

# New for 2016

Galway Hookers, Co Galway



Fanad Head Lighthouse

## Tourism Capital Projects

### Wild Atlantic Way Interpretation & Branding Programme

The installation of Photo Points and Interpretation Story Panels at each of the 188 Discovery Points along the Wild Atlantic Way will be complete in time for the 2016 visitor season. This project will give visitors a sense of the local stories and will encourage greater engagement and dwell time which will contribute to local economies.

### Fanad Head Lighthouse & Visitor Centre (Spring 2016)

The development of a new visitor centre adjacent to the Lighthouse, which is a Signature Discovery Point on the Wild Atlantic Way, will open in Spring 2016 enhancing the visitor experience.

### Derrigimlagh, Connemara (May 2016)

This exciting and innovative project sees the development of an interpreted looped walk on the site of the Marconi Wireless Station and Alcock & Brown Transatlantic Landing site bringing two of the most important industrial stories of the twentieth century to life for visitors.

### Connemara Cultural Centre @ Pearse's Cottage

Phase one of this project will be complete in Spring 2016 and will include an enhanced walkway from the new developed car park to the exiting national monument of Pearse's Cottage. The Connemara Cultural Centre which is currently in development is scheduled to come on stream in September 2016.

## Wild Atlantic Way Passport

Fáilte Ireland in partnership with An Post will launch its Wild Atlantic Way Passport in May 2016. Given the scale of the Wild Atlantic Way, the passport is being developed as a tool to provide a memento of the visit and to encourage repeat visits to other parts of the Wild Atlantic Way by both international and domestic visitors. By partnering with An Post, visitors will be encouraged to engage first hand with locals who will be able to provide local insights and stories to visitors which will contribute to a unique holiday experience.

## 2016 Work Plans

The key challenges facing the Wild Atlantic Way in 2016 are as follows:

- 1 Raising of the Wild Atlantic Way
- 2 Shoulder Season Extension
- 3 Regional Spread of Visitors

## International Awareness

Tourism Ireland will continue to promote the Wild Atlantic Way internationally as part of their ongoing marketing communications plan. In addition to this activity Fáilte Ireland will establish a Public Private International Marketing Fund to design and implement a dedicated Wild Atlantic Way consumer marketing campaign to increase awareness levels and generate incremental international bednights. Fáilte Ireland will work with Tourism Ireland on the implementation of this campaign.

## Domestic Consumer Marketing

While the Wild Atlantic Way experience brand is well established here on the ground in Ireland, we can't afford to become complacent. With this in mind we will implement a strong digital campaign in Spring 2016 to keep Wild Atlantic Way top of mind in the key booking periods. This will be followed up by a dedicated multi media campaign aimed at encouraging shoulder season breaks in Autumn 2016.

## Season Extension Initiatives

A big challenge for many of the communities along the Wild Atlantic Way is the duration of the season which can be as little as 8 weeks outside the traditional well established tourism hubs. In 2016, Fáilte Ireland will identify a number of areas to implement season extension initiatives with the objective of encouraging businesses to stay open longer at the back end of the season (mid September to end October).

## Signature Experience Plans

In 2016, the Wild Atlantic Way team will commence work on the development of a suite of Experience Development Plans. These will be adopt either a "geographic" or "thematic" approach. It is intended that the plans will be tangible action plans that can be implemented over a 2-3 year period and will be developed as "hero" tourism product at the heart of each plan. Each "hero" product(s) will be supported by a range of Supporting Visitor Experiences that will encourage visitors to spend longer in a particular area. These visitor experiences will be underpinned by a variety of accommodation, hospitality and other key services that will all bring the Wild Atlantic Way proposition to life.

## Industry Capability Building

Fáilte Ireland will deliver a comprehensive range of Business Supports to tourism businesses along the Wild Atlantic Way to support capability building and to ensure our partners are well equipped to exploit all opportunities presented by the Wild Atlantic Way. Supports will be delivered across a variety of topics including Sales & Distribution, Revenue Management, Cross Promotion & Cross Selling, Digital Supports, Wild Atlantic Way Ambassador Programmes and Customer Care. Full details of all business supports with dates and locations can be found on

[www.failteireland.ie/Business-supports](http://www.failteireland.ie/Business-supports)  
[www.failteireland.ie/wildatlanticway](http://www.failteireland.ie/wildatlanticway)

# Wild Atlantic Way Highlights



LONGEST DEFINED COSTAL TOURING ROUTE IN THE WORLD STRETCHING  
**2,500km**  
FROM INISHOWEN IN DONEGAL TO KINSALE IN WEST CORK



**188**  
DISCOVERY POINTS



**15** SIGNATURE DISCOVERY POINTS



**FIVE** NATIONAL PARKS



**6** GAELTACHT REGIONS



**200** TOWNS AND VILLAGES ALONG THE WILD ATLANTIC WAY



**26** OFFSHORE ISLANDS



KERRY IS ONE OF ONLY THREE LOCATIONS WORLDWIDE DESIGNATED AS A  
**GOLD TIER DARK SKY RESERVE**  
— ONE OF THE BEST LOCATIONS IN THE WORLD FOR STAR GAZING!



THE BEST PLACE TO  
**GO WILD IN IRELAND**



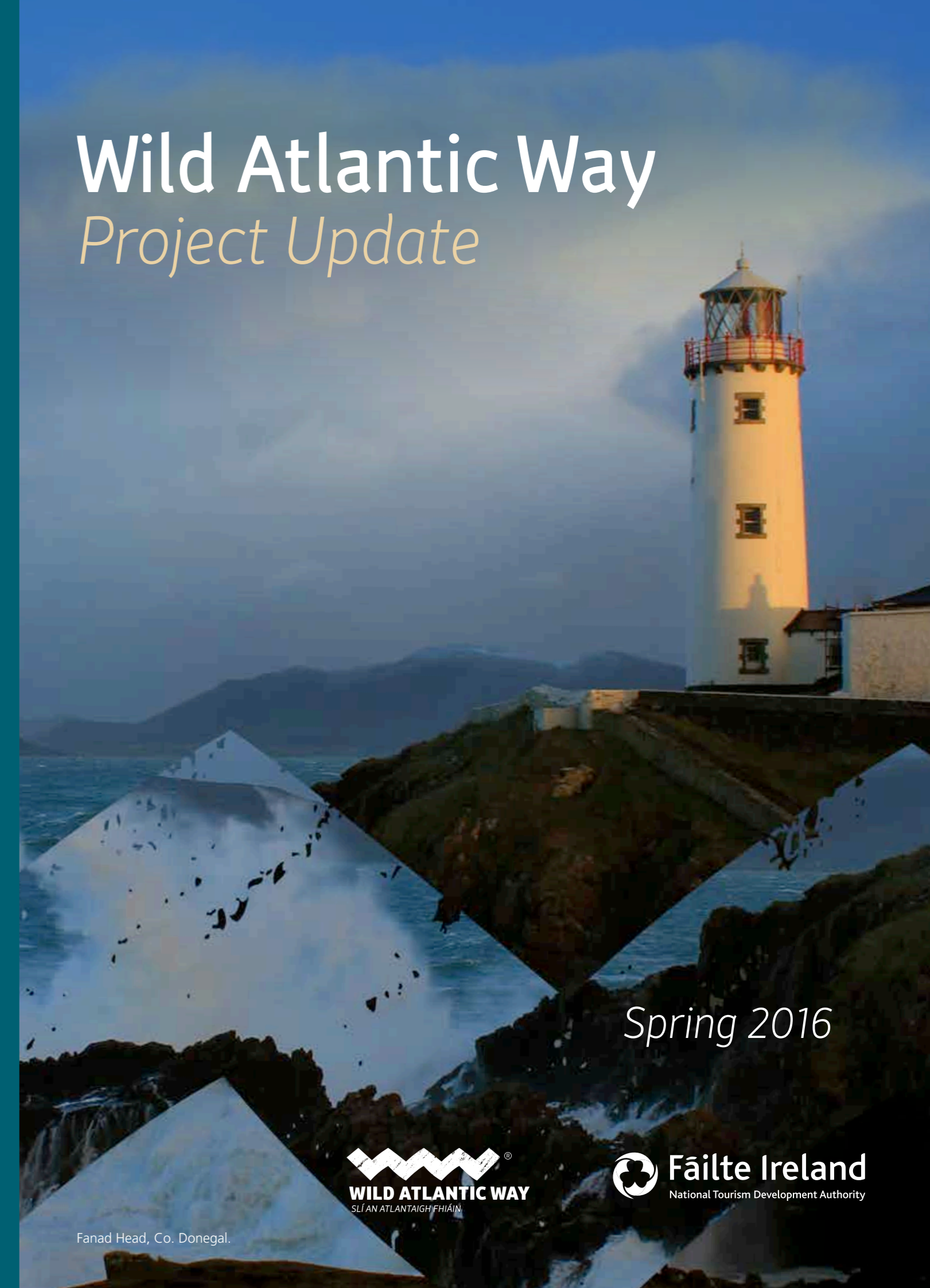
**UNESCO** WORLD HERITAGE SITE



## WORLD RESPONSIBLE TOURISM AWARDS



# Wild Atlantic Way Project Update



Spring 2016



Fanad Head, Co. Donegal.



# Wild Atlantic Way Vision

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

## Digital Footprint

Visit  
**www.wildatlanticway.com**

### Follow Us

@wildatlanticway  
#wildatlanticway  
www.facebook.com/irelandswaw  
www.youtube.com/wildatlanticway  
Instagram page name: Wild Atlantic Way



If you are interested in using the Wild Atlantic Way logo & adhere to brand guidelines please email [www@failteireland.ie](mailto:www@failteireland.ie)

Download the FREE Wild Atlantic Way App now - your official guide to the journey of a lifetime!

Download the FREE official Wild Atlantic Way app [wildatlanticway.com/pages/the-app/](http://wildatlanticway.com/pages/the-app/)

### Wild Atlantic Way LinkedIn Trade Forum

Activation of our LinkedIn Forum - have you joined ?

Register now on [bitly.com/wawlinkedin](http://bitly.com/wawlinkedin)

### What's the Forum for?

To develop a community where Fáilte Ireland and the Wild Atlantic Way businesses can come together to network and build relationships through open discussions and the exchange of knowledge and ideas on topics related to the Wild Atlantic Way.

## Work to Date

1 Wild Atlantic Way launched in Spring 2014	9 Supported Porsche Club of Ireland Wild Atlantic Way Run in summer 2015
2 €12M invested in tourism capital infrastructure along the route	10 Over 800 journalists from 20 countries have been hosted along the Wild Atlantic Way since the launch
3 Route signed from Inishowen Peninsula in Donegal to Kinsale in West Cork	11 Hosted Adventure Travel World Summit (ATWS) 2014 in Killarney with 650 international delegates
4 188 Discovery Points along the route including 15 Signature Discovery Points	12 Hosted Wild Atlantic Way Expo 2015 in Galway with 60 international Adventure & Youth buyers
5 Fully dedicated consumer and trade website <a href="http://www.wildatlanticway.com">www.wildatlanticway.com</a> launched in Spring 2015	13 Investment of €1.5 million in Festivals & Events in 2014 & 2015
6 Wild Atlantic Way app launched in Summer 2014	14 Developed 100+ Wild Atlantic Way visitor experiences in partnership with tourism businesses in 2015
7 International and domestic advertising campaigns to raise awareness	15 Wild Atlantic Way Operational Programme 2015-2019 published in Summer 2015
8 Supported ITV's Wild Ireland series with Christine Bleakley which was viewed by close to 12 million viewers in Great Britain	16 Ongoing trade, community & stakeholder briefings throughout the year

### Wild Atlantic Way Operational Programme 2015-2019

In 2015, Fáilte Ireland developed and published the Wild Atlantic Way Operational Programme to set out a strategy, implementation framework and programme for the sustainable implementation of the Wild Atlantic Way over the period 2015-2019. This Operational Programme is the first in a series of strategies which will set out a vision for the continued evolution of the Wild Atlantic Way over the decades to come.

<http://www.failteireland.ie/Wild-Atlantic-Way/The-Wild-Atlantic-Way-Operational-Programme.aspx>

## GOALS AND OUTCOMES

- ▶ To ensure that the Wild Atlantic Way brand is compelling to our target market segments and that the Wild Atlantic Way itself becomes a world-class visitor experience.
- ▶ To ensure that the Wild Atlantic Way delivers benefits to local communities in the west of Ireland and contributes to a better place to live for everyone.
- ▶ To ensure that the Wild Atlantic Way delivers balanced and sustainable revenue and jobs growth with greater geographic and seasonal spread.
- ▶ To ensure that the implementation of the Wild Atlantic Way Operational Programme facilitates the protection and enhancement of the environment of the west of Ireland - as the fundamental asset that is the basis of the Wild Atlantic Way - in association with other key stakeholders.

# Zones of the Wild Atlantic Way

In order to present the Wild Atlantic Way in meaningful "chunks" that visitors can enjoy we have amplified six zones along the route from Donegal to West Cork. These zones allow Fáilte Ireland to work with tourism businesses, communities and stakeholders to develop compelling and motivating visitor experiences for each zone. In 2016, we will deliver a suite of business supports by zone especially tailored to meet the needs of tourism businesses in these areas.

### NORTHERN HEADLANDS: JOURNEYS BEGIN

Expand your mind, body and soul in Donegal.

Untouched, off-radar and crying out for exploration, this rugged and remote region marks the north-western contour of the Wild Atlantic Way.

### THE SURF COAST: WIND AND WAVES OUT WEST

The waters and the wild, from Donegal to Erris.

This stretch of the Wild Atlantic Way, leading from Donegal Town through Sligo to far-flung Erris, was the famous poet's, W.B. Yeats, 'Land of Heart's Desire' - the countryside in which he grew up and which inspired him well into old age. It's just as poetic today. Voted Ireland's 'Best Place to Go Wild', coastal hubs like Bundoran, Mullaghmore, Enniscrone and Strandhill are renowned for their surf - throwing up both beginner-friendly ripples and monster slabs that attract some of the world's top waveriders.

### THE BAY COAST: AN OPEN-AIR PLAYGROUND

Skimming the Coast, from Achill Island to Galway Bay.

The Bay Coast is a salty, open-air playground, loaded with dazzling beaches and Blueway trails, with opportunities to kayak, kite-surf, paraglide, swim and dive. Cyclists follow the Great Western Greenway - one of the world's most scenic cycleways. Walkers climb the sacred Croagh Patrick and Twelve Bens range.

### THE CLIFF COAST: HARD LAND, WARM HEARTS

Beauty and tradition, from Galway through Clare to the north Kerry coast.

"The land is hard, the soul is not..." So says Lonely Planet about the Wild Atlantic Way's Cliff Coast, where Ice Age landscapes meet west coast warmth and music is a way of life. This striking seaboard is a place for cliff-top walks, island-hopping, glowing pubs, rich waves of traditional music and soul-stirring views.

### SOUTHERN PENINSULAS: THAT EDGE-OF-THE-WORLD FEEL

Memorable experiences on the Cork and Kerry coasts.

This is as far west as Ireland gets: "next parish Manhattan", as they say. And there's a distinctly edge-of-the-world feel to the Southern Peninsulas, as both the mainland and everyday life are left far behind.

### THE HAVEN COAST: NATURE SETS THE PACE

The southernmost stretch - from Bantry via Skibbereen to Kinsale.

The southernmost stretch of the Wild Atlantic Way zigzags gently, from dreamy Bantry Bay through Skibbereen and on to Kinsale. Past gardens lush with sub-tropical plants. Between hedgerows thick with fuschia and monbretia. By hundreds of inlets, coves, safe harbours and Blue Flag beaches just right for long days spent in the salty air... beachcombing, island-hopping, whale-watching, learning to sail, kayaking on a saltwater lake in the moonlight, or simply enjoying a pint on the quayside while the fishing boats land their catch.

The Burren, Co. Clare.

Achill Island, Co. Mayo.

Downpatrick Head, Co. Mayo.