



Fáilte Ireland

National Tourism Development Authority

Greenways In Ireland: Tourism Promotion and Development

Mary Stack 28th Sept 2017

Overview

1. Who we are and what we do
2. Market Potential for Greenways in Ireland
3. What makes a Good Tourism Greenway
4. Development priorities and promotion

About Us

Fáilte Ireland - Our role is to support the tourism industry and work to sustain Ireland as a high-quality and competitive tourism destination. We provide a range of practical business supports to help tourism businesses better manage and market their products and services.

Tourism Ireland – Responsible for marketing the island of Ireland overseas as a holiday destination with representation in 23 markets worldwide.



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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



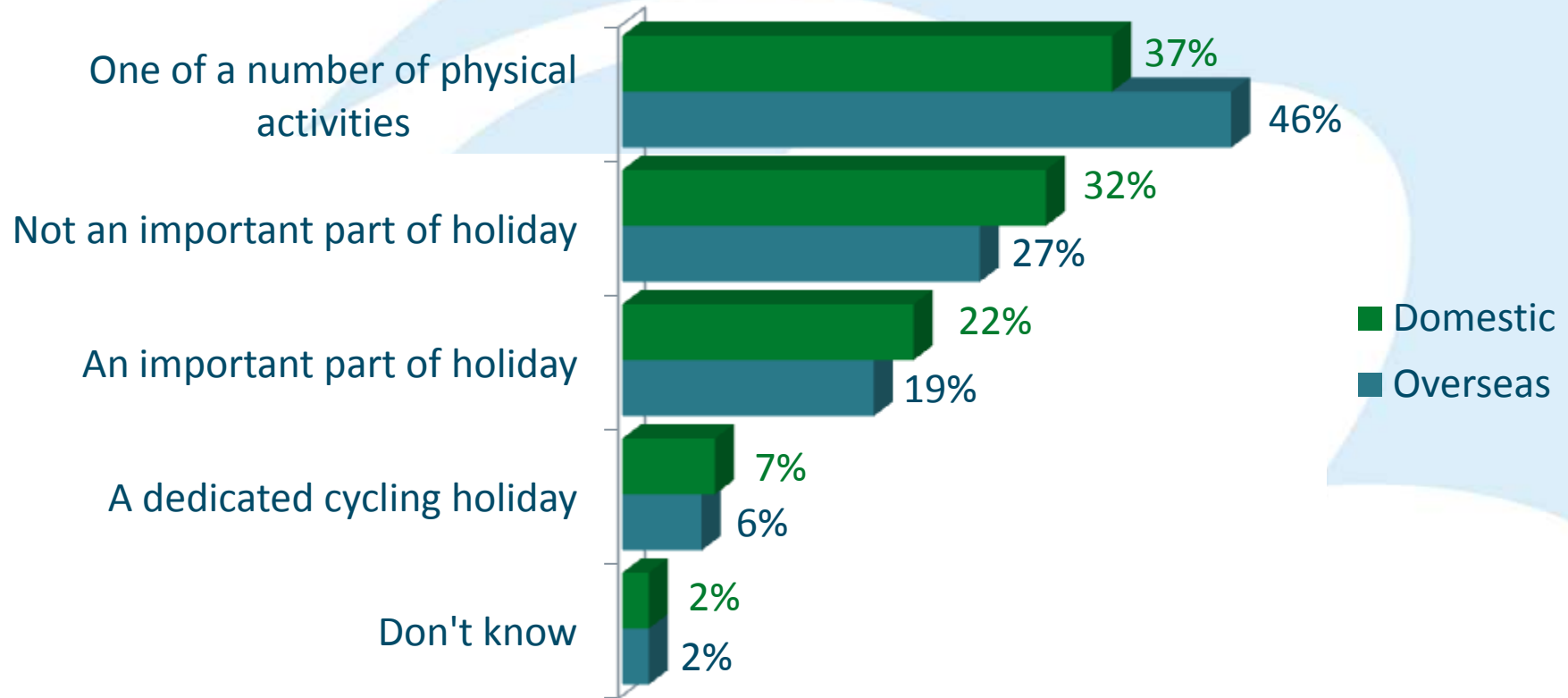
4 Good range of natural attractions / Interesting history and culture



Whether engaged in any of these activities or events during the trip
(main purpose holiday)

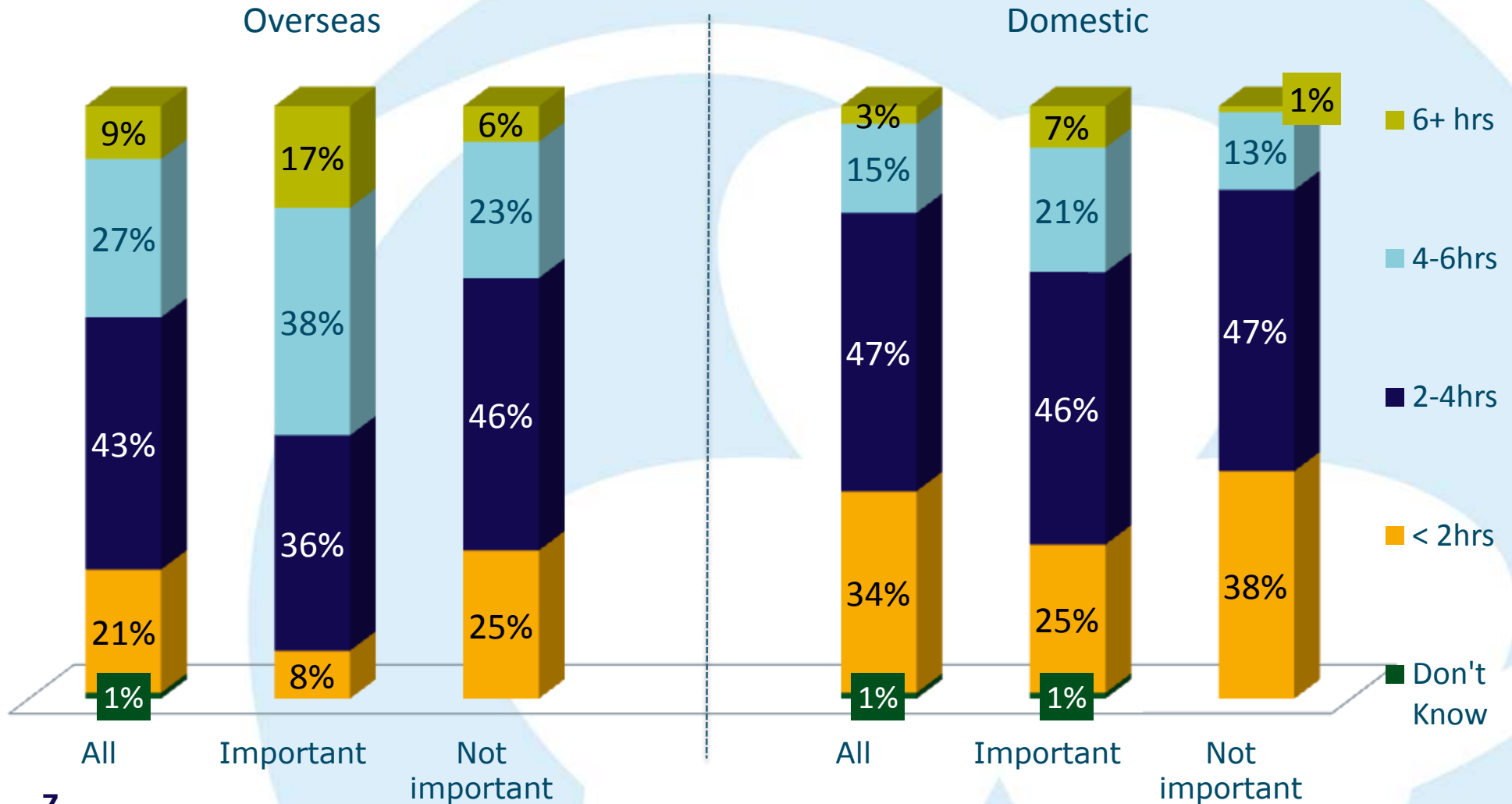
Type of Activity	2012	2013	2014	2015	2016
Hiking/ Cross-country walking	371,000 (13%)	558,000 (18%)	866,000 (26%)	1,207,000 (30%)	1,514,000 (34%)
Cycling	73,000 (3%)	141,000 (4%)	153,000 (5%)	204,000 (5%)	247,000 (6%)
Water-based (excl. fishing or swimming)	62,000 (2%)	73,000 (2%)	120,000 (4%)	83,000 (2%)	135,000 (3%)
Golf	106,000 (4%)	125,000 (4%)	96,000 (3%)	125,000 (3%)	109,000 (2%)
Angling	86,000 (3%)	87,000 (3%)	115,000 (3%)	107,000 (3%)	95,000 (2%)

Role of Cycling in Holiday



- Cycling enhances the holiday, even if not that important.
- Attractions & other activities are important to ALL groups

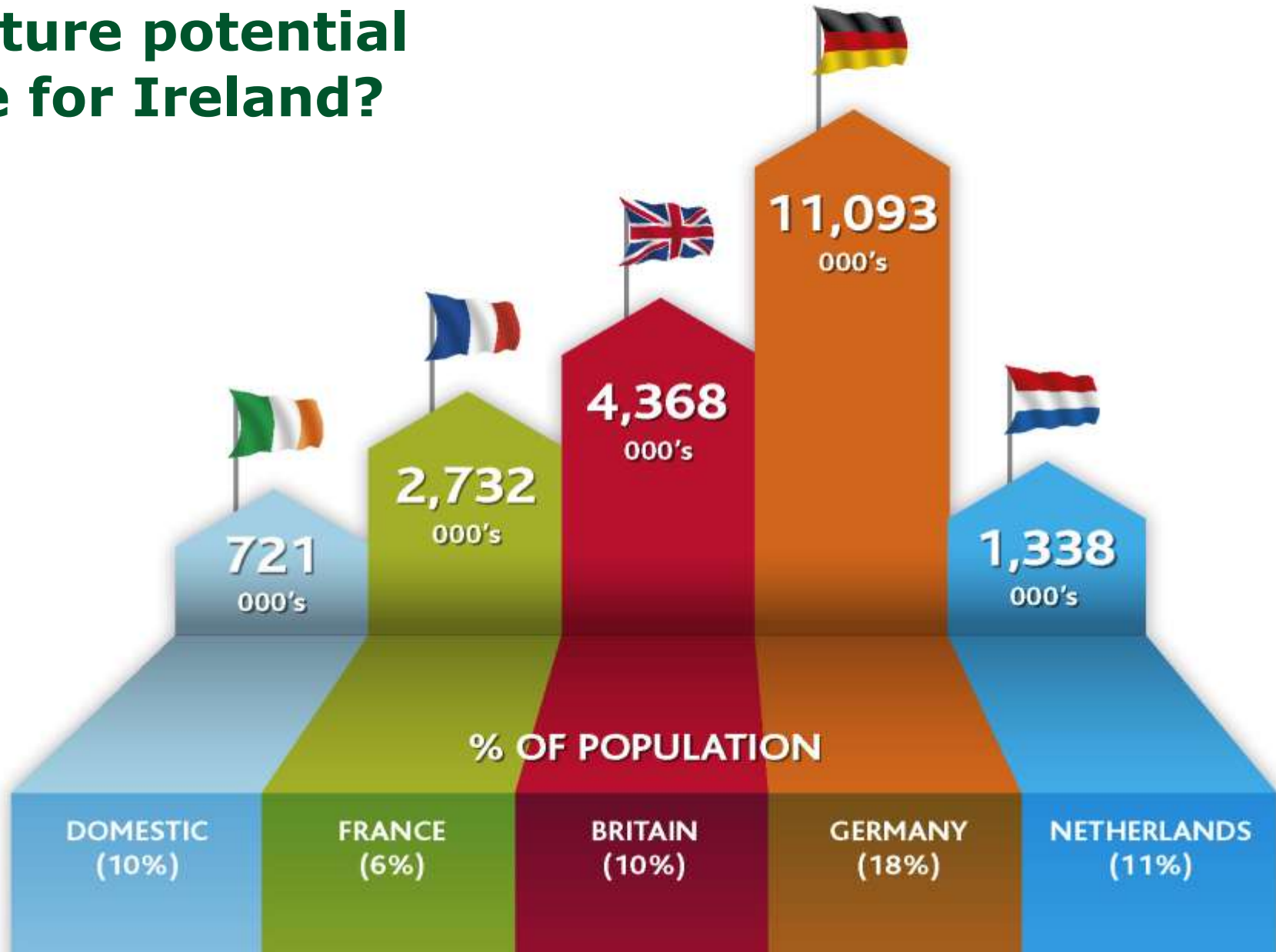
Length of Time Cycling During a Day



7

On holiday so don't want to wear themselves out.

Where does the future potential lie for Ireland?



What visitors want

*Cycling, and to a lesser extent walking, are the two activities for which greenways will be predominately developed. The market research demonstrates, along with the already existing growth in these activities, there is **even greater potential for growth if the right type of infrastructure can be developed in the right locations and for the right people.***

So what is that?

- What makes a good cycling tourism destination
- What makes a good cycling tourism trail

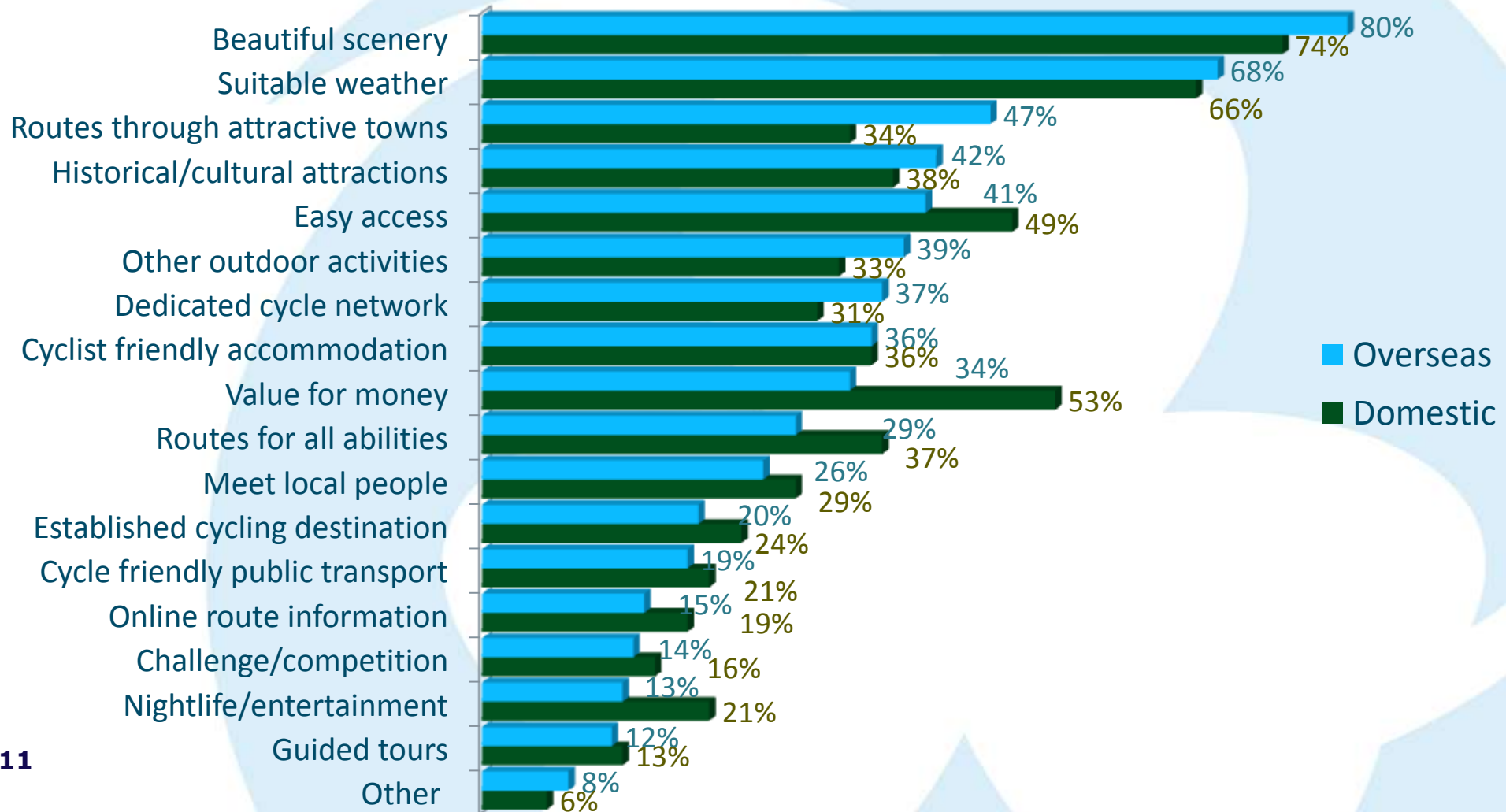


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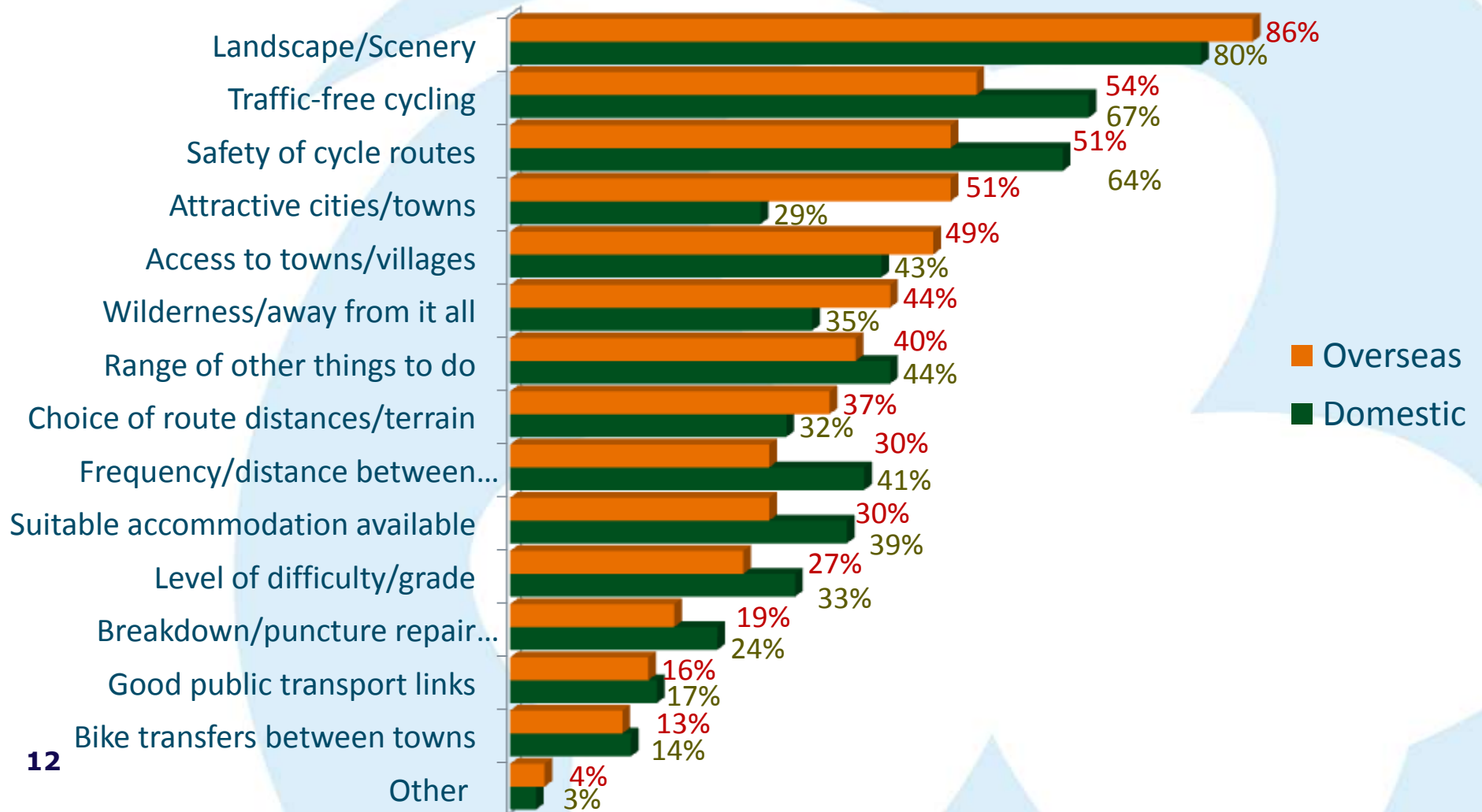
Ranking of Destination Attributes

% Ranked in Top 5



Ranking of Route Attributes

% Ranked in Top 5



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

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
- Innovation



Strengthening Brand Ireland

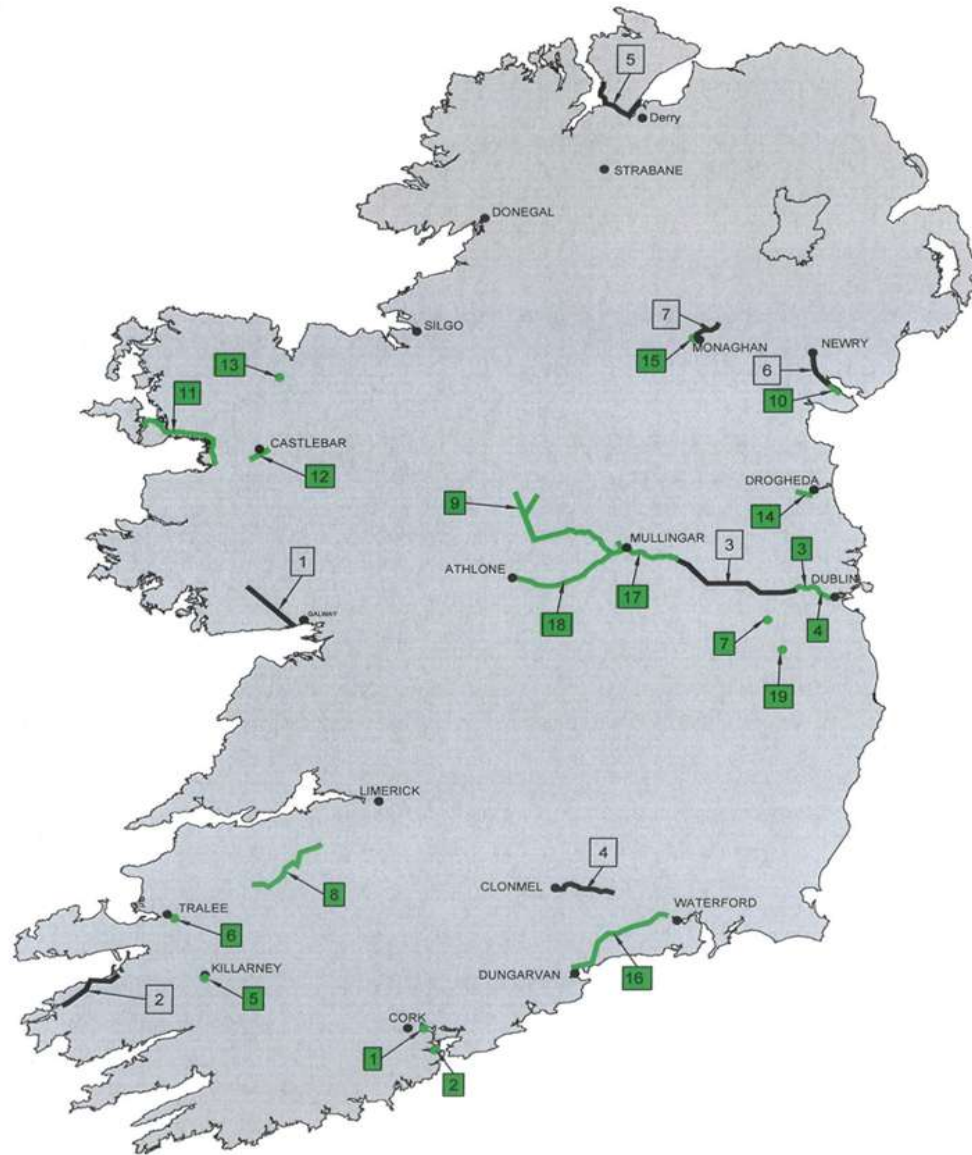
Ireland needs to stand out in the very busy international tourism marketplace

- Fáilte Ireland has built propositions of scale that help stand out among the competition which is all about getting the international consumers attention

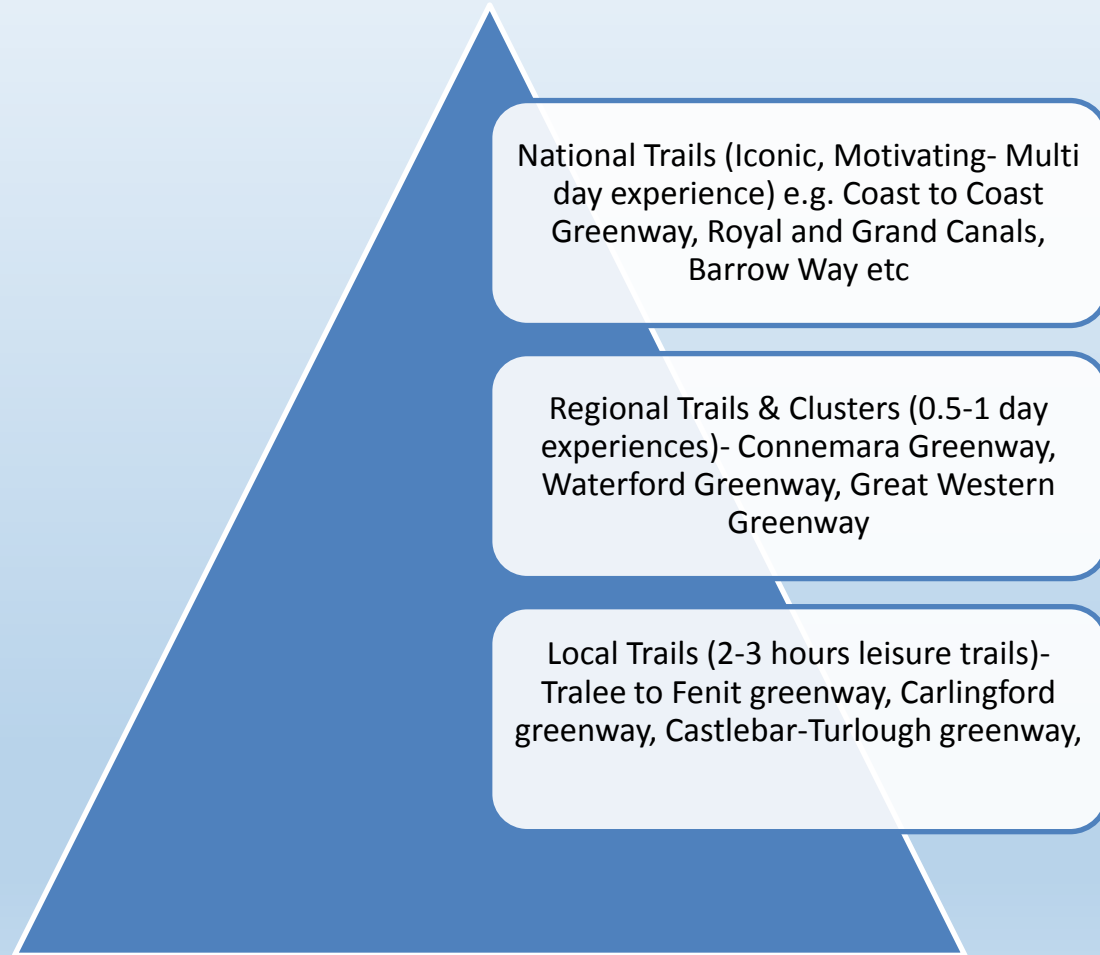


Green = Existing

Black = Funded/In Progress



Hierarchy of Development



1. Media trips
2. Sales
3. Capital Funding
4. Home holidays



Cavan Burren Park

Business Details

Cavan Burren Park, Burren, Blacklion, Cavan, Ireland
 GPS 54.262980, -7.890357
 T +353 (0) 49 9526121
 E goconnor@cavancoco.ie
 W www.cavanburrenpark.ie

Business Contact Gráinne O'Connor

Experience

Cavan Burren Park is a 124-hectare park on the slopes of Cuilcagh Mountain in scenic West Cavan. It is home to a remarkable number of ancient tombs and monuments dating back over 4,500 years.

There are 10km of sign-posted trails, ranging from accessible trails to bog bridge trails over limestone bedrock. A visitor centre explains the 340 million-year history of the park.

Trails within the park include the Calf House Dolmen Trail, the Giant's Leap Trail and the Tullygobban Lough Trail. Each boasts its own fascinating story, along with unique biodiversity and archaeology and stunning 360° views of the UNESCO Marble Arch Geopark. All interpretation is currently conducted through English. Tour guides are available and can be booked in advance.

Pricing & Capacity

Entry is free for everyone

Duration: 1-3 hrs. Minimum time required 45 mins.

Group bookings Gráinne O'Connor

E goconnor@cavancoco.ie
 T +353 (0) 49 9526121

Opening Details

Open year-round – 0900hrs to dusk.

Parking, Access/Ability & Special Requirements

Large car-parking area capable of accommodating several coaches. Visitors should dress warmly, bring rain gear and wear comfortable footwear. The park has clearly marked multi-access trails suitable for wheelchair users; however, some trails such as the bog bridge trails, are not accessible for visitors with limited mobility. There are trails to suit all ages and all abilities. Rest Room



Waterford Greenway

Business Details Waterford Greenway, Waterford City and County Council, Mall, Waterford

GPS Dungarvan – Walton Park 52.092489, -7.616947; Kilmacthomas – 52.201992, -7.406314; Waterford City – 52.264199, -7.119373

E waterfordgreenway@waterfordcouncil.ie
 W www.deisegreenway.com

Business Contact E waterfordgreenway@waterfordcouncil.ie

Experience

The old railway line from Waterford City, Ireland's oldest city to the market town of Dungarvan in west Waterford is a spectacular 46km off-road cycle and walking trail. It travels through time and nature across eleven bridges, three tall viaducts and a long atmospheric tunnel, all the way from the river to the sea.

Along this route in Ireland's Ancient East is a Viking settlement, Norman castles, medieval ruins, a famine workhouse, old railway stations and a heritage railway train that still runs along part of the track.

Bike hire operators are in place to supply bikes for Groups. Brochures available in English. Small fee for guided tours in English only.

Pricing

Self guided Greenway Access is FREE. Adults €4 per person for guided tours. Students/OAPs €3 per person.

Tour Operator Rate Yes

FIT Rate Yes

Group bookings Contact As above

Opening Details & Refreshment

Greenway is open 365 days.

Parking, Access/Ability & Special Requirements

Coach and car parking facilities available. Easy walking flat terrain. There are no mobility restrictions as wheelchair accessible points along the Greenway. Comfortable walking shoes or boots and suitable clothing for cycling. Refreshments on site.

Transport

A scenic coastal landscape featuring a large, textured rock in the foreground. The sea is a deep blue, transitioning 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 vibrant blue with wispy white clouds. The text "Thank you" is overlaid in a bold, yellow font.

Thank you