

ARMAGH'S APPLE ORCHARDS & CIDER TOURISM STORY

Sara McGeary | Visit Armagh
Armagh City, Banbridge & Craigavon Borough Council

SAGARDOAREN
LURRALDEA

of Armagh & Co. City



WHERE WE ARE

Anywhere in Northern Ireland
in 1 ½ hours // Accessible from
airports Belfast 45mins //
Dublin 1hr 20mins

-  Motorway
-  Dual Carriageway
-  Rail Network
-  Airport
-  Ferry / Port



TOURISM IN IRELAND



TOURISM IN ARMAGH

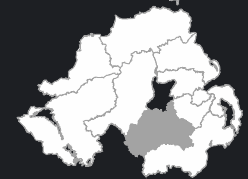
OVERNIGHT TOURISM STATISTICS 2018

ARMAGH CITY, BANBRIDGE & CRAIGAVON LOCAL GOVERNMENT DISTRICT



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Armagh City, Banbridge & Craigavon



Visitor Attractions

Top three in Armagh City, Banbridge & Craigavon:

1. Kinnego Marina (#5 in NI)
2. Oxford Island National Nature Reserve
3. Lough Neagh Discovery Centre



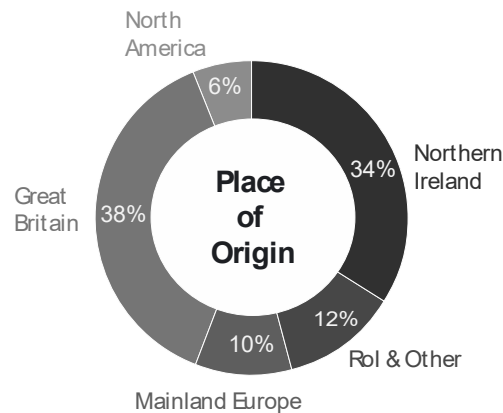
Room Occupancy Rates (%)



65% Hotels



31% Other Commercial Accommodation

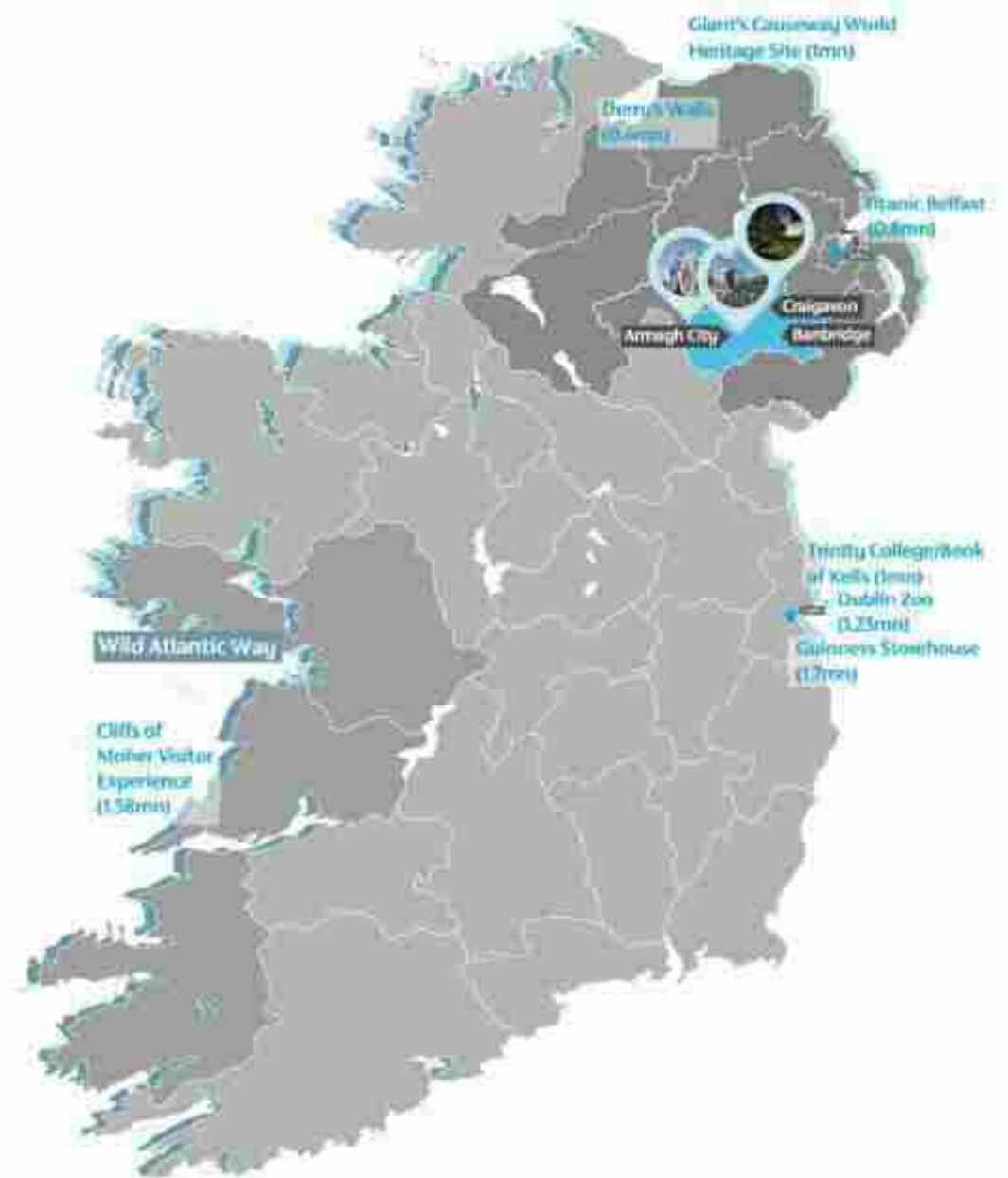


0.2m Trips

0.7m Nights

£26m Spent

THE TOURISM CHALLENGE



TOURISM APPROACH

Value Vs Volume



TOURISM APPROACH

The importance of authenticity



TOURISM APPROACH

International Trade Sales



TOURISM APPROACH

Role of Events



BEST PROSPECTS APPLE ORCHARDS

Approx 4,000 acres of apple orchards, producing 35,000 tonnes of fruit



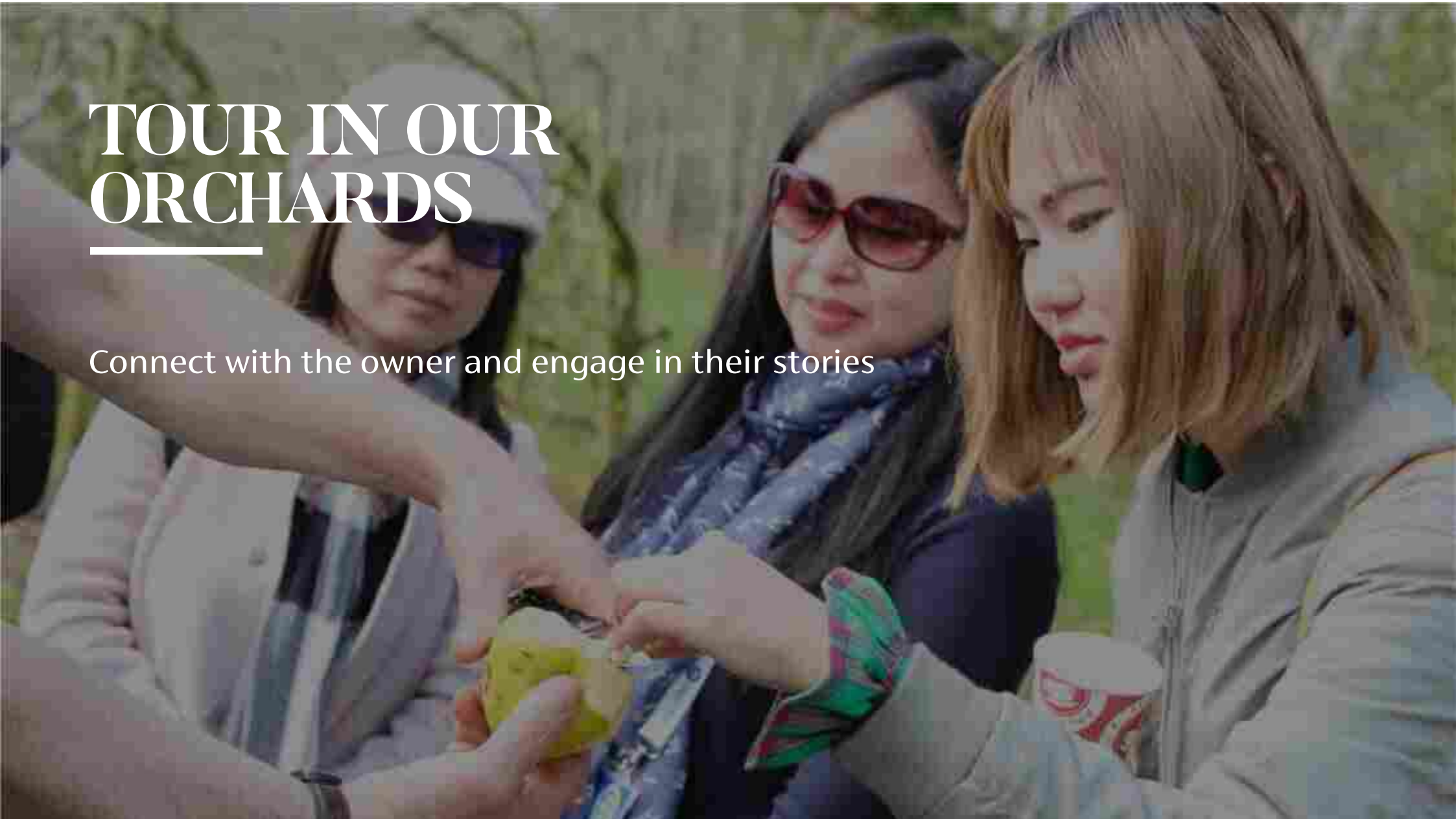
BEGINNINGS ...

The start of the Armagh Apple Story



TOUR IN OUR ORCHARDS

Connect with the owner and engage in their stories





THE PATHWAY TO PRODUCT

Step inside the hustle and bustle of the processing plant

LUNCH IN OUR ORCHARDS

Take a seat and enjoy a picnic lunch



HIGH END DINING EXPERIENCES

Award-winning ciders and artisan chefs



FOOD & CIDER FESTIVAL

19th – 22nd September 2019

Sample finest cuisine with the best of local ciders, served in a range of beautiful venues and locations.

NI FOOD AND DRINK
EXPERIENCE OF THE YEAR,
NI TOURISM AWARDS 2019

FESTIVAL AMBASSADORS



FESTIVAL AMBASSADORS



FOOD & CIDER FESTIVAL

Dining in Orchard venues



FOOD & CIDER FESTIVAL

Creating a New Autumn Destination in Northern Ireland



FOOD & CIDER FESTIVAL



APPLE ORCHARDS & CIDER TOURISM

THE FUTURE STRATEGY

- Capital funding
- Grow international group business
- Welcome independent visitors
- More visitor-focused – online booking etc.
- Food and Cider Festival – Destination reputation
- + PR Value of £631k

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