

# Responsible Tourism in Destinations RTD9



11<sup>th</sup> March 2015

#RTD9

# Wild Atlantic Way

Strategic Environmental  
Assessment



# Wild Atlantic Way 2015 - Strategic Focus

- Deliver the Brand Promise & Visitor Experiences
- Aggressively promote and sell the Wild Atlantic Way “Destination Brand” internationally
- Secure the necessary capital and deliver key projects



# Wild Atlantic Way Brand Story

## VISION

*To create a world class, sustainable and unmissable destination brand that engages and energises the visitor so that they become powerful advocates and leave them wanting to return for more.*



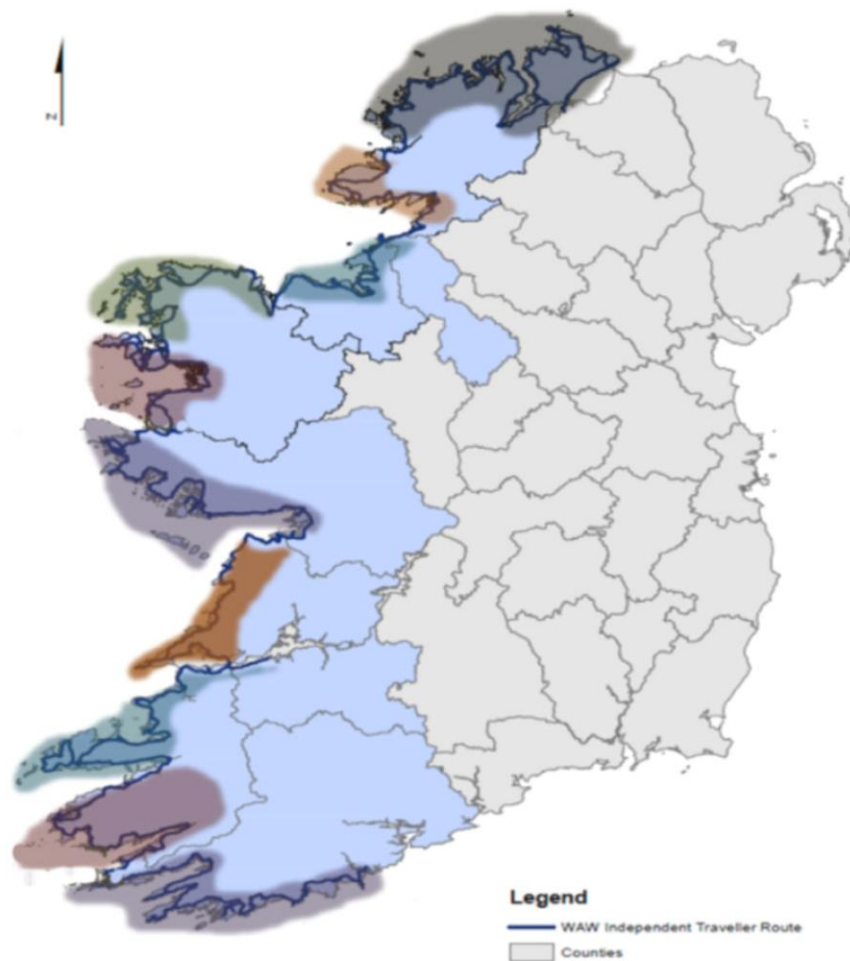


# Experiences of the Wild Atlantic Way

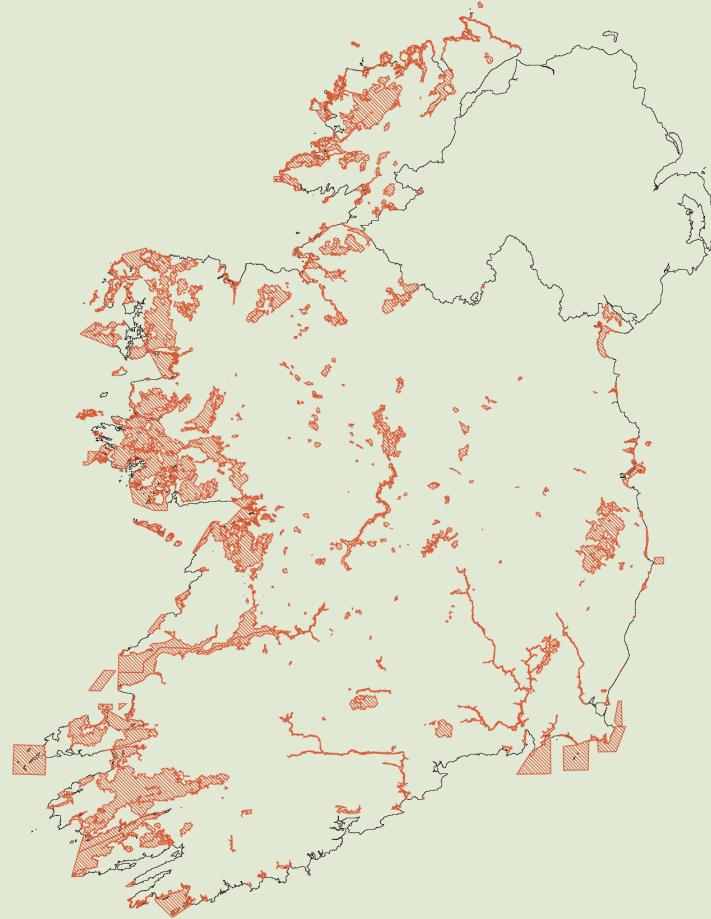




## Wild Atlantic Way



## CANDIDATE SPECIAL AREAS OF CONSERVATION IN IRELAND





**GEOLOGIC GEOLOGY**

- Limestone
- Shale
- Sandstone and Shale

**ROAD NETWORK**

- National Road
- Regional Road
- Link Road

**HOW TO GET THERE**

- Bus Service
- Train Station
- Ferry
- Electric Car Charging Point

**WHAT TO DO THERE**

- 4x4 Cycling/Boat Trail View
- Blue Flag Beach

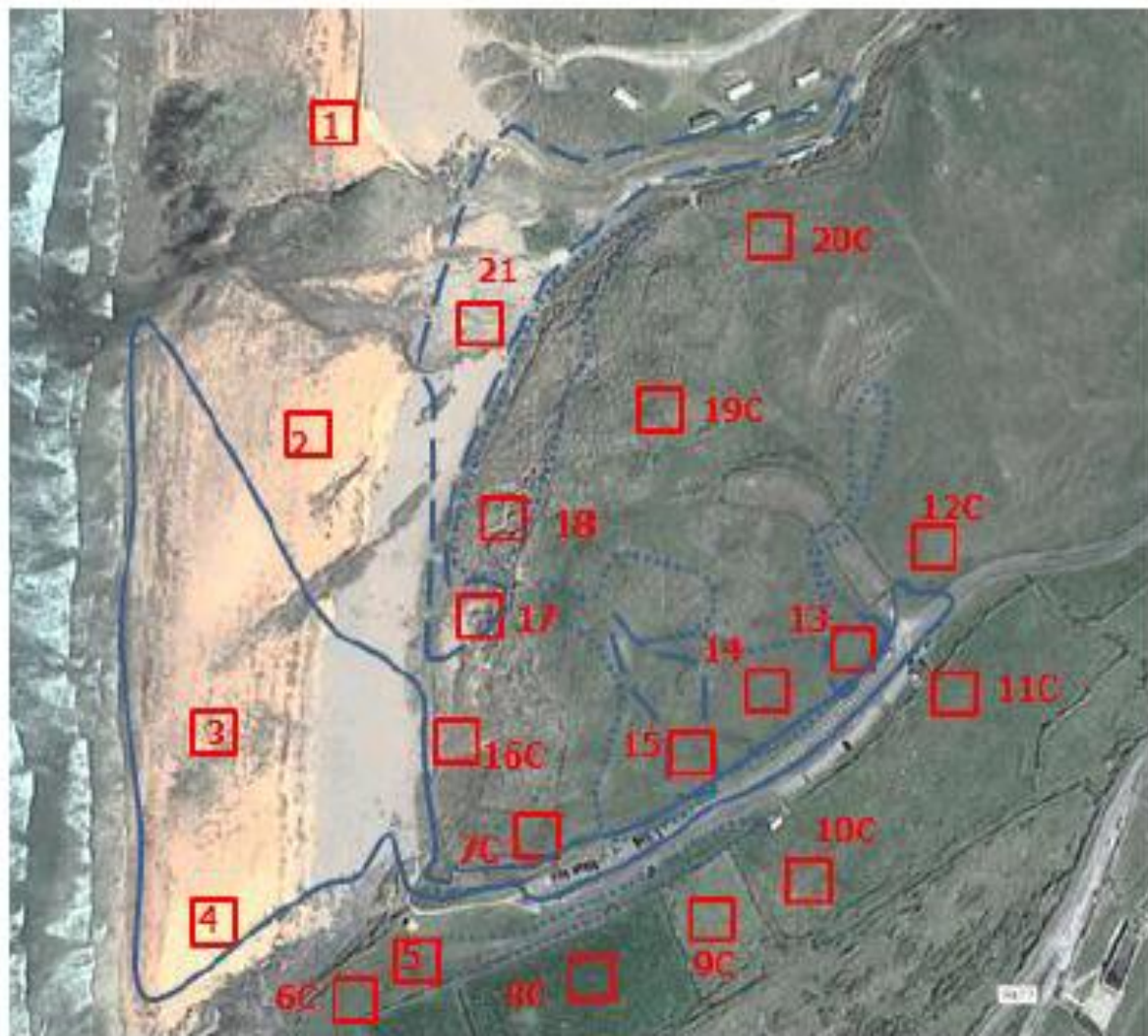
**TOILET & WALK**

- Geopark Heritage Trail
- Cliffs of Moher Coastal Walk
- Longest Walk Trail Head
- Burren Way
- Wild Cliffs Way

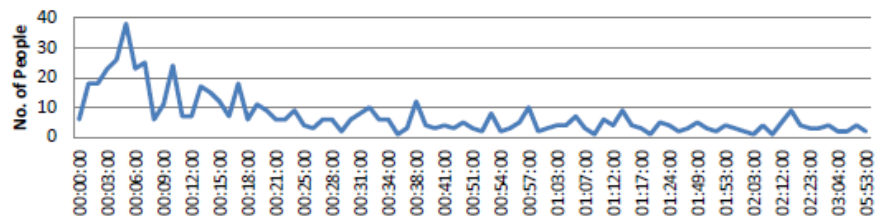
**WHERE TO STAY**

- Geopark
- Visitor Education Centre
- Museum
- Viewing Point

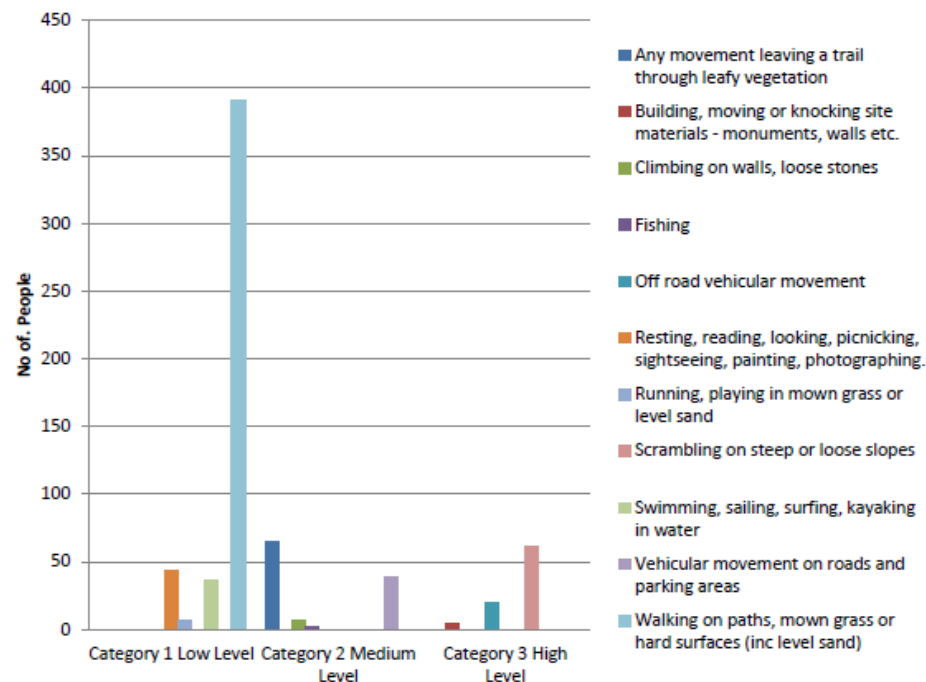




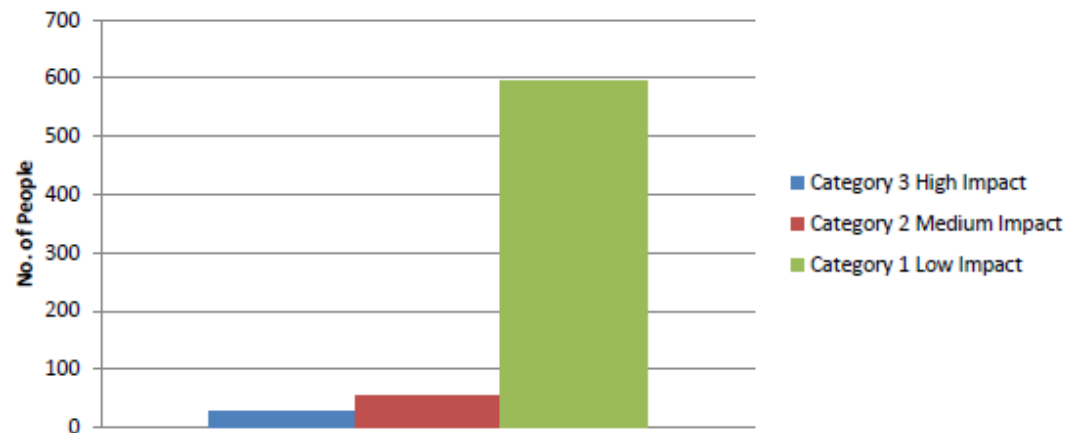
## Time Spent



## Level of Activity

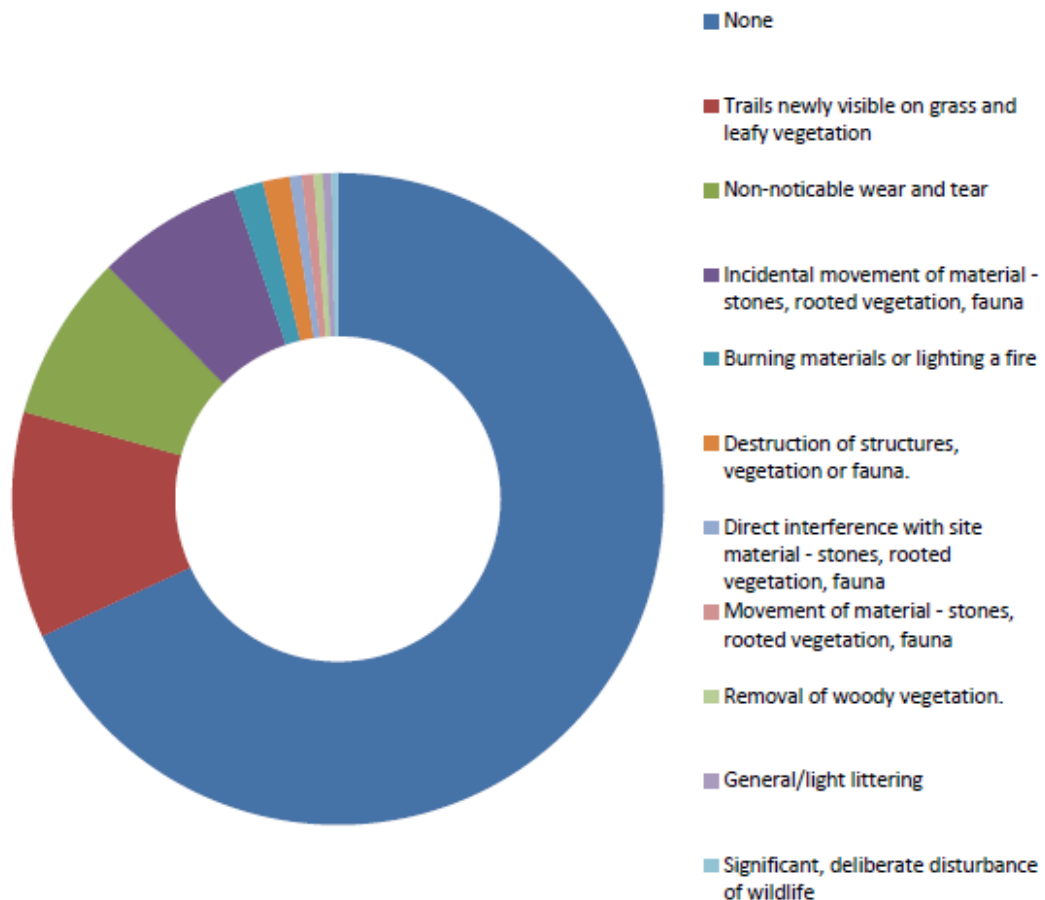


### Level of Impact





## Effects Observed



Effects Observed	Total Number of People	% of People
None	461	68%
Trails newly visible on grass and leafy vegetation	76	11%
Non-noticeable wear and tear	56	8%
Incidental movement of material - stones, rooted vegetation, fauna	49	7%
Burning materials or lighting a fire	10	1%
Destruction of structures, vegetation or fauna.	9	1%
Direct interference with site material - stones, rooted vegetation, fauna	4	1%
Movement of material - stones, rooted vegetation, fauna	4	1%
Removal of woody vegetation.	3	>1%
General/light littering	3	>1%
Significant, deliberate disturbance of wildlife	2	>1%
<b>Grand Total</b>	<b>677</b>	<b>100%</b>



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