

Collaborate **L**ocally to Compete **G**lobally

Local Authorities Supporting Tourism



Local Authority Tourism Activity **2016**

Tourism Attractions/ Developing the Experience



Attractions include historic houses, castles, lighthouses, forts, art centres, galleries, heritage centres and habitat trails.

Local authorities directly run or provide support to 259 tourism attractions.

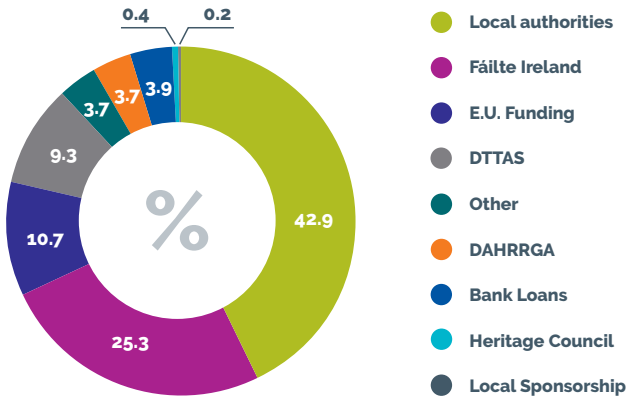
- o **143** are directly run by local authorities
- o **116** are supported by local authorities
- o **140** are free of charge

Capital Investment in Attractions (2011-2016)

Local authorities leveraged
€170.9m
capital investment for
attractions

€73.3m directly from local authorities

€97.6 from other stakeholders



Local authorities made an operational/revenue contribution to attractions of **€28 million** in 2016.

Future Investment: 121 new tourism projects and initiatives that will require c. **€180.8 million** investment to turn them into reality.

Tourism Events/ Celebrating Place



Support from local authorities includes event management, traffic management, health and safety, promotion and marketing, cleaning and licencing.

- o **1,403** events are run directly or supported by local authorities.
- o **132** events run directly by local authorities
- o **1,271** events supported by local authorities
- o **€14.9** million of financial support by local authorities

Tourism Promotion/ Reaching Out



Local authorities develop guides and brochures, support community tourism offices and engage on national and international marketing campaigns on TV, print, radio, social media and websites.

Local authorities
leveraged **€7.3m**

€4.3m directly from local authorities

€3 from other stakeholders

Tourism Infrastructure / Building the Experience



Investment by local authorities to put in place signage and interpretation, car parks, viewing points, walks and trails, blueways, playgrounds, airports and maintain beaches.

Local authorities leveraged **€21.6m**

€14.5m directly from local authorities

€7.1m from other sources

Tourism Innovation / Doing it Better



Local authorities are working to provide a modern, high-tech tourism experience.

- o **61** innovative tourism projects

Local authorities leveraged **€2m**

€0.9m directly from local authorities

€1.1m from other sources