



AN BORD PLEANÁLA	
TIME _____	BY <u>reg</u>
07 MAR 2014	
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Trad on the Prom
Galway Bay Hotel
Salthill
Galway

AN BORD PLEANÁLA	
Received: <u>7/3/14</u>	
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25/2/2014

An Bord Pleanála
64 Marlborough Street,
Dublin 1

Ref 61.PA.0033

We refer to the Planning Application from Galway Harbour Company regarding the extension of Galway Port.

Trad on the Prom is very supportive of this planning application and commends the Galway Harbour Company on their foresight in bringing this project to the planning stage.

Trad on the Prom is the number 1 show in Ireland and each year retains the Trip Advisor title of number 1 attraction in Galway. In 2014 we celebrate our 10 year anniversary. The show is a fantastic ambassador for Ireland and it's culture and proves to be the holiday highlight for the many thousands of clients who attend the show each year. Repeat business is a huge factor in the show's success and our most powerful marketing tool is word of mouth recommendation.

Since it's foundation in 2005 the show has performed to over 250,000 people and each year sees the production move higher and on to the next level. The dancers alone have an amazing 18 world titles, (They are the best) and the musicians include world class artists like Mairin Fahy from Riverdance and the Chieftains, Gerard Fahy musical director and composer of Michael Flatley's Lord of the Dance. The singers include Marc Roberts who represented Ireland in the Eurovision and Yvonne McMahon vocalist with the Chieftains.

Our season runs from May to the end of September and we employ 32 people during these months. We are based in the Galway Bay Hotel right on the Salthill Prom.

The proposed extension to Galway Port is a vital development in allowing Galway to be an important player in aiding the economic recovery of Ireland and in particular the west of Ireland.

The possibility of Galway becoming a Cruise Ship anchor city is very exciting and creates huge possibilities for many businesses including Trad on the Prom.

Currently we cater for many coach tours as well as FITs and domestic clients. Our maximum capacity is 450 pax,

Cruise ships, particularly if they overnight in Galway, would be a whole new exciting market for us and I have no doubt that Trad on the Prom would be a holiday highlight for the Cruise Ship clients and would lead to repeat business. However the bigger picture relating to cruise ships stopping and disembarking in the new Galway port would undoubtedly deliver huge benefits to the local economy as the cruise clients avail of all the services and enjoyment akin to Galway, Connemara and the surrounding areas.

The Volvo Ocean race stop over showed the possibilities of changing the current under developed city centre port into a beautiful vibrant Marina with boardwalks, restaurants, bars and even a theatre. This dream can become a reality if the new Port is developed.

The immediate benefits of the 200 jobs created during the new port construction phase pales into the background when one looks at the numerous possible jobs and revenue streams created long term for Galway and its surrounding area when the new port comes fully online.

The whole maritime tourism industry could be properly developed and Galway could become a waterfront city of excellence.

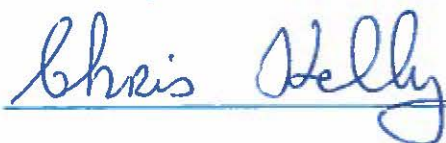
With the new port Galway would be in a position to be a player in the important development of offshore energy.

Trad on the Prom regards the new Galway Port development as a vital necessity to move Galway port into the 21st century and to maximize all the tremendous opportunities outlined above.

We look forward to a successful outcome to the planning process and, with all the people of Galway and the west of Ireland, look forward to a brighter future.

Is mise le meas,

Chris Kelly



Producer / Owner - Trad on the Prom