



IRELAND'S
MEDIEVAL
MILE
Kilkenny

Maximising the Opportunity
Trade Toolkit

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1. Ireland's Medieval Mile – Introduction

Ireland's Medieval Mile is a tourism proposition aimed at increasing Kilkenny's appeal to overseas visitors. The Medieval Mile links Kilkenny city's main historical attractions stretching from St. Canice's Cathedral to Kilkenny Castle including St. Kieran Street and Rose Inn Street. The concept was developed by Destination Kilkenny and Fáilte Ireland in collaboration with Kilkenny Local Authorities, Kilkenny Tourism and local businesses.

The initiative is major and brings Kilkenny to a new level – the international tourism stage. The proposition has been developed to appeal to the burgeoning cultural tourism market identified in Fáilte Ireland's latest consumer research. The new brand will aggregate the significant historic and cultural offering in Kilkenny and support an ambition to encourage visitor's to stay longer, spend more and visit often.

'Once Upon a Time – Our Brand Story' ([link here](#)) has been developed to help you understand Ireland's Medieval Mile Brand and to ensure that you can leverage additional business through your use of it. The brand is the endorsement and guarantee of a unique experience. It is also a major competitive differentiator for you and Kilkenny and an integral part of the county's offering. It is of the utmost importance now that all – businesses, organisations and community groups – achieve a single minded focus on articulating and promoting Ireland's Medieval Mile. The first step in achieving this is to produce a newsletter to aid us all achieve the Medieval Mile focus.

2. Why get involved?

The brand presents the opportunity to grow new business into Kilkenny and enrich the economic and historic fabric of the city. The objective of our messages is to create awareness and encourage people to book their next trip to Ireland's Medieval Mile, Kilkenny.

The brand is for you! It is to be used by you to help you and Kilkenny win new business

Tourism is a significant contributor to the Irish economy and Kilkenny and can benefit a wide community of interests. This newsletter and the promotion of Ireland's Medieval Mile is for everyone involved in providing or facilitating visitor services or who shares an interest in the opportunity Ireland's Medieval Mile presents, including:

- Tourism Businesses
- Tour Operators
- Accommodation and Hospitality Businesses
- Retail Businesses
- Local Authorities
- Community Groups and Interests
- Tourism Information Centres
- State and Government Agencies
- Training, Education and Research Institutions

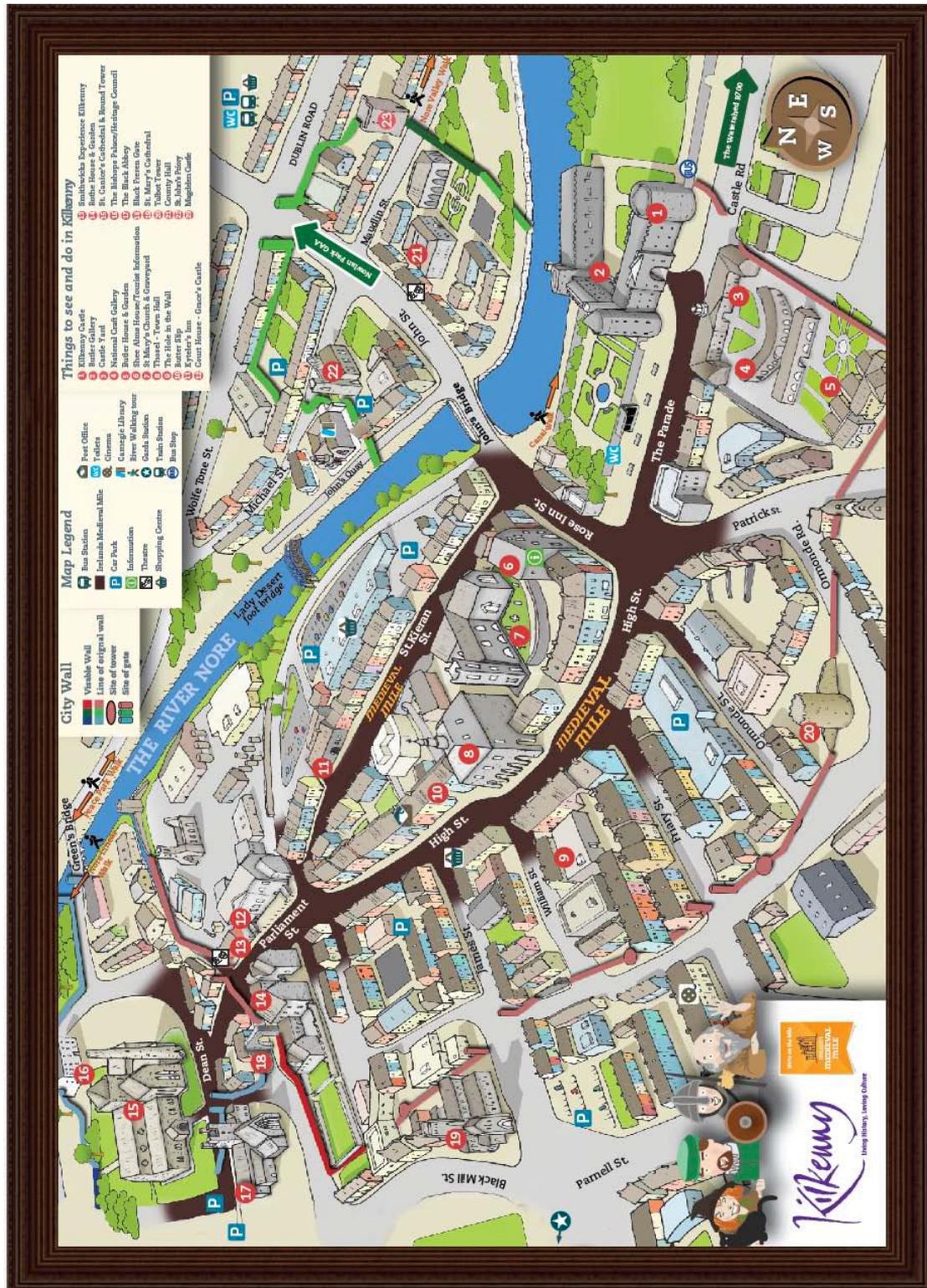
Kilkenny is winning business but there is huge potential for more growth. Section 4 below presents where this growth is – proven, factual, well researched information – that if you use correctly with the brand will increase visitor numbers for your business.



The brand is being supported by Tourism Ireland and Fáilte Ireland. This means that there will be considerable resources used by these agencies to promote Kilkenny internationally to consumers and the travel trade. **Those who are using the brand will therefore get noticed.** The more you use the brand the more your business will grow.

To get the most from the brand we ask that you read this newsletter carefully, invest some time in understanding the brand and exploring how you can apply it; and then incorporate the brand into your offline and online promotional activities. There are a range of tips on how to do this in Section 5 below.

3. Ireland's Medieval Mile Map (click for high resolution download)





4. Who do we want to attract under the Medieval Mile Brand?

The Medieval Mile offers businesses, communities and organisations a great opportunity to attract more visitors for longer stays in Kilkenny. The Medieval Mile is Kilkenny's magnet. Through the use of the new brand and the development by all of us of world class Medieval Mile experiences we can really put Kilkenny on the national and international stage. So where do we start? Firstly we must understand who we are trying to attract and what they are looking for.

Our international target segments are the **Culturally Curious** and **Great Escapers**.

Culturally Curious – Our Priority Segment

Visitors are described in groups which help us to understand their expectations and needs. The priority target segment for the Medieval Mile is the Culturally Curious. So let's get to know them.....

I'm Culturally Curious and I want.....

1. To explore new landscapes, history and culture
2. To broaden my mind and immerse myself in the place I am visiting
3. To visit castles, gardens, museums, country houses, art galleries
4. To connect with nature
5. To get off the beaten track
6. To enjoy quality local food with a modern twist
7. To stay in a family run hotel in a historic building or somewhere with an interesting story
8. A human guide that offers real insights into a place
9. To meet the locals and learn something from them
10. To receive superior service – to be recognised by name and given the best seat in the house!

Great Escapers

While the Culturally Curious offer the best fit in terms of what we have to offer in Kilkenny our destination also appeals to the Great Escapers.

So let's get to know what our Great Escapers want from us.....

1. Activities
2. To get away from it all
3. To spend time with friends and family/do things the children enjoy
4. A rural holiday
5. An authentic Irish experience
6. To enjoy the beauty of the landscape
7. To enjoy great quality local food at a value price
8. To know the history of your place and get totally immersed in it
9. To stay in self-catering or alternative style accommodation
10. To feel refreshed and revitalised

New detailed research, published by Fáilte Ireland in 2014, gives us unique insights about key consumer segments within the domestic market. These too are important for us here in Kilkenny. The three segments are: Connected Families; Footloose Socialisers and the Indulgent Romantics.

This link (<http://www.failteireland.ie/Develop-your-tourism-enterprise/Domestic-segmentation.aspx>) will bring you to the domestic customer segmentation toolkit. It explores who each of the segments are, what they want from a holiday and their holiday behaviour.

5. Getting involved in delivering on Ireland's Medieval Mile Brand?

If you think that the branding of Ireland's Medieval Mile only matters to those involved in marketing, then it is important that you think again. Simply put, a brand is a promise to a visitor and having a consistent, credible brand for Ireland's Medieval Mile is vital because it differentiates the offering from competing destinations. It also serves as a guide to developing experiences which will bring the brand to life.

The brand presents the opportunity to **grow new business into Kilkenny** and enrich the economic and historic fabric of the city. We now know what our visitors want so let's try to develop experiences within our own businesses, communities and organisations; and with partners. We can then sell these using Ireland's Medieval Mile brand to entice visitors before they ever come to Kilkenny and of course truly deliver the Medieval Mile experience while they are here.

Delivering the Medieval Mile Experience within your own business can be done in a number of simple ways:

- Can you include Ireland's Medieval Mile branding on your menus, flyers, newsletters, window fronts, packaging, special offers, websites, display stands and presentations?
- Perhaps a Medieval Mile dessert!
- Or how about the Medieval Mile Monday Special. Take a look at the "Burren Food Trail" Mondays for ideas and ways to extend the weekend <http://www.burrenecotourism.com/food/burren-food-trail-monday/>
- Who's going to come up with the first Medieval Mile cocktail?
- Let's get a date in the diary now for your staff/your community group to visit a few attractions along the Medieval Mile. The more familiar we are with what is on offer the better able we are to make recommendations to our visitors. And when visiting remember the nice lunch stop nearby, the quirky shop or the great cup of coffee – these are the little gems the visitors will love Kilkenny people for
- Perhaps a list of 'our favourite stops on the Medieval Mile' listed on your website. Visitors love personal recommendations
- Also an up to date branded list of events, festivals and exhibitions along the Medieval Mile
- Consider stocking books and other information on topical subjects for visitors



Banner displayed at St. Canices Cathedral and Round Tower

- For the Great Escapers, perhaps a ten question quiz based on Ireland's Medieval Mile for children, and a complimentary treat for them on their return; a dressing up box, some themed colouring pictures! Think of more? Happy children, happy parents, strong word of mouth and plenty of repeat business!
- Check your own listing on Discover Ireland – does it reflect Ireland's Medieval Mile. A quick link on how to manage and make changes to your listing is provided here
<http://www.failteireland.ie/Marketing-Opportunities/Market-your-business-with-Failte-Ireland/Make-The-Most-Of-Your-Discover-Ireland-Listing.aspx>



Banner displayed on the Parade

Partnering with others to develop Medieval Mile experiences is also a very effective way of communicating the brand and delivering connected experiences for the visitor. Consider the following:

- Can you work with others to develop a food experience on the Medieval Mile? What can be on the menu? Can you source food from local food producers in Kilkenny? How about The Medieval Mile Cheese Platter featuring Knockdrinna Farmhouse cheese as an example?
- Let's extend it and include local crafts, it may be just a suggestion of places to shop local in Kilkenny or it could be the Medieval Mile welcome hamper featuring, pottery from Castlearch or Nicholas Mosse with Highbank apple syrup and artisan granola, Goatsbridge Trout and Lavistown Sausages
- Can you develop your own Medieval Mile Offer, walking tour plus main course; a two day itinerary based on the Medieval Mile and other products and services outside of Kilkenny City that the Culturally Curious visitor may also be interested in? Look back in the earlier part of this newsletter to see their top 10 expectations.
- Use what Kilkenny has to offer and deliver these on your website. Key words and the use of the brand on your site will mean you are found and are relevant for the visitor researching their visit to Kilkenny. Remember they may have already seen the brand as a result of sales efforts created for Kilkenny by those in Kilkenny Tourism, Fáilte Ireland and Tourism Ireland. So connect with this via what you are doing as soon as you can.

And the benefits:

- Everyone within Kilkenny is selling Ireland's Medieval Mile. Therefore in terms of promotion there is wider reach. The Culturally Curious segment for example are given reasons to come to Kilkenny for more than a few hours or one night, because everyone has conveyed the compelling Medieval Mile experience
- The media will take more interest. A journalist becomes enthusiastic about a place where a full day or two day experience is available
- Visitors are given the facts and the experience together and the more this happens the longer they are enticed to stay

- Kilkenny and those operating within it become immediately relevant to new segments. We know what the markets are looking for, we just need to now, through the brand and working together, present the Medieval Mile and deliver the experience.

Businesses using infrastructure and products to reap benefits

The 42km Great Western Greenway, the longest off-road walking and cycling trail in Ireland, stretches from Westport to Achill. The product, established as a magnet to attract visitors to the area has significantly benefited businesses that have developed and sold experiences connected to it. See here for a link to case studies on two of the businesses – The Mulranny Park Hotel selling the Gourmet Greenway and its artisan producers; and Clew Bay Bike Hire selling not just a bike but its 'Greenway to Seaway' experience which includes the cycle hire company and a local fishing charter for a cycling, fishing and dolphin watching experience. Google Greenway and see optimised results for Mulranny Park Hotel and Clew Bay Bike Hire.

[Click here for link to Case Studies](#)

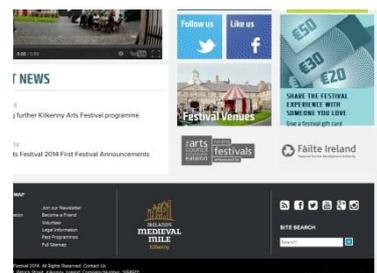
Communicating Medieval Mile Digitally

Creating your story and associated content, be it imagery, video, offers or articles is crucial for the digital consumer journey. To communicate the Medieval Mile digitally consider the following:

- Ensure your website is tagged with search friendly terms e.g. history, culture, castles, gardens, historic city, medieval, welcoming, local food, entertainment, nature, walks etc.
- Ensure you website includes high quality imagery from the Medieval Mile, food options and things to see and do outside the city
- Submit your business to Google Places which will show where you are in relation to the Medieval Mile
- Bring through the brand presence, e.g. logo, colours, to your website and social media platforms
- Follow and repost, retweet content from local businesses and attractions
- Create a blog, talking about you and the Medieval Mile
- Place the Medieval Mile Map on your website
- Include other maps of Kilkenny, e.g., walking trails
- Create some sample branded itineraries, a few of your favourite types of days to spend in Kilkenny and place prominently on your site



Use of brand on Kytellers Inn website



Use of logo on Kilkenny Arts Festival website



- Create a Medieval Mile photo album on your website
- Highlight that your business is accessible to the Medieval Mile
- Post interesting events that are happening along the Medieval Mile on your social media platforms
- Place branded Medieval Mile offers on the home page of your website
- Ask your visitors to share their experience of Ireland's Medieval Mile online, directing them to Trip advisor, Facebook for example
- Prompt your visitors to share Medieval Mile photos and testimonials

Please find here really helpful links to additional information on the Digital Consumer Journey for the Culturally Curious and the Great Escapers; and the five stages of travel –

<http://www.failteireland.ie/Develop-your-tourism-enterprise/International-sales/Culturally-Curious/Culturally-Curious-digital-consumer-journeys.aspx>

And

<http://www.failteireland.ie/Develop-your-tourism-enterprise/International-sales/Great-escapers/Great-Escapers-digital-consumer-journeys.aspx>

6. Ireland's Medieval Mile – Trade Toolkit and Brand Artwork

This section provides links and information on how to access the brand.

- The brand artworks (logo's) and guidelines are available on Kilkenny Tourism's website http://www.visitkilkenny.ie/irelands_medieval_mile_in_kilkenny
- There is a quick [link here](#) to a map of Ireland's Medieval Mile
- Support on developing 'Ireland's Medieval Mile' experiences is available from Fáilte Ireland. See contact details below
- Display stickers have been developed for businesses on the mile and for those not located directly on it but supporting it. These stickers are available now from Kilkenny Tourism.

7. Ireland's Medieval Mile – FAQ's

What is Ireland's Medieval Mile?

Ireland's Medieval Mile is a tourism proposition aimed at increasing Kilkenny's appeal to overseas visitors. The Medieval Mile links Kilkenny city's main historical attractions stretching from St. Canice's Cathedral to Kilkenny Castle including St. Kieran Street and Rose Inn Street.

Who developed the mile?



The concept was developed by Destination Kilkenny and Fáilte Ireland in collaboration with Kilkenny Local Authorities, Kilkenny Tourism and local businesses.

Why was it developed?

The proposition has been developed to appeal to the burgeoning cultural tourism market identified in Fáilte Ireland's latest consumer research. The new brand will aggregate the significant historic and cultural offering in Kilkenny and support an ambition to encourage visitor's to stay longer, spend more and visit often.

Is it only relevant to businesses on the mile?

No. We are asking all businesses to support the brand. The Medieval Mile is an ingredient of Kilkenny's wider tourism offering. The concept provides the "hook" to present Kilkenny in a new and meaningful way to overseas visitors. Once we can attract interest in Kilkenny it allows us to further present all the other attractions and activities that Kilkenny offers.

Can I get a map showing Ireland's Medieval Mile?

Yes. On Kilkenny Tourism website you can download the Kilkenny Heritage map which highlights the Medieval Mile.

Will visitors know they are on the mile?

We are asking businesses to adopt the brand on their signage as well as exploring how they can animate the brand within their business such as in window displays and on menus.

Is there a website for Irelands Medieval Mile?

Information for visitors is available on Kilkenny Tourism website here - www.visitkilkenny.ie/irelands_medieval_mile_in_kilkenny

Why should I get involved?

The brand presents the opportunity to grow new business into Kilkenny and enrich the economic and historical fabric of the city. The objective of our messages is to create awareness and encourage people to book their next trip to Ireland's Medieval Mile, Kilkenny.

How can I get involved?

Through bringing the brand to life on communications, print literature, display stands, public way finding, websites and presentations. As each message builds the brand, we are contributing to promoting Kilkenny's rich heritage and culture. The brand artwork and guidelines are available on Kilkenny Tourism's website. We will also be asking businesses on the mile to help us develop Medieval Mile "experiences" for overseas visitors. Details on how to develop visitor experiences is available from Fáilte Ireland.

I'm not on the mile – can I use the brand?

Yes. As above, if you are not on the mile you can support the brand in your communications. Also, display stickers have been developed for businesses supporting the Mile and are available from Kilkenny Tourism.

Where can I find out more about the brand?

The brand guidelines and artwork is available to download on Kilkenny Tourism website. Link here http://www.visitkilkenny.ie/kilkenny_medieval_mile



8. Next Steps

The brand is being supported by Tourism Ireland and Fáilte Ireland and will be included on consumer appropriate media platforms from both organisations over the summer. The brand will also be communicated to the travel trade through overseas sales missions and supporting activities.

A capital investment programme is underway through Kilkenny Local Authorities, supported by Fáilte Ireland. This programme will add to the already significant heritage and culture base in Kilkenny and will include the development of a new museum at St. Mary's Church, a new visual arts gallery at the Evan's Home the relocation of our tourist office, the creation of a riverside garden and improved pedestrian access throughout the city.

9. Contact Details

Ireland's Medieval Brand Usage and Queries

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