



Galway Tourism Strategy 2020 – 2025

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Foreword

As Chief Executive of Galway City Council, I am delighted to deliver the Galway Tourism Strategy 2020 – 2025. The Tourism Strategy will be monitored over 5 years and continuously assessed to adapt to a range of changes expected in the future.

The Galway City Council Tourism Strategy and associated annual Action Plans will provide the context for a range of innovative tourism marketing and development plans as well as the provision for Government funded projects such as Galway City Museum and destination towns. These projects will further enhance Galways image as a world class tourism destination on the Wild Atlantic Way.

This strategy seeks to build on the work undertaken to date by Galway City Council, Failte Ireland, Tourism Ireland and the tourism industry in the city and sets out to support the tourism industry throughout the year.

This strategy will focus on ways that tourism initiatives can increase employment all year round, attract additional revenue and protect and promote our unique history, heritage, language and culture.

Brendan McGrath, Chief Executive Galway City Council





Galway to 2025 offers an exciting opportunity for Galway Tourism. Galway is known for its strong cultural identity and rich heritage firmly rooted in our unique landscapes, a lively bi-lingual city, and an exciting range of festivals and events throughout Galway City.

Prepared by Galway’s Local Authority, Galway City Council, this Strategy aims to progress collaboration among many public, industry and community partners to support Galway in becoming a must-visit destination synonymous with world class experiences and one which stands out in an exceptionally busy market place.

Our ambition for this Strategy is to continue to innovate in how we offer access to visitors to our authentic culture and to enhance Galway’s reputation on a Global level.

The target for the Strategy is to achieve a 20% increase in visitors¹ (on current figures) by 2025 and a 25% increase in tourism revenue by 2025.

Visitor Figures for Galway

Domestic Visitors	Overseas Visitors
<ul style="list-style-type: none"> Galway attracted 1.024 Million domestic visitors in 2017 and generated €247 million Galway was the third most visited county after Dublin and Cork 	<ul style="list-style-type: none"> In 2017, Galway attracted 1,674million overseas visitors and was the second most visited county by overseas visitors after Dublin (5.9m) and ahead of Cork (1.6m) Galway generated €589 million in revenue from overseas visitors in 2017 <ul style="list-style-type: none"> 44% of visitors come from Mainland Europe, followed by North America (32%), Great Britain (16%) and other areas (9%) Galway has the second lowest reliance (after Kerry) of any county on the GB market. GB accounts for 16% of visitors but only 11% of revenue

Galway’s challenge is to grow and sustain a world class tourism product which will be outstanding in a busy global marketplace. While efforts to address this challenge are underway, long term strategic projects must be implemented requiring a sustained collaborative approach.

Tourism in Galway has been growing in line with national figures and occupies a reasonable domestic and international market share however, it is time to set about achieving its full potential, enhancing its competitiveness and responding to key trends (e.g. walking, cycling, and domestic and international desire for unique cultural and food experiences).

¹ (including overnights, Source: Fáilte Ireland.



It is crucial to develop the existing assets through continual improvement in management and promotion, boost revenue from existing festivals and cultural events, and attract new tourism investment for additional visitor experiences.

While focus must be given to the stronger performing areas of Galway City – namely Galway city centre and Salthill, the strategy will also drive sustainability and product offerings by supporting a ‘different kind’ of experience in lesser explored areas.

Tourism is a very important industry for the local economy and communities of Galway. 12-14% of businesses in Galway are involved in tourism and the sector accounts for 10-12% of employment in the city (ITIC, 2015). The actions prioritised in this strategy aim to support and develop visitor experiences, increase visitor dwell time, extend the shoulder season and increase revenue throughout the city, within a framework of environmental management and respecting local communities.





Galway – A World-Class Destination

Galway – a uniquely located city on Ireland’s west coast along the Wild Atlantic Way, at the edge of Europe.

Galway, The City of the Tribes is a unique Medieval City that was once part of a superhighway of trade that linked the ports of Europe. Renowned for its festivals and diversity, and regarded as a cultural gem, it is an attractive, walkable city interwoven with waterways. It is a key access point to the Wild Atlantic Way. It houses a preserved street pattern, cobbled streets, laneways, medieval walls and treasures with fascinating history and character; yet is intertwined with a modern, vibrant, diverse bustling centre, located along the banks of the River Corrib whose stony bed (Gaill Aimh) gave the city its name. Home to National University of Ireland Galway and a regional institute (GMIT), Galway has over 20,000 third level students, a dynamic med-tech, marine and creative industries hub. Galway is a designated UNESCO City of Film, and global travel pioneers *The Lonely Planet* have named Galway as one of its Top Ten Cities Worldwide to visit in 2020.

The city is surrounded to the West by a breath-taking coastline and the picturesque, rugged Connemara landscape. This area features some of the most significant geological and ecological sites in the world, including a UNESCO Geo Park and Connemara National Park; several inhabited offshore islands including Oileáin Árann (Aran Islands) and Inishbofin; and spectacular mountain ranges such as the Twelve Bens. Lough Corrib, the second largest lake in Ireland covering over 16,000 hectares, lies to the north of Galway City, while to the east of the county in Ireland’s Hidden Heartlands are Lough Derg, the River Shannon (longest river in Ireland) and its tributaries, the Slieve Aughty mountains and the Lower Burren which has unique features of a karst landscape.

Galway is Ireland's only bi-lingual city. The Gaeltacht areas and Irish speaking communities in Galway make it a uniquely bi-lingual region which fosters Irish language heritage and culture in many forms that have influenced daily life, from culture and traditions, music, language, dialect and the vernacular buildings.

The city attracts visitor segments such as the ‘*culturally curious*’ and the ‘*great escaper*’² and increasingly visitors are discovering Galway as a destination for great food. From our ripe land & rich marine life, Galway provides high quality produce and in 2018, was designated a European Region of Gastronomy, reflecting over 30 years of dedicated work by our food community. County Galway boasts over 12,000 farms, 689km of coastline, 52 islands and over 350 restaurants. There is huge potential for growth in international tourism to Galway. Its designation as European Capital of Culture 2020 is a significant recognition of its vibrant arts & cultural scene. It will offer a year-round cultural programme, showcasing itself as ‘Ireland’s Cultural Heart’ and a destination where visitors can immerse themselves in the culture and traditions of the region.



Why a Galway Tourism Strategy?

Galway faces a range of challenges in progressing a co-ordinated approach to tourism development.

These include:

- Capturing the Galway experience in a simple proposition that can be marketed to visitors
- Building and managing the reputation of Galway as a tourism destination
- Selling Galway to targeted, new and emerging markets
- Developing capacity within the industry and local communities to benefit from the spread of tourism
- Ensuring Galway tourism is a sustainable, low carbon industry which protects our environmental assets
- Providing a range of exciting, year-round experiences that enhance what makes Galway unique

To grow and sustain Galway tourism to world class standards, a range of activities, services and facilities must be in situ to stimulate additional income, increase visitor dwell time throughout the city, increase visitor satisfaction and encourage repeat visits. It is necessary to improve the quality of goods and services, protect our heritage and environment, and communicate clearly too local and international audiences what Galway offers.

This strategy, prepared by Galway City Council, will provide the framework to address these challenges through a sustained, collaborative effort and establish a high-level Tourism Development Group to review and implement the action plan.

This strategy includes consultation with Tourism Stakeholders, featuring 60 one-to-one interviews with public, private and community partners, and an extensive research phase. The issues identified in these consultations together with the SCOT Analysis, have informed the vision and aims of this strategy. These will guide the direction of the strategy for a five-year period up to 2025, while actions will be reviewed annually by the Tourism Development Group.

The strategy will support work being done on a local and national level and will position Galway to take advantage of opportunities as they arise through Fáilte Ireland, Tourism Ireland and other relevant bodies.



Galway Tourism; Strengths, Challenges, Opportunities & Threats (SCOT Analysis)

Strengths

- Galway has a longstanding tradition of tourism, with its city, Oileáin Árann (Aran Islands) and Connemara as strong visitor destinations. Galway is at the centre of the Wild Atlantic Way to the west and Ireland's Hidden Heartlands to the East. Recognised as the cultural and festival heart of Ireland, there is a vibrant and rich cultural heritage (arts/Irish language/ sport) in Galway and an extensive calendar of events and festivals that take place in Galway all year round.
- Galway is an attractive location where people want to live, work or visit – it ranks highly in international reviews as somewhere with a strong 'sense of place'. Galway already has an impressive range of accolades, designated as *European Capital of Culture 2020* and *European Region of Gastronomy 2018*. Within the various stakeholders, there are positive working relationships, proactive partnerships, and business and community associations. Galway also has a well-educated, young workforce with an entrepreneurial culture and can-do attitude.
- Galway has a high-quality environment, with phenomenal land and seascapes. Galway has significant marine resources and is home to 8 Blue Flag Beaches and 8 Green Coast Award Beaches. The region has extensive agricultural resources that produces high quality food and drink.
- Galway has a bi-lingual culture - it is a bi-lingual City with the largest Gaeltacht population and largest population of inhabited off shore islands in Ireland; and unique communities with strong traditions, heritage and amenities;
- The region has stable governance and a range of supports for tourism are provided by Local Authorities, Fáilte Ireland and other public bodies; and extensive activities across community, economic, cultural and social services. There is ongoing investment in local transport and community infrastructure.
- Galway is already home to some of the largest visitor attractions in Ireland, with Connemara National Park, Galway City Museum, Kylemore Abbey & Gardens, Dun Aonghasa³ and Galway Atlantaquaria.

³ Galway City Museum 286,925 Visitors; Connemara National Park, 250,000 Visitors. Kylemore Abbey & Gardens, 561,657 Visitors & Dún Aonghasa, Inís Mór 136,042 Visitors. Source: Fáilte Ireland Visitor Attractions Survey 2018.



Challenges

- Developing a clear proposition for Galway to gain greater international recognition in a crowded marketplace. Getting all stakeholders to buy into a vision and make changes with long-term vision and commitment
- Evolving a collaborative approach within the industry which responds to market needs and delivers strong destination management and the development of world class visitor experiences. Work at maintaining strong performing areas and boost weaker areas.
- Lack of a dedicated budget, with funding for Tourism projects available from numerous providers with different roles and objectives, dependant on annual budget announcements.
- A need for high class public infrastructure, as visitors are adding to the pressures on transport, cultural, water, waste, infrastructure, health services.
- Raising the service standards (capacity building) among SMEs to compete in the international tourism marketplace – up-skilling & re-skilling needs to be constantly provided due to an ever-changing international marketplace.
- Extending the season and increasing occupancy levels and Rev PAR with challenging weather and limited indoor attractions and activities. Spreading the visitor to underutilised areas by highlighting the 'hidden' gems.
- Development and management of public realm for major events, street shows, cultural/ tourist events and effective public spaces (such as Eyre Square, Woodquay and Spanish Parade) while protecting cultural heritage and reusing built heritage.
- Effects and challenges of climate change – adaptation of the tourism sector, major projects and infrastructure to achieve a resource efficient sector (e.g. energy and waste). Protecting and maintaining European Sites (SACs, SPAs, NHAs) and other ecological and geological heritage sites (habitats and species); and ecosystem services which underpin the economy and community life. Ensuring water quality with strong ecological status.
- Ability to address the attractiveness of urban areas and maintain the viability of rural towns and villages.
- Providing infrastructure for recreation (for visitors and communities)



Opportunities

- Predicted growth of international Tourism trade and revenue
- The latent capacity at Knock IWAK and Shannon Airports and the opportunities for new route development
- A coherent master brand and marketing strategy for development of Galway Tourism
- Galway already has a significant, well-developed range of cultural and tourism assets in the form of heritage sites, museums and art galleries
- The quality and reputation of the industry. To foster a collaborative approach with a range of expertise on marketing and tourism development. To grow Galway as a *centre of excellence* for tourism-related education
- The *Wild Atlantic Way* offers huge international marketing potential.
- Potential for product development and improvements in the City including the development of Greenways, improved camper van facilities, cruise tourism sector at Galway Harbour and the redevelopment of the Galway City Museum
- The opportunity to engage with the diaspora of Galway and the opportunity to build a legacy for *Galway 2020* & the European Region of Gastronomy 2018 and to foster the innovation and cultural ideas of Galway people.
- Designation as a UNESCO City of Film. Increased interest in sustainable tourism and the development of the film and media sector and developing the region as TV location setting.
- Availability of funding from a range of national, regional and local bodies including EU programme funding for tourism-related activities
- **Development of Business Tourism and the success of the Galway Convention Bureau, opportunities to foster the ICT and Biomedical clusters already located in Galway.**
- **Continuous innovation of festival formats, themes and focus to protect, build and develop Galway's reputation for world class festival experiences.**



Threats

- Ireland is a small, open economy at risk from international events such as Brexit, changes in currency & tax that affect the ability to remain a Value for Money destination in a competitive international market
- Lack of sector specific data and indicators, which risks complacency in the tourism sector and among public bodies. Fragmented nature of the sector and the absence of ring-fenced funding mechanisms
- A strong focus on the domestic market and lack of marketing campaigns targeting international visitors. Lack of engagement and collaboration by tourism businesses and communities with the existing Wild Atlantic Way branding.
- Conflicting interests of the locals and visitors, e.g. where communities are not engaged early on in project proposal and are aggravated and unsupportive of activities. The issues with delivering large scale projects such as the Greenway and public realm improvements
- Limited flights into the region via Shannon and IWAK in comparison to Dublin airport make it particularly difficult to compete with the Dublin market in the lucrative Business Tourism Sector
- Inability to capitalise on the local artisan food producers and to connect them with retail outlets and restaurants – critical scale needed
- Effects of climate change and its impact on visitor trends - the damage caused locally by visitors to the natural environment and the costs in rectifying existing damage
- Lack of availability of affordable services such as broadband, free Wi-Fi access, public transport services and a decline in social and community activities, offering fewer opportunities for visitors to meet local people
- Increased sensitivity of international visitors to their carbon footprint

Brexit

Brexit challenges have led to uncertainty and doubt among businesses. Brexit has already impacted significantly on tourism due to the shift in the Sterling/Euro exchange rate. Visits from Britain and Northern Ireland have fallen as Ireland's competitiveness and value for money ratings have declined. The fallout for Irish tourism could potentially reach half a billion euros in lost revenue, plus additional costs including a negative impact on jobs over the coming years, and indirect costs to the tourism sector of increased airport and port customs infrastructure. In addition, any devaluation of sterling would boost the attractiveness of the UK as a place to visit, further hurting tourism businesses in Ireland. The full effects of Brexit on Tourism may not be known for several years.



Vision

This strategy strongly focusses on managing Galway as a destination by developing its reputation, branding and marketing; building capacity within businesses and communities; developing research; stimulating ingenuity and developing, delivering and managing exceptional experiences. Such an approach requires a collaborative and sustained effort.

In preparing this strategy, the Tourism Industry, Local Authorities, Public Bodies and Community organisations believe that Galway offers visitors a unique opportunity to engage with Ireland's people, language, heritage, food, culture and landscape through authentic, sustainable and unforgettable experiences.

Our Vision is

That Galway sustains and develops itself as one of Ireland's leading destination for domestic and global visitors, renowned for its authentic world class experiences, its welcoming people and as the creative home of Irish Arts, Culture and Language

Strategic Priorities

1. Increase visitor numbers⁴ by 20% by 2025; and increase the value of tourism to Galway by 25%, being worth €735m by 2025;
2. Successfully manage Galway's reputation and what Galway stands for, sharing and marketing the tourism experiences on offer, highlighting why they're different and irresistible
3. Support expanding or emerging tourism businesses to create excellent products and experiences; and attract further investment;
4. Guide, develop and provide sustainable, world-class tourism experiences, suitable for the market and Galway's communities;
5. Support our communities as the ambassadors of the region – instilling pride, a strong sense of place and an ability to showcase our unique heritage and culture, land and seascapes;
6. Work in partnership with stakeholders and engage with the industry

Actions to support Galway's Strategic Priorities in Tourism are targeted under three Business Areas and presented in the Action Plan;

- **reputation management and marketing**
- **capacity building & engagement**
- **developing experiences (product development)**

⁴ This includes overnights.



Action Plan

Our ambition in this Strategy is to support Galway Tourism to grow and sustain a world class sustainable tourism product, which will be outstanding in a busy global marketplace.

Action Area 1: Reputation Management & Marketing

Topic	Action Description	Timeline
Destination Management Group	<ul style="list-style-type: none"> Establish and facilitate a high level Galway Marketing / development Group that will plan, track and review progress and develop an annual action plan based on research findings Produce an annual report based on industry and visitor surveys that will highlight gaps and improvements needed in the Tourism offering 	2020-2025
Narrative/ Brand / Marketing	<ul style="list-style-type: none"> Develop distinct overarching Tourism brand for Galway Prepare and implement a marketing and communications plan that will be reviewed and agreed annually by the Galway Marketing / Development group. Develop collective marketing materials, events guide, maps etc. based on the Galway Brand. Develop the online presence of the new Tourism Brand 	2020
Awards	<ul style="list-style-type: none"> Support Galway 2020 to develop a legacy for European Capital of Culture 2020 Continue to deliver a Legacy Programme from European Region of Gastronomy Explore relevant awards which will increase Galway's International visibility 	2020-2021 +
Evidence-base, research & best practice	<ul style="list-style-type: none"> Develop Key Performance Indicators to monitor tourism performance and ensure ongoing, targeted research to maintain strategic focus 	2020-2025
Sustainability	<ul style="list-style-type: none"> Support the development of environment-based tourism products that utilise our natural amenities without causing harm to the environment Implement EU environmental Directives; AA & SEA emphasise the need to avoid, rectify or mitigate significant/ adverse environmental impacts Raise awareness of natural heritage & ecosystems services Implement Leave No Trace Policy, climate proofing, green certification & green business waste management & energy efficiency Promote Climate Action Charter among accommodation and attraction providers. 	2020 & ongoing
Festival & Events	<ul style="list-style-type: none"> Maintain the Annual Events Calendar 	2020 & ongoing



	<ul style="list-style-type: none"> ○ Seek to attract events to the region such as Tall Ships, Musical Events, Local Diaspora Engagement Initiatives, Irish Film Year (UNESCO City) in the off season. ○ Support existing festivals and events to grow through training and funding supports, specifically supporting festivals that increase visitors in the off season. 	
Funding	<ul style="list-style-type: none"> ○ Work with local stakeholders to identify and access Tourism funding from local, national and international sources. ○ Work with stakeholders to prepare and develop their product offering so support potential applications for funding ○ Work with Community Tourism groups to upskill and develop projects that offer unique experiences 	2020 & ongoing
Business Tourism	<ul style="list-style-type: none"> ○ Support the Galway Convention Bureau and enhance the image of Galway as a Business destination to visit. ○ Identify opportunities to improve the Business Tourism offering currently available such as Gala Dinner Locations, non-hotel unique Meeting Spaces, a municipal building and incentive experiences indoor and outdoor within the region ○ Work with the Galway Convention Bureau to create local champions and communicate to industries in Galway who have international connections to bring a conference to Galway ○ Create marketing opportunities that promote both general tourism and business tourism in a co-ordinated approach with the Galway Convention Bureau ○ Support Galway Convention Bureau to maintain the status of Galway as one of the top ranked Cities on the latest Global Destination Sustainability Index (GDS), a rating system designed to recognise responsible practices in the business tourism and events industry. ○ Explore the development of a Galway Convention and Exhibition Centre 	2020 & Ongoing
Marketing Plan & Air Access	<ul style="list-style-type: none"> ○ Develop a plan to develop an international marketing strategy for Galway in conjunction with Tourism Ireland and Failte Ireland. Identify growth markets and support Galway industry partners to grow business from these areas. ○ Seek to develop itineraries & guides with places to stay, eat and experience. Develop Galway as a 4 day stay on itineraries for visitors. ○ Work with Tourism Ireland and Failte Ireland publicity teams to grow the international coverage for Galway. Work with social influencers as well as traditional media outlets to increase the awareness of Galway as a destination. ○ Support the airlines and the regional airports on destinations campaigns that highlight Galway in international markets with direct access to the West. 	
Diaspora	<ul style="list-style-type: none"> ○ Further develop and Implement a Diaspora Strategy for Galway. ○ Work with the sister cities of Galway City & County to advance the tourism potential from these regions to Galway. 	2020 & ongoing

Action Area 2: Capacity Building & Engagement

Topic	Action Description	Timeline
Standards of Excellence	<ul style="list-style-type: none"> Identify opportunities to promote training & up-skilling that is needed amongst tourism providers. Work with Failte Ireland to develop local training programmes and encourage Tourism Businesses to take up training opportunities already available Strengthen the links between tourism businesses, training providers, Colleges & Universities 	2020 & ongoing
Partnership	<ul style="list-style-type: none"> Support sectoral-led business groups and networks to develop tourism initiatives that sustain and increase jobs in the sector throughout the year. 	2020 & ongoing
Business supports & guidance	<ul style="list-style-type: none"> Work with Fáilte Ireland to provide increased awareness of the support materials and training available to the Tourism Industry Build capacity for cross promotion among businesses for better visitor experiences and product offerings (packaging of experiences & services) 	2020 & ongoing
Community Capacity-building	<ul style="list-style-type: none"> Provide advice & supports for community tourism projects Continue to support Pride of Place, Tidy Towns, Purple Flag & similar competitions & opportunities for community groups to learn from each other. 	2020 & ongoing





Action Area 3: Developing Experiences (Product Development)

Topic	Action Description	Timeline
Experience development	<ul style="list-style-type: none"> ○ Collaborate & engage with industry partners in proposals for infrastructure projects such as Wild Atlantic Way Discovery Points and Loops, development of Blueways and Greenways, RV/Camper Van facilities and private led projects that will enhance the Galway Tourism experience ○ Support Businesses to develop Cycle Tourism experiences as the cycle network and Greenways / Cycleways progress in the city ○ Promote the development of a greater number of off-peak & shoulder season experiences ○ Continue to develop and integrate the food product offering into the tourism sector, and promote food experiences and local industry to avail of opportunities under national initiatives, including Taste the Island 	2020-2025
Visitor Management	<ul style="list-style-type: none"> ○ Deliver cohesive and improved way finding and orientation in the City ○ Consider the interpretation and wayfinding needs of visitors in the preparation of regeneration or public realm initiatives as progressed by Authorities ○ Support the development of Visitor Management Plans and monitoring by providers at key sites to prevent overcrowding and environmental damage. ○ Develop more sustainable travel options to and from Galway but also throughout the city as the Galway Transport Strategy projects are rolled out across the city. 	2020 & ongoing
Culture, Arts & Music	<ul style="list-style-type: none"> ○ Develop the Galway Museum into a world-class visitor experience with an expanded and improved cultural offering ○ Encourage the development of infrastructure to support Galway's local artists to display their work to visitors. ○ Support initiatives that assist local organisers to review the viability of their events and continually improve their offering 	2020-2021+
Wild Adventure & Sport - Stay & Play	<ul style="list-style-type: none"> ○ Support the development of adventure experiences and of routes outlined in the Walking & Cycling Strategy for Galway City & other community loops and trails. Maximise resources available from Outdoor Recreation Infrastructure Schemes. ○ Continue to support efforts to host & attract world class events with an Adventure/Sports Theme ○ Continue to work with Coillte and the National Parks whose lands provide recreational amenities and can attract visitors to an area 	2020 & beyond



Maritime, water-based & coastal	<ul style="list-style-type: none"> ○ Work with Galway Harbour Company to realise the full potential of the Cruise Market ○ Support the development of Blueway projects ○ Support the development of tourism activities, pursuits, culture on Lough Corrib 	2020 +
Irish, An Ghaeltacht	<ul style="list-style-type: none"> ○ Encourage the development of Tourism attractions based on the Irish Language and its unique culture and our Islands ○ Support the Development of visitor experiences which highlight Galway's accessible bi-lingualism, Irish language, music, dance & drama ○ Support Galway's Bilingual City Initiative which will engage all sectors of the community in Galway City to promote a sustainable bilingual project. 	2020 & ongoing
Education tourism	<ul style="list-style-type: none"> ○ Support efforts by academic Institutions and communities to increase education tourism, particularly in languages (Irish & English), science, technology including ICT, film & media 	2020 & ongoing
Historical & ecclesiastical significance	<ul style="list-style-type: none"> ○ Promote existing historic town trails & seek to develop other 'themed or area-based trails' across the city that serve the community and visitors. ○ Support Strategies to explore opportunities for enhancing tourism of and around monuments, parks and key historical assets ○ Facilitate initiatives that leverage the value of historic and vernacular buildings that give towns and villages their unique character. 	2020 & ongoing
Access for all	<ul style="list-style-type: none"> ○ Support efforts to make Galway's visitor experiences accessible to all ○ Support the NSAI I.S. 373: 2013 'Universal Design for Customer Engagement in Tourism Services' 	



Delivering our Strategic Priorities

This strategy will help deliver on managing Galway as a visitor destination, planning for its future, developing its reputation, branding and marketing. Galway City Council, in partnership with tourism industry members and other public bodies, will work to deliver on the Strategic Priorities outlined in the strategy.

- The strategy covers a five-year period
- The actions in each business area are intended to be adaptable and respond to changing circumstances, research findings and available resources;
- Arising from 'Actions under Reputation Management and Marketing', the new Galway Development / Marketing Group will be arranged to pool resources and promote Galway as a destination to domestic and international audiences. The detailed action plan of this group will be included in progress reports on this strategy.
- Revisions to actions will be supported by an annual survey, policy review and progress reports and inputs from key Industry bodies, Tourism Networks and other Stakeholders.
- The local authority will report to the executive teams and Strategic Policy Committees on Progress;
- Council Staff (appointed Tourism Officer and others assigned to specific projects or programmes) will convene an annual stakeholder workshop and present updates on development areas, associated actions and an updated action plan.

Our ambition for this strategy is that achievement of our strategic priorities will result in growth of the tourism sector's revenue and visitor numbers to the city, increased employment, increase in sale of goods and services including locally sourced foods, arts, crafts, accommodation etc. Experiences provided should seek to deliver optimum dwell time and attract repeat visits.