Munster Vales
Feasibility Study

- Walking (6 WMW & 90 shorter walks)
- Cycling (MTB & touring)
- Canoeing/kayaking
- Angling
- Horse-riding
- Bird-watching
- Outdoor adventure activities
- Culture & Heritage

Proposition of scale for entire area to enable successful marketing overseas

Partners: TCC, WCC, WLP, STDC, Ballyhoura Failte, &(former STTC)
Feasibility Study Recommended Actions

- Establishment of the Board
- Development of an Identity & Destination Marketing Plan
- Recreation and Heritage Product Enhancement
- Access & Infrastructure (E.G. Parking, Picnic sites Etc)
- Collaboration & Linkages (include Tourism Providers)
- Community Involvement
- Training & Development
Actions to Date & Going Forward

- **2013 – 2014** Concept Development and Feasibility Study
- **2014 – 2015** Establishment of Board of Munster Peaks
- **2015** Proposition Development and Alignment
- **2016**
  - Identity Development
  - Destination Marketing Plan Development,
  - Access & Infrastructure Plan Development
  - Commence networking and collaboration
  - Identify Training & Development Needs
Munster Vales Proposition

- Rejuvenate yourself in Ireland’s richest fertile vales, where your reward will be the treasures you will find from arresting views at the majestic Rock of Cashel, to the ancient university town of Lismore. Our stunning landscape in the farming heartland of Ireland will take your breath away from the depths of the valleys to the tops of the mountains.

- Explore our landscape, our delightful towns and villages, wander off the beaten track and discover thrilling cycling in Ballyhoura, or restful strolls along the meandering River Suir. Here pilgrim paths and heritage towns are the backdrop to rolling mountains which are brought to life through tracks and trails and engaging local folklore. Immerse yourself in 5,000 years of history and culture. Mingle with the locals, whose ancestry can be traced back to these lands for generations.

- Partake and enjoy our hospitality. Stay in a farmhouse in the Golden Vales and sample the artisan produce of this rich and fertile land. You will leave here feeling refreshed and fulfilled. Make our home your home!