



Fáilte Ireland

National Tourism Development Authority

The Responsible Tourism Conference 2014



WILD ATLANTIC WAY

SLÍ AN ATLANTAIGH FHIÁIN

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Fáilte Ireland



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National Tourism Development Authority

Responsible Tourism

“tourism that creates better places for people to live in and better places to visit”

Cape Town Declaration, 2002



Fáilte Ireland

National Tourism Development Authority

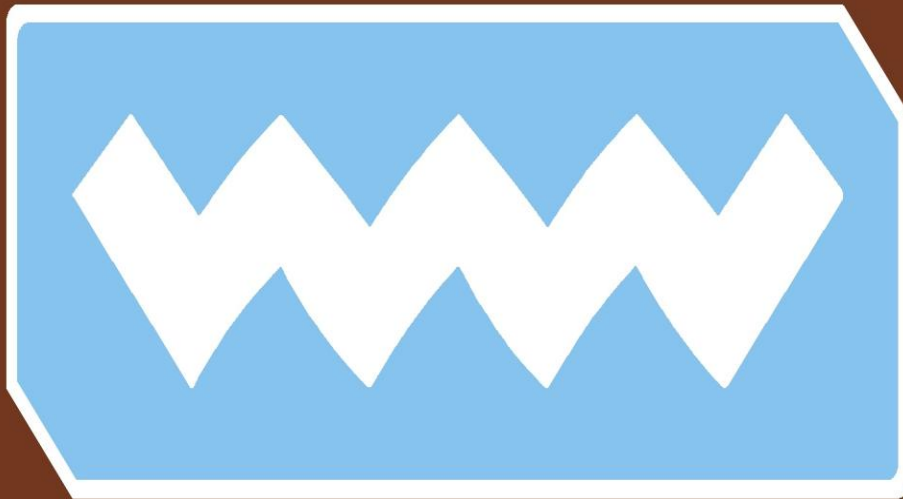
Principles of Responsible Tourism

- Minimizes negative social, economic & environmental impacts
- Generates greater economic benefits for local people and enhances the well being of host communities
- Improves working conditions and access to the industry
- Involves local people in decisions that affect their lives and life chances
- Makes positive contributions to the conservation of natural & cultural heritage
- Provides more enjoyable experiences for tourists through more meaningful connections with local people
- Provides access for physically challenged people
- Is culturally sensitive, encourages respect between tourists and hosts and builds local pride and confidence

What is The Wild Atlantic Way ?



WILD ATLANTIC WAY



Slí an Atlantaigh Fhiáin

WILD ATLANTIC WAY

*...the longest defined coastal
touring route in the world.*



WILD ATLANTIC WAY

The Journey of A Lifetime

An intriguing convergence of land and sea stretching along 2,500 Km of magnificent West of Ireland coastline from the Inishowen Peninsula in County Donegal to Kinsale in West Cork.



WILD ATLANTIC WAY

*A long term strategic development project
bench marked against the likes of The
Great Ocean Road in Australia, The Garden
Route in South Africa, The Pacific Coast
Highway in the United States to name a
few.*

*Tourism project of scale and singularity
for Ireland's West Coast*



WILD ATLANTIC WAY

1,939 Accommodation Premises
516 Attractions
1,573 Activities
580 Festivals & Events
17 Trails
50 Looped Walks
53 Blue Flag Beaches
120 Golf Courses



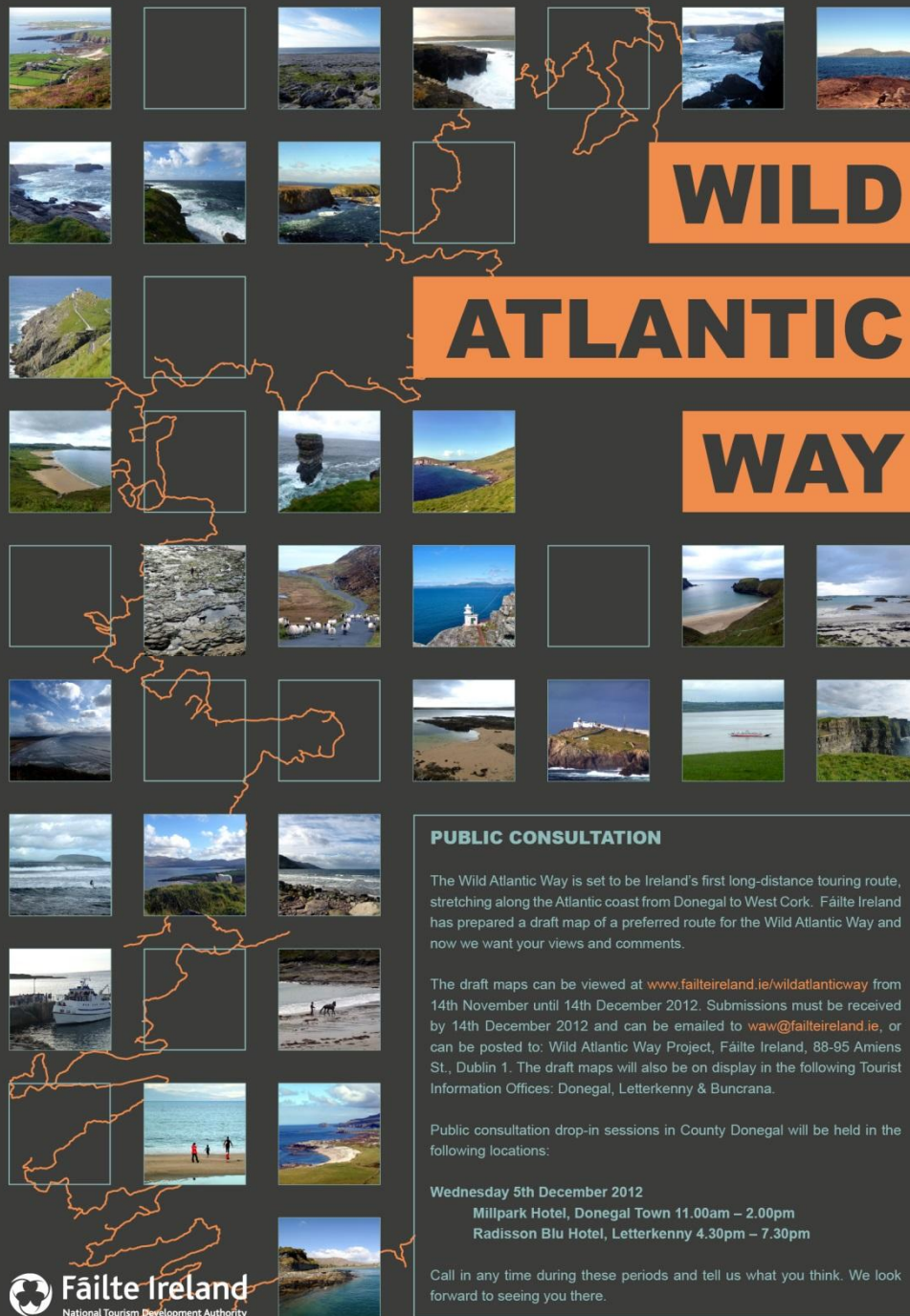
Key Programme Areas



The Route



WILD ATLANTIC WAY



WAW Route Public Consultation

- November & December 2012
- 15 Public Consultation Sessions
- 850 Submissions

Listening is Key to Success



Slí an Atlantaigh Fhiáin
WILD ATLANTIC WAY

Malin Head



Mullaghmore Head



Route Signage

- 2,500 km
- 3,850 signs
- 980 junctions

- **159 Discovery Points** - most of these at existing viewing points already accessible
- 15 “Signature” Discovery Points

Wild Atlantic Way... Highlights

- Europe's last Atlantic frontier
- Wild and rugged untamed natural beauty
- Dramatic land and seascapes
- World famous views and sites
- Unique and ancient heritage
- A living traditional Gaelic culture – evidenced in music, games, dance and crafts
- Defiant settlements and strongholds
- Creative and inspiring natives
- Cultural festivals and celebrations
- Captivating Experiences
- An abundance of quality, local food experiences
- Invigorating land and water based activities
- A passionate and welcoming Irish tourism industry
- Unique, great value experiences
- Excellent Access – Air, Ferry, Road and Rail



Sample Discovery Point Locations

1. Malin Head, Donegal
2. Fanad Head, Donegal
3. Sliabh Liag, Donegal
4. Mullaghmore Head, Sligo
5. Downpatrick Head, Mayo
6. Keem Strand, Achill Island, Mayo
7. Killary Harbour (South), Galway
8. Derrigmlagh, Galway
9. Cliffs of Moher, Clare
10. Loop Head, Clare
11. Bealach an Bhlascaoid, Kerry
12. Skelligs Viewpoint, Kerry
13. Dursley Island, Cork
14. Mizen Head, Cork
15. Old Head of Kinsale, Cork

The Customer



WILD ATLANTIC WAY

Drive Experience Seekers.....



Landscape Experience Seekers.....



Culture Experience Seekers.....



Activity Experience Seekers.....



Responsible Destinations



WILD ATLANTIC WAY

World Responsible Tourism Awards



2 Irish destinations among 8 short listed from around the world

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!

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- Destinations 2010
- Destinations 2009
- Destinations 2008
- Destinations 2007
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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



*Promoting responsible
use of the outdoors*

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7 principles



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Responsible Tourism Initiative



WILD ATLANTIC WAY



Community & Trade Engagement



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Reaching out to Communities Along the Wild Atlantic Way

- Brilliant Idea Generation Forum
- Project Ambassadors
- Community Influencers
- “Characters” of the WAW

Thank You

