

A scenic view of the Cliffs of Moher in Ireland, showing steep, layered rock formations meeting the ocean under a blue sky with scattered clouds. The water is a deep blue-green, and the cliffs are a mix of grey and brown tones with patches of green grass on top.

Greenways and Tourism in Ireland

Michael Fitzsimons

20th November 2023



Welcome Introduction

Michael Fitzsimons – Manager Product Development Activities,
Fáilte Ireland



Fáilte
Ireland





Fáilte
Ireland

Product Development Activities - Cycling

Overview

- Greenway Marketing
- Greenways Interpretation, Wayfinding & Signage plans
- Naming a Greenway
- Greenway media content
- Greenway visitor amenity best practice toolkit for greenways & blueways





Sections 

THE IRISH TIMES

 17°

Subscribe

Sign In

Never mind the rain: Fáilte Ireland to sponsor RTÉ Weather for three years

Forecast messages will encourage people to holiday at home, says tourism agency

 Expand



LATEST STORIES >

Ukrainian man who served in SS unit presented as 'hero' in Canadian parliament

Lucy Letby to face retrial on charge of trying to murder baby girl, UK court told

Entain warns of decline in online gaming revenues

RTÉ WEATHER
SPONSORED BY  Fáilte
Ireland





Limerick Greenway

September 7, 2022 · 🌐



Ireland AM will be broadcasting from Limerick Greenway on September 8th as part of the Fáilte Ireland Keep Discovering Campaign for Autumn/Winter 🍂

Are you hooked on Ireland's natural beauty? Take a closer look at the corners you haven't seen! Check out Limerick Greenway, where the Ireland AM team will be speaking with Olive Sheehan, from Platform 22 café at Barnagh Hub and Ben Noonan, Executive Engineer from Limerick City and County Council.

Our country offers you endless... [See more](#) — in Limerick.

👍 15

3 💬 7 ➦

👍 Like

💬 Comment

➦ Share



Write a comment...



Suggested Itineraries



FREE IRELAND'S ANCIENT EAST EXPERIENCES



Lough Boora Discovery Park

Business Details

Leabeg, Blueball, Tullamore, Co. Offaly
Postcode R35 DA50
T +353 (0) 57 934 0010
E info@loughboora.com
W www.loughboora.com

Business Contact Joe Ryan

Experience

Lough Boora is ideal for an outdoor activity where you can walk or cycle on traffic free paths that take you through a beautiful and varying environment that has emerged on a former industrial utilised bogland. The park is over 2,000 hectares with walking paths and cycleways that range in circuit from 5km to 30km. The park has a visitor centre that includes facilities and café and lakeside seated decking area. Bike hire to suit all age groups is available. There is an outdoor internationally-recognised sculpture park and a large fairy trail and play area for young families. There are many picnic areas throughout the pathways and the Park has bird watching and angling facilities also.

Duration

1 hour 30 minutes

Opening Details and Refreshment

The Park 365 days 09.30 – 17.30

Visitor/Reception Desk/Café/Bike Hire: April – Oct – 7 days 09.30 – 17.30

Café & Bike Hire: November – March – 10.00 – 16.00 – Saturday /

Sundays / Holidays...



Old Rail Trail Greenway

Business Details

Mullingar, Co. Westmeath
GPS 53°31'01.9"N 7°21'47.7"W
T +353 (0) 44 9338951
E tourism@westmeathcoco.ie
W www.visitwestmeath.ie/get-outdoors/

Business Contact Fiona Fitzgerald

Experience

A 42km off-road cycling and walking trail, between two renowned cultural hotspots in Ireland's midlands. Beginning in the elegant old market town of Mullingar and ending in the bustling town of Athlone, this peaceful path follows a converted stretch of the historical Midlands Great Western Railway through rich fertile farmland. Enjoy the lovingly restored railway heritage structures and bridges along the way and a fantastic park and heritage centre, complete with public art, bird watching and heritage tours at Dún na Sí, Moate.

Duration

Approximately 3 hours to complete by bike, shorter routes available.

A printed brochure is available in English, along with an online interactive map. Guided tours are available in English.

Opening Details and Refreshment

The Old Rail Trail Greenway is open 365 days. High-quality restaurants and cafés are available in Mullingar, Moate and Athlone towns, at under 5 minutes walk or cycle from the trail. Shops to purchase refreshments are available in some smaller villages.



Waterford Greenway

Business Details

Waterford Greenway, Waterford City and County Council, Civic Offices, Dungarvan, Co. Waterford
Postcode X35 Y326
T +353 (0) 76 110 2020
E contact@waterfordcouncil.ie
W www.visitwaterfordgreenway.com

Business Contact Johnny Brunnock

Experience

Waterford Greenway is a 46km off-road cycling and walking trail between Dungarvan and Ireland's oldest city, Waterford. The greenway takes you on a journey through time and nature across eleven bridges, three tall viaducts and a 400 metre long atmospheric tunnel, all the way from the river to the sea.

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

One of the bike hire providers can also provide guided tours. www.thegreenwayman.com or contact the key business contact for more details. English language only.

Duration

Time required will generally depend on the visitor's general fitness. Most adults could comfortably walk the full greenway over a 2/3 day period.

For anyone visiting Waterford Greenway for the first time then the very minimum required would be half day in which you could undertake a cycle/walk of your chosen section.



Wicklow Passport

Business Details

Town Hall, Market Square, Wicklow Town
GPS: 52.979723974346186, -6.037683699629388
T +353 (0) 87 908 9639
E fred@visitwicklow.ie
W www.visitwicklow.ie

Business Contact Fred Verdier

Experience

The Wicklow Passport is a great way to discover the sights, activities, attractions, and flavours of County Wicklow. Collect the various Wicklow Stamps that are only available at the Town or Village each represents.

Drive or cycle the Wicklow Passport routes: Wicklow Mountains, Wicklow Coast, South Wicklow & West Wicklow.

Collect 15 or more stamps and become a Wicklow Ambassador.

Duration

Depending on route you can decide on length you would like to spend.

Pricing

Standard Retail Price FREE

The Wicklow Passport is Free. No purchase to collect a stamp

Opening Details and Refreshment

Opening time depends of 'Stamping Locations' opening times.

Parking, Accessibility & Special Requirements

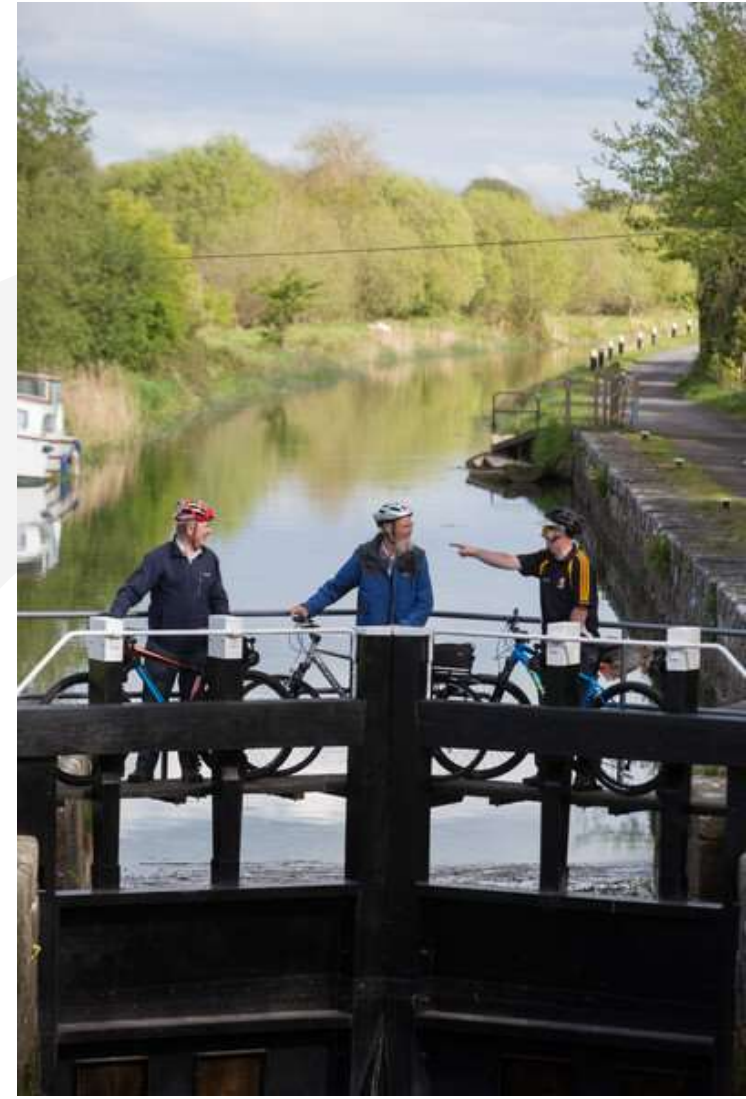
Coach friendly routes can be organised.

Check route in advance for any mobility issues

Interpretation, Wayfinding & Signage Plans for Greenways



1. Greenways are transforming areas around Ireland economically & by providing access to our scenic & cultural landscapes
2. Greenways are not just a way of getting from A to B , they are a destination in themselves
3. Fáilte Ireland's strategic Pillar "Opening the Outdoors" specifically refers to the need to develop walking & cycling to be motivating for tourism



What is the aim of Greenways Interpretation, Wayfinding & Signage Plans ?



1. The Greenway experience is primarily about the changing landscapes through which it passes along with the sights, sounds, smells and & the emotional connections with local culture, history and biodiversity.
2. The aim is bring all of this to life & to have an integrated and motivating visitor experience along Ireland's Greenways which will appeal to a domestic and international audience and as a result boost the tourism economy of these areas.
3. Fáilte Ireland is currently working with numerous local authorities on greenway interpretation projects around the country such as the Southeast Greenway & the Kingdom of Kerry Greenways.



Greenway
Visitor Experience & Interpretation Toolkit

 APRIL 2021

1

Introduction..... 2

2

Funding 4

3

The Importance of a
Multi-Disciplinary Team in
Greenway Development..... 6

4

Design Approach
& Construction 8

5

Code of Best Practice
for Engaging
with Landowners 12

6

Public Consultation
Community &
Business Engagement..... 14

7

Sustainability
and Biodiversity..... 16

8

Interpretation 20

9

Creating
Greenway Experiences..... 22

10

Branding & Naming 26

11

Marketing
& Promotion..... 28

12

Ongoing
Management, Maintenance
& Monitoring 32

13

Case Studies..... 36

14

Greenway
Development Checklist..... 40

Appendices 43

I Request for
Tender Samples 44
II References 57



Visitor Amenity Best Practice Toolkit for Greenways & Blueways



What is the Aim ?

The ultimate aim here is to have an integrated and motivating visitor experience along Ireland's Greenways and Blueways which will appeal to a domestic and international audience and as a result boost the economy of these areas.

To achieve this aim, it is intended to deliver on the objectives:

1. Deliver a world class experience for visitors to Ireland's Greenways and Blueways
2. Stimulate awareness and demand for Greenways and Blueways as iconic outdoor attractions spread throughout the country
3. Manage carrying capacity
4. Provide high quality services, facilities and infrastructure for visitors



Naming your Greenway

Naming your Greenway in the context of national Greenway branding is also important so that you can create your own identity within the wider Greenways network. Fáilte Ireland is preparing a separate toolkit to help Greenway developers name their Greenway appropriately. That toolkit recommends a five step **GREEN** process:



GIVE THE ROUTE

Tell people where the route is / where it starts and finishes.



REVEAL YOUR THEME

Tell people about your distinctive brand assets and codes. Scenery, Nature, Heritage, History, Culture etc.



EVOKE BIG EMOTIONS

Tell people how they'll feel on the route.



EXPLAIN KEY DETAILS

Tell people the vital info about the route (distance, difficulty, tourism brand link, things to see/do).



NAME IT CLEARLY

Summarise everything into the name of the route.

Content Capture

1. This project is a joint venture between Department of Transport and Fáilte Ireland
2. The main objective of the project is to capture Greenway content across many of the developed Greenways throughout Ireland and some greenways currently in development at nearly complete stage
3. The content is to be used for Marketing Greenways, Media Launches and for industry along the greenways to use for their own businesses.





EU JUST TRANSITION FUND REGENERATIVE TOURISM AND PLACEMAKING SCHEME

FOR IRELAND'S MIDLANDS 2023-2026

An Introduction
and Approach
to Regenerative
Tourism

EU Just Transition Fund Regenerative Tourism Scheme 2023-2026

Just Transition Territory*



68 Million

Go Raibh Milé Maith Agat

Thank you



Merry Christmas