

The Journey of an Idea



Explore Carrick-on-Suir

The Journey of an Idea, Year 2.

The Quest for Tourism Innovation -
A Fáilte Ireland Partnership for Youth
Tourism Development.

STUDENT INFORMATION KIT

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Creativity &
Innovation



Youth
Empowerment



Community
Engagement



Collaboration



Digital
Innovation



Place
Making



Accessibility
& Inclusion



Place-based
Economics



<https://explore Carrickonsuir.com/students-entrepreneurial-programme/>

STUDENT ENTREPRENEURIAL PROGRAMME

STUDENT INFORMATION PACK

Journey of an Idea

Welcome back to The Journey of an Idea, Year Two.

This year we're exploring how creativity, entrepreneurship, and tourism can shape the way you see Carrick-on-Suir, inspiring new ideas and a stronger sense of place.

Through monthly webinars, networking sessions, and insights from Fáilte Ireland studies, you'll explore real connections between people and place using the Quest Map as a guide to inspire your ideas.



Figure 1: Student Entrepreneurial Programme 2024

STUDENT ENTREPRENEURIAL PROGRAMME

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1. Introduction: Tourism and You

This year, **Explore Carrick-on-Suir** is focused on tourism and the exciting opening of the new **Tides of Time Heritage Centre Experience** in May. To celebrate this milestone, students are invited to take part in *The Journey of an Idea – Year 2*, using their creativity and entrepreneurial thinking to promote Carrick-on-Suir as a vibrant place to live, work, and visit.

This year's programme is built on two strong foundations **the Quest Map**, our cornerstone for creativity and discovery, and **Fáilte Ireland**, our national tourism partner providing insight, guidance, and expertise. The Quest Map connects the stories, people, and places across our region, showing how imagination, storytelling, and collaboration can transform local heritage into inspiring experiences. Students will be encouraged to use the Quest Map as their creative guide throughout the year. Each Quest Stop represents a new challenge, helping students develop their own tourism ideas and initiatives that highlight Carrick-on-Suir's unique culture, creativity, and community spirit.

The goal is simple: **to promote Explore Carrick-on-Suir and the new Heritage Centre Experience through student-led innovation.**

We've teamed up with industry experts, artists, and business mentors to guide students along the way. Together, we'll explore what makes a great tourism experience, how to design it, and how to share it with the world.

2. Programme Goals

- **Understand** what makes a tourism experience valuable and memorable.
- **Learn** how to design and communicate a “saleable experience.”
- **Develop** a tourism idea or initiative that reflects Fáilte Ireland’s travel motivations.
- **Connect** with mentors, local businesses, and community leaders through monthly webinars and networking breakfasts.
- **Present** a final plan and pitch at the year’s end.

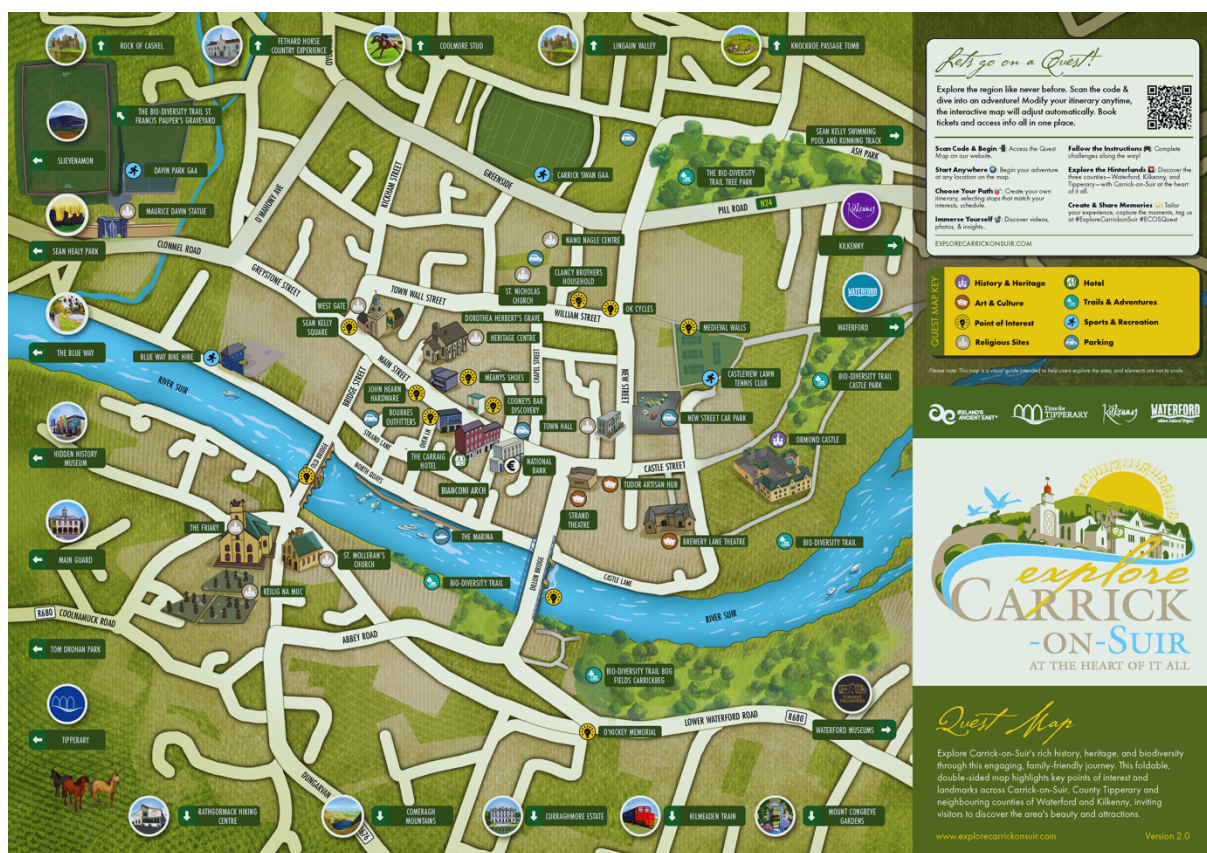


Figure 2: The Quest Map

3. Why People Travel – Fáilte Ireland’s Motivations 💡

People travel for emotional and personal reasons. Fáilte Ireland identifies seven key motivations that help us understand visitor behaviour:

1. **Social Energy** – enjoying fun, lively experiences and events.
2. **Adventure** – seeking excitement and challenge.
3. **Exploration** – discovering new places and stories.
4. **Time-Out** – relaxing and recharging.
5. **Reconnection** – spending time with close friends.
6. **Bonding** – sharing family moments and making memories.
7. **Celebration** – marking special occasions together.

Students will be challenged to think about which of these motivations best match their tourism ideas and how their projects can make visitors feel these same emotions when they visit Carrick-on-Suir.



Figure 3: The Quest Map in action

4. Tips from Fáilte Ireland – Make It Saleable

1. Make It Saleable

A saleable experience is something visitors can easily book, understand, and enjoy. Ask yourself:

- Would I pay for this?
- Is it clear what's included?
- Does it feel special or different?

2. Focus on People and Place

Every great idea starts with a story. What makes Carrick-on-Suir's people, river, or heritage unique? Build your idea from there.

3. Express the Value

Don't just set a price – show what makes it worth it. Make it clear what the visitor gets and why it's meaningful.

4. Connect to Motivations

Link your idea to one or more of Fáilte Ireland's motivations – adventure, exploration, bonding, etc.

5. Be Sustainable and Inclusive

Be kind to the environment, support local livelihoods, and welcome everyone.

6. Communicate Clearly

Use strong visuals, photos, and simple language. Great marketing helps others see what you see.

5. Activity Templates

Your Tourism Idea

- 1 Name of your experience or initiative
- 2 Which motivations does it meet?
- 3 Who is your audience?
- 4 What story are you telling?
- 5 What makes it different?
- 6 Sustainability connection
- 7 Pricing and value:

Marketing Snapshot

Tagline or slogan

How will you share it? (poster /
social post / short video)



Awards

1st Prize – €2,000

2nd & 3rd Prizes – €1,000 each

4th & 5th Prizes – €500 each

Prizes will reward creativity, community impact, sustainability, and innovation.

6. Month-by-Month Plan

October – Discover: Tourism & Motivation

- **Launch breakfast** with Fáilte Ireland and local businesses.
- **Webinar:** Why We Travel.
- **Focus:** Identify what makes Carrick-on-Suir special and what visitors look for, using the Quest Map as your guide.
- **Output:** 1-page reflection – Our Town Through a Visitor's Eyes.

November – Explore: Storytelling & Discovery

- **Webinar:** Telling the Story of a Place.
- **Focus:** Choose a site, story, or tradition and research its visitor potential.
- **Output:** 2-minute video or digital poster highlighting a local experience.

December – Create: Designing the Experience

- **Webinar:** Designing a Saleable Experience.
- **Focus:** Turn your research into a tourism idea – something visitors could enjoy or take part in.
- **Output:** Concept board outlining your experience.

January – Sustain: Community & Heritage

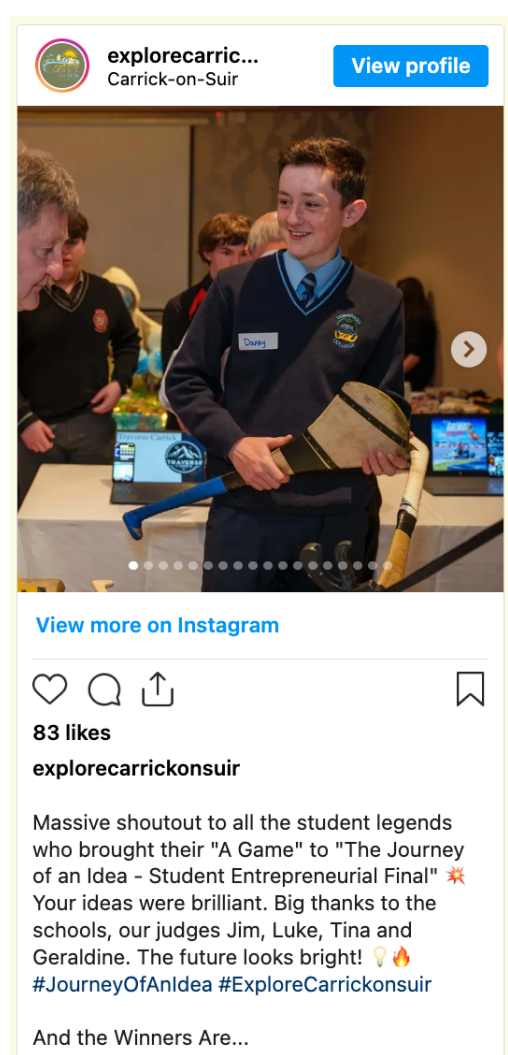
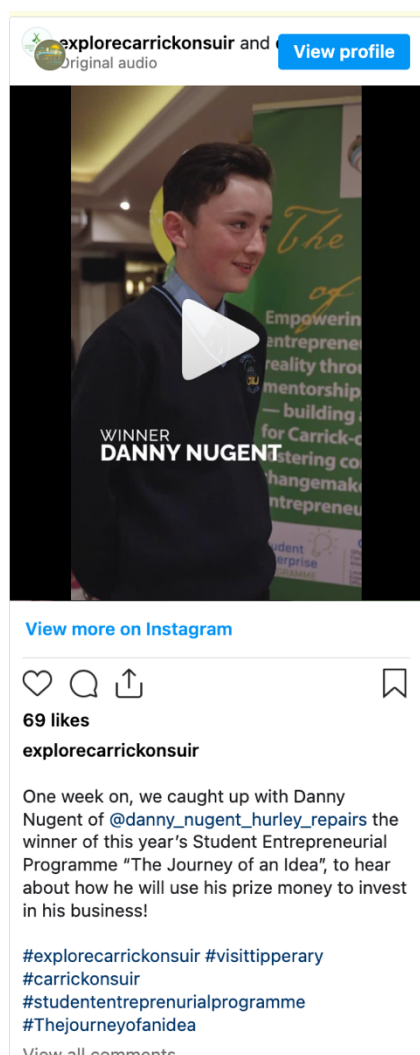
- **Webinar:** Tourism with Purpose.
- **Focus:** Add a sustainability or community benefit and link your idea to the new Tides of Time Heritage Centre.
- **Output:** Updated plan showing local partnerships or community impact.

February – Promote: Marketing & Storytelling

- **Networking breakfast** with local tourism businesses.
- **Focus:** Learn how to express value and make your idea stand out.
- **Output:** 1-page Saleable Experience Sheet.

March & April – Pitch: The Grand Finale

- **Webinar:** Presenting with Confidence.
- **Focus:** Finalise your idea and pitch it to the judges, community, and industry guests.
- **Output:** Final presentation and visual display at the Showcase Event.



7. The Tides of Time Connection

This year's programme links directly to the new **Tides of Time Heritage Centre**, celebrating Carrick-on-Suir's living history and creativity. Just like the **Quest Map** connects visitors to stories and places, the Heritage Centre connects people to the deeper meaning of our shared heritage.

A key focus this year is the importance of marketing an idea — learning how to tell its story, reach the right audience, and inspire curiosity. Using the Quest Map as their foundation and Fáilte Ireland's best advice as their guide, students will develop tourism ideas that capture the heart of Carrick-on-Suir and its people. Through this project, students will show how entrepreneurship, creativity, and pride of place can shape the future of tourism for their town and beyond.

8. Mentorship and Support

- **Monthly Webinars:** skill-building and guest insights.
- **Networking Breakfasts:** connect with local businesses and mentors.
- **Mentor Clinics:** one-on-one feedback and direction.
- **Online Portal:** access templates, upload work, and view resources.

9. Fáilte Ireland Connection

This toolkit is inspired by Fáilte Ireland's Tourism Frameworks, including Travel Motivations and Saleable Experience Development. These guides help tourism creators understand what inspires people to travel and how to turn ideas into real experiences.

By using these principles, students will learn to:

- **Identify** what motivates visitors – adventure, connection, discovery, and celebration.
- **Understand** how to design an experience people will value and remember.
- See the **importance** of storytelling, sustainability, and marketing in shaping tourism.

Fáilte Ireland's involvement ensures that **The Journey of an Idea** reflects real industry insights while nurturing creativity and innovation among students — preparing them for the future of tourism in Ireland.

10. Your Mission 🌊

Your mission this year is to work with the Quest Map to create your own tourism experience or initiative. Each Quest Stop represents a new opportunity to imagine, design, and bring to life something that could inspire others to visit Carrick-on-Suir.

You will:

- **Use the Quest Map** as your creative foundation.
- **Create an experience** or idea inspired by one or more Quest Map locations.
- **Market it** — show how you would promote your idea using visuals, storytelling, and social media.
- **Explain your idea** and why it would appeal to visitors and who those visitors are.
- **Apply what you've learned** from Fáilte Ireland's frameworks on motivations and saleable experiences to shape your project.

In April, your work will be showcased and judged on creativity, storytelling, understanding of visitor motivations, and the ability to market a clear, engaging experience. Every student will receive a simple template to record their ideas, audience, and marketing plan, ensuring everyone can present their project with confidence. Just like each Quest Map stop tells a story, your idea should combine creativity, enterprise, and community spirit.

Thank you for helping to define the future of visitor experiences in Carrick-on-Suir.