



What is it?

- A re-packaging of the Atlantic coast to visitors
- A product and brand of sufficient scale and singularity to market directly overseas
- A corridor along the Atlantic coast which links destinations and attractions
- A shopping aisle of experiences
- · An opening up of access and possibilities in the visitor's mind





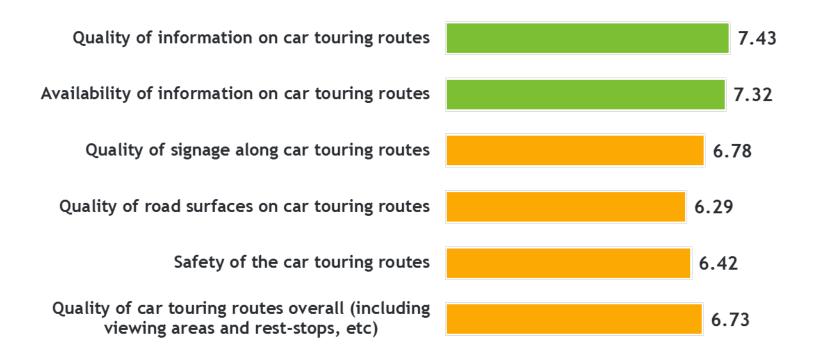
Examples of outdated and inadequate orientation signage at Maam Cross (above left), interpretative signage at Killary Harbour (below left), and an informal lay-by on the N59 just north of Clifden. (below right).





Car Touring Routes

Base: All touring by car 401





Project aims

- To increase visitor numbers, dwell time, spend and satisfaction within the destinations
- To increase mobility between destinations
- To provide linkages between and added value to a range of attractions
- To improve trade cohesion around the brand





What will it deliver?

- A new web presence
- A range of marketing material and a concerted marketing drive
- Improved on-road interpretation, viewing infrastructure and signage
- A framework for improved packaging and bundling by trade















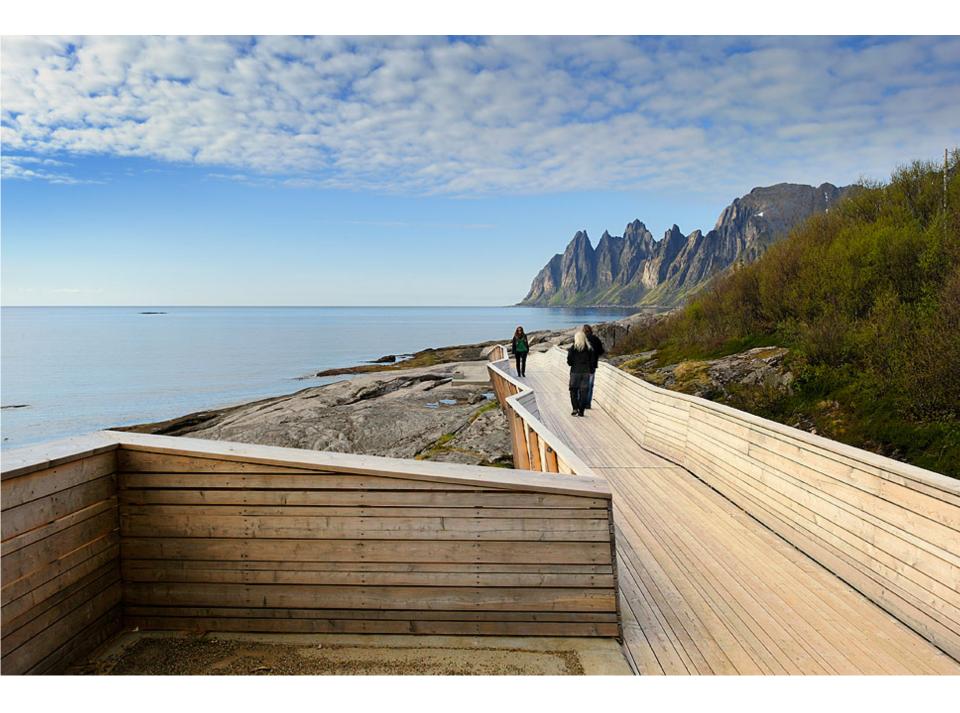






















We are Here



Proposition and Brand Development

Assessment of Potential Target Market

Benchmarking against other key Destination Routes

Review of existing product offering and experiences

Provide visitor with clear expectations of the experience of the WAW (the proposition)

Brand Testing (domestically and overseas)

Brand Guidelines and Brand Management



Timescale

June - October 2012



Identification of Route (spine & loops)

Establish four Regional Steering Groups

Review existing driving routes

Evaluate route options

Identify route sections

Stakeholder and community consultation

Devise funding model

Publish Route Master Plan



Way-finding Strategy

Identify range of way-finding methods

Stakeholder and community consultation

Prepare signage plan

Publish way-finding strategy



Interpretation and Infrastructure Plans

Establish Steering Group for each section of the route

Identify themes of stories for each section

Identify locations for Discovery Points

Stakeholder and community consultation

Design Discovery Points

Publish Interpretation and Infrastructure Plan for each section of the route



Implementation

Liaise with Local Authorities on implementation of signage plans and construction of Discovery Points

Marketing and communications plan

Activate trade and communities around the brand

Launch of the Wild Atlantic Way



Timescale

November 2012 - March 2013



Timescale

November 2012 - July 2013



Timescale

March 2013 - March 2014

Trade and community engagement and activation

Timescale

June - October 2012

Throughout each stage of the process

FF22143-12

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THANK YOU