

Project Development and Consultation

THE WILD ATLANTIC WAY

Project Update

Bulletin No.2

April 2013



Trade and community engagement and activation

Throughout each stage of the process

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Welcome to the second Project Update Bulletin on the Wild Atlantic Way project. The purpose of this short document is to keep you up-to-date on the latest developments in the Wild Atlantic Way project and to outline the next steps in the planning and development process.

What has happened so far?

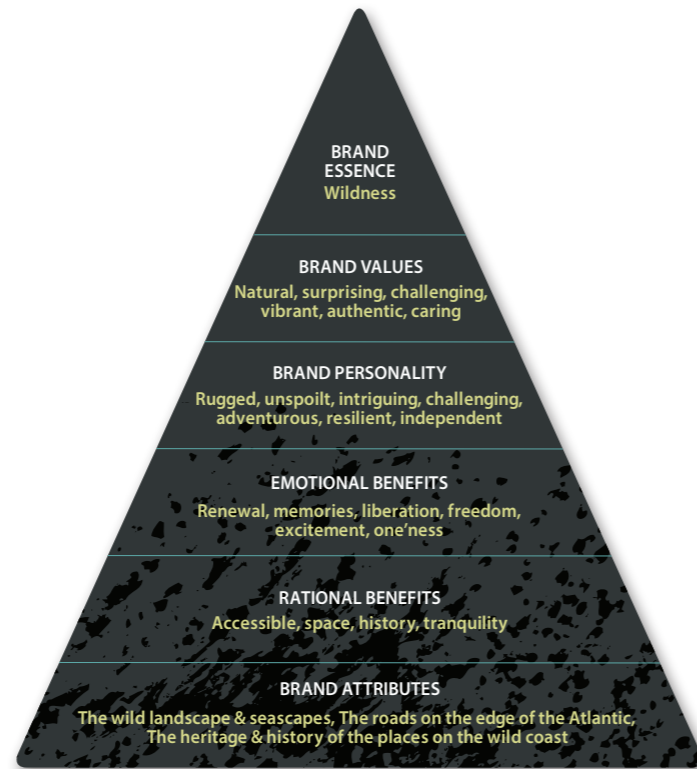
Along with its project partners, Fáilte Ireland has been working on the Wild Atlantic Way for the past year and has made significant progress to date. Two key elements of the project, the Proposition & Brand and the Identification of the Route, have been finalised and we are now moving to the next stages of the project.

Stage 1: Proposition and Brand

A brand proposition is the public face of the brand – it's what we say about the brand to its target markets. The central proposition of the Wild Atlantic Way is a coastal touring route between Kinsale on the southern end to the Inishowen Peninsula on the northern end. The Wild Atlantic Way proposition offers prospective visitors opportunities to discover an intriguing convergence of land and sea along 2,500kms of magnificent West of Ireland coastline. The longest defined coastal drive in the world, its wild and rugged natural beauty, unique ancient heritage, defiant settlements, creative locals and unique array of cultural events promise the visitor the journey of a lifetime.



During this stage of the project, we also identified the key target markets, what they want from the Wild Atlantic Way and how to communicate it to them. A brand identity for the Wild Atlantic Way has been developed (see below).



Stage 2: Identify the Route

Following a comprehensive public consultation process, the route of the Wild Atlantic Way has now been identified. It is 2,500km long and includes 156 viewing points, or 'Discovery Points' along the way. At this stage the route comprises a main spine but over the coming years, a series of looped itineraries will be developed to further enrich and deepen the experience for visitors. The map of the route, together with the Route Identification Report can be viewed at www.failteireland.ie/wildatlanticway. Fáilte Ireland wishes to thank the Local Authorities, the Leader Companies, Údarás na Gaeltachta and the Western Development Commission for their help in the route identification process, as well as all those who made submissions to the public consultation process.



Next Steps

Signing the route

A signage plan is currently being prepared for the entire route and the aim is to have all the directional signage along the route in place by the end of March 2014. The Local Authorities are key partners in delivery of the signage.

Delivering the Discovery Points

Fáilte Ireland will work with a range of partners throughout 2013 and 2014 to ensure that a minimum level of work can be undertaken at as many of the Discovery Points as possible to make them 'visitor-ready' in time for the launch of the project in March 2014. However, the delivery of all of the Discovery Points in full is likely to be a ten-year programme.

Selling Great Wild Atlantic Way Experiences

More and more, our overseas visitors are looking for amazing interactive experiences on their holiday which will create lasting memories that they will want to share with their family and friends when they get back home. Fáilte Ireland



will deliver a series of workshops throughout 2013 and 2014 to help tourism businesses align their offering to the core proposition of the Wild Atlantic Way, to ensure that the visitor has great Wild Atlantic Way experiences to choose from. Through the Sales Connect programme, Fáilte Ireland will work closely with those tourism businesses that are best positioned to sell their Wild Atlantic Way experiences into the four main overseas markets of Great Britain, France, Germany and the USA. We will also work with a wide range of tourism businesses and experience providers over the coming months to hone their Wild Atlantic Way experiences.

Marketing the Wild Atlantic Way

Fáilte Ireland will be working very closely with Tourism Ireland throughout 2013 on the development of a marketing strategy for the Wild Atlantic Way. A full range of marketing collateral and digital content will also be developed for the project which will be rolled out in time for the launch of the route in March 2014.

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For further details see
www.failteireland.ie/WildAtlanticWay

