



Fáilte Ireland

National Tourism Development Authority



Festival Innovation Programme



FESTIVAL INNOVATION PROGRAMME

Do you have an exciting idea for a new festival that will attract overseas visitors?

Fáilte Ireland has identified that an opportunity exists for festivals and events to play a more significant role in driving Ireland's tourism performance. This Programme has been designed to identify proposals for ambitious and unique festivals and events which will stand out internationally.

While Ireland currently has an existing calendar of diverse festivals and events, this Programme will examine the opportunities for new festivals which will strongly motivate significant numbers of overseas visitors to travel to Ireland at off-peak times of the year and disperse visitors to key geographical areas around the country.

What is the role of festivals in Irish tourism?

Festivals are important to Ireland's tourism industry for a number of reasons:

- They provide opportunities to showcase culture, people and places, and enhance the visitor's experience of Ireland
- They improve the distribution of tourism revenue around the country
- They can encourage visitors to come at different times of the year
- They can animate destinations, help visitors to meet locals and contribute to an overall sense of an authentic and enjoyable holiday

What are we looking for?

We want Ireland to be recognised internationally as a place that consistently delivers brilliant visitor experiences, with a year-round programme of festivals and events that showcase our culture, people and places. Fáilte Ireland believes that festivals are a key tool in attracting visitors to Ireland, extending our season beyond peak months and creating regional spread and nationwide economic impact. Therefore, we need to develop stand out festival experiences that will capture the imagination of visitors and motivate them to consider a holiday in Ireland's less mature destinations at shoulder/off-peak times of the year

The festivals that Fáilte Ireland currently support strongly persuade more than 200,000 visitors to travel to this country, generating €108 million spend each year. Over the next 5 years, through targeted investment in festivals of scale, Fáilte Ireland's goal is to generate 300,000 visitors and €150 million in tourism revenue while also providing local employment.

What are the priorities for Tourism?

As Fáilte Ireland looks to maximise opportunities for festivals a number of key priorities will be considered:

- **SEASONALITY** – festivals that take place at shoulder/off-peak times of the year e.g.: not on Bank Holidays and/or during the summer months.
- **REGIONALITY** – festivals that take place in non-tourism hotspots and assist with distribution of tourism revenue around the country.
- **OVERSEAS VISITORS** – festivals that will appeal to Fáilte Ireland's target segments and **demonstrate potential** to motivate significant numbers of international visitors (a minimum target of 5,000 bed nights by year 3).
- **ICONIC AND LARGE SCALE** – festivals that have the potential to become large scale and internationally known festivals.
- **ORIGINAL AND AUTHENTIC** – festivals that are unique and address a gap in the existing offering, can compete internationally and motivate visitors to choose Ireland. (See www.discoverireland.ie/whats-on/ for a list of all festivals in Ireland).
- **BRAND FOCUS** – festivals that support one of Fáilte Ireland's destination brands, *Dublin, Ireland's Ancient East, Wild Atlantic Way and Ireland's Hidden Heartlands*.
- **OPERATIONS** – festivals that can **demonstrate potential** for financial sustainability over a 3 year time scale (i.e. ability to generate 80% of own income through ticket sales, sponsorship, merchandise etc.) and a sales focus (e.g.: awareness of routes for international distribution).
- **COLLABORATION** – festivals that can demonstrate potential for successful collaboration with tourism trade, local authorities and others to maximise effective delivery, scale and impact.

How does the Programme Work?

The programme will provide two opportunities for support from Fáilte Ireland:

- Funding associated with specific elements of the festival/event will be available to successful applicants.
- Funding associated with the development of the proposal. If the concept is less mature, tailored business supports will be provided to test and develop the festival. This means that if your submission is at concept stage but demonstrates potential, the Festival Team will partner with you to develop a support package. This type of support will depend on the requirements of the festival but may include, Feasibility Studies, Programme Development, International Sales & Marketing, Business Planning and Fundraising (e.g. Sponsorship). Typically funding for these development supports will be to a maximum of 25k.



Proposals must be submitted through the Fáilte Ireland Trade Portal. Access the Portal at this link:

<https://tradeportal.failteireland.ie/SignIn?ReturnUrl=%2Fgrantapp%2F>

[Sign-In](#)



For technical queries and support please contact CustomerSupport@failteireland.ie or 1800 242473



When do I need to submit my idea?

The Festival Innovation Programme will operate on an open rolling call basis. Once you have submitted your application a member of the Festivals team will be in contact regarding the evaluation timelines.

Applicants should note that they may be required to make a presentation of their proposal to Fáilte Ireland.

What happens after you submit your form?

Fáilte Ireland will evaluate the proposal against the priorities noted above to assess which offer the best potential for Irish tourism against a number of desired outcomes;

- ➔ **ADDRESS SEASONALITY.** The festival can attract visitors to Ireland during off-peak and shoulder periods.
- ➔ **ADDRESS REGIONALITY.** The festival can disperse visitors to areas beyond the traditional hotspots without causing undesirable displacement of existing festival or tourism activity.
- ➔ **MOTIVATE INTERNATIONAL VISITORS.** The festival can reach a minimum target of 5,000 bed nights by year 3.
- ➔ **DEVELOP AS AN ICONIC, LARGE SCALE FESTIVAL.** The festival can achieve an international profile and compete with other globally known events.
- ➔ **PRESENT AN ORIGINAL AND AUTHENTIC OPPORTUNITY.** The festival can be developed in a way that it becomes intrinsically linked to Ireland and is not easily displaced to other countries.
- ➔ **LINK TO FÁILTE IRELAND'S DESTINATION BRANDS.** The festival can support the key themes contained within the brands and programming elements will reflect this (Dublin, IAE, WAW, IHH).
- ➔ **OPERATIONAL STABILITY.** The festival can develop an operational model to successfully roll out the festival so that it can become self-sustaining over a 3 year time scale and generate up to 80% of its own income.
- ➔ **COLLABORATION.** A successful delivery team can be identified and partnerships established to drive the objectives of the festival to achieve benefits for the wider community.



What do you need to deliver?

If you receive funding for a **specific element of the festival/event** you will need to demonstrate how you have delivered against a set of outcomes which will be agreed with Fáilte Ireland.

If you receive funding for the **development of your proposal** you will need to produce a 3 year business plan showing how your festival will deliver on the key outcomes.

Ineligible Proposals

Ideas for festivals linked to the following themes will be deemed ineligible:

- ➔ Festivals related to the following themes: Halloween, Light, Dark Skies, Vikings.
- ➔ Participative Sporting Events e.g.: Marathons, Triathlons etc.
- ➔ Wellness, Health and Fitness Events
- ➔ Conferences, Exhibitions, Trails, Networks, Tours, etc.
- ➔ Christmas Festivals
- ➔ Food/Drink Festivals
- ➔ Multi-Disciplinary Arts Festivals
- ➔ World Record Attempts
- ➔ Comedy/Film/Photography/Circus Festivals/Street Performance

Got Questions?

See the following page for answers to any questions you might have.

BRAND FOCUS
SEASONALITY

OVERSEAS VISITORS

REGIONALITY
OPERATIONS

COLLABORATION
ORIGINAL & AUTHENTIC

✓	✓	✓	✓	✓	✓	✓	✓
ADDRESS SEASONALITY	ADDRESS REGIONALITY	MOTIVATE INTERNATIONAL VISITORS	DEVELOP AS AN ICONIC, LARGE SCALE FESTIVAL	PRESENT AN ORIGINAL AND AUTHENTIC OPPORTUNITY	LINK TO FÁILTE IRELAND'S DESTINATION BRANDS	OPERATIONAL STABILITY	COLLABORATION



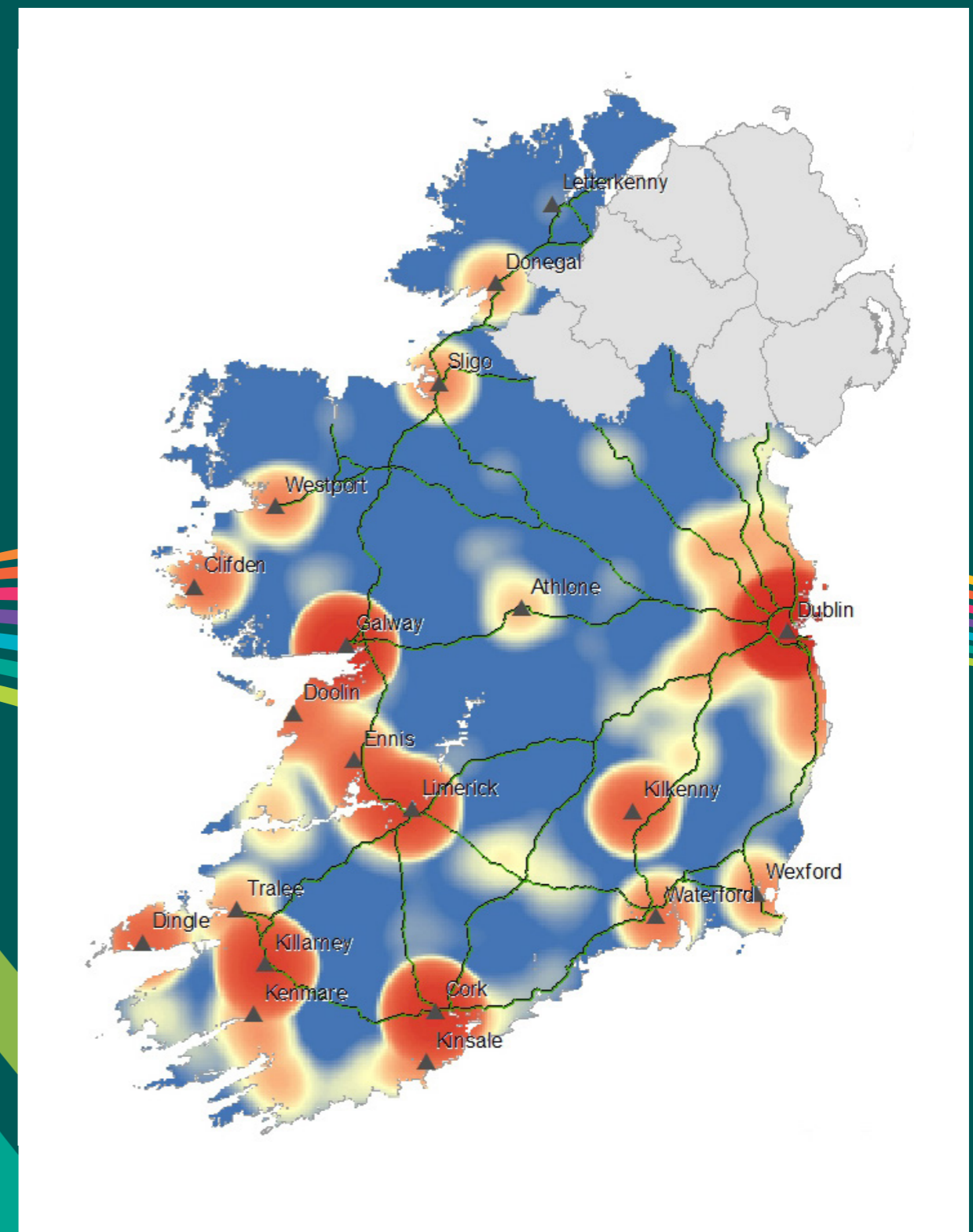
FAQ'S

We've tried to answer as many questions as we can below, but if you have any more queries please email festivals@failteireland.ie.

Who can apply?	The application process is open to all, however we would encourage you to think about your proposal and how it might fit in with Fáilte Ireland's tourism priorities.
I am an existing festival, can I still apply?	If you have an idea for a new event that meets the criteria, yes you can apply however the idea must be significantly different to the existing festival e.g. an additional day to an existing festival will not be considered as innovation. However producing something in a new location or at a different time of year may be considered.
Does the proposed festival have to attract overseas visitors?	Yes. Fáilte Ireland is the National Tourism Development Authority of Ireland, our role is to guide and promote the evolution of tourism as a leading indigenous component of the Irish economy. Information on Fáilte Ireland's target markets and three key overseas visitor segments can be found here: http://www.failteireland.ie/International-sales/International-sales.aspx
How much information do I have to provide?	The application form is your opportunity to tell us as much as you can. Although it is a short document tell us as much as you can about your idea to see how it would align with Fáilte Ireland tourism priorities.
Should my idea tie in with the Wild Atlantic Way, Ireland's Ancient East, Hidden Heartlands and Dublin?	Ideally yes. Based on extensive consumer and market research Fáilte Ireland has identified four key geographic areas that stand out in the international marketplace. Click logos for more information.
Do I have to have a proven track record in festival management or tourism related activities?	No, however we would like to know more about your background and ability to deliver on your idea or if you have thought about a potential partnership or delivery team.
What happens after I submit my idea?	We'll review and evaluate your idea. Then a shortlist of the ideas with the best potential for tourism will be compiled and a number of applicants will be invited to come in and meet with us.
If my idea is selected what supports will I receive?	We will give you support to help you explore and develop your idea. This can be used towards feasibility studies, programme development, market research etc. You will benefit from the support and expertise of Fáilte Ireland and industry experts. Fáilte Ireland will work with you on the delivery of supports, so the funding might be paid directly to you or we might commission the expertise for you. A timeframe will be agreed with you.



CURRENT TOURISM HOTSPOTS IN IRELAND



The Small Print

This fund is a competitive process. Only ideas that are based in the Republic of Ireland may apply. There is no guarantee of funding for proposals submitted. The fund is limited and applications will be evaluated on a competitive basis.

Fáilte Ireland acknowledges its statutory duty of confidentiality to the applicant in respect of all information received in regard to the proposed festival and undertakes not to disclose such information without prior written consent from the applicant or as required by law.

However, Fáilte Ireland shall in no way be prohibited from providing funding or other services to any other party in relation to the independent development or the running of a festival competitive with or similar to the proposed festival.



About Fáilte Ireland

Fáilte Ireland is the National Tourism Development Authority, established by the Irish Government in May 2003 to guide and promote the evolution of tourism as a leading indigenous component of the Irish economy. Our vision sees a tourism industry that is economically, socially and environmentally sustainable, helps promote a positive image of Ireland overseas and is a sector in which people wish to work.

Want to know more about Fáilte Ireland's tourism priorities?

Link to Global Segmentation

<http://www.failteireland.ie/International-sales/International-sales.aspx>

Link to Research

<http://www.failteireland.ie/Research-and-Insights.aspx>

All information supplied will be treated in confidentiality

