

DINGLE PENINSULA

VISITOR EXPERIENCE DEVELOPMENT PLAN

LEITHINIS CHORCA DHUIBHNE
PLEAN FORBARTHA EISPÉIREAS NA GCUAIRTEOIRÍ



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View of the stunning Dingle Peninsula and the Blasket Islands

Front Cover: Wind Surfing at Inch Beach, Dingle Peninsula

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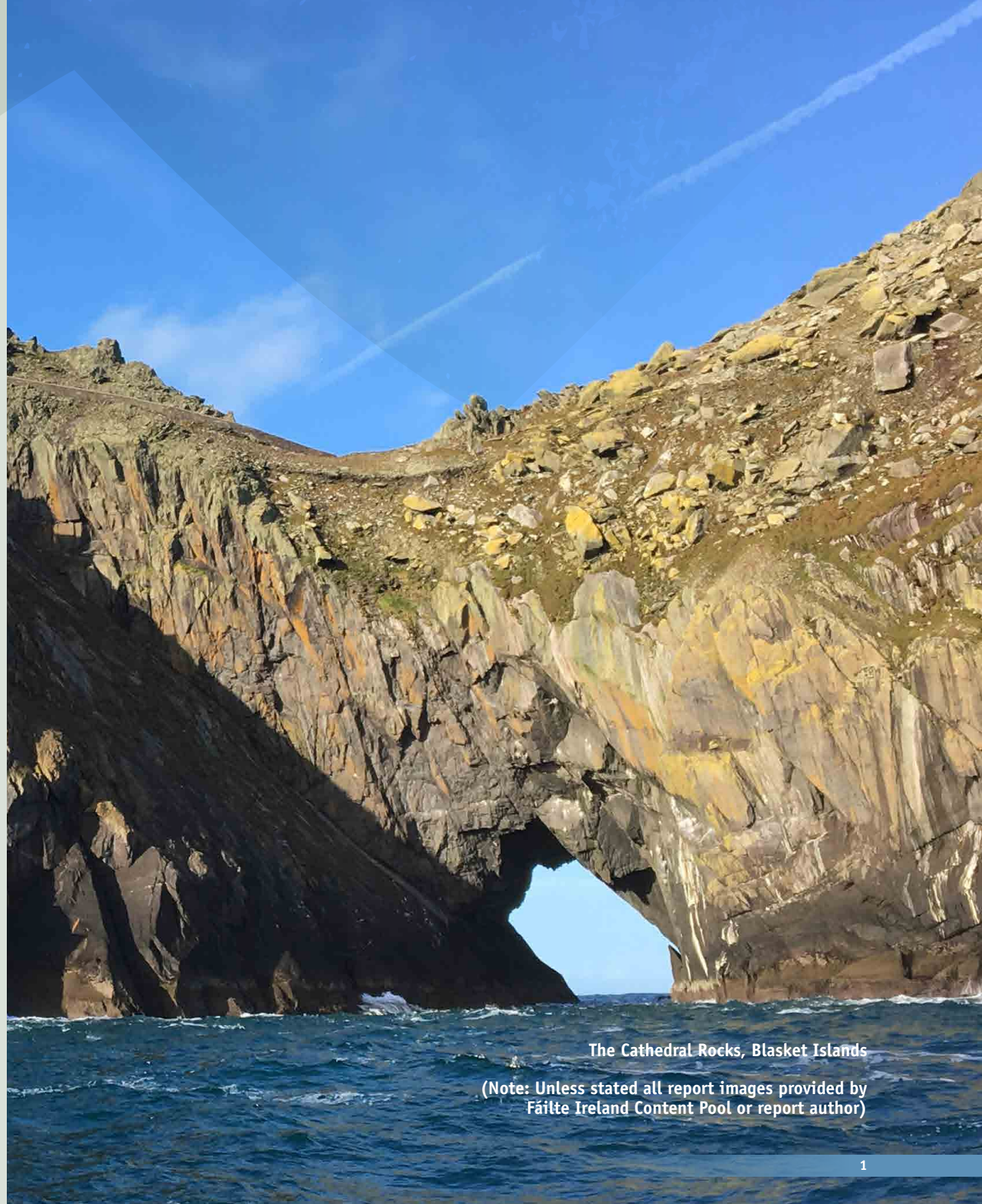
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The Cathedral Rocks, Blasket Islands

(Note: Unless stated all report images provided by
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EXECUTIVE SUMMARY

The Dingle Peninsula is a national treasure, a stunningly beautiful place off the beaten path. The area is removed enough to have developed a distinctly Irish, deeply relatable human character to it personified by the residents of the Dingle Peninsula. There are many elements that combine to create the magic of the destination. It remains one of Ireland's largest Gaeltacht communities. The richness of the spoken Irish language, the sounds of the spoken word and traditional music contribute to create the character of the area, recognised globally as capturing the spirit of Ireland. Across the Dingle Peninsula exists the most incredible landscape, untouched and unspoiled by the passage of time.

A Dingle Peninsula Visitor Experience Development Plan (Dingle Peninsula VEDP) has been developed with the tourism industry and communities to create a platform for destination development to deliver on the mutual goals of all stakeholders. The overarching objectives of the Dingle Peninsula VEDP include providing motivational reasons for international tourists to visit and stay in the local communities throughout the Dingle Peninsula and increase the economic value generated by visitors to the destination.

The Dingle Peninsula VEDP will support the development of tourism across the Dingle Peninsula, evolving from 'visitor attraction' to a sustainable year round tourism destination. The purpose of this document is to present the destination tourism priorities and development themes for the Dingle Peninsula, organised into a development framework for adoption as a destination action plan for the next five years. This framework will provide the context for the tourism industry and all stakeholders to work in partnership to create new and improved existing visitor experiences delivered in a sustainable manner.



THE OBJECTIVES FOR THE DINGLE PENINSULA VEDP PLAN ARE:

- ▶ Deliver a Visitor Experience Development Plan (VEDP) as a five year destination development plan for the Dingle Peninsula.
- ▶ Ensure the local experiences are brought to life through the development of the optimal mix of hero and ancillary products that motivate, attract and retain visitors into an area.
- ▶ Develop a sustainable basis for destination development for the Dingle Peninsula centred on creating strong signature, supporting and ancillary experiences delivered through saleable experiences that excite consumers and buyers alike. In doing so, the Dingle Peninsula VEDP will seek to promote, sustain and enhance the natural and cultural heritage of the Plan area.
- ▶ Create the conditions to encourage international visitors to immerse themselves actively in the locale; interact with people; engage the senses by getting active in nature; attend festivals; learn the history and stories of the places; and enjoying the food and entertainment on offer. The focus is to deliver memorable moments that inspire tourists to not only share their experience with others but also encourage them to return.
- ▶ Motivate tourists to visit and stay in the local communities across the Dingle Peninsula through increased dispersion of visitors across all the communities of the Dingle Peninsula throughout the year.



Blasket Sound

CHALLENGES

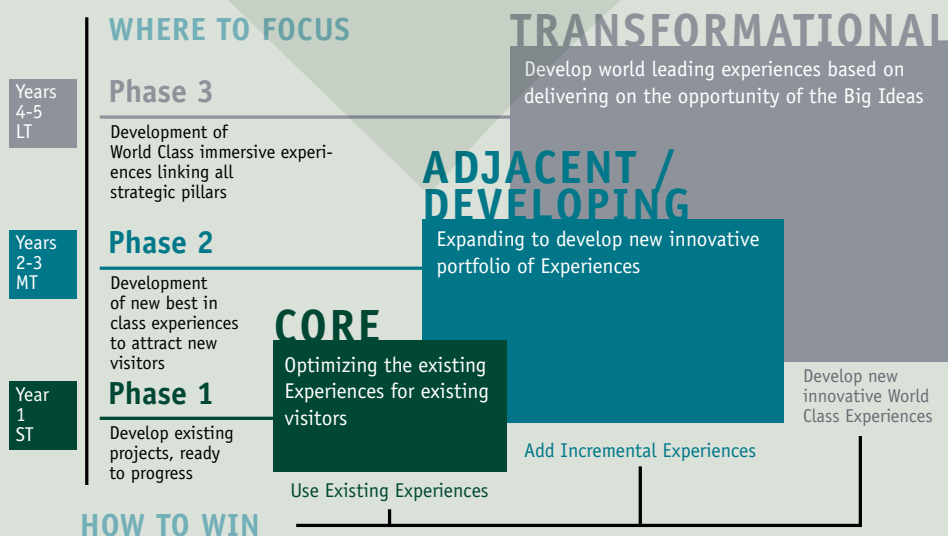
- ## OPPORTUNITIES

- ▶ Development and enhancement of the Irish Gaeltacht experience as a strong experience differentiator.
- ▶ Rural and Agri Tourism and the ability to integrate food experiences.
- ▶ Development of walking and local heritage / cultural experiences to enhance the Dingle Way as a global walking destination.
- ▶ Cultural product provision to expand evening economy options.
- ▶ Development of wellbeing destination positioning based on outdoor and cultural wellbeing provision.
- ▶ Uniqueness of cultural heritage around literature, music and the arts.
- ▶ Association of the destination as an area for 'learning' and 'self development' through local culture and outdoor activities.
- ▶ Increasing and promoting environmental enhancement through a sustainable tourism approach.



The destination development framework is structured around three interdependent layers of activity in order to achieve the strategic objectives of the Dingle Peninsula VEDP. They include;

- A. Elevation Projects - Destination Enablers (Developing the Core) **(Phase 1)**
- B. Strategic Development Pillars - Create the conditions for Experience Development (Developing New Experiences) **(Phase 2)**
- C. Achieving the 'Big Ideas' through Catalyst Projects (Transformational) **(Phase 3)**



The Dingle Peninsula VEDP provides a strategic experience development framework that begins with an immediate focus on optimising existing experiences throughout the Dingle Peninsula. Over the medium term of the Dingle Peninsula VEDP, new and enhanced visitor experiences will be developed to increase average length of stay and associated visitor spend. This will also contribute to a wider distribution of visitors throughout the peninsula while creating a platform for season extension. The longer-term objectives centre on the delivery of the catalyst projects that will deliver world class experiences. The target outcomes from the Dingle Peninsula VEDP approach is an expanded suite of destination experiences animating the many strengths of the destination such as culture, heritage and the outdoors.

CONSULTATION SUMMARY

The extensive programme of research and consultation identified a range of projects that are planned for development while also recognising the gaps that exist within the destination. International best practice and benchmarking provided further context to establish what our international visitors expect from comparable global destinations. The feedback from the industry, local stakeholders, community and visitors recognises the key areas for focus within the delivery of the Dingle Peninsula VEDP.

GLOBAL BRAND LEVERAGING GLOBAL ASSETS AND EXPERIENCES

Dingle Peninsula is an international brand and a key asset on the Wild Atlantic Way. The international visitor in today's tourism economy has increasingly higher expectations. The development of assets such as the Dingle Way has the potential to become world class through experience innovation, quality experience delivery and product development. It represents an asset that can harness the energy of the entire Dingle Peninsula.

ICONIC IS BEING CHALLENGED

The levels of peak season traffic and volumes of coach business is having a negative impact on the destination, visitor experience and the local community. The creation of a sustainable approach to traffic management will be addressed as a priority action to examine immediate and long term solutions.

SECTORAL DEVELOPMENT FOR THE DINGLE PENINSULA

Visitor dispersion remains a key challenge. There is a very significant imbalance in the distribution in visitor numbers, influenced in part by the available accommodation base outside of Dingle Town. The northern area of the peninsula possesses a wealth of natural and heritage assets that must be harnessed to counteract the challenge of development of year round tourism activity i.e. through an enhanced activity base.

ACCESSING AND PROTECTING THE CULTURAL ASSETS

The uniqueness of Gaeltacht life represents an international selling proposition in its own right. The Irish language is not being adopted within the tourism industry as a point of differentiation while the visitor has little opportunity to engage with the language. Tourism must embrace and protect the Irish language while meeting visitor's expectations around visiting the largest Irish speaking destination on the island.

GLOBAL FOOTPRINT

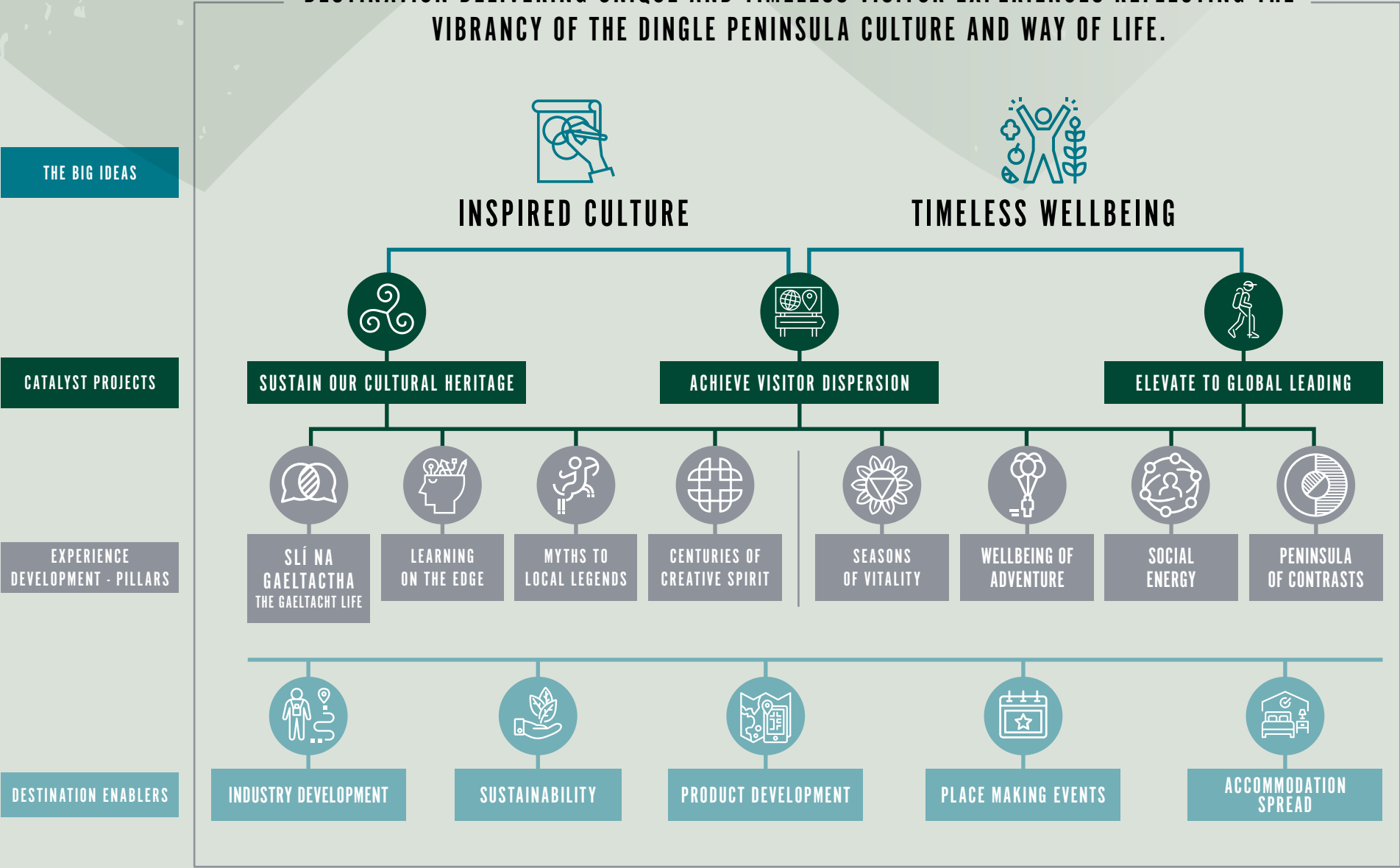
The Dingle Peninsula is the home to many of our best known myths, legends and heroes. Accessing the stories of these heroes is difficult for the visitor. From Tom Crean to St Brendan to the richness of myths and legends across every part of the Dingle Peninsula, there is a need to deliver more local hero and legend inspired experiences.

CAPITALISE ON GLOBAL TRENDS

The Dingle Peninsula possesses a wealth of built, natural and cultural product. The current destination proposition is acutely aligned with key international tourism trends from global demand for wellbeing experiences, accessing outdoor and eco experiences, sampling unique local stories, multi-generational adventure and food experiences. The ability to integrate the many layers of experiences into new and unique destination experiences will create significant competitive advantage for the Dingle Peninsula.

DELIVERING THE DINGLE PENINSULA VEDP

A YEAR-ROUND, WELL-MANAGED INTERNATIONALLY RENOWNED SUSTAINABLE TOURISM DESTINATION DELIVERING UNIQUE AND TIMELESS VISITOR EXPERIENCES REFLECTING THE VIBRANCY OF THE DINGLE PENINSULA CULTURE AND WAY OF LIFE.



DELIVERING THE DINGLE PENINSULA VEDP

The Dingle Peninsula VEDP will be delivered through a programme of industry, product and destination development activity aligned with a number of areas of strategic focus i.e. achieving the Big Ideas. These are identified through the assessment of the destination to establish the key points of differentiation, opportunities identified by the tourism industry and stakeholders while maximising the potential of the existing built and natural assets. Crucially, these big ideas are designed to achieve the desired destination transformation that delivers on the goals of sustainable destination development, protecting the uniqueness of the cultural heritage and aspire to world class delivery of Dingle Peninsula experiences.

The Big Ideas are achieved through delivery of the catalyst projects that provide a strategic focus for the Dingle Peninsula VEDP. The development of the visitor experiences is subsequently influenced by the experience development pillars that will collectively contribute to the delivery of the catalyst projects.



INSPIRED CULTURE

Europe's most westerly peninsula provides visitors with the inspired setting to create the cultural magic of Corca Dhuibhne. Every step of the journey through the peninsula invites the visitor to embrace local opportunities to co-create a cultural experience where the visitor creates their own piece of legend. From learning a few words of our Irish language to immersion in the landscape and outdoor pursuits, it is the setting for inspired learning.

The Dingle Peninsula has been the seat of learning for generations of Irish people. Today, the peninsula is the backdrop for visitors to leap into the Gaeltacht culture and become part of the local story through its many language, arts, literature, food and

outdoor activities. Over the centuries, the Dingle Peninsula has inspired many legends. The uniqueness of the local Gaeltacht culture and opportunities to engage in new cultural experiences, will inspire visitors to create their own legend, creating lasting memories of a magical and inspiring place. Visitors travel to experience what is unique and different. The range of cultural immersion opportunities are set against a uniquely diverse series of backdrops. The natural and cultural heritage purveys the sense of creativity that has existed down through the generations of Gaeltacht Life that continues to inspire.



TIMELESS WELLBEING

The Dingle Peninsula is where visitors embrace the natural and social environment for reinvigoration and rejuvenation. Every local interaction invokes a timeless wellbeing from the physical engagement with the land and sea to the welcome of the locals to make the visitor feel part of somewhere special and unique. The peninsula and its people connect with its visitors in many ways that nourish the mind, body and soul. Only special places have this capacity to impact across all elements of the visitor's wellbeing.

The Dingle Peninsula has this unique power through its timeless vistas, contrasting views and stimulation of the visitor senses through social and cultural interaction. The area delivers a holistic, multi-dimensional wellbeing in a place sustained through constant reinvention and personal discovery. It is the fusion of people and place that create this unique sense of wellbeing, nurtured over centuries to deliver the anecdote to modern day living. Situated at the edge of Europe, it is an escape to a timeless destination whose welcome draws the visitor in to deliver a natural wellbeing inspired by the backdrop of the Dingle Peninsula.

Dingle Marina



DEVELOPMENT PRIORITIES THROUGH OUR CATALYST PROJECTS

The project priorities for the Dingle Peninsula VEDP were established based on their ability to contribute to the following destination development objectives.



1. ACHIEVE VISITOR DISPERSION

Managing tourism and facilitate tourism dispersion across the Dingle Peninsula

Dingle Peninsula VEDP Focus: A commitment to a series of projects that recognise the operational challenges faced within the destination at peak periods including traffic management, concentration of visitor footfall largely in Dingle Town and the need to develop tourism in the surrounding communities throughout the Dingle Peninsula.



Traffic Management - Assess the feasibility of developing a new Traffic Management Plan to investigate options to address current traffic movement throughout the Dingle Peninsula.



Dingle Hospital - Assess the feasibility of Dingle Hospital delivering a gateway visitor experience for the Dingle Peninsula and provide visitor interpretation for the stories of the peninsula while contributing to the sustainable tourism development of the destination.



Brandon Basecamp - Assess the development of the Brandon Basecamp as a catalyst for developing the potential of the area as a focal point for walking and leisure activities.



Blueways - Assess the feasibility of promoting and expanding the eight identified Blueway sites across the Dingle Peninsula.



2. ELEVATE TO GLOBAL LEADING

Creation of a globally leading visitor proposition

Dingle Peninsula VEDP Focus: Recognising the potential of the Dingle Way as the necklace to integrate all local experiences and create an internationally acclaimed walking route.



Enhancement of the Dingle Way



Coumeenole Beach, Sleat Head



3. SUSTAIN OUR CULTURAL HERITAGE

Sustain the rich cultural heritage of the Dingle Peninsula.

Dingle Peninsula VEDP Focus: Build on the potential of the rich and unique cultural heritage of the destination to create stronger points of differentiation. This will address gaps within local experience provision in addition to maximising the potential of existing assets that can contribute to addressing the challenges of seasonality.



Irish Language - Support the development of a new focus on the Irish language and integration with visitor experiences.



Blasket Islands - Assess the potential to extend the opening period of the Blasket Islands Visitor Centre while assessing the delivery of improved mooring facilities on the Great Blasket island.



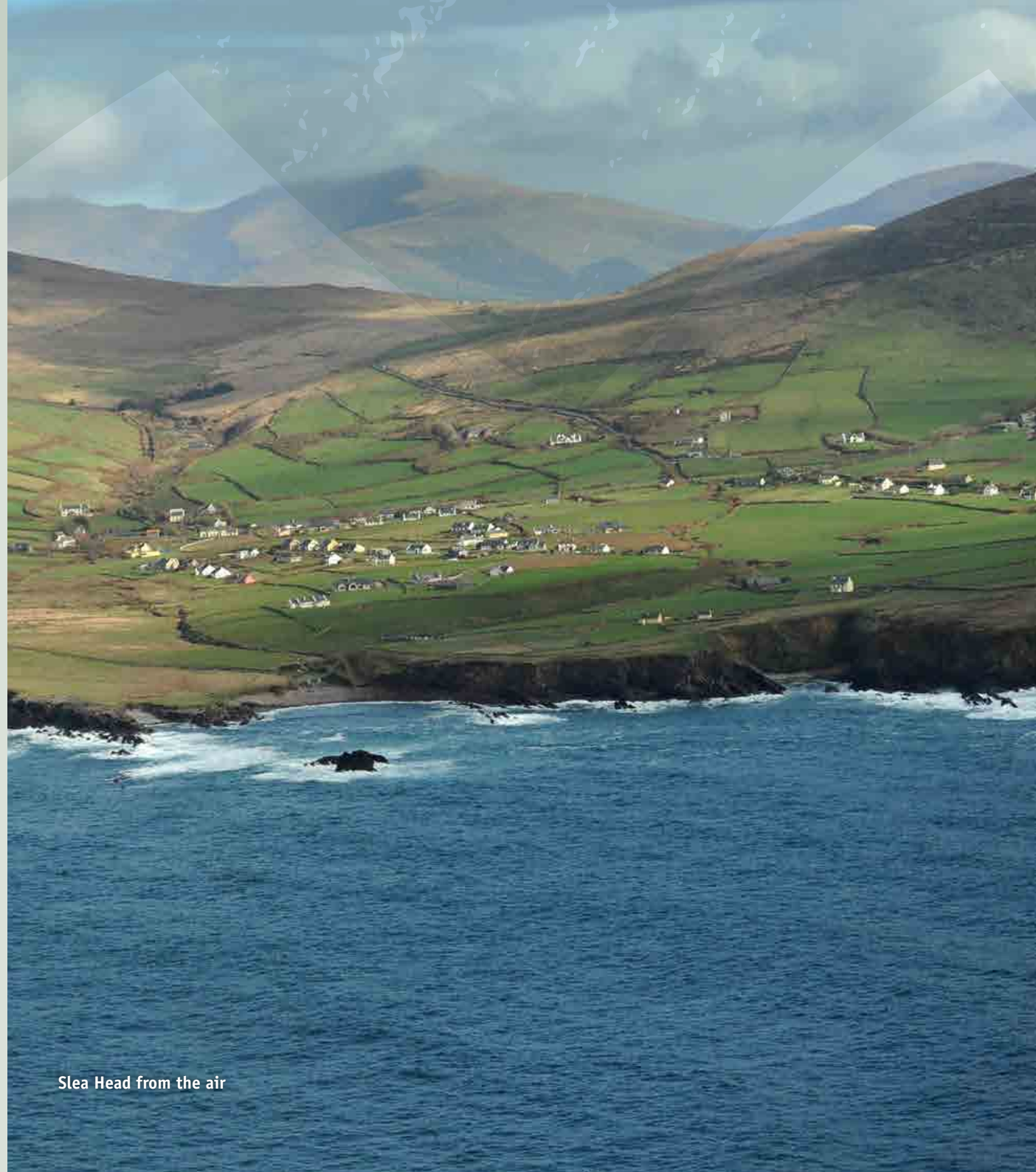
Maharees - Assess the feasibility of improved levels of visitor interpretation focused on the Maharees and the incorporation of the Seven Hogs stories.



Archaeology Interpretation - Assess the feasibility of enhancing the archaeology story of the Dingle Peninsula to enhance visitor experience and act as an information and interpretation base for surrounding key sites.



Arts and Culture - Assess the feasibility of establishing an Arts and Cultural Centre that will enhance the visual and performance arts provision while enhancing visitor evening economy options.



Slea Head from the air



4. DESTINATION ENABLING PROJECTS

Dingle Peninsula VEDP Focus: A series of destination enabling projects to address existing destination deficits impacting on the challenges of visitor dispersion and seasonality. The focus for the enabling projects include areas such as accommodation, renewing a focus on the potential for agri-tourism and maximising the opportunity through the strong food provenance that exists across the Dingle Peninsula.



Festivals and Events - Animate the Dingle Peninsula through the development of its festival adopting culture, Irish language and outdoor activities / adventure as the basis for development.



Accommodation Stock Innovation - Assess options to diversify the accommodation base on the Dingle Peninsula.



Sustainable Tourism Destination - Adopt a new focus on sustainable tourism management to collaboratively become a centre of excellence for sustainable tourism and tourism management.



Food Experiences - Assess the feasibility of creating a Dingle food trail experience to integrate farm and fish to fork experiences fostering food experiences throughout the peninsula.



Adventure Hub - Assess the creation of an Adventure Hub focus for the North Shore area on the Dingle Peninsula and development of a centre of excellence approach for experience provision in outdoor adventure.



Agri-Tourism - Promote the creation of a renewed agri-tourism experience focus to introduce visitors to new rural experiences under a 'live like a local' theme to re-engage with the farming community, the custodians of the Dingle Peninsula landscape.



Industry Experience Training - Support the creation of an experience innovators academy approach to become a focal point for industry training and mentoring to develop new and innovative visitor experiences adopting the VEDP as basis for commercial development.

An aerial photograph of a rugged coastline. In the foreground, dark, steep cliffs drop into a deep blue sea with white foam from the waves. The cliffs are covered in patches of green moss or grass. To the right of the cliffs, a wide, calm bay or inlet stretches towards the background. The far side of the bay is a green, rolling landscape with some small buildings and a road. In the distance, more hills and mountains are visible under a cloudy sky. The overall scene is dramatic and scenic.

SECTION ONE

KEY RESULT AREAS AND TARGETS

Ceann Sibéal, Ballyferriter

1.1 KEY RESULT AREAS

The focus of the Dingle Peninsula Visitor Experience Development Plan (Dingle Peninsula VEDP) is to motivate international tourists to visit and stay in the local communities across the peninsula, increase the economic dividend generated by international visitors to the area while extending the season. The challenge for all destinations is to deliver enough memorable moments that will inspire visitors to share their experience and also encourage them to return. The plan is designed to stimulate increased dispersion of visitors across Dingle Peninsula throughout the year. The enhancement of existing experiences and the development of new visitor experiences, based on the recommended development themes, are designed to address the issues of seasonality, regionality while realising increased socio-economic benefits.

The role of the Dingle Peninsula VEDP is to support the ongoing tourism development of the Dingle Peninsula, evolving from visitor attraction to a year round tourism destination.

The purpose of this document is to present the stories and destination themes of the Dingle Peninsula and organise them into a development framework for adoption as a Destination Plan for the next five years. This framework will provide the context for tourism operators and stakeholders to work in partnership, create new and improve existing visitor experiences, and communicate cohesive and unified stories to the visitor.



THE KEY FOCUS AREAS OF THE DINGLE PENINSULA VEDP PLAN ARE

- ▶ Deliver a Visitor Experience Development Plan (VEDP) as a 5 year Destination development plan for an area.
- ▶ Ensure the local experiences are brought to life through the development of the optimal mix of catalysts and enabling projects that attract visitors into the wider Dingle Peninsula geography.
- ▶ Unlock the economic growth potential of the Dingle Peninsula by progressing a range of key initiatives that will motivate and facilitate potential tourists to visit and stay in the local area.
- ▶ Develop a sustainable basis for commercial development centred on creating strong signature, supporting and ancillary experiences that are commoditised through the creation of saleable experiences that excite consumers and buyers alike.

- ▶ Create the conditions to encourage international visitors to immerse themselves actively in the locale, interact with the local community; engage the senses by getting active in nature; attend festivals; learn the history and stories of the places; and enjoying the food and entertainment on offer. The focus is to deliver memorable moments that inspire tourists to not only share their experience with others but also makes them want to return.
- ▶ Developing a strategic approach to growing the value of tourism to the Dingle Peninsula over volume.
- ▶ Achieve spatial dispersion of visitors across the Dingle Peninsula while also focusing on season extension.
- ▶ Adhere to the Principles of the Barcelona Declaration – “Better Places to Live, Better Places to Visit”.
- ▶ Increase and promote environmental protection and enhancement through sustainable tourism.

The way forward for the Dingle Peninsula is through strong and cohesive partnerships across the entire geography, embracing a sustainable approach to tourism management and development. Creating compelling Dingle Peninsula visitor experiences for individuals and groups is essential. Equally important will be the focus on carrying a strong and unified story to the market and visitor that will assure stand-out for the Dingle Peninsula, inspiring international visitors to travel off-season, stay longer and spend more.

Based on future engagement and collaboration, the key objectives of the Dingle Peninsula VEDP as a five year Destination plan are:

- ▶ to develop compelling local experiences that are aligned to two key international marketing themes: **Inspired Culture and Timeless Wellbeing.**
- ▶ to develop compelling experiences that:
 - motivate visitors to stay longer and spend more.
 - extend the length of the season.
 - align to the Wild Atlantic Way brand and target markets.
 - sustain and increase job creation in the local area.
 - protect the special environmental, cultural and linguistic character of the region.
 - become a catalyst for a fresh approach to sustainable destination development.
- ▶ develop the Dingle Peninsula as a leading international destination as opposed to a one day visitor attraction.
- ▶ leverage the uniqueness of the natural and cultural heritage assets and devise innovative experiences for visitors to immerse themselves in Irish language and culture.
- ▶ deliver one of the most renowned walking routes in the world.
- ▶ build on global macro tourism trends to become an internationally renowned natural wellbeing destination delivered through the natural and cultural assets of the area.



Slea Head Drive

1.2 KEY PERFORMANCE INDICATORS

Specific recorded outputs from the Dingle Peninsula VEDP recorded annually through the following categories of measurement consistent with our VICE Model:

DEMAND SIDE - VISITOR

1. Increase bednights across the Dingle Peninsula by 2% YoY ahead of national average from year 3 of implementation of the Dingle Peninsula VEDP.
2. Increase in visitor numbers achieved through regional dispersion across the Dingle Peninsula while growing revenue to attractions by 2% ahead of the national average from implementation.
3. Increase the value of visitors to the Dingle Peninsula over volume.
4. Increased visitor satisfaction – benchmarked through TripAdvisor.

SUPPLY SIDE - INDUSTRY

5. Increase Saleable Products (five new or improved saleable experiences) and a tailor made distribution plan for the region.
6. Season Extension: Extend opening hours annually by 5%.

DESTINATION DEVELOPMENT

7. Develop global recognition for the Dingle Peninsula as a sustainable tourism destination.
8. Deliver on key sustainable tourism targets in areas of focus such as traffic and transport.
9. Heighten market awareness of the range and diversity of experience that introduce the visitor to the wider Dingle Peninsula proposition.
10. Deliver on the commitment of the UNWTO Barcelona declaration across the Dingle Peninsula engaging the community and tourism industry.

ENVIRONMENT

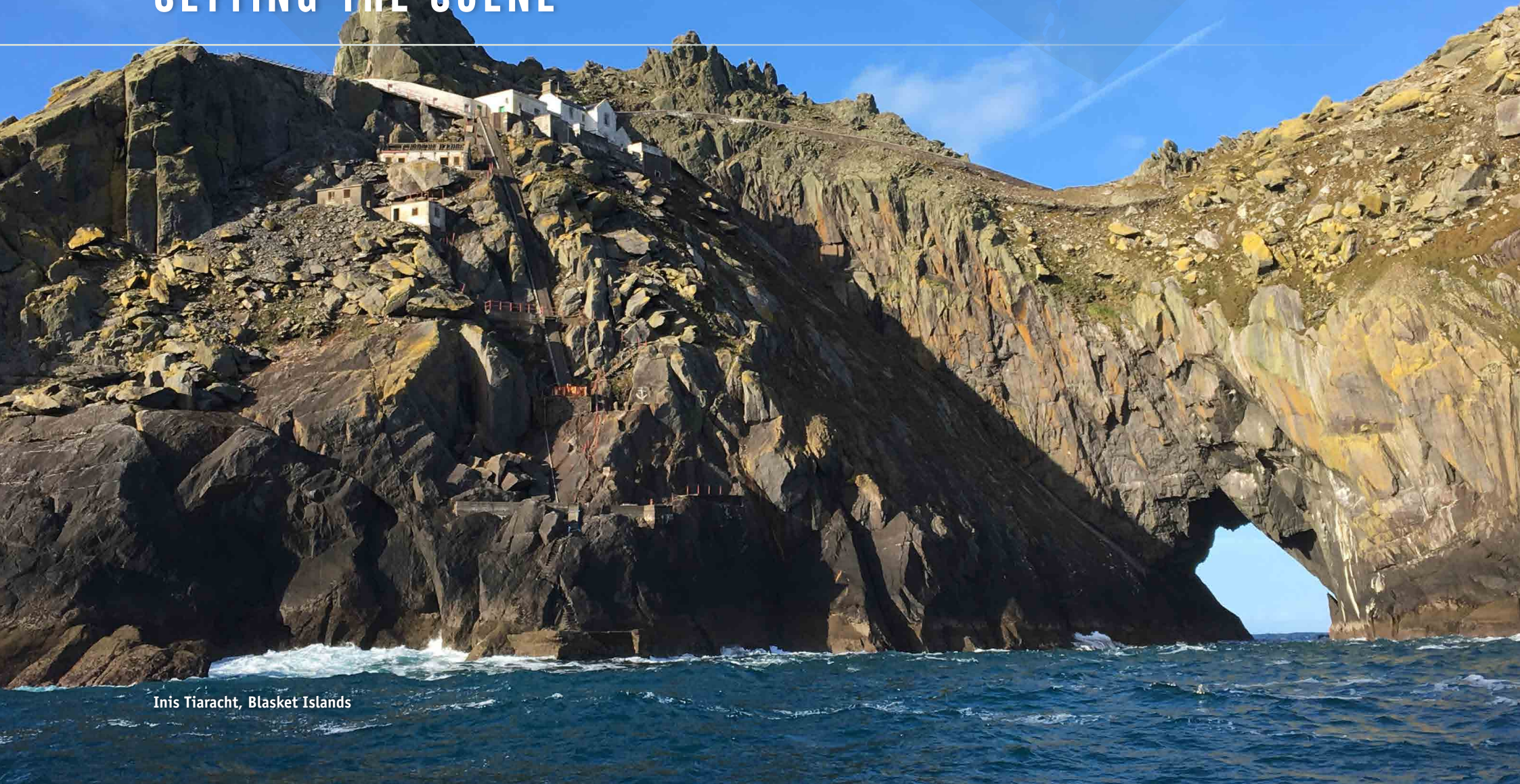
11. Develop effective management of the environment, including natural, cultural and heritage assets through the progression of a VEDP Environmental Monitoring Programme.



Cycling Sleá Head

SECTION TWO

SETTING THE SCENE



Inis Tiaracht, Blasket Islands

2.1 OUR EXPERIENCE BRANDS

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 our 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-led 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.



Irish Dancer at Dingle Trad Fest

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, Surprising by Nature – “Dublin living thrives side by side with the natural outdoors so you can constantly jump between completely unique, different and often unexpected experiences.”



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.”



May 4th Festival

2.2 VISITOR EXPERIENCE DEVELOPMENT PLANS

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.

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.

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, 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).

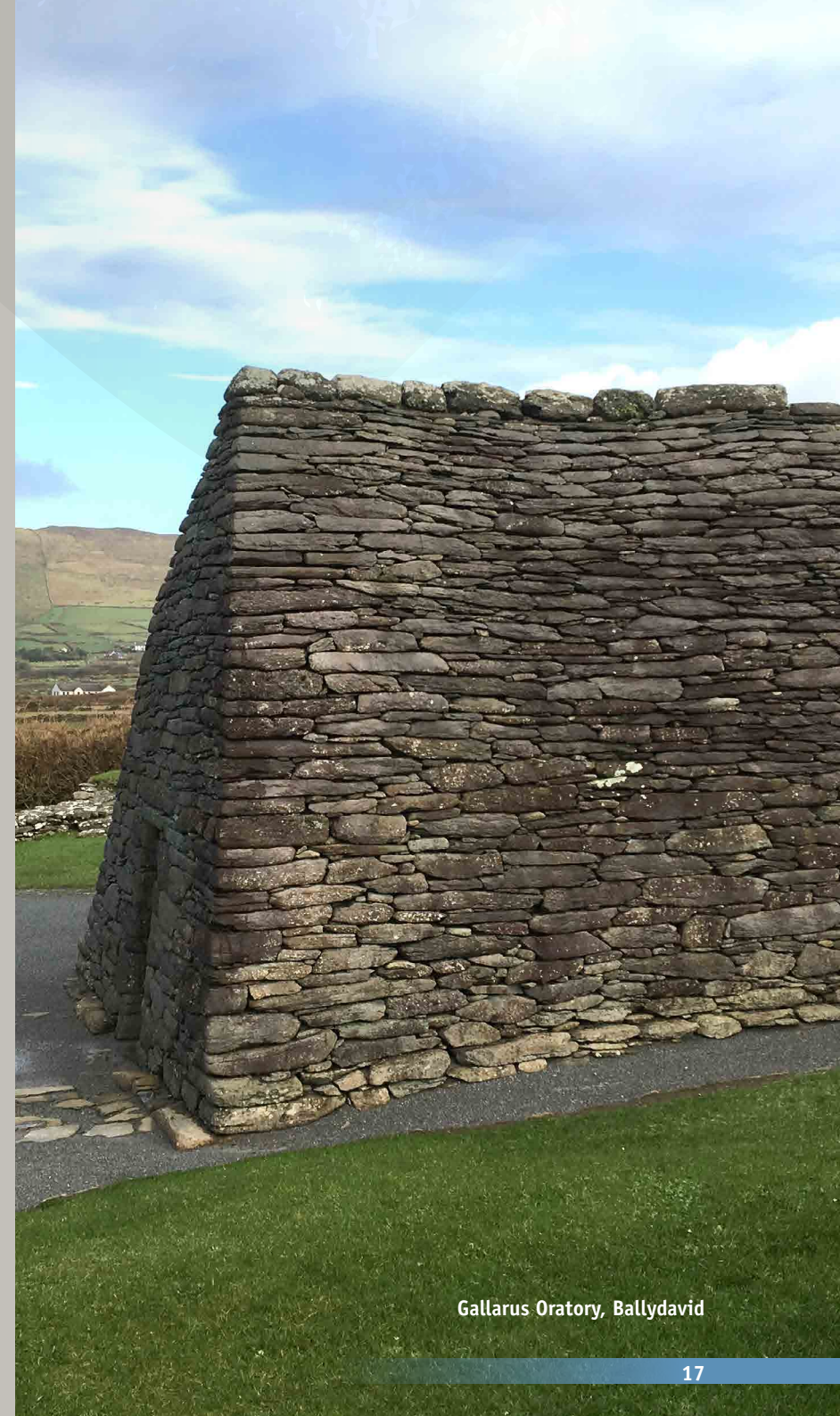
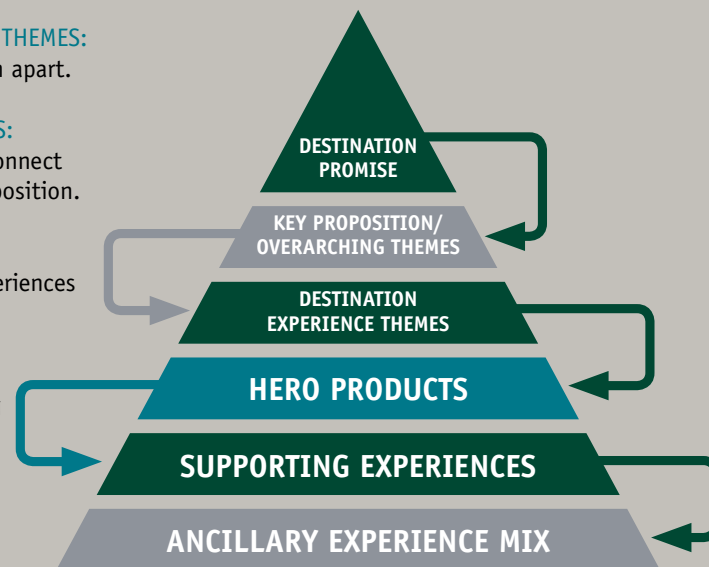
KEY PROPOSITION/OVERARCHING THEMES:
This is what sets your destination apart.

DESTINATION EXPERIENCE THEMES:
The stories your customers can connect with that showcase your key proposition.

HERO PRODUCTS:
The customer accesses these experiences through the Hero Products.

SUPPORTING EXPERIENCES:
What each business does to bring the signature experience to life.

ANCILLARY EXPERIENCE MIX:
How the wider tourism offering supports the regional themes.



Gallarus Oratory, Ballydavid

The focus of the plan is to motivate tourists to visit and stay in the local communities across the peninsula, increasing the economic dividend to the area while extending the season. The challenge for all destinations is to deliver enough memorable moments that will inspire visitors to share their experience and also encourage them to return. The economic opportunity for the Dingle Peninsula will be the realisation of increased levels of direct and indirect employment, new enterprise development aligned with an increase in tourism revenue across the peninsula. The plan is designed to stimulate increased dispersion of visitors across the Dingle Peninsula throughout the year. The enhancement of existing experiences and the development of new visitor experiences, based on the recommended development themes, are designed to address the issues of seasonality, regionality while realising the socio-economic benefits this approach will generate.

The Dingle Peninsula VEDP is designed to support the ongoing tourism progression of the Dingle Peninsula, evolving from visitor attraction to a year round tourism destination. The purpose of this document is to present the opportunities through the identified local stories and destination themes of the Dingle Peninsula and organise

them into a development framework for adoption as a destination plan for the next five years. This framework will provide the context for tourism operators and stakeholders to work in partnership, create new and improve existing visitor experiences and communicate cohesive and unified stories to the visitor.

The way forward for the Dingle Peninsula is through strong and cohesive partnerships across the entire geography, embracing a sustainable approach to tourism management and development. Creating compelling Dingle Peninsula Experiences, both at individual and group level is essential. Equally essential will be the focus on carrying a strong and unified story to the market and visitor that will assure stand-out for the Dingle Peninsula, inspiring visitors to travel off-season, stay longer and spend more.

This 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, based on a best-practice approach of collaboration, research, planning and activation. It has been written to inspire and assist tourism businesses and stakeholders to deliver new and improved existing visitor experiences.



2.3 HOW THE PLAN WAS DEVELOPED

The Dingle Peninsula VEDP was developed through an extensive programme of consultation, research and assessment of international best practice. A programme of research was commenced in January 2018.

The research methodology was focused on a bespoke experience research framework devised to examine the current destination experiences, project development considerations and opportunities, industry capacity and assessment of current distribution channels.

This was supplemented by a further programme of research within the destination that included group and individual consultations, mystery shopper visits by international and domestic visitors, international consumer assessment, social media and online review of destination. An analysis of international best practice was undertaken to examine comparable destinations and key success factors. Further international trends analysis was undertaken to assess market opportunities for similar regional destinations.

The programme of research specifically included:

- ▶ Hosting of five workshops within the destination attended by 102 people.
- ▶ Three mystery shopper visits by international visitors.
- ▶ In destination consultations and area reviews – forty in-destination days by team members.
- ▶ Dingle Peninsula Experience Audit.
- ▶ Review of online share of voice and consumer sentiment to destination.
- ▶ Examination of online saleable experiences available in destination.
- ▶ International benchmarking against comparable regional destinations to determine key enablers.
- ▶ Programme of secondary research to review existing tourism development plans.
- ▶ Conducted 75 one on one interviews throughout the destination.
- ▶ Consultation with members of the ITOA to examine sentiment towards proposed themes and assessment of market trends.
- ▶ Audit of current level of accommodation available in destination.
- ▶ Hosting of an emerging tourism entrepreneurs' workshop to test themes and VEDP concepts.
- ▶ Experience themes presentations and feedback mechanisms.



Cheese tasting in The Little Cheese Shop, Dingle

SECTION THREE

WHERE ARE WE NOW



Dingle Sea Safari Rib Experience

3.1 SITUATIONAL ANALYSIS

The Dingle Peninsula is a national treasure, a stunningly beautiful place off the beaten path. The area is removed enough to have developed a distinctly Irish, deeply relatable human character to it personified by the residents of the peninsula. There are many elements that combine to create the magic of the destination. Still one of Ireland's largest Gaeltacht communities, the richness of the spoken Irish language, the sounds of the spoken word and traditional music contribute to create the character of the area that is recognised globally as capturing the spirit of Ireland.

Across the peninsula exists the most incredible landscape, seemingly untouched and unspoiled by the passage of time. Once the edge of the known world, the storybook villages across the Dingle Peninsula are auspiciously out-of-time in our post-industrial digital age. Each community our international visitors encounter across the peninsula provides the setting for rich stories, folklore and mythology, and the inspiration for many national legends against the backdrop of the most westerly peninsula in Europe.

Reputationally and in volume terms, the Dingle Peninsula is high-performing destination. In tourism terms however, the area suffers from being seen as:

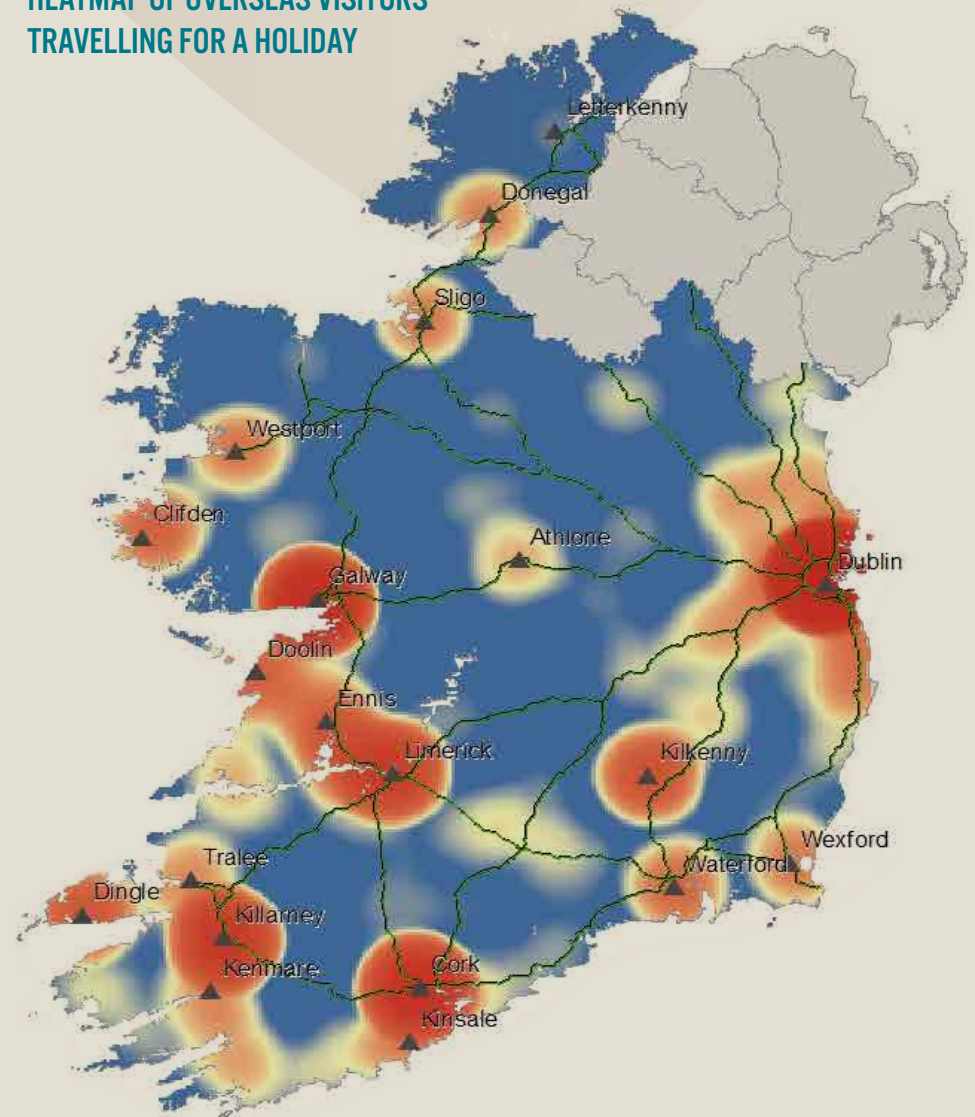
- ▶ Highly seasonal.
- ▶ High volume, low-value.
- ▶ Dominated by a mature area within the destination (hot spots -Dingle Town) juxtaposed with emerging destinations across the destinations not benefiting from tourism to the same level.
- ▶ Functioning as a microcosm of the island of Ireland with 30% of the landmass holding 70% of the traffic.

The potential socio-economic benefits of tourism are not currently being realised and it is widely regarded that tourism on the Dingle Peninsula is at a crossroads. The volume of tourists is the cause of intense pressure on the local culture, community and environment, compromising the experience itself.

There is also concern that the nature of tourism demand and tourist behaviour is resulting in a sub-optimal economy with a lower than acceptable level of tourist spending and retained economic impact in the community.

Despite the association of high volumes of visitor traffic to the Dingle Peninsula, it is only key pockets of the destination that experience this level of visitor pressure while surrounding areas continue to have capacity for development.

HEATMAP OF OVERSEAS VISITORS
TRAVELLING FOR A HOLIDAY



SWOT ANALYSIS

STRENGTHS

- ▶ Strong international destination recognition and brand awareness – a ‘must visit’.
- ▶ Irish Gaeltacht experience as a strong experience differentiator.
- ▶ Richness of Irish culture throughout the location providing visitors with an authentic insight into rural and island life.
- ▶ Quality and diversity of scenery throughout the peninsula made accessible through the Dingle Way.
- ▶ Existence of peninsula wide tourism network.
- ▶ Range and quality of hero products and hero experiences from iconic scenic sites to immersive visitor experiences.
- ▶ Diversify of festivals and events throughout the year with national and international status e.g. Other Voices, Dingle Food Festival.
- ▶ Association of the destination as an area for ‘learning’ and ‘self-development’ through local culture and activities.
- ▶ Market recognition of destination offering quality food and drink.
- ▶ Mix of outdoor activity providers leveraging the unique natural assets.
- ▶ Uniqueness of natural and cultural heritage and archaeological sites across the destination.
- ▶ Availability of immersive maritime and eco-marine experiences.
- ▶ Uniqueness of the Blasket Islands and richness of stories that shared peninsula life.
- ▶ Cluster of adventure activities in the North Shore creating an Adventure Hub.
- ▶ Strong artistic and cultural community throughout the peninsula.

WEAKNESSES

- ▶ Challenge of traffic and local congestion during peak periods with Hero products impacted by volume of tourism traffic at peak season e.g. Slea Head, Conor Pass.
- ▶ Lack of focus around sustainable and responsible tourism practices.
- ▶ Annual staffing challenges to support the local tourism industry.
- ▶ Quality and limited supply of online selling of destination experiences.
- ▶ Seasonal focus with key attractions not open outside of peak seasonal periods.
- ▶ Supply of serviced accommodation base throughout the peninsula.
- ▶ Limited archaeological visitor experiences to capitalise on heritage assets.
- ▶ Limited evening economy provision outside of traditional pub and music.
- ▶ Access to food experiences embracing the farm / sea to plate opportunity.
- ▶ Tourism businesses not embracing the Irish language as a key component of the unique visitor experiences.
- ▶ Volumes of coach traffic into the peninsula not realising an economic dividend for the area.
- ▶ Highly seasonal destination.
- ▶ Dispersal of visitor overnights across the peninsula with density of tourism activity in Dingle Town in contrast to other parts of the Dingle Peninsula.
- ▶ Tourism imbalance between the north and south side of the Dingle Peninsula impacted by available accommodation options.
- ▶ Limited volumes of hotel accommodation and lack of 5 star accommodation options.
- ▶ Limited access to arts and cultural experience provision.
- ▶ International standards expected from globally recognised product areas e.g. Dingle Way.
- ▶ Management of major festivals too reliant on key figures in the community risking volunteer fatigue.



Coomenote, Dingle Peninsula

OPPORTUNITIES

- ▶ Development and enhancement of the Irish Gaeltacht experience as a strong experience differentiator.
- ▶ Rural and Agri Tourism and the ability to integrate food experiences.
- ▶ Enhancement of internationally iconic walking route across the Dingle Way.
- ▶ Enhancement of the quality of a number of key festivals.
- ▶ Development of walking and local heritage / cultural experiences to enhance the Dingle Way as a global walking destination.
- ▶ Developing the indigenous drinks sector experiences to augment the strong food association in the creation of an experience-led food trail.
- ▶ International brand awareness of Dingle.
- ▶ Cultural product provision to expand evening economy options for visitors.
- ▶ Development of wellbeing destination positioning based on outdoor and cultural wellbeing provision and global trends.
- ▶ Uniqueness of cultural heritage across the peninsula for experience development around Irish literature, music, arts and Gaelic Games.
- ▶ Expansion and development of destination festivals addressing seasonality.
- ▶ Development of an Adventure Hub focus leveraging the activity base of the North Shore.
- ▶ International recognition of the destination for sustainable and responsible tourism practices.
- ▶ Hospitality training innovation to create new visitor experiences while addressing staffing challenges for the tourism industry.
- ▶ Improved levels of online selling of destination experiences.
- ▶ Authenticity of destination for the development of film tourism experiences.
- ▶ Expansion of opening periods of key attractions outside of peak seasonal periods.
- ▶ Diversification of the accommodation base throughout the peninsula.
- ▶ Enhancement of the archaeological visitor experiences.
- ▶ Increasing and promoting environmental enhancement, awareness and eco-tourism through harnessing of the importance of ecosystem services and designated sites.

THREATS

- ▶ The challenge facing regional tourism destinations arising from Brexit and its impact on the UK and European markets.
- ▶ The failure to create new innovative experiences that entices programming of the destination by specialist overseas operators.
- ▶ Possible lack of funding restricting iconic sites from fulfilling their potential for sustainable tourism development.
- ▶ Limited product growth arising from the failure to inspire, nurture and support new tourism entrepreneurs to establish themselves across the Dingle Peninsula.
- ▶ The inability to grow the accommodation base due to perception among potential investors of limited space for new accommodation development in certain areas of the Dingle Peninsula.
- ▶ Failure to connect with local communities to engage with the tourism development process that supports sustainable tourism practices.
- ▶ The reduced use of the Irish language and opportunities for visitors to engage with the language will challenge the uniqueness of the local cultural identity.
- ▶ The appeal of the area for visitors being diminished through the perception of a destination with significant seasonal traffic challenges.
- ▶ Increase in visitor numbers with potential to disturb or damage the natural environment.



Cosán na Naomh (the Saints Road) walking route

3.2 MARKET CHALLENGES

At present, there is little data available which specifically relates to the Dingle Peninsula. Data for County Kerry as a whole is used here as an indicator of visitor patterns to the area.

- ▶ The main reason for a visit to the South West (Kerry and Cork) are: for a holiday (72%) or to visit friends and relatives (20%).
- ▶ One-third of visitors to the South West are couples and 38% of visitors travel alone.
- ▶ There is the same number of repeat visitors as there are first-time visitors (45%).
- ▶ International visitors to Kerry spend on average €250 per person and domestic visitors spend an average of €232 per person.
- ▶ 45% of international visitors and 38% of Irish residents visit during the months of July, August and September.

Percentage of International Visitors to South West Region who visit Kerry (2017)

Market	Percentage who visit Kerry
GB	29.2%
Mainland Europe	53.9%
North America	70.7%
Other Areas	56.6%
All Overseas	51.8%

A total of 51.8% of all international tourists visiting the South West region visit Kerry. The North American market represent the overseas region with the highest level of interest in visiting Kerry while the percentage attracted from GB remains considerably lower than the overall average of all source markets examined.

Anecdotal information and observations about tourism for the Dingle Peninsula suggests that tourism is highly seasonal and concentrated into the period mid-March to the end of September. The tour markets are highly dependent upon the flow of traffic into Killarney. This level of concentration of tourism traffic around peak season is resulting in considerable traffic management issues with subsequent impact on the quality of the Dingle Peninsula visitor experience.

The following represents the key market challenges for the Dingle Peninsula based on the current operational environment.

The accommodation base is very revealing and helps in providing clues as to the nature of tourism in the Dingle Peninsula. It is clear the volume of tourist accommodation available for self-catering purposes and for multiple night stays significantly outweighs the volume of serviced accommodation (used primarily for one or two-night stays, e.g. hotels, guesthouses).

This has **important implications** for the development, management, marketing and selling of tourist experiences. It means that:

- ▶ There is a significant volume of Fully Independent Traveller (FIT) who are staying in the area for 3+ nights who can become involved in a wide range of experiences over a number of days;
- ▶ There is likely to be a high level of domestic visitors who own property in the area and who are regular, frequent and loyal to the area and who have a sound knowledge of the area and who, therefore, will be open to new and fresh ideas and experiences;
- ▶ The high volume of self-catering accommodation means that there will be a significant volume of tourists who will be looking to dine out, buy local produce and have greater flexibility and choice in terms of what time of the day they can undertake activities and experiences;
- ▶ The self-catering units are well dispersed throughout the Dingle Peninsula resulting in a spread of demand for activities and experiences whilst the serviced (hotels and B/B and guesthouses) accommodation is heavily concentrated and clustered in the town of Dingle; The vast majority of staying tourists will be using private or rental vehicles meaning that most of the journeys made to the venue / start point for the experience will be made by car – unless an alternative method of travel is provided. However, given the dispersed nature of the accommodation base, this will be difficult to change in the short term.

ACCOMMODATION

- ▶ There is a need for a stronger match to meet the demands of the 'experience' markets;
- ▶ There is a need to strengthen the overall 'sense of place' in much of the accommodation;
- ▶ Much more needs to be done in the accommodation units to 'sell' experiences or suggest / promote local experiences;
- ▶ Much more can be done by the accommodation providers to cross refer or advise tourists as to how to get the best out of their stay.

FOOD AND DRINK

- ▶ There is a wide range of providers but there is a more limited choice and variety in terms of the food offering and the dining settings;
- ▶ Good use of local produce but much more can be done to tell the story of the local food and drink and to develop dining experiences that go beyond the addition of live music;
- ▶ Service standards vary and more consistency and distinctiveness are required in this part of the experience;
- ▶ There could be a stronger level of differentiation in the food offer (style, content, recipes, presentation, etc).

HERITAGE AND CULTURE

- ▶ The existing attractions are highly seasonal in their opening hours;
- ▶ OPW properties should be encouraged to open in the winter to support those that are open all year round owned by private operators; indeed, OPW could be a corner stone for year-round tourism;
- ▶ There needs to be much more in the way of interpretation and animation of the heritage and cultural experiences;
- ▶ There is significant scope to connect heritage with other experiences e.g. telling the heritage story through activities;
- ▶ Private sector can do more to present heritage and culture in a more professional manner;
- ▶ It is difficult to access key heritage stories (famine, living on the edge, living off the land and sea, the role of the GAA, key characters in local culture, etc).

EVENING ECONOMY

- ▶ There is a very good supply of traditional pubs and their related experiences however the quality of the experiences and the frequency / regularity of the entertainment can be haphazard with tourists increasingly relying on word-of-mouth recommendations or chance encounters;
- ▶ There is clear potential for added value to the evening experience with the opportunity for more visitor participation e.g. food and music.

SERVICE STANDARDS

- ▶ There is a need for these standards to become less variable and much more consistent and avoid the potential for complacency to creep in;
- ▶ There are some real standout exemplars of good practice many of which are found in the retail sector (including the fashion, food and drink, craft and art gallery sectors);
- ▶ Quality service often related to the presence of a young, enthusiastic person who has made a lifestyle choice to live on the Dingle Peninsula for the wider opportunities that exists.

RETAIL

- ▶ Uniformly good experiences with helpful and courteous staff;
- ▶ Clustered in Dingle Town with little retail available outside the town;
- ▶ Range and quality is very acceptable for the location with a good range of special interest and general retail that is reflective of tourist environment;
- ▶ Opening hours appear to reflect demand with the opportunity for longer opening in evenings in main season to extend night time economy;
- ▶ Great example of extended and added value experiences found in the leading craft outlets working with local tour guiding businesses (jewellery design and visit to archaeological sites, make your own pottery, etc).

EXISTING ACTIVITIES AND EXPERIENCES

- ▶ Wide range and mostly relevant and of the place;
- ▶ Clustered in the west of the Dingle Peninsula especially in and around Dingle Town and Castlegregory and North Shore area;
- ▶ Tend toward offering similar activities and similar price points;
- ▶ Very little / few offering added value or going beyond the basics;
- ▶ Sold as individual experiences, little collaboration, combinations, very little partnership activity;
- ▶ Little by way of obvious innovation in the experience, products or marketing;
- ▶ Lots of information out there in traditional format... leaflets, websites etc but very little on-the-ground cross referral, awareness by other operators;
- ▶ Key narratives and storylines are often missing or untold;
- ▶ Very limited night-time economy, experiences beyond the music and food / drink;
- ▶ No-one selling or up-selling packages, no one taking experiences to the market, visitor has to work hard to find and buy them.

3.3 KEY INSIGHTS INFORMING OUR ACTIONS - TOURISM INDUSTRY AND STAKEHOLDER FEEDBACK

The programme of primary and secondary research combined with stakeholder consultation created the platform for the development of the Dingle Peninsula VEDP. The recommendations that follow are based on the requirements of each constituent stakeholder group set against the overarching objectives of developing a strong performing tourism destination. Additional context is provided through the examination of the key success factors among comparable international destinations.



INDUSTRY AND COMMUNITY FEEDBACK

- ▶ The recurring theme was the conversion of the Dingle Peninsula from an attraction (one day coach visits) to a destination attracting longer stays and increased economic benefit.
- ▶ Requirement to address the 'regional' imbalance and length of season with Dingle Town perceived to enjoy a nine month visitor season and smaller communities only benefitting for three months each year.
- ▶ The issue of traffic management remains the core challenge to be addressed in developing the tourism capacity.
- ▶ Requirement for sustainable structures to operate and manage the destination.
- ▶ There is a need to embrace a common narrative and themes by the entire industry – defining the Dingle Peninsula story.
- ▶ Challenge of coach traffic impacting on the destination.
- ▶ Opportunity to develop the product and experience base around slower tourism, on land via walking and biking, and on-water opportunity also exists.
- ▶ Desire for visitor attractions to operate all year.
- ▶ Fear of the destination losing its cultural identity and challenge of retaining use of the Irish language for visitors to experience.
- ▶ Requirement for the entire Dingle Peninsula to be functioning at the same level where north and south of the area work collaboratively.
- ▶ Lack of industry knowledge about other experiences available in the destination and lack of collaboration to create experiences.
- ▶ Not maximising the potential of iconic assets such as Mount Brandon and the its capacity to be a catalyst for visitor dispersion.



Fungi the Dolphin meets visitors



VISITOR FEEDBACK

- ▶ Visitor journey at the pre-visit stage became very reliant on social media posting by the visitor rather than local tourism industry website recommendations.
- ▶ Pre-visit focus and narrative dominated by pubs, food and Sleah Head drive with no communication of immersive local experiences.
- ▶ Online social commentary very positive with exception of traffic challenges at peak times.
- ▶ Visitors encountered a challenge in creating a multi-day itinerary comprised of a variety of local experiences.
- ▶ Pre-visit perception created by online positioning is focused on Sleah Head Drive and 'do the destination' in a day.
- ▶ Varying standards of quality at the visitor interface from accommodation to visitor attractions.
- ▶ Limited knowledge of other local experiences by front of house staff and employees of local attractions.
- ▶ Online narrative of food created visitor expectation of available food experiences but really limited to excellent Dingle Cookery School experience.

- ▶ Limited local knowledge of evening economy options for visitor.
- ▶ No engagement with the Irish language through visitor experiences or supporting ancillary experiences e.g. restaurants, pubs, shops.
- ▶ Varying standards of information while in destination e.g. inconsistency in level of information on walking maps, guides etc., creating a sense of a disparate destination not working together.
- ▶ Very little creativity employed at visitor attractions and local experiences with a sense that there is no requirement to evolve the experience or ambition to add to existing offerings.
- ▶ No integration of the local stories or legends in visitor experiences, little or no local story telling.
- ▶ Poor usage of key heritage assets such as archaeological sites that retain much interest for the international visitor.
- ▶ Positive experiences of 'local' engagement with drinks experience e.g. breweries and distillery stories brought alive by local story telling.
- ▶ Expectation of accessible arts and culture pre-visit found it difficult to engage with artistic offering.
- ▶ The opportunity to engage in film tourism was not available despite online profiling of the area with major international films.
- ▶ Key product gaps were lack of synergy between food producer and sellers, not embracing the stories of local legends, no integration or mix of experiences combining outdoors, food, art and culture to create destination immersive experiences.
- ▶ Absence of product packages to purchase and requirement to be in destination buy as opposed to pre-purchase.



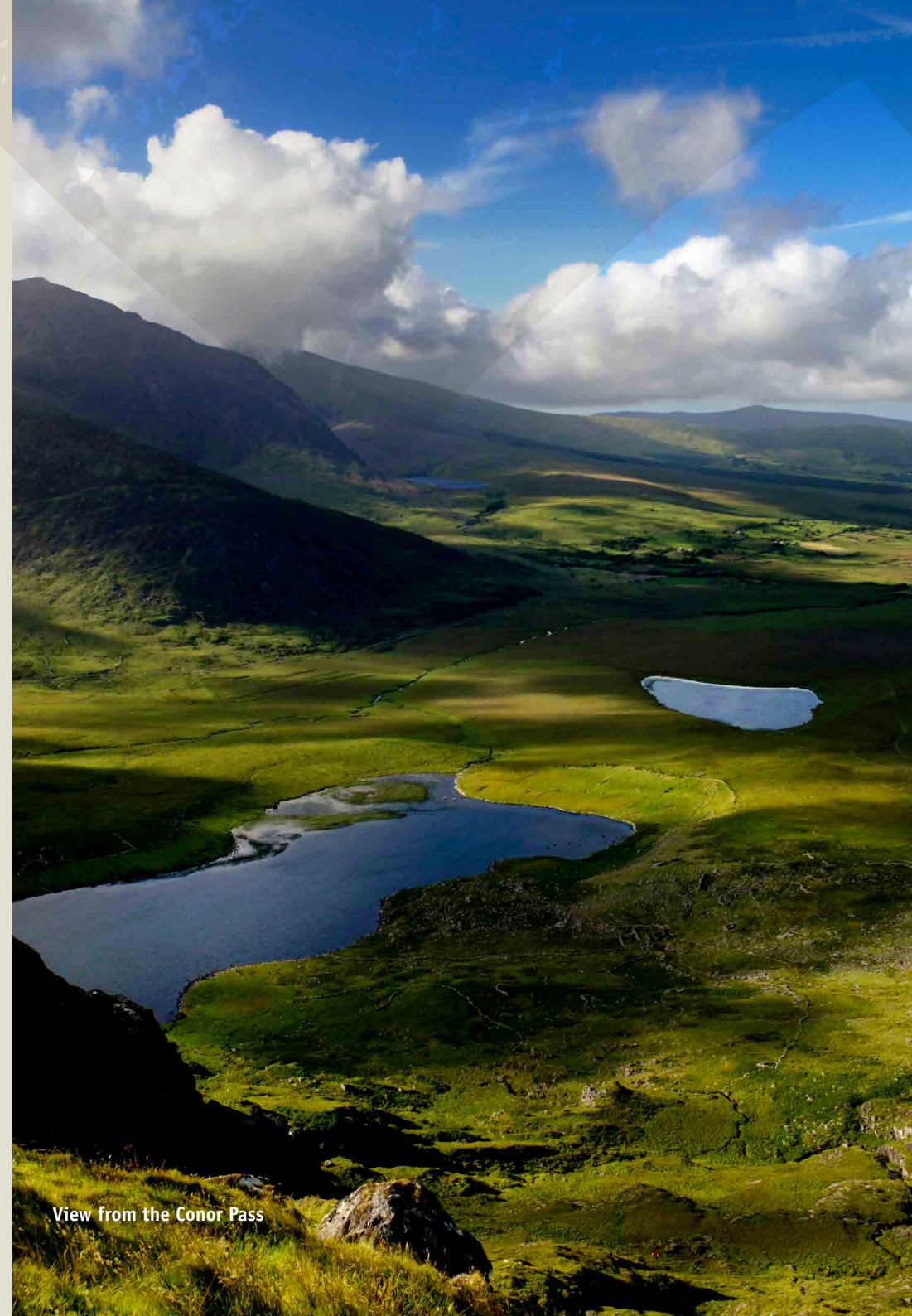
INTERNATIONAL BENCHMARKING AND TRENDS

- ▶ Private sector leadership and pro-activity is central to driving the potential of the destination. The most successful destinations are those that are lead by leadership groups comprised largely of the private sector working in tandem with public sector stakeholders.
- ▶ Destination management is a vital requirement which will be the art of management to combine soul and professionalism into inspiring destination experiences. Everything has to be right for the visitor. This involves creating a culture and an environment to support a change in perceptions, attitudes and ways of working across the community to deliver a great quality of life and well-being for residents and a great quality of experience and well-being for the tourist by encouraging the following:



Dingle Harbour boat cruise

1. Creative interventions and the engagement of a multi-disciplinary approach.
 2. What is the role of existing organisations and bodies going forward?
 3. Integrated rural development.
 4. Constant innovation and evolution.
 5. Collaboration, creative networks and partnerships – destination management.
 6. Training and educational programs for residents and business owners / employees.
 7. Identifying and agreeing the ‘collection’ of experiences that are most relevant to telling the stories of the area.
- ▶ There is a discernible shift from selling the destination (place) and its assets to the narrative of the people thus appealing to a tourist in terms of their intellect, spirituality, emotional triggers, senses, feelings of belonging... destinations they LOVE and are known for things the visitor cares about (social issues, the environment and its conservation, sustainability and local culture, the quality of life of local people as well as themselves). Tourists need good and socially justified stories and heroes and they are prepared to pay for this.
 - ▶ Increased shift towards seeking out and spending money on unique experiences highlighting the opportunity for added value experience – value over volume.
 - ▶ Millennials have been early adopters of the experience economy and are rapidly seeking out the next stage of the evolution of this phenomenon.
 - ▶ Luxury travel is diversifying and is leading in the re-shaping of experience development.
 - ▶ Responsible tourism is growing fast with destinations bringing this to the fore in communications and adaption by the local industry.
 - ▶ Visitors are now seeking the intense ‘local’; increasingly they want the very local stories, products and to do what local people do. A new generation of travellers is renewing the tourism concept: *“We now welcome the arrival of a new kind of tourist = the temporary LOCAL seeking the emotional connection with your destination and enjoying shared experiences with local people and their culture and stories.”*
 - ▶ Repeat visitation and word of mouth recommendation is increasingly dependent on the quality of the whole destination experience.
 - ▶ The key to long-term success in the market place is the delivery of unique, extraordinary, memorable tourist experiences that are complex amalgams of products and services and other influences.
 - ▶ The key focus is the facilitation of the environment (destination) that enhances the likelihood of tourists being able to create and co-create. Tourists responding well to safe and secure destinations that provide reassurances, accessible experiences and ‘grounding’ is a key role for the development of experiences.
 - ▶ Destinations are now entering a new era of transformational wellness travel where destinations are casting guests as the hero of story-based wellness. The destination has to provide a true circuit, a necklace of linked experiences rather than a disconnected set of beads of traditional programming, amenities and itineraries.”



View from the Conor Pass

- ▶ Increasingly international experiential tourism development is about asking and delivering the answer to the question to the tourist “What would YOU like to do today”. There is a shift to a focus on the customer and what the destination can do to help the person achieve their desired outcomes in terms of satisfying their mind, body and soul (the whole person) resulting from a visit to Dingle Peninsula.
- ▶ Research shows that the most important memories are of tourist experiences where they had gained personally significant outcomes (self-development, relationship development and enhanced family and personal well-being). There is a higher probability of an experience becoming more memorable because of the people and the social events (and interactions) than the place itself.
- ▶ The tourist wants to become much more in control and manage their own narratives and their interests and, hence, their experiences. This is driving the demand for the co-creation of experiences with the tourists which greatly enhances levels of satisfaction and leads to premium pricing and greater values for all involved.
- ▶ The ‘*Tourist Experience Driver Model*’ (TEDM) developed in Scandinavia in 2014 shows that ‘everything is connected’ with multiple variables at work - involving PEOPLE, SERVICE and PLACE (setting and context). Extraordinary experiences are all based on deeper consumer engagement and their creative involvement in the design of their own experiences (the co-creation process).
- ▶ Visitors place increasing trust on local recommendations, they respect local opinion and want to do and go where a ‘local’ goes. Interaction with local people will be, therefore, a fundamentally important part of the Dingle Peninsula experience. Research shows that the tourist will seek out the recommendation of a local as they are perceived as having ‘*The Knowledge*’. Hosts must be culturally intelligent



Caherdorgan Ring Fort near Kilmakedar

KEY CONCLUSIONS

The programme of research and consultation identified a range of projects that are already planned for development in addition to recognising the gaps that exist within the destination. International best practice and benchmarking provides the context for what the international visitor expects from similar global destinations. The feedback from the industry, local stakeholders, community and visitors recognises the key areas for focus within the delivery of the Dingle Peninsula VEDP. They are summarised as follows;

Developing the visitor journey

There is a requirement for the tourism industry to develop packages and pre-sell the local experiences to increase the potential of longer stays. The visitor journey starts online and is a contributing factor in building up the excitement around the destination. The pre-visit element of the visitor journey requires development among the local tourism industry.

Iconic is being challenged

The levels of peak season traffic and volumes of coach business is having a negative impact for the destination, visitor and the local community. The creation of a sustainable approach to traffic management will be a priority action to examine immediate and long term solutions.

Global brand leveraging global assets and experiences

The Dingle Peninsula is an international brand and a key asset on the Wild Atlantic Way. The international visitor in today's tourism economy has increasingly higher expectations. The development of assets such as the Dingle Way has the potential to become world class through experience innovation, quality experience delivery and product development. It represents an asset that can harness the energy of the entire Dingle Peninsula.

Sectoral development for the entire Dingle Peninsula

Visitor dispersion remains a key challenge. There is a very significant imbalance in the distribution in visitor numbers, influenced in part by the available accommodation base outside of Dingle Town. The northern area of the Dingle Peninsula possesses a wealth of natural and heritage assets that must be harnessed to counteract the challenge of development of year round tourism activity i.e. through an enhanced activity base.

Accessing and protecting the cultural asset

The uniqueness of Gaeltacht life represents an international selling proposition in its own right. The Irish language is not being adopted within the tourism industry as a point of differentiation while the visitor has little opportunity to engage with the language. Tourism must embrace and protect the Irish language while meeting the visitor's expectations around visiting the largest Irish speaking destination on the island.

Global Footprint

The Dingle Peninsula is the home to many of our best known myths, legends and heroes. Accessing the stories of these heroes is difficult for the visitor. From Tom Crean to St Brendan to the richness of myths and legends across every part of the Dingle Peninsula, there is a need to deliver more local hero and legend inspired experiences.

Best placed to capitalise on global trends

The Dingle Peninsula possesses a wealth of built, natural and cultural product. The current destination proposition is acutely aligned with key international tourism trends from global demand for wellbeing experiences, accessing outdoor and eco experiences, sampling unique local stories, multi-generational adventure and food experiences. The ability to integrate the many layers of experiences into new and unique destination experiences will create significant competitive advantage for the Dingle Peninsula.



SECTION FOUR

DINGLE PENINSULA VISITOR EXPERIENCE DEVELOPMENT PLAN



Crucifixion Scene on the Sleā Head Drive

OVERVIEW

The basis for development is to create and build visitor experiences that can deliver the vision for the Dingle Peninsula implemented in a 3-step process.

1	Activation of Catalyst Projects that represent areas with significant tourism potential for Dingle Peninsula.	2	Developing the Destination Enabling Projects that address existing deficits in addressing seasonality and regionality.	3	Support the creation of saleable experiences by the tourism industry aligned with the essence of the Dingle Peninsula and the development themes identified within the Dingle Peninsula VEDP.
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The desired outcome of this implementation plan is a suite of experiences that align with and animate the destination themes, and can therefore be marketed and promoted internationally. The existence of themed, saleable experiences that return economic value to the communities and businesses of the Dingle Peninsula is the key performance indicator of this plan.

The existence of compelling and saleable visitor experiences are the vehicle for:

- ▶ Driving average length of stay.
- ▶ Increasing average spend.
- ▶ Dispersing visitors around and within the Dingle Peninsula.
- ▶ Extending the season towards a year-round destination.

The character, geography, landscape, culture and language must directly influence and generate the experiences that tourists can consume, are appropriate to their demands and reflect the sense of Dingle Peninsula:

- ▶ Irish language and culture that is alive, vibrant, contemporary and not presented in a romanticised or clichéd way.
- ▶ A truly ancient landscape with many visual (archaeology, heritage and religious sites, geological formations) and linguistic / cultural clues (place names, legends, mythology) that give easy access to the story of the area.
- ▶ Iconic 'landmarks' which are accessible all year.
- ▶ There are many religious sites and historical people of considerable pilgrimage importance.
- ▶ It is an inspirational place full of wisdom and shared memory.
- ▶ Beautiful but harsh, raw, at the edge, diverse landscape and seascape.
- ▶ The Dingle Peninsula has had a major impact on a number of aspects of global matters – religion, emigration, creative talent, perceptions of Irishness.
- ▶ Edge of Europe.
- ▶ Remote but historically outward looking, globally aware and well-connected.

The recommendations detailed hereafter are proposed to deliver the vision of the Dingle Peninsula VEDP. This Plan does not guarantee future funding and is designed to encourage businesses to be proactive in creating unique visitor experiences.

4.1 DEVELOPMENT PRIORITIES

The following represents projects recommended as priority projects designed to create long term destination impacts from the perspective of creating the sustainable conditions required for experience development. The development priorities are established based on their ability to contribute to following project objectives within the context of the Dingle Peninsula VEDP.



CATALYST PROJECT ONE ACHIEVE VISITOR DISPERSAL

A commitment to a series of projects that recognise the challenges faced with the local operating environment from traffic management planning to addressing the challenges of the level of concentration of tourism activity in Dingle Town as mature destination within the area of focus. The remainder of the destination should be classified as emerging or growing and will require the impetus that the recommended projects can make.



CATALYST PROJECT TWO ELEVATE TO GLOBAL LEADING

Recognising the potential of the Dingle Way as the necklace to integrate all local experiences and create an internationally acclaimed walking route.



CATALYST PROJECT THREE SUSTAIN OUR CULTURAL HERITAGE

Building on the potential of the rich and unique cultural heritage of the destination to create stronger points of differentiation. The projects also address gaps within local experience provision in addition to maximising the potential of existing assets that can contribute to addressing the challenges of seasonality.



CATALYST PROJECT FOUR DESTINATION ENABLING PROJECTS

A series of destination enabling projects have been identified as areas for future focus. They address perceived product deficits impacting on the challenges of regionality and seasonality. The priorities remain on areas such as accommodation, renewing a focus on the potential for agri-tourism and maximising the opportunity through the strong food provenance that exists within the Dingle Peninsula.

The following projects are designed to deliver the four development priorities through a mix of catalyst projects and enabling projects.



DINGLE WAY

PRIORITY ONE: ACHIEVE VISITOR DISPERSAL

Assess the feasibility of developing a new Traffic Management Plan to investigate options to address current traffic movement throughout the Dingle Peninsula.



TRAFFIC
MANAGEMENT

PRIORITY TWO: ELEVATE TO GLOBAL LEADING

Assess the feasibility of enhancing the Dingle Way to become an internationally renowned walking destination and provide the necklace to integrate all themes.



DINGLE HOSPITAL

Assess the feasibility of Dingle Hospital delivering a gateway visitor experience for the Dingle Peninsula and provide visitor interpretation for the stories of the Dingle Peninsula while contributing to the sustainable tourism development of the destination.



BRANDON
BASECAMP

Assess the development of the Brandon Basecamp as a catalyst for developing the potential of the area as a focal point for walking and leisure activities.



BLUEWAYS

Assess the feasibility of promoting and expanding the eight identified Blueway sites across the Dingle Peninsula.



IRISH LANGUAGE

PRIORITY THREE: SUSTAIN OUR CULTURAL HERITAGE

Irish Language - Support the development of a new focus on the Irish language and integration with visitor experiences.



BLASKET ISLANDS

Assess the potential to extend the opening period of the Blasket Islands Visitor Centre while assessing the delivery of improved mooring facilities on the Great Blasket island.



MAHAREES

Assess the feasibility of improved levels of visitor interpretation focused on the Maharees and the incorporation of the Seven Hogs stories.



ARCHAEOLOGY
Interpretation

Assess the feasibility of enhancing the archaeology story of the Dingle Peninsula to enhance visitor experience and act as an information and interpretation base for surrounding key sites.



ARTS AND
CULTURE

Arts and Culture - Assess the feasibility of establishing an Arts and Cultural Centre that will enhance the visual and performance arts level of provision while enhancing visitor evening economy options.



PRIORITY FOUR: DESTINATION ENABLING PROJECTS



FESTIVALS AND EVENTS

Animate the Dingle Peninsula through the development of a Pan Peninsula Festival approach adopting culture, Irish language and outdoor activities as the basis for exploring the opportunity.



ACCOMMODATION STOCK INNOVATION

Assess options to diversify the accommodation base on the Dingle Peninsula.



SUSTAINABLE TOURISM DESTINATION

Adopt a new focus on sustainable tourism management to collaboratively become a centre of excellence for sustainable tourism and tourism management.



FOOD EXPERIENCES

Assess the feasibility of creating the Dingle Peninsula Food Way experience to integrate farm to fork experiences fostering food experiences throughout the Dingle Peninsula.



ADVENTURE HUB

Assess the feasibility of creating an Adventure Hub focus for the North Shore area on the Dingle Peninsula and development of a centre of excellence approach for experience provision in outdoor adventure.



AGRI-TOURISM

Promote the creation of a renewed agri-tourism experience focus to introduce visitors to new rural experiences under a *live like a local* theme to re-engage with the farming community, the custodians of the Dingle Peninsula landscape.

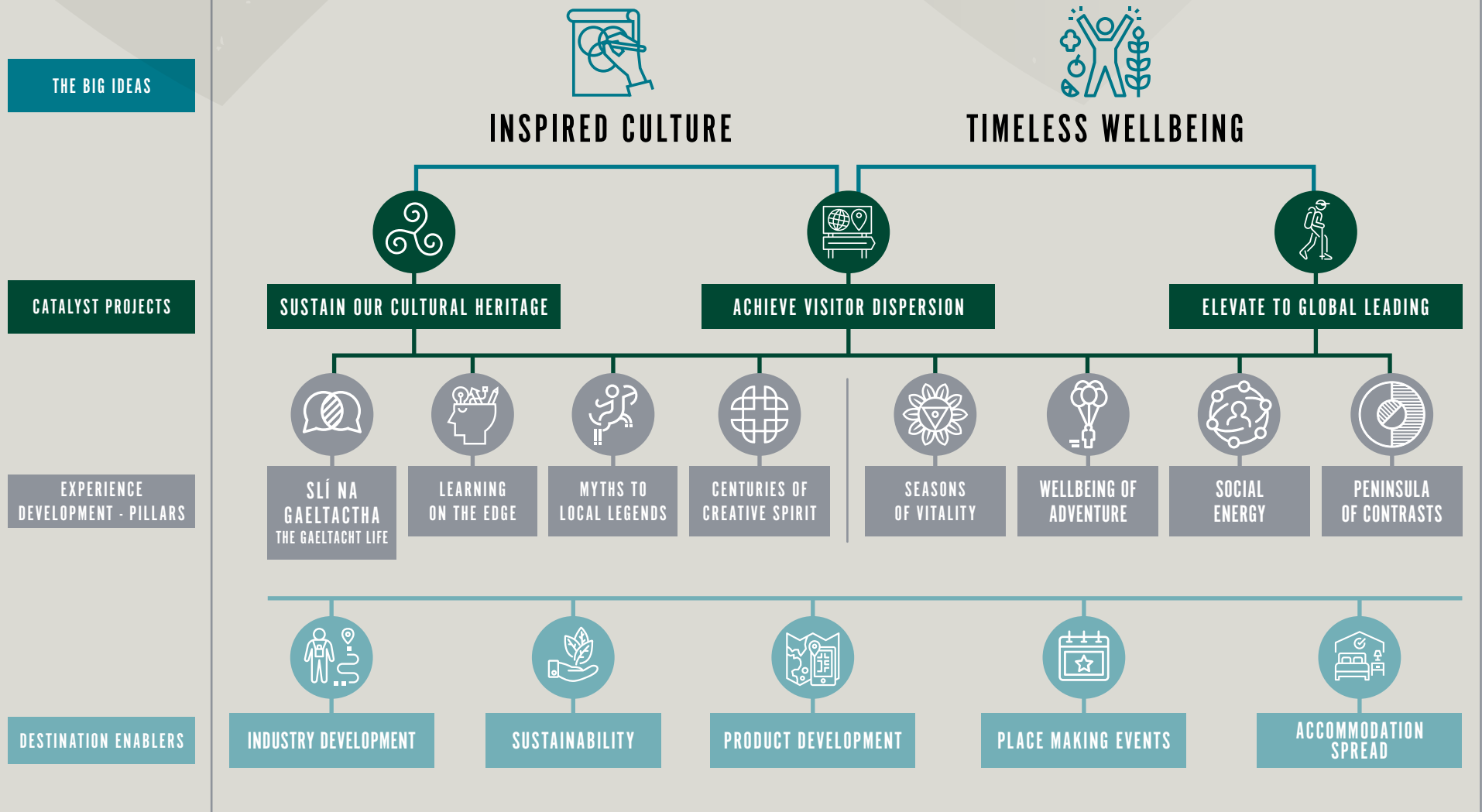


EXPERIENCE ACADEMY INDUSTRY TRAINING

Support the creation of an Experience Innovators Academy that will become a focal point for industry training and mentoring to develop new and innovative visitor experiences adopting the VEDP as basis for commercial development.

4.2 VEDP EXPERIENCE THEMES

A YEAR-ROUND, WELL-MANAGED INTERNATIONALLY RENOWNED SUSTAINABLE TOURISM DESTINATION DELIVERING UNIQUE AND TIMELESS VISITOR EXPERIENCES REFLECTING THE VIBRANCY OF THE DINGLE PENINSULA CULTURE AND WAY OF LIFE.





EXPERIENCE THEME

Inspired Culture



Sli na Gaeltachta
The Gaeltacht LIFE



Learning
on the Edge



Myths to
Local Legends



Centuries of
Creative Spirit

THEMES AND EXPERIENCE DEVELOPMENT



Europe's most westerly peninsula provides visitors with the inspired setting to create the cultural magic of Corca Dhuibhne. Every step of the journey through the Dingle Peninsula invites the visitor to embrace local opportunities to co-create a cultural experience where the visitor creates their own piece of legend. From learning a few words of the Irish language to immersion in the landscape and outdoor pursuits, it is the setting for inspired learning.

The Dingle Peninsula has been the seat of learning for generations of Irish people. Today, the peninsula is the backdrop for visitors to leap into the Gaeltacht culture

and become part of the local story through its many language, arts, literature, food and outdoor activities.

Over the centuries, the Dingle Peninsula has inspired many legends. The uniqueness of the local Gaeltacht culture and opportunities to engage in new cultural experiences, will inspire visitors to create their own legend, creating lasting memories of a magical and inspiring place. Visitors travel to experience what is unique and different. The range of cultural immersion opportunities are set against a uniquely diverse series of backdrops. The natural and cultural heritage purveys the sense of creativity that has existed down through the generations of Gaeltacht Life that continues to inspire.



EXPERIENCE DEVELOPMENT THEME

SLÍ NA GAELTACTHA / THE GAELTACHT LIFE

OVERVIEW

The Dingle Peninsula allows visitors connect with the dramatic core of what it is to be Irish. A journey through the Dingle Peninsula is a journey through the centuries of Irish life. Visitors are invited to delve into the heart of Irish life, delivered by locals with a raw honesty that reflects the character the destination. The Gaeltacht Way to Life is to protect this rich and unique cultural heritage. The story of life on the Dingle Peninsula is the opportunity for visitors to connect with the dramatic core of what is the essence of authentic Irish life. Visitors will make their way through the Dingle Peninsula sampling local experiences providing them with a sample of Gaeltacht Life as it is today and over the centuries. The Gaeltacht Way represents a road map through Gaeltacht Life enabling visitors to immerse themselves with the locals, learn a few phrases of Irish, listen to traditional Irish music and stories of the Famine around the open fire, guiding sheep dogs or learning to cook a traditional Irish family dish. The theme should represent an integrated trail for visitors to learn about Ireland and the Dingle Peninsula through a series of linked experiences, allowing the visitor to get to the heart of Gaeltacht Life over the centuries.

PRESENTING THE THEME TO THE VISITOR

The Gaeltacht Life is the opportunity to tell the story of the uniqueness of past and modern day Gaeltacht living. It embraces the Irish language, the people and the Gaeltacht culture, providing visitors with a snapshot of Irish life down through the generations. Visitors will embrace stories of survival down through the centuries on the most westerly peninsula in Europe to life on the Blasket Islands that inspired so many literary greats. The uniqueness of Gaeltacht life provides the platform to introduce the visitor to *live like a local*, from generations of Gaeltacht stories to today's 21st century setting that remains uniquely Corca Dhuibhne.

HERO PRODUCTS

- ▶ Blasket Islands
- ▶ Blasket Island Visitor centre
- ▶ Irish Language Schools and vibrant Irish language in the community
- ▶ An Tinteán Ceoil
- ▶ Oidhreacht Chorca Dhuibhne

SUPPORTING EXPERIENCES

- ▶ Irish Famine Cottages and Sheepdog training
- ▶ Learning to cook a traditional Irish meal at Dingle Cookery school
- ▶ Díseart Centre of Irish Spirituality and Culture
- ▶ Guided walks and tours through the Gaeltacht area.
- ▶ Local traditional music and story telling evening in local pubs
- ▶ Naomhóg Experience – Dingle Harbour
- ▶ Horse riding through the Gaeltacht
- ▶ Músaem Chorca Dhuibhne

EXPERIENCE DEVELOPMENT RECOMMENDATIONS

- ▶ Promotion of an integrated Gaeltacht Life Experience Trail linking a set of experience providers focused on immersing visitors into local Irish life. The trail will introduce the visitors to a unique Gaeltacht Life experience as they process through the Dingle Peninsula.
- ▶ Creation of an immersive Blasket island experience leveraging the new visitor facilities on the Great Blasket Island.
- ▶ Animate the Dingle Peninsula through the enhancement of existing Pan Peninsula Festivals that adopt culture, Irish language and outdoor activities as central themes. Select two festivals that will develop a Pan Peninsula events approach aligned with the themes proposed within the Dingle Peninsula VEDP.
- ▶ Increased focus on activity experiences that will integrate the Irish language to create unique learning or language sampling opportunities.
- ▶ Creation of a schedule of local Gaeltacht music and spoken word events throughout the area for summer months building on the uniqueness of the An Tinteán Ceoil and creation of a community delivered cultural experience e.g. weekly for 7-8 weeks over different nights.
- ▶ Examine future retail development strategies to promote increased usage of Irish in shop frontage signage, menus and public signage.



EXPERIENCE DEVELOPMENT THEME

LEARNING ON THE EDGE

OVERVIEW

The Dingle Peninsula is a place of learning. This is the destination where generations of Irish have come to learn the language and where visitors come to learn about the Irish, its culture and the experiences that make the area unique. All created against the dramatic backdrop of the most westerly European peninsula. Learning on the edge is the opportunity for visitors to immerse themselves in new experiences that enable them have a deeper understanding of what makes the Dingle Peninsula so magical. Visitors are encouraged to leave behind their inhibitions and throw themselves into one of the many learning experiences on offer: a curious language learner, a Gaeilgeoir líofa (fluent speaker), a student of island literature, a budding chef or forager, a creator of pottery, a landscape photographer, a sheepfarmer, an artist, a whiskey connoisseur, an Atlantic surfer, a Riverdancer or a traditional musician.

PRESENTING THE THEME TO THE VISITOR

The Dingle Peninsula offers a wide range of experiences that allow visitors to immerse themselves in the unique culture and activities of the area. Our visitors travel what is different and particularly local and for the opportunity to experience and learn from that difference. The authenticity of the theme comes from the many generations who have come to the Dingle Peninsula to learn from the language, literature, arts and crafts to outdoor pursuits. This theme meets the visitor's motivations to get a deeper understanding of the destination through co-creating experiences. The learning on the edge experience converts the visitor from observer to participant, moving them from the audience to become the central figure in delivering the experience.

HERO PRODUCTS

- ▶ Dingle Cookery School
- ▶ Louis Mulcahy Pottery Workshops
- ▶ Watersports on the North Shore
- ▶ Irish language learning at Oidhreacht Chorca Dhuibhne

SUPPORTING EXPERIENCES

- ▶ Photography with Dingle Darkroom
- ▶ Dingle Art School
- ▶ Dive Training
- ▶ Sea Fishing
- ▶ Foraging with Dingle Distillery Tours
- ▶ SUP Paddle Tours
- ▶ Díseart Centre of Irish Spirituality and Culture : Ionad Spioradáltachta agus Cultúir Ghaelaigh
- ▶ Craft Beer and Distillery Tours

EXPERIENCE DEVELOPMENT RECOMMENDATIONS

- ▶ Examine the potential to create a GAA visitor experience based on learning the heritage and cultural significance of Gaelic Games and immersion in learning the skills of the game.
- ▶ Develop the opportunity presented by agri-tourism and creation of immersive experiences that contribute to wider visitor experiences such as the Dingle Peninsula Food Way and creation of a farm to fork experience.
- ▶ Examine the re-creation of the 'Corca Dhuibhne ag Caint' as a viable visitor experience option based on visitor interest in learning some Irish phrases. Examine the application of the model to a wider local context where visitors can learn some Irish through food outlets, visitor centres with guaranteed flow of visitors.
- ▶ Develop the scale of bookable experiences for visitors to pre-book and combine with compatible other 'learning' experiences.



EXPERIENCE DEVELOPMENT THEME

MYTHS TO LOCAL LEGENDS

OVERVIEW

This most westerly peninsula of Europe has produced cultural, artistic and sporting legends whose footsteps, trails, stories and conquests have influenced generations. From the Goddess of the Dingle Peninsula, Dovinia (Corca Dhuibhne), Fionn Mac Cumhaill, St Brendan, Tom Crean, Piaras Feiritéar, Peig Sayers to local sporting heroes, the legends of the Dingle Peninsula embody the character of the area. Their impact has resonated nationally and internationally level, from St Brendan's transatlantic voyage to Crean's Antarctic conquests to the screen legends of Ryan's Daughter and Star Wars. The legacy of the legends of the Dingle Peninsula extend beyond the fabled stories of myth and living heroes. They embody the character and personality of the Dingle Peninsula – a raw energy, honesty, simplicity, care, compassion, spirit and pride that defines and differentiates the Dingle Peninsula.

PRESENTING THE THEME TO THE VISITOR

Enhance the visitor experience by enabling visitors to walk in the footsteps of the legends, immersed in an epic landscape that is home to some of the greatest Irish mythical figures. The visitor can trace the steps of many legends of the Dingle Peninsula. The focus is not entirely on the well known characters. The stories also extend to those who survived the famine, survivors of World War II plane crashes to the mythical Fianna warriors who battled on the beaches. Everyone on the Dingle Peninsula can tell the story of a legend and every community possesses its own legend. Almost everything has local legend status, from the GAA, screen heroes, the local food provenance, the resident dolphin to the hundreds of kilometres of local walks following the tracks and trails of local heroes. The chance to windsurf in the same waters from which St. Brendan set sail or to tread on the land where Tom Crean prepared for his expeditions to the Antarctic provide an epic context for the visitor experiences.

HERO PRODUCTS

- ▶ Mount Brandon
- ▶ Annascaul Lake
- ▶ Conor Pass
- ▶ Gallarus Oratory

SUPPORTING EXPERIENCES

- ▶ Celtic Nature Walking Tours
- ▶ Three Sisters and Sunset Walk
- ▶ South Pole Inn
- ▶ Brandon Creek
- ▶ Boat Trips to the Blasket Islands and Tomás Ó Croidhain's house
- ▶ Peig Sayers House on Great Blasket island Accommodation experience
- ▶ Cosán na Naomh and Brandon Creek
- ▶ Archaeological tour combined with personalised Ogham engraving at Brian de Staic jewellers
- ▶ Electric bike tours
- ▶ An Díseart Centre of Irish Spirituality and Culture
- ▶ Archaeological Tours of the Dingle Peninsula with Dingle Tours
- ▶ Sciúird Archaeology Tours
- ▶ Sea kayaking with dolphins
- ▶ Fahan Beehive Huts

EXPERIENCE DEVELOPMENT RECOMMENDATIONS

- ▶ Examine the option to develop the legends and myths theme through the enhancement of the Dingle Way to create themed segments attached to local stories e.g. Tom Crean Adventurers segment from Camp to Annascaul, Ventry to Dunquin as the Blasket theme.
- ▶ Examine options to enhance the significance of the Tom Crean story and visitor interpretation of the story in Annascaul.
- ▶ Examine the option to deliver innovative visitor interpretation experiences at key heritage sites across the Dingle Peninsula through incorporation of Virtual Reality (VR) and Augmented reality (AR)
- ▶ Develop the screen tourism experience opportunity to leverage the legends theme to position the Dingle Peninsula as the Irish home to film legends.
- ▶ Examine options to enhance the interpretation of St Brendan and the significance of Brandon Creek.
- ▶ Examine an integrated famine story experience that links the various components of the famine story across the Dingle Peninsula.
- ▶ Assess the options to improve the quality of story telling around the theme of local legends to deliver a consistent quality to the historical narrative for key sites and links to historical figures.



EXPERIENCE DEVELOPMENT THEME

CENTURIES OF CREATIVE SPIRIT

OVERVIEW

A richness of creativity and innovation pervades throughout the Dingle Peninsula. While at the edge of Europe, it is at the centre for artisan creativity, alive with creatives and innovators. The colours and sounds of the Dingle Peninsula provide the setting for new waves of creativity. The heritage of artistic endeavour is evident through the worlds of literature, art, craft, music, film and music. The impact of the local creatives has been global from literature to inspiring Hollywood to come to the area. The landscape and seascape are the inspiration for each work of art, every hand created craft and each word of written literature. The instinct for survival on the most westerly peninsula of Europe is anchored in deep rooted creativity across very facet of life. Experience this pulse of creativity delivered by the local creatives achieving a global footprint.

PRESENTING THE THEME TO THE VISITOR

The Dingle Peninsula is home to a series of immersive visitor experiences based on the quality of artists and crafts people who live and thrive throughout the peninsula. The area has a heritage of creativity from the Irish literature inspired by the Blasket Islands to the long established creative craft clusters anchored by globally recognised names such as Louis Mulcahy Pottery. Pockets of artistic experiences are accessible from local artist galleries to visitor interaction to create their own paintings, images and pottery. The visitor is encouraged to learn about the crafts and traditions of peninsula life through many immersive creative experiences that reflect the ingenuity of the area. From creating the memories through painting a picture of Sleah Head, producing a unique piece of pottery to learning how to photograph the most dramatic land and seascapes, the visitor will become the artisan with the Dingle Peninsula as their canvas.

HERO PRODUCTS

- ▶ Louis Mulcahy Pottery
- ▶ Blasket Islands and Blasket Island Centre
- ▶ Brian De Staic, Jeweller

SUPPORTING EXPERIENCES

- ▶ Jerome O'Connor visitor centre at the South Pole Inn
- ▶ Other Voices Festivals
- ▶ Dingle Crystal Workshop
- ▶ Holden Leather Workshop
- ▶ Dingle Art School – classes delivered at the Dingle Distillery
- ▶ Art Circle, Cloghane with Brandon Gallery
- ▶ Paint your own pottery experience
- ▶ Díseart Centre of Irish Spirituality and Culture
- ▶ The Dingle Peninsula members of Original Kerry

EXPERIENCE DEVELOPMENT RECOMMENDATIONS

- ▶ Enhance the Dingle Peninsula Craft Trail experiences to link immersive visitor craft experiences throughout the destination where the visitor becomes the 'producer' of the end craft product.
- ▶ Examine areas to improve the current level of arts and cultural facilities to support increased levels of visual and performance arts experiences for the visitor economy.
- ▶ Examine the development of seasonal 'pop up' arts / crafts located across the Dingle Peninsula to create opportunities to meet the local artists through an informal cooperative approach while creating reasons to visit smaller communities across the Dingle Peninsula.



EXPERIENCE THEME

Timeless Wellbeing



Seasons
of Vitality



Wellbeing
of Adventure



Social Energy



Peninsula
of Contrasts



Dingle Peninsula Beach Walk

The Dingle Peninsula is where visitors embrace the natural and social environment for reinvigoration and rejuvenation. Every local interaction invokes a timeless wellbeing from the physical engagement with the land and sea to the welcome of the locals to make the visitor feel part of somewhere special and unique.

The Dingle Peninsula and its people connect with its visitors in many ways that nourish the mind, body and soul. Only special places have the capacity to impact across all elements of the visitors wellbeing. The Dingle Peninsula has that unique power through its timeless vistas, contrasting views and stimulation of the visitor senses through social and cultural interaction.

The area delivers a holistic, multi-dimensional wellbeing in a place sustained through constant re-invention and personal discovery. It is the fusion of people and place that create this unique sense of wellbeing, nurtured over centuries to deliver the anecdote to modern day living. Situated at the edge of Europe, it is an escape to a timeless destination whose welcome draws the visitor in to deliver a natural wellbeing inspired by the backdrop of the Dingle Peninsula.



EXPERIENCE DEVELOPMENT THEME

SEASONS OF VITALITY

OVERVIEW

Each changing season on the Dingle Peninsula introduces new experiences for mind, body and soul. The area flourishes in the changing seasons through colour, sound and taste. The abundance of natural resources that change with the seasons provide the perfect setting for the wellbeing of mind and body. Each of the four seasons provide visitors a new perspective on life, a sense of rejuvenation and a renewed sense of connection.

The evolving seasonal colours of the Dingle Peninsula and moods of the oceans provide the backdrop for escape with each season offering a new platform for visitors to embrace the Dingle Peninsula's unique sense of wellbeing. From the force of the ocean to the comfort of the fireside traditional music session, each season brings much anticipation. The rhythm of the Dingle Peninsula bounces to the mood of the season from the vibrancy of summer to the ruggedness of winter. Each season creates its own menu of experiences.

PRESENTING THE THEME TO THE VISITOR

The changing seasons of the Dingle Peninsula provide additional context with the stories of the changing seasons and the changing vistas of the Dingle Peninsula adding variety. The challenge is to extend the season and the focus on how wellbeing and outdoor activity present opportunities to build on throughout the year to attract visitors to sample wellbeing experiences in the Dingle Peninsula from walking in the morning to a cookery lesson in the afternoon and a music session in the evening.

The application of the wellbeing theme is unlimited in the context of how visitors view the Dingle Peninsula as the destination for their very own version of a 'great escape'. The opportunity to engage is considerable. From outdoor activities such as walking, horse-riding or watersports or capturing vivid pictures of the changing colours to socio cultural engagement (traditional Irish music performances), the seasonal experiences are vast regardless of the time of year.

HERO PRODUCTS

- ▶ The Dingle Way
- ▶ Sleah Head Drive
- ▶ Conor Pass
- ▶ Dingle Sea Safari
- ▶ Dingle Peninsula Blueways
- ▶ Dingle Marina

SUPPORTING EXPERIENCES

- ▶ SPÁ Atlantach and seaweed treatments
- ▶ Seasonal Cookery Classes with Dingle Cookery School
- ▶ A visit to the West Kerry brewery to sample the seasonal beers
- ▶ Oceanworld Aquarium
- ▶ Eco tour with Dingle Bay Charters
- ▶ Photography course with Dingle Darkroom
- ▶ Walking tours of the Dingle Peninsula
- ▶ Yoga and Meditation Retreats
- ▶ Storm watching experiences
- ▶ Humpback whale watching trips in October with Eco Marine Tours
- ▶ Dingle Marina
- ▶ Ride Dingle Cycle
- ▶ Dick Mack's Beer and Irish Farmhouse Cheese Pairing

EXPERIENCE DEVELOPMENT RECOMMENDATIONS

- ▶ Build on the success of the Storm Festival as an example of developing a festival that can be delivered in a number of different parts of the Dingle Peninsula to create a pan-peninsula festival approach leveraging the natural resources of the wider area.
- ▶ Develop an industry training approach to understand the international visitor opportunity around wellbeing and wellness and agreement on the wellbeing narrative for adoption in local experiences.



EXPERIENCE DEVELOPMENT THEME

WELLBEING OF ADVENTURE

OVERVIEW

The Dingle Peninsula inspires adventure. It is a hub where adventure has created so many heroes. The walks, trails, beaches and waters provide the arena for visitors to explore their sense of adventure against the contrasting vistas only the Dingle Peninsula provides. Follow the trails of Tom Crean or take to the waters of St Brendan to find a wellbeing through adventure.

Visitors can run one of the longest beaches in Ireland, windsurf on the waters that welcomes World Champions, walk the highest road in Ireland or climb to the peak of Mount Brandon. The waters of the North Shore of the Dingle Peninsula provide the stage for scuba diving and exploring wild Atlantic ocean life. If you prefer to stay above the water, surf, SUP or kayak around some of the country's most renowned landmarks. The Dingle Peninsula provides every opportunity to arouse the wellbeing of adventure across the lands of the peninsula or in the waters.

PRESENTING THE THEME TO THE VISITOR

The Dingle Peninsula offers an unrivalled array of soft adventure opportunities for visitors to engage with, regardless of the time of year. No two days can be the same set against the contrasting backdrops to jump into local adventure. The scale of adventure and local activities provides the visitors with an opportunity to immerse themselves in the landscape and waters of the Dingle Peninsula and appreciate the beauty and uniqueness of the area even more. The range of adventure activity from soft adventure to active leisure offers the visitor an opportunity to deeply explore the diversity of the culture and natural heritage of the area. The theme offers many layers of engagement from visitors interested in active leisure from walking, horse trekking and cycling to more adrenaline fuelled activities. All activities target the visitors sense of adventure and the destination evokes curiosity whether they explore it on foot, bike or water.

HERO PRODUCTS

- ▶ The Dingle Way
- ▶ Climb Mount Brandon
- ▶ Surf the Wild Atlantic Way at Inch Beach
- ▶ Watersports in Castlegregory and North Shore
- ▶ Scuba Diving in the Maharees
- ▶ SUP Tours Dingle

SUPPORTING EXPERIENCES

- ▶ Kayaking and paddle boarding experiences
- ▶ Beach and Mountain Horse Riding
- ▶ Splash Sports
- ▶ Jamie Knox Watersports
- ▶ Deep Sea Fishing Tours
- ▶ Electric Bike Tour of the Sleah circuit
- ▶ Round of golf at Ceann Sibéal Golf Course
- ▶ Brandon Bay Beach Half Marathon
- ▶ Dingle Marathon and Dingle Adventure Race
- ▶ Wild SUP and Kite Surfing Tours
- ▶ Range of outdoor experiences with Irish Adventures
- ▶ Celtic Nature Walking Tours
- ▶ Foraging Tours
- ▶ Ceann Sibéal Dingle Links Golf Club
- ▶ Castlegregory Golf Links

EXPERIENCE DEVELOPMENT RECOMMENDATIONS

- ▶ Creation of a Centre of Excellence approach for the North Shore to position it as central to the Adventure Hub focus for the Dingle Peninsula.
- ▶ Examination of the capacity of niche events such as the Brandon Bay Beach Half Marathon to develop into an international event.
- ▶ Examination of increased off road cycling opportunities to provide visitors with an alternative to cycling on congested roads during peak visitor periods.



EXPERIENCE DEVELOPMENT THEME

A SOCIAL ENERGY

OVERVIEW

Everyone feels a sense of belonging in the Dingle Peninsula. The lifestyle and cultural traditions that have evolved over the centuries have shaped the social values. The sound of laughter and story telling to the foot tapping of the traditional Irish music session stimulate a culture of social wellbeing. A social energy is created by the interaction of people and sounds. The social interaction around the hearths of the home to the island gatherings and local music sessions generate their own social vitality.

The cultural heritage of the Dingle Peninsula from the spoken word to the musical performances provide the platform for the visitor to share local connections and the social interaction. The local traditions create a social energy that pervades throughout the traditional public houses found across the Dingle Peninsula. It is a sense of place that is created through the sounds and rhythm of the Dingle Peninsula where visitors immerse themselves to become part of the social gathering.

PRESENTING THE THEME TO THE VISITOR

The social energy is the vitality of place created by the interaction of local culture, local people and visitors. It is a vibrancy that visitors come to expect from the festivals, restaurants and pubs of the towns and villages across the Dingle Peninsula. The social energy is what re-invigorates the visitor after a day of exploration around the Dingle Peninsula. The opportunity is to create experiences that enable the visitor to explore where the locals go and hear the locals' stories. The social wellbeing element focuses on the interaction between the local people, culture and the visitor delivered through local homes, restaurants or public houses or meeting places such as An Tinteán Ceoil.

HERO PRODUCTS

- ▶ Irish Cultural Sessions in traditional pubs around the Dingle Peninsula
- ▶ An Tinteán Ceoil, Cloghane

SUPPORTING EXPERIENCES

- ▶ Dingle Peninsula Festivals and Events
- ▶ Dick Mack's Brewery
- ▶ Dingle Distillery Tours
- ▶ Visit to the West Kerry Brewery
- ▶ Local restaurants telling the story of local food provenance
- ▶ Díseart Centre of Irish Spirituality and Culture

EXPERIENCE DEVELOPMENT RECOMMENDATIONS

- ▶ Creation of a schedule of music and cultural events for visitors to be aware of cultural activities across the Dingle Peninsula throughout the year.
- ▶ Promote the development of 'meet the locals' through hosting in home dining experiences for visitors to the Dingle Peninsula.
- ▶ Examine the creation of a Rambling house programme that provides cultural entertainment for visitors as an alternative to public houses built on the model created by An Tinteán Ceoil.
- ▶ Assess the opportunity to create increased levels and variety of evening economy entertainment across the Dingle Peninsula.



EXPERIENCE DEVELOPMENT THEME

PENINSULA OF CONTRASTS

OVERVIEW

The most westerly peninsula in Europe offers the most diverse range of vistas where around every corner the visitor is met with contrasting views. It is these landscape and seascapes that create the setting for visitors to engage with the pulse of the destination. Breathtaking views of the Blasket Islands, the heights of Mount Brandon and the Conor Pass to the lakes of Annascaul and the Three Sisters each convey a local story. Countless vistas exist where every local will suggest even better views of the Dingle Peninsula. Each view attributed legendary status. The landscape instils a local pride with each contrasting vista more memorable and more heroic than the last.

Some wonder what it is about this corner of the world that inspires so much greatness, propelling locals to great levels of endeavour and accomplishment. Many contend it's the natural and cultural heritage of the area, itself the stuff of legend. The landscape, the ocean, the vistas, the heritage of the lands – all epic and all legendary.

PRESENTING THE THEME TO THE VISITOR

The Dingle Peninsula offers a series of 'hero' vistas through well established locations throughout the destination. The area provides a broad range of experiences for visitors to immerse themselves in the area to gain an even greater appreciation of the beauty and magic of the Dingle Peninsula. The area offers hundreds of kilometres of opportunities for the visitor to explore 'off the beaten track' delivering contrasting views of the Dingle Peninsula and unearthing a rich vault of stories and heritage of the area, told by the locals.

HERO PRODUCTS

- ▶ The Dingle Way
- ▶ Blasket Islands
- ▶ Slea Head Drive
- ▶ Mount Brandon
- ▶ Sea Safari and Harbour Cruises
- ▶ Conor Pass
- ▶ Blasket Islands Eco Marine Tours

SUPPORTING EXPERIENCES

- ▶ Local guided walks and archaeological tours
- ▶ Guided cycling tours
- ▶ Kayaking, Paddle Boarding and SUP experiences
- ▶ Dingle Peninsula Blueways

EXPERIENCE DEVELOPMENT RECOMMENDATIONS

- ▶ Assess the short to medium term investment required in the Dingle Way to ensure the appropriate level of user infrastructure is in place.
- ▶ Examine the opportunity to develop a unified and consistent means of communicating the features and characteristics of all walks and trails across the Dingle Peninsula.
- ▶ Review the means of enhancing key viewing points and points of interest through technological interpretation and possible use of Augmented Reality and Virtual Reality.
- ▶ Examine the opportunity to enhance the mooring facilities on the Great Blasket Island.
- ▶ Assess the short to medium term requirements to accelerate the Blueway pilot sites to enhance the visitor engagement experience with the destination.

4.3 IMPLEMENTATION PLAN

The following workplan outlines the projects identified to deliver the Dingle Peninsula VEDP over the next five years. The workstreams are categorised under four sections to provide a basis for all stakeholders to engage with the VEDP. The programme of activity is based on the associated workplans focused on the following workplan sections;

- A. Catalyst Projects
- B. Experience Development Projects based on VEDP Themes
- C. Destination Enabling Projects
- D. Local Industry Focused projects

The workplan identifies the project leads and partner in delivery. The associated timeframe is as follows.

Short-term – Year 1

Medium-term – Years 2 and 3

Long-term – Year 4+

A: CATALYST PROJECTS

Experience		Action	Timeframe	Lead	Partner
Traffic Management Plan	A.1	Undertake a programme of activity to devise a Traffic Management Plan that will investigate sustainable options to address visitor traffic movement throughout the Dingle Peninsula.	ST	KCC	FI DPTA
Dingle Way	A.2	Assess the feasibility of enhancing the Dingle Way to become an internationally renowned walking destination and provide the necklace to integrate all local visitor experience themes. In developing the potential of the Dingle Way, examination with other stakeholders of the link to the Kerry Way to create an expanded international walking product should be reviewed.	LT	DWC	KCC UnG KCC FI NEWKD
Dingle Way	A.3	Examine the options to secure the National Walk Scheme to facilitate the management and maintenance of the Dingle Way across the Dingle Peninsula.	ST	DWC	KCC UnG KCC FI NEWKD NTO

A: CATALYST PROJECTS

Experience		Action	Timeframe	Lead	Partner
Dingle Way	A.4	Explore the options to increase the level of off-road walking across the entire Dingle Way.	MT - LT	DWC	NEWKD UnG FI KCC
Dingle Way	A.5	Review the requirements to deliver a more unified approach to communicating the practicalities of local walks and trails available to visitors throughout the Dingle Peninsula (e.g. consistent information template applied to all trails communicated online, signage and print formats). Examine the creation of a mapping / route information 'brand model' that provides a consistent approach to walks/trails information to convey an international walking destination with additional trail spurs off the Dingle Way introducing walkers to adjoining communities.	ST	DWC	KCC DK NEWKD UnG DPTA FI
Dingle Way	A.6	Review options to enhance the Dingle Way experience that will focus on route segments to enable the visitor to become more immersed into the local community through local stories, accommodation, facilities and saleable experiences. Key themes should be identified for specific segments of the Dingle Way route to create the platform for enhancing the local stories associated with the area e.g. examining the Tom Crean potential of the area around Annascaul.	MT - LT	DWC	KCC DK NEWKD UnG DPTA FI
Dingle Way	A.7	Examine the opportunity to scale up on one major walking event to create an internationally recognised walking festival adopting the Dingle Way theme and distributing festival activity across the Dingle Peninsula in the day and night time economy.	MT	DWC	KCC DK NEWKD UnG DPTA FI

A: CATALYST PROJECTS

Experience		Action	Timeframe	Lead	Partner
Dingle Hospital	A.8	Assess the feasibility of Dingle Hospital delivering a gateway visitor experience for the Dingle Peninsula and provide visitor interpretation for the stories of the Dingle Peninsula while contributing to the sustainable tourism development of the destination.	ST - LT	UnG DHP	HSE KCC FI DPTA
		Examine the creation of a sustainable tourism destination action plan that integrates with the wider sustainable living and environmental projects being developed through the Dingle Hospital project group. The creation of the Plan will provide a wider destination focus to integrate with the recommended traffic management planning and the medium to long term focus on creating a renowned sustainable tourism destination.			
		Examine the potential to deliver an arts and cultural visitor experience within the Dingle Hospital project in addition to leveraging the innovation theme that have the potential to create additional visitor experiences in areas such as music and film.			
Brandon Basecamp	A.9	Assess the model for advancing the Brandon Basecamp proposal as a catalyst to enhance the potential of the area as a focal point for walking and leisure activities. Devise an action plan and multi party working group to assess the immediate phases to progress the concept.	ST	UnG CFLT	KCC FI
Brandon Basecamp	A.10	Undertake a needs analysis to examine the local requirements to build on the Brandon Basecamp opportunity for walking from signage to communicating the multitude of route options within the local area and build on the opportunity presented by Mount Brandon as an iconic international walking destination within the enhancement of the Dingle Way.	ST	UnG CFLT	GDC KCC DWC
Blueway	A.11	Support the phased creation of the proposed Blueway Trails at eight pilot sites across the Dingle Peninsula identified within the Dingle Peninsula Marine Tourism Strategy.	ST-MT	KCC	UnG KETB KCC FLAG / BIM DPTA CFLT

A: CATALYST PROJECTS

Experience		Action	Timeframe	Lead	Partner
Blueway	A.12	Undertake local tourism industry experience innovation training focused on the Blueway opportunity to integrate timeless wellbeing and inspired cultural experiences with the active leisure experiences the Blueway sites will provide across the Dingle Peninsula.	MT	KETB / FI	UnG KCC FLAG / BIM CFLT
Blasket Islands	A.13	Assess the potential to extend the opening period of the Blasket Islands Visitor Centre while assessing the delivery of improved mooring facilities on the Great Blasket island and landing access at Dun Chaoín.	ST	OPW	NPWS KCC FI
Blasket Islands	A.14	Examine the potential to create an enhanced Blasket Island Visitor Trail / Experience that incorporates the new OPW visitor facilities on the Great Blasket Island with the ability to experience the Island through an island perimeter walking trail enhanced through technological interpretation.	MT - LT	OPW	NPWS UnG FI KCC
Maharees	A.15	Assess the feasibility of developing new visitor experiences that enables the visitor engage in a sustainable manner with the Maharees and the Maharees Heritage Trail.	MT	NEWKD LC	KCC FI
Maharees	A.16	Assess the opportunity to examine a Seven Hogs visitor experience linked with the destination opportunity for Spiritual Tourism and linking stories with other county wide spiritual tourism assets such as the Skelligs.	MT LT	NEWKD LC UnG FI	KCC KETB NPWS OPW NTO
		Develop the potential of Spiritual Tourism integrated with key sites that include Mount Brandon, St Brendans Trail, Cosán na Naomh, Maharees and the Holy Wells located across the Dingle Peninsula. Support the sustainable improvement of the trails to National Trails Office approved standards to enhance the existing Pilgrim Trails.			

A: CATALYST PROJECTS

Experience		Action	Timeframe	Lead	Partner
Archaeology	A.17	Assess the feasibility of expanding the rich archaeological story of the Dingle Peninsula through existing visitor sites such as Gallarus Oratory and Músaem Chorca Dhuibhne to enhance existing visitor experiences while acting as an information and interpretation base to distribute visitors to surrounding archaeological sites. Examine the creation of a series of archaeological visitor experiences that build upon the density of archaeological sites and stories across the Dingle Peninsula from the Oghams to the Ice Age Valley (Gleann Seanchoirp, Loch a' Dúin) to Macha na Bó.	MT	OCD DPTA OPW	FI KCC LC UnG NEWKD CFLT GOVC
	A.18	Undertake a visitor experience audit at the Gallarus Oratory site to assess the sites capacity for enhanced experience development.	ST	OPW	FI GOVC
Irish Language	A.19	Support the development of a new focus on the Irish language and the ability of the visitor to experience the Irish language of the Dingle Peninsula. This will include the development a Five Year Plan to integrate Corcha Dhuibhne ag Caint into all tourism businesses and create an industry focused programme to integrate introductory elements of the Irish language within all visitor experiences that will be distinguishing features of the Dingle Peninsula experience. An Irish Language Development Programme will include an examination of the creation of supports such as • Basic vocabulary of meet and greet • Tour Guide Training • Bi-lingual design service to support a translation and the preparation of materials such as menus, itineraries and experiences • Bi-lingual accommodation • Provision of bi-lingual menus • Badges to identify the wearer as capable of interacting with visitors As Gaelige and English.	ST	UnG CFCD	GDC IHF RAI DPTA KCC CFLT

A: CATALYST PROJECTS

Experience		Action	Timeframe	Lead	Partner
Irish Language	A.20	Develop a cluster of Irish speaking experiences that creates a Peninsula wide trail for visitors to sample Slí na Gaeltacht from Irish speaking accommodation, activities or experiences that reflect Gaeltacht life throughout the Dingle Peninsula. The peninsula wide cluster should provide a trail / orientation for visitors to immerse themselves in unique Gaeltacht experiences learning about the life and culture of the Dingle Peninsula and the role of the Irish language.	ST - MT	UnG	FI GDC KCC DPTA

B: EXPERIENCE DEVELOPMENT PROJECTS

EXPERIENCE THEME - INSPIRED CULTURE

Experience		Action	Timeframe	Lead	Partner
Inspired Culture	B.1	Enhance an immersive and integrated creative craft trail experience throughout the Dingle Peninsula to provide visitors with local craft learning and immersive experiences building on the existing Kerry Craft Trail.	ST-MT	OK	UnG LEO FI KCC NEWKD
Inspired Culture	B.2	Examine the feasibility of a National Irish Language Literature Festival with international partners and adopting the Blasket Visitor Centre as the key host venue and acting as a catalyst to developing off season workshop opportunities.	ST	OPW	KCC DPTA ENG
Inspired Culture	B.3	Develop an immersive Peninsula wide food experience trail (Blas Chorca Dhuibhne and Place on a Plate) based on working with food champions of Chorca Dhuibhne and adherence to an agreed quality standard that differentiates the food proposition of the Dingle Peninsula.	ST	TK	RAI IFA NEWKD UnG

B: EXPERIENCE DEVELOPMENT PROJECTS

EXPERIENCE THEME - INSPIRED CULTURE

Experience		Action	Timeframe	Lead	Partner
Inspired Culture	B.4	Examine the potential to create a peninsula wide Rambling House programme led by An Tinteán Ceoil, Halla Le Chéile, Bréanainn as the anchor site to deliver a structured programme of accessible Irish music and cultural experiences throughout the Dingle Peninsula.	ST - MT	UnG	GDC VFI CFLT
Inspired Culture	B.5	Assess the creation of an integrated approach to maximising the opportunity around screen tourism to create visitor experiences to highlight key film locations across the Dingle Peninsula. Examine the feasibility of creating a series of screen tourism focal points such as the Ryans Daughter old school house and the site for filming for Star Wars. Assess the opportunity to create a co-ordinated Star Wars visitor experience focused on “where the force is strongest” at Ballyferriter and key locations with supporting visitor amenities.	ST - MT	DFF DPTA	FI UnG NEWKD LC
Inspired Culture	B.6	Undertake a feasibility study to examine the requirements to renovate St James Church and graveyard to become a historical and cultural centre with the ability to link to the proposed spiritual tourism opportunity.	MT	KCC	LC St. James Committee Trust
Inspired Culture	B.7	Examine the potential to develop and enhance the interpretation of the Tom Crean story that will contribute to the overarching ambition of an adventure hub status for the Dingle Peninsula.	MT	LC	FI SKDP
Inspired Culture	B.8	Examine the potential of a local heritage experience trail in Keel/Boolteens and local walks that incorporates key points of heritage value for the Dingle Peninsula.	MT - LT	LC	SKDP
Inspired Culture	B.9	Examine the scope to create a seasonal local GAA cultural experience that introduces visitors to the heritage of Gaelic Games and the basic skills of Gaelic sports.	MT	GAA	LC NEWKD
Inspired Culture	B.10	Examine the requirements to support sustainable access to the Dún Beag Promontory Fort and develop enhanced visitor experiences to interpret the heritage of the site through sustainable approaches.	ST - MT	OPW NMS	LC FI

B: EXPERIENCE DEVELOPMENT PROJECTS

EXPERIENCE THEME - INSPIRED CULTURE

Experience		Action	Timeframe	Lead	Partner
Inspired Culture	B.11	Examine new methods of interpretation for key sites across the Dingle Peninsula that will link heritage and culture with the theme of innovation through new opportunities for story delivery e.g. Virtual Reality / Augmented Reality. Examine the pilot testing of key viewing points across the destination to develop a test case for AR / VR and enhanced forms of interpretation that promotes visitor immersion with no environmental impact.	MT	DH	FI UnG ITT
Inspired Culture	B.12	Examine the potential to develop the Dingle Peninsula ‘pop up’ arts and crafts series that provides a platform for local artists to interact with visitors while supporting the dispersion of visitors across the Dingle Peninsula.	ST - MT	OK	UnG KCC CIK

EXPERIENCE THEME - TIMELESS WELLBEING

Experience		Action	Timeframe	Lead	Partner
Timeless Wellbeing	B.13	Develop clusters of seasonal Wellbeing experiences across the Dingle Peninsula among existing product providers that incorporate land, water, food and social wellbeing opportunities linked to the theme of Timeless Wellbeing and experiencing the four seasons on the Dingle Peninsula. Encourage the development of new Wellbeing experiences that focus on off peak season opportunities that will embrace the natural resources of the Dingle Peninsula.	ST	UnG CFLT	FI DPTA
Timeless Wellbeing	B.14	Build on the portfolio of unique Dingle Peninsula mass participation events that convey the uniqueness of the Dingle Peninsula from the Brandon Bay Beach Half Marathon, Dingle Adventure Race, Ride Dingle to Wellbeing retreats and activities linked with accommodation providers.	ST	DPTA	UnG KCC FI

EXPERIENCE THEME - TIMELESS WELLBEING

Experience		Action	Timeframe	Lead	Partner
Timeless Wellbeing	B.15	Develop the Dingle Peninsula outdoor adventure hub experience proposition with a focus on the North Shore as a centre of excellence for outdoor pursuits. Examine the requirements, facilities and amenities required to deliver a Centre of Excellence at key points on the North Shore for outdoor activities with a special focus on water based activities.	ST	LC	KCC NEWKD FI
Timeless Wellbeing	B.16	Examine the sport tourism opportunity among accommodation providers to develop an off season positioning as a group training base for cycling and triathlon clubs.	ST	DPTA	LC IHF NEWKD
Timeless Wellbeing	B.17	Create a series of the Dingle Peninsula cycling experience trails that link cycling routes with local experiences and increase profile of the Dingle Peninsula as a cycling destination and linked to proposed Blueway projects e.g. cycling combined with food experiences, cycling and arts / crafts experiences.	MT	DPTA	UnG FLAG LC TK NEWKD
Timeless Wellbeing	B.18	Undertake a feasibility study to examine the potential of angling tourism as a product area for expansion to include the opportunities that exist around sea fishing and restocking the Dingle Peninsula's lakes and rivers systems.	LT	IFI	UnG DPTA LC
Timeless Wellbeing	B.19	Examine the feasibility and next phases involved in the creation of a focal point for Food (farm to fork model) and Wellbeing product development at Burnham House providing a new food experience centre supported by a cluster of food and Wellbeing enterprise experiences.	MT	CI	UnG TK KETB

C: DESTINATION ENABLING PROJECTS

Experience		Action	Timeframe	Lead	Partner
Destination Projects	C.1	Enhance and grow as appropriate existing arts, culture, Irish Language and activity festivals on the Dingle Peninsula e.g. Féile na Bealtaine. Enhance the existing festivals to incorporate the new stories and themes and further develop them to reflect the new experiences and spread across the Dingle Peninsula.	MT	DPTA UnG LC	FI KCC

C: DESTINATION ENABLING PROJECTS

Experience		Action	Timeframe	Lead	Partner
Destination Projects	C.2	Examine models of best practice to monitor and manage sustainable tourism across the Dingle Peninsula while also examining the opportunity to leverage off international sustainable destination management profiling opportunities such as Sustainable Destination Awards.	ST - LT	KCC	FI DHP SHU DPTA ITT
Destination Projects	C.3	Identify and target international awards for the Dingle Peninsula to contest in the areas of sustainable and responsible tourism that contributes to the sustainable tourism ambition of the Dingle Peninsula.	MT	KCC	FI DHP SHU DPTA
Destination Projects	C.4	Explore the potential for the Dingle Peninsula to become the pilot site for Kerry through the adoption of the Barcelona Declaration of Tourism and Cultural Heritage (UNWTO).	MT	KCC	DH FI DPTA
Destination Projects	C.5	Devise an agri-tourism development programme to engage with the farming community to consider the creation of immersive agri-tourism experiences e.g. meet the producers, live like a local. Examine current agri providers to local industry (restaurants, retail) to identify potential new experiences e.g. milk suppliers that currently supply local manufacturers.	ST - MT	SKIN	IFA UnG KCC FI NEWKD
Destination Projects	C.6	Examine the creation of a destination agri-tourism pilot to link a number of agri-tourism food production experiences e.g. Farming story of Annascaul that showcases the farming story on the Wild Atlantic Way linked to the stories of the Maherees vegetables.	MT - LT	SKIN	TK IFA LC UnG NEWKD
Destination Projects	C.7	Examine the feasibility of the development of an Outdoor Learning Centre for Biodiversity and Natural heritage to communicate the natural heritage of the Dingle Peninsula adopting the uniqueness of the Maherees as the initial focal point.	LT	LC	KCC NEWKD

C: DESTINATION ENABLING PROJECTS

Experience		Action	Timeframe	Lead	Partner
Destination Projects	C.8	Review options to consider the viability of the Castlegregory Visitor Information Office as the focus for visitor orientation across the North Shore commencing with peak season operations.	ST	LC	DPTA LC FI KCC
Destination Projects	C.9	Support the pilot Local Link the Dingle Peninsula bus service with a view to expanding the reach of service across the Dingle Peninsula with interval services being provided for visitors and the local community using electric or another low emission alternative.	ST-MT	LL	KCC FI
Destination Projects	C.10	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.	ST - LT	KCC	FI
Destination Projects	C.11	Examine the provision of electronic tourist information signs at appropriate locations.	LT	KCC	FI CFLT
Destination Project	C.12	Examine the opportunity to create a looped trail from Dingle Town around Cnoc an Chairn while also completing the Dingle Harbour Walk and examination of upgrading the lighthouse.	MT	DWC	KCC LC NEWKD CFLT

D: INDUSTRY DEVELOPMENT

Experience		Action	Timeframe	Lead	Partner
Industry Development	D.1	Create a Dingle Peninsula Experience Innovation Academy that is the focal point for industry training and mentoring to develop new and innovative visitor experiences adopting the Dingle Peninsula VEDP as basis for commercial development.	ST	FI	UnG ITT LEO KETB KCC
Industry Development	D.2	Develop the capacity of the tourism industry to create saleable experiences for hosting and selling online to the international market.	ST	FI	UnG ITT LEO KETB KCC

D: INDUSTRY DEVELOPMENT

Experience		Action	Timeframe	Lead	Partner
Industry Development	D.3	Examine options to create a supply chain for future staffing requirements across the tourism industry through engagement with third level and training industry partners.	ST	KETB ITT	SHU FI UnG DPTA
Industry Development	D.4	Develop a training programme that supports the development of a new approach to guiding at key heritage sites throughout the Dingle Peninsula.	ST - MT	KETB ITT	OPW UnG
Industry Development	D.5	Develop a Wellbeing focussed training and enterprise programme to create awareness of the scope and definition of local Wellbeing opportunities presented by the natural assets of the area and stimulate wellness related enterprise development.	ST	KETB ITT	UnG FI LEO
Industry Development	D.6	Organise a Dingle Peninsula wide industry familiarisation trips to build relationships between providers, to build awareness of what's on offer, and to reveal connections and partnership opportunities between tourism providers.	ST	DPTA	FI UnG IHF LC
Industry Development	D.7	Examine the potential to locate a unique hospitality training facility on the Dingle Peninsula that incorporates both a hospitality staff training facility and visitor experience modelled on existing national models delivered by Education and Training Boards.	LT	KETB	ITT LEO
Industry Development	D.8	Examine ways to support the Dingle Peninsula Western Massachusetts Diaspora Association which aims to set up a reciprocal marketing and promotional platform for both destinations on either side of the Atlantic. This will give the Dingle Peninsula (and Kerry) a base from which to promote the region into New England and the Mid Atlantic Region of New York State, City and New Jersey. This will have cultural, educational, tourism and artisan opportunities.	ST	DPTA	FI LEO OK KCC UnG

PARTNER ACRONYMS

BIM	Bord Iascaigh Mhara
CCE	Comhaltas Ceoltóirí Éireann
CFCD	Comharchumann Forbartha Chorca Dhuibhne
CFLT	Comharchumann Forbartha an Leith Triúigh Teoranta
CI	Coláiste Íde
CIK	Creative Ireland Kerry
DFF	Dingle Film Festival
DHP	Dingle Hospital Project
DK	Destination Kerry
DPAT	Dingle Peninsula Tourism Alliance
DWC	Dingle Way Committee
ENG	Ealaín na Gaeltachta
FI	Fáilte Ireland
FLAG	Fisheries Local Action Groups
GAA	Gaelic Athletic Association
GDC	Gaeltacht Local Development Groups
GOVC	Gallarus Oratory Visitor Centre
HSE	Health Service Executive
IFA	Irish Farmers Association
IFI	Inland Fisheries Ireland
IHF	Irish Hotels Federation
ITT	Institute of Technology Tralee
KCC	Kerry County Council
KCT	Kerry Craft Trail
KETB	Kerry Education Training Board
LC	Local Communities
LEO	Local Enterprise Office
LL	Local Link Kerry
NEWKD	North, East and West Kerry Development
NMS	National Monuments Service
NPWS	National Parks and Wildlife Service
NTO	National Trails Office
OCD	Oidhreacht Chorca Dhuibhne
OK	Original Kerry
OPW	Office of Public Works
RAI	Restaurant Association of Ireland
SHU	Sacred Heart University
SKDP	South Kerry Development Partnership
SKIN	Short Food Knowledge and Innovation Network
TIL	Tourism Ireland Limited
TK	Taste Kerry
UnG	Údarás na Gaeltachta



Kayaking on the Dingle Peninsula

SECTION FIVE

DELIVERING THE PLAN

5.1 MAKING IT HAPPEN

Fáilte Ireland will facilitate the implementation of this plan and the establishment of the Implementation Group. Fáilte Ireland will also continue to provide a suite of bespoke supports for the destination to include the following:

1. Tailor made skills and training programmes for the region
2. Development of new and improved saleable experiences
3. Distribution plan
4. A small grants scheme* (subject to availability of funding)

The implementation of the Dingle Peninsula VEDP will be overseen by the creation of a new Dingle Peninsula VEDP Implementation Group.

The group will operate from 2020 to 2025 and will be tasked with:

- ▶ Support the delivery of the Dingle Peninsula VEDP
- ▶ Drive growth as per the agreed KPI's in the Action Plan
- ▶ Lead and manage the Action Plan

The group will be formed representative of all key stakeholders. It will be chaired by an independent Chairperson with a thorough understanding of the tourism industry and the ability to focus the working group in the delivery of the actions required to successfully implement the Dingle Peninsula VEDP.

KEY OBJECTIVES OF THE GROUP:

- ▶ is set up to support the delivery of the Dingle Peninsula VEDP
- ▶ is to drive growth as per the KPI's in the Action Plan
- ▶ is designed to lead and manage the Action Plan
- ▶ is in place to create a representative industry wide body. Ensuring there is a mechanism in place that allows two-way communication between the Implementation Group and the sub-groups
- ▶ the role is to deliver the lead actions
- ▶ the overall objective is to create a common tourism voice

FORMATION OF THE IMPLEMENTATION GROUP FOR THE DINGLE PENINSULA VEDP, MUST INCLUDE:

- ▶ Agencies to include: Fáilte Ireland, Kerry County Council, Údarás na Gaeltachta, OPW, NPWS
- ▶ IHF, RAI, Dingle Peninsula Tourism Alliance
- ▶ Attractions, Activities, Festivals and Events

Implementation of the Visitor Experience Development Plan and delivery of the 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 elemental qualities of the region, to encounter the true essence of the Dingle Peninsula 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 this means for each organisation is:

- ▶ Fáilte Ireland – will focus on working with the trade that deliver the 'signature experience', and will help those businesses not currently doing so to start delivering and sharing their unique story.
- ▶ Tourism Ireland – will focus on telling the stories connected to the experiences as a priority in their marketing, social media, and publicity.
- ▶ Kerry County Council – will play a key role in industry and destination development through the implementation of the Kerry Tourism Strategy.
- ▶ Údarás na Gaeltachta – will support implementation through funding and fostering economic, social and cultural development, including through mentorship and group support designed to encourage businesses to embrace an experience and deliver it.
- ▶ Office of Public Works – as their primary responsibility includes the maintenance, ownership, presentation and upkeep of buildings in state care, they should continue their role of management and development of these sites with a strong emphasis on a visitor-centric approach.
- ▶ Educators – as educators in tourism, ITT and the KETB can assist tourism operators in creating and delivering experiences.
- ▶ NPWS – as a statutory agency with responsibilities for development that may impact on nature conservation, it will have a key role to play in the development of the Blasket Islands as an enhanced visitor facility for recreation and education.
- ▶ Dingle Hospital – can offer a role in relation to outreach sites that provide visitors a gateway to the heritage of the area.
- ▶ Local tourism groups – need to work together to share their experience stories with Fáilte Ireland and Tourism Ireland, and work with businesses to help them find and share their experience under the common themes established in the Plan.
- ▶ Individual businesses (trade) – need to find which experience theme they best deliver, develop new or enhance existing experiences, and encourage their customers and the marketing agencies to share that story with the world.

ALIGNMENT WITH EXISTING PLANS

This Plan has been aligned with all agency plans (KCC, Údarás, FLAG, etc)

In doing so, it both supports existing plans and seeks to gain leverage from their strategies and actions.

NOTE: Recommendations listed do not guarantee funding and will have to go through the same application process for all projects. Examine what agencies are offering funding as new streams of funding may become available during the life-time of this Plan.

IMPLEMENTATION OF FEASIBILITY PROJECTS

This Plan identifies examining the feasibility of a range of projects. Where proposals for new initiatives are progressed to feasibility stage, consultation with relevant interested parties will take place.

FUNDING

Fáilte Ireland provides funding for sustainable tourism projects. As of the date on which this Plan was published, none of the projects referred to within the Plan have secured funding from Fáilte Ireland. Reference made to projects in this Plan does not guarantee funding. 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.

5.2 MEASURING SUCCESS

The impact of the Dingle Peninsula VEDP will be measured through the monitoring of key metrics that examines the commercial development of tourism across the Dingle Peninsula. The Plan framework adopts the VICE model as a means of measuring success. The VICE Framework identifies sustainable tourism as the interaction between Visitors, the Industry that serves them, the Community and Culture that hosts them and their collective impact on and response to the Environment where it all takes place.

The measurement of success will include analysis of the following areas of performance:

1. Demand Side Conditions
2. Supply Side Conditions
3. Destination Development
4. Environment

SPECIFIC RECORDED OUTPUTS FROM THE DINGLE PENINSULA VEDP RECORDED ANNUALLY WILL INCLUDE:

- Increase bednights across the Dingle Peninsula by 2% YoY ahead of national average from year 3 of implementation of the Dingle Peninsula VEDP.
- Increase in visitor numbers achieved through regional dispersion across the Dingle Peninsula while growing revenue to attractions by 2% ahead of the national average from implementation.
- Increase the value of visitors to the Dingle Peninsula over volume.
- Increased visitor satisfaction benchmarked through TripAdvisor.

DEMAND SIDE

Measurement 1	Occupancy levels achieved
Measurement 2	REVPAR achieved
Measurement 3	Visitor numbers and visitor dispersion assessed through measurement of footfall across the Dingle Peninsula across key sites and attractions
Measurement 4	Visitor Satisfaction of the Dingle Peninsula as a destination
Measurement 5	Visitor spend during visit assessing value over volume

SUPPLY SIDE

Measurement 1	New tourism enterprise development
Measurement 2	Employment levels in tourism enterprises
Measurement 3	Growth in the diversity of bed stock across the Dingle Peninsula
Measurement 4	Grow the volume of destination experiences that are bookable online
Measurement 5	New experiences development based on saleable experiences
Measurement 6	Industry training – Volume of VEDP related courses and levels of participation on courses
Measurement 7	Enhancement of festivals – number of events and attendees at key events
Measurement 8	Inclusion of Irish linguistic and cultural elements to experiences
Measurement 9	Extension of periods of business operations - season extension across the Dingle Peninsula

DESTINATION SIDE

Measurement 1	Appropriate sustainable visitor management model identified and majority of actions implemented
Measurement 2	International recognition for sustainable destination through targeting sustainable tourism awards and relevant accreditation
Measurement 3	Increased reach of the Dingle Peninsula visitor experiences through social media channels
Measurement 4	Increased membership of DPTA across the Dingle Peninsula

ENVIRONMENT

Measurement 1	Develop effective management of the environment, including natural, cultural and heritage assets through sustainable tourism.
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5.3 ENVIRONMENTAL CONSIDERATIONS

1. INTRODUCTION

This Plan provides an opportunity to ensure that all existing and future tourism projects and initiatives for the Dingle Peninsula Visitor Experience Development Plan 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 consideration including inland and coastal water quality and amenity, climate change, traffic, biodiversity, biosecurity, built and cultural heritage, landscape, critical infrastructure 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.

2. 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.

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 detailed outcomes of this process can be referenced in the relevant environmental documents that accompany this Plan.

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 detailed outcomes of this process can be referenced in the relevant environmental documents that accompany this Plan.

3. KEY FINDINGS OF THE SEA AND AA PROCESS FOR THE PLAN

Having completed full SEA and AA on the Dingle Peninsula VEDP it is evident that these processes have had a positive influence on the evolution of the Plan and will also continue to have a positive environmental influence as the Plan enters its implementation phase.

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

- A. Identifying relevant potential **negative environmental impacts** resulting from the Plan and in some instances excluding actions that might lead to such negative impacts.
- B. 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.
- C. Identifying the broad range of important habitats, species and environmental sensitive areas requiring protection in the Plan area.
- D. 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 Kerry County Development Plan, the Climate Action Plan 2019, visitor management, consideration for infrastructural capacity and green infrastructure and eco system services.
- E. 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 Dingle Peninsula VEDP and other existing/future Fáilte Ireland plans, programmes, etc. may be undertaken and reported on at the same time.
 - Appendix 1 sets out the indicators that will be used in the operation of this environmental monitoring programme.

4. SUSTAINABLE AND RESPONSIBLE TOURISM

This Plan conforms and commits to sustainable growth of tourism in the Dingle Peninsula region 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 principals 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	▶ Ensure the Dingle Peninsula visitor experiences are accessible to all where possible
▶ Encourage the adoption of a responsible tourism approach with ongoing monitoring of environmental impacts	▶ Support voluntary and community-led environmental protection projects, which in turn benefit tourism
▶ Increase awareness and appreciation of the Dingle Peninsula regions unique landscape and environment	▶ Advocate for the protection of key environmental and tourism assets
▶ Increase environmental performance among tourism businesses	▶ Improve tourist management, particularly in mature and established tourist areas
▶ Encourage sustainable modes of transport and ensure they are accessible to tourists	▶ Encourage tourism related businesses to engage in the Leave No Trace Programme
▶ Introduce and implement minimum sustainable standards for tour guides	▶ Ensure the EPA's Environmental Sensitivity Mapping Webtool is consulted when implementing projects resulting from this Plan
▶ Increase and promote environmental protection and enhancement when progressing actions derived from this Plan	▶ Ensure crucial infrastructure including water and wastewater services are in place and adequate
▶ Monitor the quality of visitor experiences and local social/cultural impact at key sites	▶ Harness the importance of ecosystem services and protected sites to encourage sustainable levels of ecotourism growth and awareness

5. 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.

6. 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 and climate change resilience.

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

APPENDIX 1

SELECTED ENVIRONMENTAL INDICATORS, TARGETS AND MONITORING SOURCES

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 ¹	• Documentation demonstrating compliance with “Requirements for Environmental Protection and Management” – see summary provided under Section 6.1 • 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	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: Number of significant impacts on the protection of listed species	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 the Plan	• Documentation demonstrating compliance with “Requirements for Environmental Protection and Management” – see summary provided under Section 6.1 • 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
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%.”	• Documentation demonstrating compliance with “Requirements for Environmental Protection and Management” – see summary provided under Section 6.1 • 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

¹ Except as provided for in Article 6(4) of the Habitats Directive, viz. There must be: (a) No alternative solution available; (b) Imperative reasons of overriding public interest for the programme to proceed; and (c) Adequate compensatory measures in place.

Environmental Component	Indicators	Targets	Source and (where available) Frequency
Water	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) W1ii: Mandatory and Guide values as set by the EU Bathing Water Directive and transposing Bathing Water Quality Regulations (SI No. 79 of 2008)	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 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	• Documentation demonstrating compliance with "Requirements for Environmental Protection and Management" – see summary provided under Section 6.1 • 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	
Air and Climatic Factors	AC1: Demonstration of compliance with provisions relating to climate adaptation and mitigation have been integrated into the Plan	C1: To maximise the amount of measures relating to climate adaptation and mitigation being implemented	• Documentation demonstrating compliance with "Requirements for Environmental Protection and Management" – see summary provided under Section 6.1 • 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	• Documentation demonstrating compliance with "Requirements for Environmental Protection and Management" – see summary provided under Section 6.1 • 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 EPA, Irish Water and Kerry 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	

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	• Documentation demonstrating compliance with “Requirements for Environmental Protection and Management” – see summary provided under Section 6.1 • 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 • Documentation demonstrating compliance with “Requirements for Environmental Protection and Management” – see summary provided under Section 6.1 • 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	
Landscape	L1: Number of unmitigated conflicts with the appropriate protection of statutory designations relating to the landscape, including those included in the land use plans of Kerry County Council	L1: No unmitigated conflicts with the appropriate protection of statutory designations relating to the landscape, including those included in the land use plans of Kerry County Council	• Documentation demonstrating compliance with “Requirements for Environmental Protection and Management” – see summary provided under Section 6.1 • 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

Fungi the dolphin in Dingle Bay

