



**Fáilte Ireland**  
National Tourism Development Authority



**mergo**  
tourism network

**Building Best Practice through Partnership:  
Developing Arts Tourism in Ireland  
4th October 2007**

**mergo Tourism Network  
Programme**

Shirley Kingston  
mergo South Region

## Current Research

### Research through mergo Networks

- mergo Visitor Survey
- mergo Arts Practitioner Survey
- Event Reports & Links
- ATLAS International Research

## mergo Visitor Survey

- 1033 returns from 42 locations
- Factors affecting choice of area
- Highlights of visit for Culture Seekers
- High rating for 'unspoilt' category amongst CS
- Conclusions

## **mergo Arts Practitioners Survey**

1. Opportunities for Access to Funding
2. Planning Events & Activities
3. Knowledge of Arts & Tourism Products
4. Addressing seasonality, regionality
5. Inter-communications and relationships between Arts & Tourism sectors

## Event Reports & Links

- Kinsale Arts Week Report
- Art Links – South East
- ATLAS – Destinations Revisited

## Regional Arts & Cultural Tourism Research

- Cork 2005 – Dr Bernadette Quinn, RICH
- Arts Tourism in the Burren – Tim Jones, Burren College

## Ongoing Research with mergo membership.....

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