



Go Visit Inishowen Donegal.Ireland



WELCOME

Welcome to Explore Inishowen CLG seasonal e-newsletter updating the tourism trade in Inishowen.

This year we launched Explore Inishowen's very first visitor guide to enhance our visitor's experience when travelling around the peninsula. The proceeds from the advertising space provide much needed funds to sustain our operational costs here in the Inishowen Tourist Office.

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We were delighted to see the response in the office from our visitors and trade providers regarding the Visitor Guide:-

- They love the size and content
- Trade providers say "it's flying off the shelves"

Distribution along The Western Seaboard:-

- Failte Ireland offices locally and regionally
- Regional airports:- Donegal, Knock, City of Derry, and Belfast City & Belfast International
- Derry Visitor Centre, The Causeway Coast & Glens & Belfast City Visitor Centre

We promoted at:-

- Marine Tourism Expo in Boot, Dusseldorf in January 2019
- May 3rd - 5th inaugural Star Wars Festival Event "May the Fourth Be with You"
- Ireland's West Airport Knock Visitor Discovery Centre showcasing Inishowen to the arriving (and departing) passengers in July 2019

UPDATE ON VISITOR NUMBERS

During the months of May/June there was a notable decrease in visitors to the area sparking concerns from the local trade/hoteliers. Explore Inishowen highlighted these matters and both local councillors and tourism industry representatives met with members of the trade to address these issues.

Fáilte Ireland responded by offering training to assist businesses with market diversification, as follows:-

- **Grow Digital** - a review of business websites to identify areas for improvement, increased effectiveness and visitor navigation.
- **Boosting online Sales Growth** - advancing sales capability in international markets
- **International Sales Development Programme** (Quarter 4 – 4 day programme) - aimed at senior representatives responsible for optimising growth from one or more of the following markets – Germany, France, US , Canada over the next 3 years

Visitor footfall 2019 - Inishowen Tourist Office visitor number records reflected a 3.6% decrease from the previous year period May/June. On a more positive note, July has seen an increase of 7.6% in relation to this same period last year. Further updates will follow on the Summer season in the Autumn newsletter.

Current issues:-

- Sterling exchange rate affecting trade or tourism trends.
- VAT rate increase from 9% to 13.5% has put pressure on the industry to pass on that price increase.
- Brexit - the uncertainty remains until current negotiations on a deal/no deal is finalised in relation to the effects on tourism in the Northwest.

TRAINING AND DEVELOPMENT NEEDS ASSESSMENT

We issued a survey as a "**call for action**" to provide us with information on your needs in terms of training & development going forward in 2020.

Currently there are 30 responses out of 165. We would really appreciate responses for those of you who have not filled out the survey:-

- It will only take 5-10 mins of your time
- It's only 10 unintrusive questions.
- We can use this information compiling a report on the findings to assist in training programmes needed in Inishowen.

Please click the link below to give us your feedback. Thank you in advance.

<https://www.surveymonkey.com/r/WT8SLJZ>

WEBSITE LAUNCH

Explore Inishowen's team are currently collating content for the Go Visit Inishowen website - launching this autumn 2019. We will be contacting businesses throughout August in a quest to gather creative imagery that showcases the peninsula on all digital devices encouraging the discerning traveller to "Go Visit Inishowen"

FAMILIARISATION TRIPS

- Explore Inishowen plan to run a Familiarisation day trip around the peninsula to enhance awareness of attractions/tourism service provision for front line /customer facing staff working in the sector
- Proposed Familiarisation Kerry Trip to maximise connections with a well established tourism area; networking owner/manager trip to enhance the marketing initiatives for 2020

MALIN HEAD DEVELOPMENT/ VISITOR EXPERIENCE MANAGEMENT PLAN

Currently awaiting updates from Fáilte Ireland regarding next stage in consultation process.



EVENTS SECTION

Explore Inishowen CLG will be present at the **Donegal Marine Tourism Conference**, which will take place on 5th & 6th September, 2019. The venue, The Redcastle Hotel & Spa, Inishowen. The theme of this conference is '**Connecting our Coastline - A Transnational Approach to Sustainable Marine and Coastal Tourism**'. You can register here:

<https://www.eventbrite.com/e/donegal-marine-tourism-conference-2019-tickets-67501094591>

Donegal Connect coordinated a #LoveDonegal day on Twitter on 14th August, to tell as many people as possible around the world about our amazing county. Donegal Tourism had support from:

- People, organisations, clubs, businesses etc in Donegal,
- Donegal emigrants and people with Donegal roots or connections around the world
- People who visit or have visited Donegal
- High profile 'influencers'

Thanks to the support of many Inishowen businesses and service providers, Donegal was trending and highlighted the many wonderful things we all love about our county on a global scale!

Events in Inishowen:-

- 27 Sep - 19:30 - *The Gateway Hotel Tip O'Neill Awards*
- 27 Sep - 6 Oct @ 11:00 - *Fort Dunree, Buncrana A long Farewell Exhibition*
- 2 Oct -10:00 starting at *Grianan of Aileach Donegal Tourism are hosting Tourism Tour 3: The Inishowen 100*
- 6 Oct-19:00 - *Fort Dunree, Buncrana Dunree Spectacle featuring the LUXe Carnival Group and the Henry Girls*

Please see www.donegalconnect.com for more information on booking your place at these events.



NATIONAL HERITAGE WEEK 2019

The theme of National Heritage Week this year is 'Pastimes/Past Times' and people are encouraged to explore the unique ways in which we choose to spend our free time and how this was evolved through the years.

It is set to be the county with the most Heritage Week events per head of population in Ireland again, with Inishowen providing a host of very informative and exciting heritage talks, walks and entertainment.

Events in Inishowen:-

- Aug 17 - Buncrana Community Library *The Great name book of Inishowen*
- Aug 17 - Carndonagh Library *Journey through history*
- Aug 17-18 - Malin Head Community Hall *Malin Head Heritage Exhibition*

- Aug 17-25 (please see booklet for dates and times) - St. Mura's Graveyard carpark, *Fahan Saving St.Mura's Cross*
- Aug 19 - Newtoncunningham Orange Hall *Newtoncunningham Orange Hall - Past Times*
- Aug 20 - An Grianan Hotel, Burt *Brehon Law - Shared History Project*
- Aug 20 - Killourt, Malin Head *Wild Flower Walk*
- Aug 20 - 22nd - Newtoncunningham Orange Hall *Build a miniature Lego scale model of Burt Castle*
- Aug 21 - Buncrana Community Library *Bee Pollinator Information evening*
- Aug 21 - Newtoncunningham Orange Hall *Orange & Green & In-Between*
- Aug 21 - Tullyarvan Mill, Buncrana *The Inishowen Workhouse*
- Aug 21 - The Coffee Cup, Dunree *An evening of storytelling and song*
- Aug 22 - Carndonagh Library *Margaret Cousins-Irish Suffragette talk*
- Aug 23 - Colgan Community Centre, Carndonagh *Surnames and first names of Inishowen*
- Aug 23-25 - Market House, Clonmany *Lands of Éogain Festival 2019*
- Aug 23 - Newtoncunningham Orange Hall *Talk - Reclaiming the Land from Lough Swilly*
- Aug 24 - Tullyarvan Lane, Buncrana *Boomtreebees*

Check out www.heritageweek.ie for more information on times and dates or call into us in the Tourist Office, Buncrana for a copy of the booklet.



Next update will be on the Autumn 2019.

**If you have any events you would like us to promote please contact
digital@govisitinishowen.com**