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From: caragh burns [REDACTED]

Sent: Friday 7 February 2020 14:52

To: County Development plan

Cc: Fiona Hyland

Subject: Submission to County Development Plan on behalf of Laois Tourism

Submission to County Development Plan 2021-2027: Laois Tourism

Date 7.02.2020

Laois Tourism welcomes the opportunity to submit to the Laois County Development Plan. Tourism is an important sector in the economy of our county. The success of the tourism sector creates benefits for the broader economy in the county and contributes to the quality of life in the county.

Laois Tourism seeks to ensure that tourism is recognised as a key economic driver which supports the creation of jobs.

To better promote Laois as a tourism destination we submit that along with ongoing investment in key attractions and infrastructure the appointment of a fulltime Tourism Officer to Laois County Council is imperative. This is in line with other counties.

The continued support of Laois food and drink producers under the Laois Taste brand by Laois County Council, The Local Enterprise Office and Laois Partnership is welcomed and applauded.

We further submit that differentiating and branding Laois as a Leading Carbon Neutral destination, and a key outdoor activity base be invested in and promoted.

Yours sincerely,

Caragh Burns-Sharma
Chairperson