

Programme for Government – Our Shared Future

Page	Mission	Commitment	Next Steps
27	Tourism	<ul style="list-style-type: none"> ➤ Work with our EU partners to introduce new tourism-specific funding supports for Member States and to allow maximum flexibility in state-aid rules to enable the provision of timely and appropriate supports. ➤ Make 2023 the Year of the Invitation – a global invitation to visit Ireland on the 10-year anniversary of The Gathering. ➤ Sustain investment in Tourism Ireland and Fáilte Ireland to improve our overall offering as a top-quality and value-for-money destination. ➤ Develop and promote Ireland as a long-stay tourism destination to spread tourism more evenly across the country. This will help reduce emissions and maximise economic return. ➤ Develop a Sustainable Tourism Policy document, and in advance of this an Interim Action Plan. 	<ul style="list-style-type: none"> ➤ The amount of European funding that will be allocated to Ireland and all other Member States is currently being negotiated. DTTAS will liaise with DPER/FIN in an effort to secure additional EU funding in 2020 for tourism. ➤ This measure may form part of the recommended actions to be identified by The Tourism Recovery Taskforce for submission to Ministers later this year. ➤ Funding for the tourism agencies is the subject of the annual estimates discussion with the Minister for Finance and Public Expenditure and Reform. The TRT may make recommendations for increased agency funding as part of the Covid response. ➤ Current policy objective identified in the context of the Tourism Action Plan and the Sustainable Tourism Working Group. ➤ Sustainable Tourism working Group completed a Report on Guiding Principles for Sustainable Tourism in Dec. '19. Work had commenced on an Initial Action Plan but interrupted by Covid-19 crisis. To be taken up under the work of the TRT.
27		<ul style="list-style-type: none"> ➤ Develop a new National Outdoor Recreation Strategy. ➤ Further develop the Wild Atlantic Way, Ireland's Hidden Heartlands, and Ireland's Ancient East to bring further sustainable benefits to rural communities. ➤ Initiate a consultation process with communities along the entire Wild Atlantic Way, with a view to creating a continuous walking route from Malin Head to 	<ul style="list-style-type: none"> ➤ As a tourism-related strategy, this can be aligned with Fáilte Ireland's plans for Activity Tourism (a priority investment area under the NDP/Project Ireland 2040) – but may also cross over with work on the Sports side of DTTAS and separate work under D/RCD ➤ These regional tourism experience brands will be further developed, enhanced and marketed, in line with the core strategic driver of helping support local communities, the local economy and local jobs. ➤ Fáilte Ireland has already commenced considerations of the feasibility of long-distance coastal trail along the Wild Atlantic Way. Public consultation would form an

Page	Mission	Commitment	Next Steps
		Kinsale.	important part of later stages of such a project,
28		<ul style="list-style-type: none"> ➤ Initiate a consultation process with communities along the coastline from Carlingford Lough to Cobh, with a view to creating a new tourism trail, the Irish Sea Way, along the east and south-east coast to boost tourism. ➤ Work with the Northern Irish Executive to create a coastal tourist trail, linking the Wild Atlantic Way, the Causeway Coastal Route, and the area along our eastern and southern coast. ➤ Work with local authorities and appropriate agencies to continue developing an integrated national network of greenways to be used by commuters, students, leisure cyclists and tourists. ➤ Support cross-border greenway projects, such as the Sligo-Enniskillen Greenway, and continue to fund longer-term projects across the country, like the Galway to Dublin Greenway, Fingal Coastal Way, also extending the Waterford Greenway into the city centre. 	<ul style="list-style-type: none"> ➤ Fáilte Ireland to examine the feasibility of a long-distance coastal trail along the eastern and south eastern seaboard. Public consultation would form an important part of later stages of such a project, ➤ The Government will, in consultation with the Northern Ireland Executive, continue to jointly examine and encourage projects and collaborations that can contribute to sustainable growth and the provision of mutual benefits to both jurisdictions. ➤ Allocate funding under the Carbon Tax Fund to support planning and design of a significant number of Greenways in advance of a funding call for construction in 2021. ➤ Contribute to PEACE PLUS submission to ensure inclusion of cross-border Greenways in new programme. Complete agreement on Code of Best Practice for Greenways to achieve community support for Greenways. Examine with Fáilte Ireland a prioritised list of Greenways to support.
		<ul style="list-style-type: none"> ➤ Invest and promote blueways and recreational trails for the benefit of local communities and tourists alike. ➤ Work with the Northern Ireland Executive to deliver the flagship cross-border Ulster Canal project, in order to restore the all-island inland water system as a premier tourism attraction. ➤ Expand the Walks Scheme to achieve a target of 80 trails. ➤ Continue to sustainably develop the marine sector by building on existing partnerships to optimise our assets for the benefit of tourism and broader economic development. 	<ul style="list-style-type: none"> ➤ This aligns with Fáilte Ireland's plans for Activity Tourism (a priority investment area under the NDP/Project Ireland 2040) and also crosses over with work on the Sports side. ➤ The Government will, in consultation with the Northern Ireland Executive, continue to jointly examine and encourage projects and collaborations that can contribute to sustainable growth and the provision of mutual benefits to both jurisdictions. ➤ [This is a matter for D/RCD] ➤ Marine and coastal tourism is an important part of our overall tourism product offering and Fáilte Ireland will continue to play its part, aligned with the next iteration of the integrated marine plan for Ireland developed and implemented by the Inter-Departmental Marine

Page	Mission	Commitment	Next Steps
		<ul style="list-style-type: none"> ➤ Promote Seafest, a significant marine and tourism event, in the national calendar. ➤ Support Fáilte Ireland to further develop food trails to build on our reputation for high-quality produce. ➤ Work with the activity tourism sector to identify the interventions the State can make to support its expansion, including exploring the feasibility of a group insurance scheme. ➤ Prioritise the work of Údarás na Gaeltachta in strengthening the identity and branding of our Gaeltacht areas and the development of a Tourism Strategy for the Gaeltacht areas. ➤ Develop and support the agritourism sector. 	<p>Coordination Group</p> <ul style="list-style-type: none"> ➤ Fáilte Ireland can assist with related tourism promotions. ➤ This fits well with Fáilte Ireland's Food and Drink Strategy. ➤ Fáilte Ireland will explore the feasibility of a Group Insurance Scheme for the Activity Tourism Sector. ➤ [This is a matter for D/CHG] ➤ In its broadest sense, the overall agri-tourism offering encompasses local food tourism, rural and farm accommodation and related activities. Fáilte Ireland will continue to assist local operators make the most of opportunities for developing their tourism offering in line with the relevant regional tourism experience brand – Wild Atlantic Way; Ireland's Ancient East; and Ireland's Hidden Heartlands.
28	ACCESS	<ul style="list-style-type: none"> ➤ Deliver the capital programmes required to support services and ensure safety at our state and regional airports. ➤ Fund the Tourism Ireland Regional Cooperative Marketing Fund, which seeks to encourage new access and maximise the potential of existing air and sea services to those areas outside Dublin. ➤ Examine the development of national tourism trails linking our ferry ports and rail network. ➤ Work with the ports and ferry companies to increase the number of foot and cycle passengers. 	<ul style="list-style-type: none"> ➤ [For Airports Div.] ➤ In 2020, the fund was increased to €2.5 million of matched funding. Campaign planning was underway with partners to support the launch of 7 new routes/services into Kerry Airport, Cork Airport, Shannon Airport and Rosslare Port just prior to pandemic. ➤ Fáilte Ireland to examine the feasibility of the proposed trails for tourism purposes. ➤ Tourism Ireland engages with ports and ferry companies through the Regional Co-operative Market Access Scheme. Further recommendations will be considered following the work of the Tourism Recovery Taskforce.

