

2017-
2022

County Longford Tourism Statement of Strategy and Work Programme



The full strategy is available for viewing on www.longford.ie



To create high quality tourism infrastructure / products to provide a desirable destination that offers memorable visitor experiences and to optimise economic benefits for the County and the region.



To develop and promote products and assets unique to County Longford and to work with neighbouring Counties on regional products that retain visitors in the region.



The Strategy aims to achieve this through the fulfilment of the following key objectives

- Developing Tourism Infrastructure
- Delivery of Visitor centric experiences
- Development of a Longford Tourism Brand
- Generating greater awareness of Longford as a tourism destination



In terms of marketing and promotion, the Longford Tourism Strategy aims to align closely with Fáilte Ireland's Brand Proposition for the region



Ireland's Hidden Heartlands, Fáilte Ireland's newest brand was launched in 2018. County Longford is one of the nine Counties included in this brand.

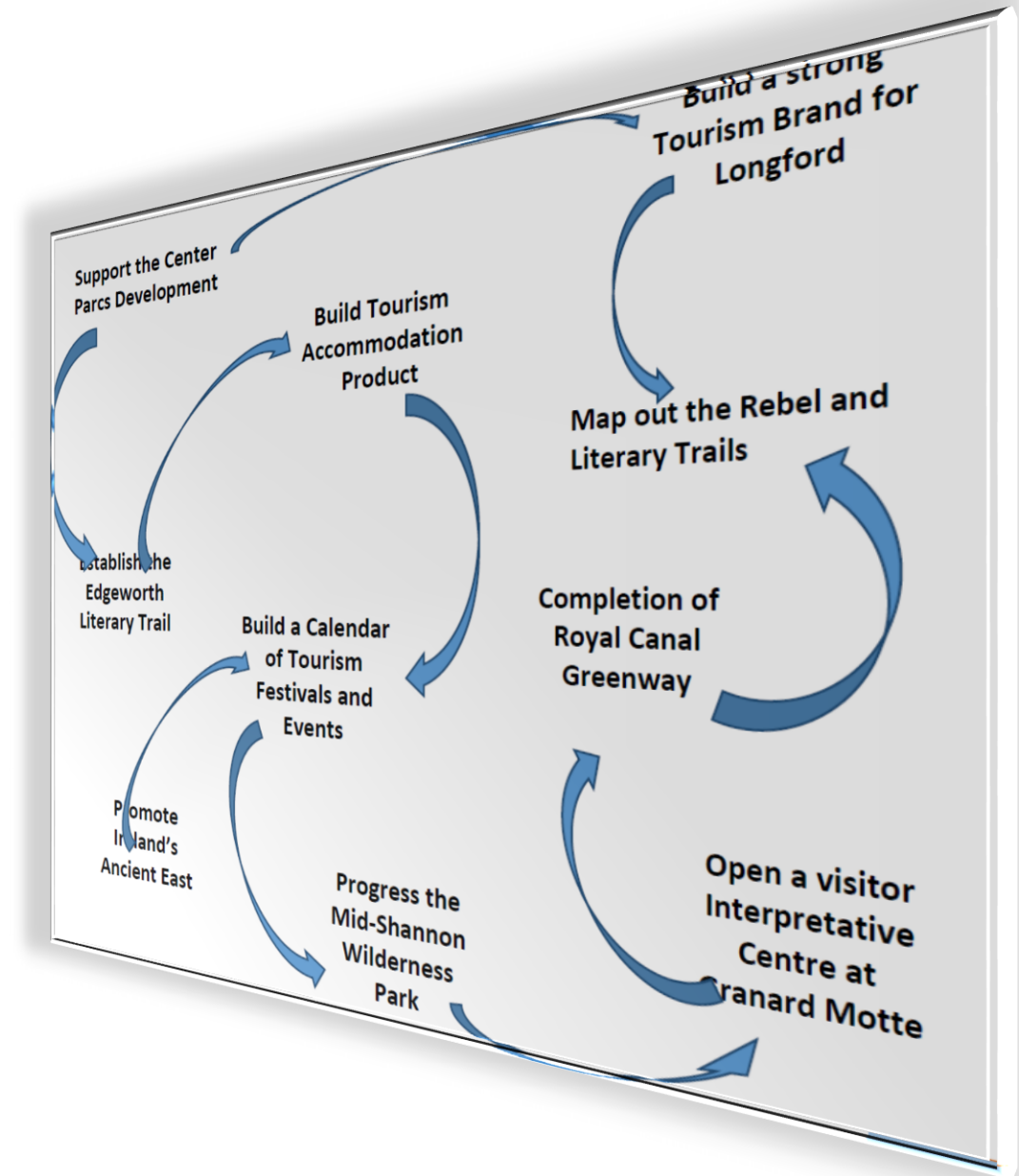
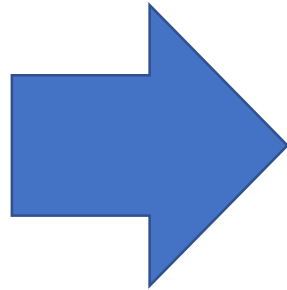
The success of the County is dependent on the success of the region as a whole. Close working relationships with tourism providers and other counties is essential in order to maximise brand impact on the region.

Longford Tourism work closely with the Ireland's Hidden Heartlands team and the other counties in the region.

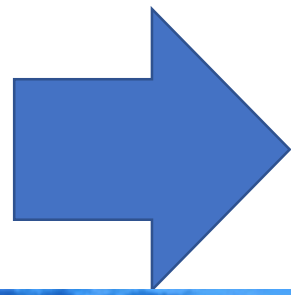
Tourism Work Programme 2017 - 2022

The tourism strategy is committed to the key project areas. A number of them to become Flagship Attractions that have the potential to transform tourism in County Longford.

Key
Actions



Key Action

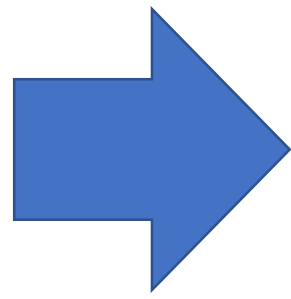


Support the Center Parcs Development



Center Parcs
opened July
2019
A further
expansion
planned

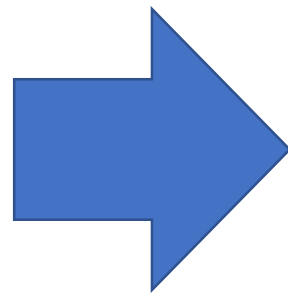
Key Action



Establish the Edgeworth Literary Trail



Key Action



Build Tourism Accommodation product

36 Accommodation providers are listed on Longford.ie.

Longford Tourism provide continued support to all accommodation providers:

- Networking / information workshops
- Provide them with promotional material for their guests
- Promote them online
- Direct customers to them

Longford.ie

Maps News Events Contact Accessibility / Languages Gaelige

Home / Visit / Accommodation

Accommodation



Center Parcs Longford

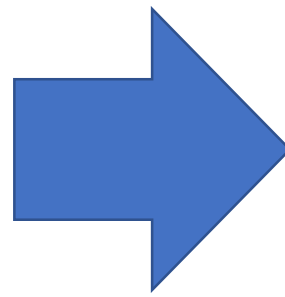


Longford Arms Hotel



Cooneys Hotel

Key Action



Build a Calendar of Tourism Festivals and Events

Longford.ie

Maps News Events Contact Accessibility / Languages Gaeilge



Home / Events



Search

Category

All Selected

Date Range

Enter Date

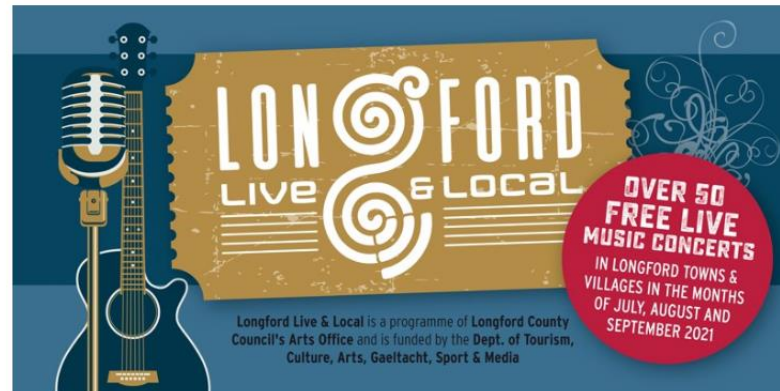
Keyword

Enter Keyword

Search

Events

2 Results



Longford Live & Local Outdoor Music Programme

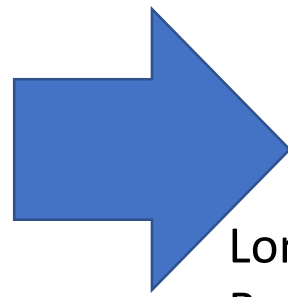
[Read More](#)



- Longford Sports Partnership present '**Summer Walking Series**' 8 walks taking place each Monday & Wednesday evening at 6.30pm in July. Free Walking Trail Challenge T-Shirt for completion of all trails! Register free at www.eventbrite.ie/e/154696586655.
- **Cloughan Farm Afternoon Tea Experience**, Saturday 10th July. Experience an afternoon of pampering with friends, to book go to www.fionaegan.com.
- **Longford Indoor Market & Car Boot Sale** - every Saturday 9am-3pm, Mastertech Business Park, N39 P288.
- **Backstage Theatre** presents 'One Good Turn', a new play from Una McKevitt – on demand online from 27th June to 10th July. See www.backstage.ie for more details.
- Junior & Senior Open **Tennis Tournament** at Longford Tennis Club. Junior Open 14th July-17th July. Senior Open 11th July-18th July.
- **Junior and Senior Coaching** at Longford Tennis Club, phone Tim 083 1155374 for more details. Facebook: Longford Tennis Club, website: www.longfordtennis.ie for information.
- **Butter Market** – every Saturday, 11.30am-1.30pm, Market Street, Granard.
- Longford LEO are holding a free '**How to use Instagram for Marketing**' workshop, 27th July 1.30pm-4.30pm, for details see www.localenterprise.ie/longford.

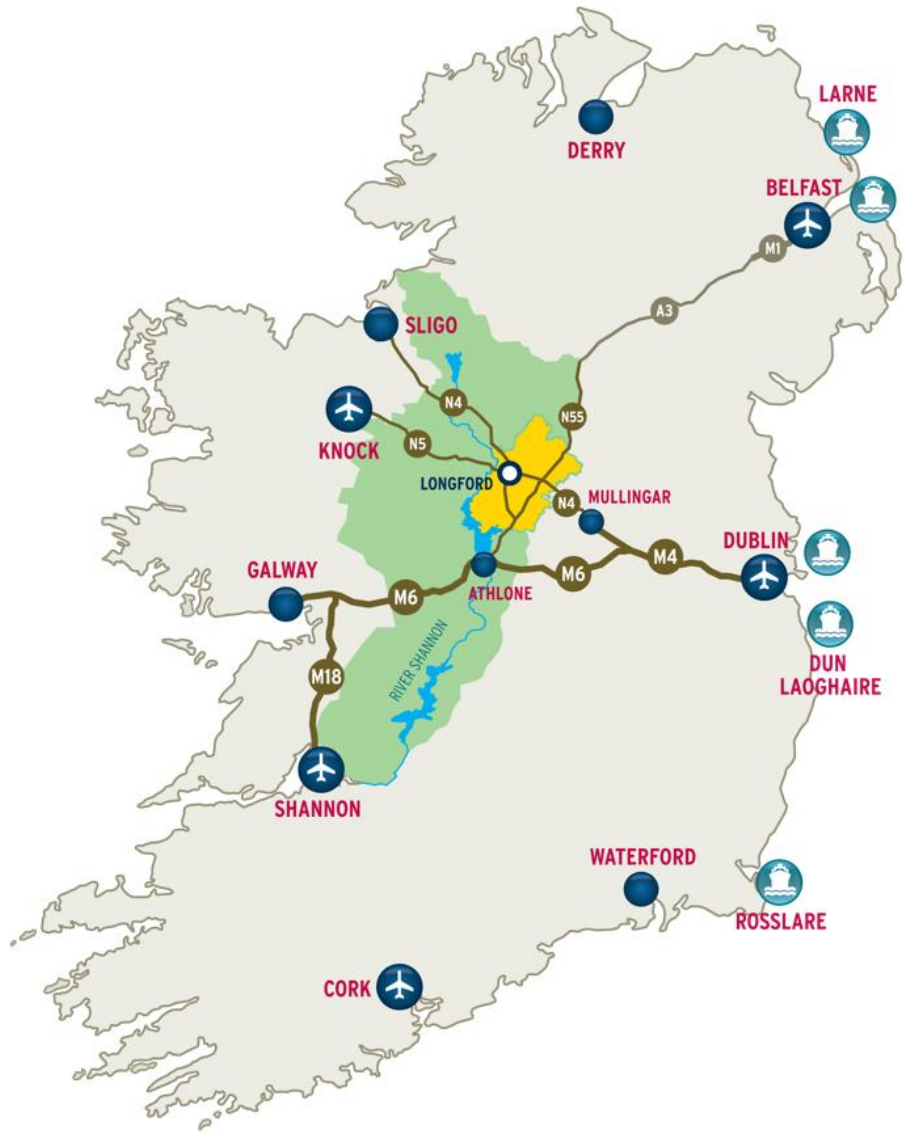
For a full list of events please see www.longford.ie
To advertise your event please email us at: tourism@longfordcoco.ie

Key Action



Promote Ireland's Hidden Heartlands

Longford Tourism work closely with Ireland's Hidden Heartlands. Both, the IHH team and Longford Tourism, promote County Longford as part of the Ireland's Hidden Heartlands brand.

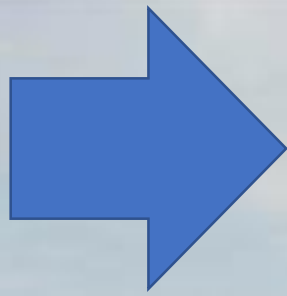


Working together, Ireland's Hidden Heartlands and the nine Counties recently created a map of 50 things for kids to do in Ireland's Hidden Heartlands

<https://www.longford.ie/en/visit/irelands-hidden-heartlands/>



Key Action



Progress the Mid-Shannon Wilderness Park

The Park will be located between the Royal Canal, Lough Ree and the River Shannon. The development of such a large amenity park in Longford would provide the Midlands and Ireland with a major tourism attraction.

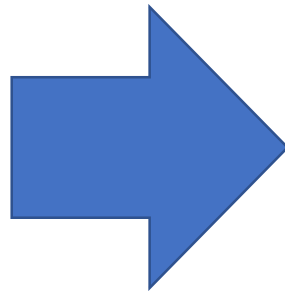
The development of a Mid Shannon Wilderness Park in Longford will combine existing natural amenity areas including Lough Ree, the Rivers Shannon, Inny and Camlin, the Royal Canal, Newcastle Wood and the future rehabilitated Bord na Móna bogs.

All of these amenity areas are in very close proximity to each other and can be developed and combined to create the Wilderness Park.

The Park will be developed in partnership between the various owners particularly Bord na Móna, local communities and Longford County Council.

Work is ongoing in the overall development of the Mid Shannon Wilderness Park.

Key Action



Open a visitor interpretative Centre at Granard Motte

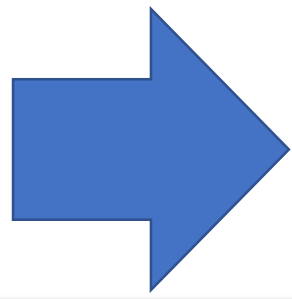


Knights and Conquests Heritage Centre opened in Sep 2018

Work is ongoing for further plans to expand.

A Norman Village coming to Granard soon!

Key Action



Completion of the Royal Canal Greenway



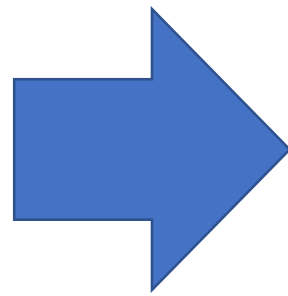
The 130km Royal Canal Greenway officially launched on 24th Mar 21.

The launch was high profile with the #RoyalCanalGreenway trending at number 1 in Ireland on the day of the launch.

County Longford has 43.4km in total of the RCG.

The RCG as a whole has received over 650,000 visitors since 1st March.

Key Action



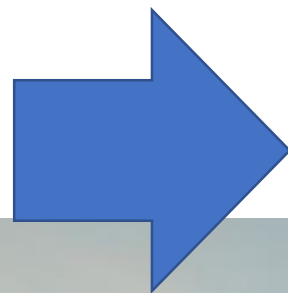
Map out the Rebel and Literary Trails



- Trail Key**
1. 'Longford Workhouse'
 2. Charlotte Brooke Grave
 3. Carrickglass Manor
 4. Edgeworthstown
 5. Falls, Ballymahon
 6. Forney Church
 7. Ballymahon
 8. Shrule Bridge & Mill
 9. Corlea Trackway
 10. Kenagh
 11. Ardagh Heritage Village
- Trail/Walking Route
 Tourist/Visitor Information

Longford Literary Trail

Key Action



Build a Strong Tourism Brand for Longford

Longford.ie

Maps News Events Contact Accessibility / Languages Gaelge



Welcome to

Longford

the place to be...



Visit

Live

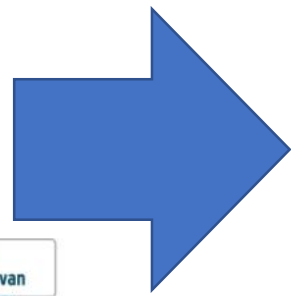
Invest

Your Council

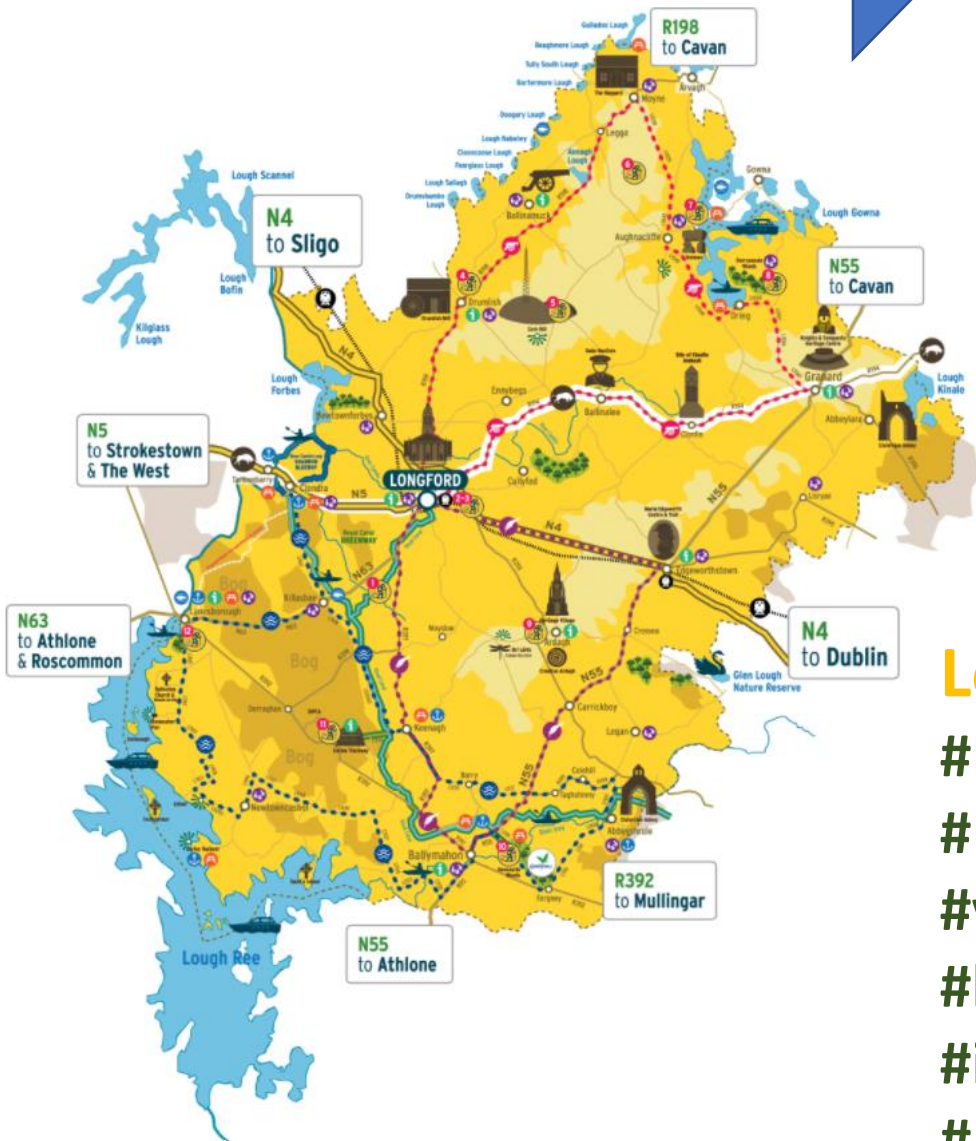
 ACCESSIBILITY HELP?

 Back to Top

Key Action



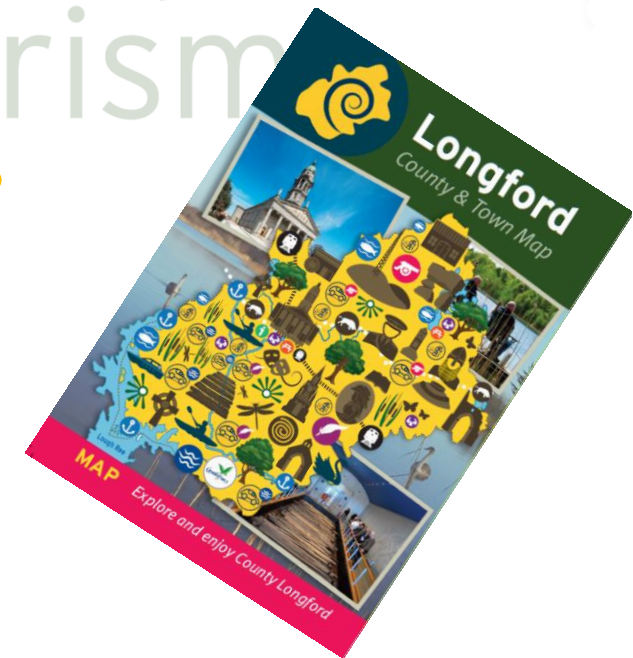
Build a Strong Tourism Brand for Longford



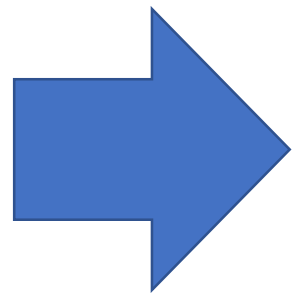
Longford Tourism

Longford Tourism Hashtags

- #Longford
- #LongfordTourism
- #visitlongford
- #longfordwalks
- #irelandshiddenheartlands
- #RoyalCanalGreenway



Key Action



Build a Strong Tourism Brand for Longford

Occasion logos

