



Experience the Difference



Ireland's SHANNON REGION



CANTATA 2 (Celtic Authentic Niche Tourism Advancing the Atlantic Area) is phase 2 of a European Project funded by Interreg 1VB.

CANTATA 2 runs from April 09 to March 2012 and is led by **Denbighshire County Council** in North Wales. Other partners include **Shannon Region** (Ireland), **Montemor-o-Velho** (Portugal), **Galicia** (Spain) and **Poher** (France).

The overall aim of the project is bring together these areas with shared problems and explore ways of tackling difficulties in the tourism regeneration field.

The project seeks to:

- ◆ Strengthen links between public bodies responsible for Tourism Development and the private Sector
- ◆ Encourage the quality and improve the visitor experience
- ◆ Strengthen local distinctiveness and develop the product
- ◆ Explore innovative networks and new ways of communicating with the audience
- ◆ Promote the destinations as part of the Atlantic Area.



People are at the heart of CANTATA



CANTATA 2 in Ireland's Shannon Region

CANTATA 2 IN Irelands Shannon Region is the development of three networks of independent B&B operators in East Clare, Estuary Area Limerick and Thurles/ Holycross North Tipperary to promote and differentiate their product in an environmentally friendly way that uses energy efficiently. They promote and engage with other community and tourism operators in their local area to maximize the return to the entire community and use local attractions to improve the local area for visitors. They provide an authentic experience for the visitor to encourage return visits.





EAST CLARE NETWORK



Ireland's East Clare, situated between Lough Derg, with its renowned Coarse and Game fishing, Water Sports and stunning scenic beauty, and Slieve Aughty and Slieve Bearnagh mountain ranges is ideal for hillwalking, a mecca for peace, tranquility and a stress free holiday. Adjacent to Shannon International Airport with its direct links to Europe, it is also easily accessible by main routes from Rosslare, Dublin, Cork and Belfast. The Atlantic Coast is a very enjoyable day trip away.

We offer the highest standard of accommodation, all approved by Failte Ireland - your comfort is our first priority. When you contact our proprietors your every need will be taken care of in a very efficient and professional manner. If you wish to avail of the many activities in East Clare, such as boating, fishing, golf, walking or general sight seeing, you will be given the best advice and you will be guaranteed a memorable experience

You will be spoiled for choice with an abundance of traditional pubs and restaurants offering good wholesome food and rousing melodies of traditional Irish music. Clare people are very special, friendly and good humoured. We love our traditional music which is available in a number of pubs through each week of the year. We also have several Festivals during the Summer months which are most enjoyable for the young and not so young.

East Clare is a place of secrets too. Folklore, Heritage and Historic Monuments are everywhere. There are numerous interesting places to visit and investigate the very famous people who have gone before us.



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ESTUARY NETWORK LIMERICK

The Limerick Estuary Group of Bed and Breakfast Providers come from many different areas of West Limerick. From Newcastle West to Glin, from Palaskenry to Abbeyfeale. We are all small bed and breakfast providers, in a family setting. Some of our children are young and others of us are grandparents. Our homes range from Farm Houses, modern homes to a turn of the century home. Each has its own uniqueness and each provider has her own story to tell. Our uniqueness is that we are not in a tourist area and as such we have more time for our customers. All of us are into home baking and serving local produce. As many of us are involved in farming, we have a wealth of knowledge on our environment, the farming practices of the area and where to purchase locally sourced wholesome produce.



What the Limerick Estuary Area has to offer over other regions, is that "The Mna na Tithe" are all interested in Old-time and Irish Dance. That is how we met in the beginning. There are many small villages and towns where the local community organises "Afternoon Tea Dances" and at night time, "Old Time and Irish Dances" and Dancing Classes. (These are also known as Adult Dances!). These are only advertised locally and it is the people who are interested in dancing know where to go. We have on many occasions sent some tourists to these dances and they have found that they were treated like "royalty" at these events.



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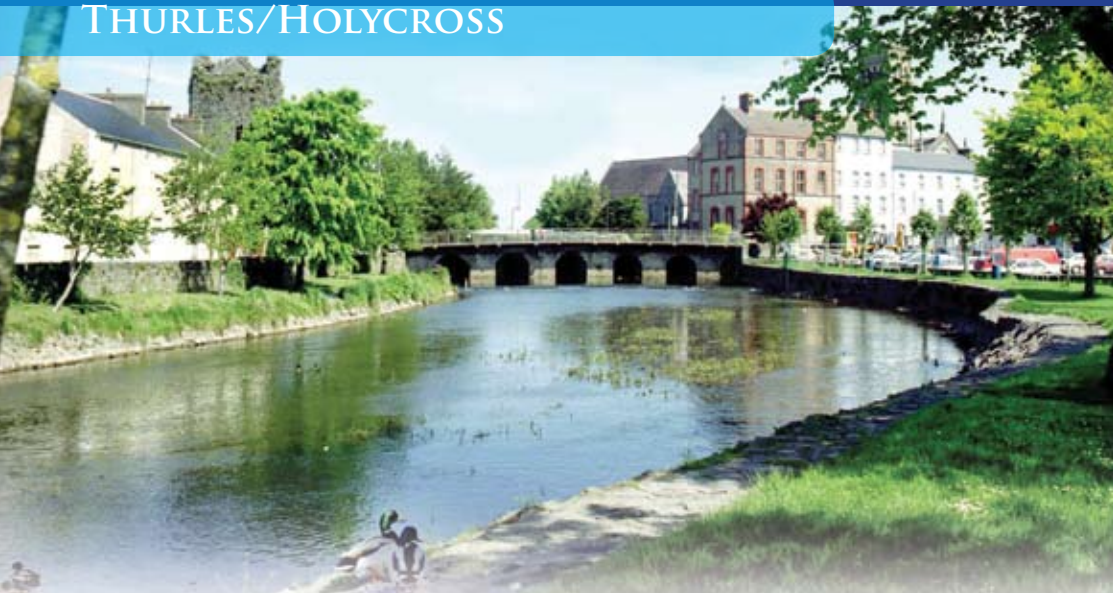
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THURLES/HOLYCROSS



Thurles/Holy Cross is situated in the heart of County Tipperary in the centre of Ireland. Thurles is easily accessible from the M8 motorway and a great base for touring all of Ireland. It is under 90 minutes from international airports at Dublin, Shannon or Cork.

Set between the valley of the River Suir and bounded by the Slieve Felim Mountains to the West, the Slieveardagh hills to the East and Devil's Bit mountain to the North. The area is rich and varied in scenery. Thurles is a vibrant and prosperous town, rich in cultural and sporting traditions. Thurles has a superb Gaelic Athletic Association Stadium - Semple Stadium - and home to Lar na Pairce Museum which recounts the history of Ireland's Gaelic Games. Thurles is also the birthplace of the GAA in 1884. Holy Cross Village is a beautiful historic village peaceful and anyone interested in ecclesiastical sites will have Holy Cross Abbey at the top of their list. It is one of the finest Irish 15th Century churches. It became a place of pilgrimage when a relic of the true Cross was presented to the Cistercian Monks. Nearby is Farney Castle historic home to Irish International Designer Cyril Cullen where his unique knitwear and porcelain designs can be viewed or purchased.

Thurles /Holy Cross has much to see and do. It offers walkers spectacular views in idyllic countryside locations. All activities from fishing to golf, bird watching in Cabra Wetlands, horseriding, clay shooting, horse racing and dog racing - you can enjoy any of these at your doorstep. Finish off your day with fine dining and an evening at the theatre or at a session in a local pub.

Take a stroll and chat with the locals about hurling, horse racing and history and enjoy a stay with some of the friendliest people in Ireland and have a visit to remember!

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CANTATA 2 in Ireland's Shannon Region

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www.kerryairport.ie

SEA

Brittany Ferries
Irish Ferries
Norfolkline
P&O Ferries
Stena Line
Steam Packet (seasonal)

www.brittany-ferries.ie
www.irishferries.com
www.norfolkline.com
www.poirishsea.com
www.stenaline.com
www.steam-packet.com

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Bus Eireann
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353 61 313333
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