

Tourism, Culture and Heritage Implementation Group

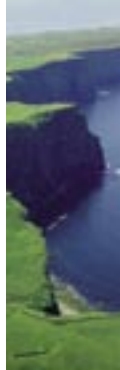
Implementation Group Members



Name	Organisation
John Quinlivan (Chair)	Shannon Development
Mary Kearns	Clare Archaeological & Historical Society
Rory Casey	Comhaltas Ceoltoirí Éireann
Roisin Kelly	Shannon Airport Authority
Maria Heneghan	Teagasc
Tom Shanahan	Teagasc
Siobhán Mulcahy	Clare County Council
Carmel Greene	Clare County Council
Noel Crowley	Clare County Council
Congella McGuire	Clare County Council
Siobhan Curran	Kilrush Town Council
Emer O'Flaherty	Clare County Council
Paddy Maher	Clare Tourist Council
Mary Gleeson	Shannon Regional Hotel Group
Vacancy to be filled	Clare Community Forum
Cllr Patrick Keane	Clare County Council
Joe Killeen	Clare Community Forum
Gerry Kennedy	RRD
Cllr Tony Mulcahy	Town Authorities of Clare
Cllr Deirdre Culligan	Town Authorities of Clare
Ciara O'Mahoney	NPWS
Vacancy to be filled	County Enterprise Board CDB



Priorities for 2006-2008



Objective 6.1

Develop and deliver an integrated quality tourism product, ensuring that tourism growth is spread beyond established resorts and larger towns to rural areas

6.1.7 By 2008 the number of tourism bed night in Clare (international and domestic) will increase in excess of the regional average

Increase product identification and promotion (CANTATA, Clare Live the Life)

Lead: Clare County Council
- Planning & Economic Development
Linked Agencies: Shannon Development, Clare Tourist Council, RRD

6.1.8 Increased Market Penetration

Increase internet based usage by tourism providers.

Lead: Shannon Development
Linked Agencies: RRD, Clare County Council, Fáilte Ireland

6.1.9 Increase Market Access through Shannon International Airport

Develop further United Kingdom, European and United States points of access.

Lead: Shannon Airport Authority
Linked Agencies: Shannon Development, Clare County Council

6.1.10 Increased Market Penetration

Prepare and promote an annual diary of flagship Traditional/Cultural events in County Clare.

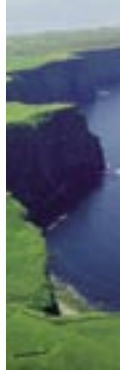
Lead: Shannon Development
Linked Agencies: Comhaltas Ceoltoirí Éireann, Clare County Library Arts Office, Festival Organisers

6.1.11 Improve Cohesion, Co-ordination and Co-operation of Clare Tourism Sector by:

- Establishment of Clare Tourism Development Office
- Planning, developing and implementing countywide marketing initiatives
- Promoting network support operations
- Increasing profile of County Clare as a visitor.

Lead: Clare County Council
- Planning & Economic Development
Linked Agencies: Shannon Development, Clare Tourist Council





Objective
6.4 Develop a vibrant arts sector, that is accessible to all, and highlights the importance of traditional arts, particularly music and dance, and makes Clare an attractive place for artists to live

6.4.8 Continued development of a vibrant arts sector through the implementation of the County Arts Plan

By 2008 there will be significant progress on implementation of actions in the Clare Arts Plan, 2005 - 2009.

Lead: Clare County Council
– Arts Office

Linked Agencies: Glór, Arts Council, HSE; Mid-West, Clare Education Centre

Objective
6.5 Increase the use of the Irish language in all aspects of life in the County

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By 2008 there will be significant progress on implementation of actions in the Irish Language Action Plan.

Lead: Clare County Council
– Irish Office

Linked Agencies: An Clár as Gaeilge, Clare Placenames Committee

Objective
6.7 Communicate the strong heritage values of Clare to both its indigenous population and overseas visitors

6.7.3 Communicate the strong heritage values of Clare to both its indigenous population and overseas visitors

By 2008 there will be significant progress on implementation of actions in the County Clare Heritage Plan, 2003 - 2007, and new Heritage Plan 2008 - 2012 will have been prepared.

Lead: Clare County Council
– Heritage Office

Linked Agencies: Clare Heritage Forum, Heritage Council