



Measure:

Business & Economic
Development

Promoters:

Donegal County Council/
Derry City Council

Title:

**The Flight of the Earls
Cultural Tourism
Marketing**

Flight of the Earls 2007 was a major international flagship centenary commemoration to mark the 400th anniversary of one of the most significant events and periods in Irish history. The programme was an Ulster-wide, cross-border initiative, with a particular emphasis on the North West and with Rathmullan, Co Donegal (the departure point of the Earls in September 1607), as the epicentre.

The project was organised by a wide high level partnership of local authorities, third level colleges and cultural and tourism organisations led by Donegal County Council and Derry City Council.

The project team developed and marketed a major cultural tourism product, exploiting the region's enormous cultural tourism potential, to increase visitor numbers to Donegal and N Ireland. It also served to enhance the capacity of cultural and tourism organisations in the area and established a network that will continue to develop cultural tourism projects in the future.

Specific commissions for which Interreg funding was sought included – a touring historic exhibition, a touring drama production, a touring carnival parade/pageant, an Ulster-wide FOE trail (outdoor signage) and an open-air spectacle on land and water and a week-long festival in Rathmullan.

Total Project Cost: €448,000

Grant Awarded: €200,000

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Kids enjoy An Cosán Glas
Exhibition

