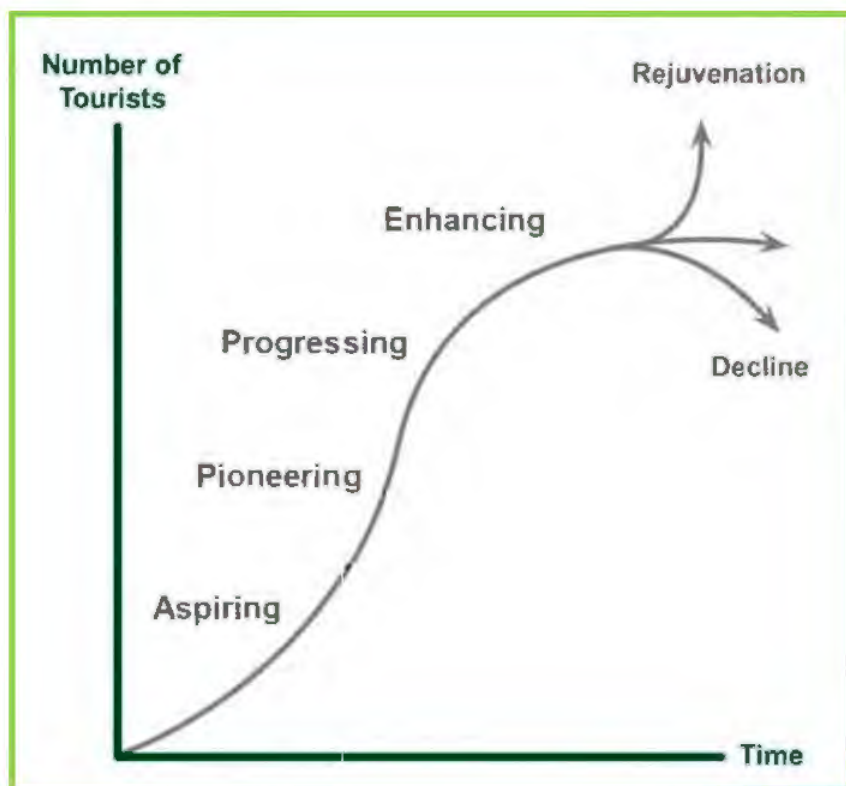
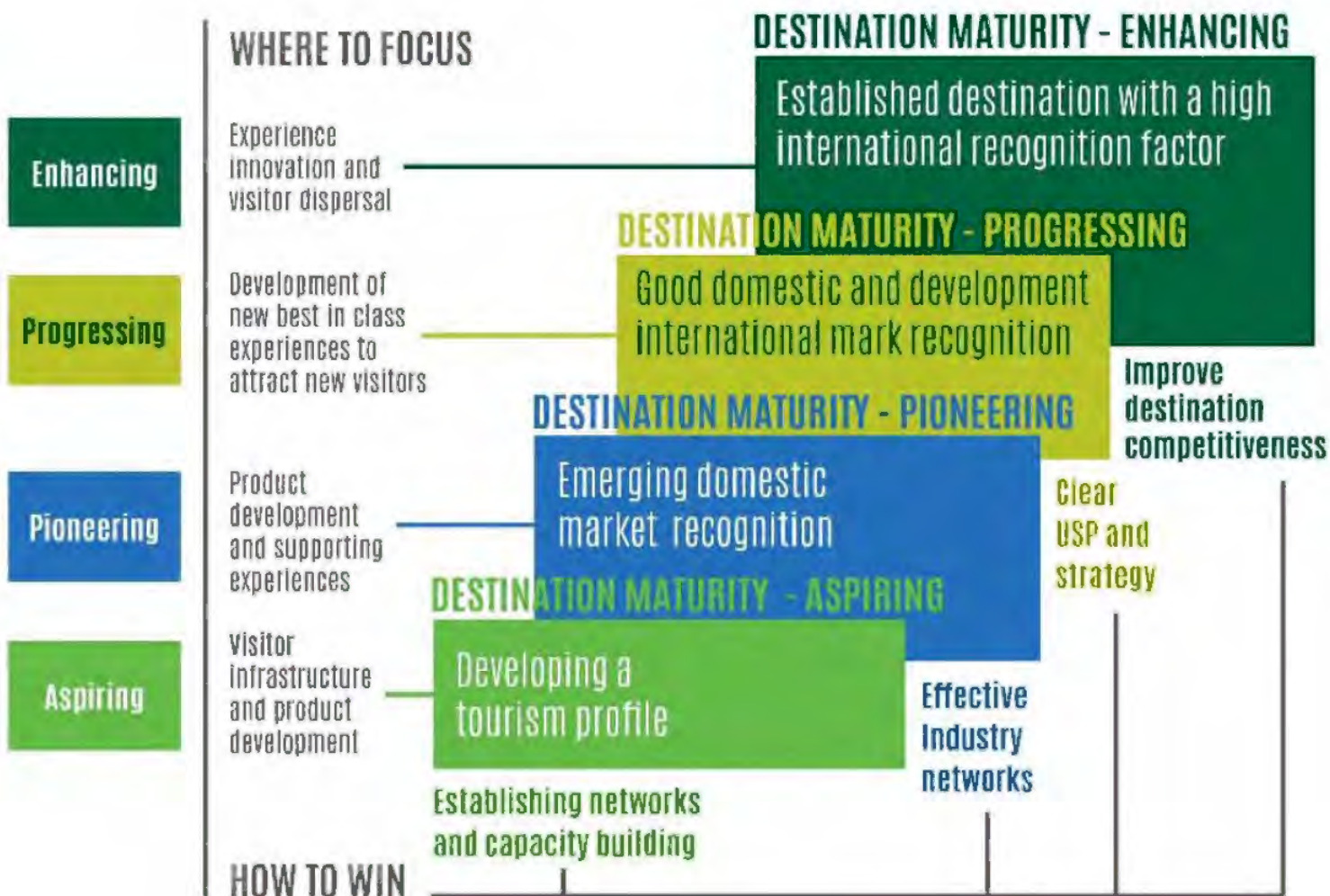








Destination Maturity Model





Ireland's Hidden HEARTLANDS

BRAND PROPOSITION

Explore the green heartlands of Ireland's natural rural beauty, where activity and relaxation are centred around rural communities and their lifestyles, and can be discovered across a latticework of land and water trails, showcased by the iconic River Shannon and the Beara Breifne Way.

**“Active in Nature...
Yours to Uncover.”**



...one of Europe's leading
regenerative tourism destinations,
where tourism works to create
flourishing places and thriving
communities.

...a place where the visitor has
easy River Shannon and a well-
connected web of Greenways,
Blueways, and walking trails, with
easy access to the outdoors.

...renowned for fun-filled days and
relaxing, cosy evenings.

...a place where visitors can
reconnect with nature as well as
taking time out to reconnect with
family and friends.

An aerial photograph of a calm lake with several forested islands. In the center, a small island features the ruins of a stone castle. The water reflects the surrounding greenery and the overcast sky. Large, semi-transparent white circles are overlaid on the right side of the image.

Communicating Regional Identities



1. Upper Shannon, Shannon-Erne & Border – launched Q1/25
1. Mid-Shannon & Midlands – commencing Q1/25
2. Lough Derg – implementation phase
3. East Galway – commencing Q1/25
4. Ballyhoura – commenced development Q4/24







Discover Ireland.ie



4.5M
Visitor Target
for 2025

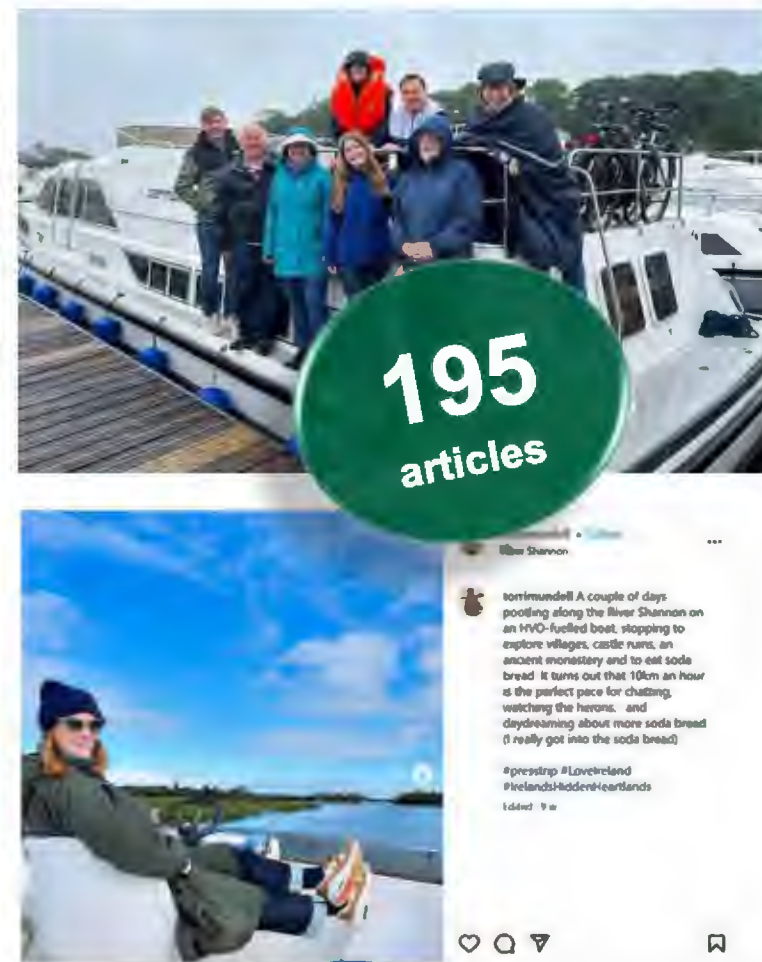
1.2M
Referral Target
for 2025

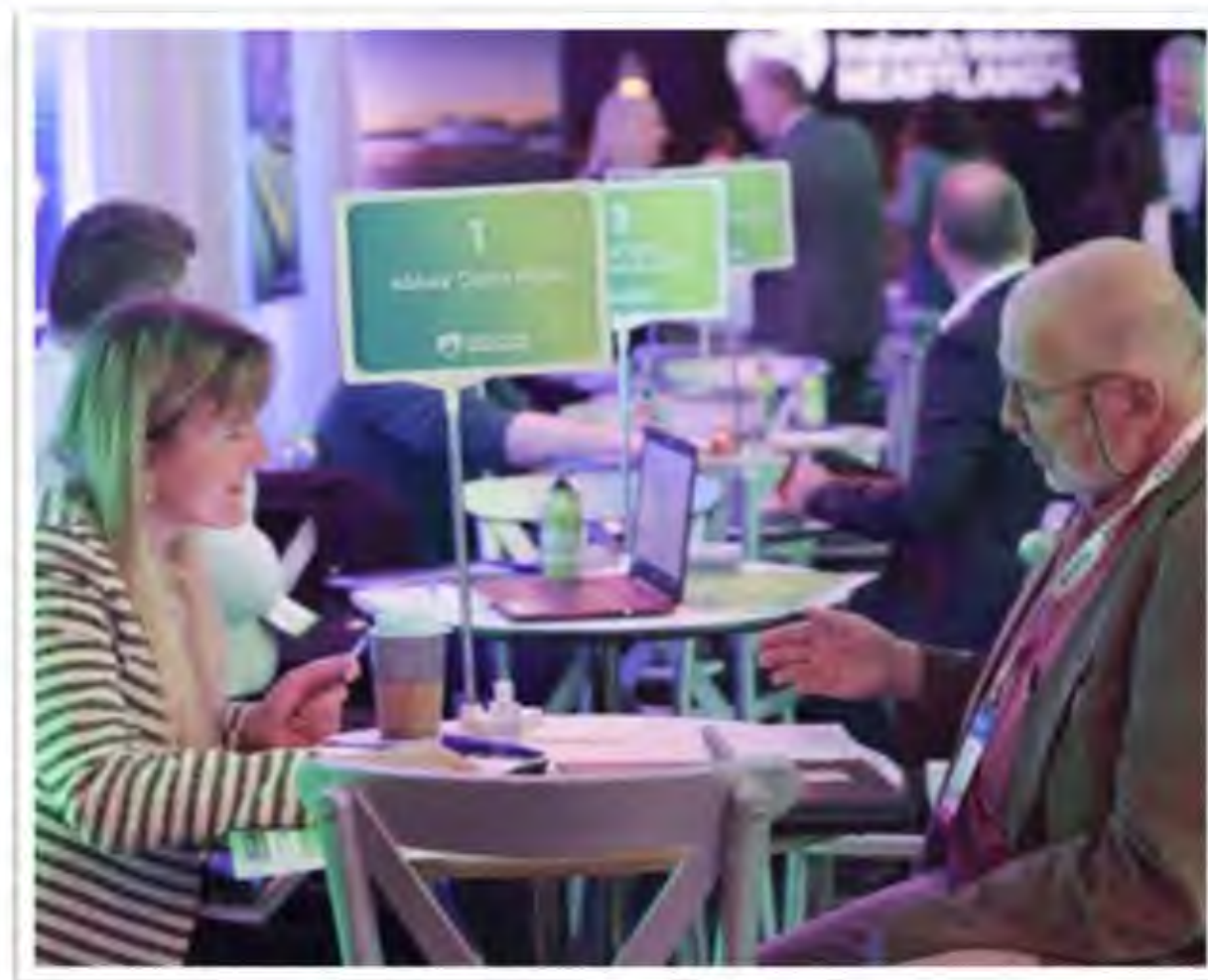


7,200 Free to use Images and Videos for Ireland's Hidden Heartlands



Shannonbridge, Co Clare





Dashboard Saleable experiences

Saleable experiences for buyers



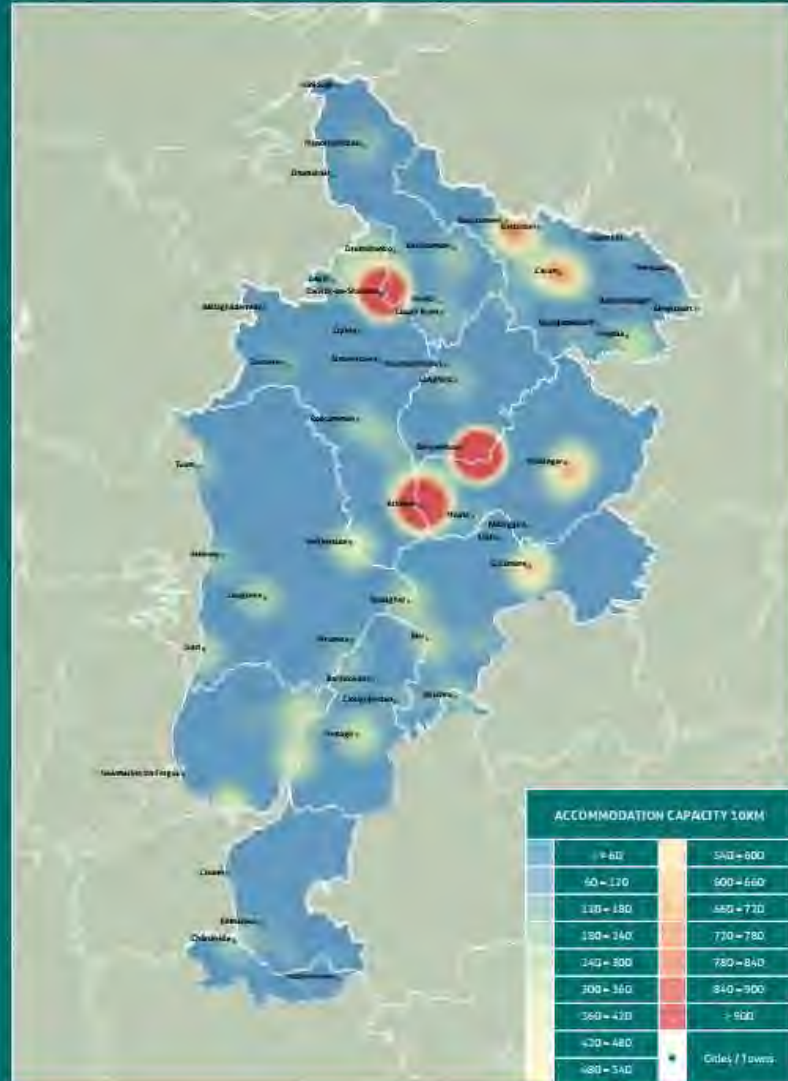




Building Year Round Destination Experience

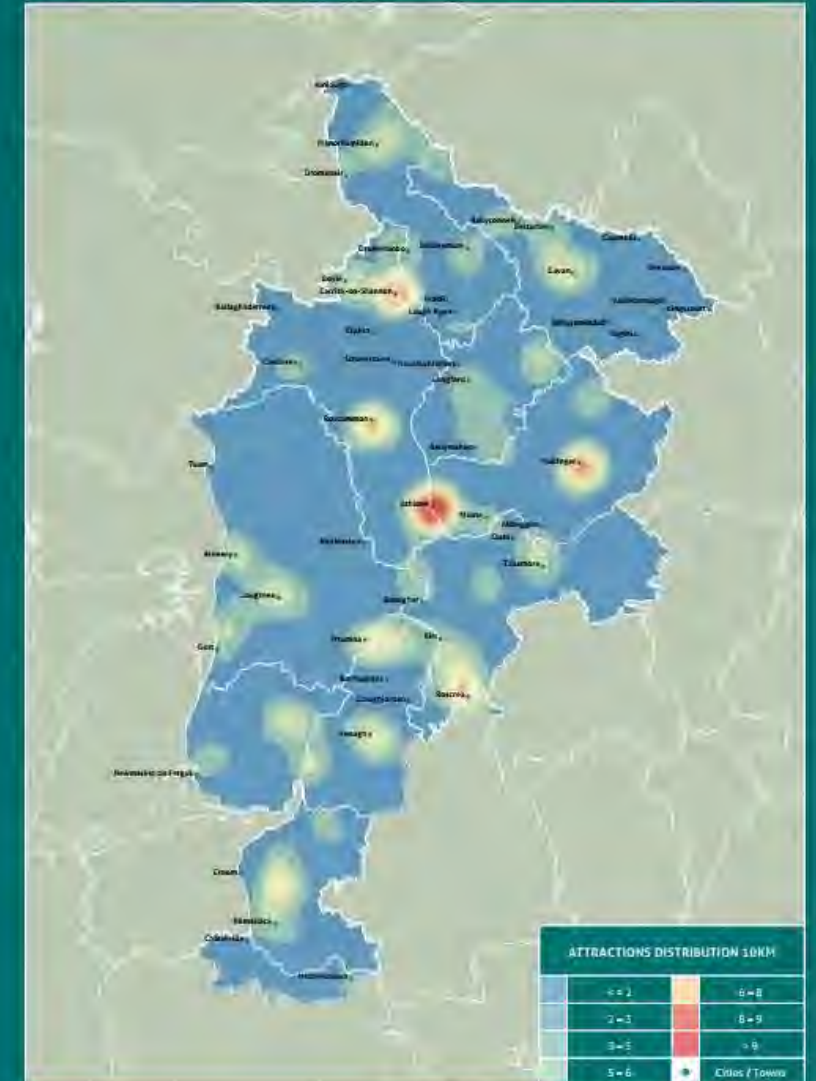


ACCOMMODATION CAPACITY – IRELAND'S HIDDEN HEARTLANDS



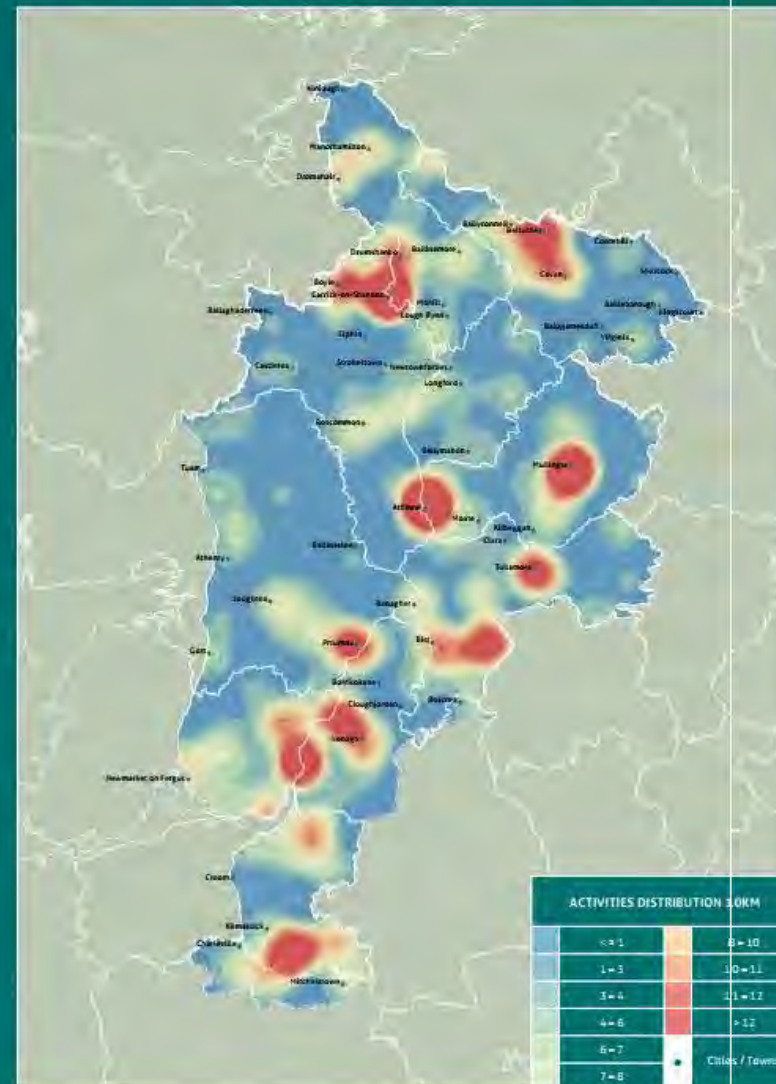
Source: Fitter Technology

ATTRACTIONS DISTRIBUTION – IRELAND'S HIDDEN HEARTLANDS



Source: Fitter Technology

ACTIVITIES DISTRIBUTION – IRELANDS HIDDEN HEARTLANDS





Ireland's Hidden
HEARTLANDS







Rialtas na hÉireann
Government of Ireland



Arna chomhchistiú ag
an Aontas Eorpach
Co-funded by the
European Union



an tAontas Oirthir agus Ár Tír
Eastern and Midland Regional Assembly



Fáilte
Ireland



Rialtas na hÉireann
Government of Ireland



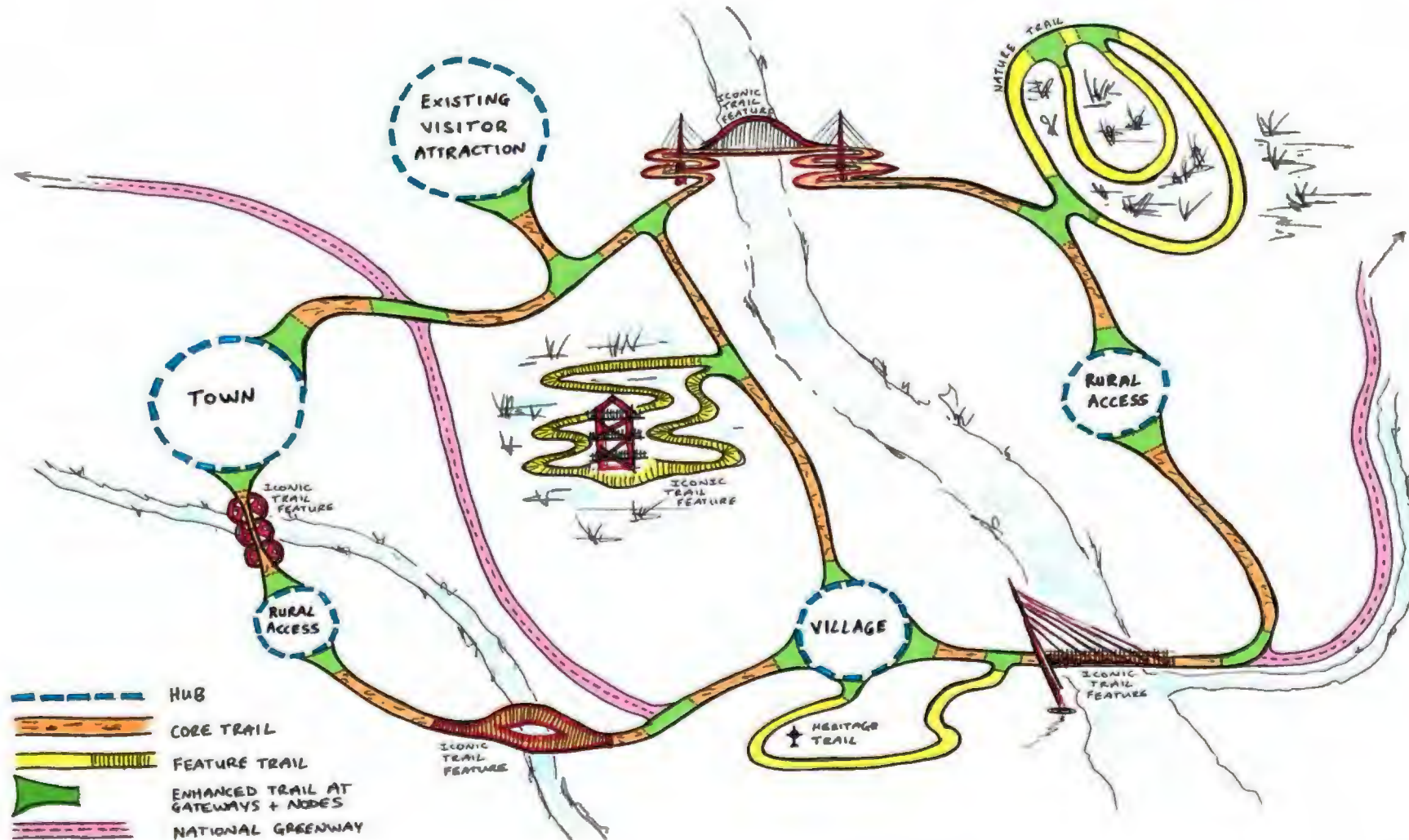
Arna chomhchistiú ag
an Aontas Eorpach
Co-funded by the
European Union



Tionól Reigiúnach Oirthir agus Lár-Tíre
Eastern and Midland Regional Assembly



Fáilte
Ireland





Rialtas na hÉireann
Government of Ireland



Arna chomhchistiú ag
an Aontas Eorpach
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European Union



Tionól Reigiúnach Oirthir agus Lár-Tíre
Eastern and Midland Regional Assembly



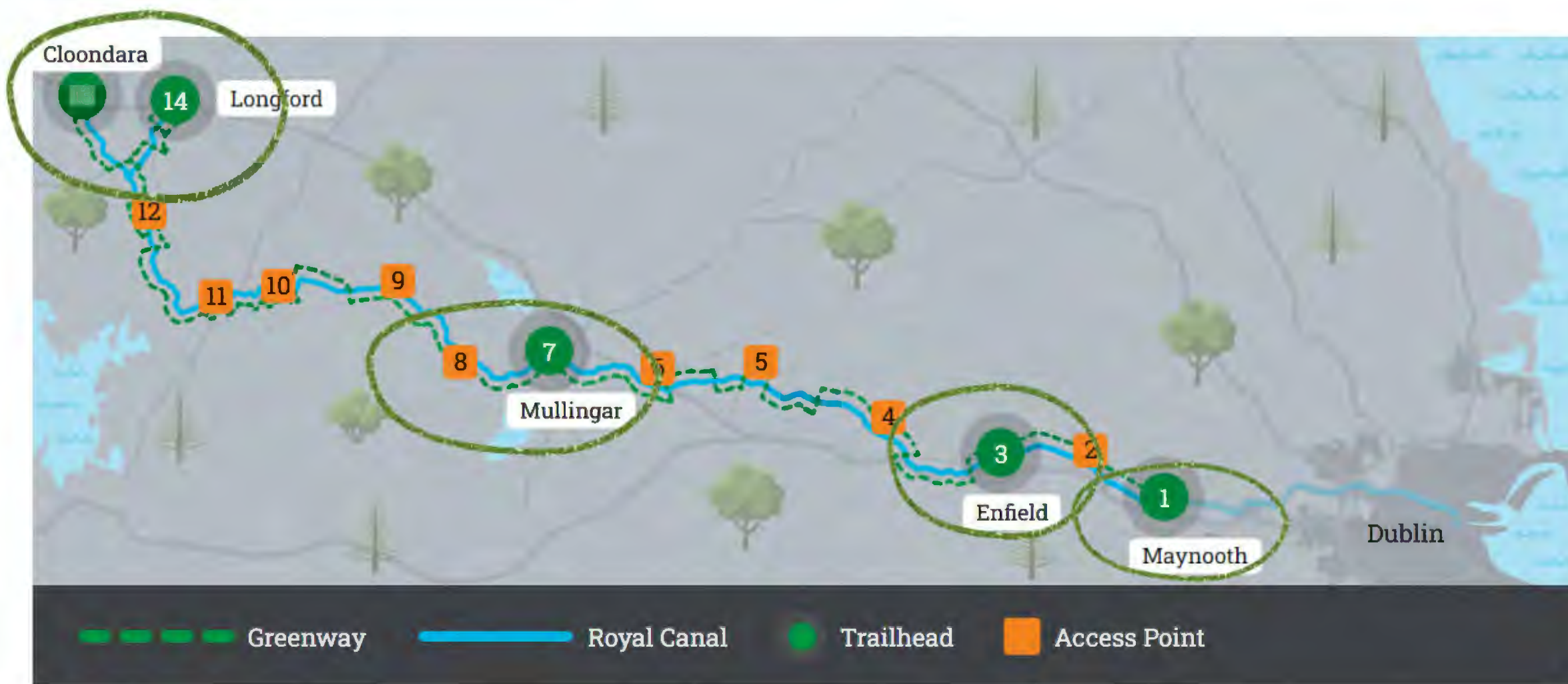
**Fáilte
Ireland**













THE TOURISM NETWORK EVOLUTION FRAMEWORK

Networks progress through 4 distinct stages and can remain in constant evolution over time.



STAGE 1: START: A nucleus emerges or is convened around common interests and goals

STAGE 2: SHAPE: Network solidifies its identity, expands its reach, has initial wins and impact

STAGE 3: STRENGTHEN: Network strengthens its position and influence within the tourism ecosystem

STAGE 4: SUSTAIN: Network is recognised as a key player, operating professionally on a solid financial and managerial footing





180⁺
employees
impacted

46
Businesses
Participating

Up to
2.75^M
Invested by 2026

8[%] Average
Revenue
increase

Programme Impact

END 2024



Programme Commenced Delivery
from Sept 2024



Programme Impact

END 2026



71+
New Websites



27
New Booking Systems

Up to

5M

Invested by 2026

70+
Businesses
Participating

500+
employees
impacted



Rialtas na hÉireann
Government of Ireland



Arna chomhoibriú ag
an Aontas Eorpach
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European Union



Uachtair na hÉireann
President of Ireland
Táirfe
Eastern and Midland Regional Assembly

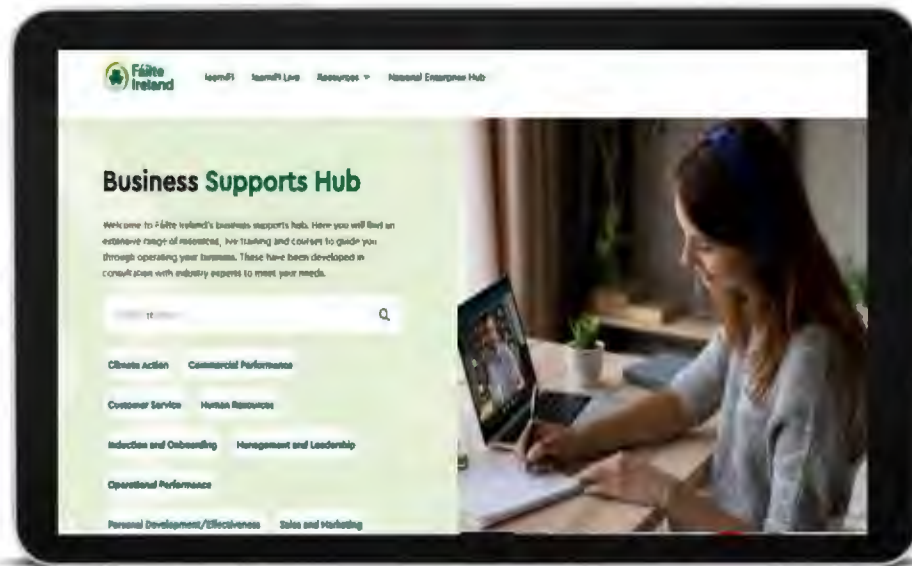


Fáilte
Ireland









Visit supports.failteireland.ie







Visitor Perspectives







Industry Perspectives



		Change vs 2023
Room Occupancy	76%	3%
Average Daily Rate	€140	3%
RevPAR	€106	6%

Source: STR – Fáilte Ireland Registered Hotels





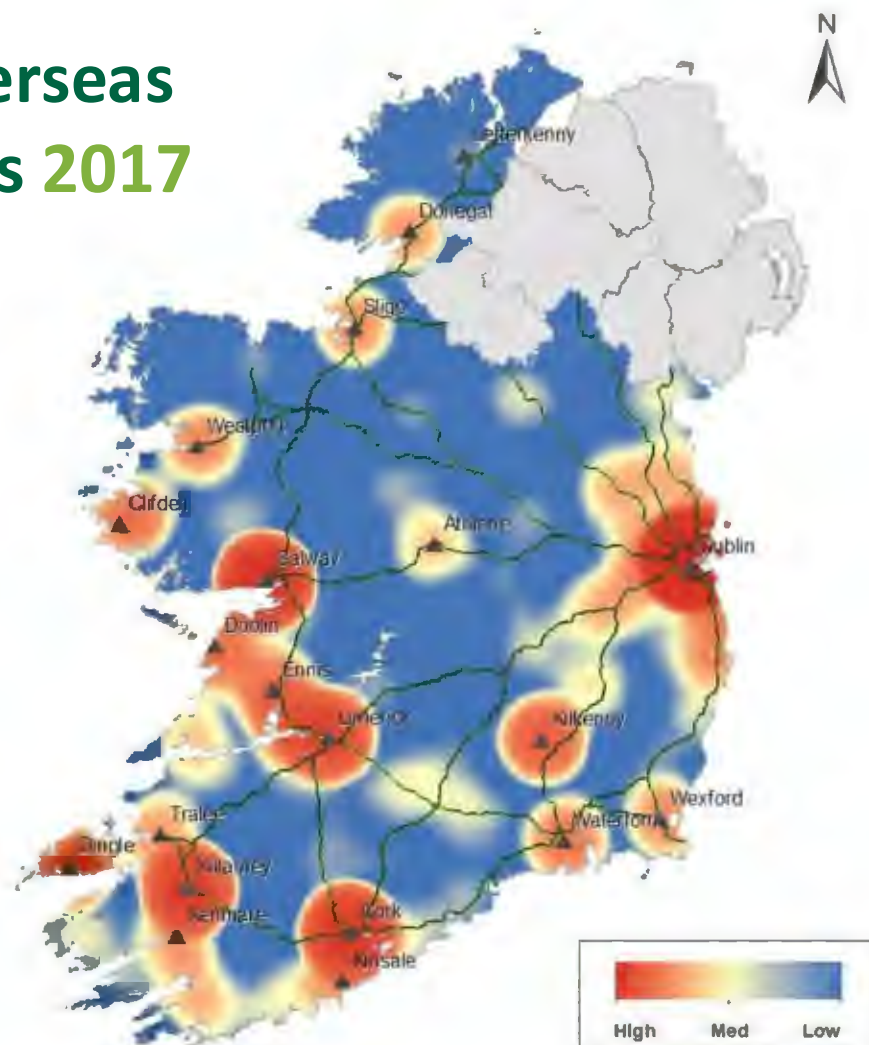
Ireland's Hidden
HEARTLANDS



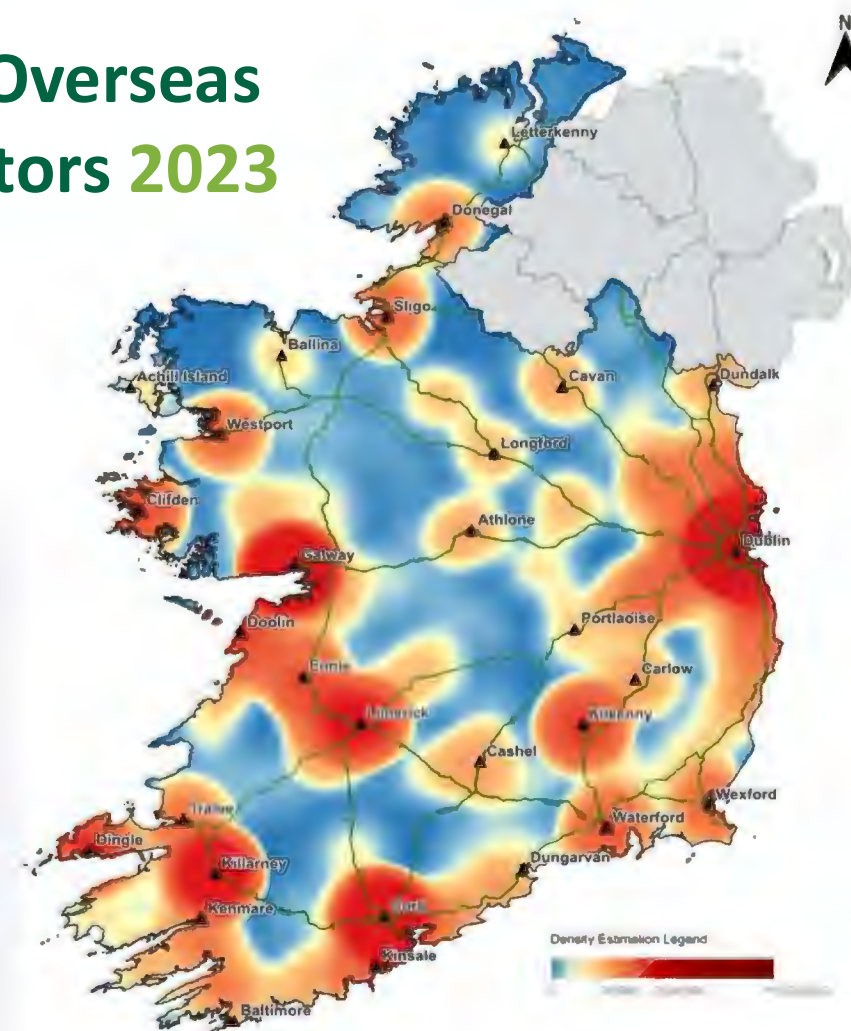
A serene sunset scene over a body of water. The sun is low on the horizon, casting a warm orange glow across the sky and reflecting on the water. In the foreground, tall, dark reeds are silhouetted against the water. On the right side, two white motorboats are docked at a pier. The overall atmosphere is calm and peaceful.

Visitor Dispersal

All Overseas Visitors 2017



All Overseas Visitors 2023







A serene sunset scene over a body of water. The sun is low on the horizon, casting a warm orange glow across the sky and reflecting on the water. In the foreground, tall, dark reeds are silhouetted against the water. On the right side, two white motorboats are docked at a pier. The overall mood is peaceful and contemplative.

Thank you