

# Responsible Tourism in Destinations

## RTD9



11<sup>th</sup> March 2015

#RTD9

# MULRANNY & the Great Western Greenway ~ Strength in Community

**Bernadette Connaghan**  
**Marketing Manager, Mulranny Park Hotel**



MULRANNY  
EUROPEAN  
DESTINATION  
OF EXCELLENCE

## All change: From Railway to Greenway



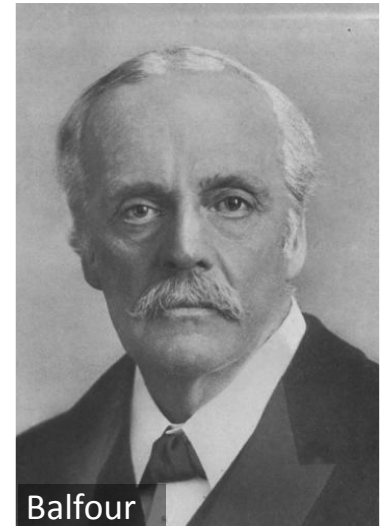


# MULRANNY BUILT HERITAGE



MULRANNY  
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- The Midland Great Western Railway Line was built in 1894
- Under the Balfour Light Railways Act
- To tackle endemic poverty in Mayo
- The causeway & seven miles of Victorian trails were developed
- Mulranny Railway Hotel opened, complete with electric light



Balfour

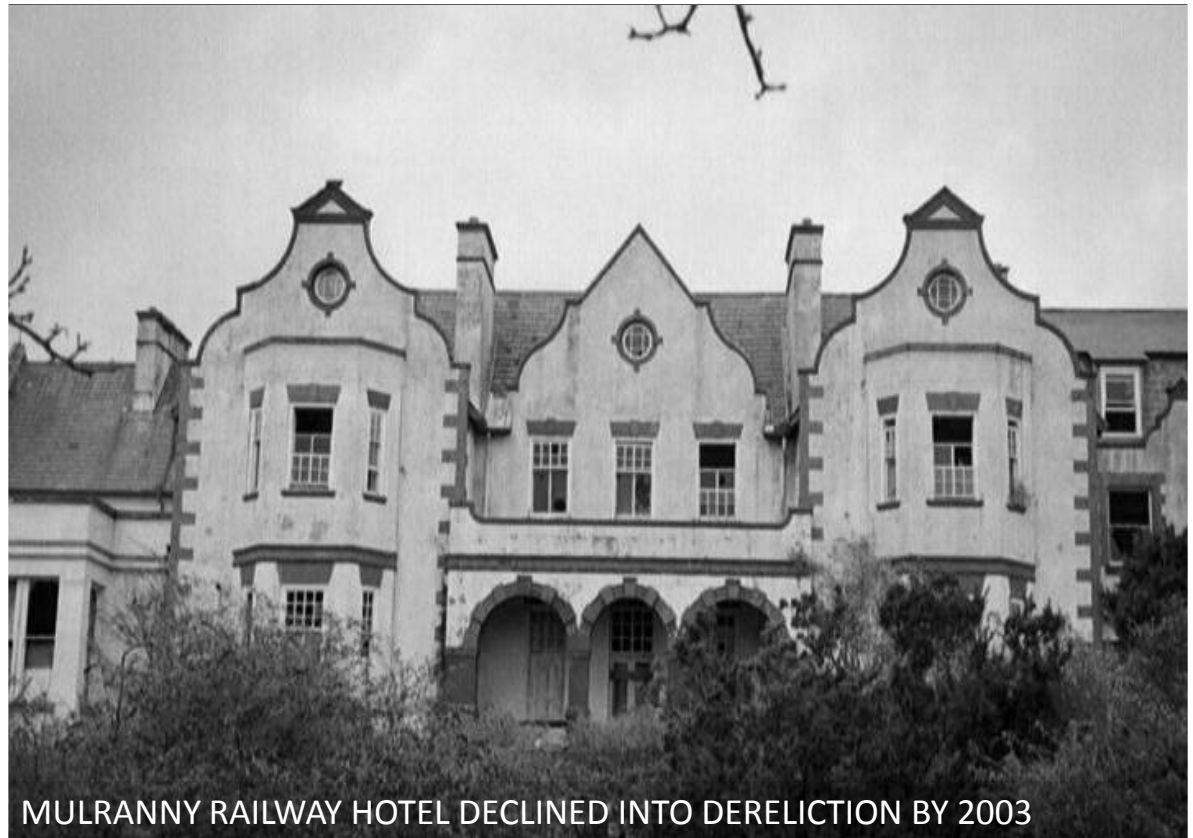


# MULRANNY REACHES LOW POINT IN NEW MILLENIUM



MULRANNY  
EUROPEAN  
DESTINATION  
OF EXCELLENCE

- Legacy of built heritage decayed
- Replaced by dereliction & disrepair
- Limited activity in tourism sector
- Mulranny faded off the tourist map
- Underutilised community resources
- Heritage tourism potential untapped



MULRANNY RAILWAY HOTEL DECLINED INTO DERELICTION BY 2003

# MULRANNY & the Great Western Greenway ~ Strength in Community



MULRANNY  
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- 2005 Mulranny Park Hotel was renovated and reopened
- The Causeway was returned to its former glory
- Tourists once again came to Mulranny for the Beauty and Landscape

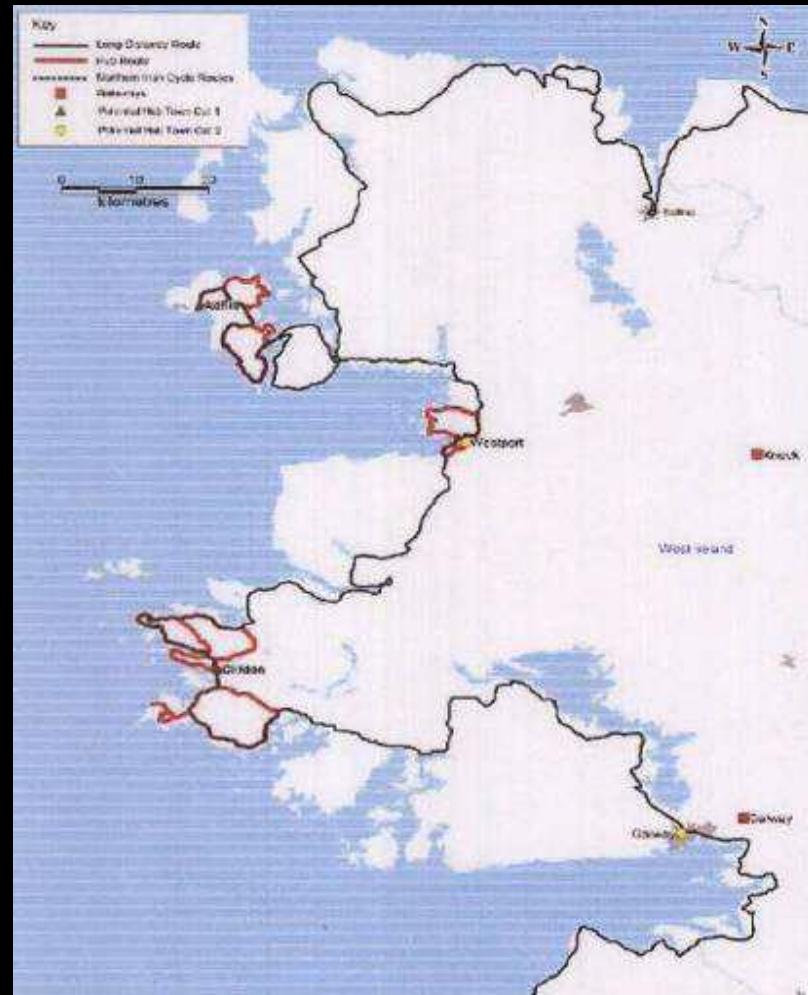


# MULRANNY & the Great Western Greenway ~ Strength in Community



MULRANNY  
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- Failte Ireland commissioned Market Research
- Irish Roads Were unsafe
- Mayo County Council Sustrans Report published in 2006
- Recommended that Co Mayo would be the Walking/Cycling Capital of Ireland
- The idea of the Greenway was born



# MULRANNY & the Great Western Greenway ~ Strength in Community



MULRANNY  
EUROPEAN  
DESTINATION  
OF EXCELLENCE

- 2009 Work Started on the Greenway
- Permissive access from 166 landowners.
- First section Newport to Mulranny opened April 2010
- Followed by Westport to Newport and was completed when the Mulranny to Achill section opened
- It was formally opened by Enda Kenny & Michael Ring 29 July 2011



*The Great Western Greenway between Mulranny and Achill, Co. Mayo, Ireland.*

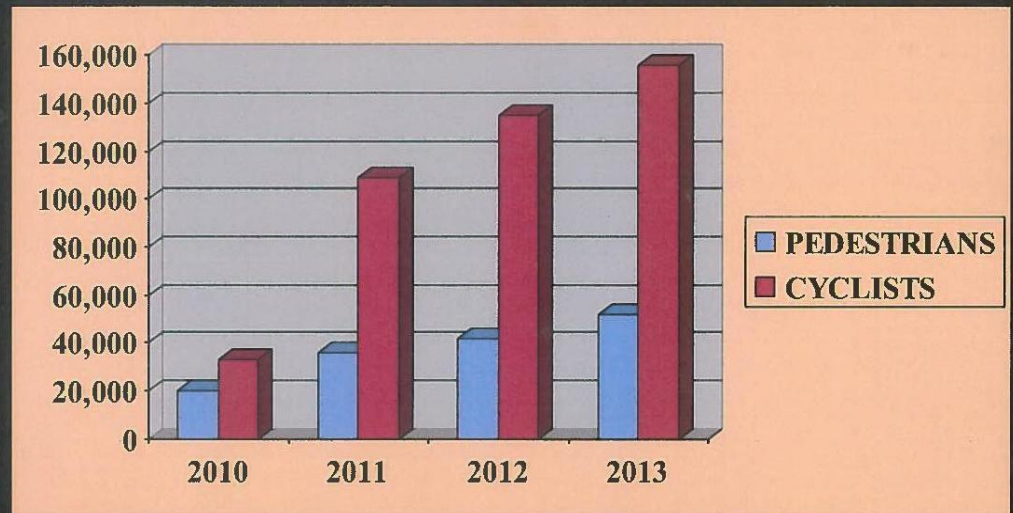
# MULRANNY & the Great Western Greenway ~ Strength in Community



MULRANNY  
EUROPEAN  
DESTINATION  
OF EXCELLENCE

- The numbers speak for themselves
- In 2013 over 208,000 people travelled on the Mulranny Stretch of the Greenway
- Estimated value to local economy is 7.2 million euro (Fitzpatrick associates)

## Users on Great Western Greenway



208,000 people travelled on the Greenway in 2013 (Mulranny counter).

# MULRANNY & the Great Western Greenway ~ Strength in Community



MULRANNY  
EUROPEAN  
DESTINATION  
OF EXCELLENCE

- Gourmet Greenway ~Food Trail
- 'Inspired and Inspiring' ~ John McKenna, McKenna Guide
- See, smell & taste ~ it's real traceability
- A story behind the food on your plate
- It's respect for craftsmanship
- Gives a platform to members
- Initiative and Collaboration



## Discover Mayo's Finest Food from the Land and Sea...

This food trail has been devised by Mulranny Park Hotel, in association with Mayo food producers, to showcase the wonderful artisan food in the vicinities of Mulranny, Newport, Westport and Achill.

With the Great Western Greenway as its backdrop, the Gourmet Greenway matches stunning scenery with simply delicious food. Where possible we encourage you to visit and purchase the fare of the producers along the Gourmet Greenway and build this unique gastro experience into your outdoor activities in an area of unrivalled beauty.

[WWW.MULRANNYPARKHOTEL.IE](http://WWW.MULRANNYPARKHOTEL.IE)

### 1 Murravagh Honey

Murravagh Honey has been produced for the last 3 years by James McDermott & Derek Norton.

It is a small hobby apary, which started with one hive and has grown to seven. The bees gather their pollen and nectar from the wonderful Mulranny Mediterranean Heather, the fuchsia, blackberry bushes and all across the Murravagh area.

The honey is harvested by hand using a spinner to extract the honey from the wax frames, which have been filled and capped with soft wax by the bees. Murravagh Honey is a very light coloured honey with a delicate flavour.

Murravagh, Mulranny, Westport, Co Mayo.  
Tel: James 086 816332  
Email: jmcdermott2@gmail.com  
Visit: The honey is sold locally when available in Mulranny Market and Kelly's butchers.  
The Apary can be viewed from the road.  
GPS: N 53 54.235, W 9 45.880

### 2 Carrowholly Cheese

Carrowholly Cheese is named after the small village of Carrowholly, Westport, where the cheese is handcrafted by owner Andrew Pollan Burns. Carrowholly is a hard, grana-style cheese made using raw cow's milk from local farmers and vegetarian rennet. Younger cheeses are smooth and semi-firm, with a mildly sweet and slightly nutty flavour. Mature wheels are firmer, with a darker coloured pate and a fuller, more intense flavour. Available in five flavours – plain, nettle, pepper, garlic & olive and cumin – which come in 5kg, 1kg and 500g units.

Carrowholly cheese is available through McCormack's Butchers & Charney's Harvest, Westport & Café Raa in Castlebar.

Carrowholly Cheese, Carrowholly, Westport.  
Tel: 087 2375336  
Web: purchase online at [www.carrowhollycheese.ie](http://www.carrowhollycheese.ie)  
Email: [carrowhollycheese@gmail.com](mailto:carrowhollycheese@gmail.com)  
Meet: Westport's – Thurs & Sat | Newport market – Fri  
GPS: N 53 48.808, W 9 36.553

### 3 Kelly's Butchers in Newport

Established on Newport's Main Street in the 1930s, Kelly's remains a family business, currently run by brothers Sean & Seamus and Sean's two sons, Kenneth & Cormac. Foodies make a point of stopping at Kelly's to purchase their award-winning black & white puddings and sausages that are regular winners in national and international competitions. Don't depart without experiencing Kelly's 'Putrag', a traditional black pudding originally cooked inside a sheep's stomach casing. Sean Kelly is described by Bridgestone Guide publisher John McKenna as "one of the most creative characters in the entire country" and is the first ever Irish member of the Confrérie des Chevaliers du Gout-Boudin (The Black Pudding Fraternity of Lovers of Good Food).

Main Street, Newport, Co Mayo.  
Tel: 098 41149 Web: [www.kellysbutchers.com](http://www.kellysbutchers.com)  
Email: [info@kellysbutchers.com](mailto:info@kellysbutchers.com)  
Visit: Mon-Thurs 9am-7pm; Fri-Sat 8am-8pm  
GPS: N 53 53.149, W 9 32.798

### 4 Keem Bay Fish Products

Gerry Hassett began smoking wild Irish Salmon in 1985. When stocks of wild salmon were reduced and no longer sustainable, Gerry switched to smoking Clare Island Atlantic Farmed Salmon and established Keem Bay Fish Products in 1992. The salmon is 100% organic and of excellent quality for smoking.

Foodies can find Gerry in his smoking house at Keel in Achill Island where he smokes salmon, mackerel and kippers in his own kiln and oak roasts salmon. Gerry & Julie are also the proprietors of 'The Chalet' restaurant in Keel which is 55 years in business and specialises in premium seafood.

The Chalet Restaurant, Keel, Achill, Co Mayo.  
Tel: 098 43157 Email: [keembay@gmail.com](mailto:keembay@gmail.com)  
Hours: Open daily from 6pm – closing times may vary.  
Meat: Fish can be purchased from the Chalet Restaurant during seasons.  
GPS: N 53 58.471, W 10 05.115

### 5 Curraun Blue Trout Farm

Curraun Blue is the only organically sex farmed trout in Ireland and is run by father and son team Tom & Tom Doherty in Mulranny. Curraun Blue Trout farm retains its traditional farming methods including a respect for the environment, a diet of natural or organic ingredients and allowing longer time at sea than a conventional farm. Access is restricted but Curraun Blue Trout regularly supports on the Nephin Restaurant.

Doughill, Mulranny, Co Mayo  
Tel: 087 2888788 Email: [curraunblue@eircom.net](mailto:curraunblue@eircom.net)  
GPS: N 53 55.172, W 9 47.721

### 6 Mulranny Park Hotel

Mulranny Park's fresh breads, baked daily on the premises are so popular that they are now available to purchase. Choose from homemade brown, banana and sun dried tomato and parmesan breads. Also popular are our homemade jams and chutneys.

The Nephin Restaurant has one of the best vistas in the country, overlooking Clew Bay and with views of Crough Patrick. The dinner menu is a celebration of the Gourmet Greenway with all the producers featuring daily on the menus. The McKenna Guide lists the Restaurant as one of the 'Top 100 Restaurants in Ireland for 2014'. The Waterfront Bar offers a more informal dining experience with a bistro menu from 12pm to 9pm. If weather permits, have a drink on the terrace and reflect on your Greenway experience.

Mulranny, Westport, Co Mayo.  
Tel: 098 36002 Web: [www.mulrannyparkhotel.ie](http://www.mulrannyparkhotel.ie)  
Email: [info@mulrannyparkhotel.ie](mailto:info@mulrannyparkhotel.ie)  
GPS: N 53 54.340, W 9 47.038

### 7 Achill Island

Achill Island is a beautiful island in the northwest of Ireland, known for its stunning scenery, beaches, and historic sites. It is a popular destination for tourists and locals alike.

### 8 Clew Bay

Clew Bay is a beautiful bay in the northwest of Ireland, known for its stunning scenery, beaches, and historic sites. It is a popular destination for tourists and locals alike.

### 9 Newport

Newport is a small town in the northwest of Ireland, known for its stunning scenery, beaches, and historic sites. It is a popular destination for tourists and locals alike.

### 10 Westport

Westport is a small town in the northwest of Ireland, known for its stunning scenery, beaches, and historic sites. It is a popular destination for tourists and locals alike.

### 11 Castlebar

Castlebar is a small town in the northwest of Ireland, known for its stunning scenery, beaches, and historic sites. It is a popular destination for tourists and locals alike.

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Discover Mayo's Finest Food Trail



**Mulranny Park Hotel**

The Mulranny Park Hotel is an exquisite 4 star hotel nestled within a beautiful woodland estate in the village of Mulranny, Co Mayo. Located uniquely on the Great Western Greenway and on the route of the Wild Atlantic Way, the hotel is perched above the glittering waters of the Atlantic Ocean and is the perfect base to explore the Gourmet Greenway.

Chef Chantia Manawattwa uses the best of local ingredients from the artisan producers of the Gourmet Greenway to serve the finest of Mayo in the Nephin Restaurant.

The hotel has been named in the McKenna's Guides Best in Ireland 2014. In addition it made the prestigious shortlists in the Bridgestone Guide as one of the "Top 10 Hotels by the Coast" and "Top 10 Places for Walkers".

We hope you enjoy this guide and all the Gourmet Greenway has to offer.

[WWW.MULRANNYPARKHOTEL.IE](http://WWW.MULRANNYPARKHOTEL.IE)  
Mulranny Park Hotel, Mulranny, Westport, Co Mayo  
Tel +353 98 36 000 Reservations 1852 136 000  
Email [info@mulrannyparkhotel.ie](mailto:info@mulrannyparkhotel.ie)

# MULRANNY & the Great Western Greenway ~ Strength in Community



MULRANNY  
EUROPEAN  
DESTINATION  
OF EXCELLENCE

- Started originally in 2011 with only 6 producers
- Has grown Year on Year
- Has 18 producers
- 2 new ones already confirmed with another couple of producers interested in joining
- Gourmet Greenway dinner night 30<sup>th</sup> April

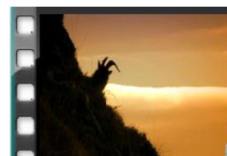
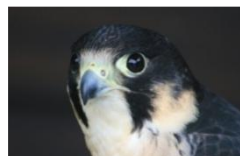


# MULRANNY & the Great Western Greenway ~ Strength in Community



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EUROPEAN  
DESTINATION  
OF EXCELLENCE

- Mayo County Council
- Fáilte Ireland
- Heritage Council
- South West Mayo Development Company
- Greenway Landowners
- Mayo Community Forum
- Mayo Heritage Forum
- RSS, FAS and TUS
- Mulranny Park Hotel
- Essence of Mulranny
- Foxford Woollen Mills
- Old Irish Goat Society



MULRANNY  
& the Great Western Greenway ~  
Strength in Community

**Coming together is a Beginning  
Keeping together is progress**

**Working together is success**

Henry Ford

Thank **You for Your Attention'**



MULRANNY  
EUROPEAN  
DESTINATION  
OF EXCELLENCE



**Mulranny  
Environmental  
Group**



**MULRANNY  
COMMUNITY  
FUTURES GROUP**