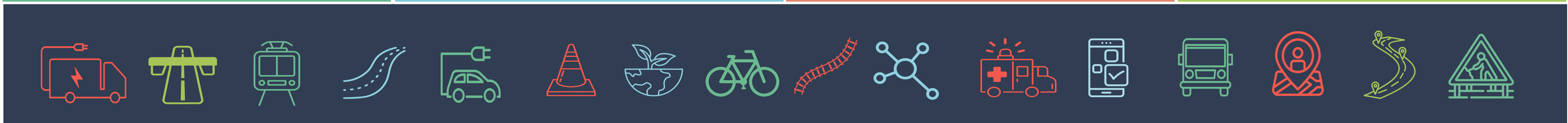
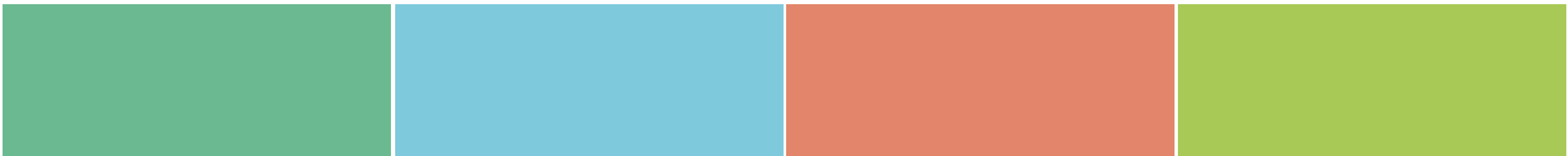


# NATIONAL ROADS AND GREENWAYS CONFERENCE 2023

*Thursday 28<sup>th</sup> and Friday 29<sup>th</sup> September 2023*



# Failte Ireland – Greenway Projects

Michael Fitzsimons – Manager Product Development, Activities, Failte Ireland

Marketing and Branding Greenways



# Overview

- Greenway Marketing
- Greenways Interpretation, Wayfinding & Signage plans
- Naming a Greenway
- Greenway media content
- Greenway visitor amenity best practice toolkit for greenways & blueways





# Never mind the rain: Fáilte Ireland to sponsor RTÉ Weather for three years

Forecast messages will encourage people to holiday at home, says tourism agency

Expand

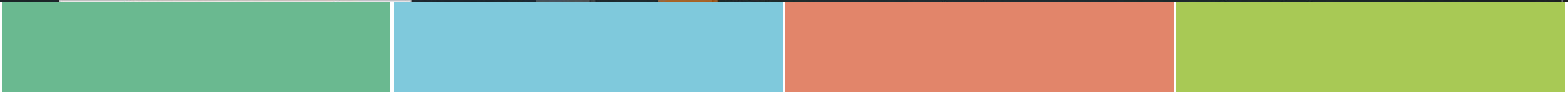


## LATEST STORIES

Ukrainian man who served in SS unit presented as 'hero' in Canadian parliament

Lucy Letby to face retrial on charge of trying to murder baby girl, UK court told

Entain warns of decline in online gaming revenues





Limerick Greenway

September 7, 2022 · 🌐

Ireland AM will be broadcasting from Limerick Greenway on September 8th as part of the Fáilte Ireland Keep Discovering Campaign for Autumn/Winter 🍂

Are you hooked on Ireland's natural beauty? Take a closer look at the corners you haven't seen! Check out Limerick Greenway, where the Ireland AM team will be speaking with Olive Sheehan, from Platform 22 café at Barnagh Hub and Ben Noonan, Executive Engineer from Limerick City and County Council.

Our country offers you endless... [See more](#) — in Limerick.

👍 15

3 💬 7 ➦

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Write a comment...



# WILD ATLANTIC WAY SAMPLE 7-DAY ITINERARY

## NORTH

TO HELP YOU PROGRAMME THIS AREA, HERE IS A SUGGESTED PROGRAMME FOR YOU TO CONSIDER WHICH WILL HELP YOUR CLIENTS, BE THEY GROUP OR FIT, TO NAVIGATE THIS AREA. FOR OTHER SAMPLE ITINERARIES FOR THIS REGION PLEASE EMAIL [BUSINESSDEVELOPMENT@FAILTEIRELAND.IE](mailto:BUSINESSDEVELOPMENT@FAILTEIRELAND.IE)



Downpatrick Head, Co. Mayo



Westport, Co. Mayo



Great Western Greenway, Co. Mayo



Achill Island

## DAY 1

Kick off your Wild Atlantic Way adventure in the City of the Tribes with a visit to the **Galway City Museum**. Explore three floors of exciting exhibitions engaging visitors in the archaeology, history and sea science of Galway. The attraction is one of the city's most popular cultural hotspots and welcomes over 200,000 visitors per year. The museum has been a recipient of TripAdvisor's Certificate of Excellence for five years running and the 2016 Expert's Choice Award, ranking it among the 'highest-rated attractions in Galway'.

Sundays / Holidays.

## DAY 2

Make your way to Ireland's only fjord at **Killary Harbour**, which extends around 16km (10 miles) and with the mountains rising steeply on either side provides some of the most majestic scenery in Ireland. Stop off at the tiny village of **Leenaun** and visit the **Sheep & Wool Centre**.

**Allow 1 hour 30 minutes for this experience**

Continue north on the R335 to **Glen Keen Farm** where guests are treated to an immersive sheepdog herding display. This is followed by an introduction to the breed of mountain sheep, uses for wool, animal marking systems and their border collie dog training programme. Expect passionate stories of sheep farming in the area, stories and secrets passed on over seven generations. The Visitor Centre at Glen Keen Farm is now one of Mayo's most visited attractions.

**Allow 2 hours for this experience**

Next it's on to **Murrisk** for a light lunch in **Campbell's pub** which is located at the base of the pilgrim path leading up to Ireland's holy mountain, Croagh Patrick.

After lunch and a few photos it's time to continue on to bustling **Westport**. With its Georgian town centre, bars, cafes, shops and restaurants it's a popular destination for Irish and overseas visitors alike. Here **Stephen Clarke's Westport Walking Tours** will take you on fascinating journey through this heritage town revealing stories of pirate queens, gold, shootings, disasters, rescues and the Great Hunger. While in Westport, a visit to **Westport House** is a must. Set in beautiful woods, lake and parkland grounds the house was built in the 18th century on the site of an O'Malley castle whose dungeons are still present today.

**Allow 1 hour 30 minutes for this experience**

Your last stop of the day is **Mulranny**, 30 minutes from Westport along the Atlantic coast. The **Mulranny Park Hotel**, situated on the **Great Western Greenway** (Ireland's first long distance off road cycling trail), offers amazing views over Clew Bay and a gorgeous dinner menu showcasing produce of over 20 local food producers.

**Dinner and overnight in Mulranny**

## DAY 3

walk of your chosen section.

Check route in advance for any mobility issues

# Interpretation, Wayfinding & Signage Plans for Greenways

- Greenways are transforming areas around Ireland economically & by providing access to our scenic & cultural landscapes
- Greenways are not just a way of getting from A to B , they are a destination in themselves
- Failte Irelands strategic Pillar “Opening the Outdoors” specifically refers to the need to develop walking & cycling to be motivating for tourism



# What is the aim of Greenways Interpretation, Wayfinding & Signage Plans ?

- The Greenway experience is primarily about the changing landscapes through which it passes along with the sights, sounds, smells and & the emotional connections with local culture, history and biodiversity.
- The aim is bring all of this to life & to have an integrated and motivating visitor experience along Ireland's Greenways which will appeal to a domestic and international audience and as a result boost the tourism economy of these areas.
- Failte Ireland is currently working with numerous local authorities on greenway interpretation projects around the country such as the Southeast Greenway & the Kingdom of Kerry Greenways.





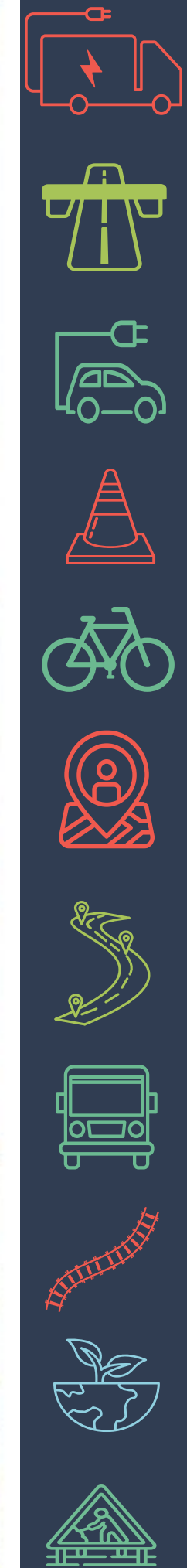


# Greenway *Visitor Experience & Interpretation Toolkit*

APRIL 2021



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# Visitor Amenity Best Practice Toolkit for Greenways & Blueways

## What is the Aim ?

The ultimate aim here is to have an integrated and motivating visitor experience along Ireland's Greenways and Blueways which will appeal to a domestic and international audience and as a result boost the tourism economy of these areas.

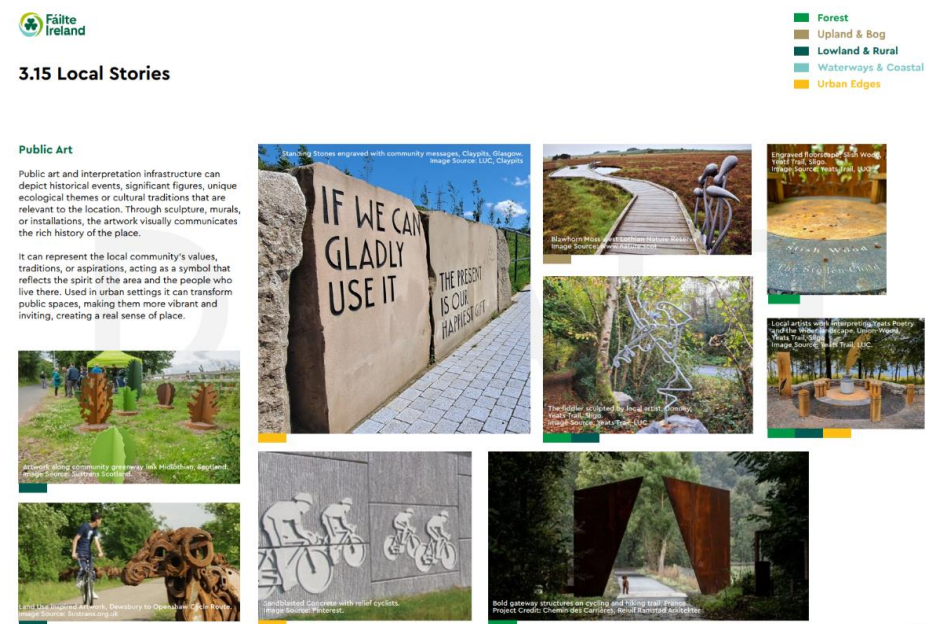
To achieve this aim, it is intended to deliver on the following objectives:

- Deliver a world class experience for visitors to Ireland's Greenways and Blueways
- Stimulate awareness and demand for Greenways and Blueways as iconic outdoor attractions spread throughout the country
- Manage carrying capacity
- Provide high quality services, facilities and infrastructure for visitors



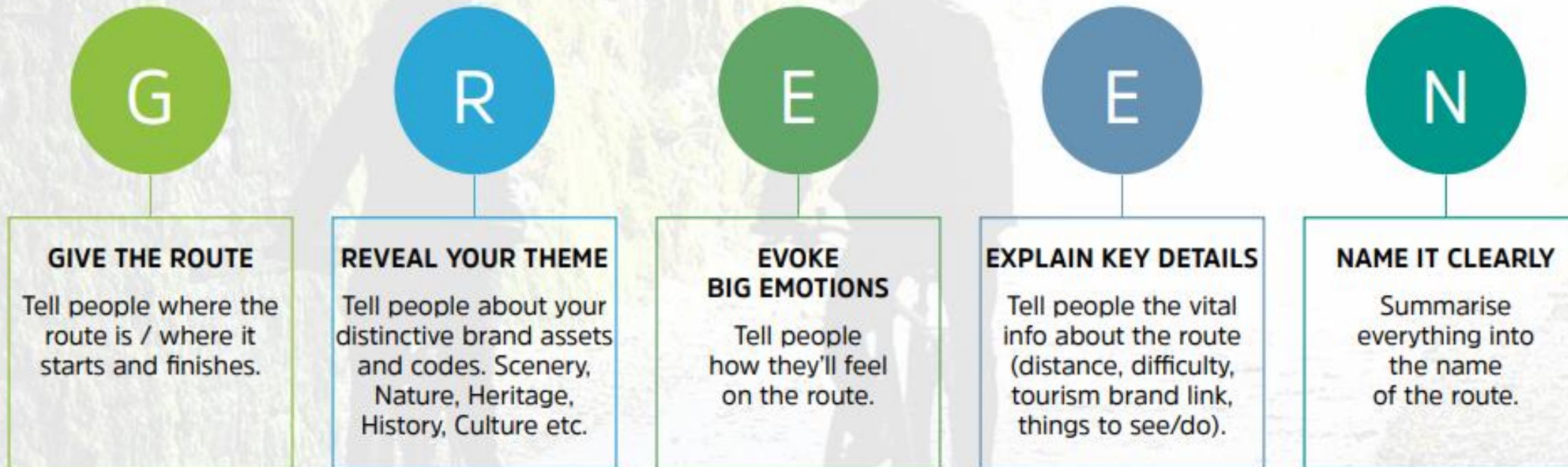
## Visitor Amenity Best Practice Toolkit for Greenways and Blueways

A decision making guide for visitor amenities and infrastructure on new and existing Greenways and Blueways.



# Naming your Greenway

Naming your Greenway in the context of national Greenway branding is also important so that you can create your own identity within the wider Greenways network. Fáilte Ireland is preparing a separate toolkit to help Greenway developers name their Greenway appropriately. That toolkit recommends a five step **GREEN** process:



# Greenway Marketing & Media Content

- This project is a joint venture between Department of Transport and Fáilte Ireland
- The main objective of the project is to capture Greenway content across many of the developed Greenways throughout Ireland and some greenways currently in development at nearly complete stage
- The content is to be used for Marketing Greenways, Media Launches and for industry along the greenways to use for their own businesses.
- The Department of Transport has allocated a budget to complete the project. Fáilte Ireland are being tasked with delivering the project.



# Strategic Partnership with BNM and LA's



Thank You

