Tourism Strategy Update 2010
Visas

Entry/Entrées

Exit/Sorties

Visa No. 91923

1992.4.14

VISA

GOOD FOR ONE ENTRY

VALID UNTIL 1992-07-09

EACH STAY 030 DAYS

1992-04-10

MALAYSIA IMMIGRATION

L.T.A. SUBANG

SOCIAL BUSINESS VISIT PASS

Reg. 11, Inn, 1000, Bar. 01

10 NOV 1992

Permits to enter and remain in Singapore for 14 days from date shown above.

10 NOV 1992

PERMIT TO ENTER AND REMAIN IN SINGAPORE FOR FOURTEEN DAYS FROM DATE SHOWN ABOVE

10 NOV 1992

PERMIT TO ENTER AND REMAIN IN SINGAPORE FOR 14 DAYS FROM DATE SHOWN ABOVE

10 NOV 1992

Destination Fermanagh
Chair’s Foreword

Dear Reader

I am delighted as Chair of Destination Fermanagh group to share with you our journey to date and our vision for the future of tourism in Fermanagh.

The purpose of this document is to inform you about what has been happening over the course of the last two years, what has been achieved and what is yet to be done.

Its intention is also to encourage you to think about your role in the delivery of this strategy, what we can do collectively and in partnership to achieve this vision for tourism in Fermanagh.

Much work has taken place over the course of the last two years. This has been down to the determination of those involved. The number of individuals, organisations and associated bodies now involved in delivering this strategy reaches into the hundreds. The following achievements would not have been possible without the establishment of these partnerships and the development of a “working together” culture.

Councillor Thomas O’Reilly
Destination Fermanagh Chair
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Destination Fermanagh Vision

“Fermanagh Lakelands is one of Ireland’s premier tourism destinations offering a unique experience of tranquillity and activity in balance with nature - a place to stimulate the senses.”
Destination Fermanagh Mission

“We will maximise the potential of Fermanagh by leading the development of an innovative yet authentic world class visitor experience. Through partnership we will strive to inspire and secure the commitment of our local providers and community, in order to exceed the expectations of our visitors”.

...A Better Future For All
Introduction

The Destination Fermanagh Tourism Strategy was developed during 2005 by key tourism partners in Fermanagh. This group included Fermanagh District Council, Fermanagh Lakeland Tourism and the Northern Ireland Tourist Board, with assistance from external consultants. Through an extensive consultative process, a strategy was devised and endorsed, the key output being a ten year plan which would provide a framework for tourism development.

Since the launch of this strategy in 2006, much work has been completed both behind the scenes and at a high profile level. The lead partners are now keen to ensure delivery of the rest of the plan, including the five key components within the Destination Fermanagh Strategy. These key components are:

1. A new approach to promoting Fermanagh as a tourism destination and to managing all aspects of the visitor experience of Fermanagh as a destination.

2. A major programme of events, festivals and conferences.

3. Enhancement of the existing range of tourism products and the development of new products.

4. Investment in urban renewal in Enniskillen and other towns/villages.

5. New arrangements for carrying forward the strategy.
A Destination Management Approach

The new vision for tourism in Fermanagh is based on a ‘destination management approach’ which will provide a range of new reasons for tourists to visit Fermanagh, combined with strong branding, quality control and clear management responsibilities.

Moving to a destination management approach requires new structures aimed not only at promoting the Fermanagh tourism product effectively in external markets, but also at developing the product and the entire visitor experience, to ensure that it is of the highest quality.

Destination Fermanagh Tourism Strategy Progress

To ensure this strategy is realised, it is important to keep all stakeholders up to date on any activity that has taken place and also on future plans. It is also important to stress that this strategy cannot be achieved without the continuing efforts of established and developing partnerships.
The Action Plan
The Action Plan puts in place a number of measures and actions under each of the Strategy components. These are:

Priority 1 Destination Management, Promotion and Visitor Servicing
  o Measure 1 Destination Fermanagh Marketing
  o Measure 2 Visitor Servicing

Priority 2 Events Tourism
  o Measure 1 Developing an Events Venue
  o Measure 2 Events and Festivals Strategy

Priority 3 Enhancing the Existing Tourism Product and New Product Development
  o Measure 1 Product Audit
  o Measure 2 Business and Skills Development
  o Measure 3 Product Development

Priority 4 Investment in Infrastructure
  o Measure 1 Infrastructure and Planning
  o Measure 2 Town and Village Enhancement

Priority 5 Delivering the Strategy
  o Measure 1 An Effective Delivery Structure
  o Measure 2 Working towards sustainability
  o Measure 3 Monitoring and Evaluation
SO WHAT HAS BEEN ACHIEVED?
Priority 1: Destination Management, Promotion and Visitor Servicing

Destination Fermanagh is a total brand and product management model. As such, it is the responsibility of the organization to ensure that: the product is fit for market; market ready; the product offering is current and meeting visitor preferences and market trends; that excellent partnerships are in place which enable a quality product to access best market opportunities; that product providers are encouraged to network and provide added value visitors, offerings and services.

Achievements

Measure 1: Destination Fermanagh Marketing

- A Marketing and Public Relations Sub Group has been established and is led by Fermanagh Lakeland Tourism. There are 11 members in this group.

- The biggest challenge in this priority has been the limited financial support available. However, by becoming part of projects such as the Lakelands and Inland Waterways Initiative, much needed funds have been accessed. This has offered new marketing platforms for regional activity, including direct involvement in events, producing new marketing collateral and advertising opportunities. Almost 2.5m Euro has been invested since 2009 on marketing activity.

- Cross border partnerships have been established through the Lakelands and Inland Waterways Initiative. Organisations such as Waterways Ireland, Failte Ireland, Tourism Ireland, Shannon Development, Fermanagh District Council, Fermanagh Lakeland Tourism and the Northern Ireland Tourist Board are all involved in this one project.
Achievements

Measure 1: Destination Fermanagh Marketing

- Marketing Priorities have been identified and the following have been completed:
  - Development of a new brand and other marketing collateral.
  - Development of an innovative marketing plan.

- Fermanagh has now been identified as a specific region in the draft DETI Tourism 2020 Strategy. This highlights the importance of tourism for the county and the key role Fermanagh tourism plays in attracting visitors to Northern Ireland.
**Priority 1: Destination Management, Promotion and Visitor Servicing**

Visitor servicing will support the wider tourism management experience in respect of the Strategy and Action Plan by taking account of everything from information flow to ensuring product quality. An intrinsic part of ensuring the product is ‘fit for market’ is how visitor servicing is planned and managed. Fermanagh Tourist Information Centre has considerable experience in providing such services and the Action Plan aims to build on this experience. Proposals include measures to continue and improve on visitor servicing, including the use of new technologies.

**Achievements**

**Measure 2: Visitor Servicing**

- This measure is strongly linked with Priority 3 Product Development.

- The main thrust of this measure is the relocation of the Tourist Information Centre. Funding for this project has not yet been secured.

- Accommodation providers across the county are emailed a list of county wide activities and events on a weekly basis. A process for gathering information has been established and a database of providers is constantly being added to.

- For the period January 2009 to September 2010 four hundred and fifty events were promoted by the Tourist Information Centre and Fermanagh Lakeland Tourism.
Priority 2 Events Tourism
This priority aims to build on the knowledge and experience of developing and delivering events in Fermanagh, to further realize the potential for events and to position Fermanagh as the event capital of the West and North West.

Achievements
Measure 1: Development of an Events Venue

- An Events Sub Group has been set up with 17 members.

- The Castle Basin Study has been completed. This study was funded through the Northern Ireland Tourist Board Innovation Fund and Fermanagh District Council, with additional assistance from Waterways Ireland.

- The Castle Basin Study will also feed into the Enniskillen Master Plan, which is being led by the Department of Social Development.
Priority 2 Events Tourism

Achievements
Measure 2: Events and Festivals Strategy

Events tourism has long been recognized as an effective way of generating tourism business. Fermanagh has a particular track record in attracting and managing events at an international level over a number of years, including the World Water Skiing Championships in 2006 and 2007, the Rally Ireland Round of the World Rally Championship, the Waterways Ireland Classic, the Waterways Ireland World Pike Fishing events, the Necarne Castle International Three Day Event, the Duel on the Lough and the Lough Erne Challenge.

This priority aims to build on the knowledge and experience of developing and delivering events in Fermanagh, to further realize the potential for events and to position Fermanagh as the event capital of the West and North West.

- An Events Sub Group has been established and has 17 members.
- Three events themes have been identified for hosting key events, namely Land, Water and Air.
- Five major events have been funded through the Lakelands and Inland Waterways initiative. Additional water based events are being funded by Waterways Ireland on an annual basis.
- Approximately 450 community based events have been funded since Jan 2008.
Priority 2 Events Tourism

Achievements

Measure 2: Events and Festivals Strategy

- Seventy five water based events have taken place since 2008 including Waterways Ireland LoughFest (6,000+ visitors in 2010), the Waterways Ireland Erne World Pike Fishing Competition and Waterways Ireland Classic which on its own attracts some two hundred and fifty anglers into the county with an average spend of between £750 and £1000 on their visit.

- To build momentum around events, a Lakelands and Inland Waterways Discover Day programme has been implemented with two Discover Days already hosted by Enniskillen and Lisnaskea and a family Fun Day in Enniskillen. Discover Days are aimed at providing towns and villages with a “spring board” to build a programme of events for their area and also for locals to discover what is on their own doorstep. During Discover Lisnaskea, one proud shop owner confirmed that it was the busiest day the shop had ever had since opening.

- Two air themed shows have taken place, the Air Show in 2007 and the Sea Planes Event in 2009.

- An events tool kit has been developed through the Western Regional Tourism Partnership to assist groups and organisations hosting events. This tool kit has been circulated to over fifty local event organisers and community groups.

- Input has been provided to the Northern Ireland Tourist Board's consultation on their new event support strategy.
Priority 3: Enhancing the Tourism Product & New Product Development

This Priority is of fundamental importance to the implementation of the strategy and takes an analytical approach to the development of the tourism product in Fermanagh.

Achievements

Measure 1: Product Audit

Fermanagh is product rich in certain areas, providing good value for money for visitors, as well as choice and a unique experience. The product audit was carried out to provide a clear understanding of what the tourist industry can offer and also to identify gaps in product offerings.

- A Product Development Sub Group has been established with 21 members
- Initial work has been carried out in partnership with the Western Regional Tourism Partnership
- The Erne Recreational, Tourism and Commercial Product Identification Study has been commissioned and completed by Waterways Ireland in conjunction with the Fermanagh District Council, Fermanagh Lakeland Tourism and the Northern Ireland Tourist Board.
Priority 3: Enhancing the Tourism Product & New Product Development

Achievements
Measure 2: Business and Skills Development

Under the Destination Fermanagh Strategy, it is hoped that the ownership of tourism will extend from the traditional stakeholders to those who enjoy the economic benefits of tourism, but are often perceived as not having a role to play in the tourism experience. These industries include transport or more specifically taxi firms, retail outlets, service station staff, local traders etc.

- A Tourism Training Sub Group has been set up with 19 members.
- Partnerships have been developed with key tourism training providers, including South West College and People 1st.
- Discussions have also taken place with Skills Active and other training providers regarding training and skills development.
- Bespoke training programmes have been developed to support local businesses through the South West College and the Tourist Information Centre.
Priority 3: Enhancing the Tourism Product & New Product Development

Achievements
Measure 2: Business and Skills Development

- Over 50 delegates attended a Through the Door training event which was held in March 2010.

- A training schedule has been developed to deliver training across a wide variety of sectors over the next twelve months.

- Local training and product knowledge initiatives have been delivered with the first cohort of Taxi Drivers completing the Going the Extra Mile programme. Sixteen participants received a certificate on completion of the course. In addition, taxi drivers received specially designed laminated information cards for use in their taxis - the cards contained 'talking point's on Enniskillen and Fermanagh and Customer Service Tips.

- Fermanagh Tourist Information Centre was awarded the Northern Ireland Tourist Board Welcome to Excellence Gold Award in recognition of its commitment to training.

- South West College has accessed further funding to develop bespoke training for tourism providers.
Priority 3: Enhancing the Tourism Product & New Product Development

Achievements
Measure 3: Product Development

- Marble Arch Caves Global Geopark development. This is the first cross border Geopark in the world. Achieving this Geopark designation helps to ensure proper management of our county’s landscape, as well as offering interpretation, education, infrastructural improvements and outdoor recreation. It is also a key marketing tool, putting Fermanagh/Cavan on an international platform in the environmental tourism arena.

- In September 2010 the Marble Arch Caves Global Geopark completed a series of walks which were officially launched by Michelle Gildernew, the Minister of Agriculture and Rural Development.

- Extended opening times have been established to meet visitor demands and a new Geopark map produced.

- Applications for development have been submitted for funding through Interreg IVA. These include the Border/Uplands Project, the lead partner being Fermanagh District Council. In addition Cavan County Enterprise Board is the lead partner in the Harnessing Natural Resources application in conjunction with Fermanagh District Council, Cavan County Council, Leitrim County Enterprise Board and Leitrim County Council.

- Fermanagh District Council is also a partner in the Clones Erne East Blackwater Project being led by Monaghan County Council and the Eco Tourism proposal being led by Leitrim County Council.
Priority 3: Enhancing the Tourism Product & New Product Development

Achievements
Measure 3: Product Development

Eco Tourism

- Fermanagh District Council is working in partnership with Leitrim County Council to seek funding to develop the eco tourism product.

- Fermanagh and Leitrim, through the work of the Greenbox Initiative, have been established as leaders in the field of eco tourism.

Angling Development

- Two applications have been submitted for funding through Interreg IVA.
Priority 3: Enhancing the Tourism Product & New Product Development

Achievements
Measure 3: Product Development

Golf Development

- The Nick Faldo Championship Golf Course opened at the new Lough Erne Resort in 2009 and the first Faldo Academy in Europe in 2010.

- Three major challenge events have been held, including, the Duel on the Lough, the Lough Erne Challenge and the Faldo Series Europe (Youth Competition).

- There has been ongoing support for the Erne Waterways Golf Challenge - a three day event involving courses in Fermanagh and Cavan and attracting over 1,500 golfers since its inception. This event is unique as it was the first three day cross border golf event in the region.
Priority 3: Enhancing the Tourism Product & New Product Development

Achievements
Measure 3: Product Development

History and Heritage Product Development

- The County Museum has invested in the Maguire Story and exhibitions have been updated in the County and Inniskillings Museums.

- On a local level Keenaghan Abbey has been fully restored through the work of the Mulleek Community Association.

- Through the Northern Ireland Tourist Board Innovation Fund three projects have been completed:
  - A series of audio story trails telling the stories of Enchanting Fermanagh, available on CD and Download, delivered by Fermanagh Lakeland Tourism.
  - Uncover Our Stories, a collection of 33 short films of Fermanagh, Tyrone and Derry, available as podcasts and developed by the Western Regional Tourism Partnership.
  - Good Food Live - a collection of short films highlighting the organic food product in the West, available as podcasts and delivered by the Western Regional Tourism Partnership.
Priority 3: Enhancing the Tourism Product & New Product Development

Achievements
Measure 3: Product Development

Lakelands and Inland Waterways product development

- A marketing strategy and action plan have been developed for the Lakelands and Inland Waterways initiative.
- Lakelands and Inland Waterways is now recognised as one of Tourism Irelands Super Regions. This is to assist in the promotion of the region on an international platform.
- The Erne Recreational, Tourism and Commercial Product Identification Study has been completed.
Priority 3: Enhancing the Tourism Product & New Product Development

Achievements
Measure 3: Product Development

Lakeland Forum
- The first phase of Lakeland Forum development has been completed at a cost £1.3million and phase two is in progress.

Development of Culinary Excellence
- Enniskillen Castle Museums hosted the first Taste of the Erne food event in association with Waterways Ireland LoughFest. More than three thousand visitors attended this food event.
- A number of food associated businesses from Fermanagh are now listed in the Local Food Directory, a comprehensive listing of local food producers in the West.
- Six properties in Fermanagh are represented by Good Food Ireland.
- A short film on culinary excellence in Fermanagh is now available and accessible from fermanaghlakelands.com
Priority 4: Infrastructure and Planning

Key to the strategic success of the strategy and the sustainable development of tourism in Fermanagh is access to the county. This priority recognises that serious infrastructure deficiencies continue to impact negatively on the economic and tourism growth potential of the wider North West including Sligo, Leitrim, Cavan, Donegal and Fermanagh. It sets out the basic development requirements as a key measure in the strategy to ensure that the infrastructure foundations exist upon which to build the rest of the tourism product, services and marketing.

Achievements

Measure 1: Infrastructure and Planning

- Fermanagh District Council continues to lobby for improvements on key strategic corridors and the Southern ByPass for Enniskillen.
- Fermanagh District Council is represented on the A4/N16 Lobby Group.
- The Enniskillen Traffic Management Plan, commissioned by Fermanagh District Council, is now complete.
- The Department for Social Development Master Plan for Enniskillen is now underway.
Priority 4: Infrastructure and Planning

Achievements
Measure 1: Infrastructure and Planning

- Membership of ICBAN gives Fermanagh District Council a voice and influence in the development and delivery of strategies for the central border region.

- Fermanagh Economic Development Organisation (FEDO) has been created to encourage economic development in the county.

- A response has been made to the consultation on the Dundalk to Sligo Corridor.

- Fermanagh District Council is supporting the development of Enniskillen Airport as a tourism access point. Consultants have also been appointed for the design of a new hangar and wing repair workshop.

- Fermanagh District Council is supporting the proposal to reopen the Ulster Canal.

- An application for funding is being prepared for an Integrated Signage and Information Strategy.
Priority 4: Infrastructure and Planning

Achievements
Measure 1: Infrastructure and Planning

- The Destination Fermanagh Steering Group and the Northern Ireland Tourist Board have been lobbying to seek an informed balance between environmental protection and tourism development and the introduction of a Planning Policy Statement for Tourism (PSS 16).
Priority 4: Infrastructure and Planning

Achievements

Measure 2: Town and Village Enhancement

- A 25 year development plan for Enniskillen Town Centre is currently being developed, led by the Department for Social Development.

- The Enniskillen Traffic Management Plan has been completed.

- An outline environmental improvement scheme has been prepared, including an economic appraisal, for the main thoroughfare of Enniskillen.

- The Grosvenor Barracks Development Plan was completed in March 2010.

- An application has been submitted to InterregIVA for an Environmental Improvement Scheme for Lisnaskea.

- A village enhancement application has been submitted to the Rural Development Programme. Twelve villages have been identified in Fermanagh.
Priority 5: An Effective Delivery Structure

Destination Fermanagh represents a new approach to the development of tourism in the county, with new structures and models for delivery. The strategy and this action plan is wide ranging and demanding. It includes a diverse range of actions and requires engagement from many different agencies, demonstrating that tourism development is a multi-dimensional issue. Successful delivery of the Action Plan will require positive engagement by these different agencies, along with efforts to secure resources, in kind and financial. This is why the Interagency Group has been proposed.

Achievements

- Destination Fermanagh has a robust Stakeholder/Implementation group in place. This group is made up of thirty-three members.
- Four sub-groups have been established, meeting on a regular basis and implementing actions.
- New members are constantly being sought to assist in the delivery of this strategy. It is essential that non-tourism organisations are also involved.
WHAT NEXT?

Destination Fermanagh

...A Better Future For All
Priority 1 Destination Management, Promotion and Visitor Servicing
  o Measure 1  Destination Fermanagh Marketing
  o Measure 2  Visitor Servicing

Future Plans
Destination Fermanagh Marketing
  o Rural Development Funding through South West Action for Rural Development (SWARD) has been sought to deliver marketing initiatives for the county.
  
  o A 2011 marketing action plan has been put in place. This identifies technologically advanced innovations and new media opportunities.
  
  o Key target markets have been identified and include: NI, ROI, Great Britain, Europe and North America.
  
  o Continue to deliver mentoring to tourism trade providers through trade liaison meetings.
  
  o New product marketing collateral, multi-media projects and research.
  
  o Attend targeted trade and consumer shows in new markets
  
  o Develop a PR programme for the Destination Fermanagh Strategy.
Priority 1 Destination Management, Promotion and Visitor Servicing

Future Plans
Visitor Servicing

- Relocate the Tourist Information Centre to Enniskillen Castle.
- Continue to communicate events and news to tourism providers. An Easter to September’ flyer will be produced and will feature the main events taking place in high season - this will be in addition to the monthly *What’s On* Guide.
- Continue the delivery of training programmes.
- Enhance access to visitor information through multimedia applications in the Tourist Information Centre and other locations.
Priority 2 Events Tourism
- Measure 1: Developing an Events Venue
- Measure 2: Events and Festivals Strategy

Future Plans
Development of an Events Venue
- Seek funding for an events base at The Broad Meadow as identified through the Castle Basin Study.

Events and Festival Strategy
- Develop an events strategy with short, medium and long term objectives.
- Establish a monitoring system for events.
- Identify and secure events of international significance.
- Continue to support major annual events.
- Continue to support local community events and festivals through initiatives such as the Lakelands and Inland Waterways Discover Days.
Priority 3 Enhancing the Tourism Product & New Product Development

- Measure 1  Product Audit
- Measure 2  Business and Skills Development
- Measure 3  Product Development

Future Plans

Product Audit

- Implement an action programme derived from The Erne Recreational, Tourism and Commercial Product Identification Study.

- Seek to encourage private sector stakeholders to fill product gaps and to embrace an entrepreneurial spirit.
Priority 3 Enhancing the Tourism Product & New Product Development

Future Plans
Business and Skills Development

- Continue to deliver training across the wider business community and general public.
- Engage with the Department of Enterprise and Learning and access the Skills Centres.
- Seek to make Fermanagh a centre of excellence for tourism training.
- People 1st in conjunction with NITB are initiating a NI Destination Product Knowledge Module. This module with regional variations will provide a qualification outcome and be capable of being embedded within Customer Service Training. A representative from the Destination Fermanagh Training Sub Committee will be on the working group and will feed in information relevant to the Fermanagh area.
- TTC International has been commissioned by NITB to undertake a review of tour guiding in NI and to develop a single regulatory body and an accreditation qualification framework.
Priority 3 Enhancing the Tourism Product & New Product Development

Future Plans
Product Development

Marble Arch Caves Global Geopark

- Develop recreation and access to the countryside through a series of cross border themed trails, car and motorcycle tours using new technology and information points.

- Reinstate paths at Maghoo and throughout the Geopark and develop off road cycle trails.

- Develop tourism infrastructure and interpretation throughout the Geopark as well as education programmes and events.

- Add to the visitor experience through the refurbishment of the visitor centre using energy efficient and renewable technologies.

Eco Tourism products

- Build on the achievements of the greenbox to further promote Fermanagh as an eco tourism centre of excellence. Encourage more businesses to apply for the EU Flower Eco-label accreditation.
Priority 3 Enhancing the Tourism Product & New Product Development

Future Plans
Product Development

Angling
To continue to develop the angling festivals sponsored by Waterways Ireland; the Classic Fishing Festival, the Erne World Pike Classic Festival and the Youth Pike Festivals. To continue to develop angling facilities and fish habitats.

- To continue to develop and innovate the International Pike and Youth Pike Festivals as well as the Waterways Ireland Classic.
- To participate in the television programme “Wild Fish, Wild Places” (thirty million viewers).
- To continue to support the Erne and Melvin Enhancement Company and their work in the restocking of indigenous fish species as well as the restoration and maintenance of natural habitats.
- To work with DCAL to enhance the angling infrastructure in Fermanagh.

Golf Development

- To gain international credibility in the golfing world by hosting a major tournament for Fermanagh.
- To continue to support an annual international golf event such as the Lough Erne Challenge.
Priority 3 Enhancing the Tourism Product & New Product Development

Future Plans
Product Development

History and Heritage Product Development

- To develop a series of themed heritage trails using the expertise available at Fermanagh County Museum.

Lakelands and Inland waterways

- A roadshow is planned for the 30th November 2010 in Enniskillen - the purpose is to brief the local trade on the work of Lakelands and Inland Waterways Initiative, present the Strategic Document, including marketing and product development activity, and enlist the support of local trade.

Lakeland Forum

- Phase 2 of Lakeland Forum including refurbishment of dry changing areas.

- Phase 3 of Lakeland Forum including refurbishment of the fitness suite.
Priority 3 Enhancing the Tourism Product & New Product Development

Future Plans
Product Development

Fermanagh Food

- The promotion of the food product will be enhanced in the new format Fermanagh Visitor Guide and on-line.

- It is hoped that the Good Food Circle will further develop and restaurateurs, food producers and associated businesses will embrace a sense of ownership around the development of a Good Food Circle for Fermanagh.
Priority 4 Investment in Infrastructure
- Measure 1  Infrastructure and Planning
- Measure 2  Town and Village Enhancement

Future Plans
Infrastructure and Planning

- Continue to lobby for investment on key strategic corridors and the Enniskillen Southern Bypass.

- Continue to seek investment for Enniskillen airport and the development of linkages to key tourism sites situated along the shores of Lough Erne.

- Continue to support the reopening of the Ulster Canal.

- Develop an integrated signage and visitor information strategy. Ensure that this strategy delivers a signage scheme on a level similar to that of the Causeway Coastal Route.
Priority 4 Investment in Infrastructure

Future Plans

Town and Village Enhancement

- Continue to assist in the development of the Master Plan for Enniskillen.
- Seek funding for the environmental improvement of the main thoroughfare of Enniskillen.
- Pursue the application for funding through the Rural Development Programme to assist in the delivery of town and village enhancement.
- Support the specific towns and villages eligible for funding under the Town and Village Enhancement Programme ensuring that these towns and villages include tourism in their enhancement plans.
Priority 5 Delivering the Strategy

Future Plans

Measure 1 An Effective Delivery Structure

- Continue to deliver the Destination Fermanagh Strategy through the Steering Group and Sub Groups.
- Set up an interagency forum.
- Engage with Community, Voluntary and the Private Sector to promote the Vision of Destination Fermanagh.
- Engender a culture of ownership of tourism amongst stakeholders and the general public.

Measure 2 Working towards sustainability

- Continue to engender a real sense of ownership of tourism across the private, education and community sectors by continuing to encourage everyone to get involved.
- Promote an entrepreneurial spirit in tourism and commit to supporting those individuals and organizations that see new opportunities for tourism in Fermanagh.

Measure 3 Monitoring and Evaluation

- Host an annual progress event where everyone has the opportunity to see what has been happening and to obtain opinions on current tourism issues. To engage in a consultation with stakeholders to gain attitudinal feedback on Destination Fermanagh.
MEMBERSHIP OF DESTINATION FERMANAGH GROUPS

STAKEHOLDER (IMPLEMENTATION) GROUP
Cllr Thomas O’Reilly, Fermanagh DC (Chairman)
James Abercorn Duke of Abercorn
Robert Gibson, Fermanagh DC
Eddie McGovern, Fermanagh DC
Charlotte Wilson, Fermanagh DC
Cllr Paul Robinson, Fermanagh DC
Tanya Cathcart, Fermanagh Lakeland Tourism
Aideen McGinley, ILEX
Alan Clarke, NITB
Arthur Goan, Belleek Pottery
Charles Plunket, Belle Isle Estate
Jim Chestnutt, National Trust
John Cunningham, Erne Heritage Tours
Jonathan Stapleton, Lough Erne Resort
Kate McAloon, National Trust
David Begley, Manor House Resort Hotel
Louise Howe, Lough Erne Resort
Louise Kearney, NITB
Martin Dennany, Waterways Ireland
Norma Herron, Waterways Ireland
Martin Maguire, FEDO
Mary Mulvey, greenbox
Michael Cadden, Lusty Beg Island
Neven Maguire, McNean Bistro
Noel McMeel, Lough Erne Resort
Noelle McAlinden, WELBNI
Peter Quinn, FEDO
Robert Cully, NITB
Rodney Watson, Killyhevlin Hotel
Tom McBride, South West College
Ciaran McManus, South West College
Anne Kelly, South West College

MARKETING/PR
Tanya Cathcart, Fermanagh Lakeland Tourism (Chair)
Kate McAloon, National Trust
Fiona Plunket, Belle Isle Estate
Rodney Watson, Killyhevlin Hotel
Charlotte Wilson, Fermanagh DC
Katrina McGirr, Waterways Ireland
Terry McCartney, Belmore Court and Motel
Louise Howe, Lough Erne Resort
Mary Mulvey, greenbox
Clodagh Cox, Fermanagh Lakeland Tourism
Chris Noble, Manor House Marine
STEERING GROUP
Cllr Thomas O’Reilly, Fermanagh DC (Chairman)
Robert Gibson, Fermanagh DC
Eddie McGovern, Fermanagh DC
Charlotte Wilson, Fermanagh DC
Cllr Paul Robinson, Fermanagh DC
Tanya Cathcart, Fermanagh Lakeland Tourism
Robert Cully, NITB
Martin Dennany, Waterways Ireland
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Rodney Watson, Killyhevlin Hotel
Arthur Goan, Belleek Pottery
John Cunningham, Erne Heritage Tours
Jonathan Stapleton, Lough Erne Resort
Anne Kelly, South West College
Charles Plunket, Belle Isle Estate
Jim Chestnutt, National Trust
Marshall Coalter, Horseshoe and Saddlers
Jonathan Styles, Mercers Jewellers

EVENTS
Cllr Paul Robinson Fermanagh DC (Chairman)
Robert Gibson, Fermanagh DC
Eddie McGovern, Fermanagh DC
Charlotte Wilson, Fermanagh DC
Keith Collen, Fermanagh DC
Oliver Wilkinson, Share Holiday Village
Alan Cathcart, Enniskillen Airport
Trisha Ellse, Lough Erne Resort
Norma Herron, Waterways Ireland
Brian Cosgrove, Lisnaskea Community and Tourism Group
Joe Mahon, Mahons Hotel
Kate McAlloon, National Trust
Marshall Coalter, Horseshoe and Saddlers
Kerry Curran, ITB
Jane Reihill, Irvinestown Fairs and Markets Trustees
Bronagh Cleary, Fermanagh DC
PRODUCT DEVELOPMENT
Rodney Watson, Killyhevlin Hotel (Chairman)
Robert Gibson, Fermanagh DC
Eddie McGovern, Fermanagh DC
Sarah McHugh, Fermanagh DC
Richard Watson, Fermanagh DC
Barry Boyle, Fermanagh Rural Community Network
Jim Chestnutt, National Trust
Paul Kearney, Erne & Melvin Enhancement Company
Ian McCutcheon, Lakeland Tours
Charles Plunket, Belle Isle Estate
Alan Cathcart, Enniskillen Airport
Brian Cosgrove, Lisnaskea Community and Tourism Group
Teresa O’Hare, Orchard Acre Farm
John Cunningham, Erne Heritage Tours
Chris Noble, Manor House Marine
Arthur Goan, Belleek Pottery
Eanna Rowe, Waterways Ireland
Jonathan Stapleton, Lough Erne Resort
Rosemary Lightbody, NITB
Jane Reihill, Irvinestown Fairs and Markets Trustees
Anne Kelly, South West College
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Louise Kearney, NITB
Eddie McGovern, Fermanagh DC
Charlotte Wilson, Fermanagh DC
Aideen McGinley, ILEX
Liz Moore, Belle Isle School of Cookery
Martin Maguire, FEDO
John Cunningham, Erne Heritage Tours
Roisin Henry, Fermanagh DC
Ciaran McManus, South West College
Leigh Watson, Killyhevlin Hotel
Terry McCartney, Belmore Court and Motel
Tom McBride, South West College
Roisin McKee, people1st
Naseem Booth, Belle Isle School of Cookery
Anne Kelly, South West College
Oliver Wilkinson, Share Holiday Village
Lorraine Thompson, Lough Erne Resort

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