

féile ealaíne an

earagail arts festival

7-22 July 2012

Made In Donegal
www.eaf.ie

In bed with ...the Earagail Arts Festival (Cultural Tourism Partnerships)

<p>Principal Funders</p>   <p>comhairle chontae dhúin na ngall donegal county council</p> 	<p>Additional Funders</p>        	<p>Sponsors</p>       	<p>Festival Production Partners</p>  
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**“ Culture is very much
tourism’s main attraction.
Without culture to make the
difference, every place would
seem blandly the same.”
(P. Boniface – Managing
Quality Cultural Tourism)**



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Earagail Arts Festival

120 events in **40** venues
22 towns, villages (and islands!)
16 festival days and nights
49,680 festival attendees
69% of audience from Donegal
15% from Northern Ireland
8% from other Irish counties
8% international visitors
(Annual Report 2011)



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Earagail Arts Festival

- annual turnover of approx. €500k
- generates over €3 million in the local economy. [1]

[1] Source:Indecon Economic Consultants Report 2009 / Fitzpatrick Associates Report 2004



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Earagail Arts Festival

- On average, visitors from outside Donegal staying overnight spent €532.89 during their visit on accommodation and €736.55 on non-accommodation items^[2]

^[2] Source: Audiences NI
Customer Survey Analysis 2011



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The Cultural Menu - Accommodating Each Other



Sharing The.....



Love
Inkjet print on tissue, 2007
71.1 cm x 40.6 cm

Paul Rooney
Reflections in 4 Lights

Programming Partnerships

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Animating The Landscape.....

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**National Brand
Partnership**

**“Festivals First”
Network**



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**International Marketing &
Promotion - Made In Donegal Brand**

Fira Tarrega, Catalunya

Celtic Colours, Nova Scotia

WOMEX, Copenhagen

Celtic Connections, Glasgow

La Grande Rencontre, Montréal

Milwaukee Irish Festival, USA



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A Work of Art.....

Creative Collaborative
Commissions



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Making A Spectacle of Ourselves... The Cultural Tourism Mix





LUXe present

Puja

Saturday 23rd July - 10pm - €10 per car
 Fort Dunree, Buncrana, Inishowen

In the time of Lir, pilgrims journeyed the spice road bringing offerings to the bird spirits of Dun na Ri hoping to learn what the future held. Celebratory Landscape Spectacle Company LUXe will create a spectacular re-enactment of that emotive journey's end.

A sensory feast of processional sculpture, aerial acrobatics, dancing fire, shadow play, illuminated installation, sumptuous costume, raucous music, soundscape and smells.

Join the Augurs as they make their "Puja" at sunset in a stunning cliff top location where the land, the sea and the sky meet. Limited parking so fill the car with friends and family, dress for the weather and carry a torch.

Parking available at Dunree (please follow signs). Limited disabled parking also available beside trail. Please be advised that as this is a night time event visitors should be extra vigilant when moving around the site and children should be closely supervised at all times. We also advise you to wear suitable clothing and to bring a torch. Please follow the path, do not stray from designated areas. Follow signage and instructions of the stewards at all times.



STAY
HERE



Gállan House

Malin, Inishowen, Donegal
 Tel: +353 74 9374491
 Email: gallanhouse@gmail.com
 Web: www.gallanhouse.net

A warm and welcoming guest house situated in the heart of Inishowen overlooking Trawbreağa Bay in County Donegal.

VISIT
HERE



Fort Dunree

Buncrana, Inishowen, Donegal
 Tel: +353 (0) 74 9361817 www.dunree.pro.ie

Fort Dunree, Dun Fhraoigh in Irish means, "Fort of the Heather" and indicates that this site has been an important defensive site down through history. Today it's stunning natural beauty and abundant wildlife are a must see for every visitor to the Inishowen peninsula.

Puja
Fort Dunree
Earagail Arts Festival 2011

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**Defining the Partnership &
Managing Expectations**

**Earagail Arts Festival Partnership &
Submissions Policy**



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Earagail Arts Festival

- 67% of respondents from outside Donegal indicated that the Earagail Arts Festival was either very important or extremely important in their decision to visit Donegal^[3]

^[3] Source: Audiences NI Customer Survey Analysis 2011



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