



**GREAT
LIGHTHOUSES
OF IRELAND**

BROUGHT TO YOU BY



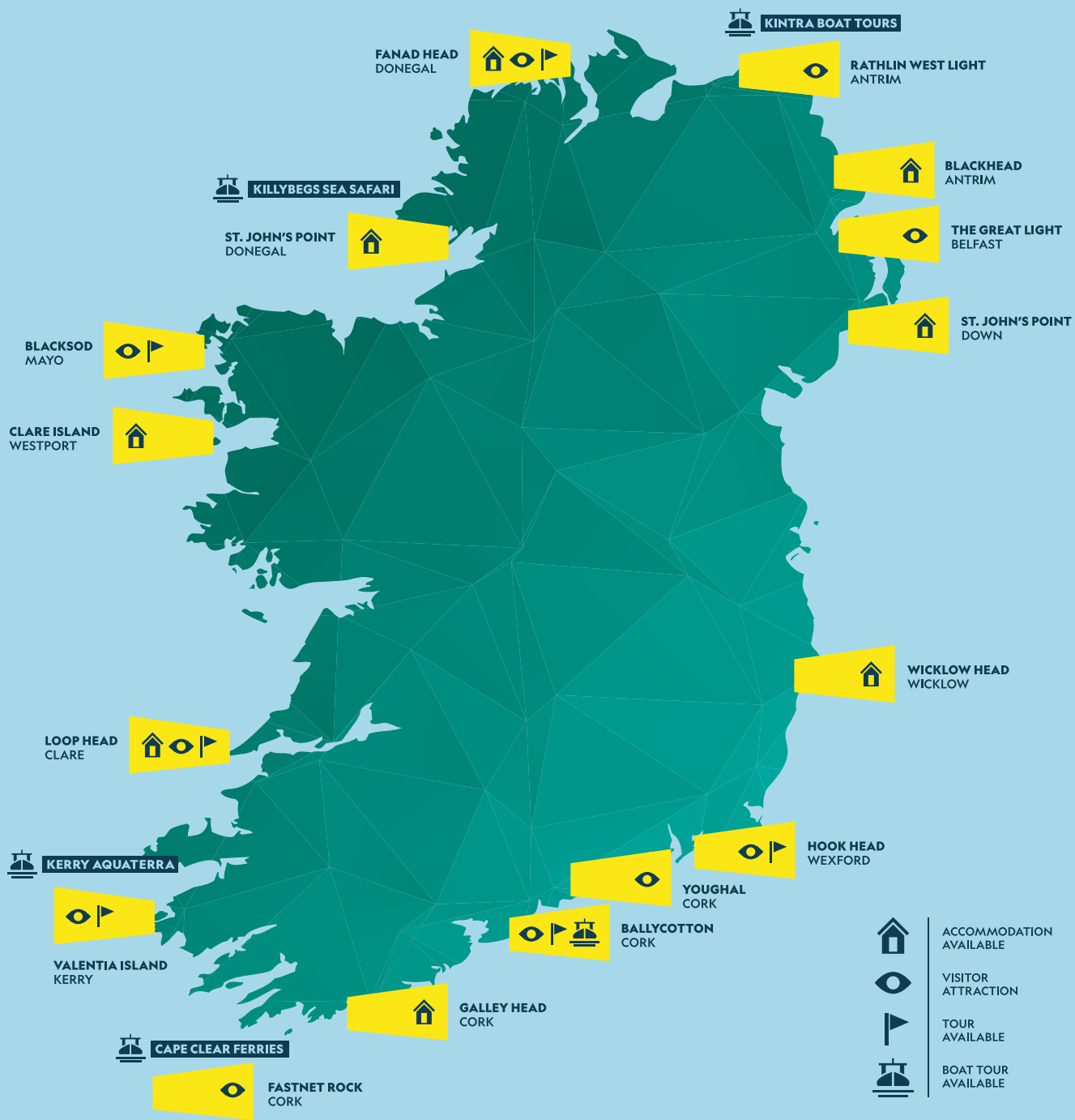
Commissioners of
IRISH LIGHTS | *Navigation
and Maritime
Services*

STRATEGIC PLAN 2025 – 2030



An Enlightening Experience

Featuring eighteen lighthouse experiences in breathtaking coastal locations, Great Lighthouses of Ireland offers visitors from home and abroad the chance to visit or stay in a lighthouse.



Foreword from Chief Executive, Irish Lights



I am delighted to present the Great Lighthouses of Ireland Strategy 2025 – 2030

Since its inception in 2015, Great Lighthouses of Ireland has become a visionary initiative, celebrating our rich maritime heritage while fostering sustainable tourism and community development along our breathtaking coastlines. This is a testament to the power of partnership, uniting public, private, and community stakeholders in a shared commitment to delivering exceptional visitor experiences.

Together, over the past nine years, we have made tremendous progress, collaborating with government departments, national and international agencies, organisations, businesses, and communities to establish the Great Lighthouses of Ireland brand and partnership as a valued tourism, heritage, and cultural asset.

Our vision over this next and important period of development is to position Great Lighthouses of Ireland as a leader in delivering world class maritime and tourism experiences for the benefit of all partners and stakeholders, while also enhancing Ireland's reputation as a destination of choice. The successful delivery of this strategy is grounded in our shared and ongoing commitment to leverage the expertise of Irish Lights, align our actions with government

policies and objectives across the island of Ireland, and work collaboratively at all levels to achieve our collective ambitions.

It is the dedication and skill of our partners that continue to drive innovative interpretative, storytelling, and educational programs that inspire and attract a diverse array of audiences and visitors. Together we have committed to embedding sustainable and regenerative tourism principles in the following plan and actions, to ensure that our partnership is recognised as a model of sustainability, creativity, innovation, and valued by visitors, funders, agencies, and communities alike.

Thank you for your continued support and commitment to Great Lighthouses of Ireland and we look forward to working with all our partners and stakeholders to create deliver a lasting impact to the future of our coastal communities with an acclaimed model for development and success

Yvonne Shields O'Connor
Chief Executive



Statement from Great Lighthouses of Ireland Chair

On behalf of Great Lighthouses of Ireland and our partner organisations involved in the development of this strategy, I am proud to continue supporting and guiding our shared vision and ambition for the future.

Since its inception in 2015, this partnership has achieved much and gained a strong reputation. We recognise that there is still much to build on, with new opportunities to explore and develop.

This strategic plan is a thoughtful response to our current context, aiming to unlock existing opportunities and anticipate future ones. It sets out a clear, shared vision and specific objectives to be pursued.

While we know challenges lie ahead, our commitment to a robust and equitable model of collaboration, supported by public and community stakeholders, will ensure that we continue to offer and develop valuable, innovative, and sustainable lighthouse and maritime experiences.

These efforts will benefit coastal communities and their destinations both socially and economically, ensuring their significance endure for generations to come

I would like to thank everyone who contributed to this plan, and I look forward to advancing this shared effort to realise our ambitions.

Bobby Kerr

Chair: Great Lighthouses of Ireland





I. Introduction

Great Lighthouses of Ireland (GLI) is a collaborative tourism initiative developed by the Commissioners of Irish Lights (Irish Lights) in recognition of the need to protect its Aids to Navigation and Lighthouse heritage and to enable the development of sustainable tourism in coastal locations throughout the island of Ireland.

Throughout its history, Irish Lights has recognised its obligations as a guardian of maritime heritage and by its presence on the coast seeks to positively impact coastal communities through the provision of its core services and by the alternative use of its coastal infrastructure for tourism and heritage activity.

Launched in 2015, Great Lighthouses of Ireland (www.greatlighthouses.com) is a key pillar within Irish Lights corporate strategy, *Safe Seas – Connected Coasts 2018 – 2023 with an associated Strategic Objective under Focus Area 5 to – Positively impact on coastal communities and the wider public by promoting and protecting our maritime heritage assets for use in tourism and local development initiatives.*

This is a partnership between public, private and community partners, underpinned by a commitment to work as a collective, share skills and resources and deliver great visitor experiences at and around our lighthouses and coastal communities. Much has been achieved in the last 9 years through working together with many national and international agencies, organisations, businesses, and communities to position the brand and experiences as a valued tourism, heritage, and cultural asset for the island of Ireland.

The following strategic framework and plan presents a 10-year vision for the sustainable development of Great Lighthouses of Ireland brand partnership, together with a 5-year strategy towards the achievement of that vision. It identifies the elements required to:

- Grow and position Great Lighthouses of Ireland as an exemplar in the delivery of quality maritime and tourism experiences for the benefit of all partners, stakeholders, and the destination.
- Harness the expertise and resources of Irish Lights to align actions with government policies and objectives on the island of Ireland and internationally in order to maximise shared development opportunities.
- Protect and share the rich maritime heritage and culture associated with lighthouses and coastal communities by leading innovative interpretative, storytelling and educational programmes that inspire and attract a variety of audiences.
- Harness a shared and individual commitment to embed sustainable and regenerative tourism principles to inform all plans and actions.

Central to this strategy is the ambition to ensure that the partnership is recognised by visitors, funders, agencies, and communities as a model that is sustainable, creative, innovative and one that they value and support. All involved understand that to achieve our shared vision there must be co-operation and collaboration, alignment of effort, and resources.

II. Model for delivery and success to date

Irish Lights has been operating around the coast of the island of Ireland for over 250 years.

In recent times, advances in technology and automation have resulted in opportunities to consider a range of new uses for existing physical infrastructure and tourism development is the obvious option for a number of lighthouse sites.

From 1996 up to 2012, interest and developments associated with Lighthouse tourism were realised on an ad hoc basis as individual operators approached Irish Lights with plans to develop visitor experiences. Early developments included accommodation at Wicklow, Galley Head Co. Cork, Loop Head Co. Clare, and Blackhead, Co Antrim, whilst a number of visitor attractions were opened, following the success of Mizen, Co. Cork and Hook Co. Wexford.

Recognising the potential to do more and be more effective, Irish Lights took a proactive and strategic approach in 2012 to invest in a number of surplus properties and secured €2.56 million

(from EU INTERREG IVA Programme Fund) for the development of an all-island lighthouse tourism initiative. The funding enabled the refurbishment of five lighthouses, located across Ireland's northern coastline and facilitated the establishment and delivery of a brand and partnership model, now known as, Great Lighthouses of Ireland.

Irish Lights initial investment and ambitious vision, which included developing a compelling brand identity, digital and print marketing collateral, shared promotions and publicity, as well as resourcing a structure for collaboration (including a partner's charter, annual networking events and regular meetings), was cited as an imaginative cross-border project when launched in 2015.

This has and continues to provide a firm foundation for growth.



2016-2019



Brand awareness increasing, with tourism agencies valuing Great Lighthouses of Ireland content and imagery to attract international and national visitors to the island of Ireland.



Nine community/public/private partners working as a collective to deliver 22 visitor experiences in 13 coastal destinations.



Strategic alliances and memberships established, supporting domestic and international promotions reaching over two million consumers in international markets.



Over 45 journalists and media hosted over the period delivering more than €1.75million EAV (equivalent advertising value) in national and international publicity, including placements in New York Times, Cara Inflight Magazine and National Geographic.



Great Lighthouses of Ireland investment in social media and digital platforms to showcase experiences, special offers and competitions delivers more followers and high levels of engagement.



Direct and indirect support to partners seeking capital funding, secures over €1.1 million plus investment at Fanad, Hook and Valentia.



Grants secured to support summer festival and mentoring programmes for partners continue to build capacity.



2018 collaboration with Libraries NI, Big Summer Read driving engagement with over 55,000 adults and children.



Business mentor and journalist, Bobby Kerr appointed Chairperson of Great Lighthouses of Ireland.



Legends of the Lighthouse video storytelling project, designed to support emerging filmmakers and artists interpretate maritime history, stories and images delivers a suite of video stories associated with Northern Ireland Lighthouses attracted £60,000 support funding from National Lottery Fund is launched at Titanic Centre to over 100 guests representing a variety of public, community and private stakeholders.



Great Lighthouses of Ireland showcased and promoted at major national and international trade and consumer events including Dublin Horse Show, Bloom, Meitheal, Adventure Travel Summits, World Travel Market (London) and ITB (Berlin) with papers presented at United Nations World Tourism conferences, Adventure World Tourism Summits, European Heritage and interpretation workshops, Wild Atlantic Way forums and more support recognition and accreditation in a variety of national and international Tourism Awards.

2020-2023

An independent socio-economic¹ report commissioned by Irish Lights in April 2019 confirmed that Great Lighthouses of Ireland delivered economic benefit impact of €16.86m to Ireland's economy and supported 409 jobs in the wider coastal communities. 143,580 visitors and guests spent money and time at a lighthouse in 2019 and all partners were optimistic for further growth in 2020, particularly from the overseas market. Lighthouse accommodation sites were also performing well with an average occupancy of 46%.

In March 2020 everything changed, when Ireland like the rest of the world was impacted by the arrival of COVID-19. Despite the challenges associated with the pandemic, the brand partnership focused on shared initiatives involving collaboration with other sectors, such as heritage and culture.

Become a Young StoryKeeper was our signature project during 2020. For this we partnered with both Creative Ireland's Cruinniú na Oig initiative which focuses on creativity for children and Fighting Words, a charity which helps people discover and harness the power of their imaginations and creative writing skills. We asked children to write a lighthouse inspired story for inclusion in what became a five-volume digital publication and a family pass to any Great Lighthouses of Ireland attraction.

The project was an outstanding success, attracting over 1,300 stories. Ten of these stories were turned into animated videos and published on YouTube.



More significantly, the project engaged partners, grew brand awareness, and drove business to sites once they reopened post-COVID.

The project communicated the values of Great Lighthouses of Ireland to consumers and stakeholders, helped build relationships during challenging times and informs our future ambition as an exemplar in delivering sustainable maritime and tourism experiences with and by host communities.

Recovery is underway and Great Lighthouses of Ireland is well positioned for the future. 2022 was a good year for the brand partners, with 362,253 visitors. This represents 129,257 ticketed tours (includes boat trips), 4,340 overnight guests with an additional 228,656 people spending time within the lighthouse vicinity.

The estimated average occupancy across the accommodation sites was circa 74% which demonstrates the level of interest in lighthouses as unique and bespoke overnight destinations.

Since 2015, the Great Lighthouses of Ireland partners have made a significant investment of over €1 million in Great Lighthouses of Ireland initiative across many sites. This investment, which includes contributions towards budgets, staff time, publicity and events, has helped establish Great Lighthouses of Ireland as an innovative all-island tourism brand partnership. With a shared commitment to sustainable and regenerative plans and actions, the intention is to leverage this success for the wider benefit of each destination, now and in the future.



¹ KHSK Economic Consultants 2019- Socio-Economic Impact Review of the Great Lighthouses of Ireland Initiative

III. Insights and future opportunities

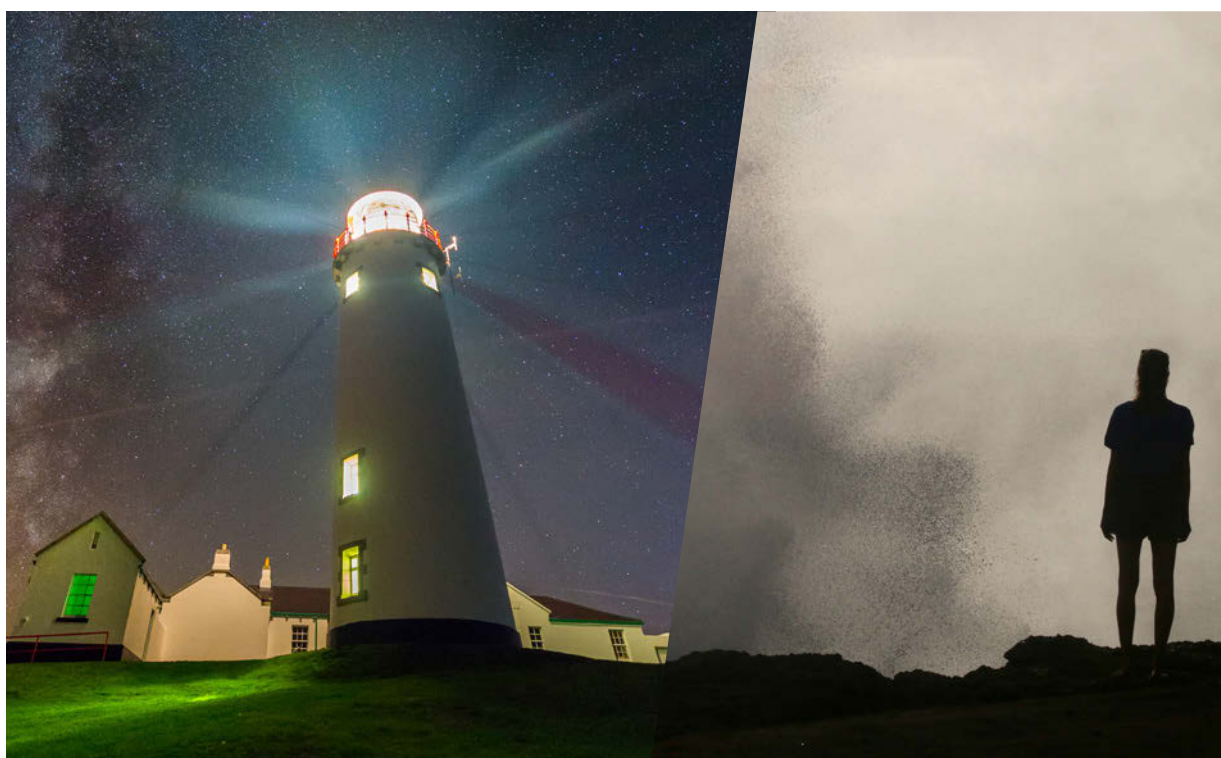
Great Lighthouses of Ireland brand and partnership has grown and evolved over the last eight years and there is a lot to celebrate.

Despite recent challenges and constraints, we recognise that there are many opportunities to shape our future vision and ambition.

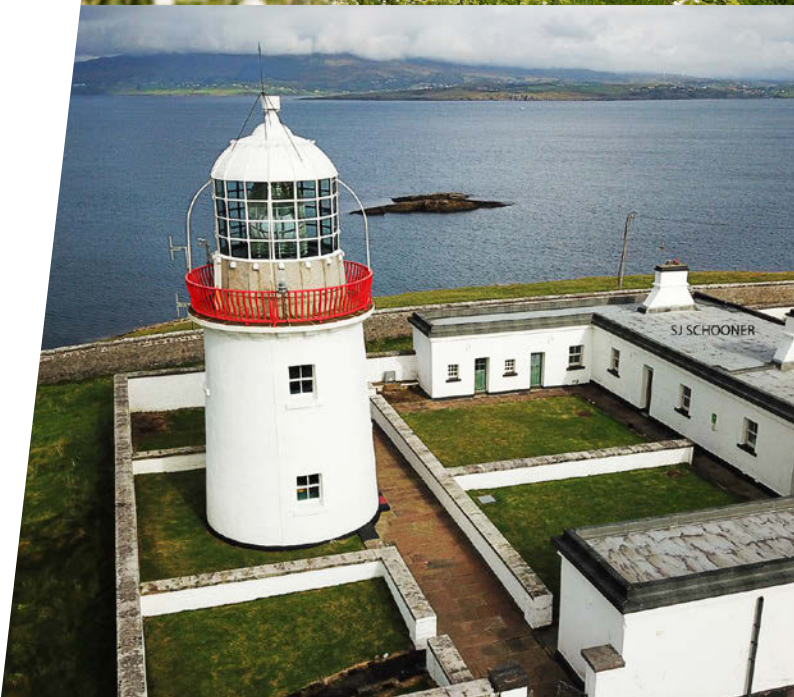
Our strategic approach is informed by consultation and review with partners and stakeholders, national and regional strategies, destination development and visitor experience plans, ongoing analysis of consumer and industry trends from national and international sources as well as recent bespoke research.

The principal considerations relevant to this strategy are:

- Tourism is one of Ireland's most important economic sectors and remains a key driver of national, regional, and local socio and economic benefit, particularly in rural coastal areas within which the Great Lighthouses of Ireland are located.
- Based on current and future tourism trends, sustainable development and regenerative tourism must underpin all our efforts.



- We can take the opportunity to be more innovative in how we collaborate to develop new experiences as evidenced by emerging trends such as visitors embracing alternatives to the traditional accommodation and seeking new and different places to sleep, growth in demand for outdoor nature experiences, travelling off-season, remote working, spontaneous travel and the shift to considering people's desire for self-improvement and transformational experiences.
- We will harness the insights and evidence presented in the 2022 Lighthouse Tourism research commissioned by Failte Ireland to unlock strategic opportunities for capital investment, product development and experience enhancement.
- The nature of our partnership, which involves public, private and community members from all over the island, offers the opportunity to apply for funding and supports from a variety of agencies, which will enable the delivery of projects that drive growth and development.
- The Irish Lights archive, and its associated artefacts present significant opportunities to explore and showcase our maritime heritage and history. By unlocking these resources, we can engage with a wide range of stakeholders and amplify the stories associated with our coastal destinations.
- We will monitor the opportunity and challenge associated with the development of Artificial Intelligence (AI) and explore how we harness its creative powers, use data, analytics and tools to implement plans and communicate with consumers and visitors.
- We will work to ensure that the fundamentals are right including the delivery of excellent visitor experiences, strong online visibility with ongoing investment in digital marketing and communications.
- Resources with the partnership are limited therefore support from relevant government departments, tourism agencies and funding bodies is essential to realise our ambitions.
- In this context the emerging tourism policies and strategies from government departments in Ireland and Northern Ireland will continue to inform the priority actions within this plan.
- Great Lighthouses of Ireland is founded on a shared vision and collaborative partnership. All parties involved are dedicated to creating transformative visitor experiences that positively impact coastal communities, support environmental conservation, and make a lasting difference. It is reassuring to note that this proposition remains highly credible both now and in the future.
- Finally, Irish Lights' leadership and strategy to protect and share its unique built heritage for the benefit of coastal communities, along with its expertise, resources and investment in a shared brand and partnership, has been and continues to be a critical vehicle for building an even more ambitious future.



IV. Guiding principles or strategic direction

This framework will guide our efforts and inform specific projects over the next five years.

I. VISION

The following statement presents the vision that we are working towards.



By 2035, Great Lighthouses of Ireland is celebrated both nationally and internationally as a leading all-island brand and partnership, providing sustainable and innovative coastal tourism experiences, recognised for its commitment to protecting and sharing its rich natural and built lighthouse heritage and delivering economic, social, and environmental benefits to coastal communities.

II. PURPOSE



Our purpose is to be the leading partnership model and voice for lighthouse tourism, and its maritime heritage, and culture on the island of Ireland. By collaborating with community, public and private partners, we deliver innovative experiences and projects that benefit coastal communities and their natural environments both socially and economically in a sustainable manner.

III. OUR PROPOSITION

Expresses what we offer that is unique and of value to consumers and visitors. It informs our development and all our communications.



For hundreds of years lighthouses have helped seafarers find their way. Now they shine their light on a truly unique experience around the stunning coastline of the island of Ireland.

At Great Lighthouses of Ireland, we find ourselves part of something greater than ourselves. A place and a presence: powerful, enduring, elemental and enriching. Where we look outwards to a breathtaking vista and inwards to our own souls. Find your way to where the land meets the sea. Connect with the spirit and the stories of our seafaring past. Be with nature at its wildest and most wonderful. Have a coastal adventure. Or just relax. Take time out, stay or visit a Great Lighthouse of Ireland.



V. The values that support and inform our work

This framework will guide our efforts and inform specific projects over the next five years.



Togetherness

We are committed to working together with respect and integrity to harness the collective strengths of our partners, share our expertise and resources to create value and deliver innovative and sustainable coastal experiences that benefit our communities and protect our rich maritime heritage.



Collaboration

We work as a trusted partner to create connections with national and local government, allied international partners and other stakeholders to develop meaningful relationships that initiate and secure support, attract investment, and inspire others with all that we offer.



Sustainability

Sustainability and regeneration are at the heart of all that we do. We cherish and share the heritage, history, and role of our lighthouses, and are committed to protecting and preserving our coastal land and seascapes for future generations to enjoy. We work to provide local opportunities, promote responsible behaviour, and actively contribute to the revitalisation of our coastal communities.



Creativity and Innovation

We are always seeking new and creative ways to share our heritage, engage with our communities, and deliver unforgettable experiences. By collaborating with others and sharing talents and expertise, we strive to inspire, explore new possibilities, create value, and make a positive impact.

VI. Priorities

To deliver and achieve our vision requires a new focus for all partners. Outcomes have been identified in Five areas of strategic priority set out below.

We need to combine our efforts in these areas to advance our shared ambition for Great Lighthouses of Ireland as a partnership that delivers economic and social benefits to all its stakeholders.

- **BRAND PARTNERSHIP GROWTH & DEVELOPMENT**

Great Lighthouses of Ireland (GLI) is recognised as an exemplar in the delivery of quality maritime and inclusive tourism experiences that benefit partners, stakeholders and the island of Ireland.

- **PROTECTING AND SHARING IRISH LIGHTS HISTORY & HERITAGE FOR FUTURE GENERATIONS**

Leveraging Irish Lights history, built and natural heritage, and marine community together with its expertise and leadership is maximising development opportunities and support from public agencies, funders and leaders on the island of Ireland for the benefit of all partners and stakeholders.

- **SUSTAINABLE EXPERIENCES & REGENERATIVE DEVELOPMENT**

A shared and individual commitment to embed sustainable and regenerative tourism principles in the development of lighthouse experiences is delivering positive environmental, social, and economic benefits to coastal communities.

- **INTERPRETATION & STORYTELLING**

Creative interpretation and innovative storytelling is engaging a variety of audiences, building awareness and respect for the marine environment, maritime heritage and culture.

- **MARKETING & COMMUNICATIONS**

Targeted marketing and communications efforts and campaigns are supporting shared objectives and contributing to increased visitor spend and dwell time at each site.

The following section provides a breakdown of key activities under each area of priority, with work considered under the following timelines:

- Activities marked as 'Immediate' are critical to the implementation of this plan and take place within a 2024 - 2025 timeframe. Some activities noted here are already underway.
- Activities designated as 'Mid-term' will take place within the period of 2026 -2027.
- Activities noted as 'Long-term' are for completion by 2029.

A number of activities will by their nature need to be undertaken on an "Ongoing" basis over the lifetime of this Framework and are marked as such.

PRIORITY #1 BRAND PARTNERSHIP GROWTH & DEVELOPMENT

Goal Great Lighthouses of Ireland (GLI) is recognised as an exemplar in the delivery of quality maritime and inclusive tourism experiences that benefit partners, stakeholders and the island of Ireland.

	Key Activity	When	Lead/ enabling partner
1.1	Review current and potential future GLI partnership structure, charter , and resources to support the delivery of our strategy. Identify any gaps or needs and agree on steps to address them.	Immediate	GLI / Irish Lights
1.2	Map and rank existing and potential stakeholders, including agencies, funders, advocates , target markets, and media partners, develop engagement plan to secure support for our plans.	Immediate	GLI / Irish Lights
1.3	Collaborate with partners and agencies to identify and agree specific product development and experience enhancement actions for the next 5 years, guided by recent lighthouse tourism research, national tourism propositions, consumer trends and desire to offer regional /thematic GLI experiences via land and sea.	Mid-term	Failte Ireland/ Tourism NI/ in association with relevant sector bodies
1.4	Informed by above, develop and agree criteria for delivering '7 wonders' at each site, aligning experiences with relevant activity infrastructure, trails, and identify 'special interest' and 'premium experience' locations.	Long-term	Failte Ireland/ Tourism NI/ relevant local authority partners
1.5	Investigate the development of a 'GLI Affiliate' initiative to enable partners work with local providers and experiences to increase shoulder and off-season business, encourage repeat visits and enhance viability.	Mid-term	GLI/Tourism Agencies/ Local Authorities
1.6	Build capacity and capability to deliver quality experiences and operational excellence through online and in person partner meetings, Great Lighthouses of Ireland Annual Gathering, networking, mentoring and the dissemination of insights and best practice.	Ongoing	GLI / Irish Lights
1.7	Institute and lead a prominent international Lighthouse Tourism conference and event in 2025 to spotlight success, celebrate achievement and position the island of Ireland as a leader in the delivery of sustainable lighthouse maritime and tourism experiences.	Immediate/ Midterm	Irish Lights / Tourism Agencies / GLI partners

	Key Activity	When	Lead/ enabling partner
1.8	Develop a GLI merchandising plan through a curated collection and sales platform, contributing to brand awareness and growth.	Midterm	GLI / Irish Lights
1.9	Define performance, outcome, and impact indicators, guided by the VICE model, to track and monitor progress.	Immediate	GLI / Irish Lights
1.10	Informed by above, share data and measurements with partners to inform their plans and funding applications.	Ongoing	GLI / Irish Lights



Impact/Benefit

- Great Lighthouses of Ireland model and structure supporting growth and delivering tangible economic and operational benefits to each partner.
- Resources and funding secured to support implementation of strategy and shared plans.
- Capital investment, product development informed by shared research.
- Evaluation and measurement informing all actions and investment.



PRIORITY #2 PROTECTING AND SHARING IRISH LIGHTS HISTORY AND HERITAGE

Goal Leveraging Irish Lights history, built and natural heritage, and marine community together with its expertise and leadership is maximising development opportunities and support from public agencies, funders and leaders on the island of Ireland for the benefit of all partners and stakeholders.

	Key Activity	When	Lead/enabling partner
2.1	Align Great Lighthouses of Ireland's strategy, actions, and efforts with Irish Lights' strategic objectives associated with Heritage Ireland 2030 the Irish National Heritage Plan and other relevant frameworks to unlock shared opportunities and benefits.	Immediate	Irish Lights/ GLI
2.2	Informed by Irish Lights future strategy, GLI vision, tourism research, and property management plans, define and agree on growth targets for the next 5 years, to include expanding the capacity of existing partners, establishing new sites and enhancing visitor experiences that deliver socio/economic benefit.	Immediate	Irish Lights/ GLI
2.3	Prioritise and secure the internal and external resources and capacity required to guide, support and coordinate the delivery of strategy.	Immediate	Irish Lights/ GLI
2.4	Identify, agree and activate MoUs/SLAs with key agencies and funders, including Fáilte Ireland, Tourism Northern Ireland, Údarás na Gaeltachta, OPW, NPWS and others as required to resource and support the implementation of strategic projects over the period of the plan.	Mid-term	Irish Lights/ GLI
2.5	Pursue and influence the development of a Great Lighthouses of Ireland branded Dublin Maritime experience .	Long-term	Fáilte Ireland, Dublin Port, Dublin LA's and others
2.6	Harness the resource of the Irish Lights archive and expertise to develop GLI experiences, content, interpretation and add value to each partner offering.	Mid-term	Irish Lights with support from other funders
2.7	Develop a shared framework for the development of a volunteer project that shares insights, development tools and attracts participation from a variety of cohorts.	Long-term	Partner leads/ GLI

	Key Activity	When	Lead/ enabling partner
2.8	Harness national and international marine connections and networks to support and advocate for growth and development. To include; IALA, US Lighthouse Association, European Lighthouse Routes, Port and Harbour authorities.	Ongoing	Irish Lights
2.9	Consider and scope a strategic sponsorship plan to inform and target engagement with potential public / private / individual sponsors and funders.	Mid-term	Irish Lights
2.10	Scope a 'Friends of Irish Lights' model with capacity to resource and add value to the implementation of strategy, build reputation and awareness and contribute towards growth.	Long-term	Irish Lights informed by above



Impact/Benefit

- Irish Lights expertise is building reputation for GLI with key public stakeholders.
- Alignment of effort and resources is delivering beneficial national and international connections.
- Additional funding is identified and secured to support shared objectives.
- Opportunities to communicate value of history, archives and artefacts of Irish Lights is supporting socio and economic growth for all involved.



PRIORITY #3 SUSTAINABLE EXPERIENCES & REGENERATIVE DEVELOPMENT

Goal A shared and individual commitment to embed sustainable and regenerative tourism principles in the development of lighthouse experiences is delivering positive environmental, social and economic benefits to coastal communities.

	Key Activity	When	Lead/ enabling partner
3.1	Align actions with Irish Lights Sustainability Strategy and Climate Action Roadmap to promote the management, conservation and animation of lighthouse heritage, history and culture.	Mid-term	Irish Lights/ GLI
3.2	Develop a shared Great Lighthouses of Ireland policy informed by GSTC (Global Sustainable Tourism Council) criteria, tourism agencies policies, Sustainable Travel Network support and best practice within partner and comparator entities.	Mid-term	GLI/Partners
3.3	Identify and secure partnerships and alliances to inform GLI positioning and build capacity via partners meetings and updates - e.g. STN, Leave no Trace, FI and TNI support and toolkits.	Ongoing	All
3.4	Seek to highlight a min of 2 actions pa with each partner to demonstrate commitment.	Immediate	All
3.5	Develop and expand opportunity to promote sustainable and regenerative effort and actions via a shared annual digital campaign.	Ongoing	GLI
3.6	Monitor and measure impact via VICE model and communicate outcomes.	Mid-term	GLI/Irish Lights



Impact/Benefit

- Programmes associated with climate change, sustainability and maritime operations are enhancing partners capability and own goals.
- Maritime heritage and assets are protected by shared efforts associated with sensitive conservation, refurbishment and animation.
- Commitment to sustainable and regenerative tourism is enhancing GLI reputation supporting the efforts of each business and contributing to local communities.
- Shared efforts to promote responsible and regenerative messaging and actions are successful in attracting new audiences and visitors, building our reputation, and supporting growth.



PRIORITY #4 INTERPRETATION & STORYTELLING

Goal Creative interpretation and innovative storytelling is engaging a variety of audiences and building awareness for partner experiences and promoting respect for the marine environment, maritime heritage and culture.

	Key Activity	When	Lead/ enabling partner
4.1	Amplify heritage and cultural interpretation and storytelling by leveraging the Irish Lights archive .	Mid-term	Irish Lights / with others tbc
4.2	Review existing and potential content and tools to identify opportunities to collaborate with creative partners and engage with new audiences.	Mid-term	GLI/Tourism Ireland/arts funders
4.3	Scope and deliver compelling digital storytelling campaigns that communicate GLI values, build brand awareness and motivate more visitors to experience GLI in order to deliver business impact for all partners.	Ongoing	GLI/with Tourism Agency supports
4.4	Collaborate and build strategic and project-specific alliances with arts, culture, heritage, and other relevant entities to resource plans, share messages and stories.	Mid-term/ Ongoing	GLI/Irish Lights/ all
4.5	Explore international partnerships and alliances that have potential to provide additional resources to enhance and support our message.	Ongoing	Irish Lights/all



Impact/Benefit

- Builds on value of archive and harnesses the growing interest in Lighthouse stories to support coastal communities.
- Builds more opportunity for education and cultural programmes.
- Attracts funding from agency and public support to deliver on plans.

PRIORITY #5 MARKETING AND COMMUNICATIONS

Goal Targeted marketing and communications efforts and campaigns are supporting shared objectives and contributing to increased visitor spend and dwell time at each site.

	Key Activity	When	Lead/ enabling partner
5.1	Develop and resource an annual marketing plan to ensure our online and social media efforts, brand content and collateral, and distribution continue to attract attention and support shared objectives.	Immediate	GLI/Irish Lights/Tourism Agency supports
5.2	Ensure that plans and activities are guided by sustainable and regenerative tourism indicators , positioning GLI as an exemplary brand and partnership.	Ongoing	GLI
5.3	Design a shared communications plan with Irish Lights and GLI partners to maximise reach, impact and build reputation. Agree objectives and resources to implement actions.	Immediate	GLI /Irish Lights
5.4	Collaborate with tourism agencies to review existing target markets and consumer segments and identify new and emerging markets with the potential to deliver growth and return and agree plans/projects to include: <ul style="list-style-type: none"> • New product development experience consumer testing. • New content creation and digital distribution. • Target and host domestic/international PR/media to enhance publicity opportunities. 	Mid-term/ Ongoing	GLI/Tourism Agencies/ partners
5.5	Expand engagement with niche interest groups through shared projects, for example - ‘Twining’ and collaborations with organisations such as the US Lighthouse Association, European Route of Lighthouses, Lighthouses of the World, Lightkeepers associations, social media groups and others.	Immediate/ Mid-term	Irish Lights



Impact/Benefit

- Great Lighthouses of Ireland is recognised and valued by consumers and partners for motivating campaigns that attract visitors and deliver revenue to partners.
- Alignment of effort with tourism policy and strategy on island of Ireland is securing additional resources and added value.
- Partnership is attracting additional resources due to its scale and impact for collective and individual benefit.

VII. Implementation and delivery

The realisation of this strategy relies on the collective effort of all Great Lighthouses of Ireland partners, enabled by Irish Lights with support from key public departments and agencies and funders.

Resources including investment, expertise and support from Irish Lights and its partners is essential to deliver on the GLI vision and ambition. Its implementation will require annual workplans, agreed with partners and Irish Lights.

Performance and measurement will be informed by sustainable – regenerative indicators and measurement using the VICE model – Visitors (V), the Industry (I) that serves them, the Community that hosts them (C) and the impact on the Environment (E).

Each partner will have their own targets with regard to visitor numbers and profitability as well as measuring visitor satisfaction, however together we can commit to sharing information that will benefit the collective and promote the ambition to support coastal communities and champion Great Lighthouses of Ireland experiences.

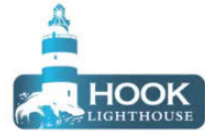
The following may apply and will be agreed following further consultation:

- Number and make-up of visitors (target markets and visitor segments).
- Numbers employed.
- Community engagement via volunteers, events, supports.
- Sustainability measures via business, location (use of resources) new projects etc.
- Visitor engagement and satisfaction.
- Social and digital engagement.

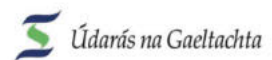
- Experience development with new partners at each site.
- initiatives supporting season extension.
- Awards and recognition.



Our Partners



Great Lighthouses of Ireland and Irish Lights are grateful for the support and commitment from the following.







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