

# Tourism Presentation

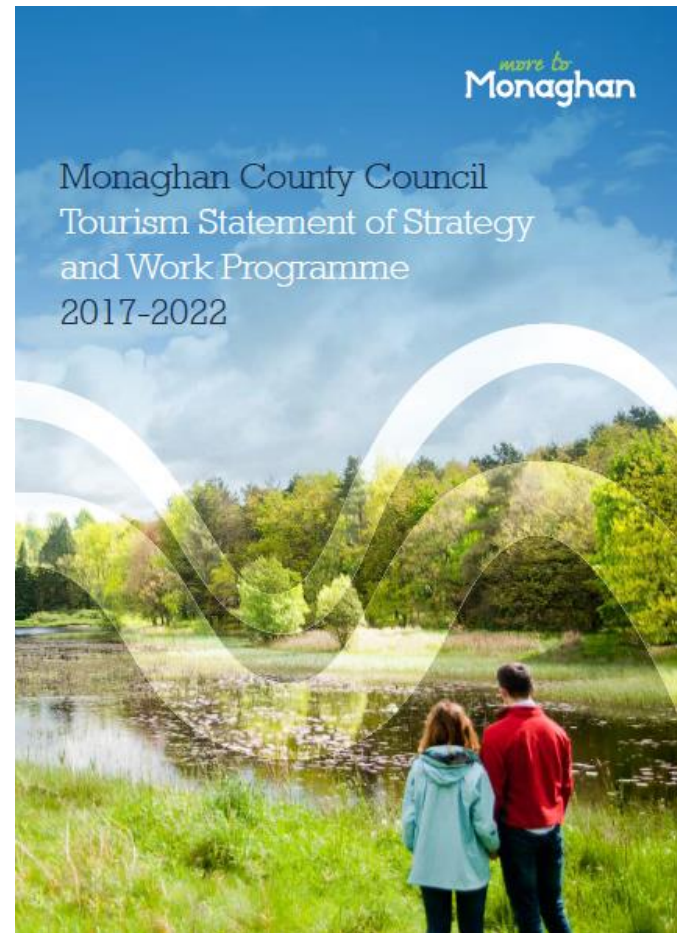
## Economic SPC Meeting

- 29th March 2021

*more to*  
**Monaghan**



# Tourism Unit implements the Tourism Statement of Strategy and Work Programme 2017 - 2022



# Delivery involves Liaison with Key Organisations

- Fáilte Ireland
- Cross Border Partnerships (EBR & ICBAN)
- Monaghan Integrated Development
- Waterways Ireland
- Inland Fisheries Ireland
- Coillte etc



What's been Delivered in  
terms of Product Development?

**Completed LECP & Tourism Priority  
Actions 2017 - 2022**

# Heritage

- Patrick Kavanagh Centre
- Carrickmacross Market Square Craft Hub
- Carrickmacross Workhouse (*due to open when restrictions lift*)
- Clones Lace Museum (*in conjunction with MD*)
- Castleblayney Heritage Trail
- Expanded Clones Heritage Trail



**PATRICK  
KAVANAGH  
CENTRE**



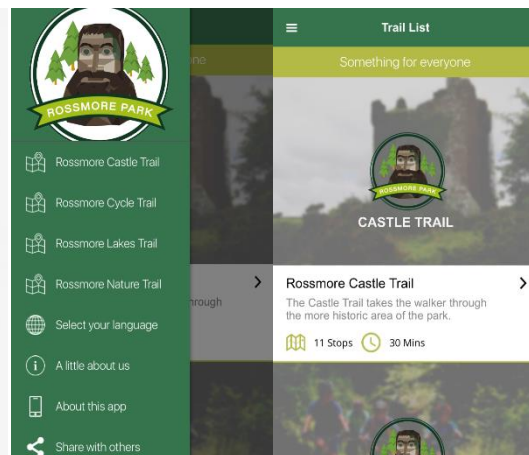
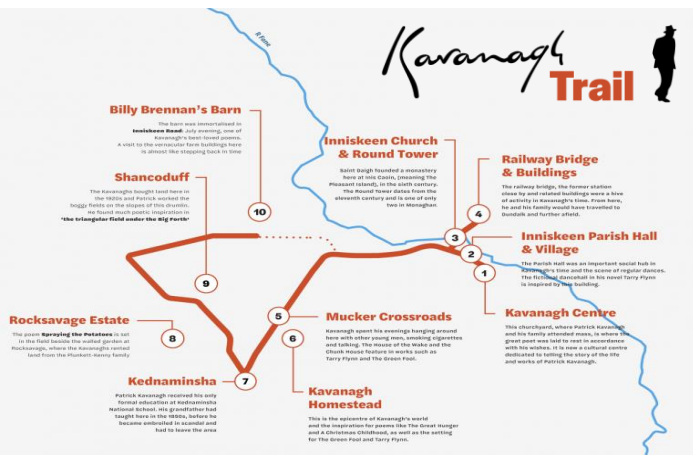
# Natural Resources & Amenities

- Rossmore Playpark
- Rossmore Park Upgrade
- South Lodge Angling Stretch
- Lough Muckno Watersports Facility Upgraded
- Changing Unit for Triathletes at Muckno



# Walking & Cycling Trails

- Branded Kavanagh Trail (& Brochure)
- Kingfisher Cycle Trail Upgrade
- Muckno Trail with link to Dundalk Road
- Ballybay Walking Trails (& Brochure)
- Rossmore Trails upgrade (Trails App & illustrated Map)



# What Projects are in Progress?

- Destination Towns Monaghan
- Rossmore Cycle Trail
- Rossmore Signage & Interpretation
- Development Plans for Black Pig's Dyke at Scotshouse



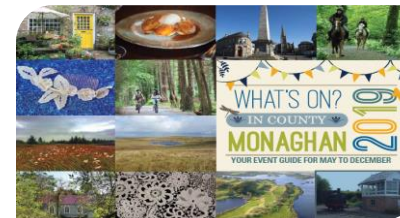


# What's been Delivered in terms of Tourism Promotion?

**Completed LECP & Tourism Priority  
Actions 2017 - 2022**

# Completed Social Media & Tourism Promotional Actions

- New County App
- New County Brochure
- New Look Website
- Calendar of Events (Print & on-line) *except for 2020*
- Annual #MyMonaghan Summer campaigns
- #MyMonaghan Christmas Campaign
- Social Media (on-going posts & engagement via tourism accounts)



# Ongoing Tourism Promotions

- Major Summer Campaign aligned to Failte Ireland's – Make a Break for It campaign
- Campaign Overview document forwarded to Committee members
- County by County Film Programme for US TV circulation (filming in April)

# Visitor Servicing & Trade Engagement

- **Tourist Office staffed in Monaghan Town (seasonal)**
- **Mail, Phone & email enquiries responded to**
- **Trade Workshops delivered (in conjunction with Failte Ireland)**
- **Currently developing North Monaghan Tourism Cluster – networking with key stakeholders, eco-tourism destination project and identification of other tourism development opportunities**



# New Tourism Strategy 2022 - 2027

- Commence Consultation for New Tourism Strategy in Q3
- Suggestions re Areas for Consideration to be forwarded directly for input into the Terms of Reference for the Consultant Tender Documents

# Q & A