

# CORK COUNTY COUNCIL TAPS INTO TOURIST HOT SPOTS

With the lifting of the lockdown restrictions and attention now turned towards staycations, Cork County Council has launched a unique 'one-stop-shop' tourism app, featuring over 850 places to see and things to do throughout County Cork. It is the first app of its kind by any local authority in Ireland.

The 'Explore Cork' app was developed following the success of the web-based 'Rediscover Cork County' GIS Tourism Map, launched by the council last summer.

The free app, which is available in both the English and Irish languages, has replicated key elements of the web-based GIS map, but with additional functionality and user-friendly features.

The 'Things to Do' section allows users to browse tourism activities from a range of 850 attractions across 18 categories, which can be filtered by areas of interest such as Beaches, Visitor Attractions, Heritage Sites, Islands, Arts & Culture and more.

'Explore Cork' shines a spotlight on each of the county's main 23 towns, presenting local information and video footage to highlight the diverse range of tourism activities, amenities and often unfamiliar attractions within in each town and its surrounding areas. For those who prefer to discover the county on foot, a dedicated 'Trails' section offers extensive information on County Cork's many spectacular walking trails.

## CORK'S MANY HIDDEN GEMS

Another key feature of the app is the 'What's Near Me?' function, which allows the user to identify nearby attractions within a radius of up to 100km. Visitors can then generate directions to a location or activity of choice, enabling them to 'Explore Cork' and its many hidden gems at the touch of a button.

As well as offering visitors an array of tourism activities, the app is linked to an extensive database of dining and accommodation options, via the website [www.purecork.ie](http://www.purecork.ie).



Mayor of the County of Cork, Cllr Mary Linehan Foley, and Tim Lucey, Chief Executive of Cork County Council, pictured at the launch of the 'Explore Cork' app.

Welcoming the launch of the unique County Cork tourism app, Mayor of the County of Cork, Cllr Mary Linehan Foley said she was proud to say that Cork County Council is the only local authority in Ireland to develop such an all-encompassing tourism app.

"In fact, I believe this is the only app

of its kind in Ireland. The visitor can get all of the information they need to plan a trip to County Cork – whether they are looking for things to do, trails, places to stay or dine, the 'Explore Cork' app has it all!

"It is incredible that County Cork has over 850 tourism activities to choose



*One of Cobh's most iconic buildings, Saint Colman's Cathedral, overlooks Cobh Harbour, on Cork's south coast.*

from. We will continue to develop the app and expand upon the range of attractions and categories, so we very much welcome comments and suggestions via the feedback section in the app's menu."

#### SIGNIFICANT MARKETING ASSET

Tim Lucey, Chief Executive of Cork County Council, described the 'Explore Cork' app as being "instrumental" in this stage of recovery from the Covid-19 pandemic.

"Initially, it will encourage people to realise the value of staying closer to home and enjoying the many outdoor activities throughout County Cork, and later on, as businesses re-open, it will support the economies in our towns and

villages and welcoming domestic tourists."

He said that Cork County Council developed this tool not only to assist in the recovery from the global pandemic, but also to further the ambitions of County Cork in the area of destination development.



*Some of the many brightly-coloured houses in the picturesque West Cork harbour town of Kinsale.*

"In the long term, this app will serve as a significant marketing asset in attracting the international visitor, placing Cork firmly on the map as a leading tourism destination in Europe," he added.

Whether people are looking to explore their local area or travel further afield, Cork County Council's chief executive is encouraging people to "download the app and explore the incredible range of things to see and do in every corner of County Cork". The free 'Explore Cork' app will shortly be available to download on Android and iOS.