

Media Release
March 2021

Discover Boyne Valley Launches new Website ahead of the Summer Season

- **New research shows that 62% of people would like to take a short break in Ireland this year -**

Discover Boyne Valley has launched its new look website <https://www.discoverboynevalley.ie/> which makes booking a visit to the Boyne Valley easier than ever before.

The website features all you need to know to book a break in County Meath and South Louth. It contains engaging videos on the world class Boyne Valley heritage sites, along with information on good food restaurants, local food tours, family fun, activities and much more.

The launch of the website follows the announcement of the results of the Discover Boyne Valley Holiday Survey 2021 which found that 62% of people would like to take a short break in Ireland this year. Interestingly, 62% also consider scenery to be important in choosing their holiday destination, followed by good accommodation (57%) and heritage & culture (51%)*.

The survey also found that the top four holiday interests are Sightseeing and Heritage (60%); Family Holidays (45%); Outdoors Adventure (40%) and Couples' Breaks (40%).

Cllr. Aisling Dempsey, Chairperson Boyne Valley Tourism said: "Our new website has been redesigned with all the information you need to plan your visit to the Boyne Valley. It aims to keep visitors engaged on the website and inspire intent to travel, while showcasing the abundance of things to see and do across the Boyne Valley. We have also launched the 2021 Discover Boyne Valley Holiday Guide and hope to maximise the opportunity to attract holidaymakers to the region when it is safe to do so again."

Michele Whelan, Tourism Officer added, "with the current pandemic, there is a big focus on the outdoors. Our research has shown that the Boyne Valley is firmly in people's minds as a heritage destination and our heritage sites mostly provide an outdoors experience. Our new website features information on lots of safe outdoors activities including walking trails, the beaches, the Royal Canal Greenway and free things to do."

With mythological and historical landscapes, great walks through the quiet countryside and a UNESCO World Heritage site, the Boyne Valley is the ideal destination for a short break in the outdoors this year when it is safe to do so.

Visit: <http://www.discoverboynevalley.ie/>

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Notes to Editor

***The Discover Boyne Valley Holiday Survey 2021: was carried out in January and February 2021 and received 140 responses from all over Ireland.**

Discover Boyne Valley is the official tourism marketing agency for the Boyne Valley with over 200 members.

Boyne Valley Tourism is the umbrella marketing group for the wider tourism trade in Co. Meath and South County Louth. The membership consists of 200 members drawn from the tourism industry. You can find all things Boyne Valley at www.discoverboynevalley.ie or on their social media channels.

Public Health Advice

For up-to-date information on public health and travel guidelines if you're visiting the Boyne Valley see www.hse.ie and www.gov.ie

Please adhere to the advice from the Ireland's Health Service HSE to help slow the spread of Covid-19. Please read the guidelines on the HSE website to learn how to protect yourself and others, practice social distancing and the importance of regular hand washing.