

CLIFF COAST

Destination and Experience Development Plan

Draft July
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SECTION ONE

Cliff Coast
Destination
and Experience
Development Plan

SUMMARY & CONTEXT



1.1 CLIFF COAST DEDP OVERVIEW

The Cliff Coast Destination and Experience Development Plan (CCDEDP) is a five year sustainable tourism development plan for North Kerry and West Clare. It has been developed through a programme of research and consultation incorporating the views of visitors, the tourism industry, local community and a programme of international benchmarking. The objective of the CCDEDP is to achieve growth in revenue to return to 2019 levels of tourism income by 2026. In addition, the aim is to ensure the region has the capacity to achieve up to 5% ahead of that target.

The key objectives of Destination and Experience Development Plans are:

- Ensure local experiences are brought to life through the development of the optimal mix of hero and ancillary tourism products that attract visitors and retain them for longer in the destination.
- Unlock the economic growth potential of an area by progressing a range of key initiatives that will motivate tourists to explore the wider destination.
- Develop a sustainable basis for commercial tourism development centred on creating strong signature, supporting and ancillary experiences that are commoditised through the creation of saleable experiences that excite consumers and buyers alike.
- Create the conditions to attract leisure visitors on a year round basis to North Kerry and West Clare to immerse themselves actively in the community, interacting with local people.
- Strengthen the value of tourism to the local community by providing sustainable employment opportunities.

The CCDEDP is focused on an area extending from Tralee across North Kerry to Loop Head Peninsula and Spanish Point in West Clare. The destination features world class leisure tourism resources from world ranked links golf courses to renowned surfing locations. North Kerry possesses an extensive portfolio of visitor attractions and is an area with a good profile in the family market. Loop Head has achieved international recognition for its approaches to responsible tourism and is home to unique socio-cultural experiences such as Loop Head Lighthouse and Scattery Island. Its coastal waters are home to the second largest population of dolphins in Europe. Across the destination from Loop Head to Kerry Head, Bromore, Baltard to Dooneen and Ballybunion, visitors can engage with a mix of easily accessed cliff and coastal viewing experiences.



The destination is immediately accessible from two international airports and is uniquely linked by the Shannon Ferry service. Despite this level of access, its location between South Kerry and Galway has resulted in the area being largely transient, particularly among international visitors.

The CCDEDP will play a key role in how other DEDPs impact on visitor flow, dispersion into and around the destination and increase dwell time along the Wild Atlantic Way. It will serve as an important link to the Burren DEDP and equally how North Kerry can connect with the Dingle Peninsula and Killarney DEDP's. Additional opportunities are presented through the connectivity with the Limerick Gateway Plan and how visitors will consider exploring North Kerry and West Clare from their Limerick City accommodation base

Four strategic development outcomes have been identified to influence the tourism industry's product and experience development in the CCDEDP. These four development outcomes will ensure a coordinated approach to destination experience development aligned with the opportunities identified through the plan and future product investment and experience priorities. The four development outcomes are as follows;



TRAILS & GREENWAYS

Navigating Adventure - Sustainable engagement with the outdoor environment through activities and slow adventure on water and land.



COASTAL HERITAGE - GUIDING LIGHTS

Coastal Heritage – Guiding Lights - Access the unique maritime heritage of the Cliff Coast, conquests and journeys across its coastline and the mouth of the estuary.



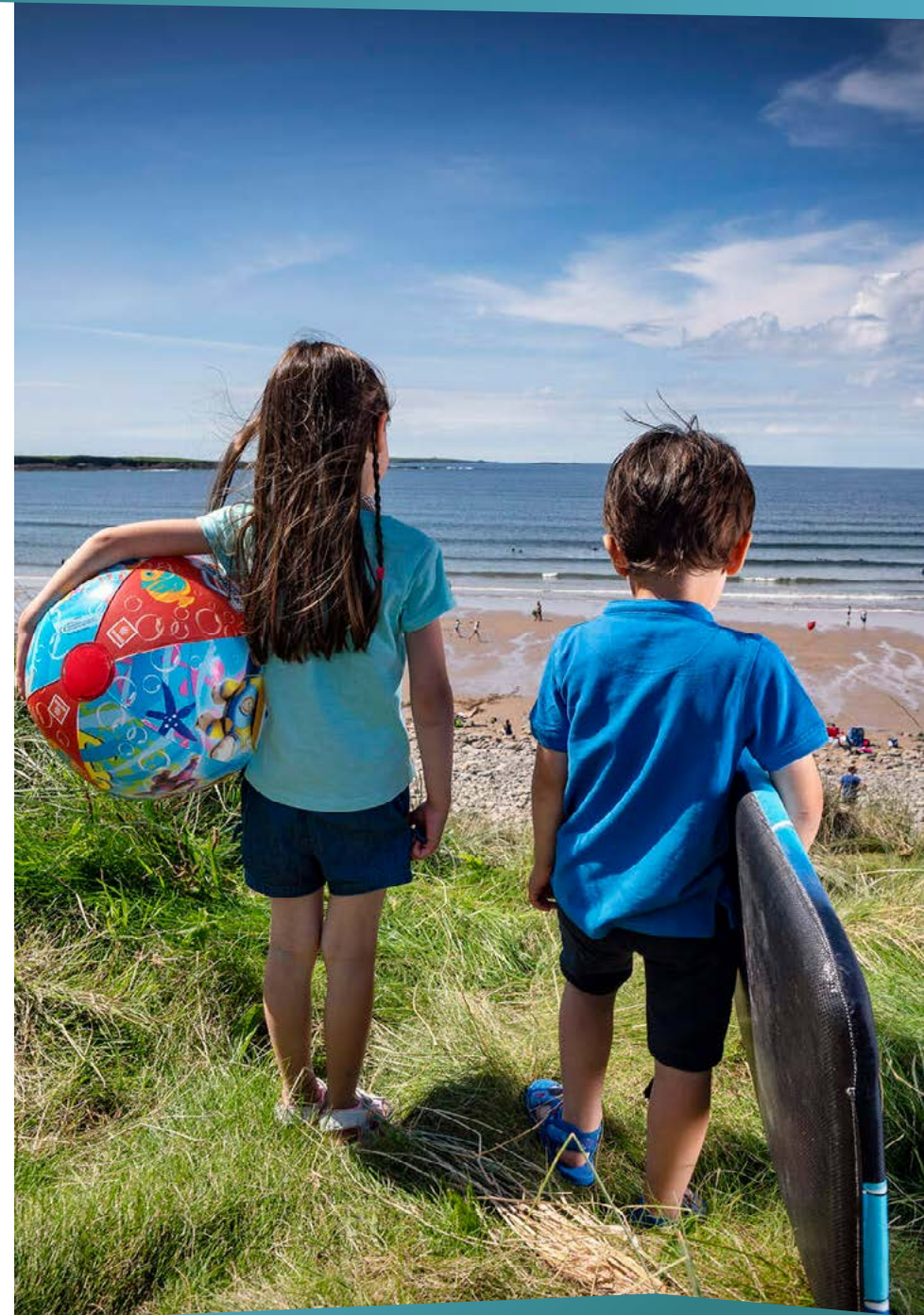
SUSTAINABLE EXPERIENCES

Immersive Sustainability – Develop visitor experiences that exceed new expectations around responsible travel by embracing sustainability as the basis for destination and experience innovation.



WELLBEING & WELLNESS

Restorative Wellbeing – Develop a distinctive form of Irish wellbeing across the Cliff Coast through sustainable rural, restorative and nature based experiences.



1.2 WILD ATLANTIC WAY – REGIONAL TOURISM DEVELOPMENT STRATEGY (RTDS)

Regional Tourism Development Strategies – 2023- 2027 (RTDS) have been developed for each of Fáilte Ireland's four Regional Experience Brands (Wild Atlantic Way, Dublin, Ireland's Ancient East and Ireland's Hidden Heartlands). These plans provide the strategic framework for other tourism development strategies, most notably, Destination and Experience Development Plans (DEDPs) and County Tourism Strategies. The CCDEDP has been developed to contribute to the overarching regional objectives for the Wild Atlantic Way. Five of the six regional objectives provide the basis for the strategic approach featured within the CCDEDP.

Strategic Objective 1:

Grow the year-round appeal of the Wild Atlantic Way domestically and internationally ensuring the area attracts and disperses high value visitors into and throughout the region.

Areas of focus within the CCDEDP

Develop experiences that motivate visitors to explore the wider coastal and rural destination, build the digital capacity of local businesses and develop the appeal of local towns and villages as year round destinations.

Ensure the Cliff Coast is connected with the outputs of other DEDPs including the Burren, Dingle Peninsula and Killarney DEDP's and the Limerick City Gateway Plan.

Strategic Objective 2:

Raise the international profile of the Northern half of the Wild Atlantic Way to increase visitation and revenue.

Strategic Objective 3:

Increase tourism revenue, visitor dispersion and season extension across the Southern half of the Wild Atlantic Way.

Areas of focus within the CCDEDP

Refresh the visitor experience across the Cliff Coast, enhance the capacity of existing attractions and investment in the outdoor activity product base.

Strategic Objective 4:

Protect the authenticity and "wildness" of the Wild Atlantic Way.

Areas of focus within the CCDEDP

Build on the profile of the Cliff Coast as a responsible tourism destination and ensure sustainability is integrated into all visitor experiences.

Strategic Objective 5:

Enable and assist the industry to grow its capacity and capability so that it can thrive over the period of this plan.

Areas of focus within the CCDEDP

Develop new ways of working together through effective networks and clusters that will become the focus for ongoing capacity and capability development.

Strategic Objective 6:

Foster strong coalitions of industry and stakeholders with a common purpose in creating flourishing destinations and thriving communities.

Areas of focus within the CCDEDP

Ensure local communities are engaged in the delivery of the DEDP, build strong partnerships among all agencies and stakeholders to deliver the projects that will have a sustainable impact on the destination and support the creation of strong tourism networks.

Address areas such as low levels of accommodation and transport connectivity that will ensure a greater long term impact for the communities within the Cliff Coast.

1.3 A SUSTAINABLE TOURISM APPROACH

Against the backdrop of the UN Sustainable Development Goals, the Government's commitments under the Climate Action Plan 2021 and the Report of the Sustainable Tourism Working Group, 2021-2023, tourism must adopt a much more sustainable approach. The Covid-19 global pandemic has accelerated visitor consciousness of their role in sustainable tourism. There are new expectations among emerging visitor markets with changes in how they value local experiences combined with increased levels of environmental awareness.

The CCDEDP will focus on the following in meeting a commitment to sustainability and responsible tourism and become a key element of future destination development.

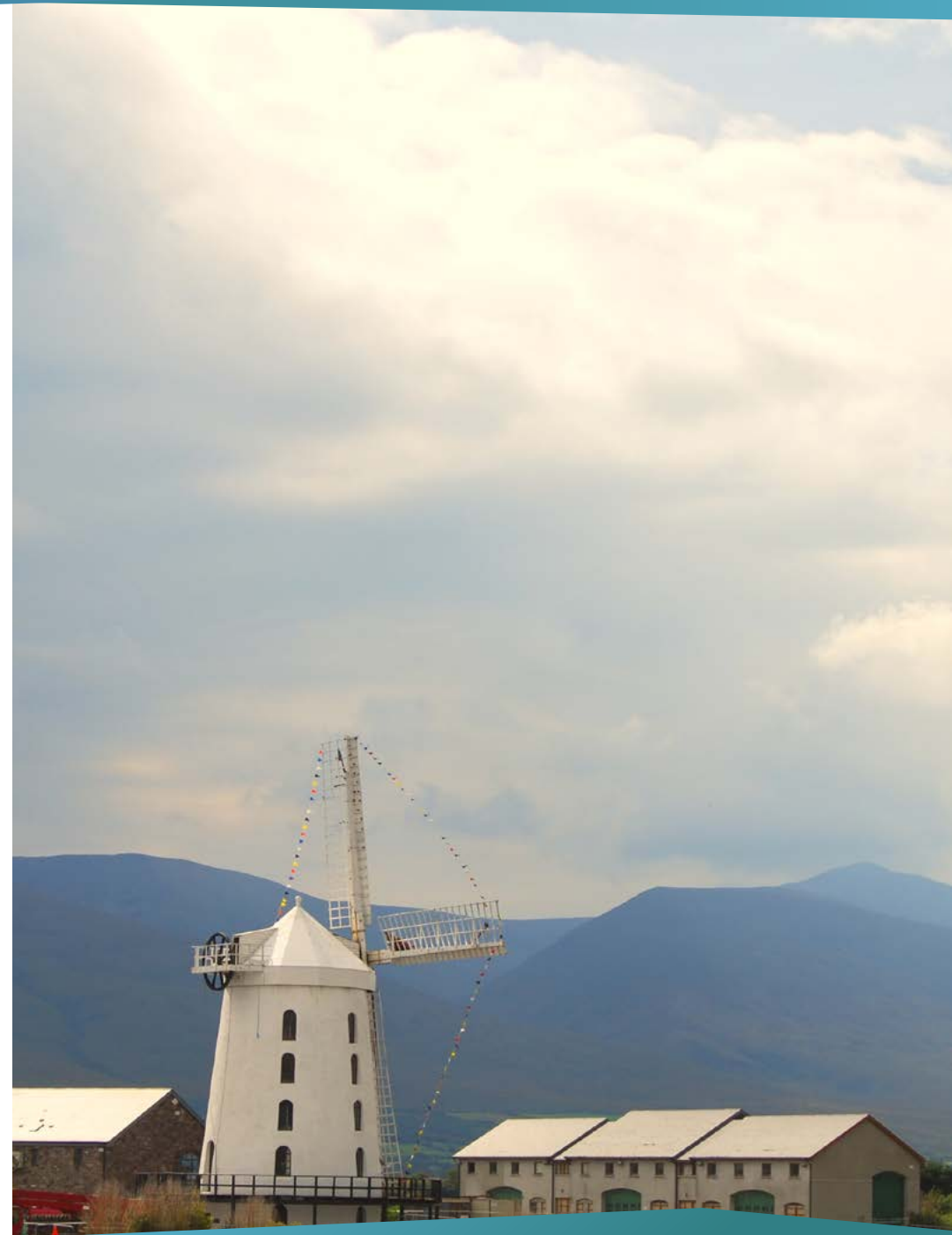
- Provide great visitor experiences highlighting the destinations sustainability values.
- Expand local capacity to develop new sustainable visitor experiences.
- Connect visitors to destination sustainability at every stage of the visitor journey.
- Position the Cliff Coast as a national and international leader in sustainable destination development; economically, socially, culturally and environmentally.
- Balance long term sustainability with economic value for communities across the Cliff Coast.
- Ensure a coherent approach to sustainability exists among the urban, rural and coastal communities within the Cliff Coast.
- Highlight destination co-responsibility for climate change and other sustainable challenges.



1.4 WHERE WE ARE NOW

The CCDEDP was developed through a programme of stakeholder consultation and research, reflecting the views of visitors, the local tourism industry and the wider community. In assessing the international destination opportunity for the Cliff Coast, a programme of international benchmarking was also conducted. The key learnings and common success factors from the international destinations included;

- There is a clear alignment of the community, public and private sector behind each destination's sustainable tourism vision.
- Destination online marketing and booking platforms clearly reflect the quality of the destination and share a collective destination story.
- New interpretations of wellbeing have become the focal point for experience development and the establishment of a 'centre of excellence' approach delivering distinctive wellbeing experiences. Successful wellness experience providers recognise that wellness is holistic and can be based on simple and wholesome outdoor destination experiences.
- The investment in outdoor activity infrastructure embraces an integrated trails approach linking a network of quality trails for walking, cycling i.e. connecting long distance routes with local routes. Each of these trails develop innovative ways of interpreting local stories along these routes and provide users with opportunities to stop and enjoy the coastal landscapes.
- Local communities along these routes are continuously encouraged to engage with trail users and ensure value is generated for the local community through tourism.
- Access to innovative adventure and outdoor activities is developed to complement the trail based-activities to add value and extend the length of stay.
- Supporting agencies deliver training and capacity building linked with achieving the sustainability vision. This is supplemented through the creation of structures to support local entrepreneurs in the development of business opportunities to encourage the use of trails (food and drink, accommodation, supporting services and facilities).



Research and Consultation Conclusions

Sustainable Tourism Leadership

Loop Head Peninsula has achieved international recognition for its approach to responsible tourism and continues to be an exemplar for good practice in its community approach to sustainability. Both Clare and Kerry are strongly focused on sustainable development at a strategic destination level. International benchmarking of sustainable tourism performance highlights how smaller destinations are now leading the way in the approach towards responsible tourism.

The international mystery shop research concluded that the Cliff Coast destination is a great nature based destination but does not communicate its sustainability credentials strongly enough. The review found it difficult to obtain information on sustainable / green policies, products, activities, eco certified accommodation and local food. The visitor must work hard to get information on experiences aligned with sustainability. There is evidence at the strategic level that sustainability is embedded among the core principles. This has not been transferred to clear destination messaging or activities for the visitor to engage with.

The destination provides the ideal conditions for sustainable tourism leadership combined with an established community vision for responsible tourism. The ability to achieve greater levels of international destination recognition can be achieved by building on this vision and embracing sustainability linked to all experience development activity.

Clusters of Excellence

The Cliff Coast destination is largely considered a transient destination. Despite this, it features the range of experiences required to motivate visitors to stay longer and explore the wider area. The development of strong experience clusters will provide a focused approach. The area possesses a number of logical clusters with water adventure, land based activities, food, culture and heritage representing immediate starting points. In the absence of a cluster development focus, the visitor experience will be disjointed. The success of the destinations examined in the international benchmarking demonstrates the value of strong regional clusters linked together through a product and thematic focus.

Tourism Impact – Developing Visitor Focused Communities

Outside of the core hubs within the Cliff Coast destination, a large proportion of communities are not focused on tourism. Due to the absence of local services, areas with heritage sites or natural amenities of significance are not realising any economic impact and nor do they create reasons for visitors to explore the area outside of the core attraction. The hospitality industry in many areas across the Cliff Coast is not sufficiently focused on attracting or catering for visitors. Internationally, the growing demand for off the beaten track experiences and meeting the locals provides significant opportunities for rural communities to consider.

Tourism Industry Online and Digital Capacity

The research process highlighted a level of inconsistency in how experiences are communicated and delivered to the visitor. The quality of the pre-visit information online conveying the local experience requires improvement. A new level of focus is required in the online marketing of the destination and on how the tourism network can deliver a collective destination message to encourage visitors to explore the rural and coastal communities.

The feedback from the visitor sentiment research highlighted the quality of pre visit information as a key area for development. In many cases, there are limited links to saleable experiences with a number of providers without a website. The research identified challenges with the booking of experiences and a high degree of difficulty in accessing information on activities in the holiday planning phase. The destination is currently not providing visitors with sufficient opportunity to plan in advance or motivate them to explore the wider area for longer.

Accessing Activity Providers

From local beaches and bays to trails and greenways, visitors are provided with every opportunity to explore a great outdoor environment across the Cliff Coast. However, the visitor's ability to access "saleable experiences" in each of these areas is limited. The area requires a greater level of enterprise development to support the outdoor activity sector. The current supply levels of activity experiences need to grow while the creation of activity focused clusters will require a new level of enterprise development.

1.5 WHAT THE PLAN IS ADDRESSING

OPPORTUNITIES

- Leadership in sustainable tourism building on the destination's responsible tourism credentials and the ambition of all local stakeholders.
- Embrace the international profile of the destination focused on bio-diversity/marine life e.g. an international centre of excellence for dolphin and whale watching.
- Build on existing access to a range of cliffs walks and trails to create an international cluster of unique coastal experiences.
- Connect with nearby iconic sites and outputs from other DEDP's to disperse visitors throughout the destination e.g. development of Cliff Coast trails experiences linked to the Cliffs of Moher site to retain visitors for longer in the region.
- Develop the West Clare and Kerry Greenways into internationally iconic trails linked to great community experiences.
- Explore the opportunity for Tralee Bay to become a national water activity destination of scale and the creation of Ireland's 'marine national park'.
- Develop activity clusters focused on marine and coastal activity combined with Greenways' capacity to disperse visitors into rural communities.
- Connect the stories that link North Kerry and West Clare to create a necklace of integrated experiences that orientate visitors across the destination i.e. food, drink, culture and activity.
- Develop the uniqueness of rural Irish wellbeing and wellness experienced across the Cliff Coast through a focus on restorative tourism.
- Develop unique rural and agri-tourism food and drink experiences linked to food and drink trails to meet consumer demand patterns for authentic food experiences.
- Achieve national literary and cultural tourism status for Listowel to develop a year round cultural hub proposition. Create best in class cultural hubs and clusters of cultural activity.
- Maximise the proximity of the destination to Shannon International Airport, Kerry Airport and the connectedness of North Kerry and West Clare through Shannon Ferries.

CHALLENGES

- Attracting investment in new accommodation due to ongoing economic uncertainty.
- Economic challenges facing rural areas and rural depopulation within the destination.
- The need to balance environmental objectives versus creating new visitor experiences and meeting visitor expectations around sustainable tourism practice.
- Current online and digital marketing approach among the tourism industry making it difficult for visitors to engage with the destination, pre visit information and ability to book experiences.
- Limited public transport options into the destination outside of core towns.
- Issue of insurance limiting the growth of outdoor activity providers in the destination.
- Ability to attract and retain staff in tourism and hospitality careers post Covid19 affecting ability to operate in off peak seasons.
- Low levels of international awareness of the destination which has historically been focused on domestic tourism. There is a need to address international visitors' perception of the area as a transient destination located between two mature tourism destinations.
- Key accommodation hubs / providers are predominately focused on directing visitors to destinations outside of the Cliff Coast.
- Limited range and choice of accommodation options outside of core accommodation hubs.
- Growing the accommodation base throughout the Cliff Coast destination to address the transient nature of the area.
- Seasonal operational approach adopted by tourism experience providers limiting the capacity to grow into a year round destination.
- A requirement to refresh and invest in existing visitor attractions to develop new visitor experiences and extend their appeal to a wider range of visitors.
- Low levels of night-time and evening experience provision not maximising opportunities provided by day-time world class leisure experiences e.g. golf.
- Limited capacity of areas to retain visitors for longer after visiting local sites (e.g. Ardfert, Ballylongford, Carrigaholt.)

1.6 VISION

CLIFF COAST DEDP VISION – 2023

The Cliff Coast is recognised as a leader in sustainable tourism where visitors clearly understand their role in contributing to community wellbeing and responsible tourism. The striking coastline is renowned for its cliff top walks and soul stirring views of a cliff coast brought alive through its vibrant communities and the opportunity to sample the best of local culture and traditional music. It is a leading family destination where the visitor has access to great indoor attractions and outdoor activities. The quality of the outdoor activity product and coastal tourism adventures encourages slow adventure exploration with greenways acting as the link between the land and water adventure clusters in Tralee Bay and West Clare. Visitors have access to world class coastal tourism and marine experiences from dolphin watching to water activities linking our islands and coastal communities.

In 2023, the Cliff Coast is

... Recognised as a leader in sustainable tourism where visitors easily access great Rural, Responsible, Regenerative and Restorative tourism experiences.

... Our vibrant towns and villages provide reasons to visit all year round through a mix of best in class outdoor and cultural experiences and events.

... Visitors to the Cliff Coast clearly understand their role in contributing to community wellbeing and responsible tourism when exploring unique stories and experiences in our rural and coastal communities.

... Recognised for the quality of Dolphin and Whale Watching experiences and the destinations stewardship of its marine life eco-system.

... The quality of the outdoor activity product encourages international and domestic visitors to explore the area through new slow adventures along the coast and into the rural communities.

... Greenways have become the link between the land and marine based adventure clusters in Tralee Bay and West Clare.

... Cliff and coastal walks provide a great visitor experience and provide new ways in how we tell the local story linked to a mix of coastal and rural heritage sites.

... A destination renowned internationally for its unique delivery of Irish wellbeing experiences.

... A destination where visitors will access world class coastal tourism and marine experiences from dolphin watching to water activities linking to islands and coastal communities

... A leading family destination where the visitor has access to great indoor attractions, outdoor activities and wide choice of accommodation options open all year.

... A destination where the tourism industry and local community clearly understand the vision for the area and the role they play in the visitors' experience of their community.



1.7 HOW WE ACHIEVE THIS VISION

The CCDEDP is a five year plan for destination and experience development focused on achieving a vision for sustainable tourism growth along the Cliff Coast. Over the term of the plan, it will grow the number of experiences available to visitors through a number of destination projects designed to create long term destination differentiation for the Cliff Coast. The destination development themes of 'Bays and Ways of Adventure' (expanding the activity base) and 'Responsible Innovation' (sustainability at the core of all experiences) will build on investment in current and future outdoor infrastructure.

The themes reflect local stakeholder ambition to grow the destinations profile as a sustainable and activity led destination, embracing responsible tourism as the basis for experience differentiation. A world class coastal and blue flag beach environment combined with future Blueway investment will provide the setting for growth of the water activity base. Embracing sustainability will enable experience providers work with partners across many product categories from being active in nature, bio-diversity experiences, food and drink to authentic local community experiences.

Nine projects have been identified as key destination development projects. They link areas and experiences within the destination, expand the range of things to do and see and encourage visitors to explore the wider area. They each contribute to achieving the destination transformation goals for the Cliff Coast i.e. Bays & Ways of Adventure (increase the activity base) and Responsible Innovation (sustainable tourism experience development). These destination development projects will be supported through additional projects necessary to ensure the tourism industry and local communities can avail of emerging opportunities. These supporting destination projects and the extended list of actions are detailed in the CCDEDP Action Plan.



The key destination projects (catalyst projects) identified for the Cliff Coast DEDP are as follows;



**CLIFF COAST
WATER
ADVENTURE
HUB**

Cliff Coast Water Adventure Hub

The creation of a destination water adventure hub will deliver an international coastal tourism activity centre of excellence. It will link the land and marine assets such as the greenway, trails, water activity bases and maximise the Platforms for Growth investments in Fenit and Kilkee. The development of the Cliff Coast Water Adventure Hub linking Tralee Bay with the West Clare Cluster will create a new scale of activity and water adventure experiences. It will provide a link between the product base and developing vibrant visitor hubs in Tralee, Kilkee and Kilrush.

The creation of a new water adventure cluster will be an important addition to the urban experience base enabling each area offer strong points of differentiation through the ease of access to the coastal tourism activity and adventure hub approach. It provides an immediate coastal tourism focal point across the destination with subsequent opportunities for each area to develop a niche activity proposition e.g. dolphin watching, kayaking, rib boat tours and 'learn to' water based experiences. It will represent the basis to develop a network of destination experiences such as linking the Lighthouse experiences and accessing the necklace of Cliff and Coastal walks.



GREENWAYS

Greenways

The investment in Greenways in North Kerry and West Clare will create a network of sustainable trails that will enable the visitor explore new communities and local experiences. The phased approach to Greenway development will involve a programme of activity in North Kerry together with the continued expansion of the West Clare Greenway eventually linking to Ennis. The creation of the Kingdom of Kerry Greenways will



see the delivery of the Listowel to Abbeyfeale and Tralee Fenit Greenways with the appropriate trailheads and interpretation. The Greenway project will also include the feasibility analysis of the Tralee to Listowel Greenway. In West Clare, there will be a focus on developing effective visitor trail heads in areas such as Kilkee and Kilrush while exploring opportunities for community Greenways such as Miltown Malbay and the future phased linkage of the West Clare Greenway to Ennis.



**VISITOR HUBS
- DEVELOPING
KEY TOWNS**

Visitor Hubs – Developing Key Towns

The regional tourism development strategies have identified the need for vibrant towns and villages to retain the visitor for longer in the area. The CCDEDP will result in a focus on a number of key towns to contribute to the visitor experience during the day and in the evening time. The towns will include Tralee as a main accommodation base and gateway into the North Kerry destination. This will be supplemented by examining opportunities within Ballybunion, Ballyheigue and Listowel. The focus in West Clare will include Kilkee and Kilrush and the examination of niche opportunities for the local community in areas such as accessible tourism, enhancing the outdoor product and linking the towns to key attractions such as Vandeleur Gardens.



**BEACH
MANAGEMENT
& FACILITIES**

Beach Management & Facilities

The area includes a number of Blue Flag beaches and a world class environment for visitors to engage in sustainable coastal tourism activity. The management of the Blue Flag beaches will be of paramount importance to contribute to the outdoor activity and sustainability ambition for the Cliff Coast. It will require assessment of the evolving needs of visitors in terms of facilities from parking to accessibility. This will also include a focus on how to develop the shared water facilities in Ballybunion, Fenit and Kilkee under the Platforms for Growth investment and how they will grow the volume of water activity experiences accessible by visitors.



**DEVELOPING
TRAILS**

Developing the Trails Network

The destination features a network of accessible coastal and rural trails that enable the visitor to explore a mix of communities by bike and on foot. The Cliff Coast features a collection of cliff walks and coastal paths. Creating a necklace of coastal path experiences along the Cliff Coast will represent the initial steps in supporting the longer term ambition for a world class Wild Atlantic Way Coastal Walk. The enhancement of the destinations cycling and walking trails will be explored through projects such as the Pilgrim Way, Loop Head trail, repurposing the former Shannon Way route and developing the opportunity around the Eurovelo route. The CCDEDP also identifies the need to examine areas for improvement focused on existing trails such as the North Kerry Way and the Shannon Way.



**ACCOMMODATION
GROWTH**

Accommodation Growth

The Cliff Coast destination of West Clare and North Kerry is a largely transitory destination. The current supply levels of accommodation are contributing factors to this status. Notwithstanding the accommodation base in Tralee serving as a hub for North Kerry, the Clare area within the Cliff Coast is undersupplied from an accommodation perspective. Existing accommodation quality in Clare is predominantly at 3-star level suggesting new accommodation opportunities exist to cater for higher spending visitors in selected locations. Historically, Clare has proved the value of attracting quality accommodation into rural areas with a significant community regeneration impact, as evident by the Doonbeg International Golf Resort development. Both North Kerry and West Clare are well positioned to meet emerging consumer trends and associated product opportunities emerging from the DEDP analysis however the lack of accommodation is a constraint. The diversity of coastal, rural and urban settings offer considerable scope for new accommodation development and will require a supportive local planning and development eco-system. Accommodation

audits that will accompany the DEDP are designed to establish the required level of accommodation stock across a mix of hotels to alternative accommodation options required to meet projected requirements.



TRANSPORT CONNECTIVITY

Transport Connectivity

The existing levels of transport connectivity restricts the potential for visitors to access rural based experiences or grow the night time economy opportunity. Existing levels of accessibility from key towns and transport hubs is fragmented. A coherent approach is required to maximise existing public transport and Local Link services into and around the destination. In contrast to many destinations along the Wild Atlantic Way, the Cliff Coast is situated close to major transport hubs and access points. It is immediately accessible by Shannon International Airport, Kerry Airport and connected via Shannon Ferries. The county towns of Ennis and Tralee provide direct access into the area while Limerick as a Gateway City can equally play a role in driving footfall into West Clare and North Kerry. The ability to connect these hubs with the destination is a key challenge to address and ensuring visitors can engage with rural and coastal communities through the network of sustainable public transport options in the area.



DEVELOPING THE ATTRACTIONS BASE

Developing the Attractions Base

A number of attractions have the capacity to attract and disperse visitors across the Cliff Coast through a refreshed and / or new product and experience development approach. These include Loop Head Lighthouse, Vandeleur Walled Gardens, Scattery Island and the Blennerville Heritage and Activity Centre.

Loop Head Lighthouse

A master planning approach for Loop Head Lighthouse will strategically develop the opportunity for the site to become an internationally iconic tourism attraction and significant contributor to the regional tourism economy. The Lighthouse and wider amenities have the potential to become a key attraction for the region and a catalyst to develop a range of supporting local visitor experiences.

Vandeleur Walled Gardens

The investment in Vandeleur Walled Gardens is designed to deliver a compelling visitor experience and an additional catalyst for tourism development in Kilrush and West Clare. The commercial development of the Gardens and buildings will see the creation of new visitor experiences and new ways of integrating the site with the Kilrush town experience. The intention for Vandeleur Gardens is to expand the range of visitor experiences in addition to growing the mix of onsite activity.

Scattery Island

The combination of the Island's rich heritage base and diverse natural environment provides the platform to become an exemplar for sustainable tourism development. It will play a role in the development of the DEDP responsible innovation theme in addition to growing the collective impact of the West Clare cluster of attractions. A multi agency approach is required to develop the visitor experience to contribute to sustainable and managed visitor growth and the identification of future investment requirements.

Blennerville Heritage & Activity Centre

Blennerville Windmill is an iconic site within the Cliff Coast. Its location and ease of access have prompted consideration for expanded use of the site and consideration of how it can contribute to the activity cluster development and sustainability ambition of the CCDEDP. The development of the site must link to future visitor trends and deliver a multifaceted visitor experience. This will include an enhanced heritage experience and the creation of an activity facilities hub linked to the greenways and local trails.

**DEVELOPING
DIGITAL
CAPACITY**

Developing Digital Capacity

Successful destinations must be visible at every stage of the visitor journey from the information provided before they visit, the in-destination experience and how visitors communicate about the quality of their experience.

Destinations must make it easy for potential visitors to connect online with the destination. The research process highlighted a need for the Cliff Coast tourism industry to focus immediately on how it engages with the online opportunity. Developing the digital capacity for the Cliff Coast will address the lack of visibility for some tourism experiences, the inability of the visitor to book online and the manner in which the destination is communicating the Cliff Coast experience.

Enabling Projects – Supporting destination development

Underpinning these destination projects will be number of destination supporting projects (enablers) that will support the development of the tourism industry, local communities and other stakeholders. These are projects and supports that will enhance the destination's capacity to recover and achieve future growth. They also address the gaps that can strengthen the destination's ability to work towards achieving year round visitor footfall. The destination supporting projects include improving industry capabilities, a focus on the family market, developing clusters and building on the rich culture of the region and its unique programme of festivals and events.

1.8 PLAN IMPLEMENTATION

The implementation of the CCDEDP is based on stakeholder commitment to project delivery and is structured around an action plan approach. Key stakeholders will take ownership or partner on the delivery of the key tasks required to implement the CCDEDP. It represents a five-year operational plan providing a commercial destination development focus building on existing project plans and integrating all related activity for a co-ordinated series of outputs. This includes projects that are being implemented, projects featured in existing plans and new concepts to build the destination's capacity for new visitor experience development.



SECTION TWO

Cliff Coast
Destination
and Experience
Development Plan

APPROACH



Fáilte
Ireland

2.1 CLIFF COAST DEDP OBJECTIVES

The strategic initiatives for the Cliff Coast DEDP are based on the Strategic Objectives of the Wild Atlantic Way Regional Tourism Development Strategy (RTDS). Under each of the strategic objectives, a number of strategic initiatives have been identified to achieve the vision for the Cliff Coast and contribute to the development of the Wild Atlantic Way.

RTDS Strategic Objective 1:

Grow the year-round appeal of the Wild Atlantic Way domestically and internationally ensuring we attract and disperse high value visitors into and throughout the region.

Strategic Initiatives

- Address the challenge of the area perceived as a transient destination in the international marketplace located between more mature tourism destinations.
- Develop the Cliff Coast as an activity destination providing visitors with access to great land and water based experiences.
- Maximise the potential of Tralee as a destination day and accommodation hub for the Cliff Coast.
- Create destination clusters for water adventure activities building on the existing potential of Tralee Bay and West Clare.
- Develop cliffs and coastal trails experiences to disperse visitors across the Cliff Coast and prepare for the future development of the Wild Atlantic Way Coastal Walk.
- Examine how the destination will grow its volume of available accommodation stock to attract and retain visitors and ensure local economic impact from tourism.
- Develop the opportunity for the Cliff Coast to be recognised internationally for the quality and diversity of its marine tourism activities. Leveraging unique destination opportunities such as Dolphin Watching.

RTDS Strategic Objective 2

Raise the international profile of the Northern half of the Wild Atlantic Way to increase visitation and revenue.

RTDS Strategic Objective 3

Increase tourism revenue, visitor dispersion and season extension across the Southern half of the Wild Atlantic Way.

Strategic Initiatives

- Prepare the tourism industry and local communities for future opportunities provided by the capital investment in Greenways.
- Examine the enhancement of existing walking and cycling trails and regenerate them to become refreshed trails experiences that enable the visitor explore the destination.
- Develop the capacity of existing attractions to attract and disperse visitors across the Cliff Coast through enhancement of the visitor experience and re-purposing of key sites to act as a catalyst for destination development.
- Build on thematic and product linkages between North Kerry and West Clare to grow the number of saleable day time experiences available through the destination e.g. maritime, rural, food, culture and activities.
- Grow the number of saleable visitor experiences (B2B and B2C) accessible across the destination supported by new approaches to packaging.
- Examine how to develop authentic local community experiences to disperse visitors across the destination and meet local people through culture and heritage experiences.

RTDS Strategic Objective 4:

Protect the authenticity and "wildness" of the Wild Atlantic Way

Strategic Initiatives

- Protect, sustain and enhance the natural environment of the CCDEDP area through the creation of new sustainable visitor experiences.
- Develop the international profile of the destination through its credibility as a responsible tourism area and the potential for 'green' experience innovation immersing visitors in responsible tourism experiences.
- Examine new opportunities throughout the Cliff Coast to build on world class sustainability and marine bio experiences e.g. dolphin watching

RTDS Strategic Objective 5:

Enable and assist the industry to grow its capacity and capability so that it can thrive over the period of this strategy

Strategic Initiatives

- Develop the capacity of the tourism industry to develop its online presence and commercial approach to online activity.
- Develop a new tourism clusters approach building on established networks and creating new tourism networks where none exist.
- Build on the association of North Kerry as a family destination and develop the profile to attract domestic and international visitors.
- Work with the tourism industry to improve its capacity to deliver new and enhanced experiences aligned with the destination vision.
- Develop the cultural opportunity across the Cliff Coast to create vibrant evening economy hubs for visitors.

RTDS Strategic Objective 6:

Foster strong coalitions of industry and stakeholders with a common purpose in creating flourishing destinations and thriving communities.

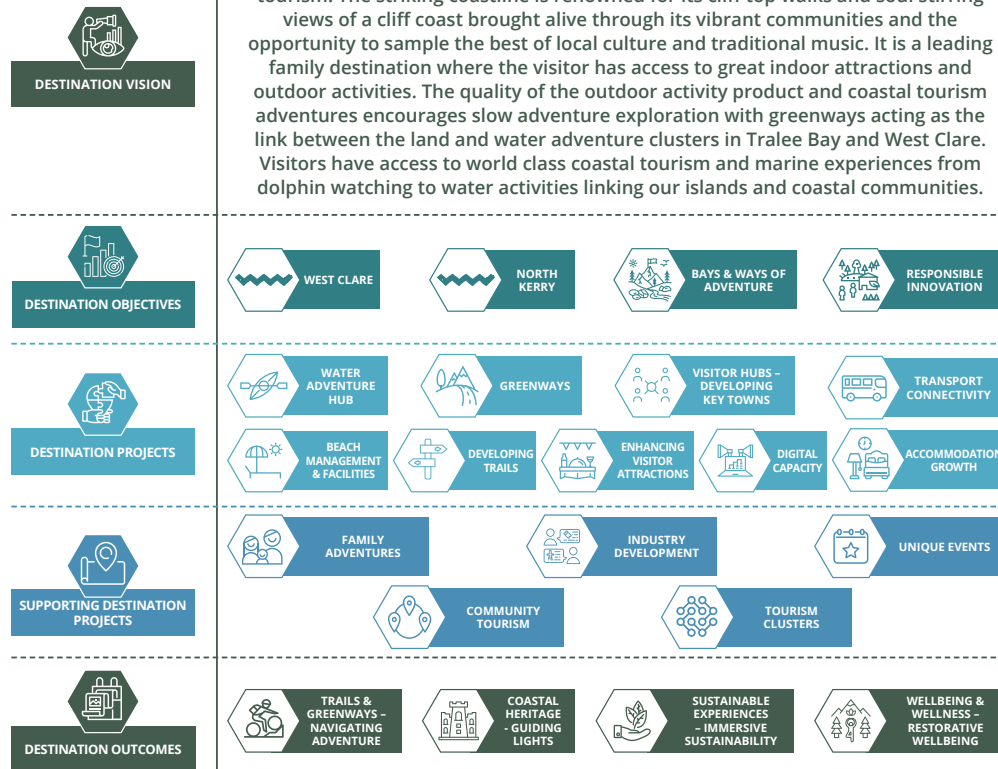
Strategic Initiatives

- Work with the OPW to enhance the visitor experience at key sites within the Cliff Coast
- Ensure tourism is integrated as a key element of future strategic development sites across North Kerry and West Clare to include future urban and rural regeneration activity.
- Grow the number of tourism enterprises operating in the destination supported by an environment that encourages new levels of tourism entrepreneurship.
- Develop sustainable transport options to engage with the Cliff Coast and new approaches to visitor management with sustainability at the core.

2.2 ACHIEVING OUR VISION

Destination and Experience Development Plans bring together projects with the potential to unlock the tourism opportunity for a destination. They are designed to ensure a collaborative approach by all stakeholders and ensure all strategic projects in the Cliff Coast are aligned with the tourism vision for the area. The framework for the CCDEDP has identified two unifying ideas that link a series of projects to generate a more significant economic impact for North Kerry and West Clare.

The Cliff Coast is recognised as a leader in sustainable tourism where visitors clearly understand their role in contributing to community wellbeing and responsible tourism. The striking coastline is renowned for its cliff top walks and soul stirring views of a cliff coast brought alive through its vibrant communities and the opportunity to sample the best of local culture and traditional music. It is a leading family destination where the visitor has access to great indoor attractions and outdoor activities. The quality of the outdoor activity product and coastal tourism adventures encourages slow adventure exploration with greenways acting as the link between the land and water adventure clusters in Tralee Bay and West Clare. Visitors have access to world class coastal tourism and marine experiences from dolphin watching to water activities linking our islands and coastal communities.



The themes of 'Bays and Ways of Adventure' and 'Responsible Innovation' will leverage the Cliff Coast's opportunity through sustainable tourism innovation and the area's coastal and rural built and natural heritage, tourism assets and trails. The green and blue spaces of the Cliff Coast provide the focus for tourism enterprise and experience development. The CCDEDP approach will capitalise on the opportunities provided by recent and future product investment while increasing the supply of saleable experiences for the visitor to engage with. Changing visitor perspectives on sustainability have accelerated the demand for sustainable tourism activity at a pace comparable to the digitalisation of businesses. This presents the destination with new opportunities to facilitate the visitor in achieving their personal sustainable goals while contributing to sustainable tourism destinations and communities.



Key Destination Projects – Catalyst Projects



CLIFF COAST WATER ADVENTURE HUB

1. Cliff Coast Water Adventure Hub

Objective: A co-ordinated approach to developing the Cliff Coast as a water adventure and coastal activity hub of scale.

OVERVIEW

The creation of a destination water adventure hub will deliver an international coastal tourism activity centre of excellence. It will link the land and marine assets such as the greenway, trails, water activity bases and maximise the Platforms for Growth investments in Fenit and Kilkee. The development of the Cliff Coast Water Adventure Hub linking Tralee Bay with the West Clare Cluster will create a new scale of activity and water adventure experiences. It will provide a link between the product base and developing vibrant visitor hubs in Tralee, Kilkee and Kilrush.

The creation of a new water adventure cluster will be an important addition to the urban experience base enabling each area



offer strong points of differentiation through the ease of access to the coastal tourism activity and adventure hub approach. It provides an immediate coastal tourism focal point across the destination with subsequent opportunities for each area to develop a niche activity proposition e.g. dolphin watching, kayaking, rib boat tours and 'learn to' water based experiences. It will represent the basis to develop a network of destination experiences such as linking the Lighthouse experiences and accessing the necklace of Cliff and Coastal walks.

Sustainable Tourism Implications

Visitor (Demand) – Develop the profile of the Cliff Coast as a destination with easy access to great outdoor and water experiences and gateway to a Tralee Bay / West Clare coastal tourism adventure cluster.

Industry (Supply) – Develop the conditions to grow the volume of coastal tourism activities in across the Cliff Coast.

Community – Introduce new slow adventure tourism opportunities into local communities and create a hub that meets the needs of the local community.

Environment – Adopt a sustainable tourism approach to land and water based activities and how the visitors engage with the natural and marine environment.

Activating the Project

The following represent a number of the projects required to deliver the Cliff Coast Water Adventure Hub destination project. The complete list of projects and action plan is included in Section Three – Delivery.

Project	Action	Timeframe	Lead	Partners
Cliff Coast Water Adventure Hub	<p>Develop a masterplan approach to develop the coastal tourism and water activity opportunity for the Cliff Coast. The masterplan will identify the requirements to leverage planned investment in Tralee Bay and West Clare and establish the additional infrastructure investment requirements to establish the destination as nationally recognised centre for water adventure and coastal tourism activity. It will also establish the local industry capacity building requirements to develop the Cliff Coast activity experience clusters.</p> <p>Assess the feasibility of developing the adventure and activity tourism potential of the Tralee Bay area, in a sustainable manner and with opportunities for accessible and 'Tourism for All' initiatives. Tourism opportunities will be maximised through the delivery of the objectives of the Tralee Urban Regeneration Project (URDF), the Fenit Village Design Master Plan, Platforms for Growth, TII Greenway Strategy and other funded projects.</p> <p>Explore the potential to develop a sustainable lighthouse experience in Fenit.</p> <p>The assessment of the West Clare proposition will examine the development of a coastal tourism activity cluster maximising opportunities through Platforms for Growth, linking to future Greenway investment, enhancing existing marine tourism amenities, local activity hubs and experiences. It will also identify future investment priorities to enable coastal tourism activity e.g slipways, sea water pools and additional water access infrastructure. The immediate areas of focus will include Kilkee, Kilrush, Cappagh and Carrigaholt.</p>	MT- LT	KCC	FI, LDG, PS, TII





GREENWAYS

2. Greenways

Objective: Maximise the investment in Greenways in North Kerry and West Clare for local communities and identify future Greenway projects to strengthen the network of trails that motivate visitors to explore new communities and local experiences.



OVERVIEW

The investment in Greenways in North Kerry and West Clare will create a network of sustainable trails that will enable the visitor explore new communities and local experiences. The phased approach to Greenway development will involve a programme of activity in North Kerry and the continued expansion of the West Clare Greenway, eventually linking to Ennis. The creation of the Kingdom of Kerry Greenways will see the delivery of the Listowel to Abbeyfeale and Tralee Fenit Greenways with the appropriate trailheads and interpretation. The Greenway project will also include the feasibility analysis of the Tralee to Listowel Greenway. In West Clare, there will be a focus on developing effective visitor trail heads in areas such as Kilkee and Kilrush while exploring opportunities for community Greenways such as Milltown Malbay and the future phased linkage of the West Clare Greenway to Ennis.

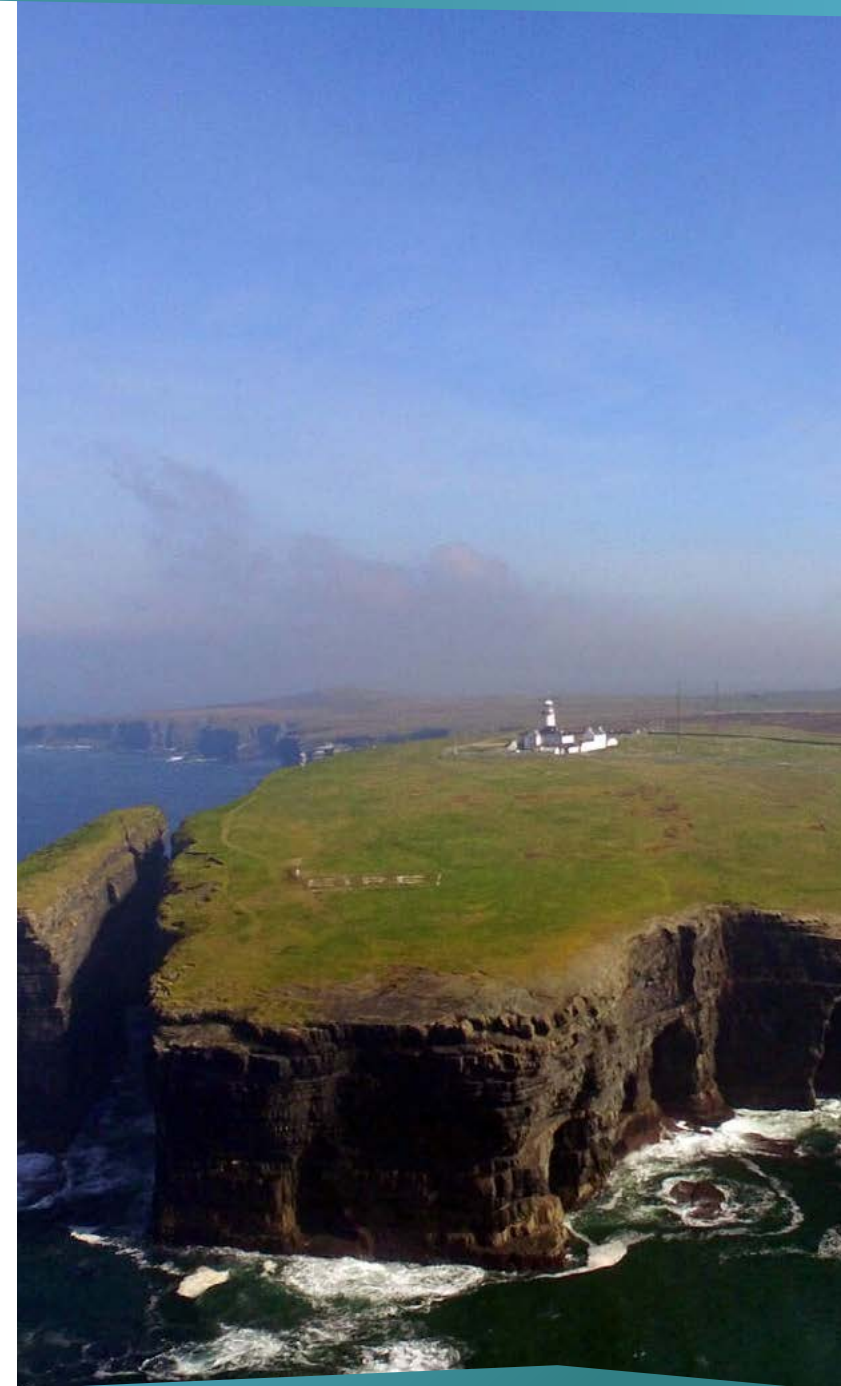
Sustainable Tourism Implications

Visitor – (Demand) - Motivate visitors to explore the destination and immerse themselves in urban, rural and coastal communities.

Industry – (Supply) – Annual growth of saleable experiences to leverage the investment in greenway and outdoor trails.

Community – Generate positive socio economic, environmental and cultural benefits through visitors exploring communities via Greenways and local trails.

Environment – Promote responsible visitor engagement with our local environment through the use of the Greenways and local trails.



Activating the Project

The following represent a number of the projects required to deliver the Greenways destination project. The complete list of projects and action plan is included in Section Three – Delivery.

Project	Action	Timeframe	Lead	Partners
Greenways - Clare	<p>Develop the Greenways product base accounting for the following projects within the Cliff Coast area within West Clare</p> <ul style="list-style-type: none"> Develop the next phases of the West Clare Greenway in accordance with the development timeline. Develop the town based trail head experiences in Kilkee and Kilrush in preparation for the launch of initial phase of the West Clare Greenway Complete the Greenway route in Miltown Malbay and examine future opportunities to link the route to adjoining communities and facilities 	MT-LT	KCC	FI, PS, TII
Greenways Kerry	<p>Maximise the tourism potential of the county's greenways in a sustainable manner and examine opportunities to link the route to adjoining communities and facilities. Greenway development will be in line with DTTAS National Greenway Strategy and Code of Best Practice for National and Regional Greenways and will be subject to fund sourcing.</p> <p>Maximise the marketing potential to promote the Kingdom of Kerry Greenways to both domestic and international visitors.</p> <p>Complete the Abbeyfeale-Listowel route and Tralee-Fenit route of the Greenway supported by the completion of the trail head / facilities and Interpretation Plan implemented.</p> <p>Progress the concept, feasibility and option selection phases of a Tralee-Listowel Greenway.</p>	ST-LT	KCC	TII
Greenways	<p>Undertake a local capacity building development programme among the Greenways communities linking the visitors to local community experiences and local commercial development opportunities.</p>	ST-LT	NEWKD, CLDC	FI, LEO, ETB
Greenways	<p>Undertake an Interpretation, Wayfinding and Amenities scheme for each greenway to deliver a consistent visitor experience across the destination.</p>	MT	KCC, CCC	FI, TII





VISITOR HUBS - DEVELOPING KEY TOWNS

3. Visitor Hubs – Developing Key Towns

Objective: Develop the capacity of key destination towns to retain visitors in the area for longer by increasing the range of things to do and see during the day and evening time.

OVERVIEW

The regional tourism development strategies have identified the need for vibrant towns and villages to retain the visitor for longer in the area. The CCDEDP will result in a focus on a number of key towns to contribute to the visitor experience during the day and in the evening time. The towns will include Tralee as a main accommodation base and gateway into the North Kerry destination. This will be supplemented by examining opportunities within Ballybunion, Ballyheigue and Listowel. The focus in West Clare will include Kilkee and Kilrush and the examination of niche opportunities for the local community such as accessible tourism, enhancing the outdoor product and linking the towns to key attractions such as Vandeleur Gardens.



Sustainable Tourism Implications

Visitor (Demand) - Grow awareness of destination towns that will provide visitors with access to a mix of accommodation, activities and attractions.

Industry (Supply) - Grow the number of day and evening time experiences that will provide visitors with more reasons to stay longer in the area.

Community - Create new opportunities for local communities to embrace tourism and how visitors are provided with opportunities to meet the locals and interact with local cultural experiences.

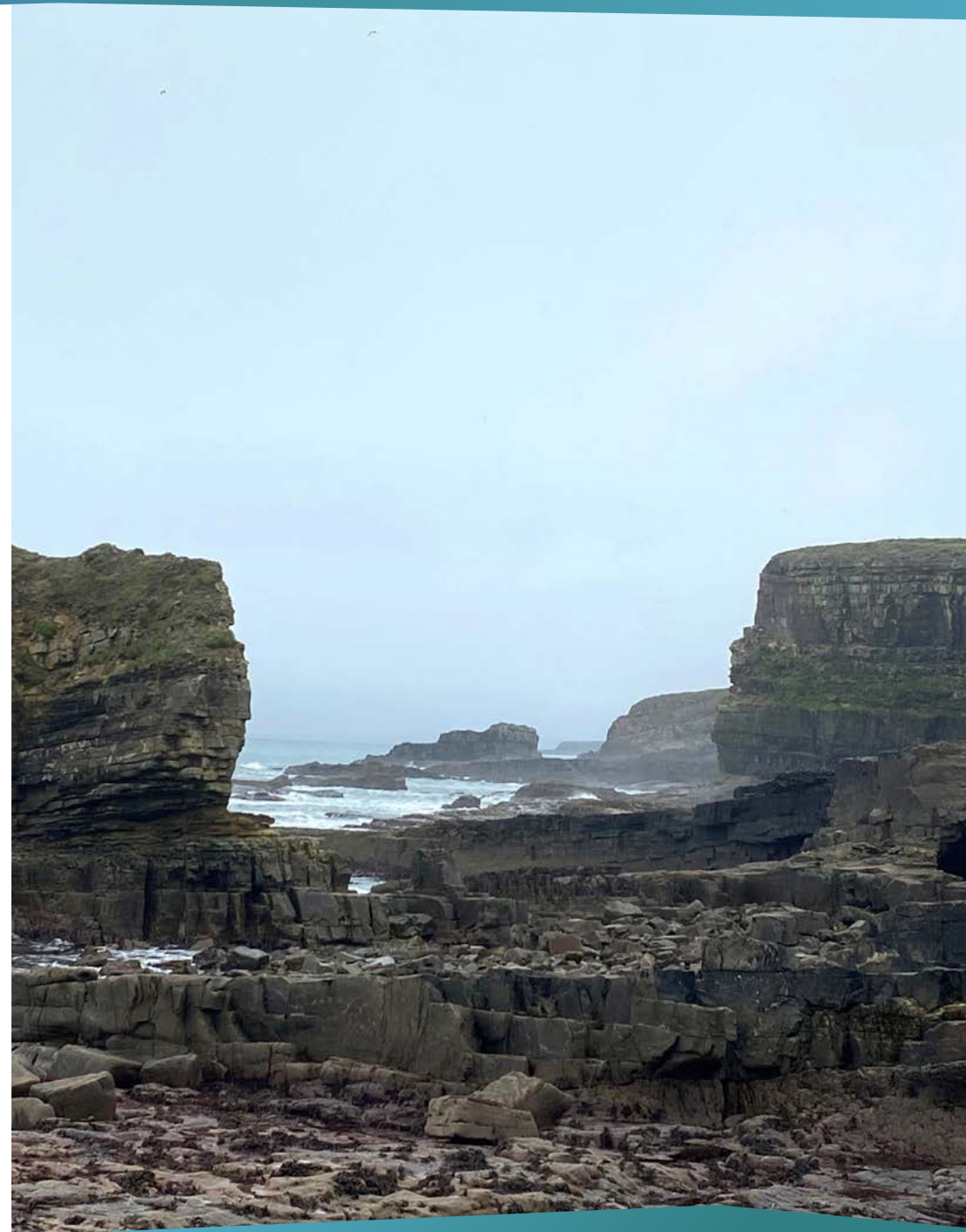
Environment – Promote and develop new day and evening time cultural and community experiences with no impact on the natural and built environment.

Activating the Project

The following represent a number of the projects required to deliver the Developing Key Towns destination project. The complete list of projects and action plan is included in Section Three – Delivery.

Project	Action	Timeframe	Lead	Partners
Developing Tralee	Develop Tralee as a Destination Town and evening economy hub in a sustainable manner, to maximise its potential as an accommodation centre and exploration base for North Kerry area through the delivery of the Destination Town Tralee Project, the Tralee Urban Regeneration Project (URDF) and continued work on creating a safe and thriving location at night for all.	ST-LT	KCC	FI
Developing Tralee	Explore the feasibility of developing Tralee Town Square as a year-round all-weather outdoor amenity space.	MT	KCC	FI
Developing Listowel	Prioritise activity and cultural tourism as a sustainable key economic driver and growth sector for Listowel and North Kerry through the delivery of the Listowel Rural Regeneration Project (RRDF). Maximise the potential of the Greenway in order to enhance the attractiveness of the town as a slow tourism destination. Explore the re-establishment of the Town Square as the cultural heart and economic centre of Listowel and the positioning of the town as a hub for activity and cultural tourism in North Kerry.	MT-LT	KCC	FI, NEWKD

Project	Action	Timeframe	Lead	Partners
Developing Ballybunion	Progress the actions of the Ballybunion Development Plan, work on developing the town in a sustainable manner and as a Universal Access tourism destination and deliver a shared-beach facility for water-based activities under Platforms for Growth.	ST-LT	KCC, FI	BCF, FI
Developing Kilkee	Examine the requirements to develop extended Cliff Walks around Kilkee to Loop Head, delivered in phases.	LT	CCC	LHT
Developing Kilkee	Maximise the local tourism opportunity through the development of the Platforms for Growth Facilities Centre in Kilkee as the basis for developing year round outdoor recreation activity.	ST	CCC	LDG
Developing Kilkee	Develop Kilkee as a Universal Access tourism destination.	ST	CCC	FI
Developing Kilrush	Implement the priority actions in the Kilrush Sustainability Plan and Kilrush Tourism Strategy contributing to the vision to become Ireland's most sustainable town and great place to live and visit. The action plan focus will also align with the guidance of Fáilte Ireland destination town guidelines and link to the destination development focus of the DEDP.	MT	CCC	
Developing Kilrush	Deliver the link between Vandeleur Gardens to the Kilrush Marina via Coillte forest lands with the further integration of existing and future walking and heritage trails around Kilrush to develop an integrated town experience and encourage further exploration of the town by visitors. A programme of local community and tourism industry capacity building will be delivered to develop saleable visitor experiences that motivate the visitor to explore the town and grow the ability of ancillary services such as retail benefit from the visitor economy.	MT	CCC	FI, Coillte





BEACH MANAGEMENT & FACILITIES

4. Beach Management & Facilities

Objective: Employ a sustainable approach to the future management of beaches supported by the delivery of the visitor facilities that will support the outdoor activity and sustainability ambition of West Clare and North Kerry.

OVERVIEW

The area includes a number of Blue Flag beaches and a world class environment for visitors to engage in sustainable coastal tourism activity.

The management of the Blue Flag beaches will be of paramount importance to contribute to the outdoor activity and sustainability ambition for the Cliff Coast. It will require assessment of the evolving needs of visitors in terms of facilities from parking to accessibility. This will also include a focus on how to develop the shared water facilities in Ballybunion, Fenit and Kilkee under the Platforms for Growth investment and support how they will grow the volume of water activity experiences accessible by visitors.



Sustainable Tourism Implications

Visitor (Demand) - Promote the quality of the coastal environment and ease of access to a world class marine environment.

Industry (Supply) - Develop coastal tourism experiences linked to the opportunities identified in the DEDP such as restorative tourism, wellbeing and water and coastal based activities.

Community - Engage with local communities to understand their requirements to protect and maintain our valuable coastal assets.

Environment - Ensure the natural and marine assets are enhanced through a sustainable approach to beach management.

Activating the Project

The following represent a number of the projects required to deliver the Beach Management and Facilities destination project. The complete list of projects and action plan is included in Section Three – Delivery.

Project	Action	Timeframe	Lead	Partners
Blue Flag Beaches	Undertake an audit of the visitor services and facilities (e.g. parking, accessibility) required in all destination Blue Flag beaches as a guide for future planning.	MT	CCC	FI
Blue Flag Beaches	Undertake an audit of the visitor services and facilities (e.g. parking, accessibility) required in all Cliff Coast destination Blue Flag beaches as a guide for sustainable tourism planning across the destination.	MT	KCC	FI



DEVELOPING TRAILS

5. Developing The Trails Network

Objective: Grow the network of coastal and rural trails through a sustainable development approach to create a national and international destination profile for the uniqueness of Cliff Coast trails and associated local experiences.

OVERVIEW

The destination features a network of accessible coastal and rural trails that enable the visitor to explore a mix of communities by bike and on foot. The Cliff Coast features a collection of cliff walks and coastal paths. Creating a necklace of coastal path experiences along the Cliff Coast will represent the initial steps in supporting the longer term ambition for a world class Wild Atlantic Way Coastal Walk. The enhancement of the destination's cycling and walking trails will be explored through projects such as the Pilgrim Way, Loop Head trail, repurposing the former Shannon Way route and developing the opportunity around the Eurovelo route. The CCDEDP also identifies the need to examine areas for improvement focused on existing trails such as the North Kerry Way and the Shannon Way.



Sustainable Tourism Implications

Visitor (Demand) - Motivate the visitor to explore the wider Cliff Coast destination through the integration of land, water and cultural linked by best in class trails.

Industry (Supply) – Develop the conditions to link the destination experiences through activity and cultural experiences linked to the coastal and rural communities.

Community - Introduce new tourism opportunities into local communities through the enhancement of local trails.

Environment – Introduce our visitors to sustainable Cliff Coast experiences through active exploration of the coastal and rural trails network.

Activating the Project

The following represent a number of the projects required to deliver the Developing the Trails Network destination project. The complete list of projects and action plan is included in Section Three – Delivery.

Project	Action	Timeframe	Lead	Partners
Cliffs and Coastal Walks	Develop a master planning approach mapping the requirements to develop an integrated destination Cliffs and Coastal Walk linking accessible cliff trails and walks across North Kerry and Loop Head Peninsula aligned with the proposed Wild Atlantic Way Coastal Walk project.	ST	FI	CCC, KCC
Cliffs and Coastal Walks	Examine the feasibility and requirements to develop new experiences linked to the Cliffs and Coastal Walks examining opportunities such as environmentally sensitive placemaking eco-art trails, Sunset and Sunrise experiences.	LT	CCC	FI, KCC
Destination Cycle & Walking Trails	Develop the opportunity around the Eurovelo route as the basis for cycling trails development and development of cycling itineraries associated with local cycling hubs.	ST-LT	KCC, CCC	CLDC, NEWKD, FI, Sport Ireland, KRSP

Project	Action	Timeframe	Lead	Partners
Destination Cycle & Walking Trails	Examine the potential to repurpose the former Shannon Cycle Route in West Clare and North Clare to create a new cycling trail across the destination.	ST-MT	CCC	FI
Destination Cycle & Walking Trails	Examine the potential to repurpose the former Shannon Cycle Route in West Clare and North Kerry to create a new cycling trail across the destination.	ST	KCC	FI
Clare Cycle & Walking Trails	Review and assess the quality of existing trails in the area and examine their potential for upgrade and enhancement to provide access to a range of walking trail options to explore local communities. This will also include the examination of linking rural communities through future infrastructure investment or thematic linkages i.e. linking Doonbeg, Miltown Malbay, Cooraclare trails with Loop Head, Kilrush.	ST	CCC,	LHT, LDG, PS, FI
Kerry Cycle & Walking Trails	Review and assess trails in the area and examine potential to upgrade and enhance existing trails including The Shannon Way and North Kerry Way.	MT	KCC, NEWKD	North Kerry Way Committee, Shannon Way Committee
Pilgrim Way Trail	Undertake a Feasibility Study for the Pilgrim Way and the incorporation of key sites with the Cliff Coast to include sites such as Ratoow tower, Abbeydorney Abbey and Ardfert Cathedral. The study will examine potential linkages to sites in West Clare such as Scattery Island and Holy Wells sites across the destination.	MT	NEWKD	FI
Slieve Callen Trails	Examine the requirements to develop cycling and walkway trails at Slieve Callan.	MT	LDG	CLDC





DEVELOPING THE ATTRACTIONS BASE

6. Developing the Attractions Base

Objective: Maximise the capacity of existing attractions to attract and disperse visitors across the Cliff Coast through a new product and experience development approach for Loop Head Lighthouse, Vandeleur Walled Gardens, Scattery Island and the Blennerville Heritage and Activity Centre.

OVERVIEW:



Loop Head Lighthouse

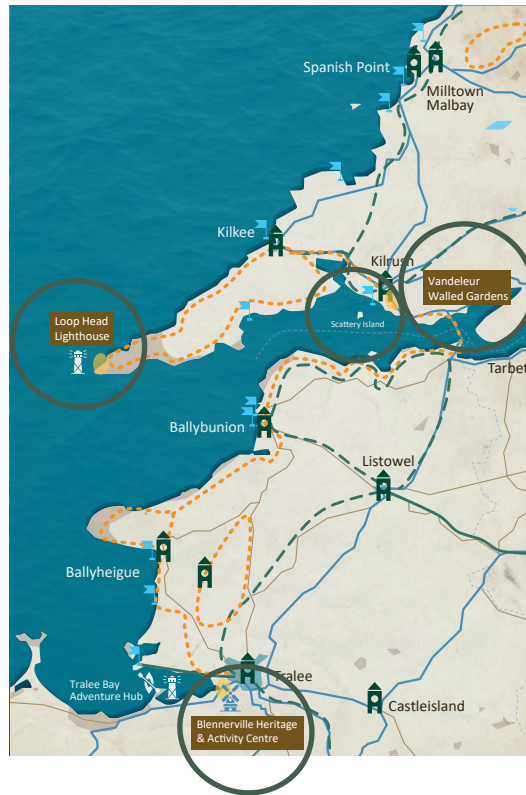
A master planning approach for Loop Head Lighthouse will strategically develop the opportunity for the site to become an internationally iconic tourism attraction and significant contributor to the regional tourism economy. The Lighthouse and wider amenities have the potential to become a key attraction within the destination and a catalyst for a range of supporting local experiences to be developed.



VANDELEUR WALLED GARDENS

Vandeleur Walled Gardens

The investment in Vandeleur Walled Gardens is designed to deliver a compelling visitor experience and an additional catalyst for tourism development in Kilrush and West Clare. The commercial development of the Gardens and buildings will see the creation



of new visitor experiences and new ways of integrating the site with the Kilrush town experience. The intention for Vandeleur Gardens is to expand the range of visitor experiences in addition to growing the mix of onsite activity. It will contribute to the creation of a cluster of key attractions across the Cliff Coast.



SCATTERY ISLAND

Scattery Island

Scattery Island offers a multi-faceted experience, bringing visitors on a journey from the early Christian period to interpreting Island life and culture down through the generations. The combination of this rich heritage base and diverse natural environment provides the platform to become an exemplar for sustainable tourism development. A multi stakeholder approach to enhance the visitor experience is required and the creation of a experience development roadmap focused on managing sustainable visitor growth and the identification of future investment requirements.



BLENNERVILLE HERITAGE & ACTIVITY CENTRE

Blennerville Heritage & Activity Centre

Blennerville Windmill is an iconic site within the Cliff Coast. Its location and ease of access have prompted consideration for expanded use of the site and consideration of how it can contribute to the activity cluster development and sustainability ambition of the CCDEDP. The development of the site must link to future visitor trends and deliver a multifaceted visitor experience. This will include an enhanced heritage experience and the creation of an activity facilities hub linked to the greenways and local trails.

Sustainable Tourism Implications

Visitor (Demand) – Develop best in class visitor attraction experiences.

Industry (Supply) – Develop new opportunities for packaging and experience development linked to the re-purposing of local visitor attractions.

Community – Introduce new tourism opportunities for local communities linked to the development of new visitor attractions e.g.new event spaces, activity hubs.

Environment – Promote sustainable engagement with the unique environment of Loop Head, Shannon Estuary and Tralee Bay linked to each of visitor attractions.

Activating the Project

The following represent a number of the projects required to deliver the Developing the Attractions Base destination project. The complete list of projects and action plan is included in Section Three – Delivery.

Project	Action	Timeframe	Lead	Partners
Loop Head Lighthouse Masterplan	Develop a masterplan for the Loop Head Lighthouse site to maximise the site's opportunity to become a catalyst for sustainable tourism development activity.	ST	CCC	
Vandeleur Gardens Experience Development Plan	Develop a commercial plan to support the investment in Vandeleur Gardens and expansion of visitor experiences and site activity.	ST	CCC	FI
Scattery Island	Develop the potential of Scattery Island as an exemplar sustainable visitor attraction through a new vision for the visitor experience and a planned approach to developing a compelling visitor experience integrating all aspects of the Scattery Island experience. A shared visitor experience development plan and attraction vision and roadmap will be developed linked to managed sustainable visitor growth and the identification of future investment requirements.	ST-LT	OPW	FI, CCC, LDG, KTT, KHS
Blennerville Heritage and Activity Centre	Support the upgrade of Blennerville Windmill, maximising its potential as a sustainable tourism attraction and exploring the feasibility of connecting it to existing greenways/trails and providing facilities for users.	MT-LT	KCC, BWC	FI, NEWKD, KETB
Visitor Attractions Experience Development	Undertake an audit of selected commercial and community led visitor attractions in North Kerry examining the requirements to improve the visitor experience to attract and appeal to multi-generational audiences. The audit should include training and capacity building requirements supported by a programme of training to address key gaps, together with examining the feasibility of integrating niche destination experiences into existing visitor sites e.g. potential Rose of Tralee cultural experience, Marconi Story.	ST-MT	FI	OPW, CCC, KCC, NEWKD, RC





DEVELOPING DIGITAL CAPACITY

7. Developing Digital Capacity

Objective: Develop the online and digital skills capacity of the Cliff Coast tourism industry.

OVERVIEW

Successful destinations must be visible at every stage of the visitor journey from the information provided before the visit, the in-destination experience and how the visitors communicate about the quality of their experience. Destinations must make it easy for potential visitors to connect online with the destination. The research process highlighted a need for the Cliff Coast tourism industry to focus immediately on how it engages with the online opportunity. Developing the digital capacity for the Cliff Coast will address the lack of visibility for some tourism experiences, the inability of the visitor to book online and the manner in which the destination is communicating the Cliff Coast experience.



Visitor (Demand) - Influence every stage of the visitor journey through how the Cliff Coast tourism industry embraces online platforms (from pre visit, booking, and post visit visitor advocacy).

Industry (Supply) - Grow the number of tourism businesses selling their experiences online.

Community - Ensure local community tourism opportunities to avail of future digital capacity building opportunities.

Environment - Use new approaches to digital marketing and communications to influence visitor attitudes to sustainability and the opportunity to access responsible tourism experiences.

Activating the Project

The following represent a number of the projects required to deliver the Developing Digital Capacity destination project. The complete list of projects and action plan is included in Section Three – Delivery.

Project	Action	Timeframe	Lead	Partners
Industry Digital Capacity	Undertake a digital audit of the Cliff Coast tourism industry focused on existing attractions, activities and accommodation. Identify the priority actions required to provide a training and capacity building programme and businesses for inclusion in Digital that Delivers programme activity. Work with other enterprise / training and education agencies to accelerate the digital capacity of the tourism industry and provide sustained training supports to advance their skillset.	ST	FI	NEWKD LEO MTU ETB



ACCOMMODATION GROWTH

8. Accommodation Growth

Objective: Grow the accommodation base across West Clare and North Kerry.

OVERVIEW

Both North Kerry and West Clare are well positioned to meet emerging consumer trends and associated product opportunities emerging from the DEDP analysis. However the lack of accommodation is a constraint to growing the long term value of tourism for local communities. Existing accommodation in Clare is predominantly at 3-star level while North Kerry offers limited accommodation stock outside of Tralee. The diversity of coastal, rural and urban settings offer considerable scope for new accommodation development and will require a supportive local planning and development eco-system. Accommodation audits that will accompany the DEDP are designed to establish the required level of accommodation stock across a mix of hotels to alternative accommodation options required to meet projected requirements.



Visitor (Demand) - Increase the accommodation options in the Cliff Coast that will attract and retain visitors for longer.

Industry (Supply) – Grow the range of accommodate options to attract visitors.

Community – Grow the value of tourism for local communities through the ability to accommodate more visitors in local communities.

Environment – Reduce the transient nature of the destination encouraging greater dwell time in the area and positive impact on the area.

Activating the Project

The following represent a number of the projects required to deliver the Developing Digital Capacity destination project. The complete list of projects and action plan is included in Section Three – Delivery.

Project	Action	Timeframe	Lead	Partners
Accommodation Development	Work on the outputs of the destination accommodation audit and Identity accommodation development opportunity sites to attract private sector investment in accommodation across the Cliff Coast destination.	ST-LT	CCC, KCC	FI
Attracting Accommodation Investment	Develop a dedicated accommodation growth programme and advisory supports to attract and work with the private sector to invest in accommodation across North Kerry and West	ST-LT	CCC, KCC	FI
Accommodation Development	Undertake a review to develop camper van sites in less trafficked rural areas to disperse visitors into rural communities linked to activities such as Greenways and Blueway's.	ST	CCC	FI



TRANSPORT CONNECTIVITY

9. Transport Connectivity

Objective: Grow the sustainable transport options to attract visitors into and around the Cliff Coast destination.

OVERVIEW

The existing levels of transport connectivity restricts the potential for visitors to access rural based experiences or grow the night time economy opportunity. Existing levels of accessibility from key towns and transport hubs is fragmented. A coherent approach is required to maximise existing public transport and Local Link services into and around the destination. In contrast to many destinations along the Wild Atlantic Way, the Cliff Coast is situated close to major transport hubs and access points. It is immediately accessible by Shannon International Airport, Kerry Airport and connected via Shannon Ferries. The county towns of Ennis and Tralee provide direct access into the area while Limerick as a Gateway City can equally play a role in driving footfall into West Clare and North Kerry. The ability to connect these key hubs with the destination is a key challenge to address and ensuring visitors can engage with rural and coastal communities through the network of sustainable public transport options in the area.



Visitor (Demand) - Increase the range of sustainable transport options for visitors.

Industry (Supply) – Examine how Cliff Coast experiences and business operations can align with existing and future transport schedules.

Community – Ensure transport connectivity is appropriate for the needs of the local community.

Environment – Increase the schedule of sustainable transport options reducing the level of carbon emissions in the destination.

Activating the Project

The following represent a number of the projects required to deliver the Transport Connectivity destination project. The complete list of projects and action plan is included in Section Three – Delivery.

Project	Action	Timeframe	Lead	Partners
Transport Plan	Undertake an audit and review of existing transport access into and around the destination as the basis for the creation of an initial pilot programme to increase transport connectivity.	ST – MT	FI / NTA / TFI	CCC, KCC
Smart Travel	Examine the opportunities to link Cliff Coast communities through improved public transport using Local Link as a model for sustainable transport for visitors.	ST	LL	FI, CCC, KCC,
Sustainable Transport	Support the development of the Tralee Mobility Project as a sustainable means of transport for visitors and locals	ST	NTA / TFI	KCC

2.3 DESTINATION SUPPORTING PROJECTS – ENABLERS



FAMILY ADVENTURES

Family Adventures

Objective: A destination wide approach to developing the Cliff Coast as Ireland’s family destination.

The destination has a long association with the family market. The projects identified within the CCDEDP will create more opportunities to develop this family destination association. Projects such as the Greenway, Tralee Bay and the West Clare activity cluster are perfectly aligned with the family market. Equally, the future development and refresh of visitor experiences within existing attractions combined with the development of the Tralee / North Kerry cluster of attractions will create a wide strong family product base. The tourism industry will require a coordinated approach to packaging the destination and ensure accommodation clusters such as Tralee clearly signpost the ease of access to family orientated experiences. The development of experiences and amenities focused accessibility in West Clare and Ballybunion will contribute further to areas profile as a destination innovating to cater for the family market.



INDUSTRY DEVELOPMENT

Industry Development

Objective: Increase the capacity of the tourism industry and local communities to attract visitors to the Cliff Coast through new levels of collaboration and experience development.

The CCDEDP has identified digital capacity as a key industry development focus. The investment in experience and product development through the DEDP will require a broader industry capability focus to ensure new opportunities are embraced by the industry and a new experience development approach across the Cliff Coast.





UNIQUE EVENTS

Unique Events

Objective: Build on the portfolio of niche events across the Cliff Coast to create unique year round reasons to visit.

The Cliff Coast is host to a calendar of great events from culture, sport and entertainment. Events and festivals create year round opportunities for the visitor to engage with local communities. The enhancement of existing events should be supplemented with the identification of an iconic destination event linked to the strategic development focus of the CCDEDP i.e. events and festivals linked to opportunities such as the outdoors, local culture, wellbeing.



COMMUNITY TOURISM

Community Tourism

Objective: Provide the visitor with the opportunity to engage with our local communities by developing authentic heritage, cultural and local experiences to grow the value of tourism for the Cliff Coast communities as part of a sustainable tourism development approach.

Visitors want to meet the locals. The development of community experiences that provide ways of ensuring the visitor can engage with local culture is a key element of the CCDEDP. The communities across the destination offer many opportunities for visitors to engage directly with the local story. This is frequently delivered through experiences such as food and drink experiences, agri experiences, music, heritage, tours and cultural programming.



TOURISM CLUSTERS

Tourism Clusters

Objective: Develop a number of clusters within the Cliff Coast linked together by themes such as outdoor activity, heritage and culture or food and drink.

The development of tourism clusters will build on existing networks as a focal point for experience development aligned with the CCDEDP. In the absence of an existing network, new tourism clusters will be formed to bring the tourism industry and community together to develop their own experiences, work together to create new experiences and collaborate in the development of tourism in their area.



2.4 KEY PERFORMANCE INDICATORS

The overarching objective of the CCDEDP is to achieve sector recovery and sustainably increase the economic benefit of tourism to the area. It provides a destination development focus aligning all stakeholders with an agreed vision through the adoption of a five year pathway to achieve this ambition.

Specific KPIs will be baselined and monitored throughout the lifecycle of the plan. The impact of the CCDEDP will be measured through the monitoring of key metrics that examine the commercial development of tourism across the area.

The measurement of success will include analysis of the following areas of performance over the course of the CCDEDP.

1. Demand side conditions
2. Supply side conditions
3. Destination development
4. Environmental Conditions

Demand Side - Visitor

1. Increase bednights in the Cliff Coast YoY ahead of regional average from year 3 of implementation of the CCDEDP.
2. Increase in visitor numbers in off peak season.
3. Increase the value of visitors to the Cliff Coast over volume.
4. Increased visitor satisfaction.

Supply Side - Industry

5. Increase Saleable Products (five new or improved saleable experiences per annum) and a tailor made distribution plan for the destination.
6. Season Extension: Progress towards extending annual opening hours across the Cliff Coast destination.

Destination Development

7. Develop global recognition for the Cliff Coast as a sustainable tourism destination differentiated by the opportunities for the visitor to immersive themselves in responsible tourism activity.
 8. Maximise the tourism impact for local communities through the planned Greenway and Blueway projects.
 9. Create a network of authentic community experiences linking the rural communities of North Kerry and West Clare.
 10. Create experience scale through product clusters and destination hubs to attract and retain visitors in the destination for longer.
 11. Build the capacity of the tourism industry and the local community to maximise the opportunity provided by the CCDEDP.
- ### Environmental
12. Develop effective management of the environment, including natural, cultural and heritage assets through the progression of a DEDP Monitoring Programme.



SECTION THREE

Cliff Coast
Destination
and Experience
Development Plan

DELIVERY



The implementation of the CDEDP is based on stakeholder commitment to project delivery. It represents a five-year operational plan creating a destination development focus for the Cliff Coast. It builds on existing project plans, integrating all related activity for a coordinated series of outputs. These include projects that are being implemented, projects featured in existing plans and new concepts to build the destination's capacity for new visitor experience development.

A list of actions relating to all proposed projects and strategic pillars actions has been devised. All stakeholders will be consulted in relation to the delivery of the identified actions. All stakeholders will be consulted in relation to the delivery of the identified actions. Each of the stakeholders listed below will be tasked with delivering on actions which will help to shape the plan and ultimately ensure the success of the project over the next five years.

The implementation of the CCDEDP will be overseen by the creation of a working group that will operate until 2027. The CCDEDP Working Group is tasked with supporting the following objectives:

- Support the delivery of the Cliff Coast DEDP.
- Drive growth as per the agreed KPIs in the action plan.
- Lead and manage the action plan ensuring alignment around the prioritisation and delivery of key projects.
- Creation of a representative area wide body which ensures there is a mechanism in place that allows two-way communication between the implementation group and any sub groups which may be formed.
- Ensure that the transformational, catalyst and enabling projects support the delivery of experiences identified in the plan and are delivered within the 5 year timeframe.
- Provide a space where stakeholders can share new ideas with partners.
- Creation of a common tourism voice and a powerful tourism network that promotes each other's interests.

Acronym	Stakeholder
AC	Arts Council
BGC	Ballybunion Golf Club
BCF	Ballybunion Community Forum
BWC	Blennerville Windmill Company
CC	Castleisland Chamber
CCC	Clare County Council
CEC	Coláiste Eoghaun Uí Chomhraidhe
CLDC	Clare Local Development Company
Coillte	Coillte
CSP	Clare Sports Partnership
DDG	Doonbeg Development Group
DH	Dingle Hub
ETB	Education & Training Boards
FDA	Fenit Development Association
FI	Fáilte Ireland
GLI	Great Lighthouses of Ireland
IGTOA	Ireland Golf Tour Operators Association
IAN	Irish Armada Network
IHF	Irish Hotel Federation
IWDG	Irish Whale & Dolphin Group
KA	Kerry Airport
KCB	Kerry Convention Bureau
KCC	Kerry County Council
KHS	Kilrush Historical Society
KRSP	Kerry Recreation & Sports Partnership
KTT	Kilrush Town Team
KWM	Kerry Writers Museum
LCTA	Local Chamber & Tourism Alliances
LDG	Local Development / Community Groups

LEO	Local Enterprise Office
LFH	Listowel Food Hub
LHS	Local Historical Societies
LHT	Loop Head Tourism
LL	Local Link
LTN	Local Tourism Networks
MTU	Munster Technology University
NEWKD	North, East & West Kerry Development
NKARTS	Tinteán Theatre, Arts & Cultural Centre
NMS	National Monuments Service
NPWS	National Parks and Wildlife Service
NTA	National Transport Authority
OPW	Office of Public Works
PS	Private Sector
RA	Respond Agency
RC	Rose of Tralee Committee
RRO	Rural Recreation Officer
SFFO	Shannon Ferries / Ferry Operators
SEAI	Sustainable Energy Authority of Ireland
SEET	Shannon Estuary Economic Taskforce
SJT	St John's Theatre
ST	Siamsa Tíre
TFI	Transport for Ireland
TII	Transport Infrastructure Ireland
TK	Taste Kerry
TUS	Technological University of the Shannon
TWC	Tralee Wetlands Centre
UL	University of Limerick

The CCDEDP Working Group form will represent key stakeholders and representatives from the area. It will be chaired by an independent chairperson with the ability to focus the group in the delivery of the actions required to implement the CCDEDP.

GUIDING PRINCIPLES

To ensure the successful implementation of the CCDEDP experiences and the creation of a sense of place, the following guiding principles have been established to guide certain recommendations and projects listed in this section.

- All projects are self-sustainable, meaning they have access to capital and are not relying solely on grant aid to be developed or maintained.
- All projects are on-message with the CCDEDP experiences and are aligned to the broader mission of the Wild Atlantic Way proposition and brand.
- All projects focus on setting the area apart from its competitors, contributing actively to creating a strong sense of place with a unique feel and ensuring visitor needs are catered for across the day and evening time.
- All projects add value to the area and provide a direct and demonstrable link to either extending visitor length of stay, extending the length of the tourist season or developing a new market.
- Principles of responsible tourism development are embedded in each action, creating better places to live in and to visit.
- All stakeholders will demonstrate a strong and sustained willingness to working as a collaborative network.

TIMING OF ACTIONS WITHIN THE DEDP

Short-term Years 1-2 2023 / 2024

Medium-term Years 3-4 2025 / 2026

Long-term Years 5+ 2027



Action Plan 2023- 2027

		Time	Lead	Partners	
CATALYST PROJECT 1 – Cliff Coast Water Adventure Hub					
1	Cliff Coast Water Adventure Hubs Masterplan – Tralee Bay and West Clare	Develop a masterplan approach to develop the coastal tourism and water activity opportunity for the Cliff Coast. The masterplan will identify the requirements to leverage planned investment in Tralee Bay and West Clare and establish the additional infrastructure investment requirements to establish the destination as nationally recognised centre for water adventure and coastal tourism activity. It will also establish the local industry capacity building requirements to develop the Cliff Coast activity experience clusters. Assess the feasibility of developing the adventure and activity tourism potential of the Tralee Bay area, in a sustainable manner and with opportunities for accessible and 'Tourism for All' initiatives. Tourism opportunities will be maximised through the delivery of the objectives of the Tralee Urban Regeneration Project (URDF), the Fenit Village Design Master Plan, Platforms for Growth, TII Greenway Strategy and other funded projects. Explore the potential to develop a sustainable lighthouse experience in Fenit. The assessment of the West Clare proposition will examine the development of a coastal tourism activity cluster maximising opportunities through Platforms for Growth, linking to future Greenway investment, enhancing existing marine tourism amenities, local activity hubs and experiences. It will also identify future investment priorities to enable coastal tourism activity e.g slipways, sea water pools and additional water access infrastructure. The immediate areas of focus will include Kilkee, Kilrush, Cappagh and Carrigaholt.	MT-LT	KCC, CCC	FI, LDG, PS, TII

			Time	Lead	Partners
CATALYST PROJECT 2 – Greenways					
2	Greenways – Clare	Maximise the tourism potential of planned and future greenway investment West Clare in a sustainable manner and examine opportunities to link the route to adjoining communities and facilities. Greenway development will be in line with DTTAS National Greenway Strategy and Code of Best Practice for National and Regional Greenways and will be subject to fund sourcing. <ul style="list-style-type: none"> Develop the next phases of the West Clare Greenway in accordance with the development timeline. This will include the progression of the concept, feasibility and option selection phases. Develop the town based trail head experiences in Kilkee and Kilrush in preparation for the launch of initial phase of the West Clare Greenway Complete the Greenway route in Miltown Malbay and examine future opportunities to link the route to adjoining communities and facilities 	MT-LT	CCC	TII
3	Greenways Kerry	Maximise the tourism potential of the county's greenways in a sustainable manner and examine opportunities to link the route to adjoining communities and facilities. Greenway development will be in line with DTTAS National Greenway Strategy and Code of Best Practice for National and Regional Greenways and will be subject to fund sourcing. Maximise the marketing potential to promote the Kingdom of Kerry Greenways to both domestic and international visitors. Complete the Abbeyfeale-Listowel route and Tralee-Fenit route of the Greenway supported by the completion of the trail head / facilities and Interpretation Plan implemented. Progress the concept, feasibility and option selection phases of a Tralee-Listowel Greenway. Undertake the feasibility analysis of connecting the Kerry Greenways to the Limerick Greenway.	ST-LT	KCC	TII

			Time	Lead	Partners
4	Greenway Communities Capacity Building	Undertake sustained local capacity building development programmes among the Greenways communities introducing visitors to local community experiences and prompting consideration of new associated commercial development opportunities.	ST-LT	NEWKD, CLDC	FI, LEO, ETB
5	Greenway Visitor Experience	Undertake an Interpretation, Wayfinding and Amenities scheme for each greenway project to deliver a consistent visitor experience across the destination.	MT	KCC, CCC	FI, TII

CATALYST PROJECT 3 – Developing Visitor Hubs in Key Towns

6	Developing Tralee – Destination Town	Develop Tralee as a Destination Town and evening economy hub in a sustainable manner, to maximise its potential as an accommodation centre and exploration base for North Kerry area through the delivery of the Destination Town Tralee Project, the Tralee Urban Regeneration Project (URDF) and continued work on creating a safe and thriving location at night for all.	ST-LT	KCC	FI
7	Developing Tralee – Destination Town	Explore the feasibility of developing Tralee Town Square as a year-round all-weather outdoor amenity space.	MT	KCC	FI
8	Developing Listowel	Prioritise activity and cultural tourism as a sustainable key economic driver and growth sector for Listowel and North Kerry through the delivery of the Listowel Rural Regeneration Project (RRDF). Maximise the potential of the Greenway in order to enhance the attractiveness of the town as a slow tourism destination. Explore the re-establishment of the Town Square as the cultural heart and economic centre of Listowel and the positioning of the town as a hub for activity and cultural tourism in North Kerry.	MT-LT	KCC	FI, NEWKD
9	Developing Listowel	Examine the requirements to link Listowel town centre to the town park and Greenway trailhead/facilities, through enhanced visitor orientation.	ST	KCC, FI	FI

			Time	Lead	Partners
10	Developing Listowel	Continue to support the local business and community sector to maximise the tourism potential of the Greenway including training and marketing resources sharing.	ST	KCC, FI	PS
11	Developing Listowel	Develop the number of literary and cultural tourism experiences in Listowel that include St John's Theatre, Kerry Writers Museum and examination of the feasibility of a daytime cultural experience linked to the areas associations with renowned writers.	LT	LDG	PS, KWM, SJT
12	Developing Ballybunion	Progress the actions of the Ballybunion Development Plan, work on developing the town in a sustainable manner and as a Universal Access tourism destination and deliver a shared-beach facility for water-based activities under Platforms for Growth.	ST-LT	KCC, FI	BCF, FI
13	Developing Ballybunion	Examine the opportunity to develop a shop front scheme for Ballybunion adopting a coherent coastal town presentation approach.	MT	KCC,	Tidy Towns, PS BCF, NEWKD
14	Developing Ballybunion	Examine the requirements to undertake remediation works to the Ballybunion Cliff Walk.	ST-MT	KCC	LDG
15	Developing Ballyheigue	Assess the feasibility of developing Ballyheigue's potential as a sustainable tourism hub for North Kerry focused on coastal tourism its opportunity to develop as an exploration base for walkers and hikers, given its key location between the North Kerry Way and the Shannon Way. Examine the future requirements for a shared-beach facility for Ballyheigue Beach and explore funding opportunities.	MT	KCC, NEWKD	Ballyheigue Development Association
16	Developing Kilkee	Examine the requirements to develop extended Cliff Walks around Kilkee to Loop Head and Poulmasherry Bay, delivered in phases.	LT	CCC	LHT
17	Developing Kilkee	Maximise the local tourism opportunity through the development of the Platforms for Growth Facilities Centre in Kilkee as the basis for developing year round outdoor recreation activity and local saleable experiences.	ST	CCC	LDG

			Time	Lead	Partners
18	Developing Kilkee	Develop Kilkee as a Universal Access tourism destination activated through the development of a Universal Access Tourism plan to engage the tourism industry, local community and agencies to contribute to the delivery of the vision.	ST	CCC	FI
19	Developing Kilrush	Implement the priority actions in the Kilrush Sustainability Plan and Kilrush Tourism Strategy contributing to the vision to become Ireland's most sustainable town and great place to live and visit. The action plan focus will also align with the guidance of Fáilte Ireland destination town guidelines and link to the destination development focus of the DEDP.	ST	KTT	CCC FI CDLC
20	Developing Kilrush	Deliver the link between Vandeleur Gardens to the Kilrush Marina via Coillte forest lands with the further integration of existing and future walking and heritage trails around Kilrush to develop an integrated town experience and encourage further exploration of the town by visitors. A programme of local community and tourism industry capacity building will be delivered to develop saleable visitor experiences that motivate the visitor to explore the town and grow the ability of ancillary services such as retail benefit from the visitor economy.	MT	CCC	FI, Coillte
21	Developing Kilrush	Develop Kilrush as a cycling trail hub supported by satellite hubs such as Kilkee, Kilbaha and Miltown Malbay. This will include the development of a local business and community capacity to deliver supporting services and cycling experiences to contribute to the development of the town as a cycling town.	ST	CCC	LDG, PS, FI
22	Developing the Night-time Economy	Grow the range and quality of evening time experiences within Cliff Coast visitor hubs and local communities.	ST-MT	FI	
23	Developing the Night-time Economy	Examine the feasibility of developing niche evening time events at key OPW sites across the Cliff Coast.	MT	OPW	

			Time	Lead	Partners
CATALYST PROJECT 4 – Beach Management Facilities					
24	Blue Flag Beaches	Undertake an audit of the visitor services and facilities (e.g. parking, accessibility) required in all Cliff Coast destination Blue Flag beaches as a guide for sustainable tourism planning across the destination.	MT	CCC	FI
25	Platforms for Growth	Develop the shared-beach and water-based activity centres in Ballybunion, Fenit and Kilkee under the Platforms for Growth investment. Support the development of the centres with the appropriate training and capacity building.	MT	KCC, CCC	FI
CATALYST PROJECT 5 – Developing Trails					
26	Cliffs and Coastal Walks	Develop a master planning approach to map the requirements to develop an integrated destination Cliffs and Coastal Walk linking accessible cliff trails and walks across North Kerry and Loop Head Peninsula aligned with the proposed Wild Atlantic Way Coastal Walk project.	ST	FI	CCC, KCC, CLDC
27	Cliffs and Coastal Walks	Examine the requirements to develop new visitor experiences linked to the Cliffs and Coastal Walks examining opportunities such as environmentally sensitive placemaking eco-art trails, wellbeing, sunset and sunrise experiences.	LT	FI	CCC, KCC
28	Destination Cycle & Walking Trails	Develop the opportunity around the Eurovelo route as the basis for growing the reach of local cycling trails and the development of cycling itineraries associated with local cycling hubs and communities.	ST-LT	KCC, CCC	CLDC, NEWKD, FI, Sport Ireland, KRSP, CSP
29	Destination Cycle & Walking Trails	Examine the potential to repurpose the former Shannon Cycle Route in West Clare and North Kerry to create a new cycling trail across the destination.	ST-MT	CCC, KCC	FI, CLDC, NEWKD
30	Loop Head Trail	Explore the potential to redevelop the Loop Head Trail to become a Loop Head Experience Route linking unique Loop Head experiences through slow tourism experiences and introducing visitor to the uniqueness of peninsula life.	ST	CCC	LHT, LDG, PS, FI

			Time	Lead	Partners
31	Clare Walking Trails	Review and assess the quality of existing trails in the area and examine their potential for upgrade and enhancement to provide access to a range of walking trail options to explore local communities. This will also include the examination of linking rural communities through future infrastructure investment or thematic linkages i.e. linking Doonbeg, Miltown Malbay, Cooraclare trails with Loop Head, Kilrush.	MT	CCC CLDC	LCG
32	Kerry Cycle & Walking Trails	Review and assess trails in the area and examine potential to upgrade and enhance existing trails including The Shannon Way and North Kerry Way.	MT	KCC, NEWKD	North Kerry Way Committee, Shannon Way Committee
33	Pilgrim Way Trail	Undertake a Feasibility Study for the Pilgrim Way and the incorporation of key sites with the Cliff Coast to include sites such as Ratoow tower, Abbeydorney Abbey and Ardfert Cathedral. The study will examine potential linkages to sites in West Clare such as Scattery Island and Holy Wells sites across the destination.	MT	NEWKD	FI LDG, CLDC
34	Slieve Callen Trails	Examine the requirements to develop off road cycling and walkway trails at Slieve Callen.	MT	LDG	CLDC
35	Kerry Trails Development	Support the role of the RRO/ Trails and Walks officer for North Kerry. Support the roll out of GPS mapping of walks for North Kerry and the usage of the Kerry Trails Map	ST	NEWKD	
CATALYST PROJECT 6 – Developing Destination Attractions					
36	Loop Head Lighthouse Masterplan	Develop and implement the masterplan for the Loop Head Lighthouse site to maximise the sites opportunity to become a catalyst for sustainable tourism development activity across the destination.	ST	CCC, FI	

			Time	Lead	Partners
37	Vandeleur Gardens Commercial Development Plan	Develop and implement a commercial plan to support the investment in Vandeleur Gardens, expansion of visitor experiences, site usage and links to other attractions in the destination.	ST	CCC	FI
38	Blennerville Heritage and Activity Centre	Support the upgrade of Blennerville Windmill, maximising its potential as a sustainable tourism attraction and exploring the feasibility of connecting it to existing greenways/trails and providing facilities for users.	MT-LT	KCC, BWC	FI, NEWKD, KETB
39	Scattery Island	Develop the potential of Scattery Island as an exemplar sustainable visitor attraction through a new vision for the visitor experience and a planned approach to developing a compelling visitor experience integrating all aspects of the Scattery Island experience. A shared visitor experience development plan and attraction vision and roadmap will be developed linked to managed sustainable visitor growth and the identification of future investment requirements.	MT-LT	OPW	FI, CCC, LDG, KTT, KHS
40	Scattery Island	Develop a new Scattery Island interpretative plan and undertake a Biodiversity Plan in 2024 for the island.	ST-MT	OPW	
41	Scattery Island	Develop a Scattery Island conservation management plan. Undertake a hen harrier management plan for the island in 2023.	ST-LT	NPWS	
42	Visitor Attractions Experience Development	Undertake an audit of commercial and community led visitor attractions in North Kerry and West Clare examining the requirements to improve the visitor experience to attract and appeal to multi-generational audiences. The audit should include training and capacity building requirements supported by a programme of training to address key gaps, together with examining the feasibility of integrating niche destination experiences into existing visitor sites e.g. potential Rose of Tralee cultural experience, Marconi Story.	ST-MT	FI	OPW, CCC, KCC, NEWKD, RC, CLDC

			Time	Lead	Partners
CATALYST PROJECT 7 – Developing Digital Capacity					
43	Industry Digital Capacity	Undertake a digital audit of the Cliff Coast tourism industry focused on existing attractions, activities and accommodation. Identify the priority actions required to provide a training and capacity building programme and businesses for inclusion in Digital that Delivers programme activity. Work with other enterprise / training and education agencies to accelerate the digital capacity of the tourism industry and provide sustained training supports to advance their skillset.	ST	FI	NEWKD, CLDC, LEO, MTU, ETB
CATALYST PROJECT 8 – Accommodation Growth					
44	Accommodation Development	Work on the outputs of the destination accommodation audit and identify accommodation development opportunity sites to attract private sector investment in accommodation across the Cliff Coast destination.	ST-LT	CCC, KCC	FI
45	Attracting Accommodation Investment	Develop a dedicated accommodation growth programme and advisory supports to attract and work with the private sector to invest in accommodation across North Kerry and West	ST-LT	CCC, KCC	FI
46	Accommodation Development	Undertake a review to develop camper van sites in less trafficked rural areas to disperse visitors into rural communities linked to activities such as Greenways and Blueway's.	ST	CCC, KCC	FI
CATALYST PROJECT 9 – Transport Connectivity					
47	Transport Plan	Undertake an audit and review of existing transport access into and around the destination as the basis for the creation of an initial pilot programme to increase transport connectivity.	ST – MT	FI / NTA / LL	CCC, KCC
48	Smart Travel	Examine the opportunities to link Cliff Coast communities through improved public transport using Local Link as a model for sustainable transport for visitors.	ST	LL	FI, CCC, KCC,
49	Sustainable Transport	Support the development of the Tralee Mobility Project as a sustainable means of transport for visitors and locals	ST	NTA / LL	KCC

50	Ferry Transport	Maintain and if feasible, sustainably improve the ferry service to incorporate an experience for visitors, without significant adverse effects on the environment of the integrity of Natura 2000 sites. This ferry service plays a critical role in connecting West Clare & North Kerry keeping the link and route along the Wild Atlantic Way and will play an important part in the future connectivity of Greenway developments in Limerick, Kerry & Clare and future developments in improving opportunities for creating cycle loops. – Maintain ferry terminal visitor facilities as the terminals represent exit and entry points and are important 'touch-points' in the visitor experience.	ST- LT	SFFO	FI, KCC, CCC
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ENABLING & DESTINATION PROJECTS					
			Time	Lead	Partners
51	Lighthouse and Coastal Lights Experience Journey	Develop a Cliff Coast Lighthouse Experience Trail accessible by water, bike and hike with the lighthouse as the core experience while introducing other sites such as castles and defence batteries linked to the core Lighthouse elements at Loop Head, Scattery Island and Fenit.	ST	IL	CCC, KCC, FI
52	Spanish Armada Story	Undertake a feasibility analysis with the Irish Armada Network to identify historically accurate visitor experiences and trails linked to the Cliff Coast, from Tralee, Banna Beach, Scattery Island, Doonbeg, Quilty, and Spanish Point. Develop a programme of seasonal experiences around the story of the Armada linked to local visitor attractions e.g. the storms of the Armada experience at Loop Head.	MT	IAN, CCC	FI
53	Spanish Armada Story	Examine the potential for existing visitor attractions such as Loop Head Lighthouse to incorporate VR/ AR interpretation of the Armada journey.	LT	CCC, IAN	
54	Castle Visitor Experiences	Undertake a review of the requirements to enhance the visitor experience at Carrigafoyle Castle.	MT	OPW	FI
55	Castle Visitor Experiences	Undertake a review of the requirements to enhance the visitor experience at Carrigaholt Castle	MT	OPW, CCC	FI

			Time	Lead	Partners
56	Heritage Sites	Develop the capacity of key heritage sites to offer visitor experiences linked to 'viewing at heights' as a unique destination experience e.g Cliff Coast Views Trail linking castles, lighthouses combined with coastal cliffs viewing points.	MT	OPW	FI
57	Maritime and Military trails	Examine the opportunity to link the Cliff Coast Battery Forts of North Kerry and West Clare as part of a maritime and military trail experience.	ST	LDG	CCC, CLDC, NEWKD
58	Maritime and Military trails	Review the requirements to include North Kerry War Monuments in existing trails as a visitor experience.	MT	NEWKD	FI
59	Heritage Sites	Examine the opportunity to cross promote experiences and develop itineraries through OPW sites across the Cliff Coast and adjoining urban areas e.g linking Scattery Island with Carrigaholt Castle.	ST-MT	OPW	FI
60	Heritage Sites	Undertake a programme of guide training to cross promote other OPW and local sites.	ST	OPW	FI
61	Blueways	Assess the feasibility and requirements to link the River Feale Blueway to the Greenway.	MT	NEWKD	KCC, FI
62	Kilrush Blueway Feasibility	Undertake a feasibility study to develop a Blueway in Kilrush.	MT	CCC	FI, KTT
63	Activity Clusters	Examine the tourism enterprise development requirements to grow the levels of saleable experiences linked to the Cliff Coast coastal tourism activity clusters in Tralee Bay and West Clare. Work with local providers to increase the volume of "learn to" experiences for visitors e.g. learning to surf, kayak, open water swimming, coastal adventures.	ST	FI	CLDC, NEWKD, LEO
64	Marine & Eco Experiences	Examine the requirements to develop new and enhance existing saleable experiences through marine and eco boat experiences linking North Kerry through Saleen Pier and West Clare through Kilrush, Scattery Island and Carrigaholt.	ST-MT	FI	LEO, NEWKD, CLDC, PS
65	Distinctive Wellbeing Cluster	Examine the feasibility of developing a niche industry network of 'Signature Wellbeing Experiences' and Wellbeing exploration points across North Kerry and West Clare.	ST	FI	PS

			Time	Lead	Partners
66	Distinctive Wellbeing Cluster	Develop a Restorative Tourism pilot programme in Ballybunion and Spanish Point to create a cluster of Signature Wellbeing experiences and calendar of events.	ST	FI	PS, LTN
67	Distinctive Wellbeing Cluster	Examine the potential to develop a unique restorative tourism experience in Listowel through the development of existing community centre wellbeing activity to attract domestic and international visitors.	ST	LCC	NEWKD
68	Seaweed Experience Trail	Explore the potential to adopt the Seaweed theme as the basis for an immersive Seaweed experience trail linking all elements from foraging, bathing to food preparation.	MT	FI	PS
69	Cliff Coast Food and Drink Experiences	Grow the number of Cliff Coast food and drink experiences and examine the potential to develop a network of Agri and rural tourism partners in the creation of a series of drink and agri-food experiences and also explore the opportunity to develop ultra-lux experiences.	ST	NEWKD, CLDC	FI
70	Cliff Coast Food and Drink Experiences	Review the potential to expand the Ballybunion Relish event to become a North Kerry Relish seasonal calendar of mini food events linked to a North Kerry Taste Trail.	MT	LDG	NEWKD
71	Cliff Coast Food and Drink Experiences	Develop the Tralee Fenit Gourmet Trail linking local food and drink experiences to the Greenway.	MT	LEO	FI, NEWKD
72	Cliff Coast Food and Drink Experiences	Explore the opportunity for the Listowel Food Hub to become the catalyst for food and agri tourism experience development across North Kerry.	MT	LFH	NEWKD
73	Cliff Coast Food and Drink Experiences	Examine the feasibility of establishing a whiskey experience in West Clare as a brand home to JJ Corry delivering a range of visitor experiences including ultra lux.	ST	PS	

			Time	Lead	Partners
74	Marine Life Experiences - Dolphin and Whale Watching	Undertake a visitor experience planning approach to grow the opportunities for visitors to engage with the destinations association with Dolphin and Whale Watching. Examine the requirements to develop the areas international marine observation profile through the development or enhancement of marine life observation experiences and new approaches to visitor education.	ST	FI	CCC, KCC, IWDG
75	Sustainable Tourism experience innovation	Develop a Cliff Coast Signature Green Tourism Experience pilot programme to deliver quality responsible tourism experiences including outdoor activities, food and accommodation providers. As part of the pilot programme an industry training programme will be developed for local industry partners to 'Green' their visitor experiences and grow the number of destination Signature Green Tourism Experiences.	MT	FI	PS
76	DPDZ Gateway	Develop Blennerville Windmill and Tralee Bay Wetlands Eco & Activity Park as gateway/information hubs for the Dingle Peninsula Decarbonisation Zone.	ST-MT	KCC	FI, SEAI, DH
77	Biodiversity - Hubs of Exploration	Examine the feasibility of developing a network of Environmental and Ecology Discovery Points linking biodiversity trailways and eco experiences across the Cliff Coast.	MT	CCC, KCC	FI, NPWS
78	Biodiversity - Hubs of Exploration	Develop a series of ornithology experiences linked to local Cliff Coast trails as the basis for developing nature based itineraries throughout the Cliff Coast.	ST	FI	NEKWD, CLDC
79	Siamsa Tire	Examine the opportunity to further develop Siamsa Tire, the National Folk Theatre, with an expanded range of day and evening time cultural activities.	MT	ST	AC, FI
80	Siamsa Tire	Undertake an assessment of the potential for new visitor experiences in Siamsa Tire and the examination of requirements to develop an immersive family focused experience and multi lingual day time experience	MT	ST	
81	Tinteain Theatre, Ballybunion	Support the development of the Tinteain Theatre as a catalyst for generating off season visitor activity for Ballybunion and North Kerry.	ST-MT	NKARTS	
82	Blennerville Steam Railway	Explore the feasibility of restoring the Tralee-Blennerville Steam Railway.	MT	KCC, BWC	NEWKD, FI, NMS

			Time	Lead	Partners
83	Con Houlihan Cultural Centre	Examine the feasibility of redeveloping Con Houlihan's home as a cultural/heritage centre for Castleisland	LT	LCG	NEWKD
84	Kerry County Museum	Undertake an assessment of the requirements to upgrade the Kerry County Museum visitor experience and its capacity to orientate visitors to authentic Cliff Coast community experiences.	MT	KCC	FI
85	Ratoo Round Tower	Examine the development of new ladder access from the lower level to the first floor internally and the design of external access stairs	LT	OPW	
86	Ardfert	Review the requirements needed to enhance the footpaths in the immediate proximity to Ardfert Cathedral and link with the nearby Friary.	MT	OPW	KCC
87	Ardfert	Complete the installation of the glass lobby in the visitor centre	ST-MT	OPW	
88	Cliff Coast Music Trail	Develop a Cliff Coast music trail linking traditional music to contemporary music venues in North Kerry with West Clare	ST-MT	FI	LDG
89	Art on the Loop	Examine the requirements to develop Artists on the Loop visitor experiences introducing visitors to local art experiences.	ST	PS, CLDC	FI
90	Genealogy	Develop the genealogy network within the Cliff Coast linking sites such as Kilrush and Blennerville incorporating the activities of local historical societies.	MT	CCC	LHS
91	Family Destination	Develop a Cliff Coast family experience cluster and develop the tourism industry's capacity to target and grow the family market through new approaches to packaging and collaboration to deliver new family experiences. Develop a North Kerry and West Clare collaborative network to deliver a Family Experience Cluster linked to the development of the activity cluster, developing the experience at visitor attractions and unique destination experiences such as Dolphin and Whale watching.	ST-MT	FI	PS
92	Accessibility / Tourism for all	Develop a network of attractions, communities, businesses and activities based on creating accessible tourism for all experiences across the destination.	ST	FI	CCC, KCC, CLDC, NEWKD

			Time	Lead	Partners
93	Industry Training and Development	Deliver the required training and capability programmes to enable the tourism industry to grow their capacity to build on the opportunities provided by the CCDEDP. The training requirements will be identified on an annual basis in line with emerging opportunities from the CCDEDP.	ST-LT	FI	LEO, ETB, MTU, NEWKD, CLDC
94	Wayfinding / In-destination signage	Repurpose existing or derelict local tourist information signage / information points to develop a coherent destination approach to provide way finding information on local trails and routes.	ST-LT	KCC, CCC	FI
95	Smart Tourism	Develop a SMART technology based solution to map the network of trails, routes and walks for ease of communication for visitors	ST	KCC, CCC	NEWKD, CLDC
96	Smart Tourism	Examine pilot sites for the incorporation of SMART tourism initiatives across the Cliff Coast.	ST	CCC, KCC	FI, NEWKD, CLDC
97	Measuring Sustainable Tourism Impact	Develop a Sustainable Tourism pilot programme for the Cliff Coast destination to measure the impact of tourism across the Cliff Coast and the creation of destination wide data to inform sustainable tourism development impact.	MT	CCC	LCG, MTU, TUS, UL, CLDC, NEWKD, FI, LHT
98	Authentic Community Experiences	Develop a network of rural and agri tourism community experiences linked through a training development programme focused on authentic community experiences and rural hospitality.	ST	FI	CLDC, NEWKD
99	Authentic Community Experiences	Integrate authentic community 'meet the local' experiences with the network of trails and active travel resources across the destination.	ST-MT	FI	CLDC, NEWKD
100	Authentic Community Experiences	Create a programme of Rambling House activity as part of the authentic community programming using Teach Siamsa as a focal point for Authentic Community experiences.	MT	ST	KCC, FI, LDG
101	Unique Events	Support the existing calendar of events across the Cliff Coast particularly off- peak cultural event programming and new opportunities around mass participation events and events aligned with the maritime and coastal themes.	ST-LT	KCC, CCC, FI	
102	Unique Events	Examine the opportunity to develop an iconic destination event / festival focused on the CCDEDP strategic development themes.	ST-LT	CCC, FI, KCC	LDG

			Time	Lead	Partners
103	Business Tourism	Explore opportunities across the CCDEDP region for suitable venues to host conferences, seminars and events, to grow a business tourism product which offers a sustainable year-round economic contribution to local communities.	ST-LT	KCB	LCTAs
104	Golf Tourism	Explore opportunities to grow golf tourism across the region to help minimise seasonality and extend revenue and create economic growth for tourism providers.	ST-MT	IGTOA, PS	FI
105	Kerry Airport	Develop a Cliff Coast visitor orientation project with Kerry Airport promoting the range of experiences across the Cliff Coast.	ST-LT	KA	KCC
106	Cruise Tourism Opportunity	Support the implementation of the tourism development opportunities identified by the Shannon Estuary Economic Taskforce – Tourism Sub Group and their alignment with the vision and strategic objectives of the Cliff Coast DEDP.	LT	SEET	All stakeholders
107	Gaeltacht Services Towns	Develop a shop frontage scheme to incorporate the Irish language in the Gaeltacht services town of Tralee and a scheme for Ballybunion adopting a coastal town presentation approach.	MT	KCC	FI, UNG, LDG & PS
108		Maintain and if feasible, sustainably improve the ferry service to incorporate an experience for visitors, without significant adverse effects on the environment of the integrity of Natura 2000 sites. This ferry service plays a critical role in connecting West Clare & North Kerry keeping the link and route along the Wild Atlantic Way and will play an important part in the future connectivity of Greenway developments in Limerick, Kerry & Clare and future developments in improving opportunities for creating cycle loops. – Maintain ferry terminal visitor facilities as the terminals represent exit and entry points and are important 'touch-points' in the visitor experience.	ST- LT	Shannon Ferries / Ferry Operators	Fáilte Ireland, Kerry County Council, Clare County Council



APPENDICES



APPENDIX ONE

ENVIRONMENTAL

ENVIRONMENTAL CONSIDERATIONS

This Plan provides an opportunity to ensure that all existing and future tourism projects and initiatives within the Cliff Coast Destination and Experience Development Plan area are planned, developed and managed in a sustainable and integrated manner. The VICE (Visitor, Industry, Community and Environment) Model for Sustainable Tourism is the approach the CCDEDP is developed from and strives to implement.

Fáilte Ireland recognises the need to integrate environmental considerations into this Plan in a way that responds to the sensitivities and requirements of the wider natural environment. Environmental considerations including inland and coastal water quality and amenity, climate change, traffic, biodiversity, built and cultural heritage, landscape, critical infrastructure and communities, all play a vital part in our tourism sector.

The protection, enhancement and promotion of our most important tourism asset – the natural environment has been an integral part of the formation of this Plan as is evidenced in the following:

- Environmental assessments and resulting measuring and monitoring,
- A firm commitment to ensuring sustainable and responsible tourism principles are practiced,
- Compliance with statutory decision making and consent granting at Plan implementation stage, and
- Integrating requirements for environmental protection and management.

Environmental Assessment

Consideration has been given to the requirement to undertake environmental assessment of this Plan in order to ensure full legal compliance and to further integrate protection, enhancement and promotion of the environment in developing and implementing the Plan.

The following sets out the two types of environmental assessments that were considered.

1. Strategic Environmental Assessment (SEA)

The Plan was examined for the need to undertake Strategic Environmental Assessment (SEA). On initial examination of the Plan it was determined that full SEA would be required. The assessment process was completed having full regard to SEA Directive 2001/42/EU and to Statutory Instrument No. 435/2004 as amended. The outcome of this process can be referenced in the relevant environmental documents that accompany this Plan.

2. Appropriate Assessment (AA)

The Plan was examined for the need to undertake Appropriate Assessment (AA). On initial examination of the Plan and in completing screening for AA, it was determined that Stage 2 AA would be required. The assessment process was undertaken having full regard to the Habitats Directive 92/43/EEC and to Statutory Instrument No. 477/2011. The output and outcome of this process can be referenced in the relevant environmental documents that accompany this Plan.

Key findings of the SEA and AA Process for the Plan

Having completed full SEA and AA on the Cliff Coast Destination and Experience Development Plan it is evident that these processes have had a positive influence on the evolution of the Plan and will also continue to have a positive environmental influence as the plan enters its implementation phase. The outcome of completing the above environmental assessments has resulted in the following:

- Identifying and mitigating where relevant potential environmental impacts resulting from the Plan.
- Identifying relevant positive environmental impacts arising from the Plan and ensuring the implementation of actions that result in environmental protection, enhancement and promotion e.g. visitor management actions, environmental and sustainable education.
- Developing a suite of mitigatory actions to ensure that any negative environmental impacts are reduced or eliminated at plan implementation stage. This suite of mitigatory actions includes:

- The requirement to establish the status of the plan and its interrelationship with Statutory Decision making and consent-granting frameworks,
- Integrating the requirements for Environmental Compliance into the Plan. Particular emphasis is placed on the following:
 - ◆ Requirements for lower-tier environmental assessment,
 - ◆ The Kerry County Development Plan,
 - ◆ The Clare County Development Plan,
 - ◆ The Climate Action Plan 2019,
 - ◆ Visitor management,
 - ◆ Consideration for infrastructural capacity and green infrastructure,
 - ◆ Eco system services
- Development and execution of an Environmental Monitoring Programme for the Plan during implementation and operation.
 - The SEA Directive requires that the significant environmental effects of the implementation of plans and programmes are monitored. Section A5a details the measures that have been selected in order to monitor the likely significant effects of implementing this Plan.
 - Monitoring can demonstrate the positive effects facilitated by the Plan and can enable, at an early stage, the identification of unforeseen adverse effects and the undertaking of appropriate remedial action.
- The occurrence of persistent significant adverse environmental effects which are directly attributable to tourism would necessitate consideration of the effects in the context of the Plan and a possible review of part(s) of the Plan.
- Environmental monitoring will be based around indicators that allow quantitative measures of trends and progress over time relating to the Strategic Environmental Objectives.
- A variety of sources of information will be used to run the programme.
- Environmental Monitoring will be executed by Fáilte Ireland and will run concurrent with the implementation phase of the Plan itself. It will be reported on to the Plan's implementation group on an annual basis where relevant information sources allow, and the findings of the monitoring will influence the actions of the plan as it progresses. The monitoring will be linked directly to the Plan KPI's, including monitoring of visitor numbers where relevant.

Environmental monitoring for the Destination and Experience Development Plan and other existing/ future Fáilte Ireland plans, programmes, etc. may be undertaken and reported on at the same time.

Appendix 1 sets out the indicators that will be used in the operation of this environmental monitoring programme.



Sustainable and Responsible Tourism

This Plan conforms and commits to sustainable growth of tourism in the Cliff Coast destination of North Kerry and West Clare and, in completing the above-mentioned assessments, demonstrates the strong commitment to the VICE Model for Sustainable Tourism Development. The implementation of the guiding principles on the following page is key to the success of the Plan.

Guiding Principles for Sustainable and Responsible Tourism

- Assess the feasibility of developing and implementing visitor management plans where relevant.
- Encourage the adoption of a responsible tourism approach with ongoing monitoring of environmental impacts
- Increase awareness and appreciation of the Cliff Coast region's unique landscape and environment.
- Increase environmental performance among tourism businesses.
- Encourage sustainable modes of transport and ensure they are accessible to tourists.
- Introduce and implement minimum sustainable standards for tour guides.
- Increase and promote environmental protection and enhancement when progressing actions derived from this plan.
- Ensure the EPA's Environmental Sensitivity Mapping Webtool is consulted when implementing projects resulting from this plan.
- Monitor the quality of visitor experiences and local social/cultural impact at key sites.
- Ensure visitor experiences are accessible to all where possible.
- Support voluntary and community led environmental protection projects, which in turn benefit tourism.
- Advocate for the protection of key environmental and tourism assets.
- Improve tourist management, particularly in mature and established tourist areas.
- Encourage tourism related businesses to engage in the Leave No Trace Programme.
- Ensure crucial infrastructure including water and wastewater services are in place and adequate.
- Harness the importance of ecosystem services and protected sites to encourage sustainable levels of ecotourism growth and awareness.
- Ensure invasive species management is in place through the promotion of effective biosecurity measures

Implementation and Consent

This Plan is situated alongside a hierarchy of statutory documents setting out public policy for land use development, tourism, infrastructure, sustainable development, environmental protection and environmental management. These include the National Planning Framework (NPF), Regional Spatial and Economic Strategies (RSEs) and lower tier Development Plans and Local Area Plans.

Implementing the DEDP will involve Fáilte Ireland helping to facilitate, promote, support and coordinate stakeholders (including local authorities, other government agencies, tourism operators, communities and visitors) in their activities in a way that is consistent with existing and emerging plans that have been subject to environmental assessment. The DEDP does not provide consent, establish a framework for granting consent or contribute towards a framework for granting consent.

In order to be realised, projects included in this Plan will have to comply, as relevant, with the various provisions of legislation, policies, plans and programmes (including requirements for lower-tier Appropriate Assessment, Environmental Impact Assessment and other licencing requirements as appropriate) that form the statutory decision-making and consent-granting framework, of which this Plan is not part and does not contribute towards.

Further detail on requirements in this respect are set out in Section 9.2 of the accompanying SEA Environmental Report.

Integrating Requirements for Environmental Protection and Management into the Plan

The SEA and AA team worked with the Plan-preparation team at Fáilte Ireland in order to integrate requirements for environmental protection and management into the Plan.

Fáilte Ireland provides funding for sustainable tourism projects that emerge as part of specific, competitive, themed and time-bound grant schemes or as part of wider strategic partnerships. These include projects relating to land use, infrastructural development and land use activities and attractions. Reference made to such projects included in the Plan does not guarantee funding. While funding is provided to certain projects, Fáilte Ireland is not the developer.

In order to achieve funding (including promotion) for land use or infrastructural development or land use activities from Fáilte Ireland, Fáilte Ireland's stakeholders shall be required to demonstrate compliance with measures relating to sustainable development, environmental protection and environmental management contained within the following Fáilte Ireland published documents:

- Wild Atlantic Way Operational Programme Appendix 5 "Site Maintenance Guidelines" and other relevant measures from the Fáilte Ireland visitor and habitat management guidelines series (and any subsequent replacements); and
- Wild Atlantic Way Operational Programme Appendix 6 "Environmental Management for Local Authorities and Others" (and any subsequent replacements).

In order to be realised, projects included in the DEDP (in a similar way to other projects from any other sector) will have to comply, as relevant, with various legislation, policies, plans and programmes (including requirements for lower-tier Appropriate Assessment, Environmental

Impact Assessment and other licencing requirements as appropriate) that form the statutory decision-making and consent-granting framework, of which the DEDP is not part and does not contribute towards. Such legislation, policies, plans and programmes include:

- Requirements for lower-tier environmental assessment, including EIA and AA;
- Statutory land use plans that form part of the statutory decision making and consent-granting framework (e.g. Development Plans, such as the Kerry County Development Plan, Clare County Development Plan, and Local Area Plans) and that have undergone environmental assessment, as appropriate, including various provisions relating to sustainable development, environmental protection and environmental management ; and

- The Climate Action Plan 2019 and the National Climate Change Adaptation Framework (2018 and any subsequent versions)

Infrastructure Capacity

With respect to infrastructural capacity (including drinking water, wastewater, waste and transport) the potential impact on existing infrastructure as well as the potential environmental effects of a likely increase in tourism-related traffic volumes along any routes resulting from the relevant initiative shall be considered and mitigated as appropriate, where relevant. The promotion of developing visitor friendly infrastructure where it is required will also be encouraged.

Visitor Management

Those receiving funding shall seek to manage any increase in visitor numbers and/or any change in visitor behaviour in order to avoid significant effects including loss of habitat and disturbance, including ensuring that new projects are a suitable distance from ecological sensitivities.

Extensive research by Fáilte Ireland has shown improved environmental outcomes (including improved attainment of conservation objectives) in areas with visitor management strategies. Visitor management strategies will be required for proposed plans, programmes and projects that are to receive funding as relevant and appropriate.

Green Infrastructure and Ecosystem Services

Those receiving funding shall contribute towards the maintenance of existing green infrastructure and its ecosystem services, taking into account the output of the Mapping and Assessment of Ecosystem Services project being undertaken by the NPWS. Proposals for the development of any green infrastructure should demonstrate the synergies that can be achieved with regard to the: provision of open space amenities; sustainable management of water; protection and management of biodiversity; protection of cultural heritage; and protection of protected landscape sensitivities.



APPENDIX TWO

SUPPORTING CURRENT POLICY AND PLANNING



In order to support the ambition around sustainable destination growth, the CCDEDP is designed to guide the destination and its stakeholders through a five year development focus through continuous improvement and experience innovation. The CCDEDP is aligned with a number of existing strategies, policy and industry reports. They include;

- Fáilte Ireland Corporate Plan
- Wild Atlantic Way Regional Tourism Development Strategies – 2023–2027
- 'People, Place and Policy: Growing Tourism to 2025' Department of Transport, Tourism and Sport
- Our Rural Future: Rural Development Policy 2021 – 2025
- Tourism Action Plan 2019 – 2021
- Actions to Promote Sustainable Tourism Practices 2021 – 2023
- Strategy for the Future Development of National and Regional Greenways
- Kerry Tourism Strategy (2016–2022), Kerry County Council
- Clare Tourism Strategy 2020

The following provides an overview of the key actions identified within the reports that directly relate to tourism development with implications for the destination.

FÁILTE IRELAND CORPORATE PLAN AND REGIONAL TOURISM DEVELOPMENT STRATEGIES (2023-2027)

Fáilte Ireland's Corporate Plan is the basis for national tourism development supported by Regional Tourism Development Strategies (2023–2027) for each of the four regional brands.

PEOPLE, PLACE AND POLICY: GROWING TOURISM TO 2025

'People, Place and Policy: Growing Tourism to 2025' includes a focus on growing visitor numbers, overseas revenue and employment. In achieving these, the plan also addresses the challenges of seasonality, regional dispersion of visitors and sustainability. This policy statement is centred on Ireland achieving its full

potential as a destination for overseas tourism. However, it is recognised that the domestic tourism market underpins the range of visitor accommodation and services that provide competitive advantage to Ireland in the international market and many of the measures contained in this statement will similarly benefit the domestic tourism sector.

OUR RURAL FUTURE: RURAL DEVELOPMENT POLICY 2021-2025

The policy provides a framework for the development of rural Ireland over a five-year period. The role of tourism in local and regional economies is recognised as being of an importance that 'cannot be understated'. The aim of growing the tourism offering and developing outdoor activity tourism are highlighted in the policy. Particular relevant policy measures include:

- Maximising resources and strengths in the Green Economy to support employment opportunities for rural communities across a range of areas including sustainable tourism (Policy Measure 26)
- Further development of the Failte Ireland Experience Brands including the Wild Atlantic Way by strengthening Ireland's image as an outdoor activity holiday destination for both domestic and international markets (32)
- Investment in greenways, blueways, walking trails and other outdoor recreation infrastructure to support the growth in outdoor recreation tourism (36)
- Expansion of the Walks Scheme to achieve a target of at least 80 trails (38)
- Explore the potential for the development of further tourist trails, including cross-border trails and initiatives (39).

TOURISM ACTION PLAN 2019 – 2021

The action plan developed by the Irish government's Sustainable Tourism Working Group sets out the ambition that 'Ireland will seek to be amongst the world-leaders in sustainable tourism practices', setting out eight guiding principles for sustainable tourism development in Ireland.

1. All of government will work together with industry towards achieving a sustainable tourism sector.
2. Sustainable tourism growth will be achieved in a manner that focuses on overall economic benefit ahead of the number of tourists.
3. Tourism will support economic growth in communities throughout the country and with a greater spread of demand across the year.
4. In delivering high quality tourism experiences that exceed our visitors' expectations, we will do so in a manner that minimises any negative environmental or community impacts.
5. As custodians of our natural landscape and of our historic and cultural assets, we will protect them for the next generation.
6. Responsible behaviour by our visitors will be encouraged to maximise the mutual benefit of tourism to Ireland's people and place.
7. The tourism sector will support and promote efforts to move to more sustainable forms of transport to, and around Ireland.
8. The tourism sector must play its part to help deliver Ireland's commitments under the Paris Agreement on Climate Change.

ACTIONS TO PROMOTE SUSTAINABLE TOURISM PRACTICES 2021 – 2023

The objectives of this plan are to identify actions which promote sustainable tourism practices, establish new research methods and form a clear narrative for communication about the sustainability agenda. Actions are grouped under the seven themes of policy, evidence base, environmental impact, awareness and education, business planning, destination management, and sales and marketing.

As per Action 23 of the plan, the guiding principles for sustainable development are embedded in this DDEP. It is also a further action of this DDEP that local stakeholders are aware of opportunities to maximise the potential of nature based solutions identified by Action 27 of the plan.

STRATEGY FOR THE FUTURE DEVELOPMENT OF GREENWAYS

The objective of the Greenway strategy is to assist in the strategic development of nationally and regionally significant Greenways in appropriate locations constructed to an appropriate standard in order to deliver a quality experience for all Greenway users. It also aims to increase the number and geographical spread of Greenways of scale and quality around the country over a 10 year period with a consequent significant increase in the number of people using Greenways as a visitor experience and as a recreational amenity.

NATIONAL PHYSICAL ACTIVITY PLAN (2013-2025)

The NPAP (Get Ireland Active) aims to increase physical activity levels across the population thereby improving the health and wellbeing of people living in the country.

The Plan sets targets for annual increases in the level of daily physical activity across a range of ages and abilities to achieve the National Guidelines on Physical Activity for the country supported by eight action areas developed to encourage greater participation in physical activity.

Key relevant actions in the Plan include:

- Action 32: Develop and promote walking and cycling strategies in each Local Authority area
- Action 36: Prioritise the planning and development of walking and cycling and general recreational/physical activity infrastructure.
- Action 37: Explore opportunities to maximise physical activity and recreation amenities in the natural environment.

KERRY TOURISM STRATEGY

The Kerry County Council Tourism Strategy 2016–2022 refers to a range of actions designed to develop tourism in the county including specific reference to the North Kerry area.

The strategy identifies tourism progression across a wide range of land and marine-based outdoor recreation and adventure tourism projects alongside expansion of the Wild Atlantic Way offering and development of visitor attractions.

The development of blueways in Tralee Bay is referenced (Action 1.4.1) while the progression of greenway development between Tralee – Fenit (1.7.2), Abbeyfeale to Listowel (1.7.3), Listowel to Tralee (1.7.4) and Ballyseedy Wood to Blennerville (1.7.6) are all identified.

Extension and development of walking trails along the riverside in Listowel (1.8.7), the river walk in Tralee (1.8.9) and along the River Maine in Castleisland (1.8.10) while the development of additional walks in Ballybunion are all identified.

Marine activity including the promotion of, and development of synergies between the marinas (including Fenit) in the county is highlighted (Action 1.9.1), while the promotion of bass fishing off the coast, and the development of an angling project on the River Feale (1.9.4) and provision of universal access fishing stands on the River Feale (2.4.2) are also identified.

Proposed visitor attractions identified include examining the feasibility of the restoration of the Tralee to Blennerville Steam Railway (Action 1.12.3), the provision of all-weather coverings to The Square in Tralee (1.12.4) and provision of an outdoor gym in Ballybunion (1.12.9)

CLARE TOURISM STRATEGY

Action 14 in relation to Integrated Planning refers to building the concept of sustainability into ongoing planning processes for tourism and outdoor recreation.

Action 15 in relation to Trails Development refers to the prioritising of the development of the West Clare Rail Greenway.

Action 17 addresses Thematic Experience Development through collaborative working to support the development of theme-based experiences. Expanding upon the theme of 'Holistic Landscapes', the strategy seeks to integrate the theme of geotourism across the county and use ecotourism to expand the offering, while strengthening the profile of wellness as a sector and wellbeing/vibrancy as the underlying promise.

Developing the theme of 'High Towers and High Powers' the strategy identifies working with 'emerging initiatives that are focused on bringing medieval and pilgrimage routes to tell a story', in addition to 'implementing existing plans and associated initiatives to raise the profile of iconic and supporting sites'.

Under the theme of Adventure and Family Fun the strategy calls out strengthening marine-based recreation with communities and activity centres and continuing to build a cycle-culture in the county.

LOCAL PLANS

In developing the CCDEDP a range of local tourism development plans were examined, including

- Loop Head Tourism Development Strategy 2020–2030, Loop Head Tourism
- Kerry County Council Greenway Strategy
- North Kerry Blueway and Marine Activity Study 2018, North East West Kerry Development
- Kilrush Tourism Destination Development Strategy, Kilrush Town Team
- Developing Tourism in Tralee – Action Plan to 2025, Tralee Chamber Alliance
- Local Area development plans supported by NEWKD and CLDC.




WILD ATLANTIC WAY
SLÍ AN ATLANTAIGH FHIÁIN

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