

Project Outline

**RESEARCH INTO  
INTERNATIONAL BEST  
PRACTICE FOR ACTIVITY  
TOURISM DESTINATIONS**

# 'WORLD CLASS YEAR-ROUND ACTIVITY TOURISM DESTINATION'

Is a key objective of Fáilte Ireland's  
Draft strategy for Ireland.



A photograph of two hikers on a rocky outcrop. One hiker, wearing a yellow long-sleeved shirt and brown pants, stands with a red backpack, looking out over a city and coastline. The other hiker, wearing a blue shirt and a grey hat, sits on the rocks with a pink backpack. The sky is blue with scattered white clouds. The image is part of a collage with teal and blue background panels.

**IRELAND'S MILD AND  
TEMPERATE CLIMATE  
ALLOWS VISITORS  
TO ENGAGE IN  
ACTIVITIES ALL  
YEAR ROUND WHICH  
GIVES US A  
DISTINCT  
ADVANTAGE OVER  
SOME OF OUR  
COMPETITORS**





**OUR VISION IS FOR IRELAND TO BE RECOGNISED INTERNATIONALLY AS A WORLD-CLASS, YEAR-ROUND ACTIVITY DESTINATION AND AN INDUSTRY THAT WILL MAKE A SIGNIFICANT ECONOMIC AND SOCIAL CONTRIBUTION TO THE ECONOMY BY:**

**1**

Delivering significant growth in tourism revenue

**2**

Dispersing tourists to regional/rural areas, while maintaining the success of our highly regarded experience destinations

**3**

Extending the tourism season by driving growth during 'off-peak' times

# WHAT IS THE OBJECTIVE OF THIS CONSULTANCY?



1

Gain an oversight of current activity tourism offer in Ireland

2

Identify and study Best in Class activity destinations world wide

3

Distil key learnings and insights in Ireland from Best in Class analysis

4

Inform planning, investment and delivery of activity tourism in Ireland in the coming years

# WHO WILL BE CARRYING OUT THIS CONSULTANCY?

## CSES

CSES was established in 1999 by former senior members of Ernst & Young's economics and management consulting practice in London. CSES specialises in:

Evaluations, impact assessments, benchmarking, best practice analysis and strategy development.

[www.cses.co.uk](http://www.cses.co.uk)

## TARGET EURO

TARGET EURO is an Italian Consultancy firm, established in 1997 and specialised in multidisciplinary projects with an emphasis on the tourism, urban and economic sectors.


[www.targeteuro.eu](http://www.targeteuro.eu)

# HOW CAN YOU HELP?

Your expert, first-hand knowledge of activity tourism in Ireland will be of great use to this consultancy.

We hope you will participate with us in helping make Irish activity tourism the best in the world.



A group of people riding horses on a paved path through a lush green forest. The path is wet and reflects the surrounding greenery. The riders are wearing helmets and casual attire. The forest is dense with various shades of green foliage and trees.

**If you would like to provide information or express your views about activity tourism or if you would like to be kept informed about developments, go to this link**

**[https://www.surveymonkey.co.uk/r/Activity\\_Tourism\\_Destinations](https://www.surveymonkey.co.uk/r/Activity_Tourism_Destinations)**

**THANK YOU!**