



Cycling Tourism In Ireland



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IRELAND'S TOURISM INDUSTRY



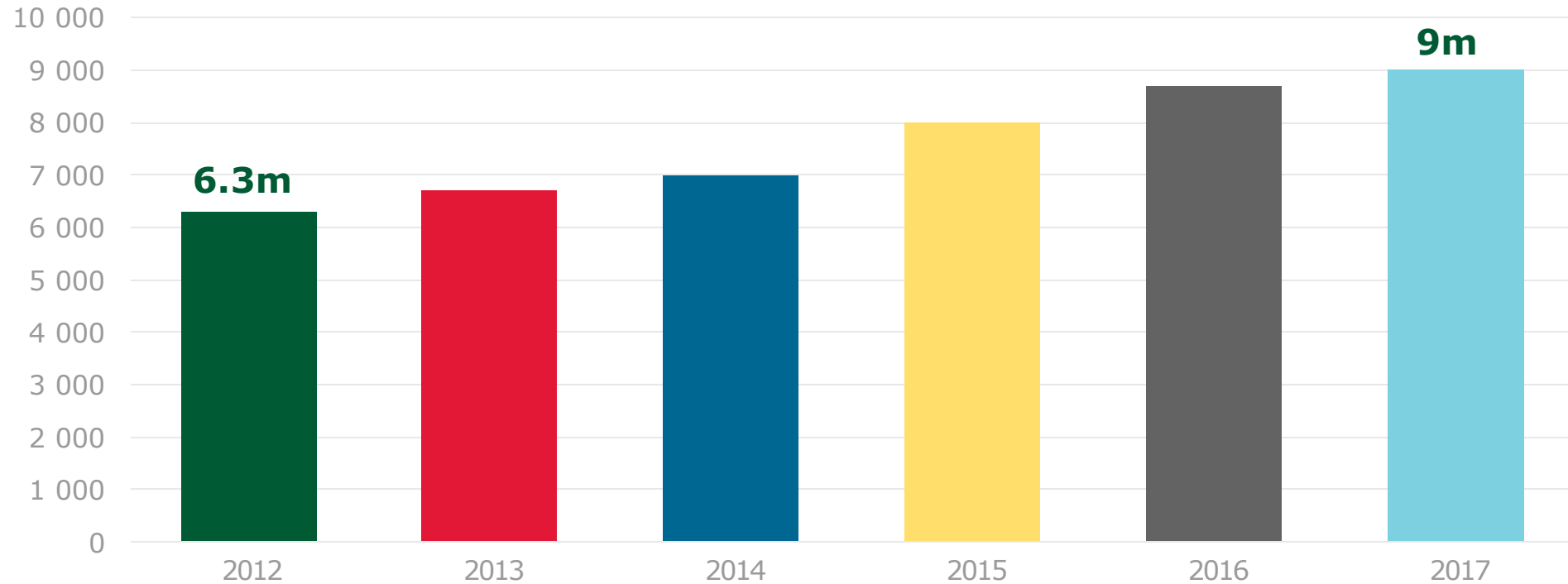
TOURISM IS A SIGNIFICANT EMPLOYER

- Every €1m of tourist expenditure helps support 27 jobs
- With 240,000 employees, tourism employs over 10% of workforce
- Tourism delivers €7.2b in expenditure
- Tourism sustains communities and drives regional development in a manner that most other industries struggle to deliver



HUGE GROWTH IN OVERSEAS TOURISTS

Overseas tourists up 43% since 2012 with an estimated 9m overseas tourists in 2017



Source: CSO, NISRA & Fáilte Ireland estimates



FÁILTE IRELAND'S ROLE IN THE TOURISM INDUSTRY



FÁILTE IRELAND IS AT THE HEART OF THE TOURISM INDUSTRY

Our role is to:

- **Invest** in tourism infrastructure
- **Support** the tourism industry
- **Promote** Ireland as a holiday destination

Strategy

GOALS

Revenue
Overseas Visitors
Domestic Trips
Employment
Tax Revenue

SUSTAINABLE
GROWTH MODEL

REGIONALITY SEASONALITY

BRAND
ARCHITECTURE

BRAND IRELAND



STRATEGIC
IMPERATIVES

Building Brilliant Visitor Experiences	Supporting Development of a World Class Industry	Supporting Development of a Visitor Friendly Infrastructure & Community	Working with TI on Marketing & Sales to Overseas Holiday Makers	Marketing & Sales to ROI & NI Holiday Makers	Attracting International Business & Events Visitors
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STRATEGIC
DRIVERS

Attractions Activities Festivals	Air/Sea Ports Accommodation Other Industry Partners Accessible Tourism	Whole of Govt Approach Access to Tourism Assets Infrastructure, Transport & Orientation Education Visitor Information Community & Environment	Market Diversification Digital Ecosystems International Publicity Business Development	Target Audiences Marketing Comms Digital Ecosystem Business Development	Conferences Incentives Events
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KEY ENABLERS

Research & Insights

Environmental Sustainability

Tourism Coordination Structures





Ireland to be recognised internationally as
a year round activity destination.



BIG GROWTH IN APPEAL OF CYCLING

- 2018 - **2nd largest** activity (after walking)
- **450,000** overseas visitors participating in cycling while on holiday
- **Threefold** increase since 2009
- Projected **annual growth of 4% p.a.** to 2028



Hierarchy of Trails

National Trails

(Iconic, motivating & multi day experiences) e.g. Coast to Coast Greenway, Eurovelo 1+2

Regional Trails & Clusters

(0.5-1 day experiences)
e.g. Great Western Greenway, Waterford Greenway, Great Southern Trail


Local Trails

(2- 4 hour leisure trails / half day experiences)
e.g. Cycle Trails in National Parks & Forest Parks, Greenways ≤ 20km

Greenways



Greenway



Connemara Greenway
Co Galway

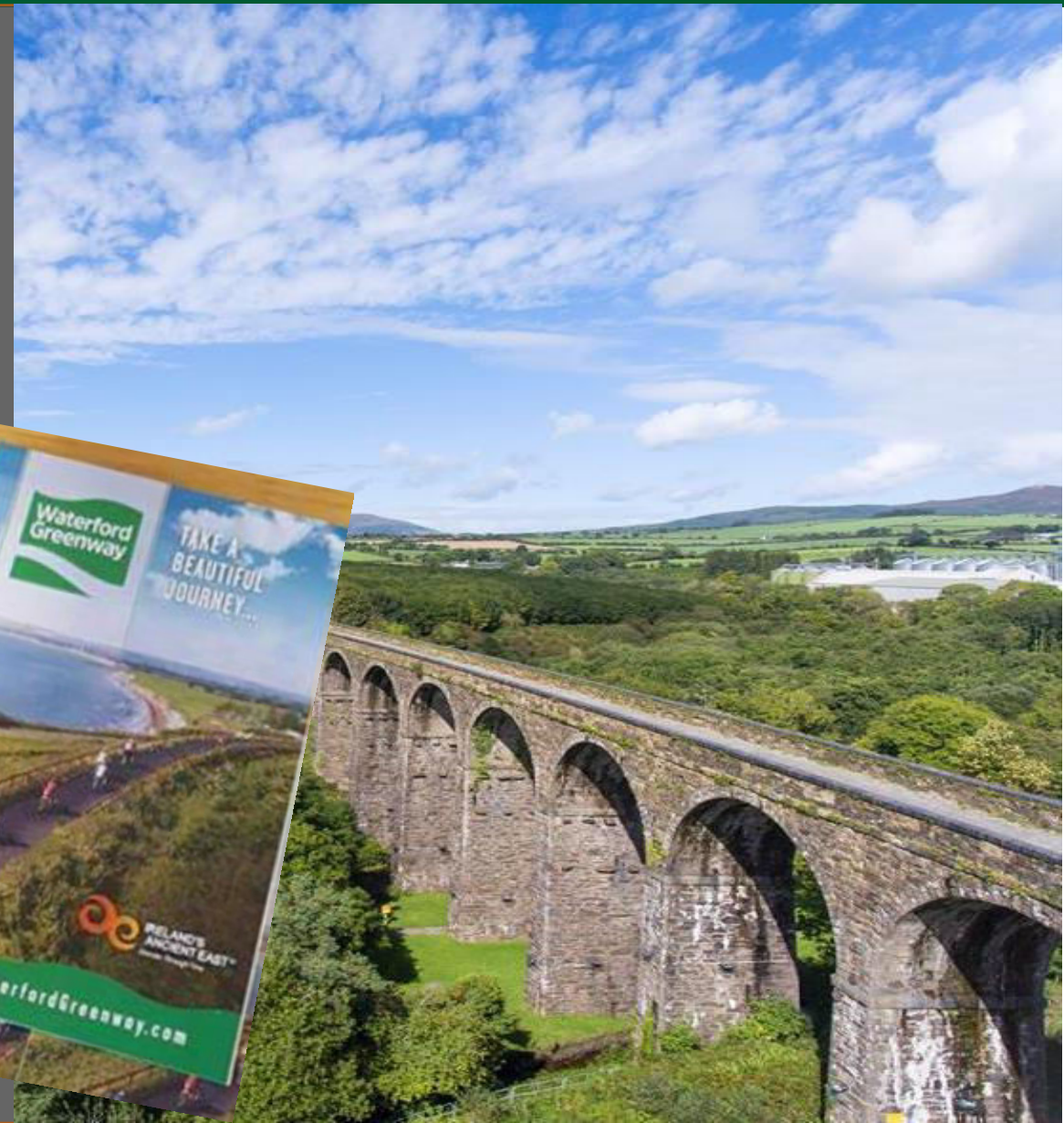
Great Western Greenway - Ireland's First Greenway

- Ireland's 1st Greenway
- Completed 2011
- 2011 – 144,000 users
- 2016 – 211,000 users
- Payback period 6 years
- Generated €1.065M to local economy



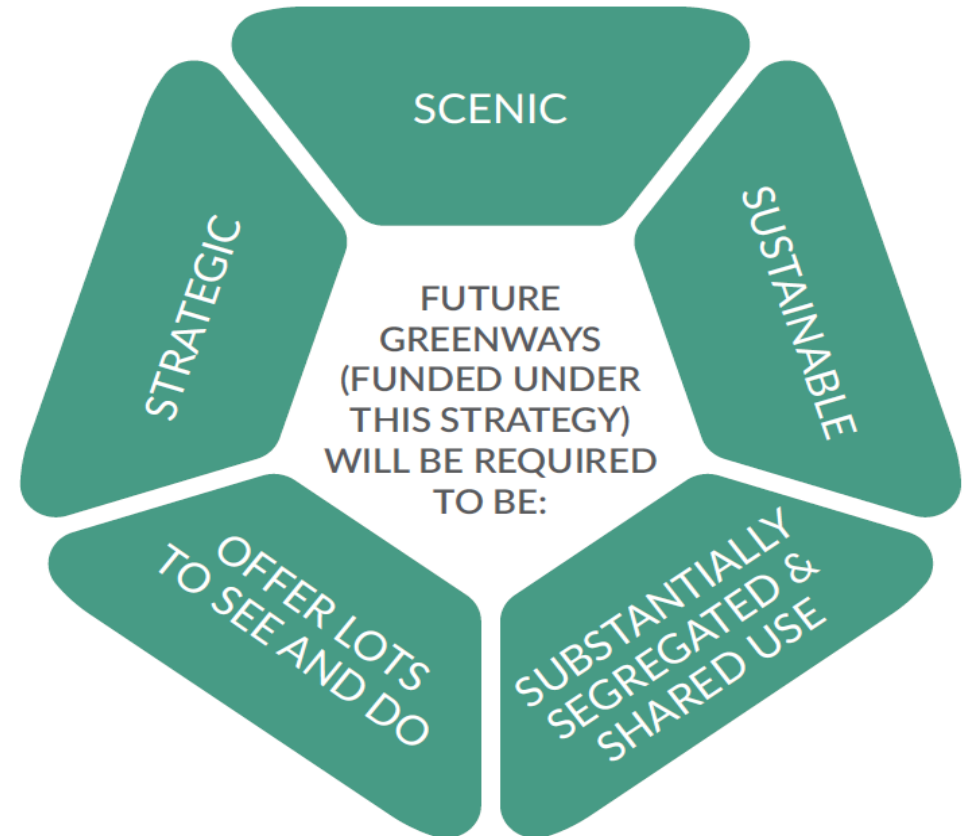
Waterford Greenway

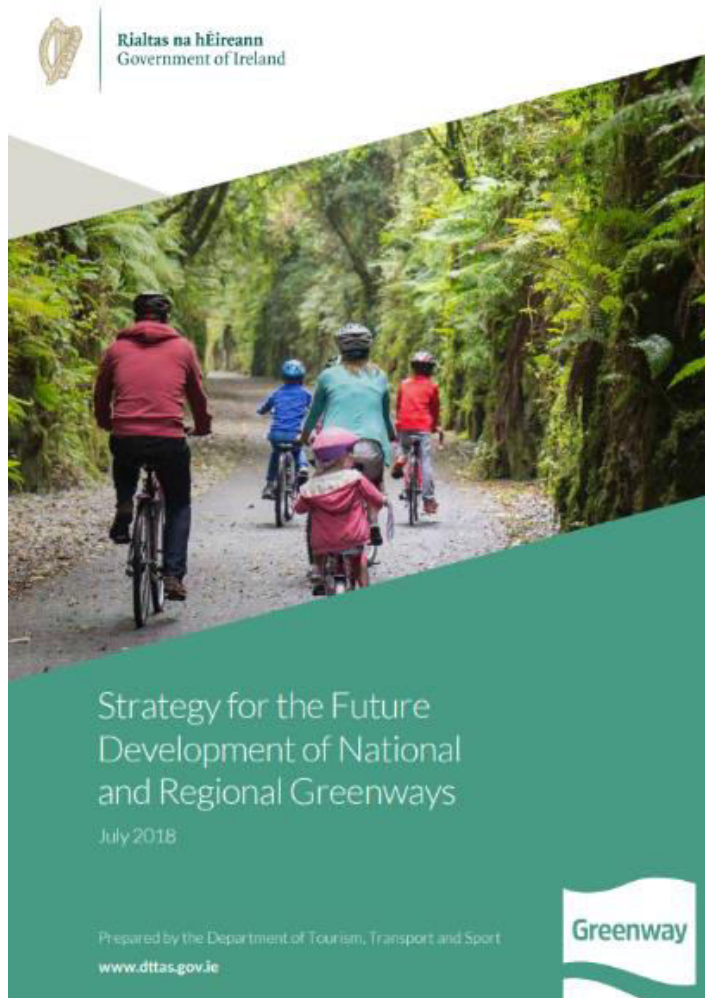
- Opened March 2017
- March – December 248,000
- Motivation for short breaks to Waterford
- Opportunities for new business ventures



The end user / visitor **MUST** always come first...

- Scenic
- Sustainable
- Lots of Things to Do & See
- Segregated / Substantially Segregated
- Strategic



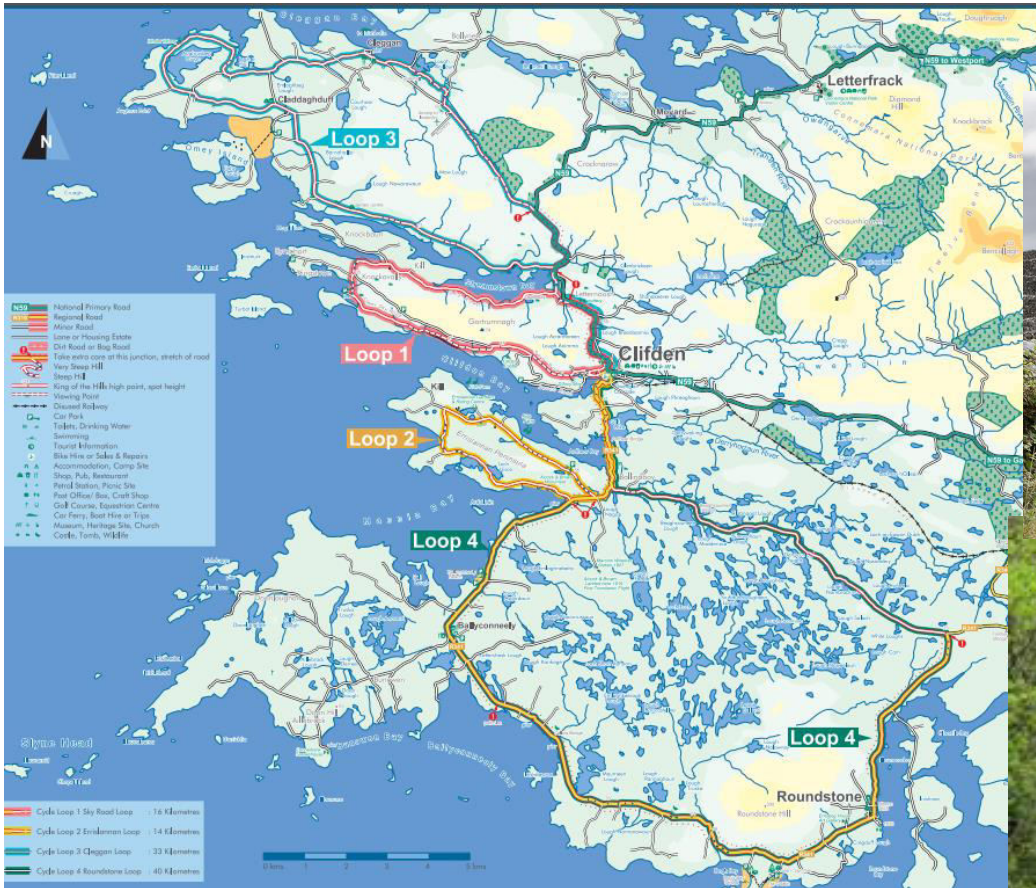


**53 million fund
22 applications received
10 grant aided**





10 Cycling Hubs Developed

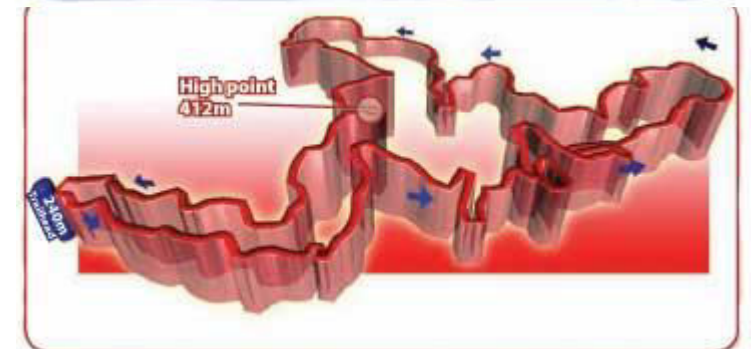


Wild Atlantic Way Cycle Sportif



Mountain Biking

Over 50km of Trails



13.6 million

4 National Trail Centres
300km of Trails
crossing 7 counties



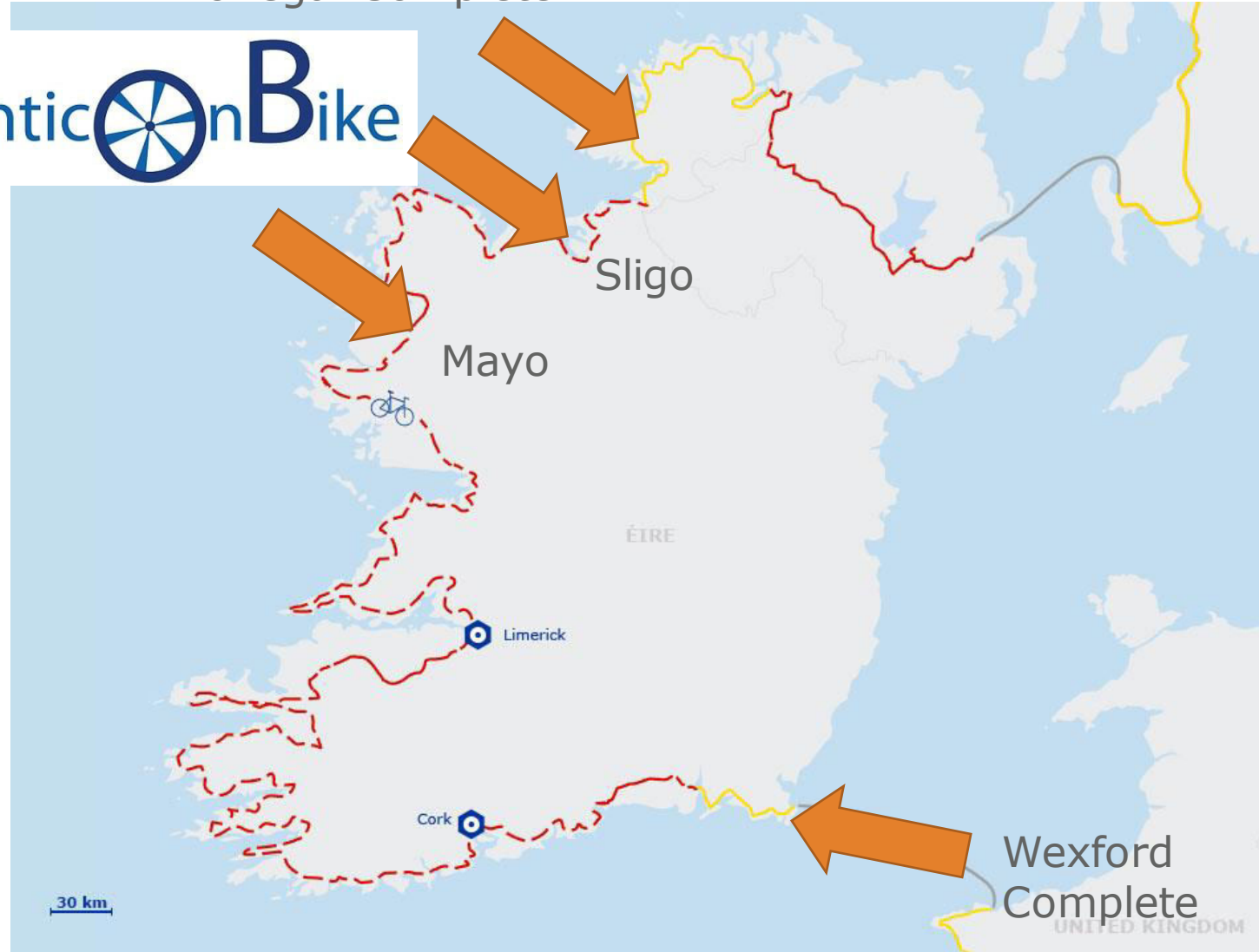
Eurovelo 1



Atlantic  n Bike



Donegal Complete

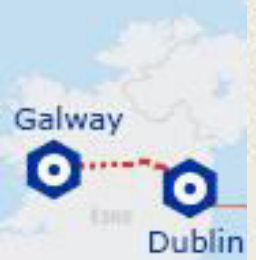


Wexford Complete

Eurovelo 2



- | | |
|---|---|
| 1. Dublin to Maynooth (NTA) | 2.3km Opened; 14.3km with Planning; 8.3km at Planning |
| 2. Maynooth to Westmeath boundary | 38km, Construction commenced August 2016 |
| 3. Westmeath boundary to Mullingar | 27km, Opened in 2014 |
| 4. Mullingar to Garrycastle, Athlone | 40km, Opened October 2015 |
| 5. Garrycastle, Athlone to Athlone Marina | 4.5km, Part 8 approved December 2015 |
| 6. Athlone Marina to Athlone Castle | 0.5km, EIS submitted to ABP in next 3 weeks |
| 7. Athlone Castle to Galway City | 140km, Paused by Minister late 2015 |





Thank You

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