

Responsible Tourism in Destinations RTD9



11th March 2015

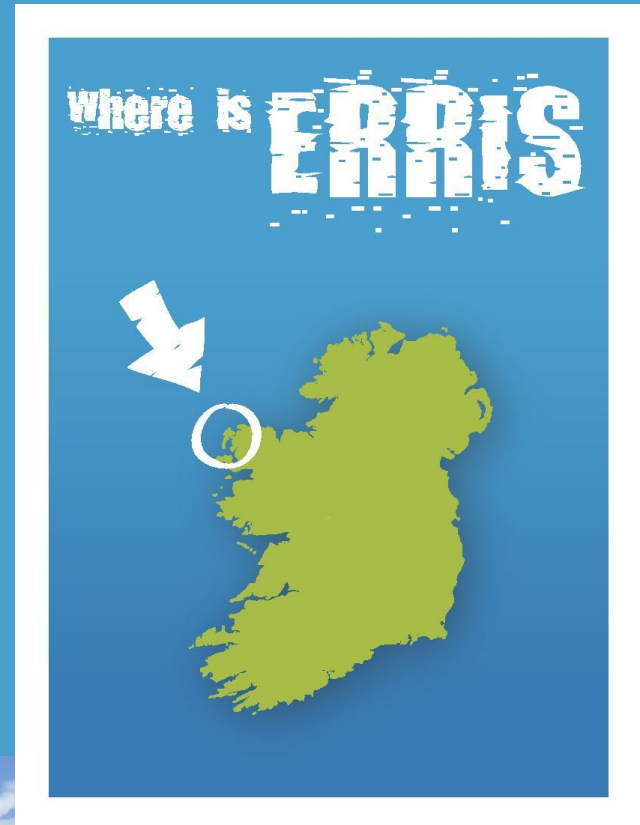
#RTD9



*Going Local
& Going Wild!*

Rina Garrett

- Gaeltacht region
- North West Co. Mayo
- Same size as Co. Louth
- Voted by *The Irish Times* as the best place in Ireland to go wild!





Turasóireacht Iorrais

- 1984 - Erris Tourism (Turasóireacht Iorrais)
- Community-owned company
- Develop & promote tourism
- Board of volunteers

An aerial photograph of the Carne Golf Links, showing a vast, undulating landscape of green grass and brown earth. The terrain is characterized by numerous small, rounded hills and valleys. In the upper left, a large body of water, likely a reservoir or lake, is visible, surrounded by a mix of green and brown land. The ocean is visible in the top left corner, with waves breaking on a sandy beach. In the lower right, a small cluster of buildings, possibly a clubhouse or administrative offices, is situated near a parking lot. The overall scene is a mix of natural beauty and human-made infrastructure.

Flagship Project Carne Golf Links

- Designed by Eddie Hackett – his last course
- 27 holes - “nature’s gift to golf”
- World class links course



“If ever the Lord
intended land for a golf
course, Carne has it.”



2007

Erris Tourism formed Erris Beo



- Non-profit, community-based tourism destination marketing organisation
- A collaborative approach - along with local, regional and national bodies — is the key to our success
- Community - vital



Fáilte Ireland

National Tourism Development Authority



Comhairle Contae Mhaigh Eo
Mayo County Council



Údarás na Gaeltachta



Tourism Ireland

Marketing the island of Ireland



Ireland West
Airport Knock



WILD ATLANTIC WAY

SLÍ AN ATLANTAIGH FHIÁIN



Rural
Alliances



Oirthuaisceart Mhaigh Eo
Mayo North East

DISCOVERIRELAND.IE



GMIT

INSTITIÚID TEICNEOLAÍOCHTA NA GAILLIMHE-MAIGH EO
GALWAY - MAYO INSTITUTE OF TECHNOLOGY

THE IRISH TIMES

- Community support from all four corners of the region
- Support from many local, regional & national agencies
- Erris - most nominated place in *The Irish Times* search for the best place in Ireland to go wild!

app.errisbeo.ie



*Téigh i bhfiáin!
Go wild!*



Get it on
Google play



Available on the
App Store





The Bangor Trail





Ceann Iorrais Loop Walk

Coasteering



Ceathrú Thaidhg Loop Walks



Kitesurfing



Ballycroy National Park



Céide Fields





Ballyglass Lighthouse



Blacksod Lighthouse





Eagle Island Lighthouse



Blackrock Lighthouse

History of the Lighthouse



Fishing



Island Boat Trips





Hear the
Corncrake's Call

Currach Racing





Surfing

Geesala Races





- The people of Erris . . . *Spiorad Iorrais*
- Local community - core consideration
- Erris Beo: its unique set-up ensures that the ethos of responsible tourism is intrinsic to the organisation

The Future . . .

- Continuing to develop ‘Go Wild in Erris!’ brand
 - Introduce environmentally-sound means of travel & accommodation in the region
-
- Organise more training & upskilling for local people
 - Increase tourism-related employment



- Four new tourism-related businesses have opened in Erris in the last two years.
- At least one new business to open by June 2015



Ná tóg ach grianghraif

Ná caith ach am

Ná fág ach rian coise





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