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Wexford County Council sees Tourism as a key growth driver in the Irish economic context and is essential to the stability and growth.

Using Fáilte Ireland's formula for predicting the number of jobs in tourism a figure for the increase in tourism jobs has been created.

The formula indicates that every €1 million of tourist expenditure helps to support 27 tourism jobs, and 1,000 additional overseas tourists support 19 jobs in the tourism industry.

The Vision for Tourism in Wexford

To become one of Ireland's most compelling tourism destinations and in doing so improve the quality of life of people and communities throughout the county.



Creating employment opportunities



Diversifying sources of income to the local economy



Improving and creating local infrastructure, facilities and amenities



Bringing people and communities together



What is Visit Wexford...

Visit Wexford is the official Tourism Brand for County Wexford

The aim of Visit Wexford is to increase international and domestic visitors to County Wexford

It is backed by a collaborative group from the Tourism & Hospitality industry, Chambers of Commerce, Fáilte Ireland, Wexford Local Development and Wexford County Council across County Wexford

Its' activities include marketing and promotion of County Wexford; developing new tourism activities for the benefit of County Wexford; and product development where appropriate.

Digital and Social media

Digital and Social media are key for tourists to access information about their holiday destination

A new look Visit Wexford Website has been established



Visit Wexford also publish a newsletter on Instagram and have accounts on

Facebook: Current Likes 32,702

Twitter: Impressions 16,122

South East Regional Co-Operation

Tourism Officers in Wexford, Kilkenny and Waterford are agreeing a programme of works to include:

- Creation of a collaborative South East Landing page for International visitors titled
www.visitsoutheastireland.com
- A regional Greenways Network was submitted in 2017 which is progressing

What is currently attracting Visitors ?

Wexford top attractions 2016	
Wells House & Gardens	130,239
The JFK Memorial Park	105,594
Irish Agricultural Museum & Johnstown Castle Gardens	80,584
Dunbrody Famine Ship	66,400
Hook Lighthouse Visitor Centre	46,593
Dunbrody Abbey and Visitor Centre	20,000
Wexford Wildfowl Reserve	19733
Colclough Walled Garden	18161
Tintern Abbey	16114
Kennedy Homestead	9000

Source: Fáilte Ireland's Survey of Visitor Attractions; Wexford Co.Co. (Note: Irish National Heritage Park visitor numbers not reported and therefore it does not feature in the above list).



What is currently attracting Visitors ?

In addition to the top visited attractions detailed Wexford has a wealth of tourism attractions including Enniscorthy Castle; Loftus Hall; The Ros Tapestry; Ferns Castle; Tintern Abbey; Selsker Abbey; the National Opera House; Vinegar Hill and the JFK Homestead which are all significant tourism attractions in the county with good visitor numbers.

How do we expand?

Wexford County Council is currently preparing “Wexford County Tourism Strategy 2019 – 2023

The core aims for the strategy are as follows:

- Increase visitor numbers and revenue in a sustainable manner
- Provide recommendations to guide and stimulate investment and development in order to increase visitor numbers, drive economic growth and create sustainable employment
- Identify key product and experience priorities that will enable growth
- Pinpoint specific markets and segments that Wexford will target to drive growth.

How do we expand?



How do we expand?

Johnstown Castle Opening in early 2019

Building and improvement works commenced in 2018 at **Johnstown Castle, Estate & Gardens**, Wexford. There has been significant conservation and upgrading works undertaken on the Castle itself.

The new facilities will open in early 2019.

- *The new Wexford experience will offer visitors access to a '3 in 1' attraction, including the Gothic revival Johnstown Castle with adjoining Servants' Tunnel - which at 86 metres long is believed to be the longest in the country – the Irish Agricultural Museum and the famous Daniel Robertson Ornamental Gardens. The site will also feature a brand new Visitor Centre which will include a retail space and a new 120 seat Café.*
- *The result will be a world-class visitor attraction for everyone to enjoy and it will create social and cultural benefits plus increase tourism numbers and revenue for Wexford*



How do we expand?

- A new Viking Fire Festival is planned for September 2019
- Wexford Greenway projects are progressing.
- Plans to expand the Hook Lighthouse & Heritage Centre, The Irish National Heritage Park and the Dunbrody Famine Ship Experience are all underway.
- Plans to cluster attractions for tourists to enhance their experience while visiting Wexford are underway