



# Fáilte Ireland

National Tourism Development Authority

## *Ireland: From the Community Movement to a National Vision*

*Mary Stack, 29<sup>th</sup> June 2018*

# THE NATIONAL PERSPECTIVE.....

1. *Why develop greenways in Ireland?*
2. *What we currently have...*
3. *Some lessons learned.....*
4. *A New Strategy for Greenways in Ireland*
5. *Can the EGWA help?*

# The Role of Greenways in Future Tourism Growth

Future Growth will be focused around:

- Boosting the appeal of IRELAND in the international travel market
- ADDING VALUE to what we have already
- RIGHT INFRASTRUCTURE IN THE RIGHT PLACE FOR THE RIGHT PEOPLE



# Why do visitors choose Ireland?

## Our overseas holidaymakers are happy

### Top reasons why overseas holidaymakers choose Ireland

**1** Friendly hospitable people



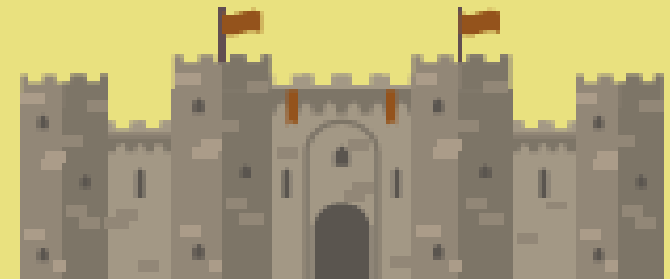
**2** Beautiful scenery & plenty of things to see and do



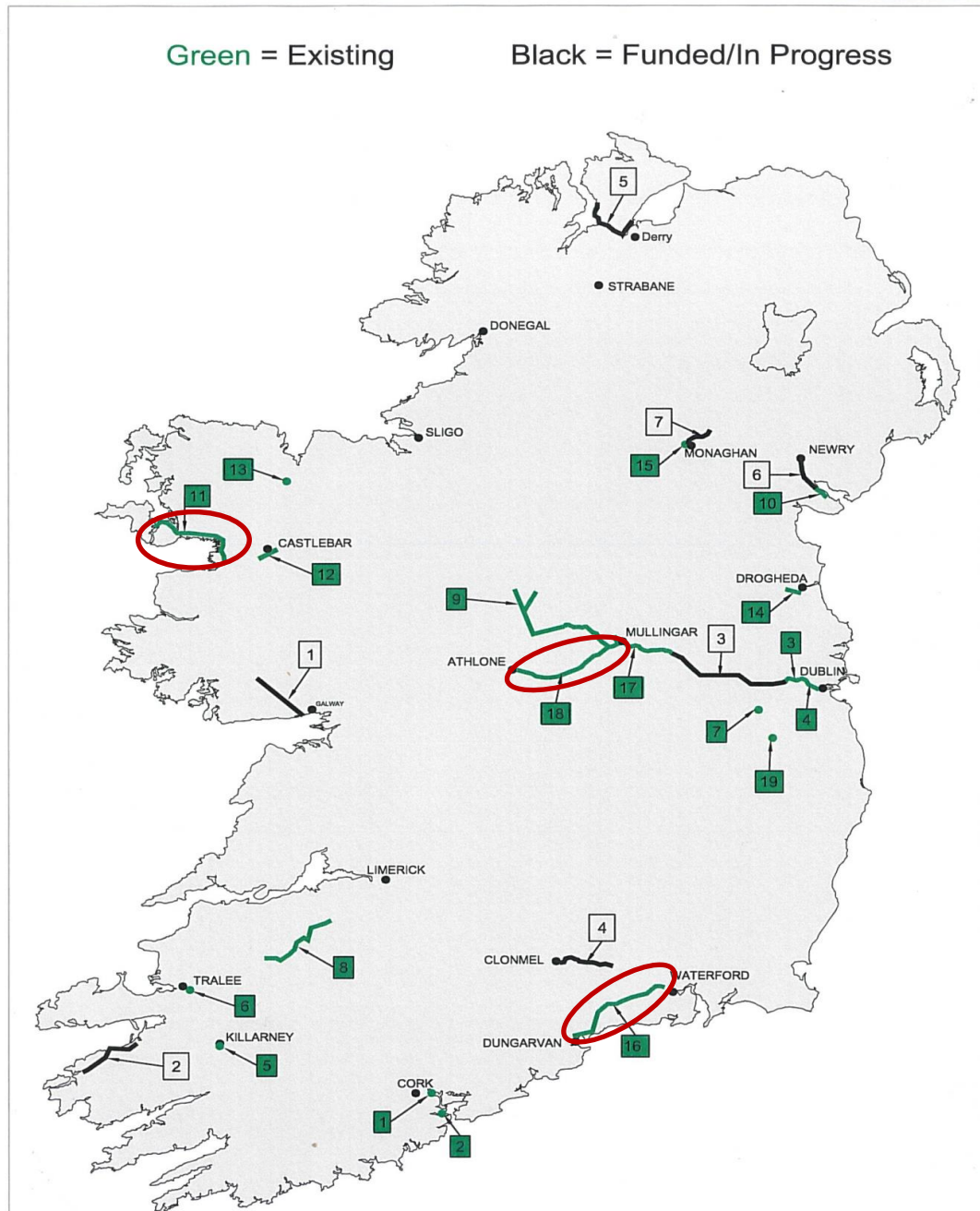
**3** Safe and secure destination



**4** Good range of natural attractions / Interesting history and culture



# Map of Greenways in Ireland



# This was our 1<sup>st</sup>.....



The *Great Western Greenway* (GWG), a 42km cycle route on a disused railway line in County Mayo. Opened in 2011.

- 2011 = 144,000 users; 2016 = 211,000 (actual) users.
- A tourism economic assessment:
  - domestic and non-domestic generated **€1.065 million per year for the LOCAL area**
  - **Payback period of 6 years.**

Therefore seen by Government as a worthwhile investment

This is our Newest.....



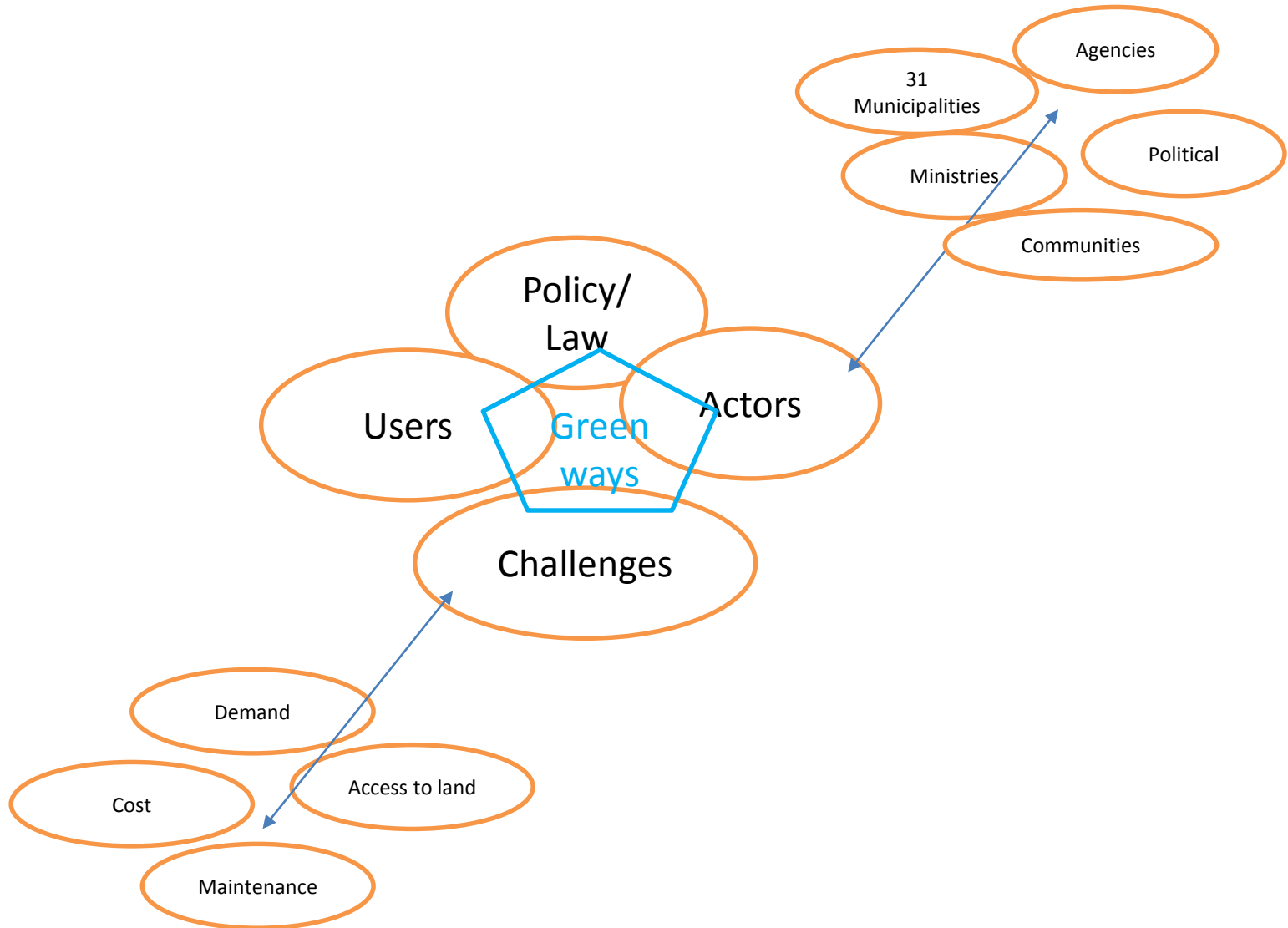
# However not all greenways are the same...



The Old Rail Trail, Athlone to Mullingar in the heart of Ireland.  
Opened in 2015, approximately 40km. Used primarily by locals as a recreation amenity and for training purposes.  
That's not a bad thing but is it functioning as a sustainable tourism product?



There are lots of players and lots of challenges



# *Some Lessons Learned.....*

*The End User/ Visitor MUST always come first.*

*The 4 S's for a TOURISM Greenway*

**1. Scenic**- *varied, scenic, open etc*

**2. Segregated**- *traffic free*

**3. Safe**- *flat surfaces and good services*

**4. See and Do**- *activities, attractions and villages*



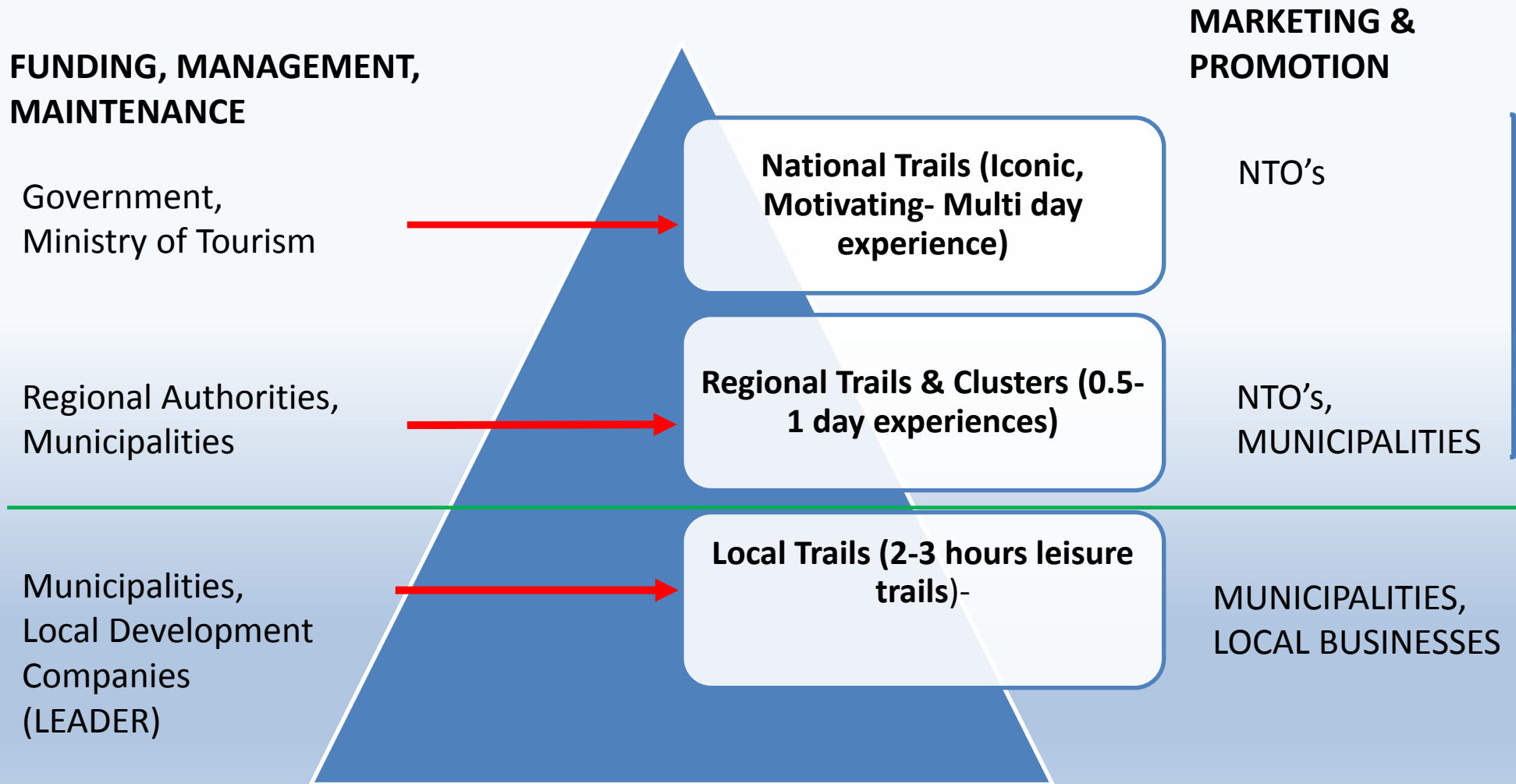
# **Strategy for the Future Development of Greenways**

# *Five Key Areas of Focus*

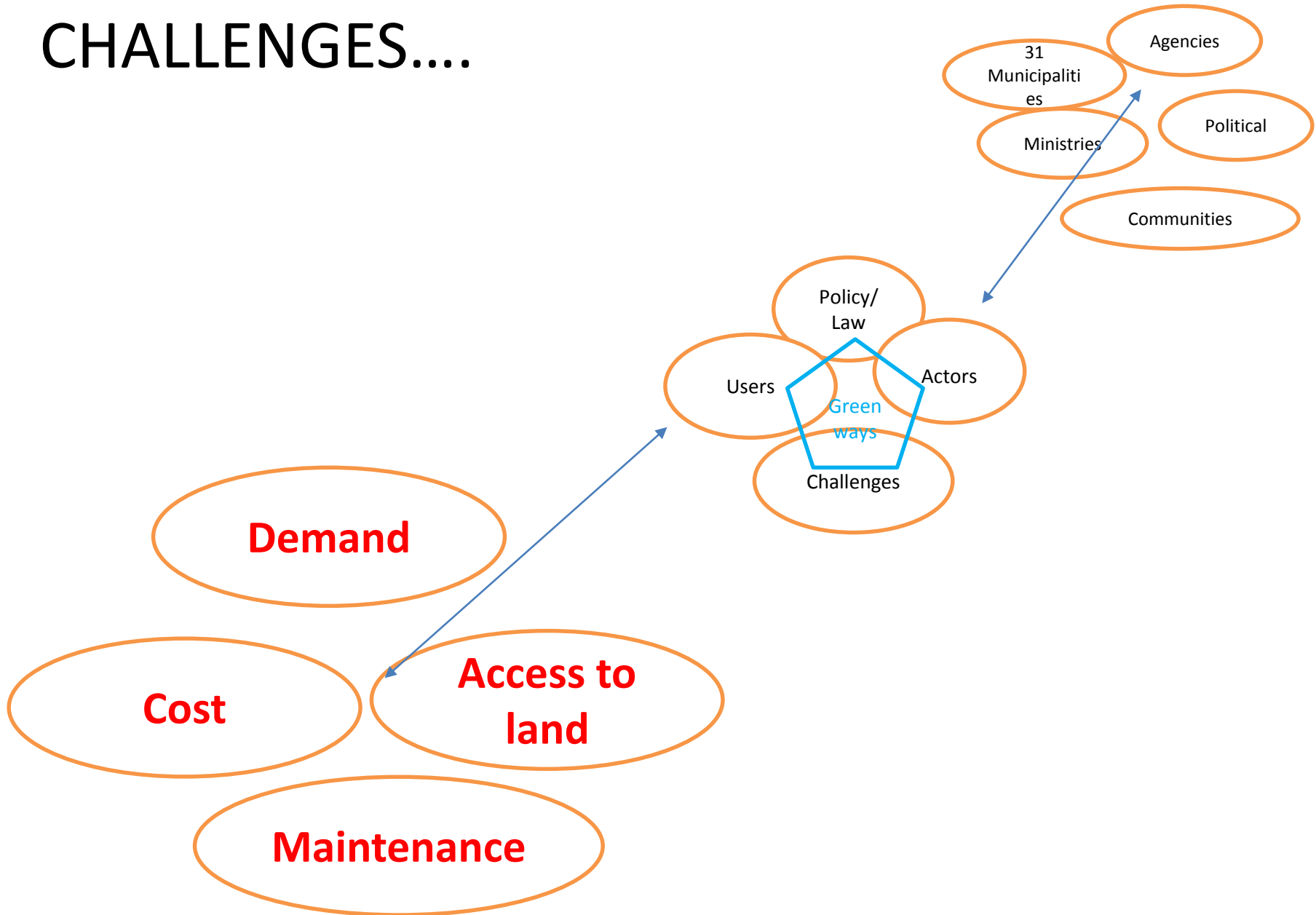
- 1. Co-ordinated Development Approach*
- 2. Tourism Greenways Hierarchy- Prioritisation*
- 3. Visitor Requirements- 4 x S's*
- 4. Access*
- 5. Maintenance*

Note it's a development NOT marketing/ promotion strategy....so how will this be done?

# Potential Hierarchy (Tier) of Greenways



# CHALLENGES....



# *Why we need National Support.....*

- *Prioritisation- Not all greenways are tourism (and won't make money)*
- *Hierarchy/ Tiered Approach*
- *Investment*
- *Challenges- co-ordinated approach*
- *Operation, Management & Maintenance*
- *Promotion & Animation- at National, Regional and Local level*

# *Can the EGWA help?*

- *Is any other country doing a national strategy?*
- *Have we missed anything?*
- *What is best practice nationally?*



A scenic coastal landscape featuring a large, textured rock in the foreground. The sea is a vibrant blue, transitioning from a deeper blue in the distance to a lighter turquoise near the shore. In the background, a prominent cliff with a green top extends into the sea. The sky is a clear, bright blue with wispy white clouds. The overall scene is bright and sunny.

*Thank  
you.*