



Tourism Summer Programme 2017

Continental Market, Cookstown

On Saturday 20 and Sunday 21 May, over 40 traders flocked to Cookstown as part of the Spring Tour. Over 20,000 people from all over Ireland visited the Market over the weekend.



Play Days at Dungannon Park, Roundlake Fivemiletown, Ballyronan Marina

Wednesday 2 August, was designated as 'play day' in Mid Ulster with 3 places offering free activities for children to celebrate play. These were well attended and the children enjoyed all the activities.



Lumarina Festival, Ballyronan 18th—19th August

The annual spectacular Illumination at the Lumarina Festival has gained a reputation for amazing entertainment attracting almost 5000 people, with the picturesque backdrop of the Lough providing a unique atmosphere at this family themed event.

The Enchanted Garden, Maghera

Thousands enjoyed the magic at the Maghera Walled Garden on **Saturday 26 August** which was takeover by elves and fairies at the Enchanted Garden



Picnic in the Park, Dungannon Park

The wet weather did not dampen spirits at this's year's Picnic in the Park ... Britain's Got Talent semi-finalist Ryan Tracey, balloon modelling extraordinaire; set a new world record with the 'Most Balloon Dogs Created Behind the Back in 1 Minute'

Busking Festival, Dungannon

A talented group of 15 buskers made the streets their stage at this year's Battle of the Buskers in Dungannon town Centre. "Anna's Number" who took the top prize of £1000.



Cookstown Comedy Festival 5th—7th October

Cookstown Comedy Festival was held on the first weekend of October with shows and performances staged in the Burnavon which proved to be a huge success. The weekend long festival kicked off with Dirty Dusting which was sold out on Thursday night, followed by Irish Comedian Andrew Maxwell on Friday night and Seane Walsh on Saturday night, the aim was to increase visitors to our town centre and help regenerate our night time economy which proved effective.

Marketing & PR

An intensive Marketing/PR campaign focused on the event; Cookstown Comedy Festival was delivered on the run up to the event. A detailed marketing activity plan was agreed and implemented including; PR / advertising / online web, social media campaigns / outdoor advertising / flyers / posters.

The planning committee for 2018 is working with the Town Centre Manager in changing the format for next year which will include comedy in the local bars.



COOKSTOWN COMEDY FESTIVAL
5-7 OCTOBER 2017

Seann Walsh:
One for the Road
Sat 7 October @ 8pm
Tickets £16

Dirty Dusting:
May McFettridge
Thurs 5 October @ 8pm | Tickets £19.50

Andrew Maxwell
Fri 6 October @ 8pm | Tickets £16

Box office 028 8676 9949 Book online www.burnavon.com

 Comhairle Ceantair
Lár Uladh
Mid Ulster
District Council

Health and Safety Workshops

Over 10 Groups participated in our Health and Safety Workshops; which were organised to Support Event Organisers.



World Host Principles of Customer Services Train the Facilitator Programme

Tourism Development Officers successfully completed their World Host Principles of Customer Services Train the Facilitator Programme. They are scheduled to deliver their first training session at The Burnavon on 14th November.



Launch of Upgraded Carleton Trails, Corick House Hotel and Spa

A series of literary trails inspired by the 19th century author, William Carleton were launched at the Carleton Summer School, in Corick House Hotel by Chair Kim Ashton and Ian McElhinney on 15 September 2017. Representing an investment of £20k the upgraded way-marked trails extend over 48kms in the Clogher Valley. There are a choice of 3 routes offering walkers the opportunity to explore the landscape, history and architecture of the area which was home to William Carleton (1794 – 1869) in the early part of his life and inspired much of his work. Guides to the walking trails are available.



PROJECT DETAIL

Hidden Heritage 2017

Hidden Heritage Programme

Discover Whats On Your Doorstep

On completion of the success of the 2016 Hidden Heritage programme the Tourism department agreed to host a further Hidden Heritage Programme throughout 2017 based around the key heritage in Mid Ulster. Sites included Beaghmore Stone Circles, Seamus Heaney HomeGround, Upperlands and the Clogher Valley.

Hidden Heritage Programme Summer 2017

Events were delivered in association with the Department for communities, Craic Theatre which included living history, storytelling and entertainment on site.

Maximum Capacity per session on the coach was 30 persons but this figure was exceed to cope with demand.

Transport was provided from Burnavon.

Admission: £8

- **Summer Solstice at Beaghmore Stone Circles**
Wednesday 21st June 6.30pm
- **US Grants and Carleton Trail**
Saturday 1st July 2017
- **Upperlands Linen Tour**
Saturday 12th August
- **Seamus Heaney HomePlace and HomeGround**
Sunday 10th September

Attendance: 265

Income: £2,120



DISTRICT WIDE MONITORING RESULTS 2017

Pedestrian Counters unless otherwise stated	Jan-March	April-June	July-Sep	Oct - Dec	TOTAL
Beaghmore Stone	1,608	3,770			5,378
Dunnamore Walkway	172	31*			203
Davagh Car Park	5,833	6,503			12,336 (Cars)
Davagh Pump Track	1,188	1,882			3,070
Davagh Pyro Trail	2,561	3,029			5,590
Davagh Red Trail	178*	1,219*			1,397
Manor Park (car)	8,259	12,354			20,613
Springhill House (car)	7,057	15,035			22,092
Wellbrook Beetling Mill (car)	327	1,815			2,142
Lough Fea Pedestrian	11,713	24,421			36,134
Main Car Park	10,957	17,585			28,542
Western Car Park	0*	0*			0
Tullaghoge Fort (estimate)					5,000