

Lough Derg Marketing Group



Lough Derg
LAKELANDS

Presentation outline 24 October 2019



Strategic context : Good practice demonstrated by multi agency and local authority collaboration.

Strategic policies: LDMG has partnered with agencies to deliver plans that can support funding and that support the tourism community.

The policies have built in action plans that support and deliver key projects to stimulate tourism activity in the lake side region.

Examples of good practice with key projects:

- Lough Derg Blueway
- A Taste of Lough Derg
- Quest Lough Derg



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Good Practice in Lough Derg Marketing Group The Geographic and Strategic Context:

Lough Derg is the lowest lake on the Shannon system, the Shannon is the longest river in Ireland. Lough Derg borders Clare, Galway and Tipperary. Each area is governed by a Local Authority Lough Derg sits within Ireland's newest brand experience; Irelands Hidden Heartlands.



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There are a number of national strategic agencies that sit on the board of the Lough Derg Marketing Group with representatives from the local authorities.

These are outlined below.



Tourism Providers

Lough Derg



Comhairle Chontae na Gaillimhe
Galway County Council



Comhairle Contae an Chláir
Clare County Council

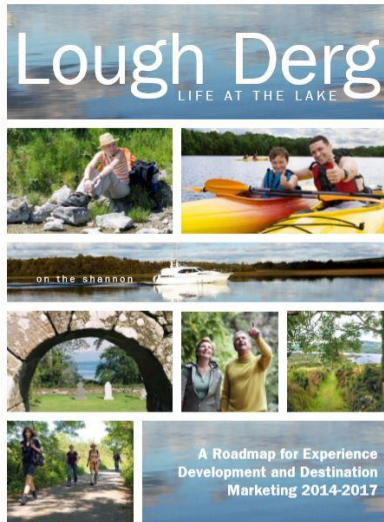


Comhairle Contae Thiobraid Árann
Tipperary County Council

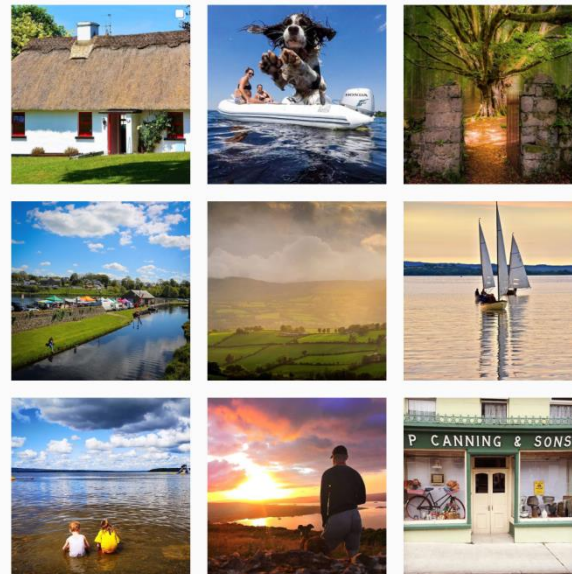
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"If I had eight hours to chop down a tree, I'd spend six sharpening my axe." Abraham Lincoln

- Good practice comes from good planning; policy development is key to provide a framework for considering visitor needs, supporting tourism providers, engaging with communities and protecting the environment in this unique lakeside territory. We have used the V I C E model to consider sustainable tourism development
- Since 2014; The Lough Derg Marketing Group has commissioned two overarching policy documents. The first was the Lough Derg Road Map 2014-2017, The second one has the current working title of Destination Lough Derg Visitor Experience Development Plan. It will be launched in late 2019 and have projects and actions to deliver between 2019-2024.
- This new plan will sit under the Shannon Masterplan which is the first plan being developed for the whole Shannon system.



Lough Derg
Roadmap 2014-17

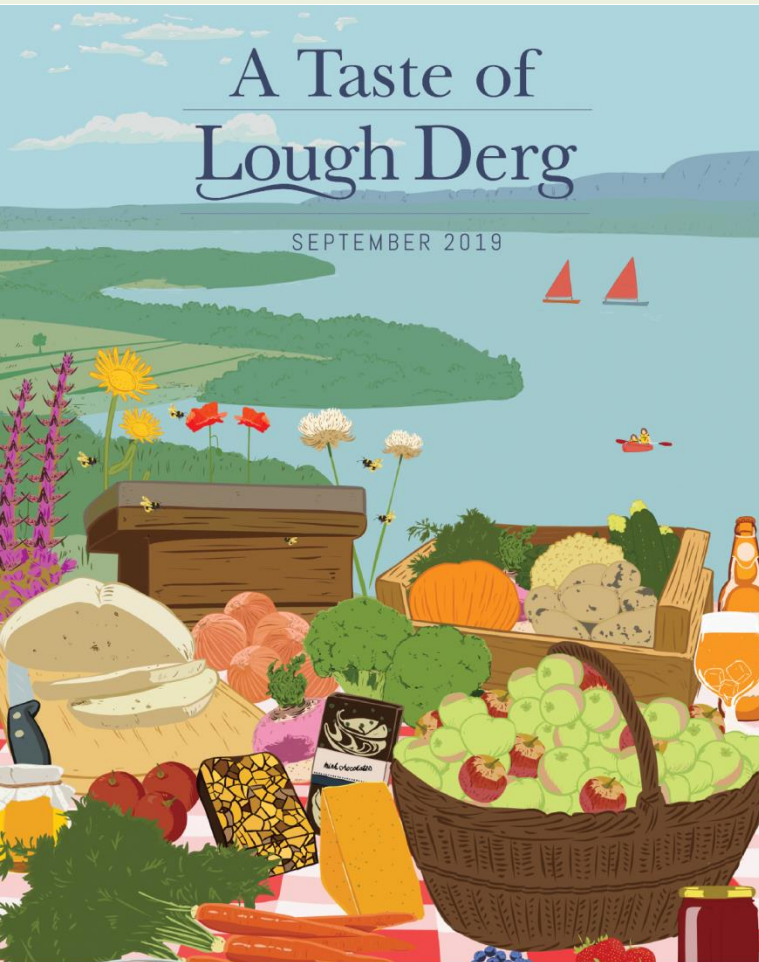


Lough Derg



Lough Derg Strategy
2019-2024

Lough Derg Marketing Group



Key LDMG project 1. Now in its sixth year, A Taste of Lough Derg is supported and co-ordinated by The Lough Derg Marketing group *'There is something for everyone in this colourful series of events that celebrates food around Lough Derg ; whether its yoga overlooking the lake followed by honey inspired treats, small plates of local goodness in restaurants, long table banquets or historical food talks delivered in unusual contexts; there is a great choice of events for the visitor on the shores of Lough Derg.'*

The programme was rolled out in heritage venues, pubs, restaurants and farms around the lake.

We also developed a film with the support of Failte Ireland.



A Taste of Lough Derg 2019 is supported by the Lough Derg Marketing Group
www.atasteofloughderg.ie #ATasteofLoughDerg @atoloughderg ATasteofLoughDerg @atasteofloughderg

Lough Derg



<https://www.youtube.com/watch?v=V-h9xM9Fnss&feature=youtu.be>

Lough Derg

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Key LDMG Project 2: The Lough Derg Blueway

Lough Derg Blueway : Blueways are a network of multi-activity recreational trails that allow you to explore rural Ireland's unique waterscapes. The Blueways experience is enriched by promoting it within the context of the local culture, heritage, arts and artisan food offerings.

The Lough Derg Blueway is part this network and provides an amazing mix of activity and adventure trails in a special area of Ireland.

The Lough Derg Blueway has 13,000 hectares of clear water; surrounded by beautiful and dramatic countryside in the three counties of Clare, Tipperary and Galway.



Lough Derg

Lough Derg Blueway



Experience the Lough Derg Blueway

With summer here, it's time to plan the next few weeks of fun and activities. Whether you're a family, a couple, or travel independently, Lough Derg will provide you with more than enough adventure to keep you going! With its blissful, blue, clear water and beautiful, dramatic surrounding countryside, the **Lough Derg Blueway** stretches across three Irish counties - Clare, Tipperary and Galway - each with its own list of activities, trails and loops to explore.

Best of all, you can do it your way - by canoe, paddle board, under sail, cruising, by bicycle or by foot. North, south, east and west, we simply can't choose a favourite, so you'll have an exciting and fulfilling holiday no matter where you go!

If you really can't decide, here are Go Wild's highlights along the **Lough Derg Blueway**.

Northern Highlights: Portumna, Terryglass and Lorrha

The northern part of the lake has plenty to offer, from walking to kayaking, driving to horse-riding. There are plenty of ways to enjoy this part of Lough Derg and more activities than you can fit into a weekend.

If you're looking for a good hike, there's no shortage of beautiful trails in **Portumna Forest Park**, with a range of

different hike lengths so you can find one suited to your family or group, and many are bike trails also. Don't pass up the chance to watch beautiful white-tailed eagles from a bird hide in the forest - if you're lucky enough to see them, it's an inspiring experience.

Visit **Portumna Castle** to bring you back in time to the 17th Century and why not recharge in the tea rooms while enjoying some delicious treats in the historical surroundings on the castle grounds?

There's plenty in the way of accommodation up this side of the lake too, but if you're looking for something a little bit different, check out the 'glamping' facilities at Podumna.

The little wooden pods offer a unique experience, with all the fun and feel of a woodland setting in a convenient town central location and bikes for rent too.

Don't miss the opportunity to try kayaking in Terryglass with **Lough Derg Water Sports**. Learn from the experts as you tour around the beautiful harbour and lake at your own pace. The harbour also offers an excellent playground and the country village is home to two welcoming bars with restaurants.

Lorrha Monastic Village is just a short spin from the lake and is home to awe inspiring ecclesiastical ruins, well worth a visit and try to catch a local tour while you are there to hear the ancient tales of the area, or sit back and take in the pace of life with a cup of tea at the community cafe.

Eastern promise: Garrykennedy, Nenagh and Dromineer

Dromineer is a beautiful place to gaze across Lough Derg, listening to the water lapping and the clinking of the dinghies in the small harbour. Stroll beside the boats, let the

children loose in the playground, or at nearby **Aquasplash** in Dromineer, an inflatable water park operating in the summer months; or relax at a nearby café, bar and restaurant. **Brocca on the Water** provides a unique dining experience and there are lovely walks in the vicinity of the restaurant.

There is a wonderful sense of heritage at Garrykennedy; the castle frames the scenic harbour and reminds the visitor that the lake has been a strategic place for many centuries. This area is perfect for casual strolling close to the water in the woods, or along the harbour, watching the yachts and cruisers come and go. There are two lovely traditional Irish pubs in the idyllic village, and **Larkin's** serves some top-notch food. Visit on a Sunday if you can as they have great traditional music in the evenings and additionally on Wednesdays in summer.

If you fancy a cycle, then follow the North Tipperary Cycle Routes that take in Nenagh, Terryglass, Garrykennedy, Cloughjordan and Borrisokane. Don't miss the chance to climb the 101 steps to the top of the majestic **Nenagh Castle**; while surveying your surroundings, and you'll see Lough Derg and beyond in the distance.

The Lough Derg area has a rightly deserved reputation for gastronomy - options for fine dining or grazing at a farmer's market are equally catered for through **A Taste of Lough Derg** in September (www.discoverloughderg.ie).

If you've only time for one walk in this part of the lake then make it the **Arra Mountain Loop** (six hours). Travelling over tarmac, bog roads, farm tracks, gravel paths and fields, it winds past the northern edge of the SlieveArra. It is a strenuous walk with some climbing, so it's not for the faint of heart! There are wooden steps up most of Laghtea Hill but stick with it and you will be rewarded with spectacular views of Lough Derg.

Our top destination picks around Lough Derg

- Holy Island
- Castletlough
- Nenagh Castle
- Lookout at Portroe
- Portumna Forest Park
- Portumna Castle
- Two-Mile-Gate
- Aistear Park
- Tountinna
- Saint Cronan's Church, Tuamgraney
- St Flannan's Cathedral

For your holiday photo, stop off at **The Lookout** in Portroe offering panoramic views of Lough Derg and take a trip down to Castletlough for a swim in the lake, or stroll in the woods, where fairy doors adorn the trees. All of that is before you even consider the kayaking, horse-riding, stand-up paddling, cycling and variety of other activities on offer around Lough Derg!

Southern Sights: Ballycuggeran, Killaloe/Ballina

In Killaloe/Ballina, Lough Derg is in the centre of everything; it bustles with sailing boats and cruisers and echoes with the clink of halcyons on masts. If you want to unwind and relax then experience the area from the water in the comfort of **Killaloe River Cruises**. Enjoy a different perspective of Killaloe from the water by contacting **Soukrite Stand Up Paddling** to arrange a trip



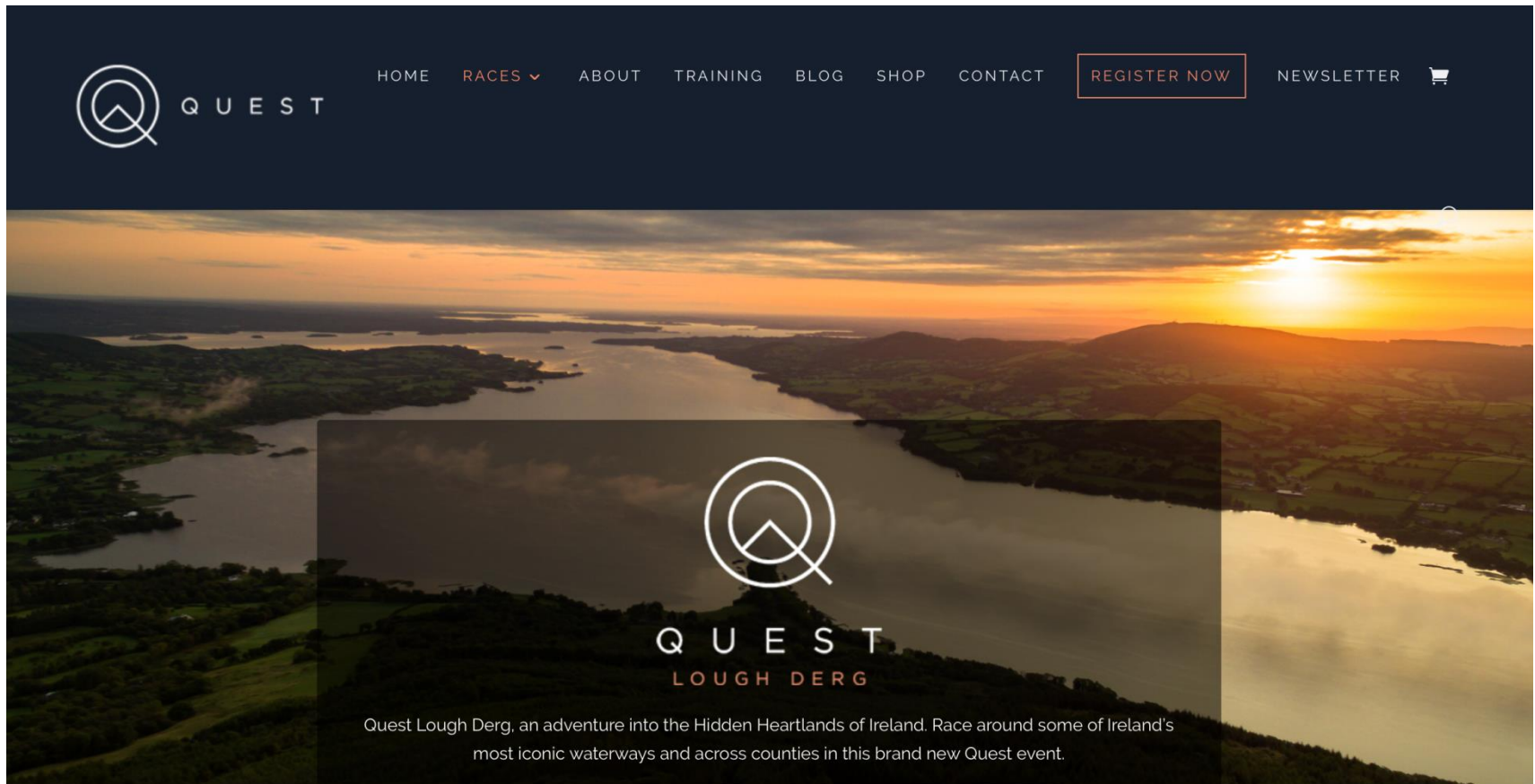
Joe McGrath, Chief Executive,
Lough Derg Marketing Group

The award-winning Lough Derg Marketing Group develops and promotes the beautiful inland destination of Lough Derg through a collaborative process which includes local authorities and local representatives from counties Clare, Galway and Tipperary as well as key national and regional agencies. The group has been responsible for steering a number of innovative projects in the region and successfully launched the Lough Derg Blueway in 2018 with a series of activity maps and promotions to highlight the many tourism providers around the lake. The 2019 season is well and truly underway with a great buzz of activity in the region and we

look forward to supporting the inaugural Quest Lough Derg Adventure Race in September. We are particularly looking forward to 'A Taste of Lough Derg', which will also take place in September; the series of events is an annual celebration of the rich culture of food and drink on the lakeshore. Excitement is also building with Lough Derg being identified as a key hub in the new Fáilte Ireland proposition 'Ireland's Hidden Heartlands', which focuses on the natural assets in the area and the wide range of opportunities to get 'active in nature'. We welcome you to discover this unique part of our island.

Lough Derg Marketing Group

Lough Derg Project 3: Quest Adventure Race; supporting the concept of getting 'active in nature'; brought 2000 participants to the shores of Lough Derg to run, mountain bike and canoe around the some of Ireland's most panoramic vistas. Quest had an excellent marketing partnership with LDMG, who supported the activity of this team of professional event managers.





Thank you
Ruth Mulhern

Tourism Marketing Officer, Tipperary County Council

Lough Derg