

August 2009

Fermanagh Lakeland Tourism News

Tourism growing at speed



Shopping is one of Fermanagh's main attractions in 2009

Boosted by the current strength of the Euro and the financial knock-on effects of the global recession, Northern Ireland has quickly established itself as one of the preferred holiday destinations for travellers from the Republic of Ireland in 2009. Whilst expenditure on foreign holidays by ROI residents fell by 28.1% in Q1 of this year, Northern Ireland was amongst one of only five destinations that did NOT see a decline in ROI visitors in Q1 2009 compared to Q1 2008; with a 36.3% increase of ROI visitors recorded as travelling to Northern Ireland, according to a recent Central Statistics Office report. We can report that Co.Fermanagh is getting its fair share of this success with the Marble Arch Caves Global Geopark up 8% month on month. 'This has been our busiest July in the last 10 years; 13,624 visitors compared to 12,568 last year. Looking back to 2001 and 2002 we had 10,468 visitors and 9,199 visitors respectively. This represents a month on month increase of 33.5% from the lower figure', comments Chris Reid, Geopark Development Officer.

'Northern Ireland records a 36.3% increase in Irish visitors in Q1 2009'

..Central Statistics Office..

Gary & Danielle's- secret Fermanagh exposure

Back in June we found out that we had to help to organise a secret mission for two celebrity guests. Watch Northern Exposure, Fridays at 7.30pm on BBC1 and all will be revealed. Match of the Day presenter Gary Lineker and his fiancée - businesswoman and model Danielle Bux - have been visiting Northern Ireland to uncover hidden gems and give you great ideas for something to do or someplace to visit. Of course Co.Fermanagh was top of the list and the programme features many of our top attractions and places to stay. Tune in to see what the celebrity couple thought!



Fermanagh showcase in Harrods



The five star Lough Erne Golf Resort and top skincare brand Lau Erb, recently partnered with the famous London Department Store, Harrods, to offer customers a chance to win a luxury 'Thai Spa Discovery Break' at the resort. Over 150 Harrods customers experienced a flavour of Fermanagh and the exquisite treatments that the Lough Erne Golf Resort has to offer. Speaking about the promotion, Jonathan Stapleton, General Manager of the Lough Erne Golf Resort said *'I am delighted with the huge response we have received from the week long promotion. We felt that because Lough Erne Golf Resort and Lau Erb are both premium brands, Harrods offered a perfect platform to showcase our world class Resort. This promotion has raised the profile not only of the Resort but also the beauty of the Fermanagh Lakelands- we have no doubt it will attract future tourism to Fermanagh'*

Bluegrass Music Festival set to attract huge crowds



The annual Bluegrass Music Festival is taking place in the Ulster American Folk Park on Friday 4th September - Sunday 6th September. This famous festival is jam-packed with performances from some of the biggest names in bluegrass music. Stroll through the museum for the afternoon sessions with six stages of great music to enjoy or book tickets to experience the electric atmosphere of a night time concert. International artists performing this year include The Claire Lynch Band, Dirk Powell Band, Kenny & Amanda Smith and the Malpass Family all from the USA. The Foggy Hogtown Boys from Canada will also perform alongside Acousticure, Four Wheel Drive and Turquoise from Europe as well as plenty of home-grown talent. Weekend passes or evening concert tickets can be reserved on 028 8224 3292. Tickets and further information can be found at www.nmni.com/bluegrass Booking is not required for the afternoon sessions where admission is £8 per adult and £6 concession. Family tickets are also available.

Visit the festival website at www.nmni.com/bluegrass for details on full programme, festival news, tickets and accommodation information.

New monthly tourism update from NITB

Tourism Spotlight—a new monthly interactive e-zine communication from NITB. It will highlight what's happening in tourism, both domestically and internationally and will provide the latest insights and intelligence to help you in your tourism business or organisation. Log on to www.nitb.com for further details.



Lough Erne Canoe Rally delivers environmental message

On the 26th & 27th September, Share Holiday Village hosted the second annual brites Lough Erne Canoe Rally. In response to the growing threat of Global Warming, brites and Share have teamed up to bring a fun and competitive event with an educational message for schools, businesses and organisations to Lough Erne. The fun based canoe and kayak event is set to have more of an environmental message this year to highlight the need for education in the prevention of global warming. Indeed canoeing is the perfect platform in which to promote this environmental message as it is one of the more idyllic forms of recreation that can be enjoyed on Lough Erne. Both Share and brites are leaders in the field of renewable energy. Over the past 10 years Share has installed the largest reed-bed water purification plant in Northern Ireland and has built up an extensive portfolio of renewable technologies. These include three wind turbines, four solar water heating systems, and four wood pellet burners. The fuel for these wood pellet burners is supplied by Balcas, the manufacturers of brites wood pellets. Share can now boast of using 99% renewable electricity on site, and 90% renewable heat, resulting in a total overall offset of CO2 of almost 300 tonnes. Now in its second year since revival, The Erne Canoe Rally was a very successful event run over a number of years in the 1980's/90's by Share Holiday Village to try and promote Lough Erne as a paddling destination for visiting outdoor enthusiasts. Unfortunately at the time there was little infrastructure in place to accommodate the needs of the paddlers and the event fell by the wayside whilst this issue was addressed. Now with great infrastructure in place, including a way marked Lough Erne Canoe Trail (see www.canoeni.com), designated camp sites, visitor information, leaflets and maps, a website and a large amount of publicity, the Countryside Access and Activities Network (CAAN) are keen that the event uses and helps to promote this. Chris Scott – CAAN Marketing Officer, suggests: "We have seen a great uptake in paddlesports with the various canoe trails achieving lots of publicity on both a national and international scale. Indeed they have won several awards and generated a lot of media interest".



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For more information log on www.findfermanagh.com