

Limerick City and County Council

Limerick Tourism Strategy & Marketing Plan 2017–2023

Planning | Research | Economics

DESCRIPTION

The Limerick Tourism Strategy Plan 2017–2022, prepared by FAC in association with LBA and DBA, has been designed to revitalise the tourism sector in Limerick, capture key opportunities that exist for growth, and highlight priority action areas to unlock the significant benefits that a thriving tourism industry can bring.

The Strategy was developed following a detailed analysis of the county’s tourism offer, developed through comprehensive research of the tourism environment and involving a review of all available tourism information. This involved a wide range of sources, including: Fáilte Ireland, Limerick City and County Council, tourism attractions’ own records, and direct conversations with tourism product providers and key stakeholders across the county. Strategic conversations were held with several key stakeholders in the county to gain further insights on the character of visitor experiences, information on the resource or attraction and the potential for collaboration and future growth. Four public workshops were held across the county - Adare, Templeglatine, Kilmallock and Limerick City.

The review of current performance and growth areas, the wide-ranging consultation process, the importance of a place centred or visitor economy approach, and the vision and objectives for tourism in Limerick were instrumental in defining an appropriate strategic direction to guide the sector to 2023. enough in scope to appeal to the identified key audiences and which also provide a solid foundation – in terms of the attributes and assets of the destination- on which to build – such as waterways, activities, heritage, and arts and culture in both an urban as well as a rural environment.

Management structures, a roadmap for delivery and a monitoring framework to ensure the successful delivery of the thematic actions are set out. FAC was also responsible for the visualisation of all report data in addition to the final report form and appearance.

Expertise

- Tourism
- Data Analysis
- Policy review
- Strategic Analysis
- Report Visualisation
- Stakeholder Consultation
- External Presentations
- Project Management

Client

Limerick City and County Council

Year

2017

