



This project is a cross border joint marketing initiative between the border towns of Limavady and Letterkenny, involving specific promotion of both towns throughout the UK, Ireland and specific European target markets.

The project built upon the existing partnership between Limavady Borough Council and Destination Letterkenny, and the success of their joint marketing initiative in the IFI Regional Tourism Scheme.

Measure:

Business & Economic Development

Promoters:

Destination Letterkenny/
Limavady Borough Council

Title:

**Limavady/Letterkenny
Border Towns Marketing
Initiative**

Promoters attended tourism trade fairs and promotional events, produced and distributed joint literature throughout Ireland, UK and Europe and organised familiarisation trips to the North West. In doing so, the project has helped raise both national and international awareness of the tourism facilities and amenities that both areas can offer. It has helped to increase both international and domestic tourism flow to the region and to boost tourism spend within the North West business and tourism economy.

Total Project Cost: €40,000

Grant Awarded: €30,000

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Project Promoters at Tourism Ireland Stand, Ghent

