

**Project Outline** 

# RESEARCH INTO INTERNATIONAL BEST PRACTICE FOR ACTIVITY TOURISM DESTINATIONS



Centre for

Strategy & Evaluation Services

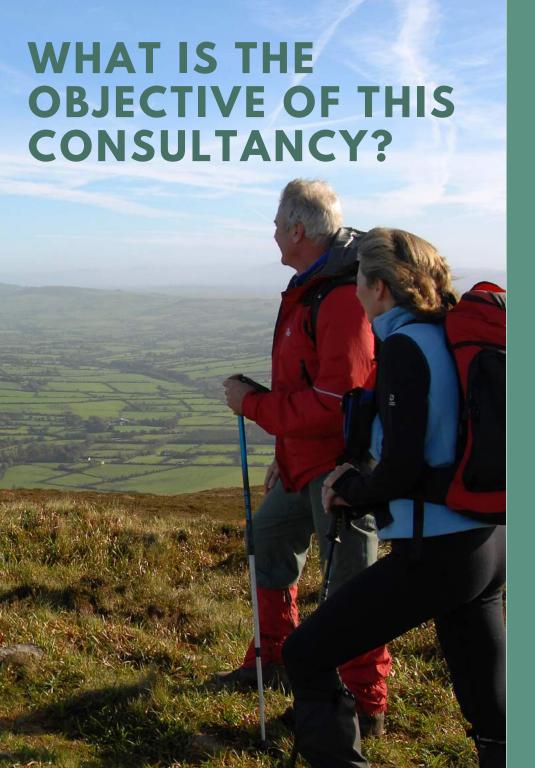






**OUR VISION IS FOR** IRELAND TO BE **RECOGNISED** INTERNATIONALLY AS A WORLD-CLASS, YEAR-ROUND ACTIVITY **DESTINATION AND AN INDUSTRY THAT WILL MAKE A SIGNIFICANT ECONOMIC AND** SOCIAL **CONTRIBUTION TO** THE ECONOMY BY:

- Delivering significant growth in tourism revenue
- Dispersing tourists to regional/rural areas, while maintaining the success of our highly regarded experience destinations
- Extending the tourism season bydriving growth during 'off-peak' times



- Gain an oversight of current activity tourism offer in Ireland
- Identify and study Best in Class activity destinations world wide
- Distil key learnings and insights in Ireland from Best in Class analysis
- 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

#### **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



### 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.



