
PRESS RELEASE 14th June 2023

County Wexford welcomes the Roses back to the sunny southeast for the Wexford Rose Tour 2023

For the second year in a row, Wexford County Council is delighted and honoured to announce the exciting return of the Wexford Rose Tour 2023. With Roses from the 2023 Rose of Tralee International Festival enjoying 3 days of adventure and fun on the tour this August, it's the perfect place to make nostalgic memories that they'll carry throughout their tour and onto the final hurdle on stage in Tralee.

The 3-day tour organised by Visit Wexford, supported by Wexford County Council and kindly hosted by the Ashdown Park Hotel and the local tourism industry will showcase everything that County Wexford has to offer. From thrilling adventure, iconic locations, ancient castles to fun sandcastles, the sunny southeast is waiting to welcome the Rose of Tralee International Festival and make it the most memorable stop on their 10-day tour around Ireland.

This August will see the return of the #WexfordRoseTour2024 commencing on Friday 11th August with the Roses checking into the 4-star Ashdown Park Hotel in Gorey, the official accommodation partner for the tour. They will then be welcomed at a Wexford County Council reception on Monck Street, Wexford town's popular and vibrant streetscape which underwent recent renovations, providing an exciting new venue for the occasion.

The 3-day jam-packed itinerary of adventure and fun will welcome Roses from all over Ireland, in which they will be treated to a fantastic reception of welcomes on the official tour from locals, visitors, businesses and County Wexford as a whole. With stops at some of Wexford's most iconic locations and recognisable landmarks among some of our hidden gems and opportunities for locals and visitors to meet and greet the Roses, it's set to be the most interactive tour yet! Our very own Wexford Rose Brónagh Hogan, hailing from Clonroche is very excited to welcome her 31 Rose sisters to the sunny southeast and meet those who are supporting her on her journey as the 2023 Wexford Rose.

Paul Finegan, General Manager of Ashdown Park Hotel, said: *"We are honoured to be the official hospitality partners again this year as the Ashdown Park Hotel hosts the Roses on the return of the Wexford Rose Tour 2023. We are really looking forward to welcoming the Roses who will travel from all over Ireland and across the world to visit and stay with us at the 4-star Ashdown Park Hotel in Gorey during the duration of the tour."*

With our white sandy coastline, top-class attractions, ancient history, locally produced food and drink, adventure like no other, and so much more, County Wexford is a hotspot when it comes to Irish holiday destinations. Now more than ever, visitors crave those ultimate adventurous outdoor experiences, which is what Wexford offers so excellently. So, we are delighted to line up this year's Wexford Rose Tour with a jam-packed itinerary of adrenaline rushing experiences and we look forward to showcasing our lovely hotel and our fantastic county."

From the minute they arrive in the sunny southeast, the Roses will be welcomed at a variety of iconic locations across the county such as Baginbun for an afternoon of sea cave kayaking with The Irish Experience, an adventurous afternoon at the IOAC and a spot of beach yoga with My C Saol. Not forgetting a trip to the world's oldest operational lighthouse on the Hook Peninsula and a visit to each of County Wexford's towns to meet and greet the locals. The Roses will undoubtedly be treated to plenty of delicious meals during their time in the southeast, including Wexford's famous fresh strawberries and other locally produced food and drink along the way.

Steve Cronly, The Rose of Tralee International Festival Operations Director, said: *"Going off the magnificent hospitality we were greeted with in County Wexford during last year's Wexford Rose Tour, we are most excited to return again this August. It will bring Roses from all over the world together for the first time as they arrive for two magnificent days of fun in sunny Wexford. With plans to visit Wexford's iconic attractions and enjoy exciting adventure activities on a fun-packed itinerary, it will certainly be the best way for the Roses to break the ice and get to know one another before the festival in Tralee kicks off. We would like to thank Wexford County Council, the Ashdown Park Hotel, Visit Wexford and the wonderful tourist attractions across Wexford for welcoming the Roses to enjoy their time here as they make unforgettable memories across the county."*

Wexford County Council hosted the official launch of the 2023 Wexford Rose Tour on Wednesday 14th June where the excitement of the tour's return was certainly evident. With Instagram-worthy moments of our newly crowned 2022 Wexford Rose Brónagh Hogan, plenty of nostalgic anecdotes from last year's Rose Tour in the sunny southeast and treats from local food producers enjoyed on the day certainly built up the atmosphere following the announcement.

Elizabeth Hore, Director of Service Economic Development & Planning at Wexford County Council, said: *"Tourism in County Wexford has undoubtedly seen continued success with the county consistently reaching the highest hotel occupancy in Ireland over the past three years. With both domestic and international visitors in mind, we would love to continue this success and really share the love for this beautiful county in Ireland's Ancient East. The brand partnership between Wexford County Council, Ashdown Park Hotel and the Rose of Tralee International Festival opens doors and offers unique opportunities for the sunny southeast in a modern, fun and exciting way by supporting and promoting the Wexford Rose Tour, especially with its return. It goes to show the fun last year's Rose Tour was and how we can keep building on that with the abundance of adventure, fun, ancient history, friendly faces and excellence in tourism and hospitality this county has. It is with joy to say that*

Rose's itinerary will be available to download on VisitWexford.ie so that locals and visitors can follow in the footsteps of the 2023 Roses with their yoga mats and kayaks."

The Rose of Tralee International Festival will run from Friday 18th to Tuesday 22nd August when the 2023 Rose of Tralee will be crowned at Munster Technological University live on RTÉ One. The Visit Wexford Rose Tour 2023 schedule, including photo and autograph opportunities for the public, will be released over the coming weeks. Keep an eye out across Visit Wexford social media platforms and website.

For more, follow **@VisitWexford** on social media and go to VisitWexford.ie for all of the latest #WexfordRoseTour updates and what's happening across County Wexford this summer.

Visit Wexford - Soak it all in.

- ENDS -

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IMAGE INFORMATION

Photographer: Domnick Walsh Photography

All photos captured at the launch of the Wexford Rose Tour at the offices of Wexford County Council on Wednesday 14th June 2023.

(L-R) Find names and titles of each person photographed in the image description.

Local tourism industry hosts include: Sweathouse.ie, The Irish Experience, Hook Lighthouse, Lobster Pot Restaurant, IOAC, Enniscorthy Historical Reenactment Society, Craobh Loch Garman, Bunclody Golf and Fishing Club.