

From Tourism Resource to Tourism Product



Proposed Euro Velo Routes

- 12 Premier Cycle Routes for Europe



Great Western Greenway



Great Western Greenway



- Completed Greenway
- - - Proposed Greenway
- Completed on road Cycle Hub
- - - Completed on road Cycle Route
- - - Proposed on road Cycle Route



Suspended Rope Bridges







Ministerial Visits





THE IRISH TIMES  InterTradeIreland
INNOVATION
AWARDS 2012





ENTERPRISE AND INDUSTRY

European Commission > Enterprise and Industry > All topics > ... > Ireland > The-great-western-greenway



EDEN European Destinations of Excellence

Welcome to EDEN - European Destinations of Excellence, your gateway to the diversity and beauty of Europe's non traditional tourist destinations!

- Back to homepage
- What is EDEN?
- EDEN 2012 edition
- EDEN themes
- Destinations 2011
- Destinations 2010
- Destinations 2009
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- EDEN Network
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- EDEN Videos
- EDEN Quiz
- Collection of good practices
- Press corner
- Useful links
- Mailbox
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The Great Western Greenway, Co Mayo (Ireland)

Welcome to The Great Western Greenway, Co Mayo



The Great Western Greenway cycle trail skirts the rugged Atlantic coast of Co. Mayo in Western Ireland. It offers stunning panoramic views over the vast seascape of Clew Bay, its archipelago of drowned drumlin islands, the vast Nephin mountain range and Bellacragher Bay. You can enjoy a wide range of activities when visiting Westport, Newport, Mulranny and Achill Island, such as: walking, golf, sea kayaking on the blue flag beaches, shore and sea angling, fine dining and excellent leisure facilities. The 42 km Great Western Greenway offers an exhilarating and safe cycling experience for all the family with gentle gradients, through some of the most spectacular landscapes and seascapes in Europe.

Regeneration and revival

A decade of community led regeneration was to undo a century of decline when the region's decaying built railway heritage was sensitively renewed for future generations to enjoy. The former Mulranny railway hotel was reopened in 2005 inspiring a community led initiative to redevelop the Mulranny Causeway and the Victorian walking trails into a high amenity loop walk accessing three European designated Natura 2000 sites. Finally, 73 years after closure, the Great Western

Railway Line re-emerged into the Great Western Greenway cycling trail, linking Mulranny and Newport to the Westport and Achill cycle hubs, creating a unique cycling friendly destination.

Sightseeing tips

- ▶ visit the Atlantic Drive & Secret Garden Achill, the most westerly public garden in Ireland
- ▶ make an environmentally friendly electric cycle tour with Electric Escapes 'cycling for softies'
- ▶ Participate in an art class to practice painting, glass bead making or many other crafts

▶ Visit the website for The Great Western Greenway, Co Mayo www.mulranny.ie; www.greenway.ie

6TH EUROPEAN GREENWAYS AWARD 2013

WISEU 12 setem



Tourism Market for Adventure



Overseas Activity Tourism in Ireland



Worth

€1.2bn in 2011

90% of Adventure Travel is 'soft' adventure...

The 'Hard Stuff':



Rock climbing



Caving

Some 'soft' adventure elements:



Archaeology



Walking



Fishing



Cycling



Bird watching

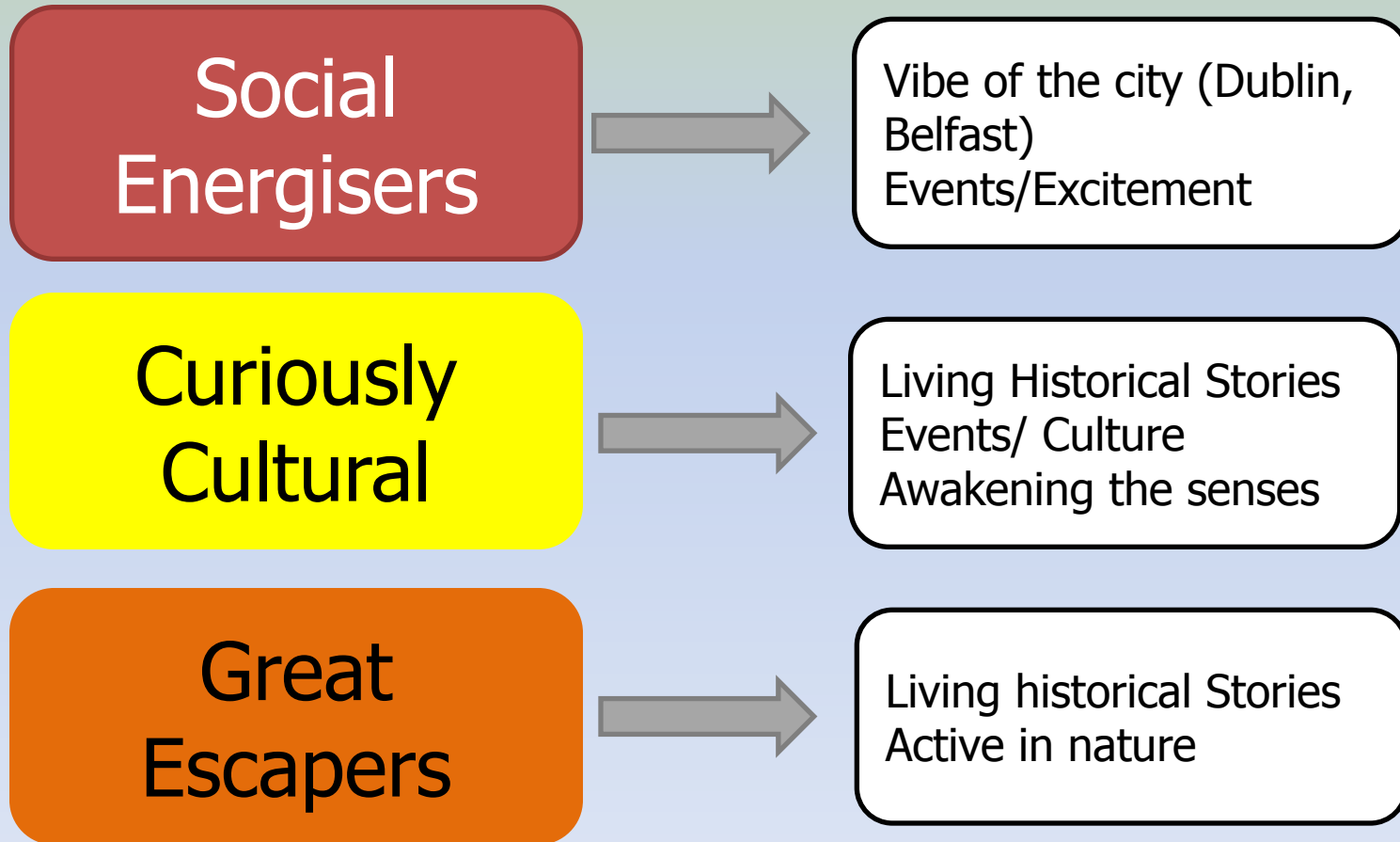


Meeting the locals

Economic Contribution of Activity Tourism

High yield segment
Spend 45% higher than the
average overseas visitor

Market Segmentation & Pillar Focus



This plan will also attract some from the Brown Segment providing it is made easy for them to access and preferably endorsed

Value Added Packages

Not 'what I can see?' but...
'what can I DO'?

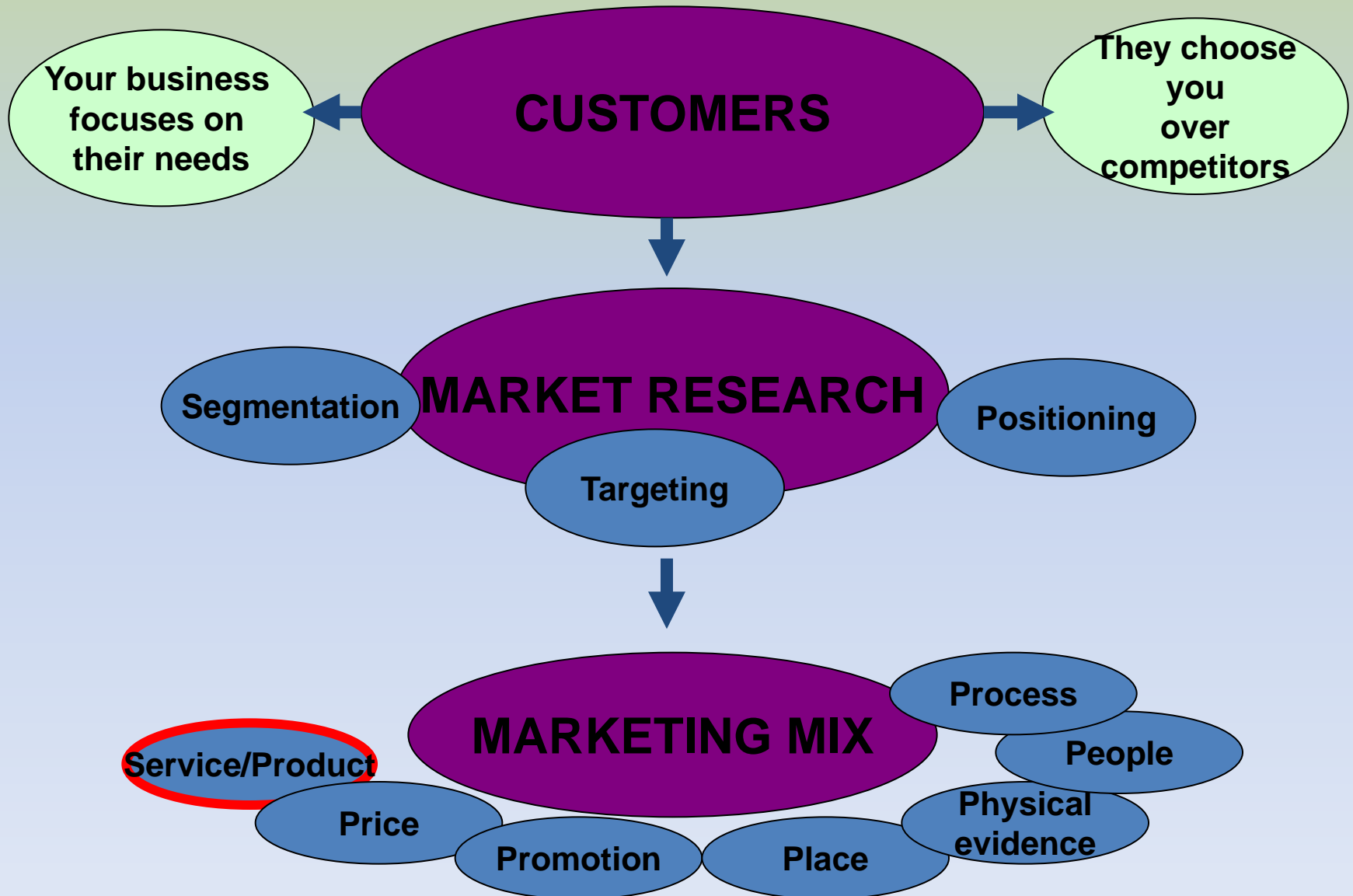


Developing the Tourism Experience



Packaging and Bundling Workshops

What is Marketing All About?



Visitor Activities

The Greenway brings these activities together, thereby creating a better experience



Packaged Greenway Experience



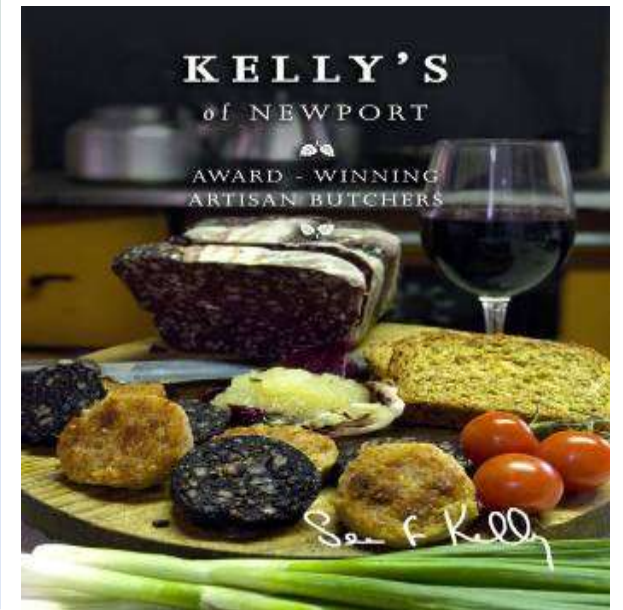
Gourmet Greenway



New Packages - Food Trail, Gourmet Greenway



Seán Kelly & his award-winning Black Pudding



Greenway Adventures



The Blueway



Cross Selling Activity Packages

WESTPORT HOUSE



hotelwestport
leisure · spa · conference

PRIORITY
TRAVEL AWARDS
2011

POWER RATED
BEST HOTEL IN IRELAND
FOR FAMILY VALUE!

EASY PEDESTRIAN ACCESS
from
Westport House
to Hotel Westport
During Opening
Times

CAMPING & CARAVAN GUESTS

Enjoy access to the swimming pool at these amazing rates:

	Weekly	Daily Adult	Daily Child
2 Adults & 2 Children	€70	€5	€3



Family Fun

Pirate Adventure Park (Westport House)
Leisure Centre (Hotel Westport)



Relaxation

Adventure Activity Centre (Westport House)
Ocean Spirit Spa & Leisure (Hotel Westport)



Culture & Heritage

House & Gardens (Westport House)



Dining & Afternoon Tea

Islands Restaurant (Hotel Westport)

WESTPORT HOUSE
AND GARDENS

WESTPORT HOUSE
ADVENTURE ACTIVITY CENTRE

WESTPORT HOUSE
CARAVAN & CAMPING PARK

WESTPORT HOUSE
Pirate Adventure Park



ELECTRIC escapes

CYCLING ADVENTURES IN THE WEST OF IRELAND

Tours: Sheeffrey Pass

This tour takes you to the top of a dramatic mountain road (jerkie way) on our 1000ft ascent (hike). You'll then enjoy all the top of the world views with its outstanding views.

Then it's downhill all the way through a stunning natural valley and on to Ireland's only Bark, Killary Harbour. Here we take a boat to sample some locally brewed ales with Simon and take in the dramatic scenery of the mountains plunging into the sea, maybe some of gannet sightings, otter, salmon or other wildlife along the way.

You can opt for a kayak or local seaweed bath massage before heading home. Had too much to eat or (couldn't) to cycle home? Relax, we'll drive. This tour is for making memories and taking home more than just photos. For those who took the danger that last year (and loved it), this is very hot and great!

- home
- about us
- why & why not
- tours**
- hire bikes
- your choice
- availability
- contact
- hire
- the sale



New Business & Creative Industries

The Blue Bicycle Tea Room,
Newport town



New Business & Creative Industries

The Greenway Café,
Mulranny



New Business & Creative Industries

Yvonne's Cottage,
Rosturk, Mulranny



New Business & Creative Industries

Greenway Gifts



Greenway Packages



K

KNOCKRANNY HOUSE HOTEL & SPA

[Home](#) [Accommodation](#) [Conferences](#) [Weddings](#) [Spa Salveo](#) [Dining](#) [Knockranny Info](#) [Special Offers](#)

Special Offers

Click on an item below to view all offers in that category.



Gourmet Game Weekend



Late Avail & Dinner B&B



Greenway Getaway



Weekend Offers



Romantic/Honeymoon



Midweek Offers



Spa Salveo Package



Over 50's Package



New Years Eve Specials

Spa Salveo

A true oasis of calm,
where time is left at the door and a new journey begins.

CHECK AVAILABILITY

Arrival date

9

Sep 2013

SEARCH

[GIFT VOUCHERS](#)

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[GUEST LOGIN](#)

Westport, Co. Mayo, Ireland. t: +353 (98) 28600 f: 353 (0)98 28611 e: info@khh.ie

W: www.knockrannyhousehotel.ie



✓ FREE WIFI ACCESS

✓ BEST RATE GUARANTEE

YOUR ARRIVAL

9

September 2013



BOOK NOW

NEWSLETTER



WEDDING LOGIN

HIDE INFORMATION

You are here: [Home](#) » [The Great Western Greenway](#)

THE GREAT WESTERN GREENWAY @ MULRANNY

Are you looking for a proper holiday? To spend quality time with your kids? If you answered yes, then you need to get on your walking boots or get up on 2 wheels (with or without baby carrier!) and experience what really matters - Time for you & your family...

On the back of the Greenway the Mulranny Park Hotel has devised two new trails for you to explore -

Gourmet Greenway - Mayo's only & finest food trail. **Watch Ireland first ever Spaghetti Western** filmed to promote the Gourmet Greenway!

Greenway Adventures - Mayo's Great Big Adventure! A new Adventure Travel Trail

3 NIGHT BEACH SIDE BREAK



Enjoy 3 BB & 2D with activities €229pps

SEPT GOLDEN YEARS €329PPS



Escape West 5 nights BB 4 dinners, Entertainment & Activities...

MIDWEEK BREAK BY THE SEA



2 nights BB with 1 gourmet evening meal €169pps

DREAM OF A BEACH WEDDING?



Overlooking sand & sea with "All In" package €49pp

GIFT VOUCHERS



Let us look after you with a Gift Voucher

Mulranny Park Hotel, Mulranny, Westport, County Mayo, Ireland.

Tel: +353 98 36 0000 | Reservations: 1850 33 6000 | Fax: +353 98 36 8999 | Email:

info@mulrannyparkhotel.ie

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THE GRÁINNE UAILE

Award winning pub in the West of Ireland

[HOME](#)[PUB](#)[FOOD](#)[ENTERTAINMENT](#)[LOCATION](#)[TOWN](#)[GREENWAY](#)[LINKS](#)[CONTACT](#)

On the Greenway

Cycling has become one of Mayo's favorite pastimes. Newport is at the heart of the Great Western Greenway, which caters for all levels of cyclist – from professional to those who can't reach the pedals!

Natural Stopping Point

Newport is a natural starting point or a lovely place to stop and take a break. Enjoy a coffee and a cake outside or ring ahead to order your lunch. We have a perfect take-away menu (098 41776) We have bike parking facilities outside the door, and plenty of car parking spaces if you want to start / finish your cycle in Newport.

Web Links for info

www.greenway.ie

The World Class 42km Great Western Greenway, walking and cycling trail in the West of Ireland

Newport is situated in one of the most impressive walking and cycling areas of Ireland. It's at the heart of The World Class 42km Great Western Greenway, recent winner of the (EDEN) European Destination of Excellence Award 2011. We provide take-away lunches for walkers, which can be ordered in advance (098 41776). We also have an outside seating area perfect for a break, a coffee and something from our homemade desert selection!



- Home
- News And Events
- Greenway
- Find Us
- Bikes
- Tours
- Faqs
- Contact

+42%

GREENWAY TO SEAWAY

Cycle to Mulranny
Board a local fishing boat
Catch some fish
or see the sights
Cross the bay back
to Westport on the boat

New for 2013



Home News And Events Greenway Find Us Bikes Tours Fags Contact



Book Now!



239 reviews of Clew Bay Bike Hire and Outdoor Day Adventures in Westport

Clew Bay Bike Hire and Outdoor Day Adventures

TripAdvisor Traveller Rating:



Based on 239 traveller reviews

TripAdvisor Popularity Index:

#1 of 9 activities in Westport

Most Recent Traveller Reviews:

- 8 Sep 2013: "Stunning scenery"
- 6 Sep 2013: "Fantastic experience"
- 3 Sep 2013: "Fantastic service."
- 2 Sep 2013: "Excellent service and value"
- 2 Sep 2013: "superb bike hire facility"

[Read reviews](#) | [Write a review](#)

© 2013 TripAdvisor LLC

Greenway to Seaway

Collect your bike at our Westport location, get fitted out with your gear, and **Cycle the fabulous Great Western Greenway** from Westport to Mulranny. Leave your bike with our staff in Mulranny and make your way down to the Mulranny Pier. You will now board the **MV SPIRIT**, or the **LADY HELEN** fishing charters, where you will catch a few mackerel, or just sit back and enjoy the views.



You will then be on the look out for Dolphins while cruising past the famous 365 islands of Clew Bay on your return to Westport Quay, where you can stop into the **Helm, Towers, or Asgaard Pubs** for a few drinks or a bite to eat. If you just want to get back to the hotel the taxi is



“The Greenway has become such a part of Kelly's Butchers that we've created a new pudding just for it... Kelly's Greenway Pudding”

Seán Kelly, Kelly's of Newport



Marketing the Tourism Experience



Marketing Innovations

Great Western Greenway
www.greenway.ie



Westport - Newport - Mullranny - Achill



Scan with your Smart Phone



Greenway Iphone App

Scan with your Smart Phone



www.greenway.ie



www.Greenway.ie

1 April – 31 August 2013 – 104,955 viewers



The screenshot shows the homepage of the Great Western Greenway website. At the top, there is a navigation bar with the following links: Home, Greenway, Trail Map, Things to See & Do, Accommodation, Bike Rental, Tours, TV, News, and Info. The main header features the Great Western Greenway logo, which includes a stylized cyclist icon and the text "GREAT WESTERN GREENWAY Walking & Cycling | West of Ireland". To the right of the logo is a photograph of people walking and cycling across a red bridge. Below the header, there is a banner for the "EDEN AWARD WINNER" and "European Destination of Excellence". The main content area is divided into two columns. The left column has a section titled "GREAT WESTERN GREENWAY" with the text "Escape the bustle of urban life on the longest off-road walking and cycling experience in the country." and a "More Information" link. The right column has a section titled "THINGS TO SEE & DO" with the text "A variety of outdoor activities and iconic visitor attractions are within easy range of the Greenway." and a "More Information" link. Below these sections, there are social media links for Facebook ("facebook FOLLOW THE GREENWAY") and the Mac App Store ("Available on the Mac App Store"). At the bottom, there is a "GREENWAY TV" section with a video player showing a person cycling.

get out there!

THE IRISH TIMES **Life & Style** Tuesday, September 18, 2012

News • Sport • Business • Debate • Life & Style • Culture • Others

Great Western Greenway: the long and winding road without a car in sight

Our Going Coastal series continues with a cycle along the Co Mayo route from Westport to Achill island, stopping off for a little sailing



ADVERTISEMENT

Most read in Life and Style

1. Helping, not hovering: how to be a college parent
2. Tell Me Good It: Should I tell my parents that I use prostitutes?
3. Can a soccer player learn to play? C&A in a word?



Make your way to Mayo

Make the most of the last week of the holidays with these travel ideas

Thinking of taking a short break but don't want anything too expensive? Looking for a nearby spot nearby? Well look no further because Mayo has all you need. Here is our guide on what it has to offer for every need and age.

FOR THE SPA ADDICT
The best place to go for the ultimate spa experience is The Spa House located along the River Moy. It has a range of sleep-inducing and stress-busting treatments as well as outdoor hot tubs and a relaxation room with an impressive view. Also make sure to try their 'Foil'. Our Secretaries have to be the Chocolate Tuffie and Chocolate Ice Cream!

FOR THE ADRENALINE JUNKIE
Adventure Trail is amazing with taking views. Craggy Patrick's is especially demanding challenge a can always stop at Campbell's cafe at the bottom for a pick. For a different sort of fish, check

out zoning at Westport House but only go once! For older kids, check out laser combat and for the younger ones, try the pretzel train.

FOR THE SPORTS ENTHUSIAST
Why not try one of the area's golf courses? It that doesn't tickle your fancy, send your partner to the shops while you enjoy something more relaxing. Sea swimming, Westport House has an impressive swimming pool and a gym with gym facilities.

FOR THE FOOD FANATIC
Mean prices (well on using local produce, particularly from the fishing industry. Our pick is the Sea Bisc Restaurant in Westport which guarantees well-presented food in a nice atmosphere and central location. Having a sweet tooth? myself, the prefects are a must! It is just across the road from the famous Moll Malloy's Pub, which is a great jam-packed with people and brimming with atmosphere.

FOR THE ART ADMIRER
If you decide to experience the Greenway

that visit Detmold's Hotel House. It aims to feature the work of local artists in the very near future providing a pleasant stop-off point as well as a meeting place for their great lives. Alternatively take a trip out to home: Westport House.

FOR THE MUSIC MOOD
You could head down to one of the local pubs or, if you are looking for something different, take in a show at the Royal Theatre. The newly decorated Harquin Hotel is right next door if you need a place to stay. It also offers flexible packages. Or check out Brerly House for a night of entertainment - it does everything from traditional music to live night.

FOR THE NATURE LOVER
As we said before why not take a walk into or up the mountains? You can take it at a leisurely pace if you like.
For those of you who really want to be at one with nature during your trip, Westport House has camping facilities and a tent area so you can eat, sleep and breathe nature!
So if you are thinking of setting off for an active weekend with the family or a relaxing one with your partner, Mayo is the ideal destination. **WV**



Old and young will experience the thrills the country can offer



Great Offers,
Fantastic Discounts,
From attractions
all over Ireland

2-1
20% off
2 for 1
2 for FREE
buy 1 get 1/2 price
admission FREE
FREE souvenir or gift

The information on what to do today, in your pocket... Everyday!

Available on the App Store

Woman's Way, August 28, 2012

Greenway Destination Strategic Marketing Plan

Project Type	Number	Mulranny Futures / Tourism / Environmental Groups	Market				2010	2011	2012	2013	Comments
		Great Western Greenway Marketing Plan 2011 - 2013	Ireland	UK	Germany	France					
MKTG	0	Marketing:					.	.	.		
MKTG	1	Develop Walking Brochure	✓	✓			✓	.	.	.	Developed as a marketing tool to promote walking in area.
MKTG	2	Great Western Greenway Opened & Launched	✓	✓	✓	✓	✓				Off road cycling trail.Presently from Mulranny to Newport
MKTG	3	Develop Walking weekends off-season	✓				✓	✓	✓	✓	Increase tourism to the area during off season
MKTG	4	Links Between Local Businesses	✓				✓	✓	.	.	Essential to enhance tourist stay in the area. Ongoing
MKTG	5	Christopher Somerville Walking Guidebooks	✓	✓	✓	✓	✓	✓	.	.	Feature in this guidebook as an attractive walking destination
MKTG	6	Irish Times Go Magazine	✓				✓	✓	✓	✓	Greenway and goats are good story for this magazine
MKTG	7	Outsider Magazine	✓					✓	✓	✓	Aug/Sept Issue (walking based) 1/4 page advert
MKTG	8	Outsider Website	✓	✓	✓	✓		✓	✓	✓	1 Months (aug) advertising on outsider.ie & spoke.ie
MKTG	9	Email Walking Groups	✓					✓	✓	✓	Email Walking groups Mulranny Walking brochure
MKTG	10	Place Walking Brochures in Tourist Offices	✓					✓	✓	✓	Distribute current walking brochure
MKTG	11	Link with Co Council walking officer	✓	✓	✓	✓		✓	.	.	Link with Anna Connor so to develop and advertise as walking
MKTG	12	Link with Failte Ireland & Tourism Ireland	✓	✓	✓	✓		✓	.	.	To benefit from the previously mention strategies developoed by
MKTG	13	Promote Walkers welcome with Failte Ireland & Tourism Ireland	✓	✓	✓	✓		✓			Is a walkers welcome destination so promote this on both
MKTG	14	Develope a charity event in the domestic Market	✓					✓	.	.	Develope a charty walk in aid of Croi in 2011
MKTG	15	Deveope a charity event for the foreign market		✓	✓	✓		.	✓	.	Develope a charity walk in aid of uk and european charity
MKTG	16	Launch a new Mulranny website	✓	✓	✓	✓		✓	.		Advertise on and create vital links within community & tourism
MKTG	17	Lonely Planet Website & Guidebooks	✓	✓				.	✓		Advert in both as this will benefit the international market
MKTG	18	Develope links and advertise within routes from Galway & Knock Airports	✓	✓				✓	✓	✓	Broaden knowledge of area to potential visitors

Domestic Television Coverage



RTÉ 'Tracks & Trails' programme

April 2010 – 300,000 viewers

December 2011 – 340,000 viewers

December 2012 – 400,000 viewers




Tourism Ireland Online Advertising

- Adverts on a variety of 'outdoor activity' sites, including activesportweb.de, outdoorchannel.de and on general lifestyle sites such as urlaub.de, yahoo.de, etc.
- Call to action was the Tourism Ireland campaign page



Tourism Ireland eMarketing

- eZines distributed to Tourism Ireland's warm database (83k) & cold database (700k) highlighting offers, things to see and do, direct flights, etc. with Priority on conversion to drive immediate business
- Click through to campaign page on discoverireland.com



Lieber Irland-Fan,
 willkommen im wilden Westen Irlands - dem unentdeckten Juwel.

- **Roscommon** ist ein Mekka für Geschichtsfans und Angler. Über 5.000 Mesolithiker, Finneville und Grähligel warten auf Sie. Die mit Seen und Flüssen übersäte Hügellandschaft lockt besonders Angler an.
- Das County **Mayo** ragt bis in den Atlantik und wartet mit imposanten Felsformationen wie dem Croagh Patrick auf und ist perfekt für Golfer.
- Wild und authentisch gibt sich **Leitrim**. Das County wird durch Wasser dominiert. Die größte Attraktion ist der gewaltige Fluss Shannon.
- **Donegal**: Gewaltige Klippen, wilde Küsten, kurze Straßen, kahle Berge, schroffe Halbinseln, weite Buchten, Schafe und endlose Heide Landschaften - das ist Donegal pur!
- **Sligo** wartet auf mit üppig grüner Landschaft, kombiniert mit Mythen, Legenden und Folklore und einer Vielzahl prähistorischer Stätten.

- Donegal
- **Leitrim**
- Mayo
- Roscommon
- Sligo
- Direktflüge
- Kontakt

Angebot: Auf Achill Island wandern



Übernachten Sie im Achill House und erkunden Sie die Wanderrouten der malerischen Insel. Ab 155€ pro Person übernachten Sie 3 Mal im B&B.

[Jetzt informieren >](#)

Angebot: Mit Lidl günstig in den Westen



Die grüne Insel kennen lernen:
 8-tägige Busrundreise, Mittelklasse-Hotels, inkl. Frühstück, Flug, pro Person ab 590€.

Dieses Angebot ist ab dem 1.6.2012 bei Lidl Reisen erhältlich.

[Zu Lidl Reisen >](#)

WPKommen in Irlands wildem Westen und Nordwesten

156

24 931 111

Jetzt Traumreise in Irlands Westen gewinnen

69

Irland
 Sehen, Spüren, Erleben.

Entdecken Sie den Westen Irlands und erkunden Sie die romantischen Grafschaften Mayo, Donegal und Sligo

124

156 Sie den wilden Westen Irlands

195 gebote im Westen

850 Sie in Irlands Westen gewinnen

29

MAYO
 Die in den Atlantik ragende Grafschaft Mayo mit seinen imposanten Felsformationen sollte man sich nicht entgehen lassen. Besuchen Sie die Ceide Fields, das größte Steinzeitmonument der Welt. Oder besteigen Sie den Berg Croagh Patrick und genießen Sie den fantastischen Ausblick. Und wenn Ihnen das noch nicht genug ist: Vielen charmante, kleine Städtchen reihen sich entlang der Küste wie Perlen aneinander, vom blühenden Westport bis hinüber zur abgelegenen Insel Achill Island.

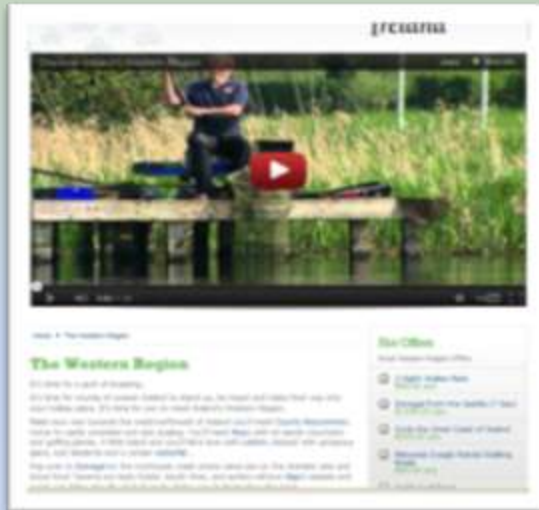
211 **INFORMATIONEN >**

Tip: Wandern oder Radfahren entlang des 42 km langen Great Western Greenway

24 gekrönte National Museum of Ireland Country Life. Erfahren Sie alles über das Landleben der irischen Bevölkerung

Tourism Ireland Campaign Pages

Great Britain



France



Italy



Germany



Co-operative Campaigns

Ryanair Print & Online

Help us on Facebook, Twitter, YouTube, LinkedIn

Help us on Ireland

Take off for a grand adventure

Soon you'll be a world away

Fly into Ireland West Airport Knock and before you know it you'll be enjoying some of our most rugged, dramatic, unspoilt places.

Whatever adventures you seek - from surfing in Sligo and driving on the golf courses of Donegal to strolling on Maunabo mountains - you'll find them right here.

And when your day's done, you can throw yourself into a night of fun and revelry in one of our world-famous watering holes.

Be here from just £20.99

Fly with Ryanair from the UK airports to Ireland West Airport Knock £20.99 one-way. Book it up >

RYANAIR

Be wowed by our waterways

For a change of pace, head for the coast and seas of Loughs and Reservoirs. It's heating all its best!

Take me there >

A taste of things to come

Ireland's Western Region is famed for its eat, especially the fresh seafood. Prepare to pile your plate high!

Read more >

Our latest offers just for you

Fly Birmingham to Knock with Air Lingus from £20.99 one-way >

Air Lingus

Take in with the best of Ireland's coastal views from Cork, €20 one-way >

RYANAIR

Go Wild in Ireland's Western Region

Jump into Ireland

WEST OF IRELAND

£12.99 one-way

PURE POETRY IN IRELAND'S WESTERN REGION

The wind and waves crackle with a different energy around here. Catch them at sea level from a gliding kayak or on the peak of a soaring peninsula, and you'll see what we mean. This is the Atlantic coastline, eagle soaring, wild blower (Linn Léinn). Feel the wind in your hair in Glenveagh National Park, the sea between your toes in Faldia, and the poetry in the air in Teah's Sligo. Be blown away by Ireland's Western Region. For more visit www.flywestinireland.com/western

RYANAIR.COM

Book at least 17 days in advance. Book the 'Fly to the West' fares and conditions apply via Ryanair.com for adults. Taxes include airport fees/charges. All offers are per passenger unless stated otherwise and with Ryanair's Low Fare Calendar. Flights from London Stansted to Knock Airport.

SPECIAL OFFERS

IN IRELAND'S WESTERN REGION

Tourism Ireland Campaign Pages



Home > Places to go > Counties > Mayo >

Mayo

Get ready for awe-inspiring scenery and a wealth of historical attractions

Overview

Highlights

Need to know

Accommodation

Map



From left to right: The Black Stuff signpost in Westport, Westport town, Croagh Patrick, Achill Head Walk

Mayo stands out as one of Ireland's most scenic counties. But while you may gasp in awe at the craggy coastline that's been lashed by the powerful Atlantic, make sure to remember that there's a lot more going on in Mayo in the West of Ireland.

Search

Add this page to [Stop Planning!](#)

Finder

Find somewhere to stay, eat or find activities and events

Mayo

Select category

Go

Recently viewed

- Donegal
- Sligo

Places to go

Click on the map to find out more about an area



Stunning spot on the edge of Western Europe bursting with history and awe-inspiring sights. And if all that wasn't enough, there's an abundance of charming villages to visit from beautifully situated Westport to the peaceful town of Cong.

Explore larger map view

What's On

Annual RNLI New Year's Day Swim

01 Jan 2013 - 01 Jan 2013

The RNLI annual fundraising swim takes place on the 1st January each year, and is in aid of the local lifeboat. This fun...

Mayo International Choral Festival

23 May 2013 - 24 May 2013

The Mayo International Choral Festival will take place in Co Mayo from May 23 - 24 2013. The theme of the festival will be to...

Special offer



Snowdon Baths & Ballins, Co Mayo

Click your loved one away for a romantic break to the West! Enjoy an invigorating hot sea water, steam & steam...

View all events for this location

Travel Offers

Snowdon Baths & Ballins, Co Mayo

Click your loved one away for a romantic break to the West!

Enjoy an invigorating hot sea water, steam & steam...

Stay at a Food Lovers Bed & Breakfast in Ireland from €119pppn

Explore the culinary areas of Irish Cooking, from freshly grown produce to visits to farmers markets to the best part of...

Did you know? Cride Fields in North Mayo is the most extensive Stone Age monument in the world.

Official Links

West Region website
The Official Website for Ireland West

What Else to Explore

County Mayo
County Mayo website

Great Western Greenway Statistics



Greenway Usage 2011

3 Key Source Markets

1. Local (Co. Mayo)
2. Domestic Irish
3. Overseas Visitors

Usage

- 38% (mainly walking)
- 39%
- 23%

Business Impact of the Greenway

- 47% surveyed noted an increase in business turnover
- 31% surveyed noted an increase in expenditure

Economic Impact

- €7.2 million in 2011 (est.)
- €940,000 - local residents
- €3.5 million - domestic visitors
- €2.8 million - overseas visitors
- Average Daily Spend of €50 both domestic & overseas

Enjoy the Welcome

