

Spring 2015



## County Longford Tourism Newsletter

### ROYAL CANAL WALKWAY GET THOSE WALKING BOOTS ON !

County Longford Tourism are working on promoting the new 16km Royal Canal Walkway from Longford Town to Clondra. This has the potential to become one of Longford's main attractions and will show visitors to the County another side of Longford's natural un-spoilt waterways.

We applied for funding to the National Trails Office for signage and information boards and we are delighted to report that we were awarded funding prior to Christmas. Work is underway now on the construction of the signage and information boards and they will be erected in the

coming months. Once these are in place, we are hopeful that the walk will be approved by the National Trails Office and will be promoted nationally.

Thanks to the Planning Team in Longford County Council for helping out with a new map of the route from Longford to Clondra. These maps are available to download from our website or from Anna in the Tourist Office on the Market Square.

Remember Bike Hire and Kayak Hire on the route are available so when the weather improves, be sure to let tourists know these options are here. For further details contact Anna in the Tourist Information Office.

### BUSY YEAR IN LONGFORD TOURIST OFFICE

County Longford Tourism had a busy year in 2014 with visitor numbers up on previous years. Anna Delaney, our Tourism Information Officer has a wealth of information on the county and excellent new promotional brochures and maps. Anna can promote any special offers that you have so why not call to Anna and let her know about your business. Please note that for accommodation providers, their accommodation must be Failte Ireland approved.

Check us out on Facebook and please like our Facebook page. The more friends we have the greater our chances of spreading news about Longford. We post new messages every day promoting what is happening in County Longford and we'd like to hear more about what is happening in your business that might be of interest to tourists.

Have you seen our website? [www.longfordtourism.ie](http://www.longfordtourism.ie) It's full of information about all that is available in Longford. We also have a diary of **Whats On** every week. If you have an event let us know and we'll help to promote it for you.



Explore and Enjoy  
*the heart of Ireland*

The App is free to download for  
Apple iOS and Android devices.



## NEW PLAY GROUND ATTRACTIONS IN LONGFORD

Longford has a number of new play-grounds with activities for young and older children including climbing frames, zip wires and jungle gyms. These new facilities are located in Kenagh, Ballinalee, Ballinamuck, Abbeyshrule, Colmcille and Dromard. Existing facilities are also located in Abbeylara, Stonepark, Lanesborough, Edgeworthstown, Granard, The Mall, and Ardagh. Remember to promote these to tourists looking to keep children amused while they visit Longford.

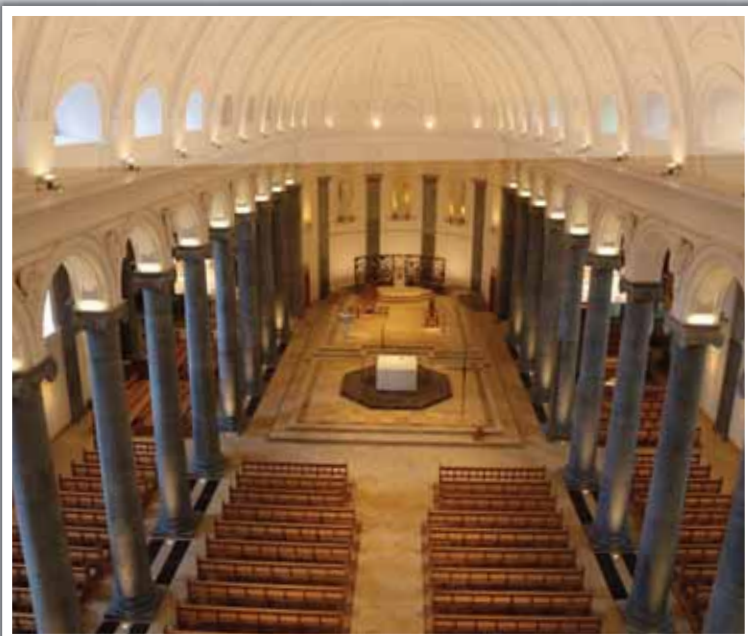
## Europe in Love

Longford Tourism has been asked by a regional tourism organisation in Spain to join them on a group application to the EU for funding to develop a new initiative promoting Romantic Destinations in Europe. Longford was chosen for its historic love story of Midhir and Etain. The project is at an early stage but we are hopeful that an application can be developed.



## Huge numbers visiting St. Mel's Cathedral

The fantastic re-furbishment of St. Mel's Cathedral has brought huge visitor numbers to County Longford. We extend our congratulations to all those involved in the construction process and the events that took place over Christmas. We are promoting visits to the cathedral on our website and suggesting other attractions that visitors might like when they are in the County.



## North and South Longford Cycle Trails

Cycling is now a fast growing sport and the new Royal Canalway Walkway is also suitable for cyclists. County Longford Tourism have also received funding from the National Trails Office for signage for a North/South Cycle Route. These finger post signs are due to be erected shortly and will guide cyclists on a scenic route of both areas.





## Visitors to Ireland Up!

7 million overseas visitors arrived in Ireland between January and November 2104. Visitor numbers are up! We need to attract them to Longford. Make sure and register for our upcoming training on how to do this!

### National Walk of the Week

Congratulations to all involved in Edmore Bog Trail in Ballinamuck. It featured as the Walk of the Week on [irishtrails.ie](http://irishtrails.ie) on December 12 2014. The Royal Canal Walkway was also reviewed by a walker on January 5. Check these out on the facebook page of Irish Sports Councils Irish Trails.ie

### Longford Tourism on TV

County Longford Tourism has linked up with Irish TV and we have made several television appearances promoting County Longford.

### Tourism Information Night and Training Opportunities

An information night for all tourism providers in the County including Accommodation Providers, Restaurants, Visitor Attractions, and any community or organization interested in attracting tourists should come along. The event will take place on February 24th in the Corlea Trackway Centre commencing at 7.00pm. County Longford Tourism will give an update on their work in 2014 and their plans for 2015. Information will be sent to all those on the current County Longford Tourism Mailing List.

County Longford Tourism are also organizing two training / information sessions for those involved in tourism in County Longford. The first session will outline the current criteria to receive Failte Ireland Accreditation for Accommodation and the second workshop will focus on recent Failte Ireland research on 'Who is Coming to Ireland' and what they are looking for. As part of this research, Failte Ireland are training local tourism providers and group marketing schemes on how to bundle and package activities in their area.

## Blue Way Water Festival

APRIL 2015

To celebrate the launch of the Camlin Canoe Trail & the Royal Canal Walkway, a Waterways Festival will take place in April. Family Friendly events such as Kayak Displays, Walks and Nature Trails along with food stalls and buskers will all take place along the Royal Canal culminating at the harbor at Clondra. Further details to follow. If you have ideas for this event, be sure to let us know in the Tourist Office.





## TIDY TOWNS AWARDS

Congratulations to Abbeyshrule, Newtowncashel and Longford Town who won gold, silver and bronze medals respectively at the SuperValu Tidy Towns Midlands & East Region Awards Ceremony in December 2014.

## TRAINING FOR HERITAGE EVENT ORGANISERS

On Thursday 9th April, a Heritage Week Training Day for event organisers will take place in Dublin Castle. It promises to be a very enjoyable day with a great mix of ideas and areas covered that will be of use to you as you plan your events for National Heritage Week 2015. Some of those who were recognised for their events in 2014 will be lending a hand and presenting some of their successful ideas. The day will cover aspects of social media and discuss the theme of Industrial and Design Heritage and how to create some wonderful experiences for NHW 2015.

To book your place email : [heritageweek@heritageconcil.ie](mailto:heritageweek@heritageconcil.ie)

Please include your full name, organisation or community group etc and your contact details/address and job description if relevant.



## LONGFORD GETS GREAT PROMOTION ON NEWSTALK 106

Travel writer and Longford native, Machan Magan gave a great overview of County Longford in his recent interview on the George Hook Show. He choose his favourite places in Longford including Viewmount House, Barley Harbour and Corlea and recommended where tourists should visit. He of course gave special mention to Killahsee, a perfect half-way stop on the new Royal Canal Walkway. Machan contacted us prior to his interview and we are delighted to work with him on promoting Longford at every available opportunity.



## Happy Birthday!

Happy 20<sup>th</sup> Birthday to Backstage Theatre. Keep an eye out for special events in 2015. Tickets for all Backstage Theatre events are on sale in the Tourist Office on the Market Square.

### Members of the County Longford Tourism Committee:

Michael Carrigy  
Mona Considine  
Jude Flynn  
Frances Mc Partland

Seadna Ryan  
Michael Nevin  
Patsy Cumiskey  
Rose Kane  
Anna Delaney

Donall Mac An Bheatha  
Siobhan Mc Guinness  
Maurice Murphy  
Jillian Shaw

Contact Us: County Longford Tourism  
Market Square, Longford.

Tel: 00353 (0)43 3342577 or 00353 (0)85 8888876

Email: [info@longfordtourism.ie](mailto:info@longfordtourism.ie)

Web: [www.longfordtourism.ie](http://www.longfordtourism.ie)



## Thank You!

County Longford Tourism Ltd wish to acknowledge the support they receive from Longford County Council, Failte Ireland, Longford Community Resources Ltd, The National Trails Office and Waterways Ireland.