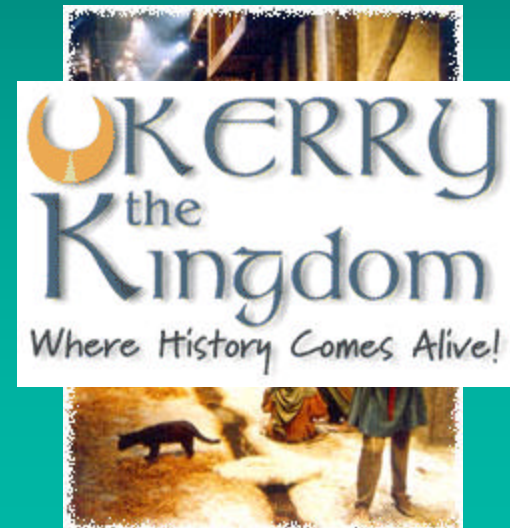


# DEVELOPMENT OF HERITAGE PRODUCTS IN TRALEE

**Kerry the Kingdom Museum consists of 3 attractions which tell the story of Kerry and Ireland over 8000 years:**

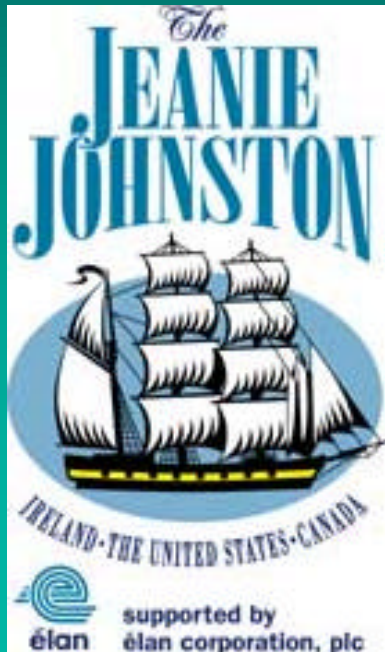
- Kerry in Colour – a multi visual tour of the county
- Kerry County Museum – houses interactive media, reconstruction's and priceless artifacts which relate the history of Kerry
- Geraldine Tralee – visitors are brought back by time car to 15th century Tralee to experience the sounds, smells and texture of medieval life

- *Kerry the Kingdom Museum* attracts in excess of 100,000 visitors annually, it provides full time employment for 20 people and it is listed in the top 10 new regional museums now in Europe.



# DEVELOPMENT OF HERITAGE PRODUCTS IN TRALEE

***The Jeanie Johnston Project*** – a beautiful 19th century emigrant sailing ship has also been recreated in Tralee but it has not yet sailed to the US and Canada due to financial difficulties.



## DEVELOPMENT OF HERITAGE PRODUCTS IN TRALEE

### Tralee Visitor Attractions

	1990	1992	1995	1997	2000
Visitor Numbers	110,000	175,900	510,000	520,000	600,000

(Source: Shannon Development)

### Accommodation

Accommodation	1992	1995	1997	2000	% Increase from 92 to 00
Hotel Rooms	381	486	695	721	89%
Guesthouse Rooms	254	286	351	309	21%
Self Catering Rooms	94	175	400	497	524%
Total Rooms	729	947	1,446	1,527	109%
Hostel Beds	16	109	364	355	2,118%

(Source: Shannon Development)

The above visitor and accommodation figures confirm this

# *KILLARNEY'S HERITAGE RESOURCES*

**Killarney** has a long association with tourism ( 250 years) and a brand name internationally:

- Killarney's success is built on the quality of its product and in particular the environmental and recreational opportunities offered by The Killarney National Park.
- The fundamental objective of the Park is to conserve its natural heritage.
- It achieves this by preserving the last native herd of red deer, by developing a herd of pure bred native cattle as well as by providing educational and interpretative facilities.
- However Killarney also has a variety of man built heritage attractions which are of interest.



# KILLARNEY'S HERITAGE RESOURCES

Killarney's most popular man built heritage attractions are:

- **Muckross House** – A Victorian country house built in 1843 and visited by Queen Victoria in 1861. Today it is the focal point of the National Park.  
It offers 3 tourism attractions:  
Elegantly furnished rooms of the 19th century  
Craft workshops  
AV display of flora and fauna in National Park.
- **Muckross Gardens**  
Beautifully 19th century landscaped gardens.
- **Muckross Traditional Farms**  
An outdoor representation of farming life in Kerry during the 1930's  
A real working farm.
- **Ross Castle**  
A medieval castle opened to the public in 1993 .



Lord O'Connell presented this unique Dressport (originally built by Queen Victoria on the occasion of her visit to Killarney in 1861). It was designed by Mr Egan of Killarney and executed by three of his workmen, Michael Fleming, Thomas Egan and James Lynch (Trader, Clonsilla and Killarney Kaba, Inc. Aug 1956, 1981). The Dressport is now on display in the Theatre, Muckross House, courtesy of the National Museum of Ireland.

# SUGGESTED HERITAGE DEVELOPMENTS IN KILLARNEY

- Tourism is a volatile and unpredictable industry and destinations need to be able to adapt to changes in the markets.
- Killarney is presently doing well – 1,500,000 visitors annually – but we must still plan for the future if we want to remain at the forefront of Irish tourism.

## **The following tourism issues need to be addressed if we are to progress:**

- There is an over reliance on environmentally based attractions
- The fragile natural heritage of Killarney NP is threatened by visitor congestion
- There is an absence of high quality indoor attractions
- Killarney needs to market itself as the oldest tourist destination in Ireland
- There is a particular need to develop heritage attractions to complement all of the above.

*We propose the development of two heritage attractions:*

- ✓ **A Victorian Heritage Attraction**
- ✓ **An Exhibition based on the Annals of Innisfallen**

# A VICTORIAN HERITAGE ATTRACTION

- **Background:** Queen Victoria visited Killarney for four days in 1861. We believe that this historic event should be commemorated by the development of an indoor attraction based on the Queen's visit.
- **Proposed Location of Attraction:** Killarney House, owned by Dúchas and near town centre.
- **Structure and Theme:** Use of actors or wax figures in a series of tableaux spanning a number of rooms depicting the theme of "A Victorian Week in Killarney".
- **Merchandising:** Unlimited opportunities for developing high quality souvenirs based on the Victorian theme.
- **Tourism/Business Spin Offs:** The possibility of developing an annual Victorian Pageant or Victorian themed Festival



Queen Victoria (1819 - 1901), of the United Kingdom of Great Britain and Ireland and Empress of India, ascended the throne in 1837.

# A VICTORIAN HERITAGE ATTRACTION

## Costs

The following costs of mounting the exhibition are approximations:

Feasibility Study	- E20,000
A / V Presentation	- E100,000
Tiered Space	- E 25,000
Simultaneous Translations	- E10,000
Wax figures of Royal Party	- E30,000
Wax figures of representative group	- E15,000
Information Boards	- E15,000
Promotional Booklet	- E10,000
Product Logo	- E10,000
Total	- E 235,000



Prince Albert of Saxe-Coburg and Gotha was born in 1819 and married Queen Victoria in 1840. He died of typhoid in December 1861.

**Visitor Numbers:** We estimate that this exhibition would attract in excess of 35,000 visitors annually

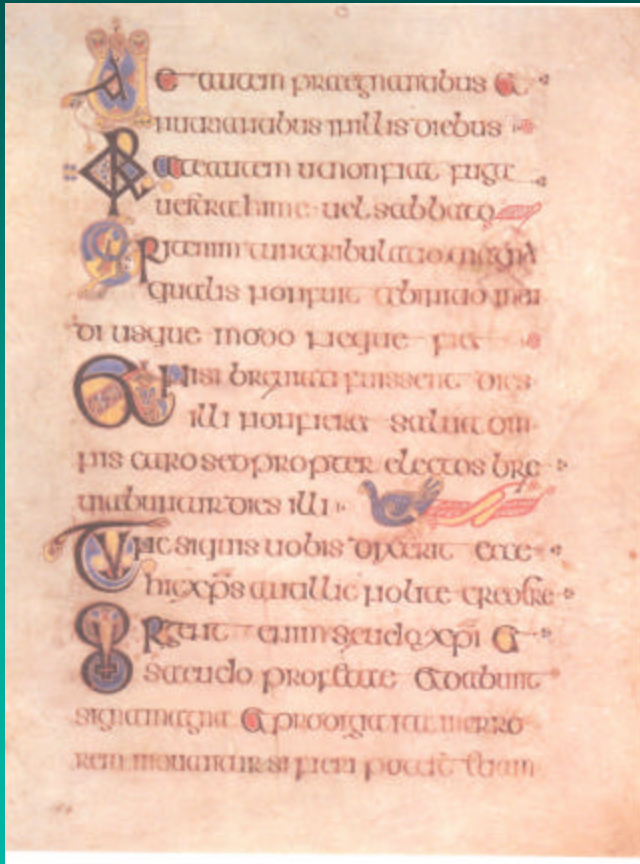
**Employment:** This attraction has the potential to create between 10 – 15 full time jobs



# THE ANNALS OF INNISFALLEN EXHIBITION

- **Early Christian Ireland** renowned for its calligraphy and illuminated manuscripts.
- **The Book of Kells**, exhibited in Trinity College Dublin, is the best known example of this tradition and it has been our most popular heritage site over the last 10 years, attracting 500,000 visitors in 2000.
- **Killarney** has its own famous manuscript The Annals of Innisfallen which were compiled on an island in the lakes from 1092 onwards.
- **This manuscript** which has been stored in the Bodleian Library, Oxford since 1774 was returned to Killarney for a three month display in 1983.
- The following are our proposals for a six month exhibition of the Annals in Killarney:

# THE ANNALS OF INNISFALLEN EXHIBITION



- **Location:** Either in Killarney House or Muckross House
- **Theme:** The manuscript should be displayed as an example of early Irish scholarship.
- **Structure:** a) Interpretative Section  
b) The Annals on Display
- **Planning:** A two year lead in time required. A special organising committee comprising of all the major public, private and heritage bodies to be put in place.
- **Costs:** Estimated costs – E325,000.
- **Visitor Numbers:** In excess of 25,000 visitors generating roughly E400,000.
- **Merchandising:** Unlimited opportunities.
- **Employment Generated:** Approximately 10 jobs would be created

# *CONCLUSION*

- *We hope that our case study clearly shows:*
- *That a keen sense of history is a vital element of the Irish identity.*
- *That Ireland has a richness of heritage attractions*
- *That Heritage Tourism is being operated successfully in selling Ireland to the outer world.*
- *That in our home town of Killarney there are the possibilities of developing further top quality heritage tourism attractions.*



**It Is The Beauty Of Ireland That Has Made Us What We Are**

**-George Bernard Shaw**

