

FESTIVAL TOURISM AND ITS IMPORTANCE IN IRISH TOURISM



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FESTIVAL TOURISM

SAINT PATRICK'S DAY

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ACKNOWLEDGEMENTS

We would like to offer our sincere thanks to the global business partners for organising and funding this competition.

- The Global Travel & Tourism Partnership
- Amadeus
- American Express
- Hertz
- H.R.G
- The Institute of Travel & Tourism
- Lufthansa
- Starwood
- The World Travel & Tourism Council

And Finally

- The World Travel & Tourism Council for funding the competition & conference that followed.

INTRODUCTION

When we were given the task of writing 1,000 words on festival tourism and how it helps the Irish Economy we thought all it would take would be a famous festival and we would be able to do it without any problems. However we soon realised writing 1,000 words on a topic and writing 1,000 words on a topic well were two very different things. It took us a long time to decide. Our teacher suggested the idea of focussing on Saint Patrick's Day, saying it would be easier than the festivals we were pondering because of its global fame and because of its Irish origins we already knew quite a lot about it and about the story of Saint Patrick. We wrote several drafts of the essay before we were happy that there were no mistakes, grammar or otherwise in the essay. We got many people from the school who have entered and won before to proof read our essay thoroughly to see if we had missed anything or if anything could be improved or changed. Eventually we along with our teacher were happy with the essay, so we sent it in. We heard no news for months about the project and therefore assumed we had been unsuccessful. However one day we were waiting outside our tourism class when we saw Mr Bolger walk in the door with Ray Shanks, the chairman of the people who organise the competition in Ireland. We immediately knew that it was good news because in competitions like this you are never told you were unsuccessful, because there can only one winner. We also knew it was about us because we were the only people who entered in our class. Sure enough 5 minutes later we were called up to Father Murphy's office and given the good news. We were going to go to Monaco in November. The

project that was expected of us was then explained in detail and after that we got started.

ORIGINAL ESSAY

Festival tourism in Ireland is where the Irish tourism industry brings money into the economy through the various festivals held in the country throughout the year. These festivals can range from national days (Saint Patrick's Day) to music and arts festivals (Oxegen/ Electric Picnic) to talent competitions (Rose of Tralee) or even a goat fair (The Puck Fair). Many of these festivals are celebrated all over the world such as Saint Patrick's Day. Ireland is known for its festivities around Saint Patrick's Day as it is the home of the festival itself. This is the festival we will be focusing on for this case study

However before this we will discuss the other various festivals we mentioned above. Oxegen is a very famous music festival held in Punchestown Racecourse, County Kildare and it provides an excellent four days for all those who attend the festival. It often has many very famous headline acts that tourists from all over the world will come to see play. This is however, not the only festival in Ireland that has many tourists attending it every year. Many other festivals are held in Ireland including Saint Patrick's Day, The Rose of Tralee and The Electric Picnic.

Electric Picnic is a very famous music and arts festival that is held in Stradbally Co Laois every year. In some ways it is like Oxegen because it's very famous for the music played at it but Oxegen has no arts in it, it is just music.

The Rose of Tralee is a talent competition hosted in Tralee. Although it may sound like an Irish festival, people from many cities outside Ireland can compete as long as some Irish connection is present in their ancestry. All candidates enter a county competition and only if they win this competition can

they go on to compete for the title of "The Rose of Tralee". People can sing or dance or use any different talents they possess.

The Punchestown Irish National Hunt Festival takes place annually at the start of May, signalling the highlight of the Irish sporting and social calendar for countless people across Ireland and the world alike. The Punchestown Festival offers a unique combination of thrilling sporting action, unrivalled live entertainment, delicious food and drink, family fun and dazzling glamour, which together provide an unforgettable experience for all in attendance and certainly one that is unequalled due to the special Punchestown Festival atmosphere. The jump season steadily builds up to the Punchestown Irish National Hunt Festival, and is considered by many to be the grande finale with the best of horses, trainers and jockeys from both Ireland and the UK, converging on the Kildare venue to confirm and create reputations. The quality of racing is unrivalled and never fails to deliver an unforgettable week-end.

The Cheltenham Festival is upon its 100th year and continues to be the most exciting and prestigious event in Jump racing's calendar. Hosting events such as Ladies Day and Gold Cup Day, it allows us experience the passion and the pleasure of racing, combined with the roar of the crowd, and the thrill of witnessing the world's top horses, jockeys and trainers claim their place in sporting history. The Irish Grand National is a very historic event with the first race run in 1870. Since then, the race has been held every year with the exceptions of 1919 and 1949, during the First and Second World Wars.

The Puck Fair is a very well known festival held in Killorglin every year. It is held every year on August 10th, 11th, and 12th. The most famous story associated with the Puck Fair is related to when Oliver Cromwell was in the country and a herd of goats were attacked in the mountains. The male goat or the "Puck" is supposed to have broken away and alerted the

people of Cill Orglain (Killorglin) to Oliver Cromwell's presence. It is said that ever since then the festival has been held there in honour of the goat. There are many different family friendly events held throughout the festival aside from the obvious goat fair every year. This brings a very large amount of revenue to Killorglin which makes it a very important event in Killorglin's calendar.

Saint Patrick is the Patron Saint of Ireland and Saint Patrick's Day is celebrated on the 17th of March every year. It used to be celebrated only on the day itself but now there is a four day festival in Ireland. Saint Patrick's Day is celebrated all over the world. It is believed that Saint Patrick was born in Wales and was abducted by Irish Pirates at the age of 16. This happened in 410 A.D. This tells us that he was born in 394 A.D. He was sold into slavery and was forced to feed and herd sheep and pigs up on a mountain, Sliabh Mish in County Antrim. After six years in captivity he received a vision from god telling him to escape the country. Years later he was ordained as a Bishop in Europe after which he had another vision telling him to return to Ireland. He returned in 432 A.D. and converted people to Christianity until he died in 461 A.D. His body is said to be buried in Downpatrick in County Down.

Saint Patrick's Day comes from this story. Saint Patrick's Day is not so much of a religious event now as it used to be. As a result many more tourists have come to Ireland in recent years because of the magnitude of the festival in this country. If people want to come home for Saint Patrick's Day and they can't stay with relatives they will need to find somewhere to stay nearby like a hotel. This sets the Multiplier Effect in motion. This means if a tourist pays a hotel bill at the end of their stay they will give money to the hotel manager, who will pay workers their wages, who will then spend money on food and other necessities. This will improve the sales for local shops and businesses. This will in turn boost the local economy which will eventually help Ireland out of the Recession.

During the Saint Patrick's Day Festival there are parades all over the country. The most popular and biggest parade is in Dublin every year which makes sense because Dublin city is the biggest city in Ireland and it is also the Capital. This means that the crowd is usually huge at the parades because the people who get a chance nearly always go to the nearest parade. There is also a fireworks display held in Ireland every year. This attracts huge crowds every year. This year the "Skyfest" will take place in Wexford town. This will attract people from all around Wexford. However it is televised for all the people who can't make it to Wexford town itself.

You would find many different things in a parade such as a local sports club members marching in the parade as this may help to advertise the club. Marching bands are often found in a parade in their locality. You may also see Floats advertising local businesses in a parade. Another popular group in parades is the local Irish dancing class which can be found in parades regularly.

People often come back to Ireland for festivals such as Saint Patrick's Day simply to be with family on the day and during the festival and more importantly because they are Irish and they want to be home for the festival to experience it every year. Another very popular but not so well known feature is the Saint Patrick's Day 5 kilometre fun run through the streets of Georgian Dublin. This 5 Kilometre race starts at the Mansion House. The Race goes through parts of Georgian Dublin before going back to the Mansion House to the finish line. The race is always started by the Lord Mayor of Dublin. This race has been running for six years. The race is open to anyone who wants to compete and should provide an excellent day out during the Saint Patrick's Day for any tourists who like fun runs. Souvenir T-shirts and Goodie bags are given to all the participants.

To conclude we will say that Festival Tourism is such a big

contributor to the economy because of all these festivals making the industry very successful in boosting the economy.

FESTIVALS IN IRELAND

There are many different types of festival. These festivals can range from National days to music and from arts to horse racing, and many things besides. Many of these have, over the years become very famous around the world. The following is a list of the festivals we will be discussing in this booklet.

NATIONAL DAYS

- St Patricks Day
- Blooms Day

MUSIC

- Oxygen
- Electric Picnic (Famous music and arts festival).
- Fleadh Ceoil Na Mumhan (Means music festival of Munster).
- The Clancy Music School.
- Waterford Music Festival.

ARTS

- Electric Picnic (Famous music and arts Festival).
- Carlow arts festival.
- Kilkenny arts festival.
- Galway arts festival.

HORSE RACING

- The Galway Races
- Fairyhouse
- Punchestown

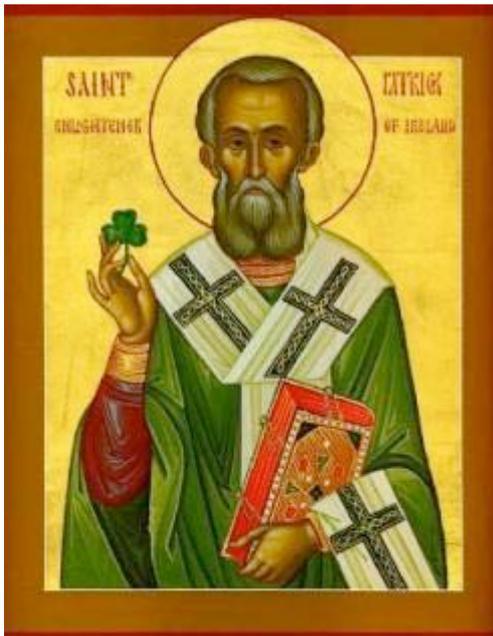
OTHERS

- The Tall Ships race.
- The Puck Fair. (Famous Goat Fair).
- The Rose of Tralee. (Famous talent competition).
- Cúirt, International festival of literature.
- The National Ploughing Championships.

SAINT PATRICK'S DAY

HISTORY

There are many different stories about the origin of Saint Patrick. Some say that he was born in Wales; others say he was born in England. Nobody is completely sure of the truth. It is however widely accepted that he was born in Britain rather than Ireland, despite the fact that the latter is a country which Saint Patrick is most often associated with. This association



with Ireland was caused by all the work that Saint Patrick did in this country. This work consisted of converting as much of the country to Christianity as possible. The story says that when he was a teenager he was captured by Irish pirates and sold as a slave in County Antrim. He was forced to herd sheep and pigs on a mountain known as Sliabh Mish. He did this for six years. After six years in captivity he received a vision telling

him to escape from Ireland and go to Europe. It was in Europe that he was ordained a bishop years later. While staying in Europe he received a second vision telling him to come back to Ireland. This was when he started his mission to convert the people of Ireland to Christianity. He arrived in 432 A.D. He converted as many people as he could before he died in 461 A.D. after travelling the country for 29 years. It is said that he

is buried in Downpatrick in County Down. These are the reasons that he is the patron saint of Ireland today.

SAINT PATRICK'S DAY CELEBRATIONS AROUND THE WORLD

IRELAND



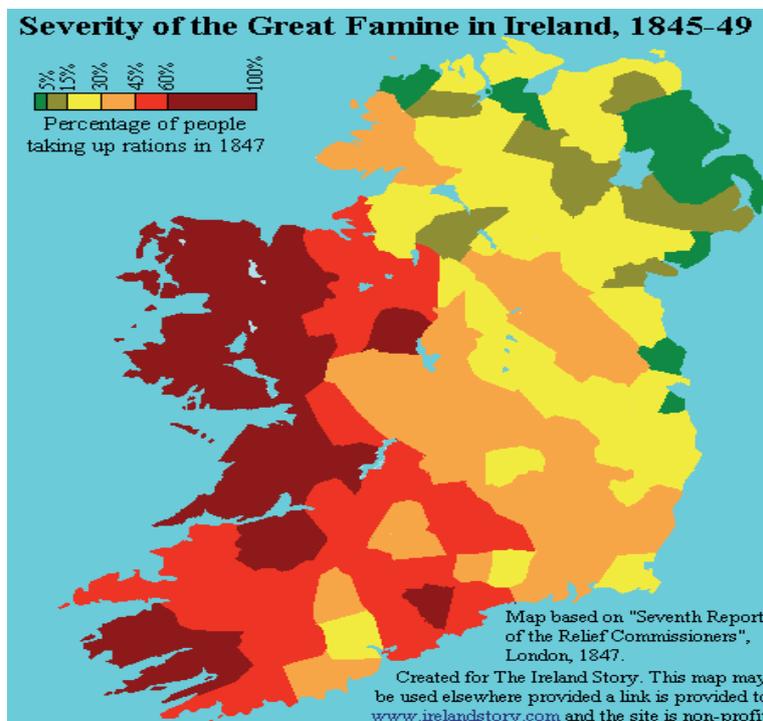
There are many parades around Ireland that all have different themes and different things involved. In many of the smaller parades that are locally organised you would often see a local football club or Irish dancing class marching in the parade. Another common sight in small parades would

be a marching band. There are many parades in the bigger cities in Ireland such as Dublin and Cork. Dublin holds the biggest parade in Ireland every year. It has many floats and marchers. The floats all vary in shape and size. Another big event that goes on during the four day long festival that is the Saint Patrick's day festival in Ireland is the "Skyfest" – A fireworks display which used to always be in Dublin but is now in a different major city every year. There is also a 5 kilometre fun run through different parts of Dublin. It is amazing how much the celebrations have expanded in recent years, considering the fact that it used to be a holy day of obligation. However with this expansion came the neglect of many religious services as over the years Saint Patrick's Day has become a very secular celebration. Now it is all about the

parades rather than the original reason behind the celebrations.

THE FAMINE 1845 -1849

The famine is considered to be one of the worst natural disasters in Irish History because the potato was the staple food of the Irish people. The Famine happened between 1845 and 1849. Efforts to help the people of Ireland were non-existent for a very long time. When they were actually organised they were organised very slowly because the fail of the potato crop was not unusual. As we stated above the crop first failed in 1845. This was caused by the potato blight fungus. This map shows how severe the famine was during 1847 which was supposed to be the worst year of the famine. Many other countries only became aware of the problem when the crop also failed in 1846 and 1847. Some English officials



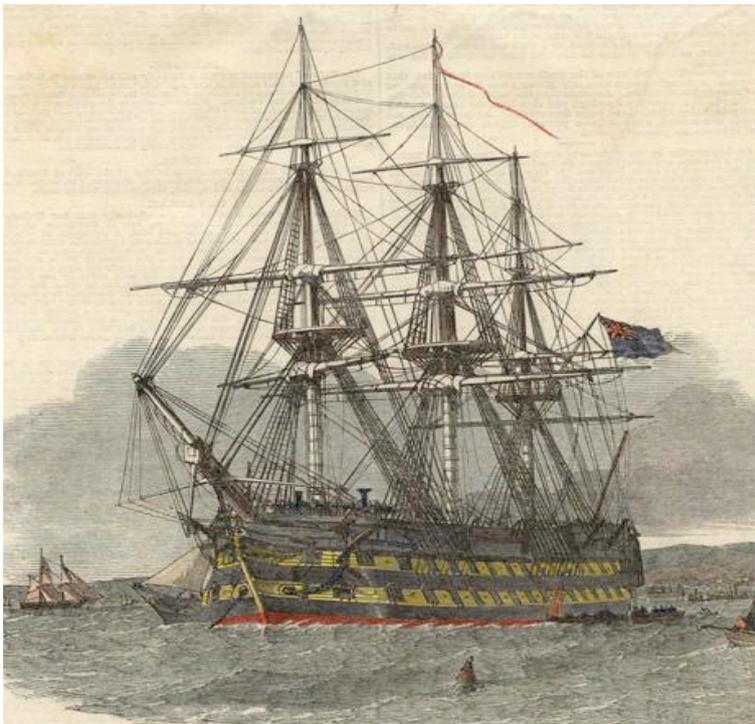
attitudes were that the famine should have been sorted out by the Irish or allowed to run its course. The attitude was still adopted by some even though the Irish had no choice but to export the crops that were produced in the country. This caused massive emigration.

The people during the time of the famine were very poor and obviously they were

also starving. Some people who could not pay their rent were evicted which meant they had nowhere to stay, no money and no food. The town of Skibbereen in County Cork was very badly affected by this. It was at this point that the other countries intervened. The American Government sent two ships full of supplies to Ireland (the Jamestown and the Macedonian).

EMIGRATION

The most common Definition of emigration is people leaving



the country to go to live in another country and to start a new life there. This happened throughout the famine and is even happening now because of the recession, during the famine large quantities of people left Ireland because they had no money

and no food and in many cases no house to live in either. The ships they left on are now called coffin ships because a large number of people died on these ships. These deaths were caused by three main things lack of food, rampant disease and extremely unsanitary living conditions. Four years before the famine in 1841 the population of Ireland was 8.1 million people. However the people who could afford it emigrated, many died on the ships. Many in Ireland died of starvation or disease.

HOW THIS HAS HELPED TOURISM IN THIS COUNTRY

Saint Patrick's Day was originally associated with Ireland. However it is now a worldwide thing. The emigration from Ireland has helped the tourism industry of today massively because if Irish people are going to other countries they will be able to spread Irish ideas and cultures there. There are 40,000,000 people who claim to have Irish ancestors. The celebrations for Saint Patrick's Day in particular are huge



around the world, especially in America. However this picture is one of Ireland's biggest attractions around Saint Patrick's Day. The "Skyfest" is a fireworks display is the "Skyfest" of 2010 held in county Limerick. The only things bigger in Ireland are the parades which are held Nationwide, however this is a world wide festival. Because of emigration it is no longer just Irish. There is a long list of things which are done or celebrated on Saint Patrick's Day around the world. These include.

1. The parades
2. In Ireland the "Skyfest"

3. The Religious Services which are nowadays ignored by many people because the celebrations are becoming more secular every year.
4. Again in Ireland The five Kilometre fun run through Dublin.
5. In Manchester the Irish festival
6. In Seattle Irish week
7. In Savannah the "Dyeing of the fountains". They are dyed green for the occasion.
8. In Chicago the river is dyed green.
9. In Indianapolis the canal is dyed green.

Emigration has essentially turned what was once just a holy day of obligation into a four day long worldwide festival. We researched the festival in four countries. These are.

1. Ireland.
2. Great Britain.
3. The United States of America
4. Canada.

SAINT PATRICK'S DAY CELEBRATIONS AROUND THE WORLD

THE UNITED KINGDOM



Many cities in The United Kingdom (More Specifically England) have celebrations which have in recent years increased in size quite a bit because in the past the

celebrations were quite small because Saint Patrick's Day was not a particularly big deal in the country. However now celebrations for Saint Patrick's Day are increasing in size not only in England but also in other countries, as more and more Irish people emigrate to various countries around the world, the economic importance of this festival increases worldwide. It generates a very large amount of money into the world economy now as it is celebrated in so many different counties across the world

MANCHESTER



Manchester has Its Irish festival planned so that it surrounds the Saint Patrick's Day celebrations in

the city. In 2012 it will run from the 2nd of March until the 18th of March. It consists of various performances of arts related to Ireland such as traditional music and Irish dancing there will also be performances from many Irish bands throughout the festival. There will be classes for people who want to learn Irish along with story telling music and song singing. Many sport related events. These include GAA matches and most notably the Cheltenham festival

BIRMINGHAM

There is also a parade that is increasing in size every year. Birmingham's parade, in 2012 is being held on the Sunday before the parade, on the 11th of March. The parade goes back a very long way. In 1996 it was brought back to the route it had occupied originally and since then it has increased enormously in size. This brings Quite a large amount of revenue to the city could be used in various ways. It could be



used to improve various facilities around the city or to build new facilities if they are needed anywhere. This could also help the other surrounding areas around Birmingham.

SAINT PATRICK'S DAY CELEBRATIONS AROUND THE WORLD

AMERICA

Many cities in America have big celebrations for Saint Patrick's Day we have researched six of these cities. The cities we researched are:

- New York
- Chicago
- Seattle
- Savannah, Georgia
- New Orleans
- San Francisco

NEW YORK

New York is very famous around the world for its Saint Patrick's Day celebrations. The parades started in 1762 in New York. This means that next year will be a historic year for New York as the parade will be 250 years old on the 17th of March next year. This makes it the oldest civilian parade in the world (anyone can march in the parade). In a normal parade roughly 150,000 people march and 2 million spectators come out to line the streets of New York. It is a 5 hour long procession. This is always led by the 69th



Infantry Regiment of the U.S. army. The route is 1.5 miles long. It is on 5th Avenue in Manhattan. No other city has been able to match the size of the parades New York has held in recent years, especially not in 2003 when it was reported that New York had held the biggest parade ever seen. Every year the organisers dedicate the parade to something different.

CHICAGO



The size of the parades in Chicago is helped by the fact that the Irish-Americans are one of the largest ethnic groups in the city. This city is famous for having its river dyed green for Saint Patrick's Day. It is dyed during the parade in the downtown area. However this is not the only parade held in the city. Most of

the Irish – Americans live on the south side of the city so there is another parade there. It is not as big as the downtown parade as this celebration involves mostly Irish – Americans.

SEATTLE

Seattle's Saint Patrick's Day Parade is on a one mile long route through the Downtown financial and retail districts. The parade is held the Saturday before Saint Patrick's Day. The evening before the parade some of the Irish people who live in the area mark the path of the parade by laying down a one mile long green stripe on the road. The Irish week festival is always celebrated to accommodate Saint Patrick's Day which is always

the high point of the festivities in Seattle. In 2009 20,000 people turned up. This obviously means that quite a large



crowd will be in the shopping and financial districts of the city for a day and also during the rest of the Irish week celebrations. This would give the shops a chance to raise prices slightly and possibly make quite a bit of money because of the massive crowds. All of this money will go straight into the local economy and community of Seattle. This will be used to improve facilities in places like schools and

hospitals or it will be used wherever the money is needed the most. This will help the local economy, which in turn helps the national economy, which in time will help the international economy.

SAVANNAH, GEORGIA.

Statistics show that the parades have about 400,000 spectators annually. The parade goes through the historic district of Savannah. In 2006 the Tánaiste (Deputy Prime



minister of Ireland) was involved in the parade in Savannah. The first parade for Saint Patrick's Day in Savannah was held in 1824 by the Hibernian

Society. The one official tradition that is performed every year is the "Dyeing of the fountains" where all the fountains are dyed green to mark the occasion. This happens days before the actual Saint Patrick's Day parade.

NEW ORLEANS

Saint Patrick's Day celebrations in New Orleans go back to the nineteenth century (the 1800's). The city has a large Irish population because during the famine it was the largest entry port for Irish immigrants. The old celebrations included parades and parties. The major parades in New Orleans are the Irish channel parade, the downtown Irish parade; there are many parades in the French part of New Orleans and a combined Irish - Italian parade celebrating both Saint Patrick's Day and Saint Joseph's Day. However the vast majority of parades in New Orleans are based in small communities. So naturally there are many small parades around New Orleans, these parades provide a massive benefit from a financial and economic point of view to the communities who organise them. This benefit is seen through the improvement of facilities around the communities. The money spent on the facilities will later be spent by the workers who received the money on food and general costs at home; the cycle of how money changes hands and helps the economy of any country goes on and on. The influence of Mardi gras is quite noticeable as some of the floats are reused. New Orleans is also famous for people throwing the ingredients for an Irish stew into the crowd.



SAN FRANCISCO



The parade started in San Francisco in 1852 which means last year it was 159 years old and next year of course it will be 160 years old. For years the Irish – Americans were the largest ethnic group in San

Francisco. However now the Irish have moved to the suburbs many come back to either march in or watch the parade go down Market Street. It is held the Sunday before Saint Patrick's Day.

IRELAND'S RELATIONSHIP WITH AMERICA

BARACK OBAMA

Ireland has for many years had an extremely strong relationship with the United States. Emigration during the famine helped this relationship enormously because nowadays in the U.S.A. there are roughly 40,000,000 people who claim to have Irish ancestry. Nearly 3 years ago this relationship was greatly strengthened again. On the 20th of January 2009



Barack Obama was sworn in as 44th president of the United States of America, it was later found when he researched his family tree that he had an eighth cousin who now lived in Ireland. Although the man was only an eighth cousin,

a very distant relative Mr Obama still took the time to visit him.

This shows just how much people value having a good relationship with Ireland. Another thing that shows how much people appreciate Ireland is the fact that every Saint Patrick's Day the Taoiseach (Prime Minister) brings a bowl of shamrocks to the White House and presents it to the President of America as a symbol of Ireland's relationship with America.

INTERNATIONAL RECOGNITION



All the celebrations that we mentioned above plus many more of different varieties show just how well recognised Ireland is on a worldwide scale. This expansion is amazing

considering that it used to be only a holy day of obligation. However the expansion came with a price, at least in terms of the religious aspect of things. As the festival expanded it became more and more secular (Less people actually observe the religious services than ever before). Nowadays for most people it is all about the parades rather than the actual reason that it was brought into the churches calendar in the first place. Now it is a world famous festival known for the parades and people wearing green for a day.

SAINT PATRICK'S DAY CELEBRATIONS AROUND THE WORLD

CANADA

Many cities in Canada have big celebrations surrounding Saint Patrick's Day. We have researched just two of these celebrations. These celebrations are held in Montreal and Quebec. These celebrations every year brings a large amount of revenue into their respective communities. This revenue is used in various different ways such the improvement of old facilities or facilities which have fallen into disrepair and the construction of new facilities. The money could also be invested in new equipment for a local school. The ways in which it could be invested are almost endless.

MONTREAL

The Saint Patrick's Day Parade in Montreal is very famous as it



is one of the longest running parades in all of North America. The flag of Montreal has a Shamrock on one corner. This is very significant as the symbol of the shamrock has for so long been heavily

associated only with Ireland as it is what Saint Patrick used to explain the Holy Trinity and Christianity to the people of Ireland when he was converting people the parade has been going since 1824 which means that as of this year it is 187 years old.

QUEBEC



The parade in Quebec originally started in the year 1837. It then ran until 1926 at which point it stopped after a total of 89 years. The parade has since then been reborn as late as 2010 after another 84 years

in a city which could have had so many more celebrations over the years, because if the parades had never been stopped they would have been running, as of the 2011 parade, for 174 Years. However despite the 84 year stoppage the city has still held a big total of 91 Saint Patrick's Day parades. Over the years this has undoubtedly brought a huge amount of revenue into the city of Quebec. This also undoubtedly helped the economy of Quebec and the economy of the areas surrounding the city of Quebec in a very big way. It is the festivals like this that, people support them, will help the countries of the world out of the deep recession that many countries are now facing.

ECONOMIC BENEFITS OF THE TOURISM INDUSTRY IN IRELAND

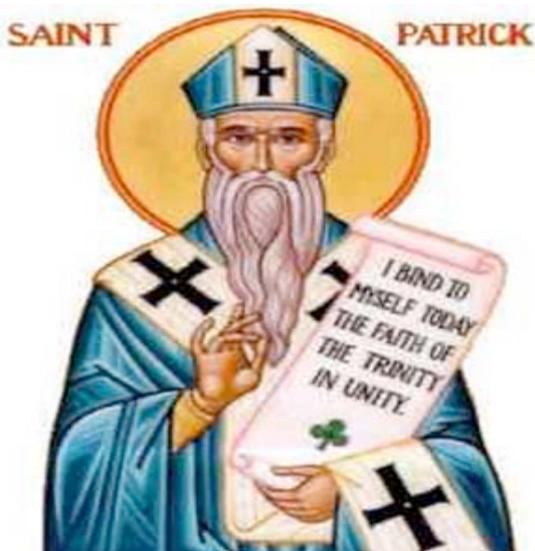
There are many benefits to the Irish economy which often go hand in hand with the festival tourism industry. These benefits are.....

- Seasonal /Permanent Employment

- Festival which are well organised produces a good image of Ireland.
- These festivals provide a big boost to local economies around the country.
- This in turn boosts the national economy of Ireland, which will boost the world economy ever so slightly.
- The boost that the economy gets from these festivals gets progressively smaller as it goes into the local, National and International phases of the economy, however a boost is still a boost and isn't a bad thing.
- The festivals will entice people to come to Ireland.
- This starts the Multiplier Effect.
- This means that around the time of festivals or even just summer tourists come to Ireland and they need somewhere to stay because they have no relatives in the country.
- They stay in a hotel and at the end of their stay they pay the hotel bill. The money can then be used to pay the workers who will then spend it on food or other basic needs. This money will be spent by the seller to do something else; the cycle goes on and on.
- The money could also be used to improve the hotel facilities themselves or the redecorating of the hotel, in which case the money would go to the redecorator who would then spend the money on the various supplies they need for their job the redecorator's supplier will then either take it in profits for himself or he could reinvest it in his business. This is known as the multiplier effect because the original amount paid multiplies to be a lot more than it started as (more than one person was paid with the same money).
- The Multiplier Effect can be a help in improving the facilities

- Better facilities and infrastructure in an area generally gives a better standard of living to everyone in the area, whether a person chooses to avail of these facilities or not is up to them.
- If people abroad hear about these things happening in Ireland it will make them want to visit Ireland. If they enjoy their experience in the country this will make them visit more in the following years which is great for the tourism industry of Ireland.

INFLUENCES



Aside from the economic benefits of today that Saint Patrick's Day is associated with, over the years it has influenced many different things in Ireland over the years such as the fact that Patrick is a very common name in Ireland. Christianity is the main religion in the country although numbers of people who go to mass are declining. The shamrock is a very well known symbol of Ireland around the world. This can also be tied in with the international recognition Ireland gets because every year the President of America is presented with a bowl of shamrocks which is brought by the Taoiseach (Prime Minister of Ireland) on his annual visit to the White House on Saint Patrick's Day. This also shows just how strong the relationship between Ireland and America is.

OVERSEAS VISITS TO AND FROM IRELAND OVER THE YEARS

Year	2003	2004	2005	2006
Number of overseas visitors to Ireland.	6369	6574	6977	7709
Number of overseas visitors from Ireland	4929	5409	6113	6848
Year	2007	2008	2009	2010
Number of overseas visitors to Ireland	8012	7839	6927	6037
Number of overseas visitors from Ireland	7713	7877	7047	6572

EXPLANATION OF THE TABLE

As explained in the tables above these figures are the numbers of tourists who went into and came out of Ireland from the years 2003-2010, as you can see the numbers of people coming into Ireland is significantly higher than those going to



other countries from Ireland. This is a good thing for the Irish Tourist industry in general because it means more people are going on holidays in Ireland than are going abroad. More specifically this means that more money is being spent by people in Ireland and therefore Ireland's

Economy benefits hugely from this. As you can see the number of overseas passengers coming into Ireland hits its peak in 2007 at 8012. This is because the recession started in late 2007 to early 2008. However the passenger numbers going out of Ireland hit their peak in 2008 because by that time the recession was not as bad as it is now. One of the main reasons tourism is important is because it brings quite a large proportion of the revenue generated throughout the year into the economy. In 2006 foreign exchange earnings from tourism stood at 4.7 billion and domestic tourism expenditure amounted to 1.4 billion. That's 3.3 billion more being earned than spent in just those branches of the industry. Tourism brings a great deal more revenue into the economy than that. In 2006 Fáilte Ireland conducted a survey to do with Tourism, Business and Employment, the estimated number of people employed in the tourism-hospitality industry was just over 249,000 people. 203,000 employees from this are full time employees. 68% of these were Irish nationals and the other 32 % of these were from other countries around the world. The

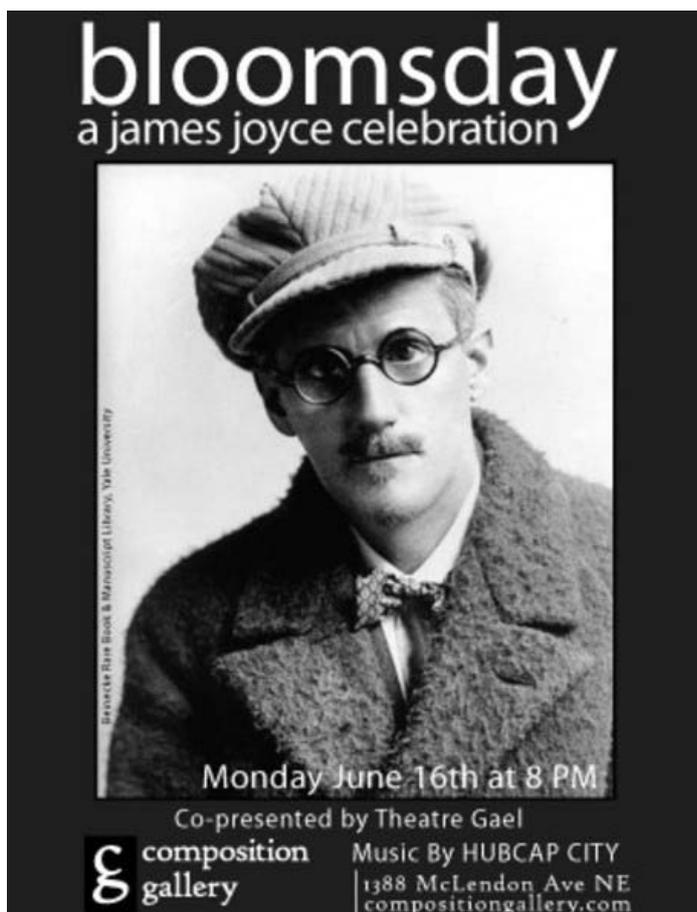
hospitality Industry includes hotels B&B's, Restaurants etc. Ireland has a great deal more people from England, Scotland or Wales (Great Britain) than from the rest of Europe or the U.S.A. or Canada. The reasons for coming to Ireland are the same for most people. The most popular reasons are Holiday/recreation/leisure, Business and visiting friends and relatives.

IMPORTANCE OF THE TABLE

1. The information in this table is very important to the department of transport tourism and sport because it shows the number of people going in and out of Ireland per year (All numbers are expressed in thousands).
2. It shows that the number of people coming into Ireland. Is significantly higher than the number leaving Ireland.
3. This is great news for Ireland economically because the number of tourists choosing Ireland as a place to go on holiday is quite a bit bigger than the Irish people going out of the country. This means that Ireland is a very popular tourist destination.

BLOOMS DAY

The next topic we will discuss is blooms day in Dublin. It takes place on the 16th of June every year in Dublin city. It is a celebration of the achievements of James Joyce who is one of Ireland's most successful writers along with his most famous novel "Ulysses". This festival is celebrated through street theatre, public readings of the novel itself and people acting out scenes from the book. The city is decorated to look like it is the year 1904 because this is the year in which the book is set Dublin is the only city in which it takes place in Ireland. This festival would not be quite as successful as other festivals on the list would be. This is because it is all to do with literature, a topic that many people have absolutely no interest in. However



there are many people around the world that have a great interest in literature and more specifically the work of James Joyce who other than his novel Ulysses is famous for the newspaper he edited (An Claidreamh Soluis) which in English means sword of light. Ulysses is based in 1904 and is about a day in the life of two men, Leopold Bloom (Hence the name) and Stephen Dedalus. The men cross paths many times in the book but only

meet near the end. This is one of the most famous novels in all of Irish literature and on the 16th of June it is widely celebrated across Dublin. Despite the fact that it isn't as successful as others it still attracts quite a large crowd to Dublin every year.

OXEGEN



Oxegen is one of the most famous music festivals in the world. It is held in Punchestown racecourse County Kildare every year. Naturally, being a music festival it attracts massive crowds of people to the

Punchestown area which generates quite a large amount of revenue for the area which can be spent in various ways which will not only help the economy enormously but will also give the residents of the area an increase in standard of living if facilities are improved. It is known for its often very famous and successful line up of artists that perform there. Some of the acts that have played there before include Cold Play, The Killers, Muse and Eminem. Oxegen was not the original name of the festival. It Started in 2000 and was originally called Witness. Back then it was sponsored by Guinness. It was renamed Oxegen in 2004 and is now sponsored by Heineken and Promoted by the Record Label MCD. It is four days long. It starts on the second week in July. It attracts huge crowds over the four days. Over 80,000 people turned out over the course of the festival which of huge benefit to the community. The festival is renowned for its line up all over the world and has won the Best European Festival award twice.

ECONOMIC BENEFITS OF OXEGEN TO A COMMUNITY

- The fact that festivals as big as Oxegen is held in Ireland in a place like Punchestown does an enormous amount of economic benefit for the area.
- Over the course of just four days close to or sometimes even more than 80,000 people pass through the area of Punchestown.
- Naturally the passing through of 80,000 will make a substantial amount of money for the people of Punchestown and the people of the surrounding areas.
- The organising of the festival can create many temporary jobs for people e.g. stage builders, people to organise camping arrangements etc.
- With all the extra employment that is created so the festival will succeed, the government will collect more revenue from tax on food, tickets and extra income because when they have jobs they must pay more tax. However most of the revenue generated by the festival will be used in the community.
- This festival is one of the biggest festivals of any sort in Ireland and because it is so well organised it gives people a good impression of the people of Ireland to the people abroad, this will entice people from other countries to visit Ireland in the future, which is good for the economy and more specifically the tourism industry.

ELECTRIC PICNIC



Electric Picnic is a very famous music and arts festival held every year in Stradbally in County Laois every year. It starts in early September. It started in 2004, the same that Witness was renamed Oxegen. It generates a very large amount of

revenue for the community of Stradbally and it attracts massive crowds there every year. In 2008 35,000 people attended the festival. It is an over 18's event, however people under the age of 18 can get in free of charge if they are accompanied by an adult. It was originally a one day festival but since 2004 has expanded into a 3 day long music and arts festival. The main part of this festival is the music. However there are many different attractions besides the music at the festival. Most of the other attractions have absolutely nothing to do with the music itself, they are completely unrelated. In terms of popularity, however not necessarily size Electric Picnic has gained momentum in recent years which in recent years it appears Oxegen has lost. In 2008 the tickets for Electric Picnic were sold out over 4 months in advance of the festival, Oxegen on the other hand was very slow to sell tickets for its 2008 festival. Great news for Stradbally but bad news for Punchestown, on an economic level at least.

OTHER MUSIC FESTIVALS

The music festivals I mentioned above are not the only music festivals in the country. There are many other very popular music festivals in this country. Two of these festivals have a much more traditional feel to them. Examples of the traditional festivals are

- Fleadh ceoil Na Mumhan.
- The Willie Clancy Music School

There is however a more modern Music festival which is at this stage still quite small but will get bigger as it increases in popularity, it is the Waterford music festival.

THE WILLIE CLANCY MUSIC SCHOOL



The Willie Clancy Music schools are held in Milltown Malbay in County Clare it was founded in 1973 which means that the school has been happening for 38 years now. It is nine days long and always starts on the first Saturday of July. The classes in the school are taught by experts in the various pieces of Irish Dance or music. Nearly 1000 students participate in this workshop every year. You can pay in Pounds Sterling, Euro's US Dollars. Milltown Malbay is a very small village so the revenue generated from this would help the local economy enormously, which would in turn help the national economy on a very small scale but a boost in the economy is still a boost no matter how big or small it is.

FLEADH CEOIL NA MUMHAN



“Fleadh Ceoil” means festival of music. It is held in the Province of Munster every year and it is one week long. In 2011 it was held between the 11th and the 17th of

July. It started in 1960 which means it is now 51 years old. It is mainly traditional Irish music played at the festival but Irish singing and dancing are also involved in the festival. There is even Irish dancing and singing competitions. Some short Irish Films Are often shown at the festival. There are also many workshop based in various subjects, mainly Irish dancing, singing, or playing Irish music. All of these workshops are taught by experts in the subject that they teach.

WATERFORD MUSIC FESTIVAL



It is a one day long festival and was held on the 30th of July. In many ways it is very similar to the likes of Oxegen in the fact that it is purely music based and it has many famous acts playing at it, but it is on a much smaller scale

than the famous festivals. In comparison to them it is really quite small. However it is only a new festival and it will increase in size with the passing of time. It had some very famous acts playing at it this year. These acts include.....

- 50 cent.
- Flo Rida.
- Shayne Ward.
- Wonderland.

TRIPS TAKEN IN A YEAR BY TOURISTS IN IRELAND

Domestic Travel by Irish Residents by Statistic, Region Visited and Year

	2004	2005	2006	2007	2008	2009
Number of Trips by Irish Residents on Domestic Travel (Thousand)						
State	7001	7173	7310	7942	8339	8340
Border, Midland and Western	..	2366	2302	2479	2569	2635
Border	709	793	766
Midland	335	341	307
West	1251	1232	1229
Southern and Eastern	..	4807	5008	5463	5770	5704
Dublin	976	1054	1207
Mid-East	414	430	412
Mid-West	658	699	736
South-East	1113	1099	1044
South-West	1547	1525	1610
Number of Nights by Irish Residents on Domestic Travel (Thousand)						
State	24189	24607	24203	26328	26195	26027
Border, Midland and Western	..	8199	7538	7947	8016	8404
Border	2501	2973	2384
Midland	817	774	860
West	4339	4452	4294
Southern and Eastern	..	16408	16665	18381	18178	17623
Dublin	2639	2817	2983
Mid-East	1125	1364	1089
Mid-West	2340	2294	2500
South-East	4128	3988	3811
South-West	6300	5945	6282
Average Length of Stay by Irish Residents on Domestic Travel (Nights per Trip)						
State	3.5	3.4	3.3	3.3	3.1	3.1
Border, Midland and Western	..	3.5	3.3	3.2	3.1	3.2
Border	3.5	3.7	3.1
Midland	2.4	2.3	2.8
West	3.5	3.6	3.5
Southern and Eastern	..	3.4	3.3	3.4	3.2	3.1
Dublin	2.7	2.7	2.5

Mid-East	2.7	3.2	2.6
Mid-West	3.6	3.3	3.4
South-East	3.7	3.6	3.7
South-West	4.1	3.9	3.9
Estimated Expenditure by Irish Residents on Domestic Travel (Euro Million)						
State	1037	1164	1375	1551	1546	1390
Border, Midland and Western	..	383	442	482	481	468
Border	104	119	118
Midland	32	34	49
West	210	230	288
Southern and Eastern	..	782	933	1069	1065	922
Dublin	144	168	231
Mid-East	40	58	62
Mid-West	91	100	123
South-East	151	181	186
South-West	266	276	340

EXPLANATION OF THE TABLE

This table explains four main things in tourism. These are as follows.....

1. Where the tourists are going for their holidays in Ireland.
2. How many tourists are going for their holidays in Ireland?
3. The amount people are spending on these trips.
4. How long the tourists are staying where they are staying in Ireland.
5. It can be clearly seen that under the first heading of the table (Trips Taken) the numbers keep increasing all the way to 2009 even though the recession had started at that time.
6. Under the second heading (Number of Nights) the numbers start decreasing in 2008 because the recession started in late 2007/early 2008. Naturally this made people want to save more money.
7. Under the third heading (Average Length of Stay) the number of nights people are staying in Ireland has been slowly decreasing since 2004.

8. Under the fourth heading (Estimated Expenditure) the amount people are spending while in Ireland on trips has since 2008 has fallen, quite unsurprisingly by 1551-1546(all numbers are expressed in millions), that's a decrease of €5 million from 2007-2008 and from 2008-2009 it fell even more dramatically, it fell from 1546 to 1390(all numbers are again expressed in Millions), that's a decrease €156 million spent on holidays in Ireland.

IMPORTANCE OF THE TABLE

This table holds some very significant information for people in the tourism industry. It tells them where extra facilities are needed for instance in the more popular parts



of the country in terms of tourism. In every part of the table the highest figure is in the state row because that means the whole country. However in terms of the other rows some are more popular than others. For instance the Punchestown area, although it has Oxegen coming there every year it would not be as popular as

perhaps Newgrange in County Meath or the Cliffs of Moher in County Clare. Newgrange is a passage grave built sometime around 3000 B.C. The thing that makes it special is the people who built it did it so perfectly that every year on the shortest day of the year (21st of

December) at dawn the sun shines through the roof box over the entrance and hits the back wall. The Cliffs of Moher are part of one of Ireland's most beautiful pieces of scenery in Ireland and huge crowds every year. Some parts of the country need more tourism related facilities (hotels, visitors centre in major tourist attractions etc) in the area because of their popularity.

ARTS FESTIVALS IN THE COUNTRY

Ireland is very famous for its arts festivals. These often include street parades or street theatre. However they often also include things like music Visual Arts and literature. There is a part of Electric Picnic that is involved in the arts but it is very small compared to these festivals. These festivals are.....

- Carlow Arts Festival (Éigse)
- Killkenny Arts Festival
- Galway Arts Festival

CARLOW ARTS FESTIVAL (ÉIGSE)



Éigse is a very famous arts festival held in county Carlow every year. It is a 10 day festival and in 2011 it was held from the 10th of June to the 19th of June. Throughout the festival there are many street performances and Performances of Irish music. However Irish Music and street performances are not

the only things that happen. This festival is a multidisciplinary festival which means that the festival covers many different areas of the arts during the 10 days. These include Music, Theatre, Literature, Visual Arts and Culture. Within the literature section there will be poetry readings. The music section is largely traditional Irish music, for the Visual Arts section there is always three-four Exhibitions happening in the Visual Arts Centre/ George Bernard Shaw Theatre.

KILLKENNY ARTS FESTIVALS



The Killkenny arts festival is very similar to the Carlow arts festival. The Killkenny Arts Festival is 10 days long. It covers a very similar list of things to the Carlow arts festival. It was founded in 1973. This means that 2011 was the 38th year of the Killkenny arts festival. In 2011

the festival started on the 5th of August and ended on the 14th of August. The events that happen during the ten days are categorised into many different categories, these are.....

1. Theatre and dance
2. Classical music
3. Music
4. Wired
5. Literature
6. Visual Art
7. Childrens Events
8. Street
9. Craft



This festival was designed with a whole family in mind because it has nine different categories as listed above.

There is supposed to be something for people of every age and every kind of person in those categories this brings a large crowd to the city every year, some because of a genuine interest in the arts, others because they just want to see what kind of performances are happening during the day. The theatre and dance category would often include

Irish dancing and obviously considering the name some plays also. The classical music category includes a workshop and last year performances from acclaimed Classical musicians and even Irelands Baroque Orchestra. The music section of the festival it is not only traditional, it brings many different cultures to the city musically with performances with performances from people from many different parts of the world. Last year it went from Ireland and England to China and Mongolia. The wired section is not traditional but is much more modern than the categories mentioned above. Literature is a celebration of the work of the best Irish literature has to offer to the world. Craft, Visual art and children's event all do exactly what is in the title. Street includes the many Performances of theatre/ dance/ comedy that happen around the city streets. This festival generates a lot of revenue for the area because of the crowds in brings in each year. It is very important for the Kilkenny area.

GALWAY ARTS FESTIVAL

Galway arts festival covers many areas including.....

1. Music
2. Theatre and dance
3. Lectures on various different topics.
4. Street Performances
5. Comedy.
6. Visual Arts.



As with the Killkenny and Carlow arts festivals this festival was designed with everyone in mind, especially families. Although the Killkenny arts festival covers more areas of Irish arts the Galway festival is actually bigger. This is the biggest arts festival that this country has to offer so although it

doesn't cover as many areas of arts as the festival in Killkenny, the areas it covers are covered more comprehensively. It runs from the 11th of July to the 24th of July every year. This means it is 14 days long. It brings a very large amount of revenue to the county of Galway every year because it is the biggest festival that Ireland has it brings in many tourists from across the country.

OTHER FESTIVALS

- Rose of Tralee, a talent competition
- Cúirt International Festival of Literature
- The tall Ships race
- The Puck Fair, a goat fair
- The National Ploughing Championships

THE ROSE OF TRALEE



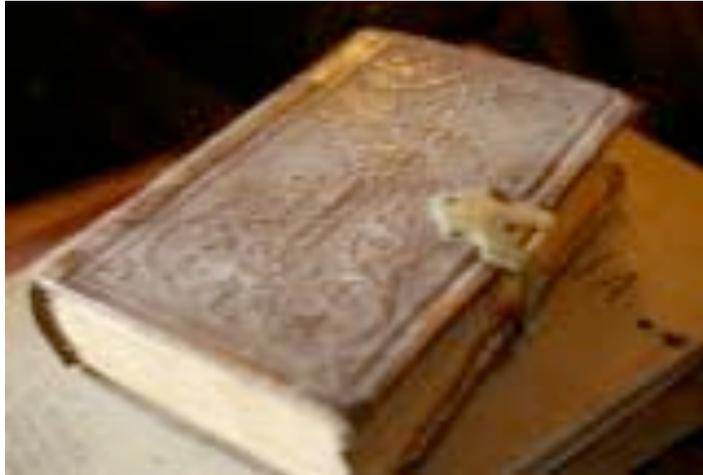
The rose of Tralee is a world famous talent competition hosted in Tralee every year. It is five days long. In 2011 it was held from the 19th of August to the 23rd of August. People from many different parts of the world compete in the competition every year. Two of the cities outside Ireland that have entries are New York and

New Jersey. The condition for entering the competition is that the applicant must have some Irish connection in their ancestry. A competition is held in every county in Ireland, along with every other region that plans to have an entry in the competition, to sort through the many applicants from these regions so a representative can be chosen from each region. There are many talents used to win this competition. The main talents used are.....

1. Singing
2. Irish dancing
3. Poetry Reading
4. Playing Music

CÚIRT, INTERNATIONAL FESTIVAL OF LITERATURE

It is a six day long festival. It was held from the 12th of April to the 17th of April in 2011. This festival celebrates the best in



Irish literature, this includes Poetry Fiction and Memoir. Some authors are invited to the festival, some are already very famous and successful, others are just starting out. There are often some Irish authors at the festival.

This festival was originally dedicated to poetry. However now many things happen outside of the poetry and prose readings in this festival. These other events include.....

- Exhibitions relating to literature and various other topics
- Literature reading for young people as a showcase of the talent around the world.
- Theatre
- Film

Although this is one of the lesser known festival's in Ireland it has something for everybody's tastes.

THE TALL SHIPS RACE

This festival is held in Waterford. It is a four day long festival. In 2011 it was held from the 30th of June to the 3rd of July the end of the festival is signalled by the departure of the tall ships from Waterford harbour, also signalling the start of the race.

The festival was opened by the Taoiseach Enda Kenny (Prime Minister of Ireland) this year along with the magician Keith Barry. This is not however the only attraction in the area. Most of the attractions in the area have no relevance to the ships. They include.....

- Fireworks displays
- Live music
- Parades
- Food village
- Craft village

PASSENGER MOVEMENT INTO IRELAND FROM JFK AIRPORT IN 2010

Month	Dublin	Galway	Kerry	Knock	Cork	Shannon
January	14,952	0	0	0	0	2,439
February	12,223	0	0	0	0	1,706
March	16,837	0	0	0	0	2,073
April	16,234	0	0	0	0	2,685
May	21,354	0	0	0	0	6,831
June	25,024	0	0	0	0	9,175
July	23,918	0	0	0	0	10,224
August	25,759	0	0	0	0	10,670
September	22,529	0	0	0	0	8,220
October	20,752	0	0	0	0	7,378

November	18,893	0	0	0	0	5,550
December	18543	0	0	0	0	5,028

EXPENDITURE RELATED TO TOURISM IN IRELAND AND ABROAD

Quarter	Expenditure of visitors to Ireland (Excluding International Fares)(Euro Million)	Expenditure of Irish Residents Abroad (Including International fares)(Euro Million)
2008 Q1	824	1452
2008 Q2	1313	1627
2008 Q3	1734	2366
2008 Q4	913	1469
2009 Q1	694	1300
2009 Q2	1117	1586
2009 Q3	1321	2012
2009 Q4	746	1251

IRISH HORSE INDUSTRY

PUNCHESTOWN

19TH & 20TH NOVEMBER 2011

PUNCHESTOWN START THEIR SEASON OFF IN STYLE WITH THE TWO-DAY WINTER FESTIVAL IN MID-NOVEMBER.

THE HIGHLIGHT OF THIS MEETING IS THE GRADE 1 DOBBINS & MADIGANS AT PUNCHESTOWN HURDLE WHICH HAS ALWAYS SERVED AS AN EXCELLENT EARLY-SEASON TRIAL FOR THE CHAMPION HURDLE AT CHELTENHAM.

IT OFTEN SERVES AS THE FIRST OPPORTUNITY FOR THE PREVIOUS SEASON'S TOP NOVICE HURDLERS TO TAKE ON THE ESTABLISHED HURDLERS AND THUS, IT IS INVARIABLY A HIGHLY-ANTICIPATED RACE BY THE RACING PUBLIC.

HORSES SUCH AS MOSCOW FLYER, LIMESTONE LAD, HARCHIBALD, BRAVE INCA AND HARDY EUSTACE HAVE ALL WON THE RACE, WITH THE 2009 AND 2010 RENEWALS BEING WON BY THE CHARLES BYRNES-TRAINED SOLWHIT.



FAIRYHOUSE RACING FESTIVAL

THE IRISH GRAND NATIONAL ON EASTER MONDAY IS THE HIGHLIGHT OF THIS THREE-DAY FESTIVAL STARTING ON EASTER SUNDAY AND ENDING ON THE FOLLOWING TUESDAY. THE GRAND NATIONAL IS ONE OF THE BIGGEST DAYS IN THE IRISH RACING CALENDAR; FIRST RUN IN 1870 AND IT IS STILL THE MOST VALUABLE RACE IN IRISH JUMP RACING, WITH A PRIZE FUND OF €250,000. MEATH COMES ALIVE FOR THE DURATION FOR THE FESTIVAL AND EVERY NIGHT IS A LIVELY ONE IN THE LOCALITY.

THE MAIN EVENT ON THE OPENING DAY OF PROCEEDINGS ON EASTER SUNDAY IS THE GRADE 1 POWERS GOLD CUP AND IT HAS BEEN WON BY SOME TOP-CLASS PERFORMERS, NAMELY CAPTAIN CHRISTY, CARVILL'S HILL, MERRY GALE, DORANS PRIDE AND LIKE-A-BUTTERFLY.

THE MIDDLE DAY OF THE FESTIVITIES IS THE HIGHLIGHT, WITH THE POWERS WHISKEY IRISH GRAND NATIONAL HANDICAP TAKING CENTRE STAGE. THE RACE HAS BEEN WON BY SUCH ICONS AS ARKLE, FLYINGBOLT, BROWN LAD AND DESERT ORCHID AND IT INVARIABLY PRODUCES AN EXCITING CONCLUSION. THE 2011 RENEWAL WAS NO DIFFERENT WITH

**THE ARTHUR MOORE-
TRAINED**



ORGANISED CONFUSION RUNNING OUT THE BRAVE WINNER AT 20/1 UNDER THE HANDS OF NINA CARBERRY.

THE FINAL DAY OF THE FESTIVAL IS ANOTHER STRONG DAY OF COMPETITION, WITH RACES SUCH AS THE VALUABLE LADBROKES.COM HANDICAP HURDLE AND THE DAN MOORE HANDICAP CHASE ALWAYS PRODUCING EXCITING CONCLUSIONS. THE GRADE 2 BOBBYJO BAR FESTIVAL NOVICE HURDLE ALSO TENDS TO PRODUCE A HIGH-CLASS WINNER.

LEOPARDSTOWN CHRISTMAS FESTIVAL

WHEN IT'S TIME TO BREAK FREE FROM THE STRESSES OF CHRISTMAS, THE LEOPARDSTOWN CHRISTMAS FESTIVAL OFFERS AN EXHILARATING DAY OUT FOR SPORTING FANS, SOCIALITES AND THRILL-SEEKERS ALIKE.



HELD OVER FOUR DAYS IN DECEMBER STARTING ON ST. STEPHAN'S DAY, AN IMPRESSIVE RACING PROGRAMME GUARANTEES THE BEST OF NATIONAL HUNT RACING WHILE LEOPARDSTOWN'S EXTENSIVE FACILITIES HAVE BECOME TRADITIONAL HOTSPOTS FOR POST-CHRISTMAS

GET-TOGETHERS. YOU NEVER KNOW WHO YOU MIGHT MEET AT THE LEOPARDSTOWN CHRISTMAS FESTIVAL!

THE START OF THE SUPER 7 SERIES, THE LEOPARDSTOWN CHRISTMAS RACING FESTIVAL IS AS MUCH A PART OF THE CHRISTMAS SEASON AS SANTA CLAUS. THIS CHRISTMAS FESTIVAL IS A GOLDEN OPPORTUNITY TO GET OUT OF THE HOUSE

FOR FOUR DAYS OF FRESH AIR AND SPORT. THERE ARE MANY GRADE 1 HIGHLIGHTS OVER THE COURSE OF THE FOUR DAYS, BUT SPECIAL MENTION MUST GO TO THE LEXUS CHASE. IN 2003, THREE-TIME CHELTENHAM GOLD CUP WINNER BEST MATE SET THE PLACE ABUZZ WHEN HE WON THE RACE IN GREAT STYLE WHILE BEEF OR SALMON IS ALSO A THREE-TIME WINNER OF THIS GRADE 1 CONTEST. THE PADDY POWER DIAL-A-BET CHASE IS ANOTHER CONTEST WORTHY OF MENTION, WITH IT HAVING BEEN WON TWICE BY PAPILLON, MOSCOW FLYER AND BIG ZEB. THE BEWLEYS HOTELS DECEMBER FESTIVAL HURDLE IS THE FINAL DAY FEATURE AND HAS BEEN WON BY ISTABRAQ ON FOUR OCCASIONS WHILE OTHER WINNERS INCLUDE MACS JOY, BRAVE INCA (TWICE) AND HURRICANE FLY. THERE ARE MANY OTHER GRADE 1 CONTESTS ON SHOW AND ANY ONE THAT ATTENDS ANY DAY OF THE MEETING IS SURE TO BE THRILLED AND ENTERTAINED

THE GALWAY SUMMER FESTIVAL

MONDAY, 30 JULY 2012 - SUNDAY, 5 AUGUST 2012

THE GALWAY FESTIVAL IS UNDOUBTEDLY THE HIGHPOINT OF THE SUMMER SEASON WITH SEVEN GLORIOUS DAYS AND NIGHTS OF HIGH-CLASS RACING. IT HAS BEEN SAID ABOUT THE FESTIVAL THAT IT ONCE BROUGHT GALWAY CITY TO A STANDSTILL, BUT NOW IT BRINGS THE WHOLE COUNTRY TO A STANDSTILL. THIS IS AN EVENT THAT CAPTURES THE IMAGINATION OF THE NATION AND HAS BEEN EULOGISED IN SONG, VERSE AND ON CANVAS BY MANY NOTED ARTISTS. THE 2007 FESTIVAL SAW THE UNVEILING OF THE NEW KILLANIN STAND WHICH PROVIDES EXTRA VIEWING AND CORPORATE HOSPITALITY FOR FESTIVAL RACEGOERS AND IN



GENERAL, THE FACILITIES AT GALWAY ARE A MATCH FOR ANY IN THE COUNTRY.

Teachers Notes

During the five year period 2002-2006 Fáilte Ireland has supported over 400 individual festivals through investment of in excess of sixteen million euros. Culture is a central ingredient in that which sets Ireland apart from competing destinations. As an important cultural tourism offering festivals at cultural events play a key role in marketing Ireland as a popular destination for tourists.

The need for sustainable and regionally balanced growth is a key challenge facing Irish tourism. Hence, an important goal in the support of attractive and sustainable events is to encourage the spatial spread of visitors throughout the country. Festivals are an important element in marketing tourism. They offer the tourists additional reasons to visit a place over and above the regular cultural product offered. Often, because events are one off and take place in a limited time-frame and because festivals offer a concentrated and often unique experience, they provide an additional reason for tourists to visit a particular location. As a result of the differential advantage they can offer, festivals are effective instruments in attracting first time as well as repeat visitors.

Many of the festivals and cultural events that received funding during 2002-2006 have become quite successful at destination marketing through this support. Examples include the Galway Arts Festival which attracts over 125,000 festival goers, 40,000 of whom are visitors to Galway. Similar to Kilkenny Arts Festival attracts up to 100,000 festival participants and generates more than 30,000 bed nights for the locality. Spraoi-Street Theatre Festival in Waterford follows suit and attracts 80,000 participants while generating 25,000 staying visitors in the area who fill the local accommodation bank. It is thought that the combined economic benefit of festivals such as these

is worth almost 200m to the Irish economy through both festival expenditure and visitor spend.

Apart from events taking place in cities and towns and small villages which might not of themselves feature as cultural tourism destinations for many visitors for examples are West Cork Chamber Music Festival which takes place each June-July in Bantry, Co. Cork. The Listowel's Writers Week Festival, taking place each June in Co. Kerry or the Johnny Keenan Banjo Festival which takes place in September in Co. Longford.

Other Cities have experienced the benefits of attracting one-off events such as Cork which was designated as cultural capital of Europe lies in the publicity and profile that comes with the title, as well as the opportunity to upgrade and develop the cultural life and infrastructure of the chosen cities. Many Festivals and cultural events taking place during 2005, in cork benefited considerably from the profile and additional visitor members it received during its year as the cultural capital .one such event was Cork Mid Summer Festival which increased its box office turnover by 87 percent, sponsorship by 78 percent and its turnover by 100 percent.

Ireland's cultural offerings are increasingly important. As a marketing tool, events can act as a motivator or a hook to attract target audience on a year round basis and to areas that would otherwise not have an attractive overseas tourists as well as national audiences. The 16 million in funding that has been provided to approximately 400 individual festivals during 2002-2006 has been warmly welcomed. It has enabled the sector to market itself better to visitors and has helped them to fulfil their aspiration of interacting with tangible Irish cultural activity. The festivals and cultural events initiative intend to implement a programme which meets the needs of tourism growth.

The objective is to adopt a tiered approach to future investment in festivals in order to establish more clearly the tourism value of the events and to better cater for the varying needs to achieve his goal.

- **Tier 1** will identify and support a number of professionally run festivals and cultural events that are already attracting domestic audiences and that have the capacity to attract international audiences in a meaningful way.
- **Tier 2** will support a number of professionally run festivals and cultural events within the potential to develop to the level of tier 1 festivals
- **Tier 3** will offer a lower level of support on an annual basis to community based events which enhance the local tourism offer.

Another goal is to establish separate funding for Ireland's national festival. The Dublin St. Patrick's Festival although this is a national rather than a regional event, is currently funded from the Festival and Cultural Events Initiative. This means that a disproportionate percentage of the funds designed to drive regional development is being allocated to a national event. St Patrick's festival is Ireland's biggest festival and has the highest international profile and impact.

The Economic Impact study carried out by Fáilte Ireland during the 2005 festival showed that the event is worth a total of 58.3 million euros to the economy, 37 million from the domestic participants and 21.3 million from the overseas participants.

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