

Kilkenny Tourism Presentation



Kilkenny
County Kilkenny, Ireland



IRELAND'S
ANCIENT EAST™
Experience Through Time

Development Plan Review: 10th May 2018

Welcome



Using our Best Assets

www.visitkilkenny.ie



The Medieval City
Awaits...

Visit Kilkenny, just a short drive from Mount Juliet, and experience a cosmopolitan city steeped in history and heritage.

Walk in the footsteps of history on Ireland's Medieval Mile and discover castles and cathedrals in the city that was once the medieval capital of Ireland.

An epic tale at the heart of Ireland's Ancient East, great stories await in Kilkenny City.



Kilkenny Tourism Presentation

**FROM CASTLE TO CATHEDRAL
AND EVERYTHING IN-BETWEEN...**





**KILKENNY COUNTY
COUNCIL
TOURISM
STATEMENT OF
STRATEGY AND
WORK PROGRAMME
2017 - 2022**

Key Messages

- Ambition
- Product Development / Investment
- Festivals
- 2018 Marketing Themes

Our Ambition

- Deliver significant growth in international visitor numbers and income and a substantial increase in tourism related employment,
- Kilkenny can provide international visitors with an alternative destination to complement Dublin,
- consistent with Ireland's Ancient East;
- Heritage , design , craft and creativity , culture and sporting achievement is celebrated

Ambition

- careful management and coherent presentation of Kilkenny's rich built and natural assets;
- Kilkenny has an outstanding track record of success.
- Tourism is of critical importance to Kilkenny's economy;
- Kilkenny has gained a reputation for its international calendar of festivals and events,
- Kilkenny becomes a stage upon which the festivals can be presented

A Strategic Tourism Development and Implementation Plan for the City | August 2012



KILKENNY

continuity, creativity, celebration

REAH HARRINGTON ARCHITECTS

Louise Browne
Associates

Sherwood
Associates

TRANSFORMING THE VISITOR EXPERIENCE

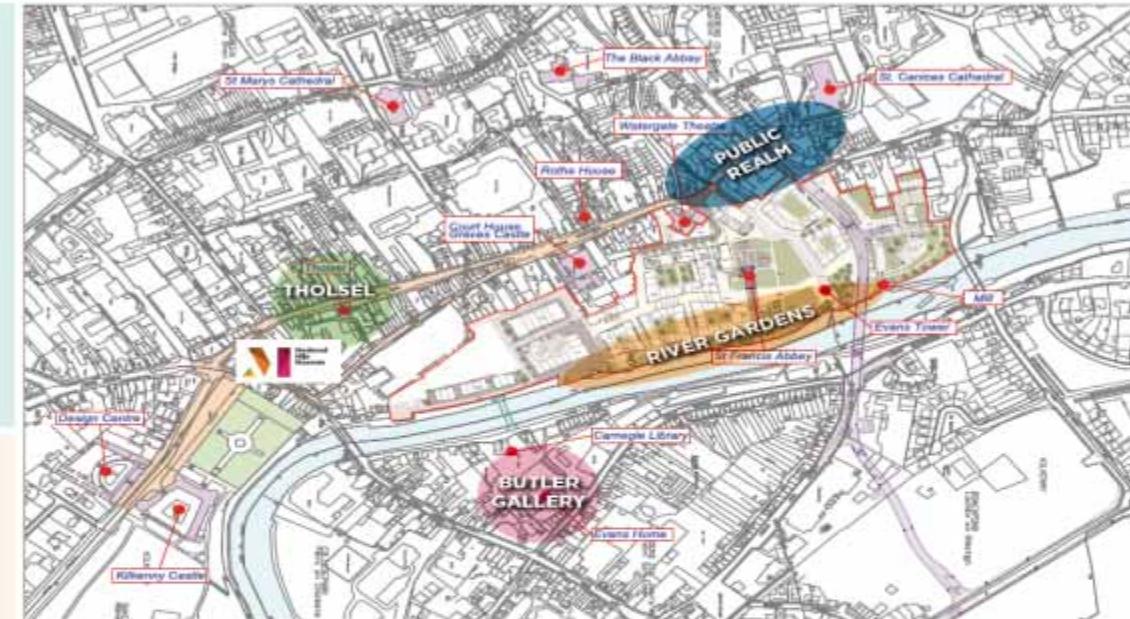
THOLSEL HUB

The objective is for the Tholsel to once again become an integral part of Kilkenny's public life and to be a focal point on the Medieval Mile for locals and tourists alike. Key to this is the restoration of a medieval street and its buildings of the Tholsel including the basement area. The building proposals provide an option for the creation of an enhanced Ticket/ Visitor Information Office within the covered arcade area and a proposal to develop the basement into a tourist attraction based on the theme of "Kilkenny's Dungeon".



MEDIEVAL GARDEN

The vision for the Medieval Garden is to complete the existing Medieval Mile Loop. A tourist trail that has captured the imagination of visitors and locals alike. The Medieval Mile is a key feature in Ireland's Ancient East.



BUTLER GALLERY

The Vision for the Butler Gallery project is to restore the Evans' Home and create an new educational facility that will house the International Butler collection of Art and the Tony O'Hallary collection.



PUBLIC REALM

The objective of the public realm project is to complete the high-quality pavement treatments using the medieval mile to St. Canice's Cathedral.



LIGHTING PROJECT

The objective of lighting the Medieval Mile is targeted specifically at delivering the objectives underpinning Ireland's Ancient East, by creating memorable visits to iconic built attractions, timed to capture an after-dark atmosphere, leading through medieval lanes and historic slipways, facilitating way exploration of unique visitor attractions, and creating intimate visits to interpreted layers of Kilkenny history, whether as part of a guided tour or self guided.



Product Development



Strategic Investment



The Butler Gallery at Evan's Home



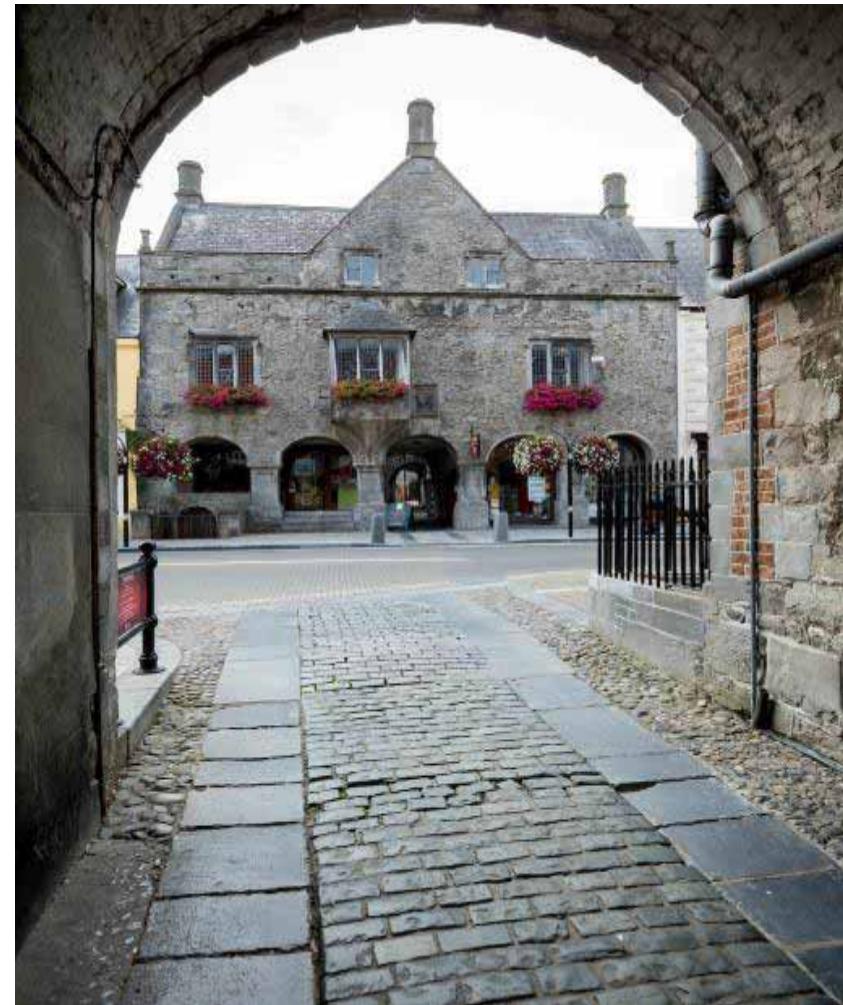


Lighting up the mile....



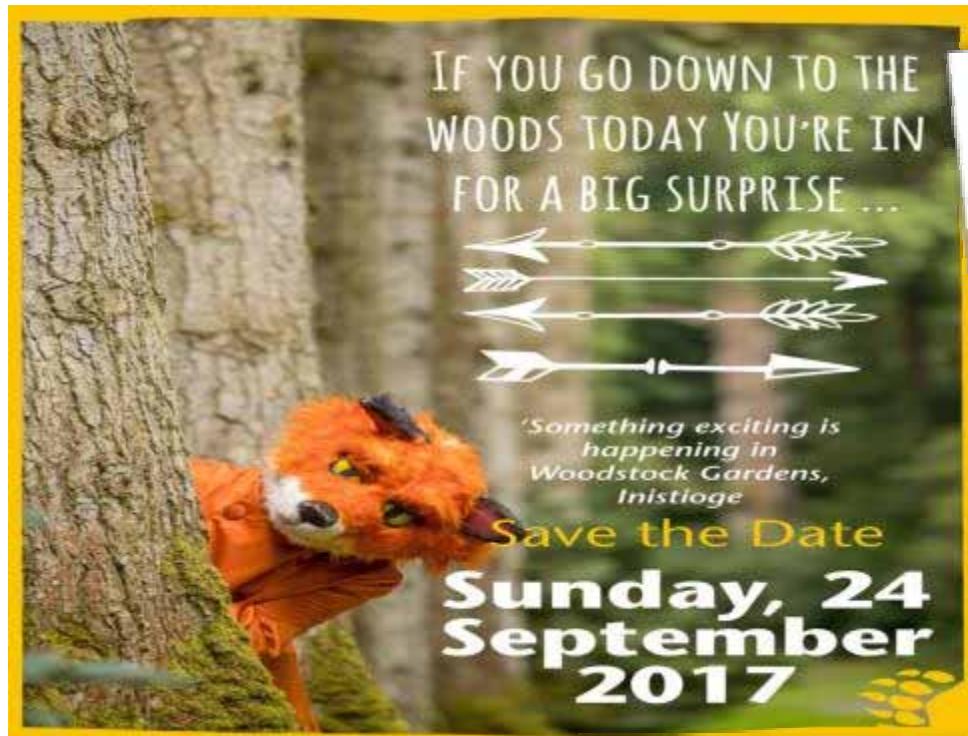


Rothe House Museum and Garden





ROYAL WELCOME

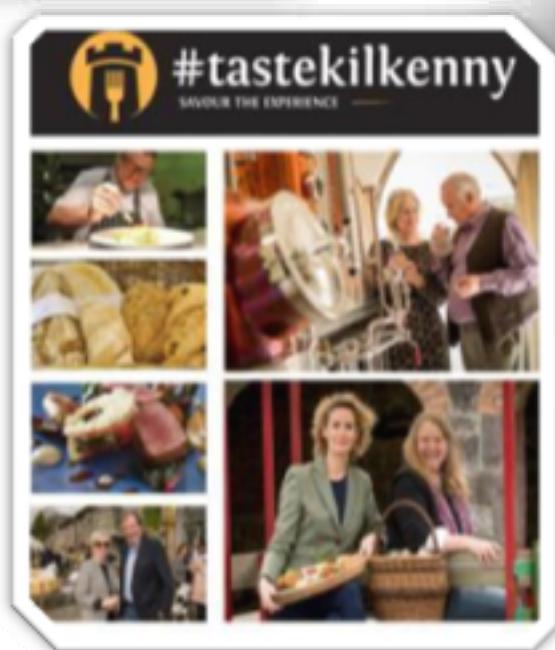
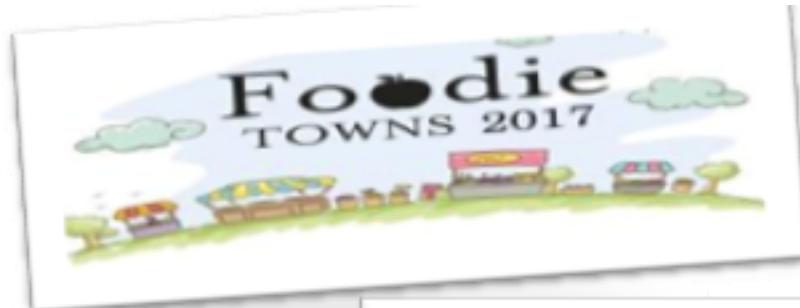
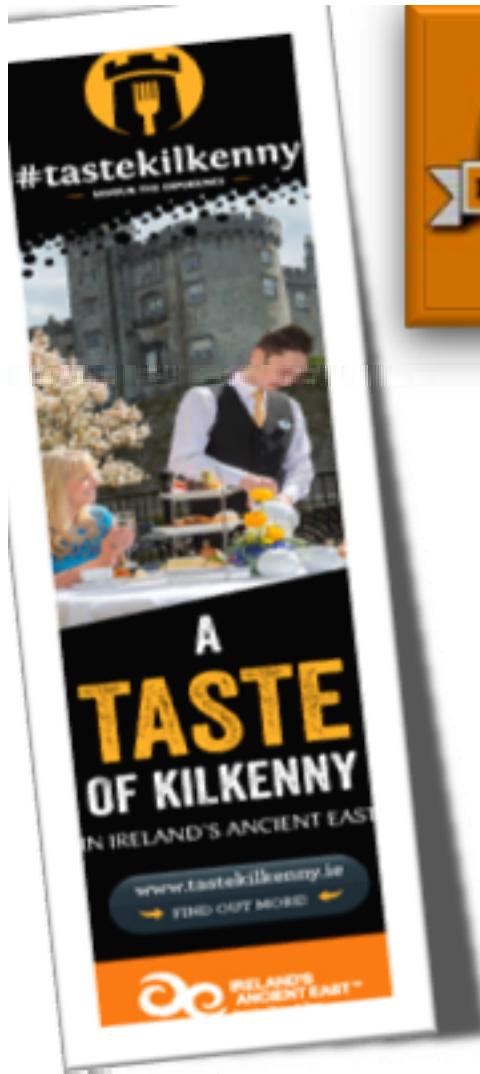


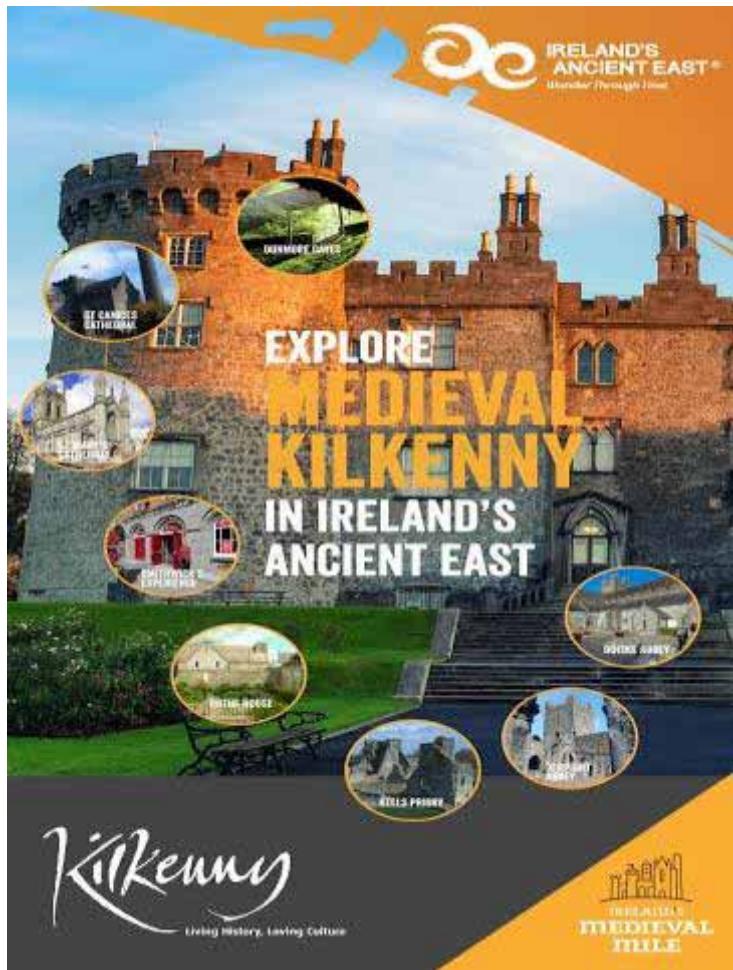
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More for 2018



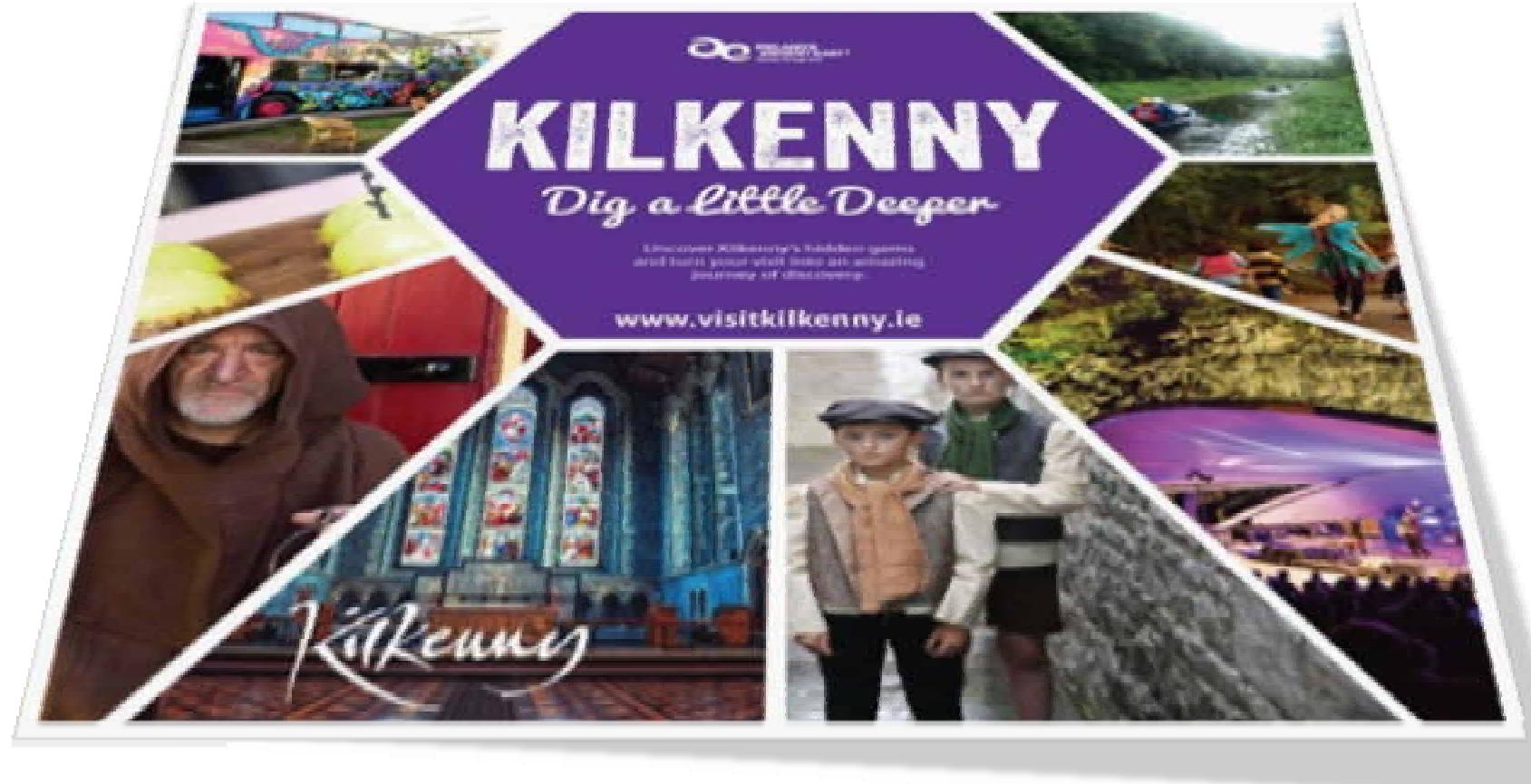
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Kilkenny's hidden gems

Kilkenny is family-friendly heaven – and a tourism initiative is hoping to show off the historic city's lesser-known delights, writes **Damian Cullen**

When the Irish go abroad, they sit on open-top tour buses, visit cultural highlights, and seek out hidden gems. But at home in Ireland? We tend to stick to the traditional, tried-and-trusted tourist spots – such as Kilkenny, Dublin, Galway and Waterford.

But there are lots more – just look at the county's sports calendar, for example – usually (eight times in a row now) to see Tipperary beaten in senior hurling games. Home,

Newpark Hotel, Castlecomer Road, Kilkenny, 056-778050; reception@newparkhotel.com

Jewel in the crown

It is a good start if the children are entertained in the hotel, but the county is not short of fun activities within striking distance (with a short drive) of the city.

The jewel in the crown of outdoor adventure is nearby Castlecomer Discovery Park, about 20km from the city. Despite being open to the public for only a decade, something new appears in the 80sq km of woodland each year. Home to an impressive 300-metre zipline, which takes you over the park, the Discovery Park is also home to pedal boats, orienteering trails, junior and senior adventure course, climbing wall, tree top climbing, fairy village, archery and a coal mining exhibition. It is one of those rare places that actually caters for all age groups in a family.

Access to the park is free (the car park is a pay-and-display), and add up if you arrive with a small army intent on trying everything. For budget, availability and convenience reasons, it is worth booking before you set out. A magnet for weddings, and for families, it's less a hotel and more a theme park.

At the other side of the city, Nore Valley

Child-annoying to child-friendly

Holiday along the east coast of Ireland were among the first to introduce child-annoying to child-friendly – from Derry, through Claremorris, Westport and Galway, down to Killarney and Kenmare.

However, many of those have sand and sea sheet doorsteps. Co Kilkenny is landlocked (though probably wouldn't object to moving to Tipperary if the opportunity arose). It's gardens, however, such as the Newpark (a 20-minute-walk or so east of the car park from the centre of Kilkenny city) have shown how it can be done.

A magnet for weddings, and for families, it's less a hotel and more a theme park.

At the other side of the city, Nore Valley



Left: Discovery Park; above: Gables House, the Seamus Heaney Experience in the Medieval Site

There is – at least what should be considered – the basic, family-friendly facilities – interconnecting rooms, games zones, hydrotherapy service, playground, etc. And then there's the extra mile stuff – such as a wildlife farm and nature trail at the back of the hotel.

Newpark Hotel, Castlecomer Road, Kilkenny, 056-778050; reception@newparkhotel.com

Finally, Kilkenny has a secret about which hotels no one bring children – even – just ask anyone in the know.

"There's long glassware on tables interspersed by round jugs on the tray top, and the chairs are tucked under the tables like in a medieval hall," says Anna. "It's a bit like a castle. You have to look at the chairs and think, 'This is all very old and Gothic,'" says Anna. "It's like a castle, but you know the children will break it."

Also in the surrounds of Kilkenny city is the National Coal Park. A part from the obvious, it also houses a softplay area for those who might be more interested looking through plastic pyramids. Guests are also invited to make their own coal at the 'Ancient Fuel' site, where you can enhance yourself in terms of the children by being asked to cook a small, traditional fire近代的火炉。

Castletown Glass, in Gorey, County Wexford, is another place where children can be seen playing. Instead of you choosing the location, however, you just need to know where recycling bins are located.

Finally, there's the Seamus Heaney Experience in the Medieval Site.

Anna,

she says, "is the queen of fun."

She's a bit of a legend in Kilkenny.



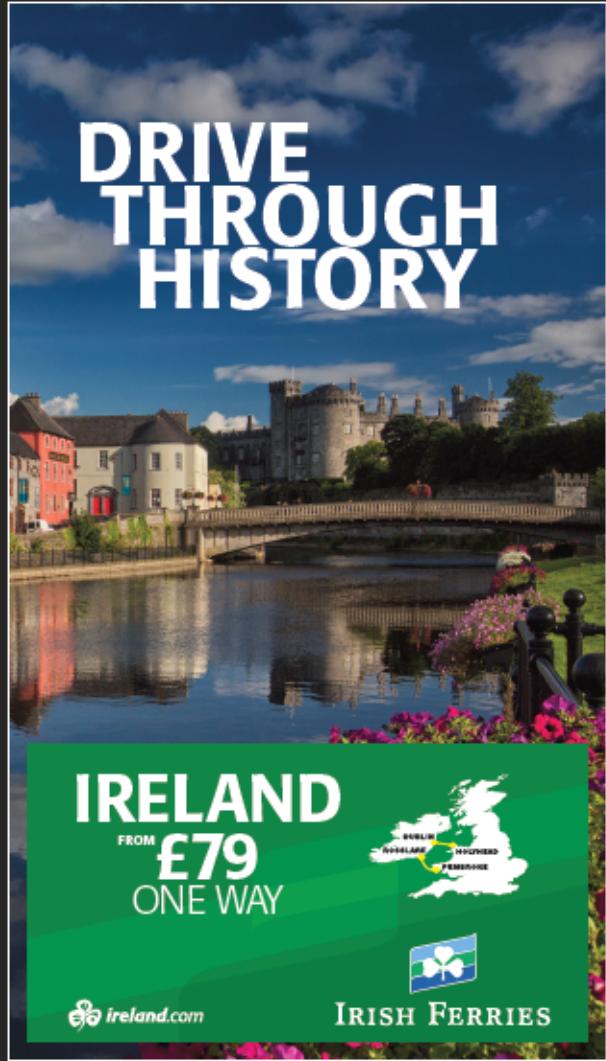


Irish Ferries Pembroke to Rosslare campaign

Ireland's Ancient East

Wexford, Kilkenny and Waterford





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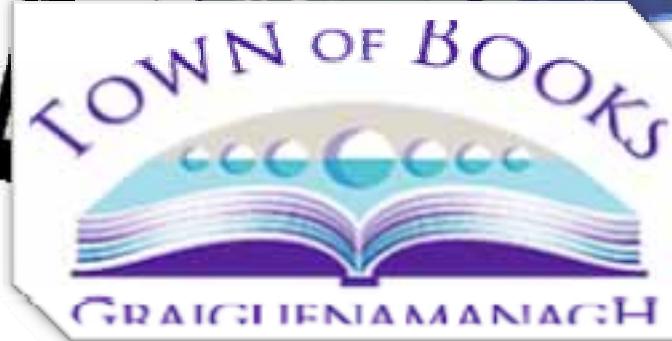
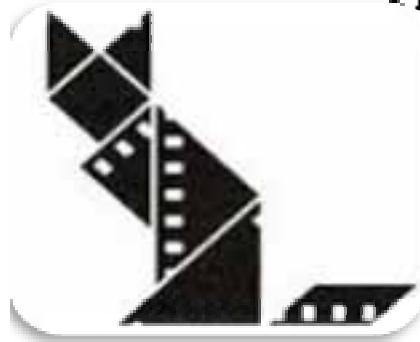
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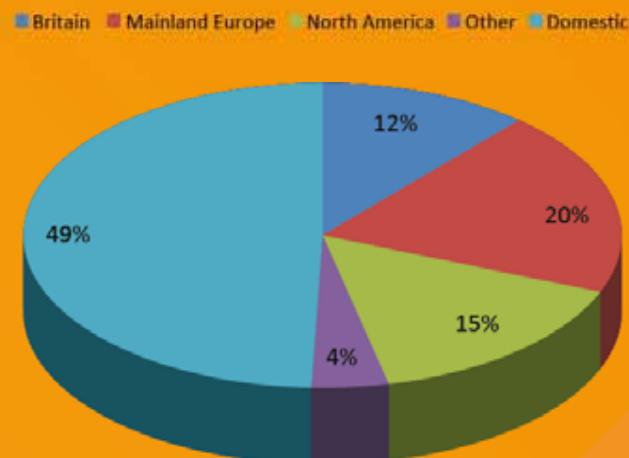
RV
SPORTS



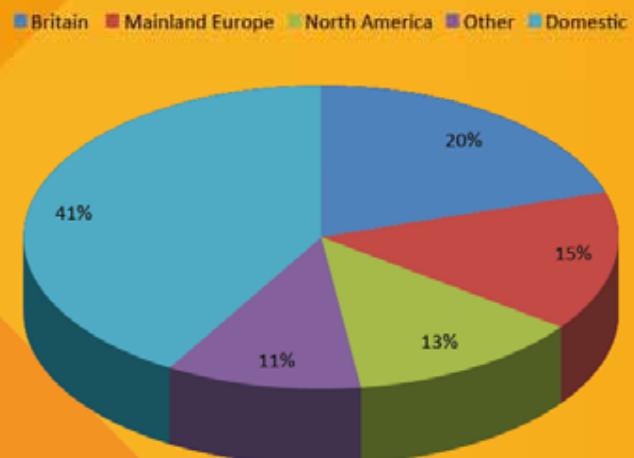
Tourism generated €60m for Kilkenny in
2013

Tourism generated €94m for Kilkenny in
2016

Total Visitors
to Kilkenny 2016 :
579,000



Total Tourism
Revenue 2016 :
€94m



2018

- WEBSITE, DIGITAL PRESENCE
- ONE KILKENNY, PPN AND COMMUNITIES
- BUSINESS TOURISM
- QUALITY vs QUANTITY
- CONSISTENT MESSAGING, MARKETING