

Exciting New Tourism Destination for Munster

Munster Vales is a new tourism destination which will be developed as the key inland destination in Irelands Ancient East. Munster Vales extends from the Comeraghs to Ballyhoura incorporating the Galtees and the Knockmealdowns. It is supported by Failte Ireland, Tipperary, Waterford and Cork County Councils, local development agencies and tourism entities.

The Board of Munster Vales is in the process of preparing a 3 Year Tourism Marketing Plan with a particular emphasis on developing a number of visitor experience bundles which will be market ready. A critical element in the process of developing the “market ready bundles” is to work with the tourism service providers and stakeholders, to explore opportunities for collaboration within the sector and to think collectively about initiatives which will enable Munster Vales to fulfil its intention as the key inland destination in Irelands Ancient East.

We would like to invite tourism providers in the Munster Vales area to a facilitated workshop on Wednesday 9th March at 7pm in the Park Hotel in Dungarvan; the previous workshops which were held in Cahir, Co. Tipperary and Bruff, Co. Limerick were well attended. The workshop will be practical, purposeful and the main aim is to get Munster Vales Tourism Experience Bundles and Packages up and running. It will also give you the opportunity to start planning and promoting for the 2016 season. This workshop is open to everyone in the area who has an interest in tourism so please feel free to pass this invitation to colleagues, individuals, local businesses, tourism group members, community group members, etc.

All are welcome to attend. Further information and to book a place at the workshop please contact Brigid Dillon, Munster Vales Project Officer indicating which workshop you wish to attend on or before Wednesday February 10th email brigiddillon@stdc.ie.

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