



**MAYO.IE**

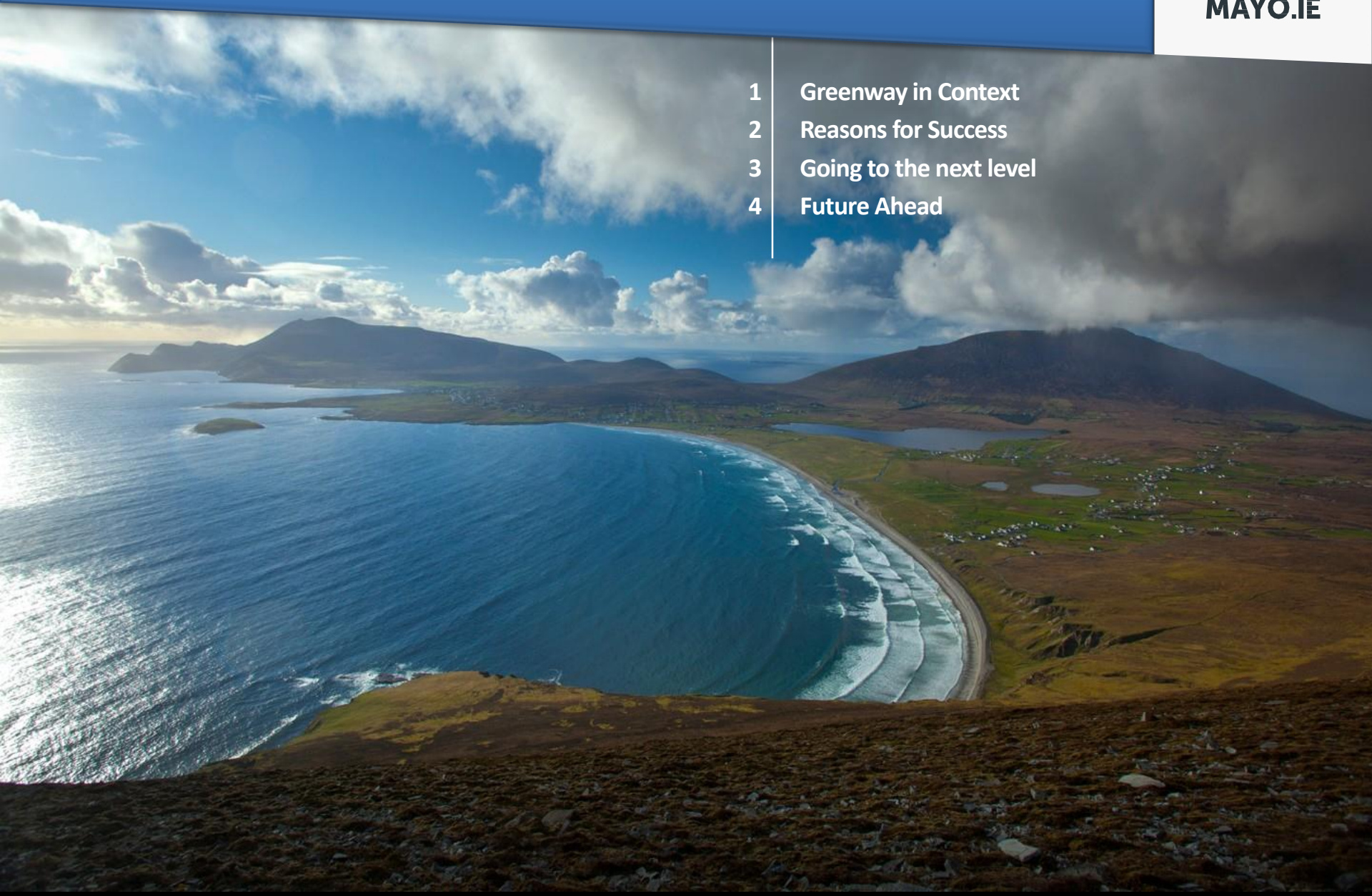
**GREAT WESTERN GREENWAY  
Co Mayo, Ireland**

**Anna Connor  
Tourism Officer  
Mayo County Council**

# Presentation Outline



- 1 Greenway in Context
- 2 Reasons for Success
- 3 Going to the next level
- 4 Future Ahead



# GREAT WESTERN GREENWAY







# HUGE NATIONAL EXPOSURE — TV, Radio, Print, Social Media



# JOBS IN A RECESSION

## JOBS

Restaurants, Hotels, Bike Hire etc (eg MPH  
100 staff, 80k Rates)

### Greenway 2010

€7m economic benefit to local economy  
90 Jobs

### Greenway 2016

€38m to local economy  
200 jobs







# Clew Bay

**Special Area of Conservation**  
**European Natura 2000 Designated Site Code 001482**



In a Europe now largely bereft of otters, the west of Ireland remains a stronghold. Burrishoole Bridge is an excellent place to spot otters catching shore crabs and fish or resting on the shore.



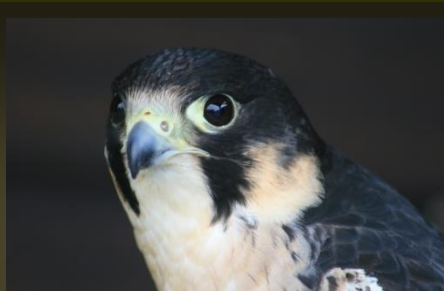
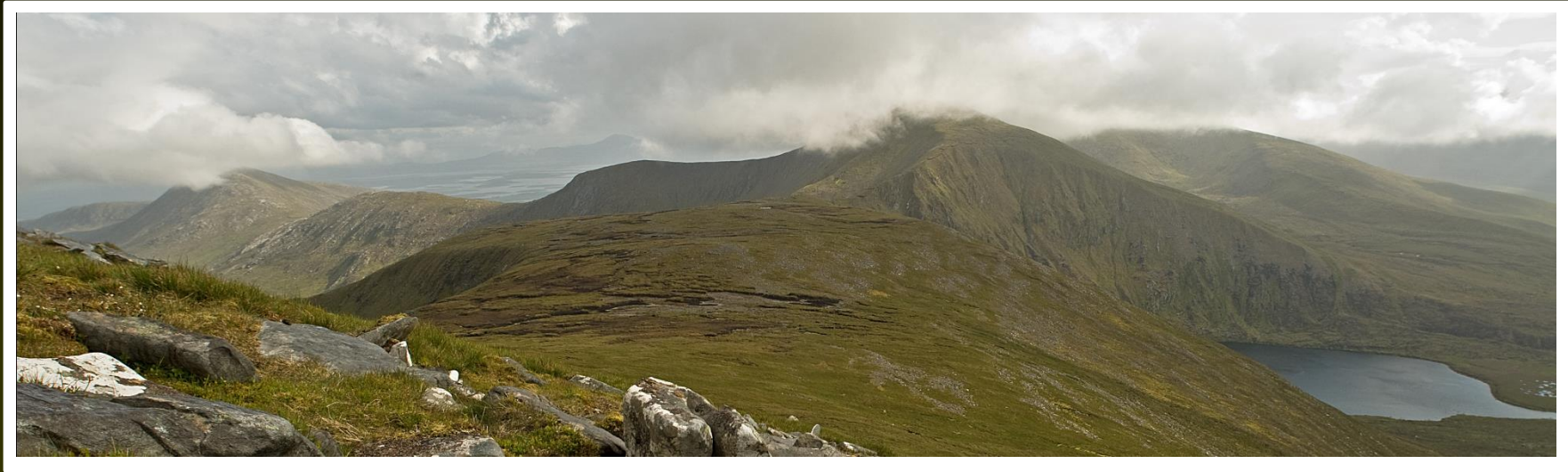
The west facing waters of Clew Bay lie between the Nephin Mountains to the north and Croagh Patrick to the south.

Clew Bay, with its fabled “365” drowned drumlin islands, is one of the most spectacular seascapes to behold in Europe.

The complex of islands and interlocking bays support a rich marine ecosystem and numerous species including; Grey Seals, Otter, Common Dolphins, Atlantic Salmon, Barnacle Geese, Arctic Tern, Curlew, Belted Beauty Moth and Green Tiger Beetle.

# Owenduff Nephin

**Special Protection Area for Birds**  
**European Natura 2000 Designated Site Code 04098**



The Peregrine is renowned for reaching speeds of over 320 km/h during its hunting stoop, making it the fastest member of the animal kingdom. It preys almost exclusively on medium-sized birds but will occasionally hunt small mammals, small reptiles or even insects..



The Owenduff Nephin SPA covers the Nephin Mountain Range and Ballycroy National Park stretching from the Great Western Greenway to the Ceidé Fields of the North Mayo coast.

**The Owenduff Nephin** range is home to the largest expanse of Blanket Bog in Europe, covering some 25,000 hectares.

The vast blanket of peat, created by sphagnum mosses layed down over millennia, absorbs immense quantities of carbon and precipitation from the atmosphere, militating against global warming and flooding. The site supports a number of rare plants, notably Marsh Saxifrage, Bog Orchid and Marsh Clubmoss. Avian species include Greenland White-fronted Goose, Merlin, Peregrine Falcon and Golden Plover.

# Curraun Plateau

**Special Area of Conservation**  
**European Natura 2000 Designated Site Code 000485**



To survive on the low nutrient peat soil the Sundew has evolved into a carnivorous plant. Its red tentacles secrete a sticky gel which trap and digest its insect prey.



The Curraun Plateau dominated by Curraun Hill and Cortún, and is separated from the west Mayo mainland by Bellacragher Bay.

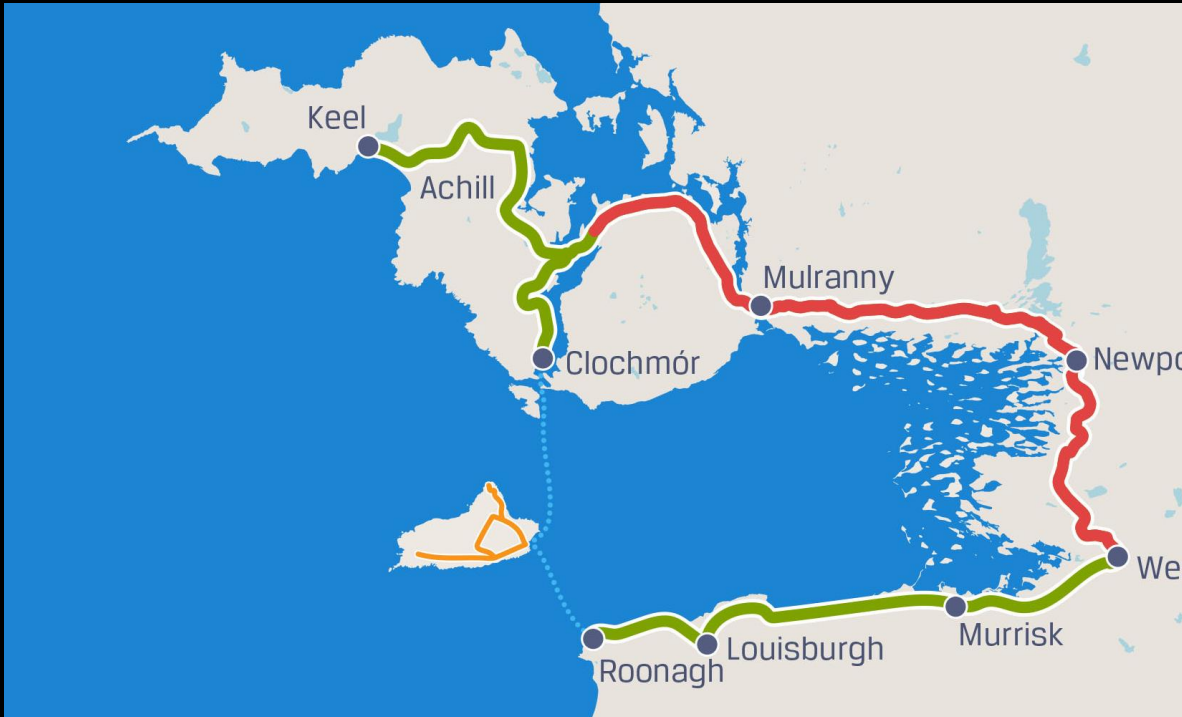
**Curraun Plateau** is joined to the west Mayo mainland at Mallaranny (Mulranny) by a narrow land-link known as an “isthmus”.

The Curraun massif is dominated by heath featuring Ling Heather, Cross-leaved Heath and the taller Irish or Mediterranean Heather, which is confined to Mulranny. Woodland at Bellacragher Bay is dominated by Alder and Willow with fine Oaks, Ash, Silver Birch and Scots Pine also present. The woodland is rich in birdlife including Goldcrest, Tree Creeper, Spotted Flycatcher and Willow Warbler.

The Burrishoole Loop Walks some remarkable sites and scenery and special interest sites including Burrishoole Friary, Rockfleet Castle and the Salmon Lake, Lough Fiach



# EXPERIENCES ALONG THE GREENWAY



# WHAT HAPPENED

BUILD IT.....THEY WILL COME



*Visitor Increase 45,000 (2010) – 265,000 (2018)*

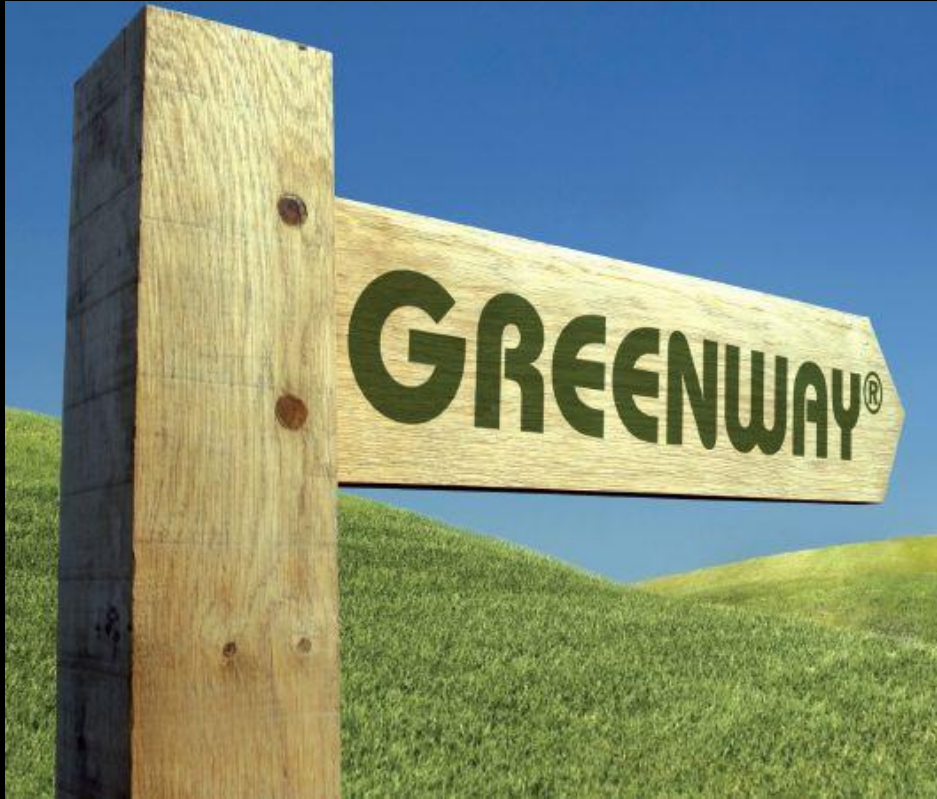
# MAYO ON THE MAP



# GREENWAY BRAND



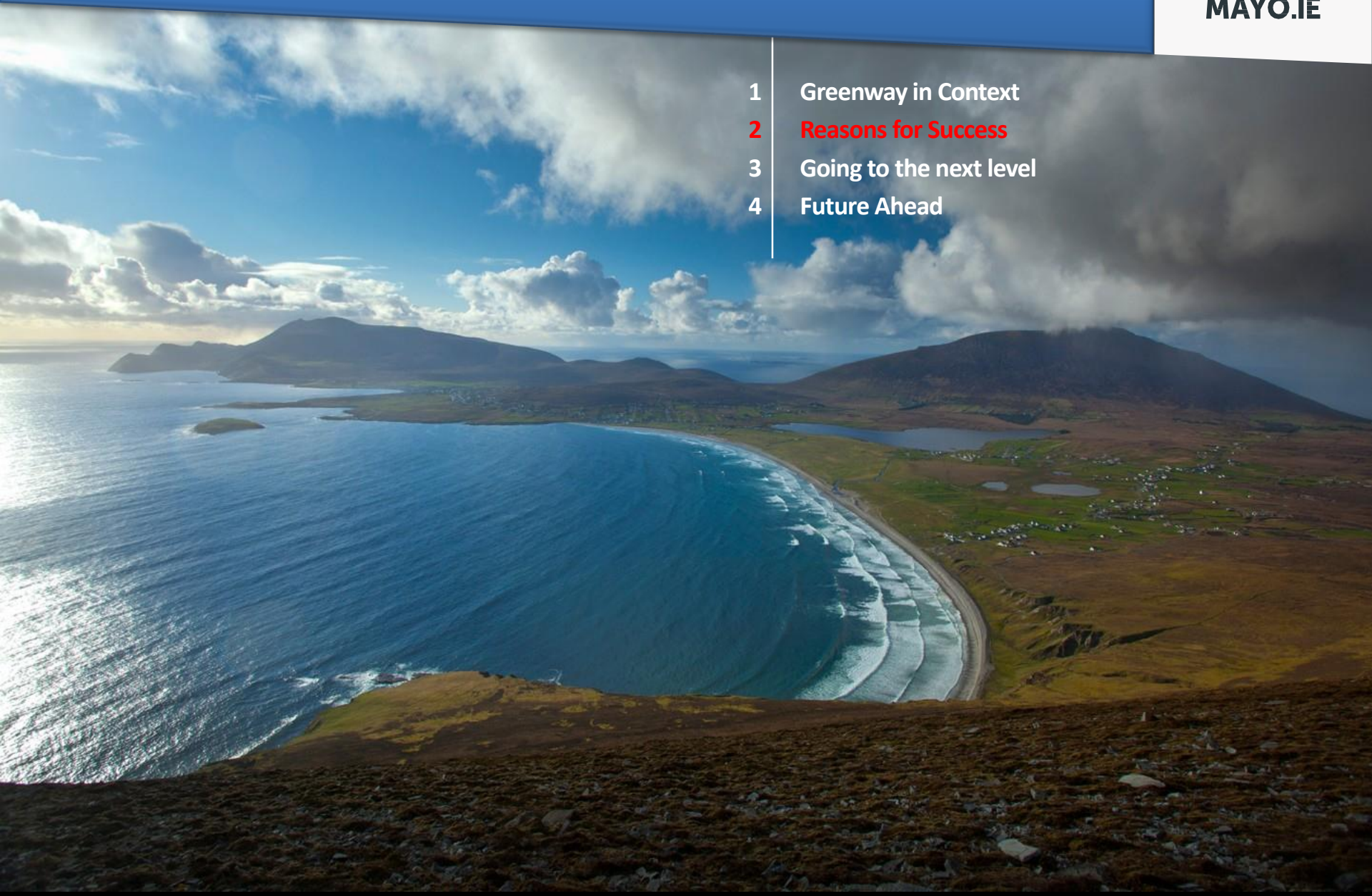
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# Reasons for Success

- 1 Greenway in Context
- 2 **Reasons for Success**
- 3 Going to the next level
- 4 Future Ahead



# WHY WAS IT SO SUCCESSFUL?

**NOVEL - 1<sup>st</sup> Greenway, Huge Stories**

**COUNTRY WIDE EXPOSURE - collaborative marketing**

**SCENIC & SAFE**

**ESTABLISHED DESTINATION - Westport & Achill Island – Varied Landscapes**

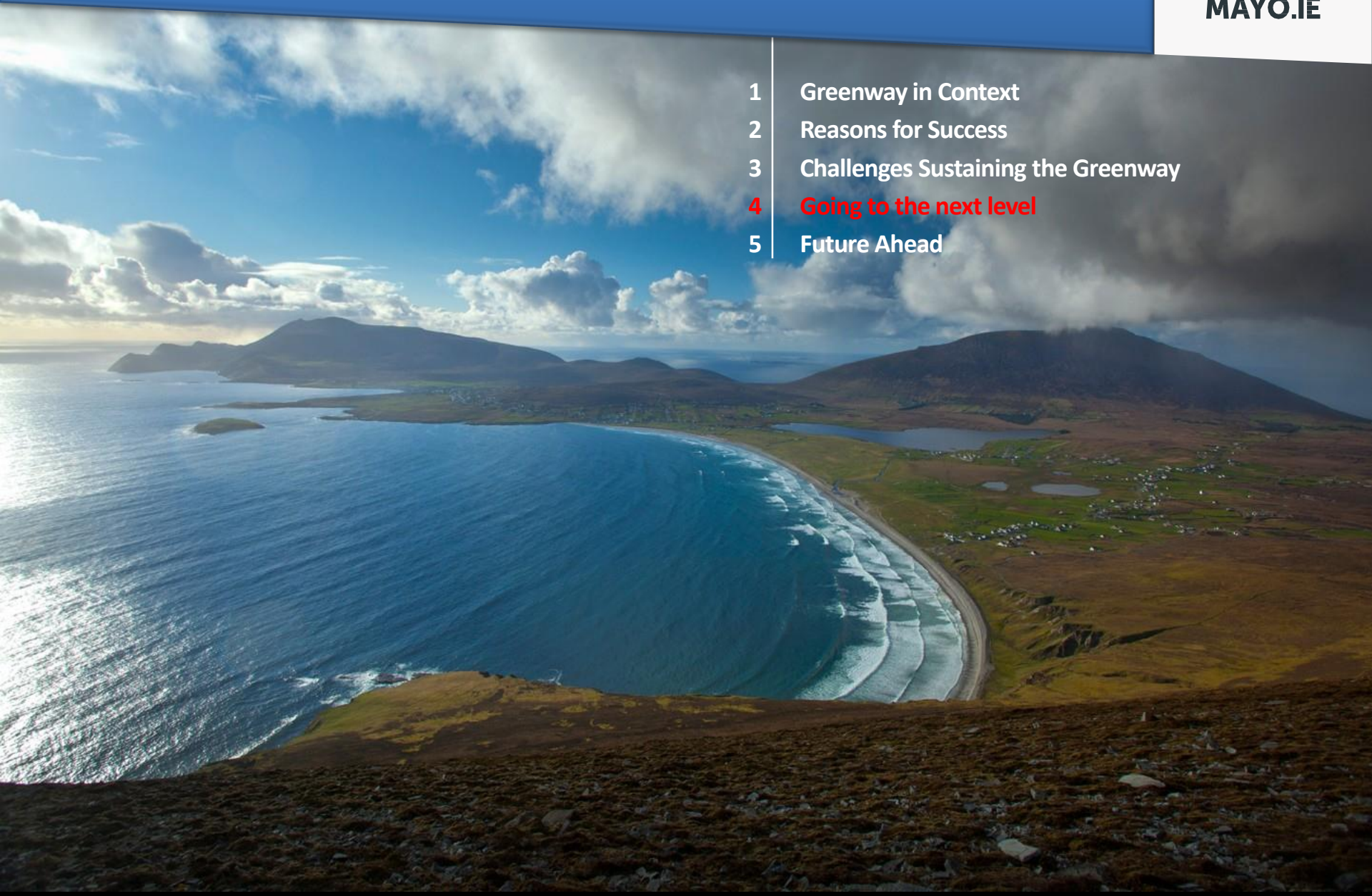
**INCLUSIVE – Source of huge local pride**

**INDUSTRY COLLABORATION - Unified Approach**



# GOING TO THE NEXT LEVEL

- 1 Greenway in Context
- 2 Reasons for Success
- 3 Challenges Sustaining the Greenway
- 4 **Going to the next level**
- 5 Future Ahead



# GOING TO THE NEXT LEVEL

## PRODUCT DEVELOPMENT

- Add More Product & Experiences
- Link Experiences

## ROUTE GREENWAY TO POPULAR ATTRACTIONS

## INNOVATION

- Dark Skies
- Vibrant Festival & Events
- Marketing

## EXCEED EXPECTATIONS

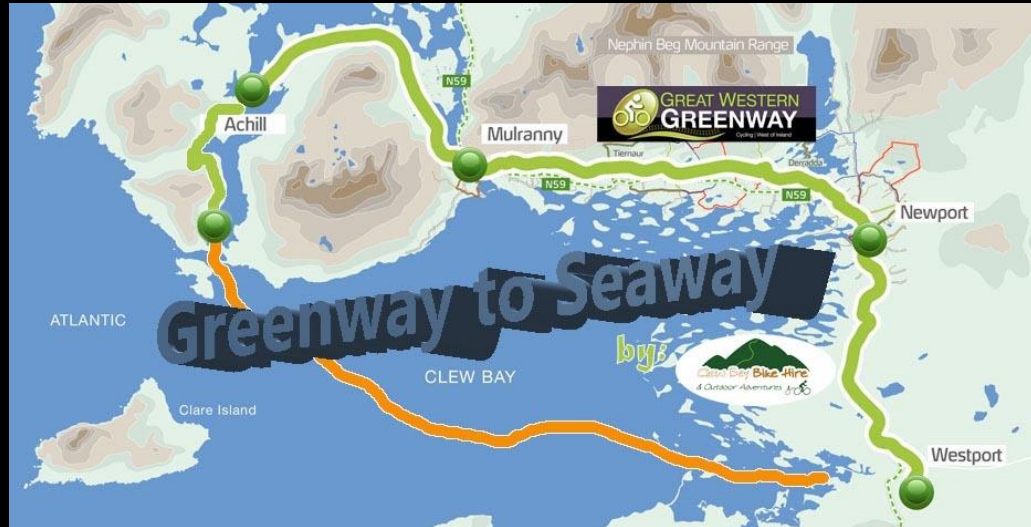
## INTEGRATE WITH NATIONAL & INTERNATIONAL OFFERINGS



# PRODUCT DEVELOPMENT - GREENWAY ADVENTURES



# GREENWAY TO SEAWAY (Land and Sea offering)



# PRODUCT DEVELOPMENT – FOOD TRAIL



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## The Gourmet Greenway Food Trail

A Food Trail along the greenway showcasing the best of artisan foods

- Kellys of Newport
- Carrowholly Cheese
- Murriveagh Honey

# GOURMET *Greenway*



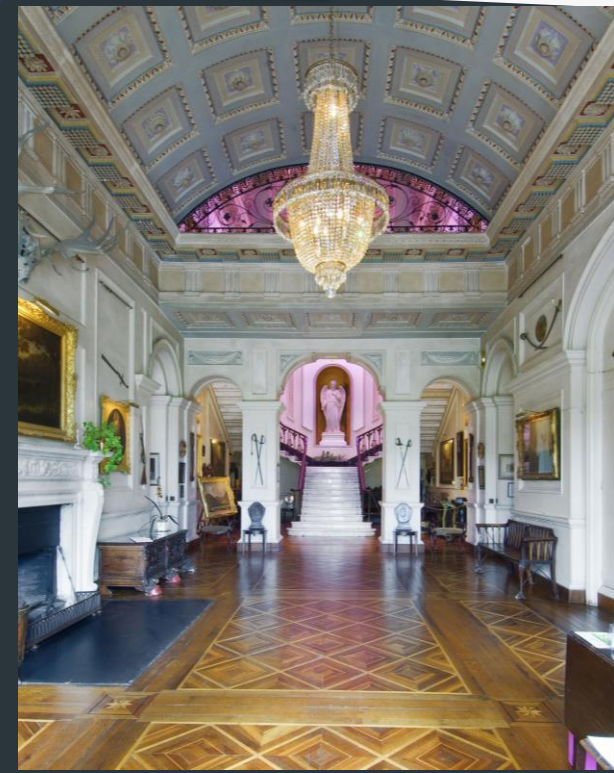




# ROUTING GREENWAY TO KEY ATTRACTIONS



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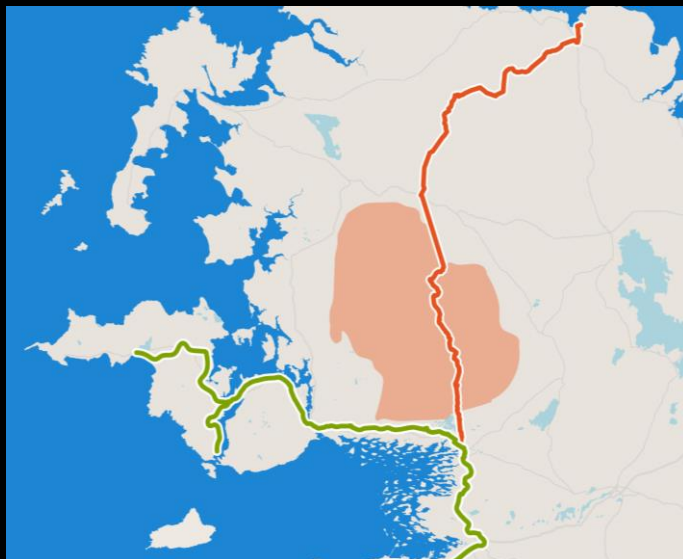


# ROUTING GREENWAY TO KEY ATTRACTIONS



**CROAGH PATRICK  
NATIONAL FAMINE MONUMENT**

# ROUTING GREENWAY TO KEY ATTRACTIONS



**WILD NEPHIN  
NATIONAL  
PARK**



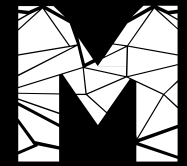
# POTENTIAL OPPORTUNITIES....Next Generation of Tourism



**WILD  
NEPHIN  
NATIONAL  
PARK**



# INNOVATION – Next Generation?



**MAYO.IE**



**WILD NEPHIN DARK SKIES &  
PROPOSED OBSERVATORY**

# GREENWAY FESTIVALS & EVENTS



## Maintain & Develop a Vibrant Festival Calendar

- GREENWAY MARATHON
- GREENWAY 10K
- WESTPORT SEA2SUMMIT
- WALKING FESTIVALS

**CULTURE NIGHT**

**WESTPORT SMARTER TRAVEL**

# Bike Buffet

Friday 19th September, 6.00pm

**Join in this Bike Buffet with a twist!**

Meet at the Westport Coast Hotel at 6 pm for some delicious mocktails followed by a trip to the Custom House Studios to see the Clew Bay Pipe Band and take in the artists exhibitions and workshops. From there we'll pedal on through the grounds of the stunning Westport House for some gourmet pizza at Gracy's Cafe Bar followed by a guided tour of Westport House. Hop back on the bikes to the Clew Bay Hotel for some top notch desserts and relax while viewing Cycling Memories: The Movie.

**Cost: €10**

**Meeting point: Westport Coast Hotel**

Buy your ticket at Westport Leisure Park or by calling 098 29180 by Wednesday September 17th.

Bring your bike, helmet, hi-vis, lights, a hungry belly and your cycling legs!

[www.westportsmartertravel.ie](http://www.westportsmartertravel.ie)



## WHAT DID WE DO?

### INNOVATIVE FILM PRODUCTIONS

- **Story with Scenic backdrop, Music**
- **Short Clips with impact**
- **Targeted TV Advertising Campaigns –  
Major Sports events, Afternoons**
- **Combined Campaigns with industry/Agencies**



### COLLABORATE WITH FÁILTE IRELAND & TOURISM IRELAND

- **Produce & Share High Quality Content**
- **Splice & Dice**





# GREENWAY - INTEGRATION INTO EUROVELO



## EUROVELO

International Branded Cycling Route  
Growth Market - International Touring Cyclists

Atlantic On bike:

- Interreg transnational project – 7 countries
- Access to European Funding
- Learnings – La Véloodyssée
- Route development



# GREENWAY

## A SIGNATURE EXPERIENCE ON THE WILD ATLANTIC WAY



### WILD ATLANTIC WAY

#### Greenway Experience:

- Immersive
- Local Engagement - authentic
- Explore Hidden Gems
- Extended Dwell Time
- Creates Lasting Memories



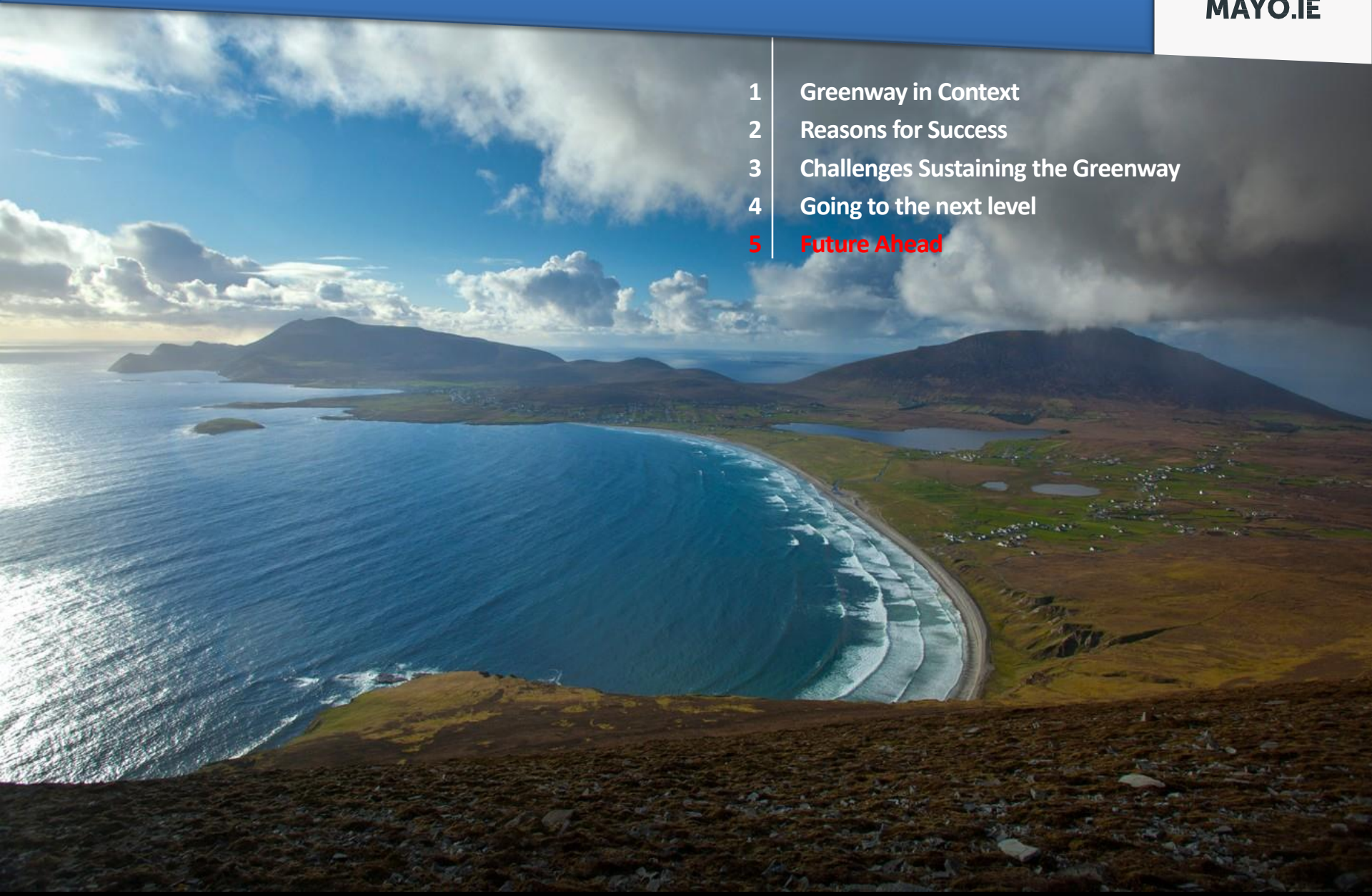
#### Huge Platform:

- Collaborative Marketing
- Consistent Marketing Exposure
- Access to Overseas Visitors



# GOING TO THE NEXT LEVEL

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# FUTURE AHEAD - GREENWAY OF SCALE





**THANK YOU**

