

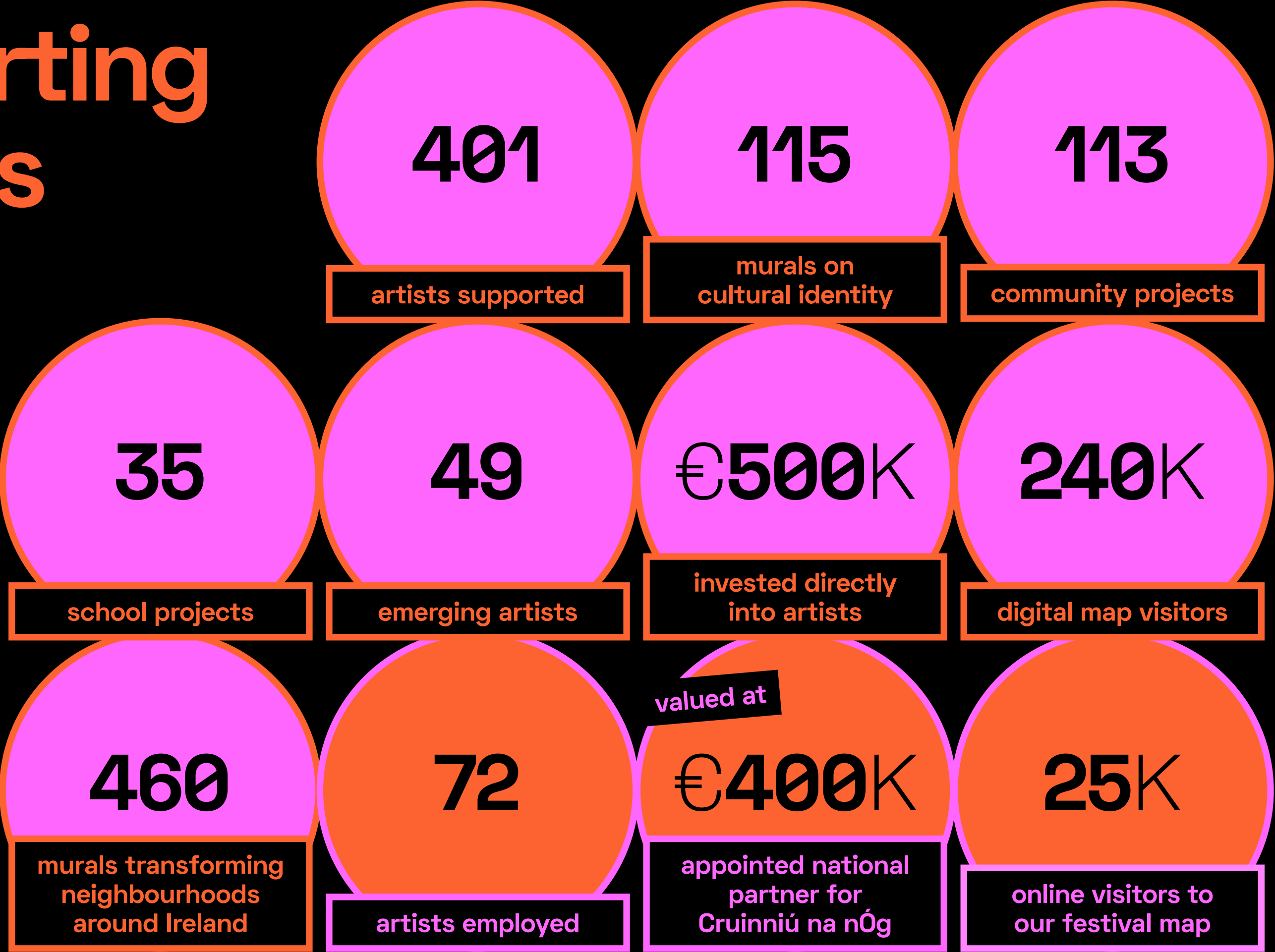
# **The Walls Project: Impact Report**



**Celebrating the last  
5 years of art and  
community impact**

# Supporting the Arts

- Last 5 years
- 2025



# Art That Drives Growth

What Local Businesses Say: Economic & Cultural Impact

85%

of local businesses say murals increased footfall

95%

say that murals enhance Waterford's reputation

90%

say murals make people spend more time in the city

“

“The street art scene contributes to the cosmopolitan feel of our city ... Some of my customers that work in the city strike up conversations with the artists during the festival which increases their knowledge and appreciation of the art form. Ordinary people access extraordinary art in an accessible way.”

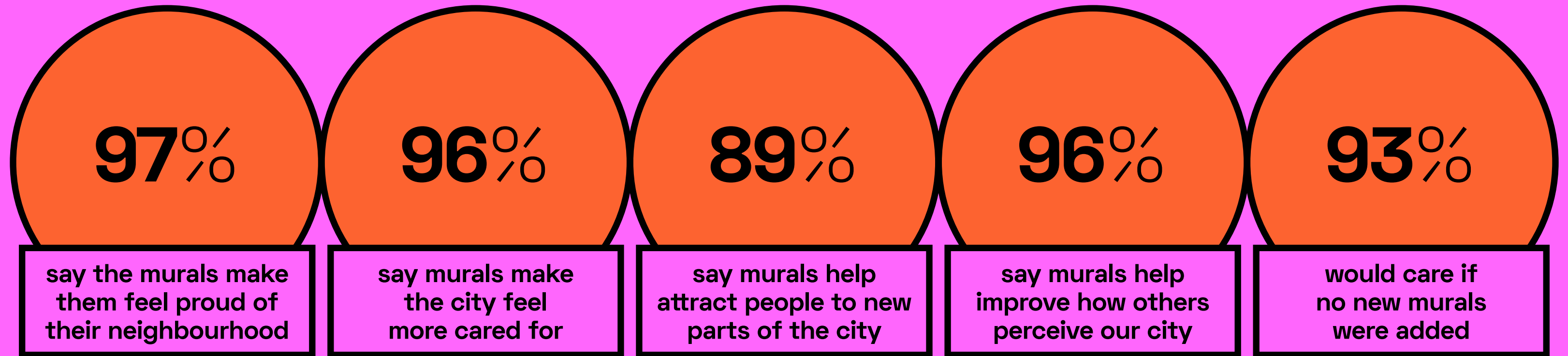
“The street art in Waterford has not only attracted media attention, investment, and tourists—it works to make the city a brighter,

more beautiful space. Not only this but the festival and hub serve as a spaces where artists and their audiences are given the space and place to connect and engage—unlike any other city in Europe. I would love to see it given the investment to grow.”

“Keep up the good work guys, try to get more walls in the Cultural Quarter if possible as it's helping us promote the area. Lots of visitors taking photos every day!”

# Art That Builds Pride

What Locals Say: Social & Community Impact



**“It’s the best thing to happen to Waterford this century!”**

**“I had guests down visiting from Dublin and they were both super impressed by the art, saying it brings so much joy to the city!”**

**“Street art murals are a unique, distinctive and vital part of Waterford’s identity and the festival brings a welcome buzz to the city during the summer months.**

**At a time when retail is struggling, the murals breathe a sense of life, culture and energy into the city centre and surrounding areas.”**

**“Waterford Walls has greatly enhanced the visual aspect of the city and greatly improved its perception as a city that has a strong reputation for artistic endeavours and appreciation of artists.”**

# Putting Waterford on the Map

What Visitors Say About Waterford Walls

94%

would recommend Waterford for its street art

94%

say murals add to the experience of exploring the city

98%

say it makes the city feel more welcoming and friendly

“

“I went to Waterford specifically to visit the murals and fell in love with the history of the city as well. Hope I can make it next year during the festival.”

“As somebody not living in Waterford, the murals have attracted me to parts of town that I never would have known existed and I’ve found so many new places like pubs, cafes, and restaurants because of the murals.”

“The murals were my initial reason to visit Waterford as I had never been before.”

“I went down to visit [Waterford Walls]. It was absolutely exceptional. When you held your phone up to the app the mural became 3-dimensional and came alive—taking your photo in front of those murals was definitely iconic to the place” Dee Laffan, Travel Writer, RTÉ Drivetime [[Link](#)]

**These responses reflect a consistent pattern: murals don't just beautify Waterford—they change how people move through it, feel about it, and return to it.**

The Walls Project conducted a short survey to assess people's experiences of the Waterford Walls festival murals. Almost 300 responses were received and insights are broken down by category across business owner, visitors/tourists and those currently living in Waterford. This survey was conducted in December 2025.



**“They elevate the city to a different level.”**

**“Love the murals! The kids always notice when they change. Took pictures of the rabbit by the Shoe Centre each year when they were small. Waterford wouldn't be the same without them.”**

**“I love the ones that are there and sometimes I'm afraid that some I love will be painted over but additional ones are always welcome”**

**“I love seeing and talking to the artists at work. They are always happy to discuss the project and how it comes about ...”**

**“I have previously worked in Waterford and probably wouldn't have visited again except to see the art.”**

**“Waterford Walls' murals have enhanced the character of Waterford since they started. Fantastic to see such creativity and artistic creation. They bring a smile to my face every time I see them.”**

**“The murals brighten and lift spaces that would otherwise be dull and dreary.”**

**“I live in Massachusetts ... I stayed in Waterford for a month for work and was absolutely delighted to see all of the murals. While I was there, I shared dozens of photos of murals with my friends back home. The art reflects the vibrant community in Waterford and played a large role in my decision to relocate to Waterford permanently.”**

**“The artwork is absolutely amazing ... it was a nice winter excursion.”**

**“I was born in Waterford ... I visit regularly and my camera roll always has a Waterford wall art pic no matter what because I absolutely adore Waterford wall art.”**

**“I went on vacation to Ireland in August 2025 with my best friend and we stayed in Waterford specifically to stroll the town for a full day to see the murals.”**