

TRAILS, TALES & TOURISM

VISIT LOUTH

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1

TOURISM





- **Tourism Strategy & Action Plan** focused on driving tourism forward over the next 5-years.
- County's first dedicated **tourism roadmap**
- **Consultation**

+200	visitors & community
+100	tourism & hospitality industry
+30	travel trade & tourism experts
- **Breakdown**

7	Strategic Themes & Objectives
7	Development Areas
3	Key Development Projects
15	Recommendations
20	KPI's






2

Vision & Ambition

Louth will be a leading tourism destination

Inspired by its Celtic heritage and the spirit of its namesake, Lugh – the god of light - Louth will be renowned for its striking coastline, dramatic landscapes and rich culture. Defined by authentic, creative communities, it will be celebrated for innovative experiences, unforgettable adventures, vibrant festivals, exceptional food and hospitality - and as the true home of Ireland's greatest legends.



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HERE IT'S LEGENDARY

Tourism that inspires visitors and enriches communities.

Our ambition is to unite communities and partners to deliver distinctive, sustainable experiences rooted in Louth's unique identity - enriching local wellbeing, creating lasting visitor memories, and building a resilient tourism sector that supports local livelihoods and the wider economy.






3

Themes & Objectives

The Strategic Themes & Objectives and Key Development Projects that will achieve this Vision and Ambition are:

Strategic Themes & Objectives	7 Development Areas
1. Strategic Collaboration	1. Food & Drinks Tourism
2. Tourism Innovation	2. Events & Festivals
3. Sustainable Growth	3. Spiritual & Well-being
4. Inclusive Tourism	4. Culture & Heritage
5. Legendary Branding	5. Countryside & Coast
6. Tourism Enterprise	6. Activities & Recreation
7. County-wide Discovery	7. Places to Stay



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4

Opportunities

Opportunities

A strong new identity: The Visit Louth brand (launched in 2025), positions the county as a distinctive, compelling tourism destination.

Vibrant culture: rooted in the creative arts, contemporary and traditional music, and the Oriel tradition of song and poetry.

A dynamic events calendar: 80+ annual events, with the Boyne Valley a designated Home of Halloween destination.

Strategic location: Louth sits at the heart of the M1 Dublin – Belfast economic corridor with excellent road and rail access.

Welcoming communities: proud of their county and eager to share it with visitors who value their rich culture and distinctive landscapes.

Night-time economy leadership: A dedicated Night-Time Economy Officer supporting the delivery of night-time programming.

Authentic storytelling: Louth is the home of Ireland's greatest legends – Cú Chulainn, Tain Bó Cúailnge, Boann, the Salmon of Knowledge, Brigid.

Rich built heritage: medieval towns, estates, castles, ecclesiastical and historic sites of national importance e.g. Carlingford Castle, Preeek Dolmen.

Exceptional food: seafood a signature strength, showcased by the Sea Louth Scenic Seafood Trail, Boyne Valley Flavours and Centre of Food Culture.

Outstanding natural assets: coastal and inland including the River Boyne and Cooley Peninsula – renowned for outdoor activities and adventure.

Prime destination for nature, wellness and spiritual experiences - including the Boyne Valley Camino.

Major transformative projects: Including Brigid's Way, Tain Trail (County Museum Dundalk and Ardee Castle), Carlingford Lough and Narrow Water Bridge – set to unlock new opportunities.



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IRELAND'S ANCIENT EAST
Journey Through Time



Comhairle Contae Lú
Louth County Council





sea louth
see eat admire

5

Considerations



- Accommodation
- Data Capture
- Innovation
- Product / Food Tourism Development
- Collaboration
- Travel Trade
- Be Strategic
- Heritage & Cultural Attractions
- County-Wide Discovery
- Public Transport
- Public Realm



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6

The Way Forward

15 Recommendations

Recommendations

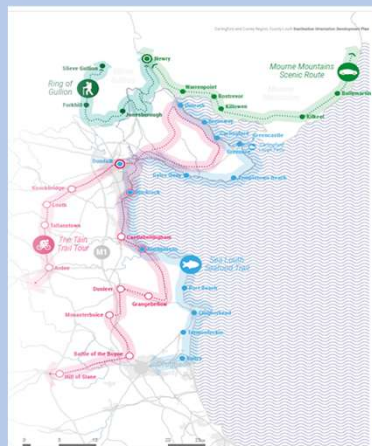
1. Promote the Visit Louth brand to position the county as a distinctive, must visit destination.
2. Strengthen cross county collaboration and build national and international partnerships.
3. Communicate Louth's full destination story to increase dwell time and encourage wider visitor dispersion.
4. Develop attractions and experiences rooted in Louth's identity, culture, and landscapes.
5. Secure investment in new accommodation, particularly in key hubs and south Louth.
6. Position Louth as a leading destination for outdoor adventures, activities, trails and golf.
7. Build on the success of the Sea Louth Scenic Seafood Trail to establish Louth as a premier food tourism destination.
8. Support and inspire local innovators to deliver new and reimagined events and festivals.
9. Support the Night-Time Economy Officer to expand programming and position Louth as a standout destination for night-time experiences.
10. Target high value leisure and business tourism visitors.
11. Develop a robust local data capture system to measure progress and performance.
12. Support education and awareness to strengthen diversification and resilience in the tourism sector.
13. Position Louth as a leader in sustainable and accessible tourism development.
14. Design public spaces that create memorable visitor experiences and enrich local life.
15. Sustain investment in the council's tourism function and establish an expert-led Tourism Forum to drive delivery of this plan.



7

Current / Future Plans

- **€6 Million for a Shared Island Project with Newry Mourne and Down, (€1m via Tourism Ireland to marketing)**
 - Necklace of arrival trailheads, consolidated trail network, and waterfront access points
- **Placemaking**
 - **Ardee Castle** - Regeneration works at Ardee Castle
 - **Boyne Valley Destination Drive** - consolidated route, new signage and removal of outdated / surplus signage.
 - **Reimagined Táin Trail** - County Museum and Ardee Castle as interpretative centres, community tourism, cross county.
 - **Millmount** - to be developed as Millmount Quarter with tourism potential.

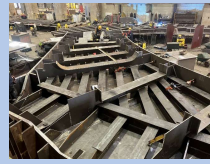


8

Narrow Water Bridge

Transformative Project

- Construction commenced in June 2024 with an anticipated completion date of October 2027.
- When complete, the 195m cable-stayed bridge will connect Cornamucklagh near Omeath, Co Louth with Narrow Water near Warrenpoint, Co. Down, providing a direct link between the Mourne Mountains and the Cooley Peninsula, where Carlingford Lough meets the Newry River.
- Construction works on site and fabrication works in Belgium continue to be progressed.



Fabrication of boot section of pylon

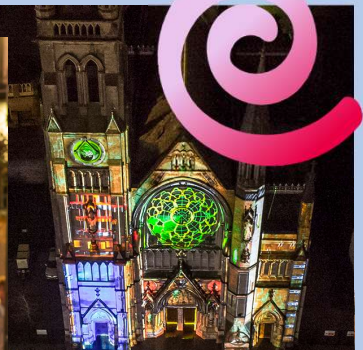


Aerial View of northern Bascule Chamber and the Plant Room



Festivals/Events

- **Festival Grants**
 - €200,000
- **Festival Supports**
 - Home of Halloween
 - Brigid
 - Frostival



How you can get involved

Use and Promote Visit Louth Branding:

Adopt and showcase the Visit Louth brand in your business, community group or event to create a consistent and strong tourism identity.

Attend Public Forums and Workshops:

Participate in local tourism forums, consultations, and training sessions to stay informed, share your views, and help shape tourism development.

Collaborate Locally:

Work with other businesses, community groups, and council teams to create a welcoming and vibrant tourism environment.

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By engaging in these ways, you help ensure that tourism benefits everyone and that Louth's stories and places shine.

Host or Participate in Experience Development Programmes:

Get involved in creating or delivering unique local experiences, whether through arts, food, heritage, or outdoor activities.

Provide Feedback:

Share your thoughts on proposed trails, signage, events, and visitor facilities through surveys, community meetings, or online platforms.

11

Legendary Louth Timeline

This timeline has been created to highlight why Louth is legendary. Please use it to spread the word!

ROANN
Celtic Goddess
Creator of the River Boyne
c. 1000 BC

PROLEEK DOLMEN
Glants Table
One of Ireland's finest prehistoric monuments, attributed to a Neolithic culture
c. 3400 BC

LOUTH
Sun & Light God
Louth is named after Lugh, a god of light, skill and strength
c. 1000 BC

TÁIN BÓ CÚAILLE
The Cattle Raid of Cooley
Ireland's greatest epic, featuring the Cúchulainn
c. 1st Century BC

CÚ CHULAINN
Mythical Warrior
Cúchulainn gave his name to the town of Louth
c. 1st Century BC

RONN MAC CUMHAILL
Salmon of Knowledge
Warrior gave stored wisdom from a magical salmon in the River Boyne
c. 3rd Century AD

BATTLE OF THE BOYNE
Oldbridge House
Most significant battle in Irish history
1690

OLIVER PLUNKETT
St. Paul's Church
Archbishop & martyr. His preserved head is in St. Peter's Church.
1681 - 1681

MEDIEVAL LOUTH
Towns & Castles
Medieval towns: Drogheda & Carrigrohilly. Ancient Castles: Carrigrohilly, Creeke & Rucke Creeke.
12th - 16th Centuries

MELLIFONT ABBEY
The first Cistercian abbey in Ireland
12th Century

NORMAN INVASION
Millmount Fort
Norman castle & early castle to have an English garrison
12th Century

VIKING SETTLEMENT
Annagassan
Vikings lived at Annagassan, one of Ireland's first settlements
c. 845 AD

MONASTERBOICE
Monastic Settlement
Monks' High Cross (St. Enn).
c. Late 10th AD

BRIGID
Born in Faughart
Patron saint of poets, healing, domestic and bees.
c. 461 - 520 AD

ORIEL TRADITION
Ireland's Renaissance
200 years of cultural revival of music, dance and arts.
1840 - 1900

KILDEMOCK'S
Jumping Church
An extraordinary church built here around the church wall to jump over it.
1770

CÚ CHULAINN CASTLE
A Castleless Motte
Built by a local prince. Site of a castle of Celtic warrior, Cú Chulainn.
12th

ONEATH GAEILTACHT
Irish Speaking Louth
At the heart of Irish language & culture.
1700s - 1900s

CREATIVE LOUTH
Music & Arts
Music and creative arts are the county's heartbeat.
20th Century

LEGENDARY LOUTH
Dublin - Rural - Coastal
A place to have a legendary time with welcoming & witty people.
21st Century

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12

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13

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A collage of images representing Louth: a family walking on a path, a wide river, a hiker on a cliff, a stone bridge over water, a stone archway, and various local dishes.

14