GREAT WESTERN GREENWAY
Co Mayo, Ireland

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Presentation Outline

1. Greenway in Context
2. Reasons for Success
3. Going to the next level
4. Future Ahead
GREAT WESTERN GREENWAY

Achill

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

Failte Ireland
National Tourism Development Authority

Tourism Ireland
Widening the island of Ireland overseas

RTÉ One

Tracks And Trails

TODAYfm

100

RTÉ Nationwide

Biking into the West

Irish Examiner

Cara

the inflight magazine of Aer Lingus

Facebook

Instagram

RTÉ Radio 1

RTÉ 2fm

Newstalk

The New York Times

The Seattle Times

The Japan Times

THE IRISH TIMES
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
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

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 laid 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 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.

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

Burrishoole Abbey

Rockfleet Castle

Lough Fiach

Landscape Photography by Images of Mayo (Eamonn McCarthy)
EXPERIENCES ALONG THE GREENWAY

Map showing locations such as Keel, Achill, Mulranny, Clochmór, Roonagh, Louisburgh, Murrisk, Newport, and West.
Visitor Increase  45,000 (2010) – 265,000 (2018)
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 - 1st 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
GREENWAY TO SEAWAY (Land and Sea offering)
The Gourmet Greenway Food Trail

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

- Kellys of Newport
- Carrowholly Cheese
- Murriveagh Honey
ROUTING GREENWAY TO KEY ATTRACTIONS
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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?

WILD NEPHIN DARK SKIES & PROPOSED OBSERVATORY
GREENWAY FESTIVALS & EVENTS

Maintain & Develop a Vibrant Festival Calendar

GREENWAY MARATHON
GREENWAY 10K
WESTPORT SEA2SUMMIT
WALKING FESTIVALS
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
EUROVELO

International Branded Cycling Route
Growth Market - International Touring Cyclists

Atlantic On bike:

- Interreg transnational project – 7 countries
- Access to European Funding
- Learnings – La Vélodyssée
- Route development
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
GREENWAY OF SCALE – LONGER TERM
THANK YOU