare Suspension Bridge • International fusion of culinary flavours • Artisan food producers • Rich blend of artists and artisans – infusion of new talent • Kenmare Lace • Carnegie Arts Centre • Festivals – Food, Art, Music, Theatre, Halloween, Cycling • Gulf stream / micro climate / Kenmare Bay Wildlife • 19th century travel – writers and artists (‘Romantic’ Beara Tour) • Kenmare Stone Circle • Legend – Roll of Butter O-Ryan constellation • Fairies – Piseoga – folk and fairy tales • Holy Wells place of worship – Rag trees 	<ul style="list-style-type: none"> • Fionn Mchuaill river Sheen - son named after river – Óisín • Harbours – deep waters, drowned valleys • Amergin conquered Kenmare Bay - Inbhear sceine • History of Kenmare – re-enact Amergin • Famine story of Kenmare • Hedge Schools • Vikings



A wide range of stakeholders were consulted during the course of the preparation of this Plan. **Individual organisations and agencies** include:

Bantry Bay Port Company / Bantry Harbour Board
Bantry Chamber of Commerce
Bantry Development and Tourism Association
Bantry Historical and Archaeological Society
Bantry Project Group
Bere Island Project Group
Beara Tourism
Cork County Council
Destination Beara
Fáilte Ireland
Glengarriff Tourism Development Association
Kerry County Council
Kenmare Marketing and Events Group
Local Enterprises / Representatives from each Peninsula and Island
Local Tourism / Community Groups including Ballydehob, Schull, Goleen, Durrus, Ahakista, Kilcrohane, Muintir Bháire, Adrigole, Castletownbere, Allihies, Eyeries, Bonane
National Parks and Wildlife Service
Office of Public Works – Garinish Island
South Kerry Development Partnership
Údarás na Gaeltachta
West Cork Islands Interagency Group
West Cork Local Development
West Cork Chamber Music Festival

The views of local business operators, community groups, regional and national agencies, and local government within Three Peninsulas – West Cork & Kerry were of fundamental importance in the development of the Plan. In undertaking the work, 190 attendees attended public meetings in Phase 1, 25 attended experience development workshops in Phase 2, and Interviews and small group discussions were conducted with over 20 representatives from agencies and community organisations.

TEAM Tourism would like to take this opportunity to thank all of those who attended these meetings and met on-site – for their input, advice and generous hospitality.

In addition to the consultation, a significant number of **plans and strategies** have informed this plan. These include:

- *Tourism Development & Innovation – A Strategy for Investment 2016-2022*, Fáilte Ireland
- *Wild Atlantic Way Operational Programme 2015-2019*, Fáilte Ireland
- *County Kerry Tourism Strategy and Action Plan 2016-2022*
- *South West Action Plan for Jobs 2015-2017*
- *Taste Cork 2021 Food Support Strategy for Cork*
- *Kerry County Arts Strategy 2016-2021*
- *Cork County Council Tourism Statement of Strategy and Work Programme 2017-2022*
- *Business and Marketing Plan for Bonane Heritage Park & Interpretive Centre*
- *OPW Garinish Island Innacullin and Bryce House Management Plan 2017-2022*
- *West Cork Local Development Strategy*
- *West Cork: Maximising the Benefits of Walking Tourism 2012*
- *Cork County Development Plan 2014*

Online and in-destination research also included websites and brochures relevant to:

- *Fáilte Ireland*
- *Tourism Ireland*
- *Government Departments including Tourism, Transport, Environment, Agriculture, Marine and Rural and Community Development*
- *Cork and Kerry County Councils*
- *Rural Development Companies, National Trails Office, etc.*
- *Local Tourism Groups in Three Peninsulas – West Cork & Kerry region*
- *Local Enterprises in Three Peninsulas – West Cork & Kerry region*
- *Local Historical and Archaeological Organisations*



Partner Acronyms

AT – An Teagasc
BBPC – Bantry Bay Port Company / Bantry Harbour Board
BCC – Bantry Chamber of Commerce
BDTA – Bantry Development and Tourism Association
BHAS – Bantry Historical and Archaeological Society
BPG – Bantry Project Group
BIPG – Bere Island Project Group
BT – Beara Tourism
CCC – Cork County Council
CIE – Córas Iompair Éireann
ETBs – Education Training Boards
CC – Ceoltas Ceoltóirí
DCHG - Department of Culture Heritage and the Gaeltacht
DB - Destination Beara
DoAFM – Department of Agriculture, Food and the Marine
DRCD – Department of Rural and Community Development
DTTAS – Department of Transport, Tourism and Sport
FI – Fáilte Ireland
GTDA - Glengarriff Tourism Development Association
HC – Heritage Council
IFA – Irish Farmer’s Association
IFI - Inland Fisheries Ireland
ILC – Irish Lights Commission
ISA – Irish Sailing Association
ITOA – Irish Tour Operators Association
KCC – Kerry County Council
KETB – Kerry Education and Training Board
KMEG – Kenmare Marketing and Events Group
LCs – Local Communities
LEO – Local Enterprise Office
LEs – Local Enterprises
LLTC – Local Link Transport Companies
LTGs – Local Tourism Groups
NPWS – National Parks and Wildlife Service

NTO – National Trails Office
NRA – National Roads Authority
OPW Heritage Services – Office of Public Works
OPW National Monuments – Office of Public Works
SKDP – South Kerry Development Partnership
TIL – Tourism Ireland Limited
UCC – University College Cork
UnaG – Údarás na Gaeltachta
VSCG – Visitor Safety in the Countryside Group
WCDP – West Cork Development Partnership
WCIIG – West Cork Islands Interagency Group
WCLD – West Cork Local Development
WCCMF – West Cork Chamber Music Festival

Timing of Actions

- **Short-term** – Year 1
- **Medium-term** – Years 2 and 3
- **Long-term** – Year 4+
- **Ongoing**

Alignment with Existing Plans

This Plan has been aligned with all agency plans (KCC, CCC, Údarás na Gaeltachta, LEO, OPW and NPWS). In doing so, it both supports existing plans and seeks to gain leverage from their strategies and actions.

Funding

Fáilte Ireland provides funding for sustainable tourism projects through programmes such as the new Grant Scheme for Large Tourism Projects and the Festivals Innovation Programme.

Reference made to projects in this Plan does not guarantee funding, but where funding is available, it will be in alignment with this Plan. While funding is provided to certain projects, Fáilte Ireland is not the developer. Developers are required to comply with relevant legislation and the provisions of Statutory Policies, Strategies, Plans and Programmes, including those relating to environment and planning.



Introduction

This Plan provides an opportunity to ensure that all existing and future tourism projects and initiatives within Three Peninsulas – West Cork & Kerry experience plan area are planned, developed and managed in a sustainable and integrated manner. The VICE (Visitor, Industry, Community and Environment) Model for Sustainable Tourism is an approach that this Plan is developed from and strives to implement.

Fáilte Ireland recognises the need to integrate environmental considerations into this Plan in a way that responds to the sensitivities and requirements of the wider natural environment. Environmental considerations including inland and coastal water quality and amenity, climate change, traffic, biodiversity, built and cultural heritage, landscape and communities, all play a vital part in our tourism sector.

The protection, enhancement and promotion of our most important tourism asset – the natural environment has been an integral part of the formation of this Plan as is evidenced in the following:

- Environmental assessments and resulting measuring and monitoring,
- A firm commitment to ensuring sustainable and responsible tourism principles are practiced,
- Compliance with statutory decision making and consent granting at Plan implementation stage,
- Integrating requirements for environmental protection and management.

Environmental Assessment

Consideration has been given to the requirement to undertake environmental assessment of this Plan in order to ensure full legal compliance and to further integrate protection, enhancement and promotion of the environment in developing and implementing the Plan. The following sets out the two types of environmental assessments that were considered.

1. Strategic Environmental Assessment (SEA)

The Plan was examined for the need to undertake Strategic Environmental Assessment (SEA). On initial examination of the Plan it was determined that full SEA would be required. The assessment process was undertaken having full regard to SEA Directive 2001/42/EU and to Statutory Instrument No. 435/2004 as amended. The outcome of this process can be referenced in the relevant environmental documents that accompany this Plan.

2. Appropriate Assessment (AA)

The Plan was examined for the need to undertake Appropriate Assessment (AA). On initial examination of the Plan and in completing screening for AA it was determined that Stage 2 AA would be required. The assessment process was undertaken having full regard to the Habitats Directive 92/43/EEC and to Statutory Instrument No. 477/2011. The output and outcome of this process can be referenced in the relevant environmental documents that accompany this Plan.

Key Findings of the SEA and AA Process for the Plan

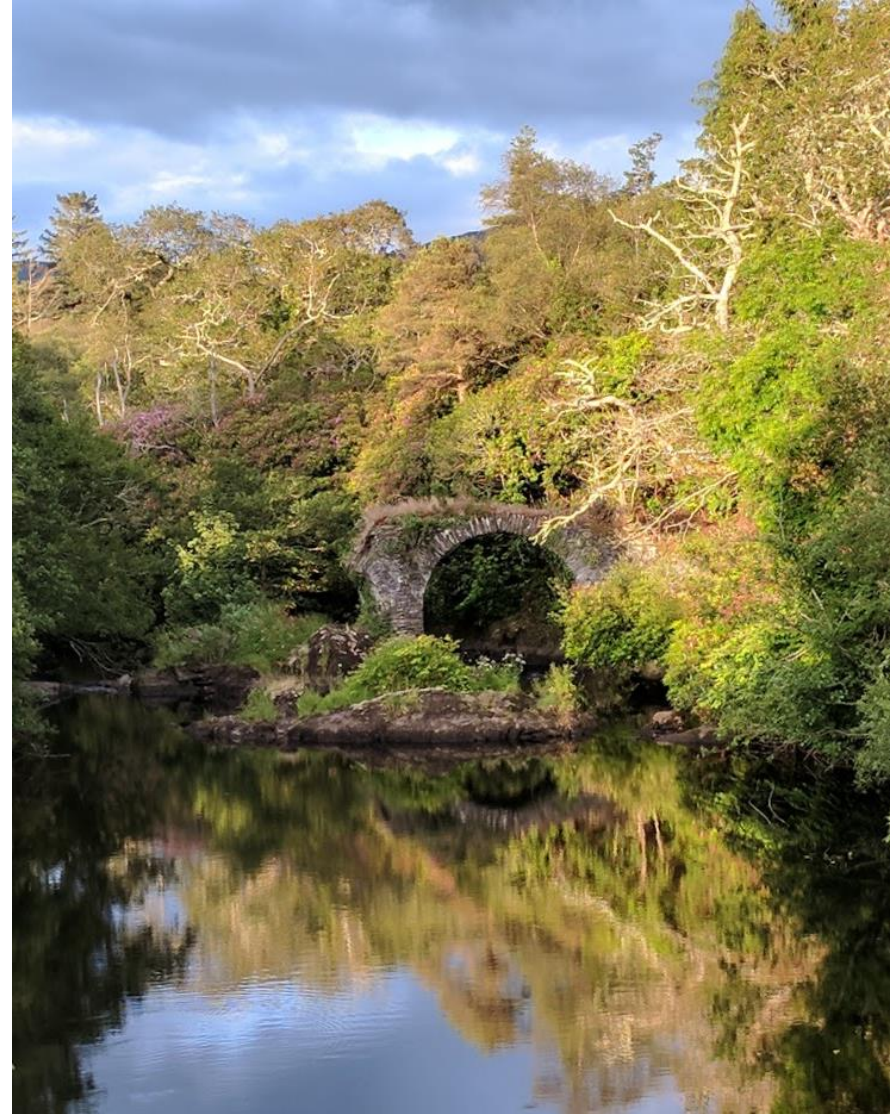
Having completed full SEA and AA on the Three Peninsulas – West Cork & Kerry VEDP it is evident that these processes have had a positive influence on the evolution of the Plan and will continue to do so as the plan enters its implementation phase.

The outcome of completing the above environmental assessments has resulted in the following:

- Identifying relevant potential **negative environmental impacts** resulting from the Plan and in some instances excluding actions that might lead to such negative impacts
- Identifying relevant **positive environmental impacts** resulting from the Plan and ensuring the actions that result in environmental protection, enhancement and promotion from key actions at implementation e.g. visitor management actions environmental and sustainable education.



- Developing a suite of **mitigatory actions** to ensure that any negative environmental impacts are reduced or eliminated at plan implementation stage. These include:
 - The requirement to establish the status of the Plan and its interrelationship with Statutory decision-making and consent-granting frameworks,
 - Integrating the requirements for Environmental Compliance into the Plan with particular emphasis on requirements for lower-tier environmental assessment, the Cork and Kerry County Development Plans, the Climate Action Plan 2019, visitor management, consideration for infrastructural capacity and green infrastructure and eco system services.
- Development and execution of an **Environmental Monitoring Programme** for the Plan during implementation and operation:
 - Monitoring will be based around indicators that allow quantitative measures of trends and progress over time relating to the Strategic Environmental Objectives,
 - A variety of sources of information will be used to run the programme,
 - Environmental monitoring for the VEDP and other existing/future Fáilte Ireland plans, programmes, etc. may be undertaken and reported on at the same time,
 - The table commencing on page 67 sets out the indicators that will be used in the operation of this environmental monitoring programme.



Sustainable and Responsible Tourism

This Plan conforms and commits to sustainable growth of tourism in Three Peninsulas – West Cork & Kerry and, in completing the above-mentioned assessments, demonstrates the strong commitment to the VICE Model for Sustainable Tourism Development. The implementation of the following guiding principles is key to the success of the Plan.

Guiding Principles for Sustainable and Responsible Tourism

- Assess the feasibility of developing and implementing visitor management plans where relevant
- Encourage the adoption of a responsible tourism approach with ongoing monitoring of environmental impacts
- Increase awareness and appreciation of the region’s unique landscape and environment
- Increase environmental performance among tourism businesses
- Encourage sustainable modes of transport and ensure they are accessible to tourists
- Introduce and implement minimum sustainable standards for tour guides
- Monitor the quality of visitor experiences and local social/cultural impact at key sites
- Ensure visitor experiences in the Three Peninsulas are accessible to all where possible
- Support voluntary and community-led environmental protection projects, which in turn benefit tourism
- Advocate for the protection of key environmental and tourism assets
- Improve tourist management, particularly in mature and established tourist areas
- Encourage tourism related businesses to engage in the Leave No Trace Programme

Implementation and Consent

This Plan is situated alongside a hierarchy of statutory documents setting out public policy for land use development, tourism, infrastructure, sustainable development, environmental protection and environmental management. These include the National Planning Framework (NPF), Regional Spatial and Economic Strategies (RSEs) and lower tier Development Plans and Local Area Plans.

Implementation of this Plan shall be consistent with and conform with the above and will involve Fáilte Ireland helping to facilitate, promote, support and coordinate stakeholders (including local authorities, other government agencies, tourism operators, communities and visitors) in their activities in a way that is consistent with this consent-granting framework.

In order to be realised, projects included in this Plan will have to comply, as relevant, with the various provisions of legislation, policies, plans and programmes (including requirements for lower-tier Appropriate Assessment, Environmental Impact Assessment and other licencing requirements as appropriate) that form the statutory decision-making and consent-granting framework, of which this Plan is not part and does not contribute towards.

Further detail on requirements in this respect are set out in Section 9.2 of the accompanying SEA Environmental Report.

Integrating Requirements for Environmental Protection and Management

Fáilte Ireland provides funding for sustainable tourism projects that emerge as part of specific, competitive, themed and time-bound grant schemes or as part of wider strategic partnerships. These include projects relating to land use, infrastructural development and land use activities and attractions. Reference made to such projects included in this Plan does not guarantee funding. While funding is provided to certain projects, Fáilte Ireland is not the developer.

In order to achieve funding for land use or infrastructural development or land use activities, stakeholders shall be required to demonstrate compliance as relevant, with measures and requirements relating to sustainable development, environmental protection and environmental management.

These measures are further detailed in Section 9.3 of the accompanying SEA Environmental Report.



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Selected Environmental Indicators, Targets and Monitoring Sources

Environmental Component	Indicators	Targets	Source and (where available) Frequency
Biodiversity, Flora and Fauna	B1: Conservation status of habitats and species as assessed under Article 17 of the Habitats Directive	B1: Maintenance of favourable conservation status for all habitats and species protected under National and International legislation to be unaffected by implementation of the Plan	<ul style="list-style-type: none"> • Documentation demonstrating compliance with “Requirements for Environmental Protection and Management” • Lower tier environmental assessment and decision making by local authorities • SEA Monitoring Programme reports for the land use plans of relevant local authorities (as required, monitoring reports published on various timescales and frequencies) • Department of Culture, Heritage and the Gaeltacht report of the implementation of the measures contained in the Habitats Directive - as required by Article 17 of the Directive (every 6 years) • Department of Culture, Heritage and the Gaeltacht’s National Monitoring Report for the Birds Directive under Article 12 (every 3 years) • Consultations with the NPWS • CORINE mapping resurvey (every c. 5 years) • Input from any other existing or replacement Fáilte Ireland monitoring programmes
	B2: Percentage loss of functional connectivity without remediation resulting from Plan	B2: No significant ecological networks or parts thereof which provide functional connectivity to be lost without remediation resulting from the Plan	
	B3i: Number of significant impacts on relevant habitats, species, environmental features or other sustaining resources in designated sites including Wildlife Sites resulting from the Plan B3ii: Number of significant impacts on the protection of listed species	B3i: Avoid significant impacts on relevant habitats, species, environmental features or other sustaining resources in designated sites including Wildlife Sites resulting from the Plan B3ii: No significant impacts on the protection of listed species resulting from the Plan	
Population and Human Health	PHH1: Occurrence (any) of a spatially concentrated deterioration in human health arising from environmental factors resulting from the Plan, as identified by the Health Service Executive and Environmental Protection Agency	PHH1: No spatial concentrations of health problems arising from environmental factors as a result of the Plan	<ul style="list-style-type: none"> • Documentation demonstrating compliance with “Requirements for Environmental Protection and Management” • Lower tier environmental assessment and decision making by local authorities • SEA Monitoring Programme reports for the land use plans of relevant local authorities (as required, monitoring reports published on various timescales and frequencies) • Consultations with the HSE and EPA • Input from any other existing or replacement Fáilte Ireland monitoring programmes



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Environmental Component	Indicators	Targets	Source and (where available) Frequency
Soil	S1: Artificial surfaces land cover extent	S1: Contribute towards the target of the National Planning Framework’s SEA (2018) to “Maintain built surface cover nationally to below the EU average of 4%.”	<ul style="list-style-type: none"> • Documentation demonstrating compliance with “Requirements for Environmental Protection and Management” • Lower tier environmental assessment and decision making by local authorities • SEA Monitoring Programme reports for the land use plans of relevant local authorities (as required, monitoring reports published on various timescales and frequencies) • CORINE mapping resurvey (every c. 5 years) • Input from any other existing or replacement Fáilte Ireland monitoring programmes
Water	<p>W1i: Classification of Overall Status (comprised of ecological and chemical status) under the European Communities Environmental Objectives (Surface Waters) Regulations 2009 (SI No. 272 of 2009)</p> <p>W1ii: Mandatory and Guide values as set by the EU Bathing Water Directive and transposing Bathing Water Quality Regulations (SI No. 79 of 2008)</p>	<p>W1i: No deterioration in the status of any surface water or adverse effect upon the ability of any surface water to achieve ‘good status’ as a result of the Plan</p> <p>W1ii: No deterioration in the value of bathing waters or adverse effect upon the ability of any bathing water to achieve Mandatory values and, where possible, Guide values as a result of the Plan</p>	<ul style="list-style-type: none"> • Documentation demonstrating compliance with “Requirements for Environmental Protection and Management” • Lower tier environmental assessment and decision making by local authorities • Data issued under the Water Framework Directive Monitoring Programme for Ireland (multi-annual) • EPA The Quality of Bathing Water in Ireland reports • SEA Monitoring Programme reports for the land use plans of relevant local authorities (as required, monitoring reports published on various timescales and frequencies) • Input from any other existing or replacement Fáilte Ireland monitoring programmes
	W2: Interactions with Groundwater Quality Standards and Threshold Values under Directive 2006/118/EC resulting from development adhering to the Plan	W2: Not to affect the ability of groundwaters to comply with Groundwater Quality Standards and Threshold Values under Directive 2006/118/EC, subject to exemptions provided for by Article 4 of the WFD	
	W3: Compliance of relevant lower tier assessments and decision making with the Flood Risk Management Guidelines	W3: For lower tier assessments and decision making to comply with the Flood Risk Management Guidelines	



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Environmental Component	Indicators	Targets	Source and (where available) Frequency
Air and Climatic Factors	AC1: Demonstration of compliance with provisions relating to climate adaptation and mitigation have been integrated into the Plan	AC1: To maximise the amount of measures relating to climate adaptation and mitigation being implemented	<ul style="list-style-type: none"> • Documentation demonstrating compliance with “Requirements for Environmental Protection and Management” • Lower tier environmental assessment and decision making by local authorities • SEA Monitoring Programme reports for the land use plans of relevant local authorities (as required, monitoring reports published on various timescales and frequencies) • Input from any other existing or replacement Fáilte Ireland monitoring programmes
Material Assets	M1: Number of instances whereby the potential impact on existing infrastructure (with respect to infrastructural capacity, including drinking water, wastewater, waste and transport) as well as the potential environmental effects of a likely increase in tourism-related traffic volumes along any routes resulting from the relevant initiative are not considered and mitigated as appropriate, where relevant	M1: No instances whereby the potential impact on existing infrastructure (with respect to infrastructural capacity, including drinking water, wastewater, waste and transport) as well as the potential environmental effects of a likely increase in tourism-related traffic volumes along any routes resulting from the relevant initiative are not considered and mitigated as appropriate, where relevant	<ul style="list-style-type: none"> • Documentation demonstrating compliance with “Requirements for Environmental Protection and Management” • Lower tier environmental assessment and decision making by local authorities • SEA Monitoring Programme reports for the land use plans of relevant local authorities (as required, monitoring reports published on various timescales and frequencies) • Consultations with the partners such as the EPA, Irish Water and Cork County Council • Input from any other existing or replacement Fáilte Ireland monitoring programmes
	M2: Number of significant adverse effects on the use of or access to public assets and infrastructure	M2: No significant adverse effects on the use of or access to public assets and infrastructure	
	M3: Preparation and implementation of construction and environmental management plans	M3: For construction and environmental management plans to be prepared and implemented for relevant projects	



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Environmental Component	Indicators	Targets	Source and (where available) Frequency
Cultural Heritage	CH1: Percentage of entries to the Record of Monuments and Places protected from significant adverse effects arising from the Plan	CH1: No unauthorised adverse effects on archaeological heritage resulting from implementation of the Plan	<ul style="list-style-type: none"> • Documentation demonstrating compliance with “Requirements for Environmental Protection and Management” • Lower tier environmental assessment and decision making by local authorities • SEA Monitoring Programme reports for the land use plans of relevant local authorities (as required, monitoring reports published on various timescales and frequencies) • Input from any other existing or replacement Fáilte Ireland monitoring programmes
	CH2: Percentage of entries to the Records of Protected Structures and Architectural Conservation Areas and their context protected from significant adverse effects arising from the Plan	CH2: No unauthorised adverse effects on architectural heritage resulting from implementation of the Plan	<ul style="list-style-type: none"> • Documentation demonstrating compliance with “Requirements for Environmental Protection and Management” • Lower tier environmental assessment and decision making by local authorities • SEA Monitoring Programme reports for the land use plans of relevant local authorities (as required, monitoring reports published on various timescales and frequencies) • Input from any other existing or replacement Fáilte Ireland monitoring programmes
Landscape	L1: Number of unmitigated conflicts with the appropriate protection of statutory designations relating to the landscape, including those included in the land use plan of Cork County Council	L1: No unmitigated conflicts with the appropriate protection of statutory designations relating to the landscape, including those included in the land use plan of Cork County Council	<ul style="list-style-type: none"> • Documentation demonstrating compliance with “Requirements for Environmental Protection and Management” • Lower tier environmental assessment and decision making by local authorities • SEA Monitoring Programme reports for the land use plans of relevant local authorities (as required, monitoring reports published on various timescales and frequencies) • Input from any other existing or replacement Fáilte Ireland monitoring programmes



