Munster Vales

Rock of Cashel

IRELAND'S ANCIENT EAST
What is the brand positioning?

IRELAND’S ANCIENT EAST - YOUR OWN IMMERSIVE JOURNEY OF DISCOVERY OF 5,000 YEARS OF EUROPE’S HISTORY

Your journey of discovery in this relaxing, off the beaten track, lush beautiful landscape, that attracted warring settlers for millennia, will be made awe inspiring by stories from the best story tellers in the world.
What is the brand proposition?

For the Culturally Curious, who love to peel back the layers of time, Ireland's Ancient East is a wonderful opportunity to experience 5000 years of European history in a compact area. Get off the beaten track to see, hear, touch and feel the imprints of the millennia of settlers in this land. Ancient Man, Early Christians, Medieval Lords, Colonial Settlers and their descendants have all been seduced by these most lush, green and fertile lands. Hear for yourself their stories. Take your time to discover it all – the Stone Age art, the monasteries, the castles and fortresses.

There's an engaging authenticity to life in the local, bustling towns and villages. Take in a festival; try local fresh produce or tasty local specialties, many of which trace their roots to ancient times. Drive leafy roads through lush rolling valleys. Explore meandering rivers or the mountains that once protected the original inhabitants.

You will leave not only refreshed but illuminated by these many ancient wonders and the stories of how they came to this rich land and how Irish life today has been shaped by their immensely powerful influence.
What are the main themes?

The Ireland’s Ancient East brand is supported by 4 distinct thematic pillars. These four pillars are based on certain themes within Ancient Irish History; they are Ancient Ireland, Early Christian Ireland, Medieval Ireland and Anglo Ireland.

These thematic pillars are what make up Ireland’s Ancient East. They are placeholders for our stories. They are the reasons to believe in the brand and how the consumer will experience the brand. They also show the variety and diversity that is on offer in this region as visitors will consume a number of these pillars in any one area.
Physical Signage

- Rock of Cashel
- Lismore Castle
- Copper Coast
- Doneraile NP
- Cahir Castle
- Lough Gur

Ireland's Ancient East

Boland Marketing
Marketing Plan

KEY STAKEHOLDERS & BUSINESSES MUST BE INVOLVED IN FIRST PHASE

Create Visitor Experience Bundles - BIG WIN is a MUST

Varied Mix between Heritage, Walking, Cycling, Driving & more

No Aspiration Recommendations – ONLY Practical & Achievable

Big Opportunity to be National Benchmark

Today is about you, the communities – Welcome

Munster Vales Marketing Strategy
Munster Vales - Mountains
SECONDARY GATEWAYS
Munster Vales - Gateways
Oldest Area of Ireland's Ancient East

Ancient Trails – walks, cycles, drives

Stories & Scenery – Connecting Areas

Heritage, Mythology & Folklore

Emerging USP's & Themes

Original Dawn of Civilisation
Ancient Timeline of the Munster Vales
COMMUNITY PROCESS - BUNDLES
COMMUNITY PROCESS - BUNDLES
Enhance Tourism with Experience Bundles

- Munster Vales has huge tourism potential
- Influence choice of destination and itinerary
- Tourists just want something to do – go tell them!!
- Slow people down, extra bed nights and more spending
- Heritage, walking, cycling, watersports fishing, etc
- Bundles with hidden gems, experiences & stories

Rock of Cashel, Tipperary
How well do you know your area?

How well do you know nearby businesses?

Do you share information & ideas locally?

Ask yourself what a visitor needs??????

Get thinking!!!!!! & work together

East Munster Way, Knockmealdowns

Questions to ask yourself
Creating a more attractive offering

Combining various Elements – ACC, ACT, more

Themed Experience - Walk, Heritage, Fishing

Get Thinking!!!!!!

Galtee Mountains, Tipperary

What is a Bundle?
BRING TO TOGETHER 2+ BUSINESSES

1. Rural B&B with home baking/cooking
2. Local walking guide with great stories
3. Rural pub with live trad music

Tourist leave with great experiences
Create employment – walking guide
All businesses benefit more than alone

How do you create a bundle?
Simple process with key steps
60-80% PLAN ONLINE

50% VALUE REVIEWS & RECOMMENDATIONS

41% CHOOSE ON RECOMMENDATIONS

HOLIDAY – CHOICE & PLANNING

INFLUENCE DESTINATION CHOICE

START/DURING HOLIDAY

CHANGE THEIR ITINERARY

FINISH & RETURN HOME

GREAT MEMORIES, STORIES & UNFINISHED BUSINESS – WORD OF MOUTH - RECOMMENDATIONS

CREATE & MANAGE BUNDLES
SAMPLE BUNDLES – 1 TO 14 DAYS
Munster Vales
Potential National Benchmark
Ancient Trails of the Munster Vales
St. Declan’s Way - Pilgrimage
Self Guide / Independent
Ancient Trails of the Munster Vales
St. Declan’s Way
Self Guide / Independent
AHERLOW & GALTEE AREA
PEAK TO VALE HERITAGE TRAIL
AHERLOW & GALTEE AREA
PEAK TO VALE HERITAGE TRAIL
ARRIVE VIA - COPPER COAST

ACCOMMODATION - DUNGAN VAN

DAY 1 – BIKE HIRE DEISE GREENWAY

DAY 1 – COFFEE / LUNCH

DAY 1 – CHARTER SEA FISHING

DINNER

ACCOM. - BALLYMACARBRY

DAY 2 – DRIVE - MAHON FALLS

DAY 2 – COFFEE/LUNCH

DAY 2 – NIRE VALLEY LOOP WALK

RETURN OR CONNECT TO NEXT

2+ NIGHT STAY

DUNGAN VAN & COMERAGH AREA

FROM WAVE TO VALE
E8 European Walking Route
DURSEY ISLAND TO ISTANBUL

5 NIGHT STAY
E8 Walking Route
Dursey Isl to Istanbul ~5,000km

Uncover Hidden Gems
## Create a Set of Itineraries from 1-14 Days

<table>
<thead>
<tr>
<th>Location</th>
<th>Activities</th>
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| **GALTEE**                       | - Guided Hike
- Heritage                      |
| **GLEN OF AHERLOW**              | - Ballyhoura Way
- Loop Walks                      |
| **CAHIR**                        | - Heritage
- Craft / Fishing                 |
| **KNOCKMEALDOWN**                | - East Munster Way E8
- Loop Walks                      |
| **CLOGHEEN**                     | - St Declans Way
- Cycling                         |
| **LISMORE**                      | - Bike Hire & Vee
- Castle & Walk                   |
| **COMERAGH**                     | - Waterfall Walk
- Fishing                         |
| **NIRE VALLEY**                  | - Walking / Fishing
- Cycling                         |
| **DUNGARVAN**                    | - Cycling / Walking
- Fishing                         |
| **BALLYHOURA**                   | - Mountain Biking
- Hiking
- Doneraile Park                  |
| **KILFINNANE/KILMALLOCH**        | - Heritage Trail
- Walks                           |
| **MITCHELSTOWN**                 | - Activity Centre
- Heritage                        |

**Pick & Choose to Connect Themed Bundles**
THINK ABOUT YOUR OWN AREA
CREATE YOUR OWN BUNDLE
Thank You
Brian & Caroline