



Measure:

Business & Economic
Development

Promoters:

Derry City Council
Fermanagh District Council
North West Tourism

Title:

Destination North West

The Destination North West Initiative was set up to develop a cross border network to enable enhanced co-operation between tourism development and marketing agencies in the North West of Ireland. The project aimed to create an area based marketing initiative incorporating the development of events to enhance the visitor experience focusing on the six counties of Derry, Tyrone, Fermanagh, Donegal, Sligo and Leitrim.

Destination North West has provided the platform for unprecedented levels of Cross Border Tourism Co-operation in the North West. Co-operation which has been fully supported both physically and financially by the national tourism agencies on the island. The project has even successfully encouraged Tourism Ireland to help deliver the project's international marketing campaigns and spent euro for project euro, on marketing the North West on a Cross Border basis during 2006 and 2007.

The Web Site which promotes the North West at www.brilliantireland.com went live in May 2006 and 30,000 brochures been distributed internationally.

To date 8 events have been supported in the region. For example, substantial marketing of the World Rally Championship which took place in the region in November 2007, was delivered through the project's Event Support Fund. This was the most important sporting event, which took place in Ireland in 2007, and the project has received very significant PR through this support.

Total Project Cost: €2.4 million

Grant Awarded: €1.8 million

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