

ATLANTIC ON BIKE

OPPORTUNITIES FOR MARINE TOURISM



**INTERREG Atlantic Area Programme
Presentation to NPA Annual Conference**

**Padraig Philbin
Mayo County Council
21 September 2017**

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Some Key Details.....

- Development of Proposed Euro Velo Route
- 18 Partners from 7 countries – cross agency representation from Portugal, Spain, France, Belgium, Ireland, UK, Norway
- Irish partners – Local authorities, social enterprises, Sustrans etc
- Budget €4.58 million
- 3 year time scale 2017-2020
- Overall Objective – Creation of a cycling destination of excellence



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MAYO.IE

Premier European Cycle Destination

Cycling – Coastal Landscapes, Culture, Heritage, People



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MAYO.IE

Premier European Cycle Destination

Unique Experiences – Life on the Edge of the Atlantic Ocean, Wild Atlantic Way, Islands, Waterbased tourism, Food Tourism



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MAYO.IE

Some iconic offerings... Vélodyssée

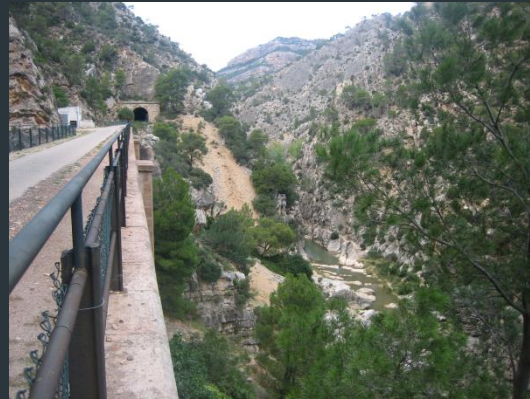


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Some iconic offerings... Via Verde



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Ireland's Wild Atlantic Way



The Great Western Greenway - European Destination of Excellence



Key Features

- Tremendously popular – 265,000 Users
- Awarded as a European Destination of Excellence
- Unique PARTNERSHIP with local landowners & Business
- Enabling platform for innovation, regeneration and enterprise



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New Business Opportunities

Bike Hire, Cycling and Walking Guided Tours, Hospitality services – food and drink, local shops, Accommodation providers, Taxi Services etc



Economic Benefit: €7.2 million to local economy (€2.8m - overseas visitors)

Employment: 200 new jobs

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Tourism Trade Partnerships



Awarded top spot for best Irish holiday for a family holiday

WESTPORT HOUSE



leisure · spa · conference

CAMPING & CARAVAN GUESTS
 Enjoy access to the swimming pool at these amazing rates:

	Weekly	Daily Adult	Daily Child
2 Adults & 2 Children	€70	€5	€3

EASY PEDESTRIAN ACCESS
 to Westport House
 During Opening Times



Family Fun
 Pirate Adventure Park (Westport House)
 Leisure Centre (Hotel Westport)




Relaxation
 Adventure Activity Centre (Westport House)
 Ocean Spirit Spa & Leisure (Hotel Westport)




Culture & Heritage
 House & Gardens (Westport House)




Dining & Afternoon Tea
 Islands Restaurant (Hotel Westport)



New Years Eve in Westport
 New Years Eve in Westport 2BB
 & 1 D €165pps Find out more >>>



Tel: +353 98 28088



Free WiFi spot


BOOK ONLINE

Arrival:

No Booking Fees - Best Price Guarantee

Special Offers

Climb Croagh Patrick & Cycle the Greenway Midweek




2 nights B & B, transport to and from Croagh Patrick, 1 day bike hire and transport to Greenway

Price: from €125pps

ENQUIRE
BOOK NOW

Midweek Croagh Patrick Walking Break




2 nights bed and breakfast, a dinner in our Madden's Bistro, climb Croagh Patrick, includes transport & a packed lun...

Price: from €89 - €135pps

ENQUIRE
BOOK NOW

Midweek Greenway Cycling Break in Westport 2BB1D




2 nights bed and breakfast, a dinner in our Madden's Bistro and 1 day bike hire to cycle the Great Western Greenway. Ava...


Price: from €105 - €145 pps

ENQUIRE
BOOK NOW

Weekend Greenway Cycling Break in Westport 2BB1D



Weekend Croagh Patrick Walking Break



Cross Selling Packages - Unified business approach

Product Development

The Gourmet Greenway Food Trail

A Food Trail along the Greenway showcasing the best of artisan foods.

- Kellys of Newport
- Carrowholly Cheese
- Murriveagh Honey
- Rua
- Achill Island Turbot



Sean Kelly & his gold medal winning Black Pudding



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Community Partnerships



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In Summary our key opportunities include:

- Additional Investment - Leverage community & private buy in, huge benefits from both
- Rural regeneration – Cycle tourism can re energise peripheral coastal areas – bringing back that sense/pride of place
- Greater Value for Money and services for visitor – Packages, cross selling, bundling of offers
- Unique immersive experiences
- More Visitors – more Jobs
- New European Cycle Tourism Brand



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Thank You!

