



CHAIRMAN'S MESSAGE

A very warm welcome to the latest West Cork Tourism newsletter. I hope this edition finds you all well and coping with the stresses and strains that go with pre-Christmas preparations. It seems that the gap between the busy summer season and the frenetic Christmas holidays gets shorter and shorter every year!

As always there are many developments and events in the air, which will have an affect on our region and on the industry. Also, typically, these happenings pose both positive and negative possibilities for all of us.

On a very encouraging note, the 2008-2014 LEADER program seems to be emerging as a prospect that may well surpass its previous incarnations as a huge asset to tourism and, indeed, society as a whole, in West Cork. This can only bode well for

the future development of Fuchsia Brands, which, as you all know has in many ways been the backbone of tourism product development in West Cork for the last number of years.

West Cork LEADER, and in particular, the Fuchsia Brand, has been very supportive of West Cork Tourism in the past, and it is reasonable to predict that a positive conclusion to the current negotiations on the upcoming program would have hugely beneficial implications for our industry in West Cork.

The future of Cork – Swansea Ferries, on the other hand, doesn't generate quite so much optimism. It is undeniable that the loss of this service delivered a significant blow to the tourism industry in West Cork this year. We will have much to thank the Port of Cork authority for if ongoing negotiations to reinstate a ferry

link between Cork and mainland Britain conclude successfully. However, as every day and week passes without good news, the portents don't appear to be so encouraging. While I acknowledge that six or so months after a general election we may be in influential limbo with our local politicians, I would encourage all members to lobby what councillors and T.D.'s they can, when they can.

Finally, I would like to extend heartiest congratulations to the people of Clonakilty and its surroundings for their success in being awarded one of Europe's 'Best Emerging Rural Destinations' at the recent EDEN award ceremony in Portugal, further evidence, if it were needed, that West Cork is indeed, A Place Apart.

Kind Regards

Vivian O' Callaghan Jnr.
Chairman

What's On

The What's On Calendar of Events once again proved very popular with visitors to West Cork. This event guide contains a full listing of activities and events happening across the West Cork region. This free publication was in great demand at the arrivals hall in Cork Airport, at all the Tourist Information Offices, petrol stations and hotels throughout West Cork and we were inundated with requests for the guide via the West Cork Tourism website www.westcork.ie



NEW MEMBERS

- Abbey Farm Holiday Homes, Skibbereen**
www.abbeyfarmholidayhomes.com T: 028-51836
- Ballinakilla House Self Catering, Adrigole, Beara.**
www.ballinakilla.com T: 027-60226
- Ard-a-Locha Self Catering, Kilcrohane**
mmurphykilcrohane@iolfree.ie T: 027-67048
- Jack Berry's Garden Self Catering, Kilcrohane**
T: 027-67145
- Bay Haven Cottage Self Catering, Durrus**
www.bayhavencottage.net T: 027-61064
- Roskerrig Self Catering, Ahakista**
T: 021-4381195
- Bridge View House B&B and Restaurant, Kilcrohane**
www.bridgeviewhouse.com T: 027-67086
- Friar's Lodge Guesthouse, Kinsale**
www.friars-lodge.com T: 021-4777384
- Glengarriff Park Hotel, Glengarriff**
www.glengarriffpark.com T: 027-63000
- Maritime Hotel, Bantry**
www.themaritime.ie T: 027-54700
- Muintir Skibbereen Credit Union**
www.skibbereencu.ie T: 028-21883

10TH WEST CORK TOURISM WALKING FESTIVAL May 16th - 18th, 2008





WEST CORK TOURISM
turasóireacht iarthair chorcaí
Tel: +353 28 22812
Callsave 1850 250 999
Email: info@westcork.ie

Supported by
West Cork LEADER Co-op Society

Guided walks on the
SHEEP'S HEAD WAY

www.westcork.ie

Website Statistics

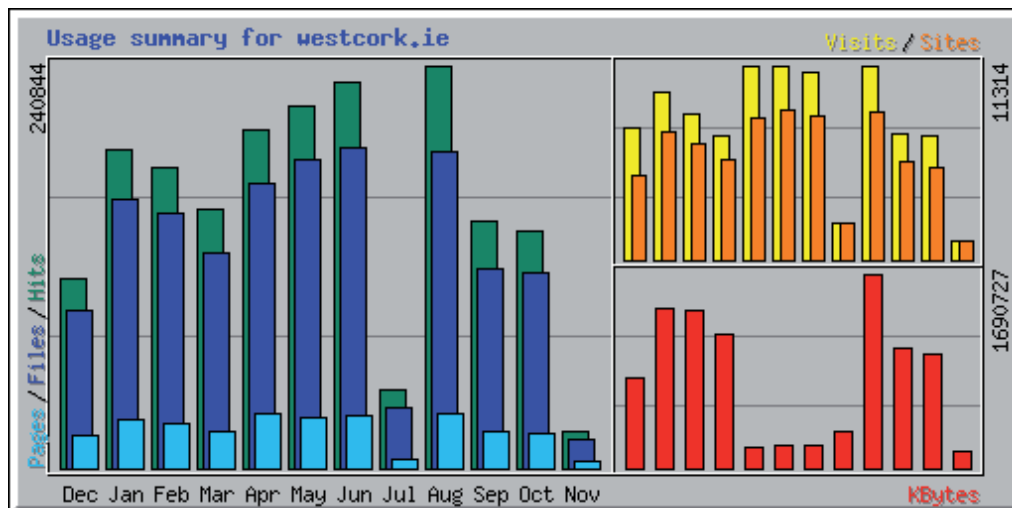
The web site statistics show no surprises from earlier reports; with the heaviest activity in August when people are looking for activities to do while they are here. The early part of the year is also active, as people are doing research to plan for their summer and other holidays.

The site is still doing very well on Google and other search engines, ranking very high for any phrases related to West Cork and many related to just Cork. The majority of the people are entering the site whilst looking for ferries, events listings, golf courses, Special Offers, car hire and how to get to West Cork; with pages related to these topics among the top entry pages month after month. The most popular pages visited, apart from the homepage, are the accommodation pages and the events page.

As before, visitors are coming to the site from virtually every country around the World, including Tuvalu (a Polynesian country). The top countries visited from are: Ireland, U.K., U.S., and other European Counties.

Comparing stats from 2006 to 2007, the numbers in all areas, including numbers of visitors and pages visited, have remained fairly the same with no large increases or decreases in traffic to the site.

By Ann Donnelly



Summary by Month										
Month	Daily Avg						Monthly Totals			
	Hits	Files	Pages	Visits	Sites	KBytes	Visits	Pages	Files	Hits
Nov 2007	3665	2950	609	183	1135	151581	1100	3659	17703	21990
Oct 2007	4554	3755	655	233	5420	986187	7241	20308	116413	141196
Sep 2007	4905	3980	738	245	5716	1049309	7375	22167	119401	147175
Aug 2007	7769	6113	1057	361	8567	1690727	11213	32782	189533	240844
Jul 2007	9326	7131	1128	425	2145	319008	2125	5644	35656	46630
Jun 2007	7706	6392	1055	363	8414	206786	10895	31669	191766	231184
May 2007	6985	5932	981	364	8673	193420	11314	30417	183913	216553
Apr 2007	6745	5673	1090	374	8300	178772	11223	32709	170211	202371
Mar 2007	6707	5621	946	313	5847	1168649	7215	21767	129299	154281
Feb 2007	6430	5453	935	303	6774	1364266	8491	26195	152692	180067
Jan 2007	6134	5199	940	314	7402	1384148	9758	29169	161177	190163
Dec 2006	3652	3035	638	246	4888	791702	7649	19796	94093	113234
Totals						9484555	95599	276282	1561857	1885688

Upcoming Events

NOVEMBER

01-24	West Cork Arts Centre, Skibbereen - Cecily Brennan	www.westcorkartscentre.com	028-22090
10	Tim Joe & Ann Céilí, GAA Pavilion, Carrigaline	www.owenabue-valley.net	021-4372035
16	Isla Grant in Concert, St. Mary's Theatre, Rossmore, Clonakilty	www.stmarysrossmore.com	023-38526
24	Black & White Fancy Dress, Kinsale		087-7823985
30-02 Dec.	All Ireland One Act Drama Finals, St. Mary's Theatre, Rossmore, Clonakilty	www.stmarysrossmore.com	023-38681
30-23 Dec.	Winter Wonderland, Skibbereen	www.skibbereen.ie	Booking Hotline 028-23288

DECEMBER

01-22	West Cork Arts Centre, Skibbereen - Design Exhibition	www.westcorkartscentre.com	028-22090
08	Abbey Céilí, GAA Pavilion, Carrigaline	www.owenabue-valley.net	021-4372035
25	Christmas Day Swim, Schull	www.schull.ie	
30	Foster & Allen in Concert, St. Mary's Theatre, Rossmore, Clonakilty	www.stmarysrossmore.com	023-38526

Inchydoney Island Lodge & Spa Reigns Supreme in International Spa Awards

Inchydoney Island Lodge & Spa, Cork has triumphed for the third time at the World Travel Awards. The Lodge & Spa announced today that it was awarded the title of Ireland's Leading Spa Resort at the awards ceremony in Newcastle, England. A total of over 165,000 travel agencies and professionals in over 140 countries worldwide voted for the best hotels, travel destinations and airlines for the World Travel Awards.

Inchydoney Island Lodge & Spa, which celebrates its 10th anniversary this year, was also the only Irish Spa in the top 15 Destination Spas in the world as voted in the Condé Nast Readers Travel Awards 2007 (October Edition). Over 30,000 Condé Nast readers vote for the best airlines, islands, hotels and even countries across the world for the annual Readers Travel Awards.



Photo: Ciara Wilson (Spa Manager) and Ruth McCarthy (Marketing Manager) accepting the award in Newcastle.

who have worked so hard to achieve this recognition. We started as one of the first Spas in Ireland and to be voted the best in the country three times and to be the only Irish Spa named among the world's best by Condé Nast readers proves to us that we are still leading the pack."

Inchydoney Island Lodge & Spa is known for its magnificent location overlooking the Atlantic Ocean, the Blue Flag Beaches of Inchydoney Island and for the standard of service and attention provided by its staff. A range of over 70 treatments are available from the specially trained team at the Island Spa, from seawater treatments including Hydrotherapy Baths, Body Wraps and a Sea Rain Shower to body and beauty treatments including the newly unveiled Golden Glow Ritual, which uses the benefits of 24 carat gold leaf to rejuvenate and re-energise the body and is exclusive to Inchydoney Island Lodge & Spa

According to Des O'Dowd, Proprietor of Inchydoney Island Lodge & Spa; "These are amazing accolades for all the staff

T: 023 33143

www.inchydoneyisland.com



Fuchsia News

A study undertaken by UCC and UCD has revealed that the "Fuchsia Brand members generate €106 million in the West Cork region". This is made up of €33.07 million on goods and services, €37.83 million on wages and €36.07 million on gross value added. This is strong evidence that the Fuchsia Brand members, typically small-scale food, tourism and craft enterprises, make a major contribution to West Cork and the regional brand reinforces linkages to ensure that as much as possible of the value created locally is retained within the local economy.

Since the last newsletter, Fuchsia Brands has participated in a variety of promotional events. Most recent was an International Bread Festival in Italy. This

was the fourth edition of the festival in Savigliano, a beautiful medieval town south of Turin. Fuchsia Brands was invited through the National Bakers Organisation and traditional West Cork produce such as smoked salmon, farmhouse cheeses, black and white pudding, jams and salami were presented on traditional Irish soda breads and batch loaves. This was warmly welcomed by the Italians, many of whom had visited Ireland previously, although not always West Cork, so we hope to see a return on our participation in this event next year!

During the Summer, Fáilte Ireland introduced a new Information Desk in the arrivals hall at Cork Airport. There was a strong demand for information on West

Cork, particularly on activities which we supplied to them on an ongoing basis.

The Fuchsia Brand is becoming more recognised both in Europe and further afield. In the last few weeks we had visitors from Poland, Lithuania and Finland, who wanted to learn more about the brand and try to develop something similar in their own countries.

The current LEADER + programme is coming to a conclusion and it looks like it will be the early part of next year when the new programme will be put in place. We understand that there will be much more funds available which is good news for the region.

**For further information, please check out
www.fuchsiabrands.com or www.westcorkleader.ie**

CLONAKILTY CHAMBER OF TOURISM AWARD

CLONAKILTY has been named as one of the EU's top 10 tourism destinations in a Europe-wide competition. The "European Destinations of Excellence" awards are given by the European Commission to the best emerging rural holiday destinations across Europe. Clonakilty District won the "amenities of natural beauty" category. The commission mentioned Clonakilty's "abundance of activities on land and sea, music sessions and fresh local produce". European Commission

vice-president Günter Verheugen presented the award to Mr Roy Maguire, the honorary Secretary of the Clonakilty Chamber for Tourism at the European Annual Tourism Forum in Portugal on 26th of October. Commissioner Verheugen, responsible for enterprise and industry policy, said: "The European Destinations of Excellence Project is there to promote destinations like Clonakilty where commercial success goes hand in hand with social, cultural and environmental sustainability. It also promotes Europe as the foremost tourism destination in the world while rewarding sustainable forms of tourism and successful business models." Roy Maguire of the Clonakilty Chamber of Tourism said: "Over 30 prominent destinations in Ireland entered this competition and it is a measure of Clonakilty District's performance that the title came to the heart of West Cork." Mr. Maguire, having received the award, went on to charm the international audience by singing a song from the stage in honour of the occasion. Ten countries participated in the EDEN Awards – for which national juries made the selections. Next year, seven additional Member States of the EU (Bulgaria, Estonia, Finland, France, Lithuania, Spain and Romania) and Turkey will participate in the EDEN Awards.



Pictured in Portimao, Portugal, last weekend following the awards ceremony at the sixth European Tourism Forum were the representatives of Clonakilty and District, who finished in the Top 10 EU tourism destinations in a Europe-wide competition – from left – Cllr. Peter Walsh, Clonakilty Town Council; Roy Maguire, Hon. Sec., Clonakilty and District Chamber of Tourism; Sheena Doyle, Fáilte Ireland, and Padraig Fleming, Courtmacsherry.

Message of European Commission Vice President, Mr. Günter Verheugen on the occasion of the 'European Destinations of Excellence' Award Ceremony.

The 'European Destinations of Excellence' (EDEN) project promotes the specific characteristics of European destinations and offers particular support to those where a competitive tourism is developed in a way that ensures social, cultural and environmental sustainability. It is an opportunity to create a platform for the exchange of good practices at European level while rewarding sustainable forms of tourism and successful business models.

EDEN was initiated in 2006 as a pilot project contributing to the objective of the Strategy for Growth and jobs. At its first edition, rural tourism was selected as the theme for the awards and the winning destinations will be named 'Best Emerging Rural Destinations.'

On behalf of the European Commission, I would like to congratulate all the awarded destinations for their success and to assure all the stakeholders of European tourism that we will continue supporting the competitiveness and the sustainability of European tourism through all available means.



Skibbereen - A true Christmas Experience Winter Wonderland and Christmas Markets 2007

Winter Wonderland opens its doors for the tenth year in a row this December, to the thousands of visitors who travel to West Cork to enjoy the traditional festive atmosphere Skibbereen has to offer each year.

A journey through the magical fairyland of Winter Wonderland, guided by one of Santa's elves, is a must for all the family, with each child able to deposit that very important letter in Santa's post box and to visit Santa in his very own sitting room.

Santa, Mrs Claus and their entourage of elves, and cartoon characters leading the Christmas parade through the town, arrive in Skibbereen on December 1st at 4 p.m. to a huge welcome for the traditional switching on of the town's Christmas lights.

There will be live music in the Square, an open air disco at Winter Wonderland in Market Street and the great party atmosphere continues right through the month of December.

From December 8th, Skibbereen's Christmas Markets will be up and running every Friday, Saturday and Sunday until December 23rd. Visitors are also invited to take time out to visit the live crib at Abbeystrewry Church of Ireland, where local children represent the Holy Family in a quiet and peaceful setting which allows one time for reflection.

The German style Christmas Markets were a hugely popular addition to the celebrations last year and make a welcome return, again displaying a variety of festive craft and fair, adding an extra dimension to the shopping experience on offer in Skibbereen town. Other entertainment for the Christmas period includes, horse and dray rides, Carol singing, storytelling,

workshops, exhibits and face painting. Skibbereen's country market takes place in Abbeystrewry Hall each Friday and Skibbereen's farmers' market runs each Saturday in the Fairfield, both markets running all year round.

Winter Wonderland opening hours until Christmas throughout December are Saturday and Sundays 10 a.m. to 8 p.m., on Thursdays and Fridays, 6th and 7th, 13th and 14th, it is open from 4.30 p.m. to 7.30 p.m. and from Monday 17th to Thursday 20th is open from 4.30 p.m. to 8.30 p.m. and on the final Friday, Saturday and Sunday, 21st to 23rd opening hours are from 10 a.m. to 8 p.m.

Skibbereen's Live Crib and Christmas Markets are open from December 8th, Fridays, 4 p.m. to 8 p.m. Saturdays 12 a.m. to 6 p.m. and Sundays from 1 p.m. to 6 p.m.

Booking Office No: 028 23288
www.skibbereen.ie

CONGRATULATIONS

To Vivian O' Callaghan (Chairman)
and Pauline on the birth of baby Helena.



West Cork Tourism acknowledges the support of Cork County Council, West Cork LEADER Co-op, Clonakilty Town Council and Skibbereen Town Council.