

Forward Planning,  
Mayo County Council,  
Aras an Chontae,  
The Mall  
Castlebar,  
Mayo.

Date: 22<sup>nd</sup> April 2022

**Reference: Material Amendments to Draft Mayo County development plan 2021-2027**

A Chara,  
Thank you for your recent consultation. On behalf of Fáilte Ireland please see below comments to make in respect of the Material Amendments to Draft Mayo County Development Plan 2021-2027.

**Amend wording in Section 5.4.2 with new text as outlined below;**

**5.4.2 Regional Tourism ~~Plans (RTPs)~~ Strategies (RTS's)**

Fáilte Ireland are in the process of preparing Regional Tourism ~~Plans~~ Strategies for each of the four Regional Experience Brands (Dublin, Wild Atlantic Way, Ireland's Ancient East and Ireland's Hidden Heartlands). The purpose of the Regional Tourism ~~Plans~~ Strategies is to identify the sustainable tourism development priorities that will help to unlock the commercial potential of the region bringing benefits to all stakeholders and industry. Each ~~plan~~ strategy will be prepared based on the VICE model which is a methodology for working towards sustainable tourism that seeks to strike an appropriate balance between the needs of the Visitor, the Industry and Community and the Environment. The ~~plans~~ strategy will be for the period ~~to 2025~~ from 2022-2026 and will be grounded in the Fáilte Ireland's new Corporate Strategy. There will be a strong spatial element to the ~~plans~~ strategies which will seek to identify where development should take place in order to unlock the tourism potential of the region.

**Amend wording of TRP 3 as follows:**

To support the work of Fáilte Ireland and the strategic growth of tourism development in the County through:

(a) To support the implementation of the Wild Atlantic Way Regional Tourism ~~Plan~~ Strategy.

(b) The implementation of Fáilte Irelands ~~Visitor~~ Destination & Experience Development Plans (~~V~~DEDP's) for Clew Bay and North Mayo/Erris.

In relation to any follow up to this submission please contact:

Shane Dineen  
Environment & Planning Manager