



**GLENDALOUGH AND WICKLOW MOUNTAINS  
NATIONAL PARK**

Draft Visitor Experience & Management Masterplan

**Appendix A1**

Visitor Analysis

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**Glendalough &  
Wicklow Mountains National Park  
Visitor Experience Development &  
Management Plan  
Visitor Analysis**

**CONFIDENTIAL**

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## 1 Introduction

### 1.1 Purpose of the document

By definition, a Visitor Experience Development and Management Plan requires a visitor focus. This will ensure that proposed solutions are appropriate for the volumes, needs and motivations of the best prospect customers.

This document sets out an analysis of available insights with regards to the following elements

- Current tourism context at a national and local level
- Volume and behaviour of current visitors to Co. Wicklow outdoor recreation areas, including Wicklow Mountains National Park
- Volume and behaviour of current visitors to Glendalough
- Target market segmentation and analysis of activity preferences for domestic and international visitors.

The purpose of this analysis is to inform the development of the visitor experience and management plan for Glendalough and Co. Wicklow.

Together with findings from the regional spatial analysis, stakeholder and public consultation, and fieldwork (including the traffic and transport study), it informs the development of the macro visitor flow model and placemaking Masterplan, recreational trail plan, visitor facility planning and interpretation plan.

### 1.2 Methodology

This analysis builds on 'Experiencing the Wild Heart of Ireland – A Tourism Interpretative Master Plan for Ireland's National Parks' (TIMP) which broadly identifies the best prospect international visitor segments (i.e., the Great Escaper and the Culturally Curious) and the current and forecast growth in recreation and activity-based tourism.

To further inform the visitor analysis, the following has taken place:

- Review of current visitor data
- Review of relevant available research & insights
- Consultations with key stakeholders

Although this project is being carried out in the context of tourism development, this analysis also considers non-tourist<sup>1</sup> visitors, including residents and day visitors to the county.

Considering the needs of all visitors, and understanding their behaviour, informs the project team's recommendations with regards to the development of sustainable proposals for visitor services and facilities across Co. Wicklow and in Glendalough that can actively manage a balance between satisfying visitor demand with the need to conserve the natural and built environment (the key attractors) and bring benefits to local communities.

This broader analysis helps to build a wider snapshot of visitor activity in Co. Wicklow and Glendalough, where domestic and local casual day visitors make up a significant proportion of visitors, especially in the context of outdoor recreation.

### *1.2.1 Limitations of research*

The analysis has been limited to available datasets, and findings must be treated with a certain amount of caution as it was carried out during 2020 and 2021, when tourism and travel has been severely restricted.

- As the tourism industry was essentially not operating as normal during the study period, there was extremely limited opportunities for meaningful primary research
- The high level of global uncertainty with regards to travel and tourism in the coming years means that drawing conclusions about the future tourism volumes and visitor types based on historical data is problematic
- There is insufficient historical data to draw very reliable conclusions on future visitor volumes to Glendalough and Wicklow Mountains National Park.

The presence of uncertainties is reflected in the overall Masterplan, which is not a prescriptive document, but rather gives a series of options that are to be refined as further information becomes available through a co-ordinated programme of ongoing research and monitoring.

As such, this document is an important first step, informing the research priorities and actions to be delivered as part of the ongoing master planning process over the coming years.

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<sup>1</sup> A 'tourist' is defined as a visitor whose trip includes an overnight stay

## 2 TOURISM MARKET CONTEXT

### 2.1 International tourism – national summary

- International tourism in Ireland pre-2020 had undergone a strong period of growth over the previous 5 years i.e., the total number out of state visitors had increased c.15% since 2015 (see Table 2) and total tourism revenue has increased c.24% (see Table 3), with total tourism expenditure in 2019 estimated to be €9.5 billion.<sup>2</sup>
- Ireland’s tourism and hospitality industry has been severely impacted by the Covid-19 pandemic, costing the industry €13.4.<sup>3</sup>
- An analysis by the Irish Tourism Industry Confederation (ITIC) predicts that it is possible for tourist volumes to return to 71% - 106% of 2019 levels by 2025, and for tourism revenue to reach 75% - 109% of 2019 totals.<sup>4</sup> This is in line with global scenarios modelled by the UN World Tourism Organisation.<sup>5</sup>
- Pre 2020, government policy recognised the need to balance the requirement to generate revenue from international tourism with the need to protect that natural, build and cultural heritage as invaluable assets. For this reason, the focus of growth targets moved away from overseas tourist numbers to overseas tourist revenue (see Table 1).<sup>6</sup> The path to recovery and sustainable future growth of tourism revenue will require an adjustment to reduce reliance on exponential growth in tourism numbers and to increase individual tourism spend.

Year	2014	2017	2025
Foreign Earnings	€3.6 billion	€4.2 billion	€5.0 billion
Tourism Employment	205,000	230,000	250,000
Visitor Numbers	7.6 million	8.2 million	10.0 million

Table 1: Growth targets for overseas tourism<sup>7</sup>

<sup>2</sup> Fáilte Ireland Tourism Facts 2019

<sup>3</sup> Irish Tourism Industry Confederation Irish Tourism: From Survival to Revival Pre-budget submission 6 Sep 2021

<sup>4</sup> Irish Tourism Industry Confederation Irish Tourism: From Survival to Revival Plan Pre-budget submission 6 Sep 2021. Range of outcomes reflects uncertainty in the models presented.

<sup>5</sup> World Tourism Organisation 113th presentation to the Executive Council *COVID-19 and Tourism – 2020 A year in review* Jan 2021

<sup>6</sup> Department of Transport, Tourism and Sport: People Place and Policy: Growing Tourism to 2025

<sup>7</sup> Fáilte Ireland: Tourism Development & Innovation: A Strategy For Investment 2016-2022



## 2.2 Domestic tourism – national summary

- Domestic tourism in Ireland pre-2020 had experienced a steady period of growth, with steady annual increases in the number of trips and revenue generated during the period 2015 – 2019.
- As reported by the ITIC<sup>8</sup>, there was a spike in demand from domestic tourism in summer 2020 and summer 2021. The domestic market will continue to play an important role until at least 2024, while international tourism recovers to pre-pandemic levels.
- In response to the COVID-19 pandemic, the Tourism Recovery Taskforce has published the Tourism Recovery Plan 2020-2023<sup>9</sup> which outlines recommendations to government with regards adapting the Irish tourism sector to help minimise the negative impact on income and employment in the sector. The recommended actions include:
  - increased investment in marketing by tripling domestic marketing spend in 2021 and doubling overseas marketing fund.
  - a commitment to increase investment in strengthening the tourism product, including the implementation of the proposed National Outdoor Recreation Strategy and associated new measures to facilitate access to public and private land.

In summary, it is predicted that the tourism industry in Ireland will recover to pre-COVID-19 levels in the long term (5+ years) with the increasing return of overseas tourists. Domestic tourism will recover more rapidly and continue to grow in the short – medium term while Irish consumers are advised against or are less inclined to take holidays abroad.

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<sup>8</sup> Irish Tourism Industry Confederation Survival and Revival Report Jan 2021, Irish Tourism: From Survival to Revival Pre-budget submission 6 Sep 2021

<sup>9</sup> Dept of Tourism, Culture, Arts, Gaeltacht, Sport and Media: Press release 6 October 2020

Numbers (000's)	2015	2016	2017	2018	2019	Average annual growth
Total Overseas	8,036	8,742	9,023	9,609	9,674	5%
Northern Ireland	1,492	1,358	1,315	1,338	1,277	-4%
<b>Total out of state</b>	<b>9,528</b>	<b>10,100</b>	<b>10,338</b>	<b>10,947</b>	<b>10,951</b>	<b>4%</b>
Domestic Trips	9,125	9,359	9,626	10,919	11,621	6%

Table 2: Summary of Tourist Numbers 2015-2019<sup>10</sup>

Revenue (€m)	2015	2016	2017	2018	2019
<b>Total Overseas</b>	4,265.3	4,638.0	4,923.9	5,217.3	5,174.1
<b>Northern Ireland</b>	338.2	366.9	371.3	394.6	402.0
<b>Total out of State</b>	<b>4,603.5</b>	<b>5,004.9</b>	<b>5,295.2</b>	<b>5,611.9</b>	<b>5,576.0</b>
<b>Carrier Receipts &amp; Overseas Same Day Visits</b>	1,360.0	1,535.0	1,664.0	1,772.0	1,810.0
<b>Total Foreign Exchange Earnings</b>	<b>5,963.5</b>	<b>6,539.9</b>	<b>6,959.2</b>	<b>7,383.9</b>	<b>7,386.0</b>
<b>Domestic Trips</b>	<b>1,725.3</b>	<b>1,797.7</b>	<b>1,879.1</b>	<b>2,006.0</b>	<b>2,146.6</b>
<b>Total Tourism Revenue</b>	<b>7,688.8</b>	<b>8,337.6</b>	<b>8,838.3</b>	<b>9,389.9</b>	<b>9,532.6</b>

Table 3: Summary of Tourist Revenue in Ireland 2015-2019

<sup>10</sup> Fáilte Ireland Tourism Facts 2019

## 2.3 Tourism in Wicklow

### 2.3.1 Tourism performance

It is estimated that in 2017, 275,000 overseas tourists spent €73 million in Co. Wicklow, while 319,000 domestic tourism trips generated €49 million. In a national context, Wicklow accounts for:

- 3% bedstock
- 3% domestic trips
- 3% domestic revenue
- 3% overseas tourists
- 1% overseas tourism spend in Ireland<sup>11</sup>

Compared to the rest of the nation Wicklow receives a higher proportion of European visitors in comparison to US visitors.

## 2.4 Current challenges for tourism in Wicklow

Consultation has revealed the following challenges for tourism in Wicklow:

- **Co. Wicklow is less well-known to international tourists** (demonstrated above by the county's 3% share of the national market), possibly because it is perceived to be part of a Dublin day trip experience rather than a destination in its own right.
- **Tourism in the county has traditionally relied upon heavily on domestic market:**

For example, the VisitWicklow.ie website receives 70-80% traffic from domestic locations.

International traffic to the website originates mainly from UK, France, Germany, and to a lesser extent from Nordic countries and the USA.

- **Wicklow is perceived as a day tour proposition from Dublin rather than a destination in its own right:**

On average nationally, one in two visitors to all attractions outside of Dublin have been on a day trip, the other half staying in the area.

In comparison to the national average and other experience brand regions, a higher proportion of visitor journeys to attractions in the Ireland's Ancient East take less than one hour, and a lower

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<sup>11</sup> Ireland's Ancient East Key Tourism Statistics for Wicklow (6<sup>th</sup> November 2018)

proportion take more than two hours (see Table 4). This would align with the trend of Dublin-based visitors seeing Wicklow as venue for day trips with a short journey time.<sup>12</sup>

Journey time taken	% of visitors
Less than one hour	34%
1-2 hours	57%
More than 2 hours	9%

Table 4: Time taken to travel to attractions in Ireland's Ancient East

- Lack of market-appropriate tourist accommodation has been identified as the biggest constraint to the growth of the visitor economy.**<sup>13</sup> This issue is being addressed by the County Wicklow Accommodation Working Group<sup>14</sup>, which presented an Accommodation Study Report compiled by Colliers International to Wicklow County Council in October 2020. The Study made eight recommendations, including to consider optimum accommodation capacity for key areas including visitor attractions and smaller towns & villages.
- International tourism activity is currently concentrated around a relatively small number of key attractions.** This is further examined in section 2.5.

<sup>12</sup> Source: FI/B&A What Makes a Great Visitor Attraction: Drivers of Satisfaction Research 2018

<sup>13</sup> Wicklow Tourism Strategy and Marketing Plan 2018 - 2023, Wicklow County Council/Blue Sail

<sup>14</sup> Convened by Wicklow County Council

## 2.5 Wicklow Visitor attractions

According to Fáilte Ireland stated visitor numbers, Glendalough holds a dominant position, receiving significantly higher numbers of visitors than other popular attractions in Co. Wicklow (see Table 5).<sup>15</sup>

However, it is clear that Glendalough holds a dominant position in the market. The volume of visitors to Glendalough is further examined in section 3.2.

Attraction	2017	2018	2019	Admission
<b>Glendalough Monument &amp; Site</b>	639,826	732,824	732,362	Free
<b>Powerscourt House, Gardens &amp; Waterfall</b>	501,601	472,523	487,876	Charging
<b>Russborough House &amp; Parklands</b>		130,000	200,000	Charging
<b>National Sealife Centre</b>		109,148	110,000	Charging
<b>Glendalough Visitor Centre</b>	74,289	76,562	71,335	Charging
<b>Killruddery House &amp; Gardens</b>	60,000	15,000	54,000	Charging
<b>Powerscourt Distillery</b>			14,500	Free
<b>June Blake's Garden</b>		4,000	6,500	Charging
<b>Wicklow's Historic Gaol</b>	27,622			Charging
<b>National Botanic Gardens - Wicklow</b>	70,000	64,844		Free

Table 5: Wicklow top visitor attractions (Fáilte Ireland)

<sup>15</sup> It is understood the visitor figure for Glendalough Monument and Site is not absolute. This figure is calculated based on 50% of the combined total of two OPW-managed visitor counters. The data from these counters is discussed in more detail in section 3.2.1

## 2.6 Tourism market context - Summary analysis

- The short-term future of tourism in Ireland is uncertain in the face of the ongoing COVID-19 pandemic
- The domestic market will continue to play an important role in tourism recovery
- In the medium to long term, international tourism is expected to recover and grow
- Wicklow has low proportion of market share of international tourism
- Lack of depth in accommodation seen as a barrier to attracting longer stays Ease of access from population centres in Dublin/Kildare poses a challenge for overnight stays
- The development of thematic activity offers appropriate to the target markets, including outdoor adventure and activity (with supporting facilities and services utilising established and emerging trails) is required.<sup>16</sup> This is further explored in the Recreational Trails Plan.

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<sup>16</sup> Wicklow Tourism Strategy and Marketing Plan 2018 - 2023, Wicklow County Council/Blue Sail

### 3 CURRENT VISITORS

#### 3.1 Current Visitors to Wicklow outdoor recreation areas

##### 3.1.1 Visitor numbers

Visitor counters located at outdoor recreation areas in and around the vicinity of Wicklow Mountains National Park provide some insight into the distribution of visitors across these areas. Visitor volumes recorded at these counters are summarised in Table 6 below. The dominance of Glendalough is apparent, with volumes recorded at other sites dwarfed by the significantly larger numbers visiting the valley (see section 3.2 for more detailed examination of the distribution of visitor volumes in Glendalough).

Powerscourt House, Gardens and Waterfall, Russborough House & Parklands and Killruddery House and Gardens (listed above in Table 5) also have a strong outdoor element to their offer, in combination with their architectural/cultural and catering offer.

In comparison, with the exception of Bray Promenade and Cliff Walk, many of the trailside counters listed in Table 6 are located in areas that have little in the way of visitor facilities beyond car parking and a trail network. Avondale Forest Park (currently undergoing major renovation and upgrade of the visitor experience) offers toilet facilities.

Many key locations for outdoor recreation are not monitored with trailside visitor counters, including those that were identified through consultation as growing in popularity, such as Great Sugar Loaf, Lough Dan area, Lough Brays and Glenmalure. This is further examined in the **Recreation Trails Masterplan**.

The County Wicklow Outdoor Recreation Strategy 2020-2025<sup>17</sup> observes a trend of a significant and steady rise in participation by residents of Wicklow and the neighbouring counties. The stakeholder and public consultation undertaken as part of the current study revealed the same insights.

This increase in visitor volumes is not necessarily reflected in the visitor counter numbers stated in Table 6. This may be a reflection of the following factors:

- Visitor counters are not located in areas that have seen significant increases in visitors
- Visitor counters are under-recording, e.g., due to the position of the trailside counters on wide forest tracks rather than single file trails.

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<sup>17</sup> Compiled on behalf of the Wicklow Outdoor Recreation Committee and the Wicklow Rural Recreation Officer. Findings based on consultation with 700 individuals and organisations via individual meetings, group meetings, public forums and online questionnaires.

Manager	Location	Type	Calibration factor	2020	2019	2018	2017	2016	Remarks
OPW	Glendalough – Monastery bridge <sup>18</sup>	ped	nil	381,827	934,323	961,804	989,322	554,663	
Co.Co.	Bray Promenade	ped	nil	235,256 (Jan – June)	397,444	305,228	490,403	530,629	Estimated 2020 total: 471,580 (average daily total x 365)
Co.Co.	Bray to Greystones Cliff Walk	Ped	nil	67,008	283,931	254,652	267,967	291,654	Cliff walk closed since July 2020
NPWS	NR Knocksink	ped	nil	29,091 (July - Dec)	56,421	48,625	62,737	57,766	Replaced 6 July 2020, previous figures likely under recorded by about 30%. Based on average daily total x 365
Coillte	Avondale	ped	0.5	28,790	26,862	24,726	23,936	23,431	
Coillte	Crone	ped	0.5	23,259	21,360	18,516	14,611	30,275	
Coillte	Ballinastoe MTB	bike	1	23,611	18,192	13,707	20,163	17,111	
Coillte	Devil's Glen	vehicle	1.25	43,660	16,708				Installed July 2019
NPWS	Black Hill	ped	nil	7,312 (July - Dec)	4,872	6,465	8,172	9,159	Replaced 6 July 2020, previous figures likely under recorded by about 30%
Coillte	Glencullen/Tibradden Wicklow Way	ped	0.5	7,011	2,873				Installed July 2019
NPWS	Tomnafinnogue Wood	ped	nil	13,060 (July - Dec)				4,214	New counter installed July 2020, previous figures likely under recorded by about 30%

Table 6: Summary - Visitor counters in Wicklow outdoor recreation areas

<sup>18</sup> See Table 7 for all Glendalough data



### 3.1.2 Outdoor recreation activities

Outdoor recreation activities in Wicklow include (but are not limited to):

- Hiking and walking
- Running and mountain running
- Road cycling
- Mountain biking
- Outdoor swimming
- Kayaking
- Wild camping
- Sailing
- Rock climbing
- Orienteering
- Paragliding
- Equestrianism

#### 3.1.2.1 Walking and running

Strava® is an internet service for tracking human exercise which incorporates social network features. It is mostly used most frequently for cycling and running using GPS data. It was initially popular with experienced sports enthusiasts and as technology becomes more widely available (e.g., through wearable technology or mobile phone apps where no separate device is required) it is more often used by casual users, for example, 9% of the UK population (1 in 6 adults) have a Strava account<sup>19</sup>.

Open-source data published by Strava reveals which locations and routes are most popular with users of the application. This is displayed as a ‘heatmap’, shown in Figure 1. The map highlights the widespread distribution of walking and running activities in Wicklow, but also reveals some ‘hotspots’ where activity is concentrated.

Higher concentrations of activity can be observed at Glendalough, but also in the Crone/Djouce Woods/Ballinastoe area, the Great Sugarloaf, Vartry Reservoir, Vale of Clara, Aughrim and Tinahely as well as along the Wicklow coastline.

Participation in walking and hiking within target market segments is discussed further in Section 4.

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<sup>19</sup> <https://www.cyclist.co.uk/news/7730/strava-now-has-50-million-users>



Figure 1: Walking and running activity in Co. Wicklow (© Strava)

Looking more closely at the region around the southern area of Wicklow Mountains National Park reveals the walking and running routes used most frequently in this area (see Figure 2), with hotspots in the Glendalough valley and surrounding trails, peaks and open ground also receiving frequent use.

Activity in Glendalough is examined in more detail in section 3.2.3.



Figure 2: Walking and running activity around Wicklow Gap, Glendalough/Laragh and Glenmalure (© Strava)

### 3.1.2.2 Cycling

While there is no empirical data for volumes of road cycling and mountain biking taking place in Wicklow, Strava heatmaps demonstrate the most popular areas and routes used by cyclists (Figure 3). Participation in cycling activities within target market segments is discussed further in Section 4.



Figure 3: Cycling activity in Co. Wicklow (© Strava)

### 3.1.3 Events

Outdoor sports events and races usually are usually popular throughout the year, although they have been curtailed in 2020. Events are numerous and wide-ranging include, for example, running and mountain running, multisport/adventure racing, road cycling and mountain biking, open water swimming, orienteering and kayaking events.

Events held within the boundaries of the Wicklow Mountains National Park are required to apply for a paid permit, and participation levels may be limited to minimise environmental impact.

### *3.1.4 Outdoor Recreation in Wicklow - Summary analysis*

- Glendalough is the ‘honeypot’ site for outdoor recreation in Wicklow
- Ticketed attractions with outdoor elements to the visitor experience are also major attractors (e.g., Powerscourt House, Gardens and Waterfall, Russborough House)
- In comparison to these attractions, counter data indicates that visitor numbers to popular forest recreation sites is modest. (Potential for growth is also limited by car parking capacity and lack of other visitor facilities.)
- However, it is clear that the use of the trail and forest road network in and around Wicklow Mountains National Park for outdoor recreation is well established. Consultation and site observation reveals that visits to all outdoor recreation areas are on the increase and the lack of facilities at trailheads and car parks is having a negative impact on the environment and visitor experience (these points are further discussed in the recreational trail plan).
- The installation and ongoing maintenance of further pedestrian counters at key recreation locations across the county is essential to provide a more accurate evidence base to monitor visitor volumes

## 3.2 Current Visitors to Glendalough valley

### 3.2.1 Visitor Numbers

There are 11 visitor counters located within Glendalough valley. These are managed by NPWS and OPW (see Figure 4).

The annual visitor data provided to Fáilte Ireland by OPW is based on passes recorded at two visitor counters, located at the archway entrance to the monastery, and on the pedestrian bridge connecting the Visitor Centre car park to the Green Road (counter location named 'Monastery Bridge'). The total number of passes from both counters is divided by two.

Visitor counters give an insight into visitors to single locations in the valley. See Table 7 for a summary of annual totals 2016 - 2019 (including caveats).

As pedestrian access to the valley is unrestricted and has numerous access and egress points, it is not possible to estimate how many visitors pass individual counters more than once, or how many pass by multiple counters. However, comparing the total figures from individual counters gives an insight into the relative distribution of visitors across the valley.

#### **General trend**

In general, pedestrian numbers in the valley are trending upwards over the past few years. Visitor counter numbers indicate a particular increase in pedestrian traffic on the Green Road and at the archway entrance to the monastery. However, traffic on the monastery bridge (between the visitor centre and the Green Road) has remained relatively steady.

#### **Distribution of visitors within the valley**

Comparing the total numbers recorded across the valley, it is evident that there is a high concentration of visitors recorded at the monastery and the Green Road, and to a lesser extent, the boardwalk. These are not replicated in other areas such as Derrybawn and Glenealo Bridge. This aligns to insights gained during the consultation process, which revealed that most visitors tend to remain on the valley floor.

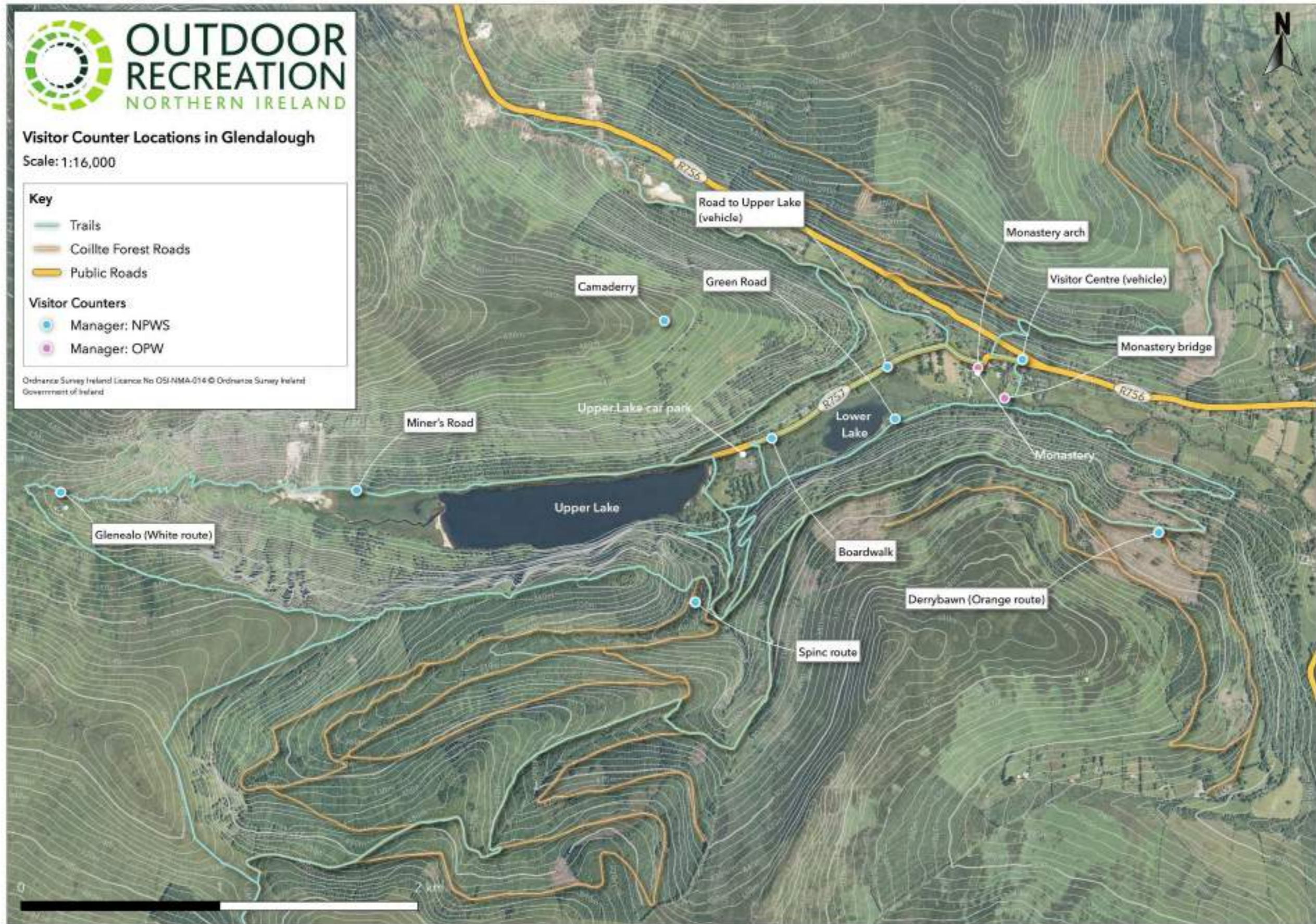


Figure 4: Visitor counter locations in Glendalough



Table 7: Summary - Glendalough pedestrian and vehicle counters

Manager	Location	Type	Calibration	2020 Partial July -Dec	2020 Total	2019	2018	2017	2016	Remarks
OPW	Glendalough - Monastery bridge	ped	nil		<b>381,827</b>	934,323	961,804	989,322	554,663	
NPWS	Glendalough, Green Road	ped	nil		<b>234,190</b>	510,040	489,942	489,216	369,032	
OPW	Glendalough - Monastery arch	ped	nil		<b>175,352</b>	530,399	545,524	438,897	312,687	
NPWS	Glendalough, New trail/ former Spinc steps	ped	nil	27,753 (Nomad)	<b>90,884</b> (Trafx)	138,808	120,719	100,405	100,515	2 counters in position, Nomad counter installed July 2020
NPWS	Glendalough, Boardwalk	ped	nil		<b>79,787</b>	210,157	168,505	206,503	195,328	ADT x 365
NPWS	Glendalough, Miner's Road	ped	nil	36,158 (July – October)	<b>75,555</b> (estimate)			94,634	96,725	Annual figures based on ADTx365 <sup>20</sup> . Pre 2020 figures likely under recorded by c. 30%
NPWS	Glendalough, Glenealo (White Route)	ped	nil	16,373	<b>34,310</b> (estimate)		65,836	64,406	62,718	ADTx365. Installed July 2020
NPWS	Glendalough, Derrybawn (Orange route)	ped	nil	6,158	<b>12,410</b> (estimate)	26,253	25,176	25,176	26,587	ADT x 365. Installed July 2020
NPWS	Camaderry, Glendalough	ped	nil	1,784	<b>3,650</b> (estimate)					ADT x 365. Installed July 2020
NPWS	Glendalough Upper Lake - on road	vehicle	0.5	29,364						Installed July 2020.
NPWS	Glendalough Visitor Centre - on road	vehicle	nil	66,903						Installed July 2020

<sup>20</sup> Some annual figures have been estimated due to incomplete data: the Average of the available Daily Totals (ADT) has been multiplied by 365.

### 3.2.2 Peak Days

#### **Introduction**

The traffic and car parking survey carried out in Glendalough and the surrounding areas in the days up to and during the 2021 June Bank Holiday weekend revealed the impact of congestion on the road network and car parks in the Glendalough and Wicklow Mountains National Park.

The study confirmed the observations stated during the consultation phases with regards to the impact of increased volumes of visitors to Glendalough during busy days, including significant road and traffic disruption. The congestion has a significant negative impact on both the visitor experience and the local community and businesses. (See Technical Note on Traffic and Car parking for full details of the survey findings.)

#### **Comparing vehicular and pedestrian data**

Sunday 6<sup>th</sup> June was the busiest days for vehicular traffic over the Bank Holiday period, with traffic levels reaching a 'super peak', and all car parks becoming full by 11.00am.

The OPW pedestrian counters recorded a very similar number of passes on the Bank Holiday Sunday 2021 to what was recorded during the equivalent Sunday in 2019 (see Table 8).

Year	Date	Arch	Bridge	Total passes	Diff
2019	Sun 2 June	2616	5964	8580	
2021	Sun 6 June	2007	6622	8629	+49

*Table 8: Monastery pedestrian figures - June Bank Holiday 2021 & 2019*

While the volumes of pedestrian visitors appear similar, it is noted that there needs to be caution applied to this comparison with regards to the unprecedented circumstances in 2021 due to the imposition of travel restrictions in response to the COVID-19 pandemic. It is likely that a significant proportion of the visitors in 2019 were international tourists, while in 2021, following the lifting of inter-county travel restrictions on 10 May, it must be assumed that almost all visitors were of domestic origin. This will have affected the vehicular mix owing to the fact that a proportion of international visitors use day tours and other forms of coach travel and these were not evident during the 2021 bank holiday weekend.

Considering the vehicular data alongside daily volumes recorded by OPW at the Monastery remains on that day, and comparing historic pedestrian traffic counts, allows the likely past frequency of very busy days in Glendalough to be inferred. As stated in section 3.2.1, these figures are useful for making

comparisons on relative volume between individual days and location, and don't necessarily reflect an estimate on actual pedestrian numbers in the monastery. Note, the vehicular traffic survey estimated 6375 people visited the valley over the course of the day on 6<sup>th</sup> June 2021.

### ***Frequency of 'Super peak' days in 2019***

During 2019, the OPW counters recorded similar volumes of pedestrian activity (i.e., over 8000 passes recorded) on **30 days** during 2019 (see Table 9). These busy days often, but not always, coincided with public holidays and weekends.

It may have been the case that vehicular traffic levels may have been beyond capacity during these days in 2019, although this inference needs to be made with caution as the type of traffic was different, e.g., there was no coach traffic in 2021 due to the absence of international tourism and group tours, and it is likely that fewer visitors arrived by public transport.

<i>Total passes at OPW ped counters</i>	<b>Number of days</b>	<b>'Super peak'</b>	<b>'Peak'</b>	<b>'Busy'</b>	<b>'Quieter'</b>
<b>12000+</b>	4				
<b>10000+</b>	6				
<b>8000+</b>	20	30			
<b>6000+</b>	49		49		
<b>4000+</b>	89			89	
<b>2000+</b>	96				
<b>1 - 1999</b>	101				197
<b>Tot</b>	365				

*Table 9: Number of peak and super peak days in Glendalough 2019*

### ***Conclusion***

The capacity for vehicular traffic is regularly exceeded in Glendalough and Laragh. During 2019 high visitor volumes may have caused serious disruption on at least 30 days of the year. Further and ongoing data gathering in relation to vehicular and pedestrian traffic is required to reveal more accurate insights into the frequency of 'Super peak' days, and what traffic congestion occurs during 'Peak' days.

As further information is made available, the flexible options for development outlined in the Masterplan can be reviewed and refined in response to reliable evidence of need. This will include the development of variable transportation and car parking facilities that can respond appropriately to peaks and troughs in visitor traffic.

### 3.2.3 Outdoor recreation



Figure 5: Outdoor recreation activity in Glendalough (© Strava)

Figure 3 demonstrates higher concentrations of outdoor activity (i.e., walking/running, cycling and swimming) in the following areas, signified by thicker and brighter colouration on the heatmap:

- The Green Road, Upper Lake and Miner's Road see the highest concentration of activities
- To a lesser extent, the Spinc looped walk, but especially on the section between the upper lake and the viewpoint
- The visitor centre and Monastic site are a honeypot, but are less frequented by visitors wearing activity trackers

### 3.2.4 Visitors to Glendalough Visitor Centre

The level of visits to the visitor centre have stagnated and have been falling over the past number of years (see Table 10). This may indicate that the visitor centre experience does not align with many visitors' aspirations for their visit to Glendalough, and an unwillingness to pay the very low fee for admission and a guided tour of the monastic site.

The visitor centre functions as the main focus of interpretation for the built and archaeological heritage of the valley and is the traditional starting point for cultural heritage tourism in the valley. This is an inherently important function, especially in the context of a prospective application for World Heritage Site status, but the function and visitor experience at the visitor centre could benefit from a fundamental redesign to better cater for the needs of 21<sup>st</sup> century audiences. This issue further explored in the visitor flow model for the valley and in the interpretation plan.

YEAR	Total Visitors	FITs	Group visitors	Student visitors
2020 (partial - to Nov 2020)			478	1,641
2019	71,335	15,581	37,458	18,316
2018	76,562	12,237	43,362	20,963
2017	74,289	11,081	42,191	21,017
2016	78,589	12,227	44,744	21,618

Table 10: Ticket sales, Glendalough Visitor Centre

### 3.2.5 *Coach tours*

The visitor centre ticket sales figures and the insights into coach parking demand shown above in section 3.2.2 and 3.2.4 respectively give some insights into the demand for group tour visits to Glendalough.

As demonstrated in Table 10, the visitor centre relies upon coach tourists and groups from Dublin-based summer residential language schools (with students originating in continental Europe) to make up a significant proportion of its ticket sales.

Many coach parties visit Glendalough as part of a wider day tour of Wicklow and stay for short visits of less than an hour. Their visit usually involves an official (OPW) or unofficial tour of the monastery. These groups have limited opportunity to explore the valley more widely and are bound to concentrate in high traffic areas around the monastery, hotel and Green Road.

#### 3.2.5.1 *Coach tourism – insights*

Fáilte Ireland research<sup>21</sup> highlights that despite a significant increase in coach tour visitors from Northern America in 2014, the market has experienced a small decline since 2010 (c.2%) in contrast to overall growth in tourism (see Figure 6). In 2017, there were 293,603 coach tourists to Ireland, approximately 3% of overall tourists to Ireland.

Coach tourism is currently important to Wicklow and Glendalough in particular. Efforts should be made to retain market share and to attract growth by supporting initiatives for overnight stays by coach tours in Wicklow rather than just day trips from Dublin, to counteract the current relatively low returns of income locally per visitor, and contribute to the aspirations of the national tourism strategy as discussed in Section 2.1.

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<sup>21</sup> Fáilte Ireland's survey of overseas travellers

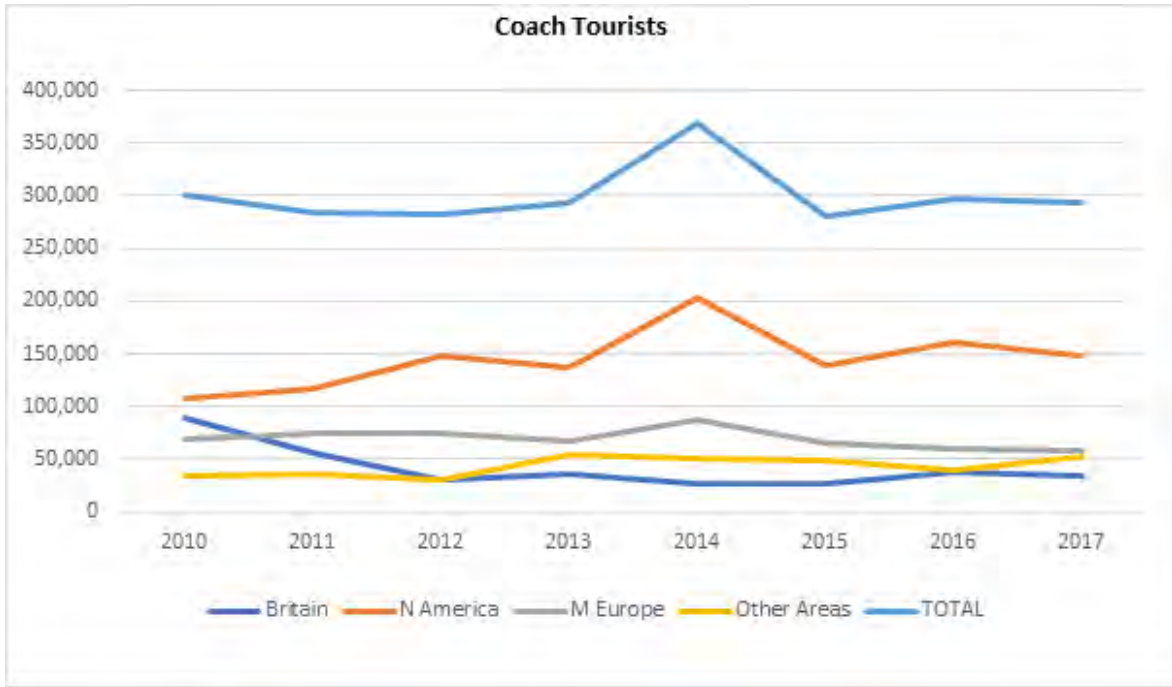


Figure 6: Coach tourist visitors to Ireland 2010 - 2017



### 3.2.6 Glendalough Valley - Summary analysis

- The monastery area sees the highest footfall in the valley, according to visitor counter data. The cohort of visitors to this area is more likely to be made by cultural heritage tourists, rather than outdoor enthusiasts, based on activity tracker data.
- Pedestrian and vehicular counter data reveal that the numbers of visitors to Glendalough may have exceeded capacity on at least 30 days during 2019. A co-ordinated programme of ongoing monitoring and analysis of pedestrian and vehicle movements around Glendalough and Laragh is required to evidence visitor volumes and frequency of peak and super-peak days.
- It could be speculated that many of these visitors are on relatively short trips (including time-bound coach tour visits), limiting their ability to explore the trail network more widely beyond the Green Road (from the visitor centre) and the Miner's Road and Poulanass waterfall area (from the Upper Lake car park).
- Visitor activity by outdoor enthusiasts is concentrated on a few key areas on the trail network, unevenly radiating from the starting points of the Upper Lake car park and visitor centre car park along the Miner's Road, Green Road and, to a lesser extent, the Spinc trail.
- Visitors are used to having easy access to the Upper Lake and Visitor Centre area, and so any change to this visitor flow needs to be carefully considered to provide easy visitor access to identifiable 'setting-off' points in the valley.
- In conclusion, with its well established and robust trails, Glendalough can absorb large numbers, if there is sufficient environmental management and investment is in place. The congestion and overcrowding comes largely from traffic and visitor management problems, evidenced by the growing number of 'peak' and 'super peak' days. The resolution of this issue will involve the creation of significantly and sensitively enhanced visitor experiences and management plan that should bring about a reduction in the negative impacts on the local communities, and also facilitate broader visitor management initiatives, encourage longer visitor stays and increased local spend. Visitor numbers to Glendalough and Laragh can continue to grow, provided the visitor management infrastructure is put in place to facilitate this sustainably. This is further examined in the ***Recreational Trails Masterplan Part 1*** and the ***Glendalough to Laragh Masterplan***.

## 4 TARGET MARKET SEGMENTS

As previously stated, a current challenge for Wicklow tourism dominance of day trips and a low level of overnight stays and associated spend. It is therefore important to understand the segmentation of the visitors to Ireland's Ancient East to identify the needs and characteristics of the priority market segments, with a view to better attracting and satisfying 'best prospect' international visitors.

As a significant proportion of visitors to Wicklow are domestic visitors, often on casual day trips, the visitor offering in Glendalough and Wicklow also needs to sustainably cater for and satisfy this market, both in terms of sustainably managing the environment and providing an enjoyable experience.

To devise a successful development and management model for Glendalough and Wicklow, the Masterplan is required to consider the needs and behaviours of all existing visitor types, including international and domestic tourists, and local/regional residents.

Consideration of available insights into the needs of Fáilte Ireland priority segments ensures the proposed visitor experience aligns with the Ireland's Hidden Heartlands brand promise and caters to the needs of the priority target market segments.

#### 4.1 Visitor segmentation - summary

The term segmentation refers to categorizing customers into distinct groups based on the holiday motivations of overseas and domestic consumers

Table 11 summarises the visitor segmentation model that is further explored in this section.

	Segment	Characteristics
International Tourists	‘Culturally Curious’	More interested in cultural/historical attractions but highly motivated by gentle activities in dramatic landscapes
	‘Great Escapers’	More interested in gentle outdoor activities in peaceful surroundings
Residents and Domestic Visitors	‘Connected Families’	Families with young children. Their core motivation is to spend quality time together and grow as a family.
	“Outdoor explorers”	<ul style="list-style-type: none"> <li>• New cohort of inexperienced users, increased relevance during 2020</li> <li>• Young and middle-aged adults motivated by unique ‘tick box’ experiences, can be social media driven</li> <li>• In the context of needs and preferences for outdoor recreation, this visitor type broadly aligns with Fáilte Ireland segments ‘Footloose socialisers’ (priority) and ‘Stimulation seekers’</li> </ul>
	“Experienced outdoor enthusiasts”	Predominantly includes hikers, cyclists (road bikes & MTBs)

Table 11: Summary of key visitor segments

## 4.2 International tourists

### 4.2.1 Segmentation

#### 4.2.1.1 *'Culturally Curious'*

Fáilte Ireland has identified the 'Culturally Curious' priority global segment to engage with the Ireland's Ancient East experience brand.

Visitors within this segment are out to broaden their minds, expand their experience by exploring new landscapes, history and culture and look to really understand the destinations that they visit. They are independent minded and like getting off the beaten track. These are comparatively older visitors, who typically travel as a couple or on their own.

In 2016, Fáilte Ireland commissioned a further Global Segmentation Deepdive<sup>22</sup> which identified that this segment desired experiences are relatively active and curious, with a desire to connect to both the culture and environment. This interest peaks for landscape-driven experiences.

#### 4.2.1.2 *'Great Escapers'*

The 'Great Escapers' segment is a priority segment nationally, and this cohort of potential visitors are likely to be attracted to a compelling outdoor activity offer in Wicklow.

This segment travels very much as a close-knit group and are on holiday to take time out, to get physical with nature where they can escape their hectic lives and focus on each other. Consequently, they are less interested in meeting others. These are comparatively younger visitors who are often couples with children.

The Global Segmentation Deepdive identified that experiences of natural beauty in gentle isolation hold particular appeal to this segment.

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<sup>22</sup> This was international qualitative research involving 4020 interviews with the potential outbound market

#### 4.2.2 Activity preferences

Participation in activity-based tourism has grown substantially over the past decade. For example, tourist participation in hiking or cross-country walking more than tripled between 2010<sup>23</sup> and 2019.

Activity	2019 (provisional)	2018
Hiking/cross country walking	2,392,000	2,769,000
Cycling	361,000	504,000
Golf	237,000	221,000
Equestrian	112,000	126,000
Angling	98,000	146,000

Table 12: Number of overseas visitors undertaking outdoor activities<sup>24</sup>

Table 13 indicates the preferences for holiday activities across the main international markets:

Market	Great Britain	USA	Germany	France
1st	Visit a nature reserve/ national park			
2nd	Walking (up to 5km)			
3rd	Boat trips			
4th	Hiking (5km +)	Hiking (5km +)	Cycling	Hiking (5km +)
5th	Outdoor adventure parks	Outdoor adventure parks	Any watersports	Outdoor adventure parks
6th	Any watersports	Any watersports	Hiking (5km +)	Any watersports

Table 13: Holiday activities by market<sup>25</sup>

Fáilte Ireland's 2017 Tourism Innovation Screener research revealed that a visitor proposition in National Parks holds particularly strong appeal with prospective international visitors to Ireland<sup>26</sup>. The kernel of appeal of a National Park visit is centred around the perception that it will involve

<sup>23</sup> Source: Fáilte Ireland – 713,000 international visitors took part in hiking/cross country walking in 2010.

<sup>24</sup> Source: FI Key Tourism Facts 2018, FI Key Tourism Facts 2019 (March 2021)

<sup>25</sup> Source: Fáilte Ireland Activity Providers Toolkit

<sup>26</sup> 94 concepts (including 28 benchmarks) were tested through 19,975 interviews across 5 markets (Ireland, Great Britain, USA, France and Germany)

exploration in a beautiful and remote landscape which is untarnished and fully protected, and which features rugged wilderness and the diverse wildlife (deer, badgers, hawks, eagles). However, this is tempered by a need for variety, with a desire for a visit to comprise more than just walking. In general, the Tourism Innovation Screener revealed the following drivers of appeal for activities in Ireland:

- The top performing activities have Ireland’s dramatic landscapes playing a central role. The landscape is the attraction, the activity is just a means to sightsee
- Activity for the mass market is not overly physical – it needs to be for all ages and abilities
- Experiences on or near water test strongly
- Adrenaline and watersports are for the selected few
- More rounded experiences test well. Experiences that stretch beyond the initial activity and link the tourist to local villages, food and music stand out

These findings are echoed by the findings of Fáilte Ireland’s Tourism Experience Post Survey 2019, which revealed that the top factors for holidaymakers in considering Ireland for their holiday are:

- Beautiful scenery
- Plenty of things to see and do
- Interesting history and culture
- Good range of natural attractions<sup>27</sup>

#### 4.2.2.1 *Trip planning and transport preferences*

Amongst holidaymakers to Ireland in 2019:

- 7% bought a car
- 32% hired a car
- 61% did not use a car<sup>28</sup>

In comparison with 2017, car hire rates have remained steady, and a proportion of visitor that do not use a car have risen slightly.

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<sup>27</sup> Fáilte Ireland Tourism Facts 2019

<sup>28</sup> Fáilte Ireland Tourism Facts 2019

Just 32% of overseas visitors made the decision to visit an attraction before they arrived in Ireland, and the majority of attractions were unknown to the overseas visitor before they arrived in Ireland<sup>29</sup>.

This highlights the need for clear advertising and promotion of any pre-booking systems that may be introduced to manage access and vehicular traffic in and around Laragh and Glendalough.

A co-ordinated effort, including a single clear online source for booking and up to date information as well as promotion across regional attractions, local accommodation providers, Tourist Information Centres and businesses etc. will be vital in this regard.

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<sup>29</sup> FI/B&A What Makes a Great Visitor Attraction: Drivers of Satisfaction Research 2018

## 4.3 Domestic Market

### 4.3.1 Segmentation

For the purposes of this study, three domestic user segments have been identified for consideration. While Connected Families have been identified by Fáilte Ireland as a priority segment nationwide, two other segments have been identified as major user groups that are already highly motivated to engage with Wicklow's unique outdoor proposition, and for which the outdoor offer is their main reason for visiting. Creating a sustainable management solution at Glendalough and Wicklow that provides for the needs of all three of these segments is crucial to persuading these visitors to stay longer and spend more.

These three segments are described in sections 4.3.1.1 – 4.3.1.3 below. The following sections feature insights which have informed the development of the two outdoor-activity focussed segments.

#### 4.3.1.1 *'Connected Families'*

'Connected Families' is the largest priority domestic segment for Irish tourism, comprising 23% of the domestic market. This segment is made of families with young children. Their core motivation is to spend quality time together and grow as a family.

Connected Families enjoy a holiday that offers a variety of things to see and do in a place that feels special. Whether it is fun at a petting farm, picnicking, learning to surf, catching crabs on the beach, or taking a walk on a local nature trail, as long as they're doing it together, they're happy. For the parents it is all about their children being happy and enjoying themselves.

Connected Families tend to plan and book their holidays well in advance (3-6 months) and do most of their booking online. On average family breaks tend to last between four and seven days and they are most likely to stay in hotels or holiday homes. After their return, they try to hold on to those special holiday memories for as long as possible, by sharing stories and photos with friends and family on social networks.



#### 4.3.1.2 *'Outdoor explorers'*

'Outdoor explorers' consist of a relatively new cohort with little to no previous experience of engaging with the outdoors, whose prominence in the market has surged significantly during 2020 as a result of COVID-19 and the impact of restrictions on travel, retail and hospitality.

This segment consists of young and middle-aged adults motivated by unique 'tick box' experiences. Their motivations for visiting the outdoors and participating in outdoor activities are more likely to be driven by a desire to socialise and to benefit their mental and physical health. They seek information online to inform their decisions about where to go and visits are often driven by social media content or word of mouth. They are seeking unique and breath-taking (although not high-adrenaline) experiences in nature to share with their group during their visit, but also with their wider social circles through social media posts.

##### ***Needs of the segment***

Emerging evidence<sup>30</sup> from Leave No Trace Ireland (LNTI) reveals that across all demographics, there was an increase in participation in outdoor recreation during 2020, particularly in those aged under 45. Some of these new participants are unsure of how to behave appropriately in the outdoors and lack skills and knowledge to do so appropriately. Despite people holding a desire to enjoy the great outdoors, they are often unaware of the impacts of they are causing during their visits. This has led to negative behaviours including littering, damage to habitats and inconsiderate parking.

For this reason, this new cohort of visitors require support and education to assist them make good decisions about their behaviour while they are outdoors. Visitors within this segment are going to the outdoors because they enjoy spending leisure time in the natural environment but need significant support to help understand how they can contribute to its conservation or as a minimum reduce their impact. LNTI recommends that a large collaborative effort from multiple organisations is required to achieve high impact communications effort that will influence behavioural change.

##### ***Alignment with Fáilte Ireland domestic segments***

In the context of the development of outdoor recreation in Wicklow, the needs and behaviours outlined for 'Outdoor Explorers' broadly aligns with the needs of two of Fáilte Ireland existing domestic tourism market segments; 'Footloose Socialisers' and 'Stimulation Seekers'.

'Footloose Socialisers' are a priority segment. They are usually in their late forties and well-educated. They tend to travel as groups of friends and are less likely to be travelling with children. For them

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<sup>30</sup> Dr Noel Doyle Leave No Trace Ireland, pers. comm. to Visitor Safety Group, 7 October 2020

holidays are about sharing experience with people who are of the same mindset. They like to go off the beaten track and find new experiences during their holidays, and they enjoy sharing stories and pictures of their breaks online via social media.

'Stimulation Seekers' are a younger segment, strongly motivated by the activities and entertainment on offer at a holiday location, rather than the location itself. Instead, they are looking for cool things to do in new places.

#### 4.3.1.3 *'Experienced outdoor enthusiasts'*

A key feature of this segment is their regular and habitual participation in outdoor recreation activities forms an important aspect of their lifestyle. Sport Ireland has identified that habitual sports participation is usually characterised by doing the same activity, with the same frequency (e.g., on a weekly basis) and time (e.g., on a Saturday) and with the same social group. This habitual nature trends higher than average in recreational walking participants, which is the only outdoor recreation activity to receive special focus in the Sport Ireland study.

Regular outdoor recreation participants are typically competent and independent users of the outdoor assets. The social nature of their participation means that knowledge and experience, including a working knowledge of appropriate locations and car parks, appropriate outdoor behaviour and ethics, is passed on between peer groups.

For the purposes of this study, special consideration is given to hiking/walking and cycling activities and how to cater for their needs across the county and in Glendalough.

#### **Club membership**

The volume of outdoor sports clubs established in the Wicklow region and surrounding counties gives an insight into the potential demand for access to Wicklow's natural assets. Table 14 indicates the number of clubs affiliated with the national sporting bodies based in Wicklow and the surrounding counties. However, the draw of the Wicklow Mountains National Park extends nationwide, with clubs from other areas of the country frequently visiting Wicklow.

The Irish Sports Monitor survey indicates that, across all sports, the proportion of participants which take part inside a club environment is declining. This would align with anecdotal observations relating to outdoor recreation activities in Wicklow, where there has been a growth in visitors participating in independently organised rather than club-based activities.

County	Hiking/climbing <sup>31</sup>	Cycling <sup>32</sup>
<b>Wicklow</b>	8	10
Dublin	54	59
Kildare	4	16
Wexford	3	13
Kilkenny	2	5
Carlow	2	4
<b>Total</b>	<b>73</b>	<b>107</b>

Table 14: Outdoor sports clubs in Wicklow and surrounding counties

### *Participation in road cycling for sport and mountain biking activities*

Consultation has indicated a recent growth trend in the popularity of road cycling and mountain biking. This growth in participation has manifested itself in Wicklow as a potential capacity issue in the county, e.g.:

- High volumes of road cyclists causing road congestion and potentially hazardous driving behaviour
- High volumes of mountain bikers causing congestion at designated Mountain Bike trail centres
- Mountain bikers using trails only designated for walking, cycling off trail, and/or building unauthorised trails. These activities have caused erosion and create the potential for conflict with other users.

Within a tourism context, experienced cycling enthusiasts comprise only a small segment of the market. Recent ORNI research undertaken on behalf of Fáilte Ireland<sup>33</sup> indicates that sports cyclists are not a priority segment for domestic or international tourism, apart from in the context of attending events.

<sup>31</sup> Source: Mountaineering Ireland registered clubs

<sup>32</sup> Source: Cycling Ireland registered clubs

<sup>33</sup> ORNI: In-depth audit of Ireland's Cycling Activity Product

Whether riding individually or as part of a sports club, their main motivation for participation is centred around cycling for fitness rather than for scenery or touring.

However, the needs of this cohort need to be considered and factored into the broader context of sustainably managing visitors to Glendalough and County Wicklow.

### ***Needs of the segment***

The Wicklow Outdoor Recreation Strategy identifies the following key resource actions desired by outdoor recreation club members:

- Improved and safer parking facilities
- Improved or new mapped trails with better signage and management
- More information boards, toilets and seating
- Better outdoor infrastructure (stiles, bridges, marina facilities).

### 4.3.2 Activity preferences across the domestic market

#### Popularity of outdoor recreation activities within the domestic market

Outdoor recreation features strongly in domestic holidaymakers' itineraries (see Table 15), with walking and visits to National Parks topping the lists, and water sports, gardens, monuments, cycling and angling also featuring.

Activity	% of domestic holidaymakers engaged	Activity	% of domestic holidaymakers engaged
Hiking/walking	26%		
National Parks	21%	Monuments	12%
Houses/castles	21%	Museums/ art galleries	11%
Water sports (excluding swimming)	20%	Attending a sporting event	9%
Visits to spas	17%	Cycling	8%
Attending festival or event	17%	Golf	5%
Gardens	17%	Attending horse racing	2%
Heritage/interpretive centres	15%	Angling	2%

Table 15: Activity preferences for domestic holidaymakers<sup>34</sup>

<sup>34</sup> Fáilte Ireland Key Tourism Facts 2018

#### 4.3.2.1 *Domestic participation in outdoor recreation*

Wicklow's natural assets are a prime venue for outdoor recreation which are a draw for residents and domestic visitors from the surrounding counties who are keen to tap into this resource for leisure and recreation purposes. The Wicklow Mountains National Park is a key draw, but the coast and Blessington lakes are also key outdoor assets. The Wicklow Outdoor Recreation Strategy observes a trend of a significant and steady rise in participation by residents of Wicklow and the neighbouring counties.

Outdoor recreation activities in Wicklow include (but are not limited to):

- Hiking and walking
- Running and mountain running
- Road cycling
- Mountain biking
- Outdoor swimming
- Kayaking
- Wild camping
- Sailing
- Rock climbing
- Orienteering
- Paragliding
- Equestrianism

#### ***Participation in hiking and walking activities in Wicklow***

Consultation and site observations would indicate that hiking and recreational walking are the most popular and accessible recreation activities in Wicklow, with the broadest appeal to a wide range of visitor types.

This trend is reflected in the activity preferences for domestic holidaymakers, with walking and hiking being the most popular activity<sup>35</sup>.

This growth in participation has manifested itself as, and is evidenced by, a capacity issue in the county:

- High volumes of walkers causing environmental erosion on poorly maintained trails or on desire lines in open mountain areas
- High volumes of private vehicles causing congestion at popular car parks
- High volumes of walkers impacting on the upland and countryside trail walking experience

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<sup>35</sup> Source: Fáilte Ireland Key Tourism Facts 2019

### ***Local participation in outdoor recreation***

The Wicklow Outdoor Recreation Strategy identifies that although 55% of County Wicklow residents who responded to a survey take part in outdoor recreation within a mile of where they live, there is a significant cohort of residents who do not participate outdoor recreation or participate very occasionally. The strategy seeks to improve participation outdoor recreation opportunities for all, with the aim of improving local participation through a detailed action plan, including actions relating to developing visitor facilities and infrastructure.

### ***National participation in outdoor recreation***

According to the Sport Ireland Irish Sports Monitor 2019, recreational walking is well established as the most popular form of physical activity in Ireland.

66% of respondents to the Irish Sports Monitor survey reported that they walk regularly for recreation in 2019, equating to around 2.5 million people.

Walking is the main activity carried out by the majority (70%) of visitors to Coillte forests<sup>36</sup>, demonstrating the value of access to rural green space for physical activity purposes.

There has been a rapid increase in interest in outdoor recreation in 2020 in response to COVID-19 restrictions, which resulted in the widely reported “COVID chaos” as thousands of people took to the outdoors to exercise and socialise, causing congestion at many locations nationwide, including at Glendalough, Lough Tay and Bray<sup>37</sup>.

A Sport Ireland survey showed a surge in the numbers walking, cycling and running between March and April 2020 (see Figure 7) It was determined that an additional 500,000 people took part in regular recreational walking activities during the first lockdown during Spring 2020.<sup>38</sup>

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<sup>36</sup> Source: Coillte Estate Recreational Visitor Survey 2017

<sup>37</sup> E.g., Irish Independent, 20 March 2020 ‘Crowds and “irresponsible behaviour” raise coronavirus concerns at popular parks and walks’; Irish Times, 23 March 2020 ‘People branded “selfish” over lack of social distancing in the mountains’

<sup>38</sup> Sport Ireland/Ipsos MRBI: Impact of Covid-19 Restriction on Sport and Recreational Walking



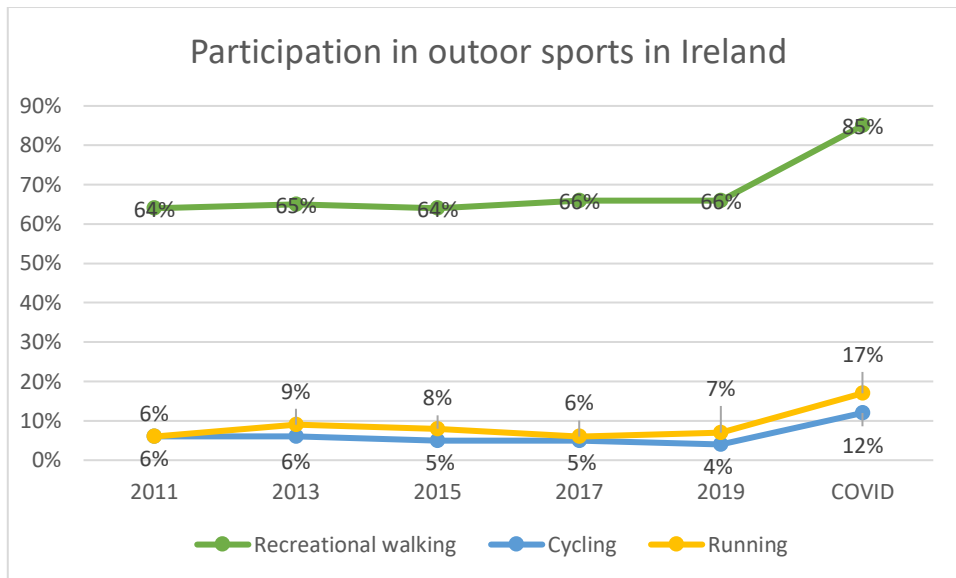


Figure 7: Participation in outdoor sports in Ireland

Figure 8<sup>39</sup> shows a demonstrable peak in hillwalking activities ahead of the first lockdown and during the ‘stay at home’ phase that extended from mid-April until the end of May.

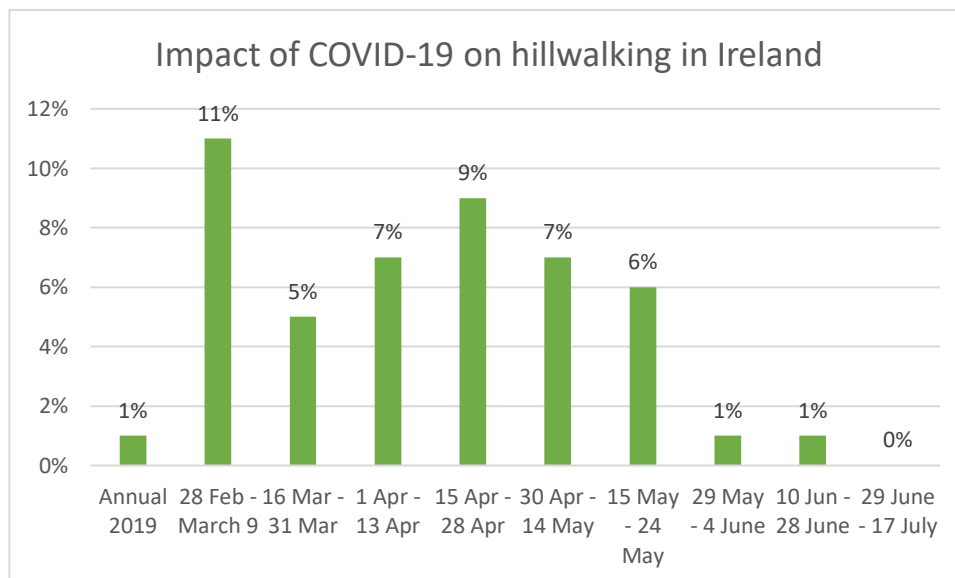


Figure 8: Impact of COVID-19 on hillwalking in Ireland

These findings are reflected in the results of a similar survey carried out in Northern Ireland by Outdoor Recreation Northern Ireland. Nearly half of those surveyed reported participating in outdoor recreation more often during lockdown, and about half (51%) expected to undertake more outdoor activities when lockdown measures were eased.

<sup>39</sup> Source: Sport Ireland/Outdoor Recreation Network

Although the Sport Ireland survey recorded a significant drop off in interest in hillwalking after lockdown measures eased, the evidence set out in Section 3 and reinforced through observations and insights collected during consultations suggests that a proportion of new participants in outdoor recreation may maintain this interest in the long-term. It can also be expected that domestic and local visitor numbers may continue to be influenced by the impact of the Covid-19 pandemic over the coming years, with outdoor recreation continuing to hold appeal as a safe daytime activity.

## 4.4 Focus on leisure cycling development

Recent research by ORNI<sup>40</sup> has identified two market segments with growth potential that are motivated by leisure cycling activities, namely ‘Safety First’, and ‘A Taste of Ireland’.

### 4.4.1 Leisure cyclists – ‘Safety First’

ORNI identifies family-friendly cycling activities as an area for strong future growth, with domestic and international families as the target segment. There is strong demand from this segment for flat, safe off-road cycling experiences

These kinds of experiences will also appeal to a very wide age range, including older people who are ‘rediscovering’ cycling, ORNI’s study considers the needs of the family market in the context of tourism, and identifies the following key characteristics and requirements:

#### Key characteristics

- Seeking to participate in a cycling activity as part of a (wider) holiday or day trip
- Beginners or lapsed cyclists
- Includes families cycling with young children

#### Cycle experience requirements

- Safety takes priority over scenery
- Preference for Greenway, forest and other off-road routes
- Short / half-day experience builders
- Distance per day short to medium – max 25km
- Hire bikes or bring own if domestic
- Facilities on site – e.g., toilets, café
- Potential to expand interest to easy Mountain Bike trails.

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<sup>40</sup> ORNI: In-depth audit of Ireland’s Cycling Activity Product (in preparation for Fáilte Ireland)

#### 4.4.2 Leisure cyclists 'A taste of Ireland'

It is broadly estimated that this segment comprises the largest segment of visitors who wish to cycle on their holiday.

##### **Key characteristics:**

- Cycling as part of a (wider) holiday
- Gaining confidence and keen to sample some more
- Want to see the 'Real Ireland'

##### **Cycle experience requirements**

- Leisure bikes, Hybrid bikes, some road bikes
- Electric Bikes growth for older clientele
- Most cycle from a 'centred' base
- Some tour and cycle –i.e., drive between destinations
- On road (if safe and low-traffic) and off-road
- Preference for looped routes, or linear if shuttle/pick-up/transport
- Includes short guided tours

This analysis is further considered in the recreational trail masterplan, in the context of considering the potential for further development of the cycling product in Co. Wicklow.

#### 4.5 Market segmentation - Summary analysis

- It is clear that Glendalough's varied offer, comprising a combination of cultural heritage, breath-taking landscape and easy walks, is a compelling offer for international tourists and domestic visitors. Helping visitors to engage with the unique sense of place in the valley, for example by interpreting how the area's landscape and cultural heritage have interacted over time will reinforce this point of magnetism.
- A 'National Park' label gives international visitors confidence that they are visiting a place of exceptional quality that gives the opportunity and freedom to explore an untarnished landscape. The interpretation and celebration of any conservation or habitat enhancement measures taking place in the National Park will add a layer of interest for international visitors.
- Short walks (up to 5km) with notable views and viewpoints hold particular appeal to the international market.
- A co-ordinated promotion and marketing effort will be required to inform prospective visitors of any pre-booking requirements pre-arrival
- The steady growth in participation in outdoor activities and sightseeing amongst local residents, casual day visitors and domestic tourists has increased the need and demand for sustainable outdoor recreation facilities and associated services. This has been compounded by the COVID-19 pandemic. These segments comprise a significant proportion of visitors to Wicklow and Glendalough and their impact are to be considered and addressed within the visitor management strategy.
- Further and ongoing site-specific research, including site observations and in-depth surveys with current visitors would clarify the needs of the various segments and user types. This would add to the depth of evidence available to inform decision making ahead of any site-specific actions outlined in the Masterplan

## 5 Conclusions and recommendations

### 5.1 Market context

- Glendalough dominates the Wicklow tourism market, while other outdoor recreation sites receive relatively few visits
- Glendalough is an enduring and compelling visitor experience for a wide range of domestic and international visitors, despite the lack of up-to-date facilities and frequent congestion issues. This is unlikely to change as its appeal is centred around its unique mix of cultural heritage within a backdrop of a dramatic post-glacial landscape.
- While international tourism cannot be relied upon in the short term, it is assumed that continued international tourism growth will be seen in Wicklow (in line with national growth model and product development efforts), and that most visitors will want to visit Glendalough
- Continued growth in local and regional participation in outdoor recreation activities is likely
- If no action is taken, these current capacity issues (e.g., as described in the traffic survey report) are likely to continue and could be further compounded in c. 5 years' time as local participation continues to increase and tourists return.

### 5.2 Visitor flow

- Currently Glendalough is experiencing high volumes of half day visits (e.g., as evidenced by the traffic survey)
- Overcrowding in Glendalough is detrimental to the visitor experience and to the built and natural environment, as well as having negative impacts on local communities
- Therefore, a key factor in alleviating congestions will be to re-position Glendalough as a day-long visitor experience where visitors can explore more widely at their own pace.
- Visitor flow and arrival/setting off points should be reconsidered to enable visitors to be dispersed more widely across the valley to some extent, with consideration given to the protection of sensitive habitats and archaeological features.
- The development and/or promotion of other compelling and sustainable experiences will diversify the offer in the County and help to disperse repeat visitors across the county. It will give all visitors a reason to stay longer in the area (e.g., as part of an overnight or multi day trip).
- As identified by the Accommodation Working Group, a lack of depth in the accommodation offer appropriate to the target markets is as a barrier to promoting longer stays in the area, minimising opportunities to convert visitor volumes to economic spend in the County. The

ease of access from population centres in Dublin and Kildare poses a challenge for the promotion of overnight stays.

### 5.3 Visitor monitoring

- A co-ordinated ongoing long-term effort to capture, record and monitor visitor traffic across visitor attractions and outdoor recreation areas is required to build a detailed understanding of visitor behaviour and monitor ongoing trends. This will require co-operation between the state agencies (NPWS, OPW, Coillte), the County Council and other stakeholders. This should include:
  - The installation, maintenance and co-ordinated monitoring of pedestrian and vehicle counters in Glendalough and other key outdoor recreation locations. This could include the creation of a single centralised online database and dashboard, as utilised by the Mourne Heritage Trust to monitor activity across the Mourne Mountains AONB.<sup>41</sup> Interim manual counts can be employed as appropriate to validate automatic counts.
  - Interim site observation and targeted surveys or interviews will further evidence and add depth to the understanding of visitor satisfaction, motivations and behaviour across the key segments, especially at Glendalough
  - The monitoring of visitor impacts, e.g., trail erosion, littering and other environmental impacts, as well as consideration of the local community and landowner priorities. The methodology developed by Fáilte Ireland for the Wild Atlantic Way Environmental Monitoring Programme, and the Wild Atlantic Way Visitor Management Guidelines (under development) could provide a useful model in this regard.

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<sup>41</sup> A further 26 visitor counters are being installed by the Rural Recreation Officer across Co. Wicklow, funded by ORIS 2020.



**GLENDALOUGH AND WICKLOW MOUNTAINS  
NATIONAL PARK**

Draft Visitor Experience & Management Masterplan

**Appendix A2**

*Gazetteer of Existing Attractions, Trails and Activity sites*

*Author: The Paul Hogarth Company*



## Gazetteer of Existing Attractions, Trails and Activity sites

In the early stages of the project the team visited and collected information on a wide range of attractions and activities, with the Visit Wicklow website being a substantial source of information.

This was supplemented during the extensive public consultation process and we now have a comprehensive record of visitor sites, although this is fluid with new initiatives constantly coming on stream.

The conclusion is that in general there is no shortage of visitor activity opportunities in Wicklow but there is a marked differential in use patterns with some sites overwhelmed at times and many others under utilised.

This section attempts both to identify collective groups of attractions and to show the range and themes of activities within the proposed 'Clusters', the rationale for which is set out in Section B of the Masterplan.

### Major Visitor Sites

The most visited visitor sites in Wicklow (with the exception of the outdoor walking trails) are

- Glendalough Monuments
- Powerscourt House and Gardens
- Powerscourt Waterfall
- Russborough House and Parkland
- National Sea Life Centre Bray
- Kilruddery House and Gardens
- Powerscourt Distillery
- June Blakes Garden
- Wicklow's Historic Gaol
- Kilmacurragh National Botanic Gardens
- Avondale House & Forest

The Visitor Analysis document (A1) sets out the usage details and patterns for the major sites and the available information from people counter information at the open trail sites.

### Major open spaces – walking and cycling trails

The most popular activities in Wicklow are related to people being outside in nature – walking on way marked trails, hiking over open mountains, trail running, rock climbing, cycling on roads and trails and mountain biking.

The Trails Masterplan ( B1) covers these sites in detail but set out below are the main areas and access points.

Open Hill and Mountain sites include

- Luqnaquilla
- Kippure
- Glenmalure
- Mullaghcleevaun
- Glendalough Upper valley
- Djouce
- Glen of Imaal

### Lower level and waymarked ways include

- Lough Brays
- Bray Head Cliff Walk
- Wicklow Way
- St Kevin's Way
- Avondale Way

### Trailhead car parks

There are a large number upland and trailhead car parks of which the main ones reviewed as part of the Trails Masterplan include

### Cycling

The Ballinastoe forest mountain bike trails are a well used resource, about to be further developed and extended, but there is a lack of family cycling opportunities. This will be addressed to an extent by the Blessington Greenway and the Avondale Forest developments.

### **Tourism Accommodation**

The 2020 Wicklow Accommodation Study carried out by Colliers International for Wicklow County Council provides a comprehensive overview of visitor accommodation in Wicklow. It recorded

24 hotels offering 1,399 beds;

2 Youth hostels, with 188 beds

25 Guest Houses offering 96 beds

14 Failte Ireland 'Welcome Standard' approved businesses with 190 rooms or spaces

7 Sites offering self catering accommodation with 17 units

4 Caravan and Camping Sites with 401 'pitches'

There were a total of 300 listings on AirBnb.

The accommodation providers who responded to the study or were referred to by consultees are listed below but for a comprehensive list refer to the Colliers Study.

- Tulfarris Hotel and Golf Resort
- Rathsallagh Country House
- Rathsallagh Golf & Country Club
- The Elbowroon Escape
- Hunter's Hotel
- Glendalough Hotel
- Lynam's Hotel Laragh
- Powerscourt Hotel Resort Spa
- Druids Glen Hotel and Golf Resort

### Locations grouped by Clusters

A central Strategy of the Masterplan is to help develop identifiable 'Clusters' of visitor facilities and attractions with the aim of building up a critical mass of visitor infrastructure in under-developed areas and as a tool to manage visitor pressures in developed areas. The Clusters are shown on the Map in Section 4, Page 23

#### Blessington and Holywood Cluster

- Blessington Lakes and Greenway
- Blessington Lakes Sailing Club
- Blessington Lakes Boat Hire
- Blessington Cemetery- St Mark's Cross
- Hunting Brook Gardens
- Russborough House and Gardens
- Russborough National Bird of prey centre
- June Blake's Garden
- Threecastles Oldcourt
- Glen Ding Forest
- Kippure Estate
- Russelltown Wood
- Hollywood
- St Kevin's Church
- Hollywood Glen
- Granabeg
- Athgreany Stone Circle, Piper's Stones, Hollywood

#### Baltinglass Cluster

- Rathcoran Hillfort
- Baltinglass
- Baltinglass Abbey
- Baltinglass graveyard
- Kilranelagh Graveyard
- Boleycarrigen Stone Circle
- Dunalavin
- Grangecon
- Donard
- Castleruddy Stone circle
- The Lord's wood
- Tuckmill
- Knockanarrugan

- Rathdangan
- Patthana Garden
- Kiltegan

#### AughrimTinahealy/Shillelagh Cluster

- Clonemore Castle
- Rathgall Hillfort
- The Chocolate Garden of Ireland
- The Old Forge Glamping
- Huntington Castle & Gardens
- Shillelagh village
- Shillelagh Stick and heritage Trail
- Railway walk
- Tinahealy village
- Tinahealy Courthouse Arts Centre
- Tinahealy Farm Shop
- Tinahealy Farm Animal Walk
- Tomnafinnoge Woods
- Coolattin Estate
- The Courtyard Yoga Retreat
- Rathwood
- Fox's Park
- Maze of Ireland

#### Rathdrum and Avoca

- Avoca – Meeting of the Waters
- Avoca Handweavers
- Avoca Miners Cross
- Ballymoyle Forest
- Brittas Bay
- Redcross
- River Valley Holiday Park
- Aughrim
- Macreddin Village
- Greenan
- Greenan Maze

- Avondale House & Forest
- Rathdrum
- Shekina Sculpture Garden
- Old Rectory Garden
- Kilmacurragh Botanic Gardens
- Dunganstown Castle
- Three-Mile-Water

#### Glendalough and area

- Laragh Village
- Glendalough Village
- Glendalough Visitor centre
- Glendalough Monastic Site
- Trinity Church
- St Saviours Church
- Glendalough Upper Lake – Kevin's Bed and Reefert Church
- Genealo Valley
- Glendasan Valley Lead Mines
- Glenmacnass Waterfall
- Glendalough Estate
- Trooperstown Woods
- Clara Lara Fun Park
- Vale of Clara
- Lough Dan

#### East Coastline

- Kilmichael Point Reserve
- Arklow
- Arklow North Beach
- Arklow South Beach
- Arklow Maritime Museum
- Wicklow Head/ Lighthouse
- Black Castle
- Wicklow Town Heritage Trail
- Wicklow Gaol
- Wicklow Bowl
- Genealy
- Marlton Equestrian

- Carrick Mountain
- Bel Air Equestrian Centre
- Mount Usher Gardens
- Ashford
- Coyne's Cross Garden, Ashford
- Devils Glen Wood
- Sculpture in Woodland
- Glenart Forest Walk & Castle Trudder Stud Riding School
- Vagabond Tours of Ireland
- Kilcoole
- Druids Glen Hotel & Gold Resort
- Broad Lough
- Birdwatch Ireland's East Coast Nature Reserve
- Newcastle
- Five Mile Point
- Victors Way Sculpture museum
- K2 Alpaca Trekking Experience
- Delgany
- Glen of the Downs Nature Trail
- Kindlestown Woods
- Downs Hill
- Delgany Fairy Hill
- Healy Pottery, Kilmacanogue
- Kindlestown Castle
- Charleville House
- Killruddery House & Gardens
- Coolakay Agriculture Museum
- Cliff Manor Bay Beach
- Bray to Greystones Cliff Walk
- Part Two Watersports
- Greystones
- Greystones Sensory Garden
- Whale Theatre, Greystones
- St.Crispins Cell
- Gorse Hill Garden

## Emerging Analysis Findings

Comprehensive analysis of the County was undertaken by the Team as part of the development of this draft Plan. This included driving all principal roads; walking many of the trails; reviewing literature/on-line information; and engaging widely.

Information that was gathered was consolidated into the Emerging Analysis Findings.

Whilst destinations across the County are visited, there are a small number that have an international stature:

- Glendalough – a historic place of pilgrimage and a place for visitors set within the beautiful valley
- Wicklow Mountains – rising to over 900m the uplands are relatively accessible, with iconic trails such as the Spinc
- Powerscourt House & Gardens – a grand mansion with formal gardens

The County provides a wealth of experiences for different visitor segments.

- Places for Families – Avondale, including its proposed development, Clara Lara Fun Park, Brittas Bay, Bray Sea Life Centre
- Active Outdoors – Mountain Biking at Ballinastoe, hiking at Lughnaquilla, walks at Crone Woods
- Gentle Outdoors – focussed around the water and greenways at Blessington
- Coastal Experience – Viking heritage at Wicklow, cliff path at Bray, sandy beaches at Brittas Bay
- Cultural & Historic Places – Russborough House, Wicklow Gaol, Killmacurragh Botanic Gardens
- Food and Retail – Greystones, Mount Usher and Avoca as distinctive places
- Towns and Villages - ones with an established focus on visitors and ones which could contribute more

Connections to and around the County were appraised. This highlighted the dominance of people arriving and moving around by car, with the M/N11 and N81 providing easy access particularly to Dublin, making day-trips convenient.

The rail line should provide a valuable alternative to the car, but requires greater frequency, particularly to Rathdrum to make this realistic.

Bus connections for visitors are limited with those wishing to access Glendalough having few options other than a service from Wicklow.

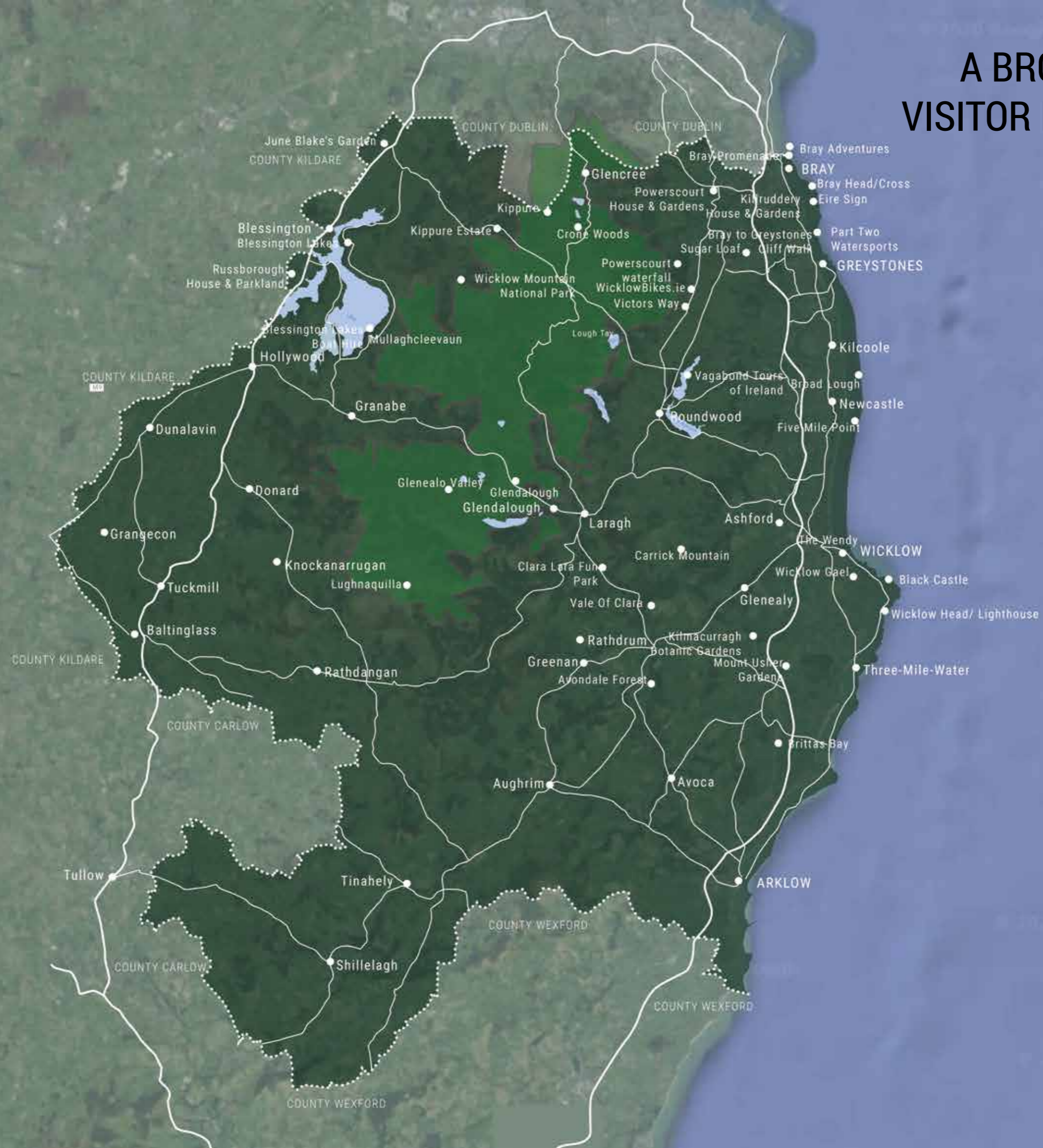
A wide range of walking trails are promoted, however visitors tend to focus on a small number of places, where the impact on the environment is significant.

Exploring the county is a varied experience. There some outstanding views including those over Lough Tay and Lough Dan. Legibility of the smaller roads is at times challenging and on busy days parked and moving cars dominate sensitive locations. Issues of car crime in remote locations undermines confidence of using some of the car parks.

Focussed attention on Glendalough Valley highlighted that the sensitive built and natural heritage is significantly compromised by the existing visitor impacts. Similarly, the visitor experience is undermined.

There was an overarching awareness that visitor destinations around the county were largely operating in isolation of each other, diminishing awareness of what the area has to offer and limiting the potential for people to visit more than one place, resulting in short stays.

# A BROAD RANGE OF VISITOR DESTINATIONS







# STAND OUT EXPERIENCES OF INTERNATIONAL STATURE

Glendalough  
The Wilderness

The map displays the Wicklow region, highlighting key locations and experiences. Key locations include Glencree, Powerscourt House & Gardens, Kinrudeary House & Gardens, Bray, Greystones, Wicklow, and Arklow. Points of interest such as Powerscourt Waterfall, Wicklow Bikes, and the Wicklow Mountains National Park are also marked. The map shows a network of roads and trails connecting these areas, with a dotted line indicating a specific route through the region.





STAND OUT EXPERIENCES  
OF INTERNATIONAL  
STATURE

Glendalough

The Wilderness

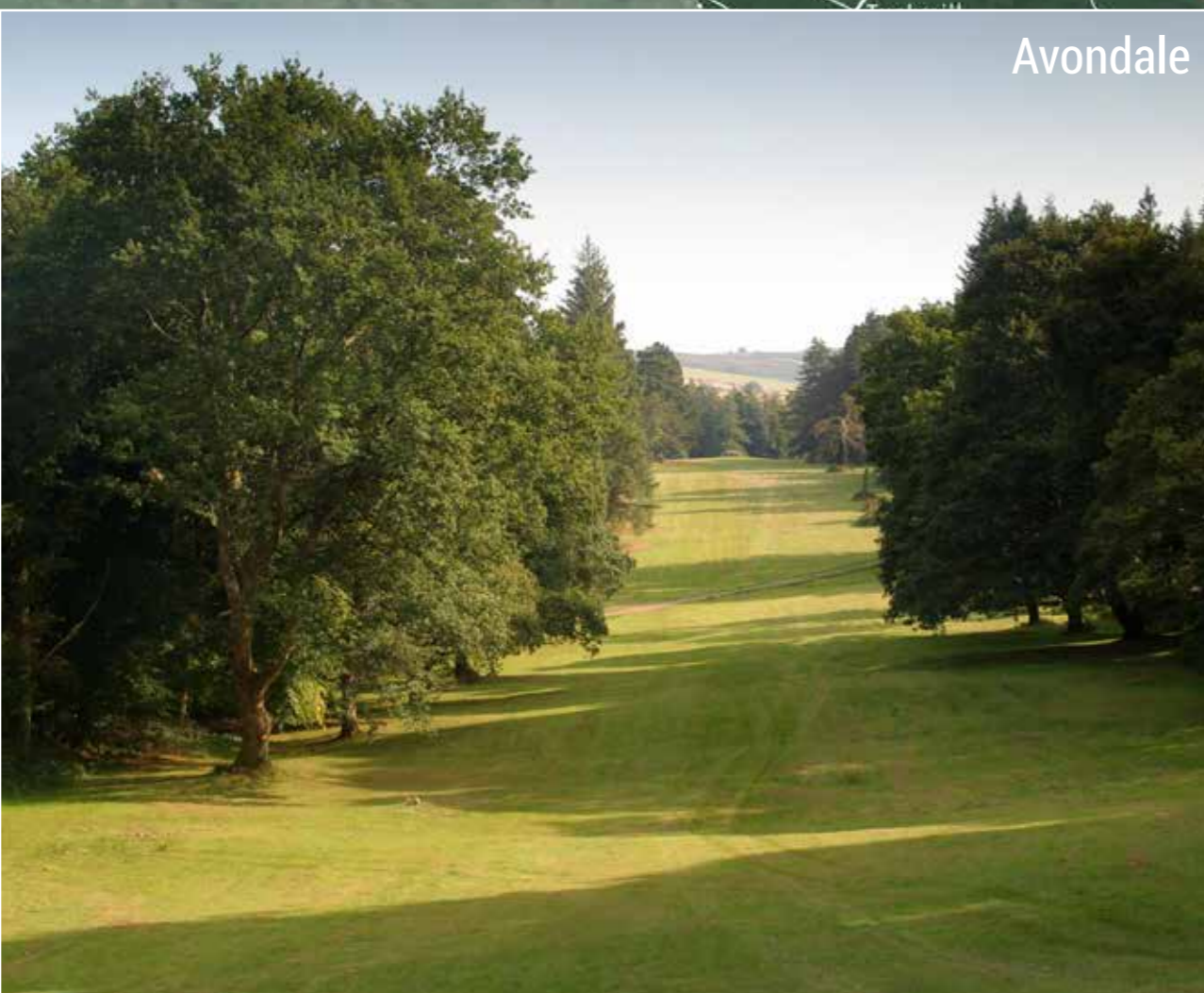
Powerscourt  
House & Gardens



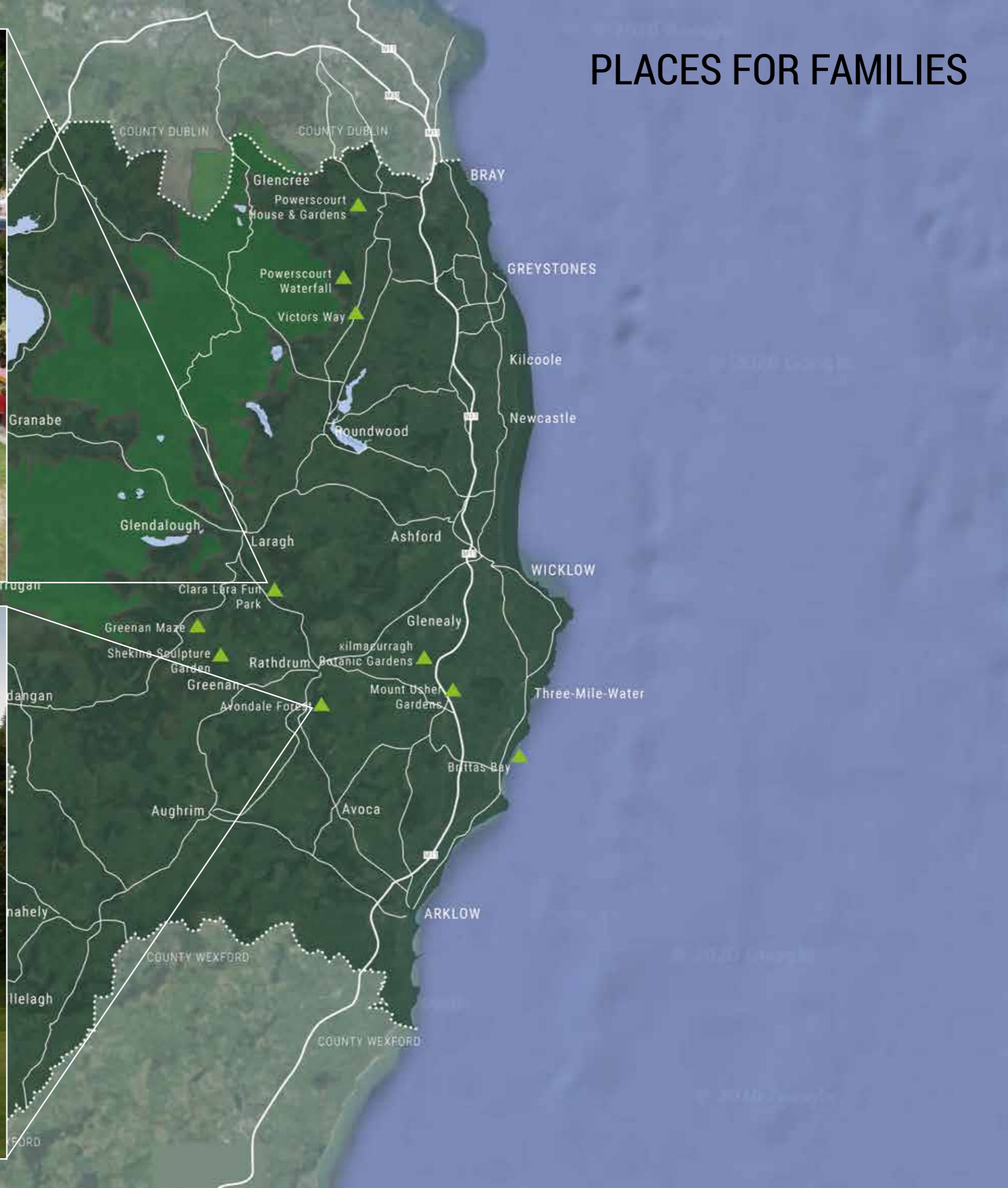
# PLACES FOR FAMILIES



Clara Lara Fun Park

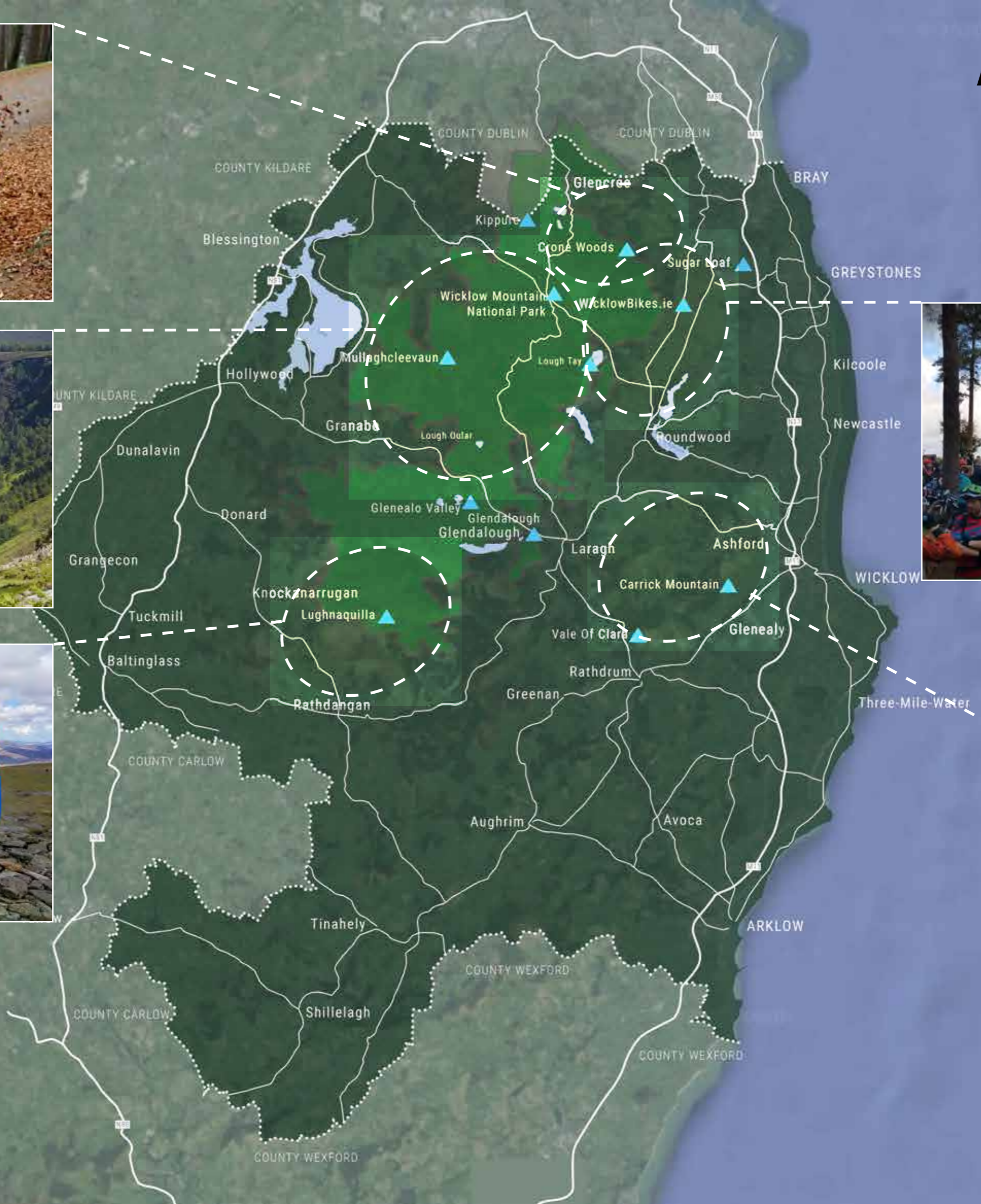


Avondale



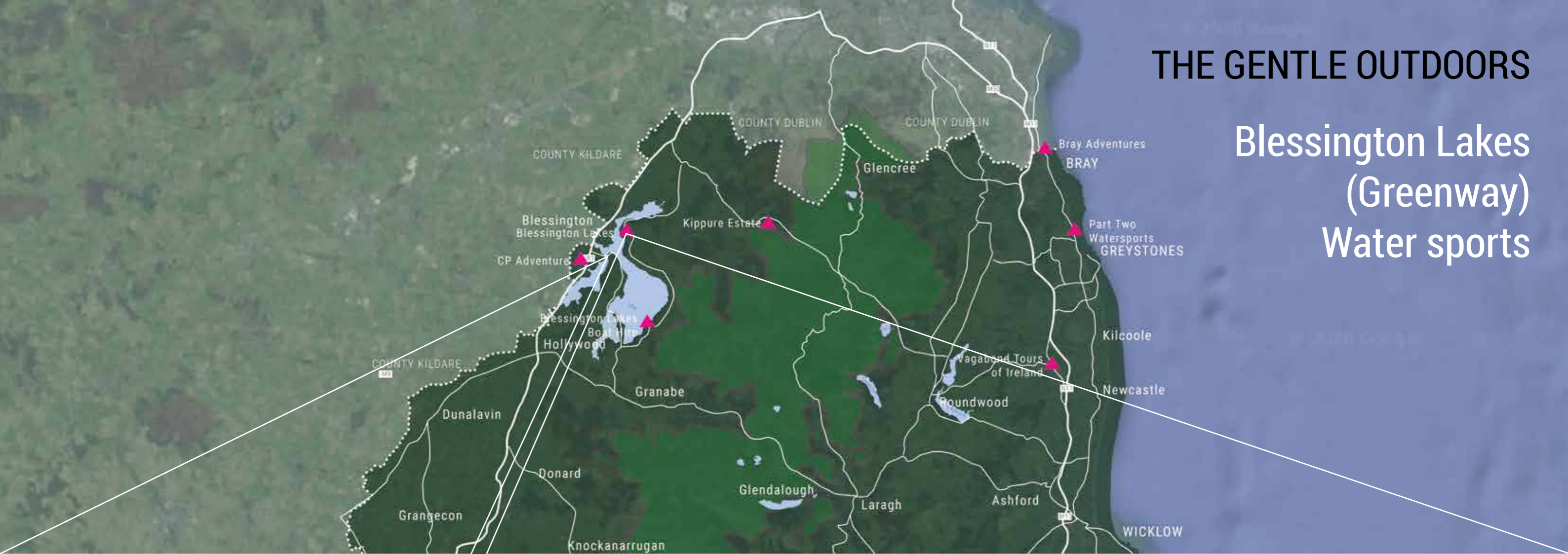
# ACTIVE OUTDOORS

## Walking Trails Mountain Bikes

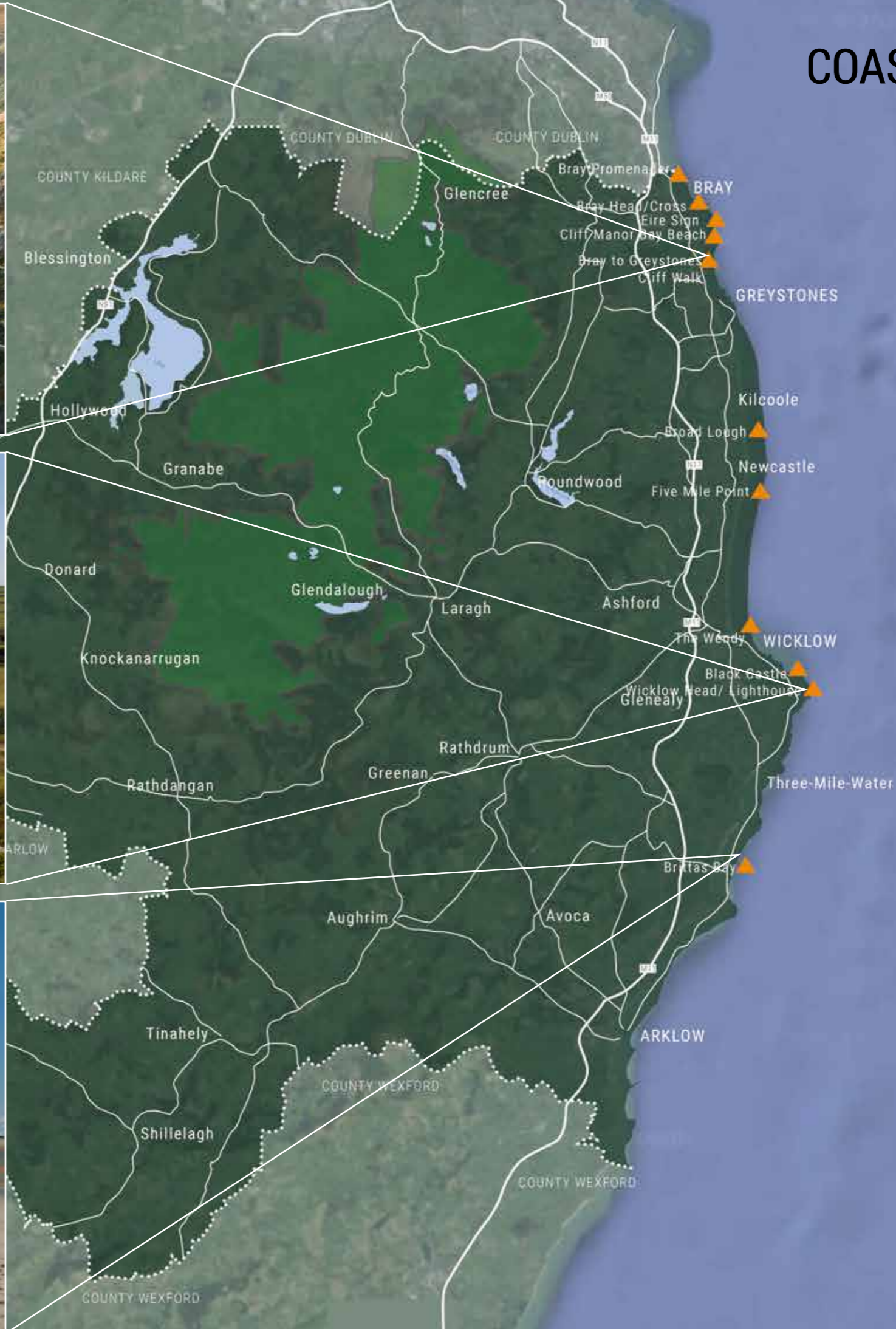


# THE GENTLE OUTDOORS

## Blessington Lakes (Greenway) Water sports



# COASTAL EXPERIENCES



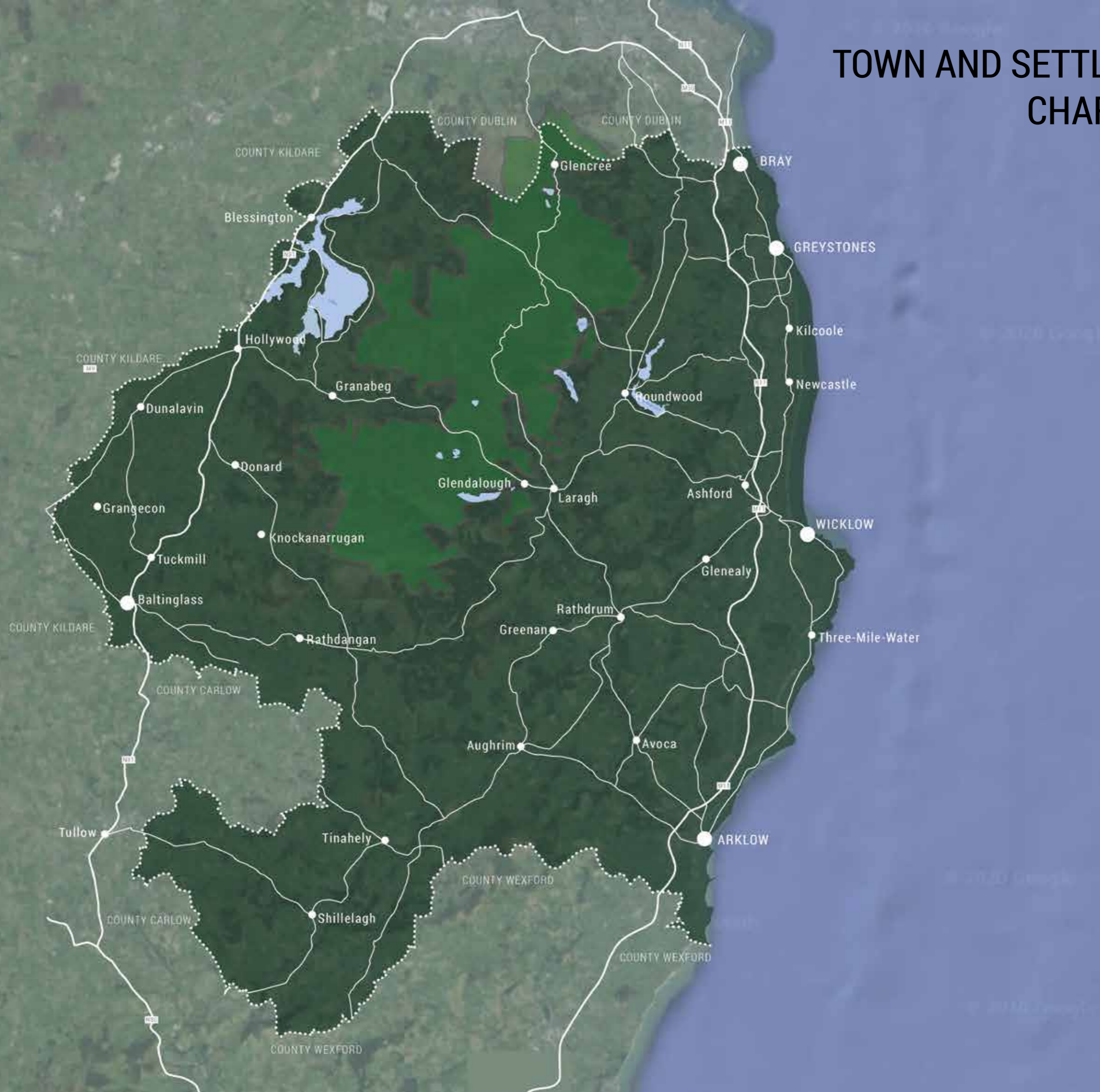
# CULTURAL AND HISTORIC PLACES



# FOOD AND RETAIL

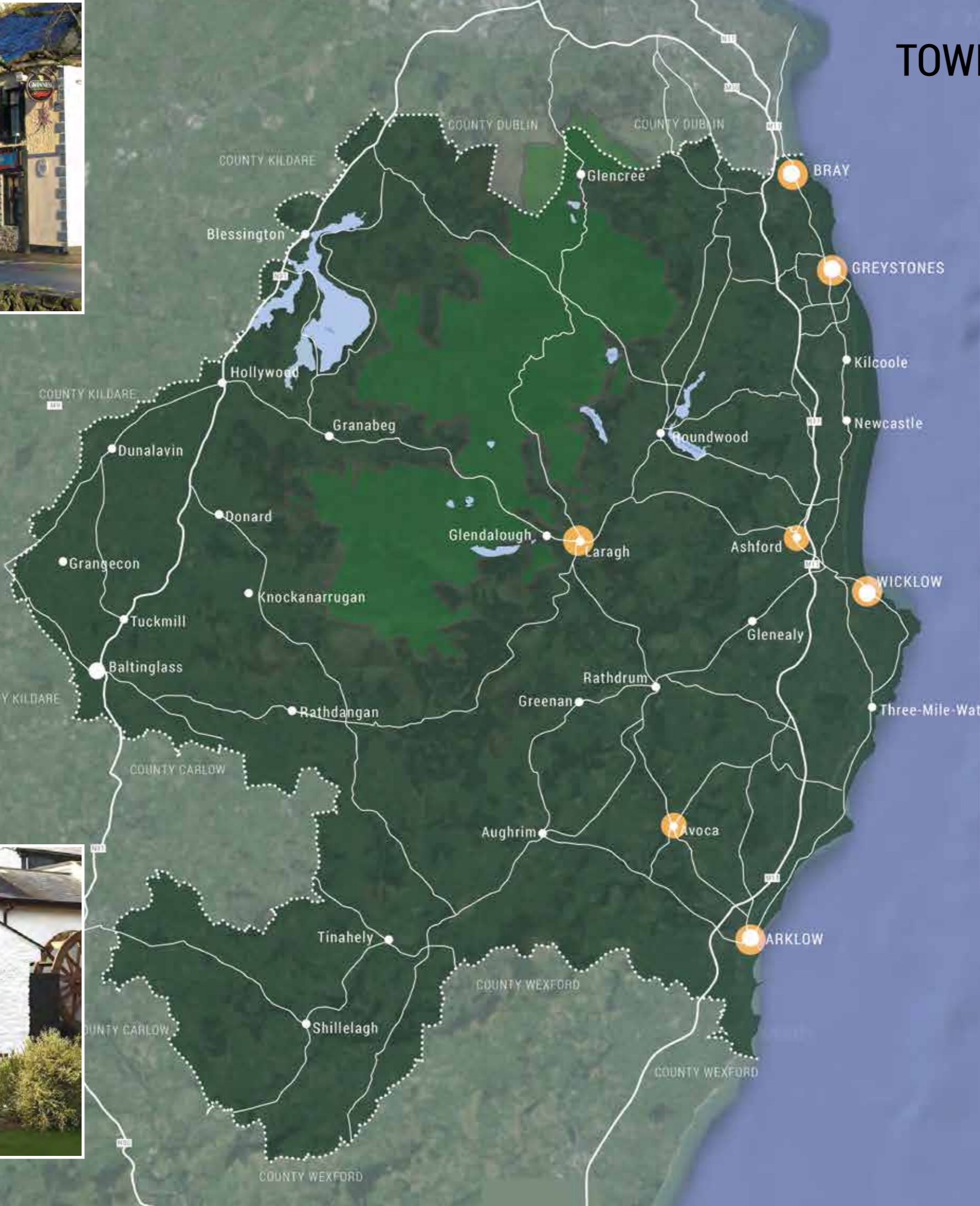


# TOWN AND SETTLEMENT CHARACTER

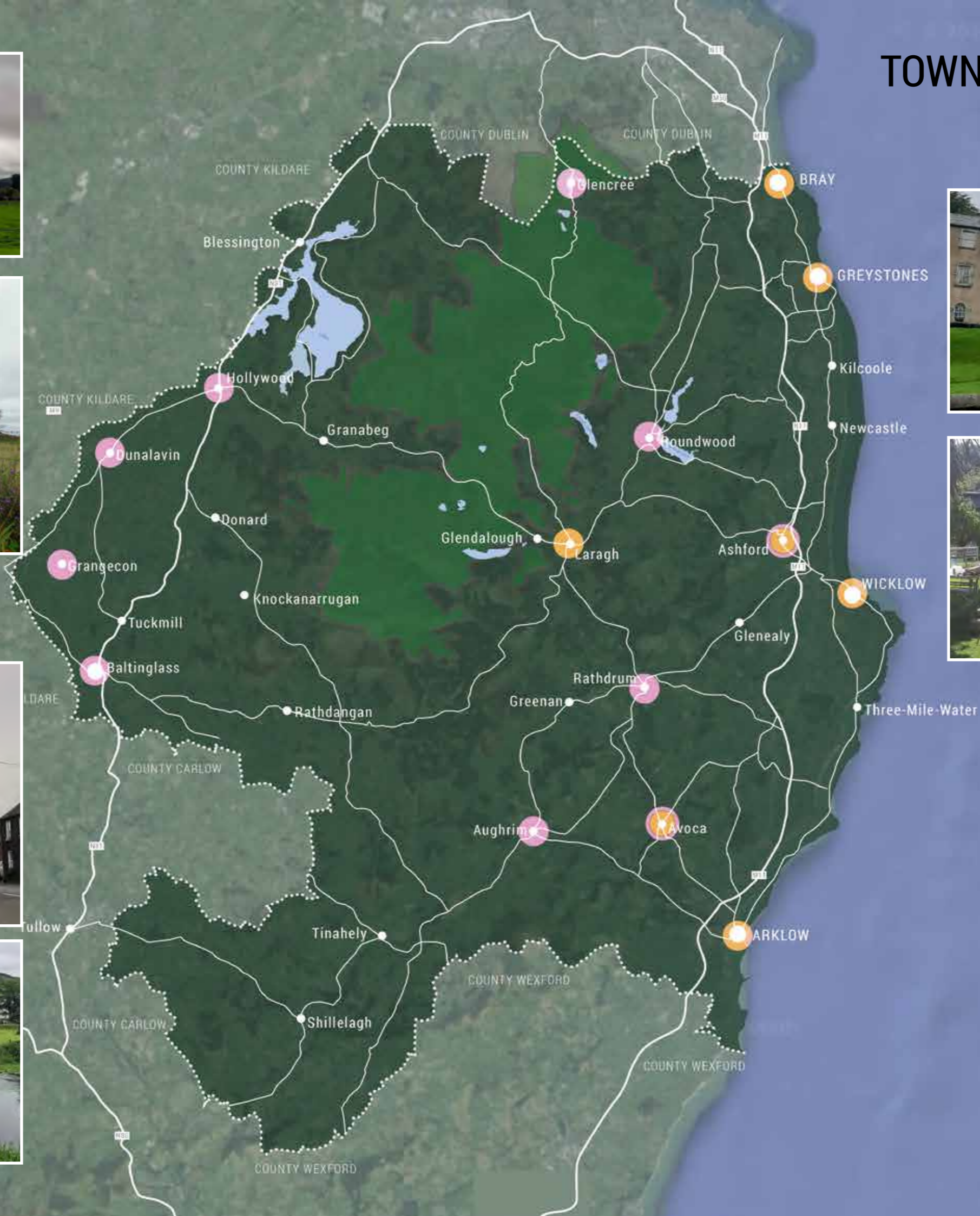
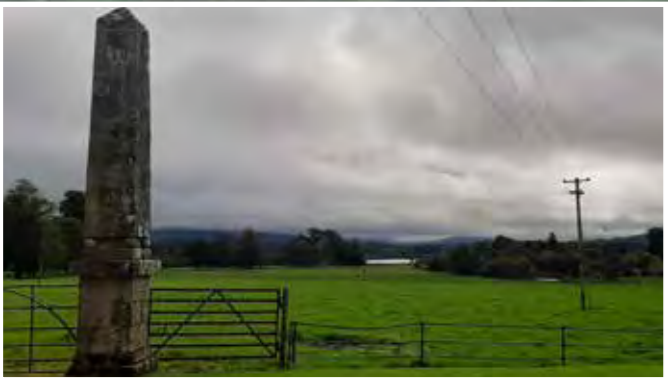




# TOWN AND SETTLEMENT CHARACTER

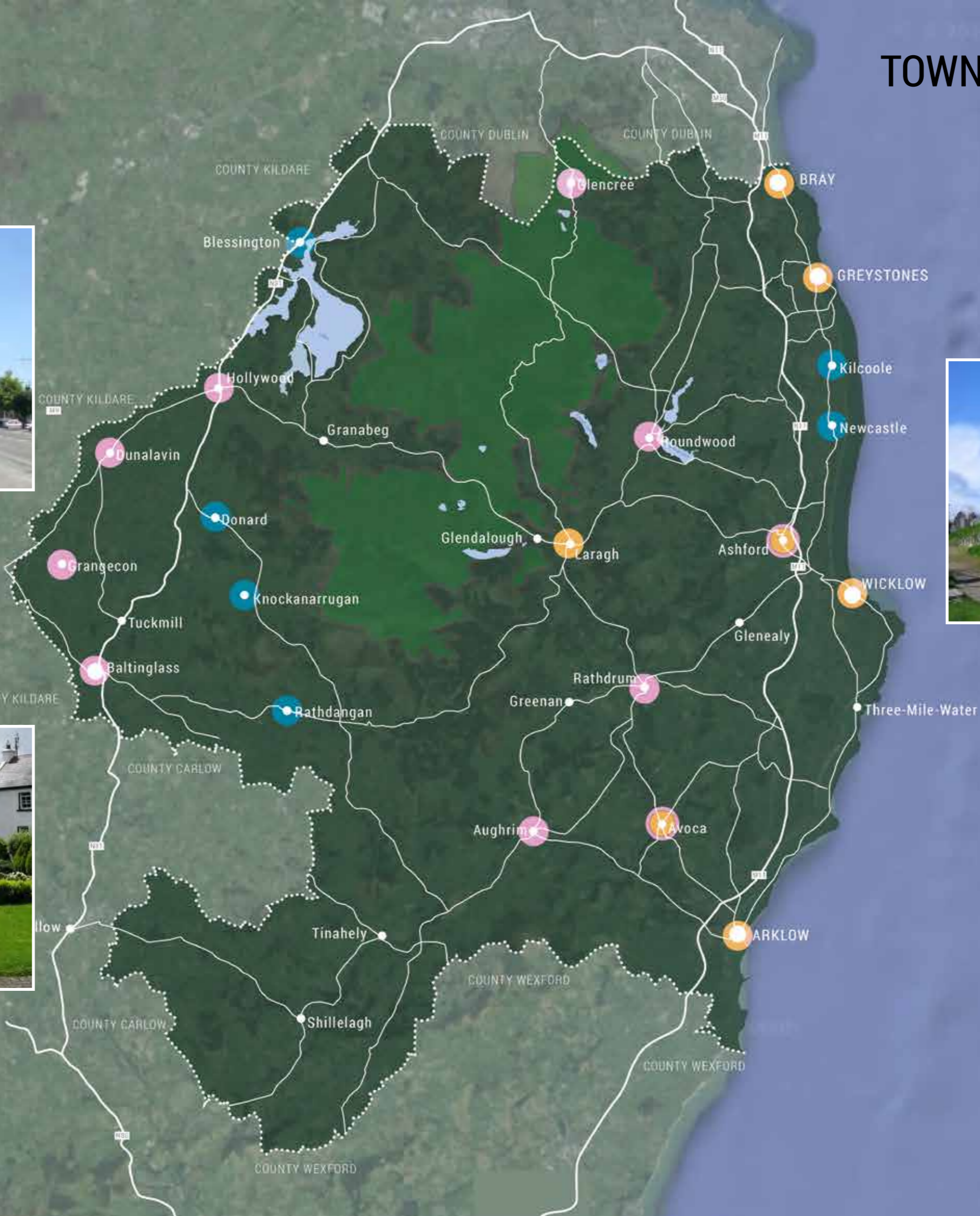


# TOWN AND SETTLEMENT CHARACTER



- Established Visitor Offer
- Those with Potential

# TOWN AND SETTLEMENT CHARACTER



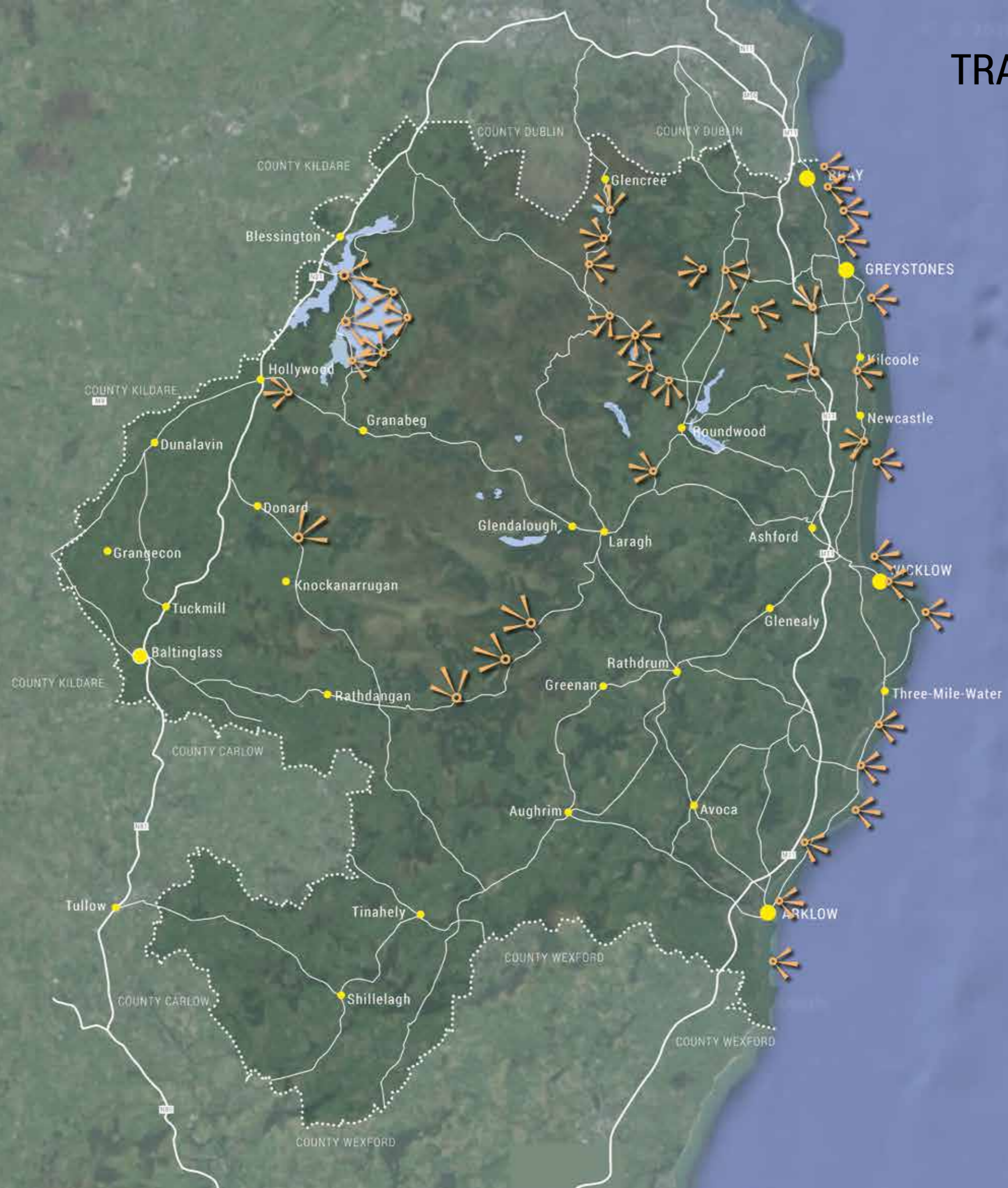
-  Established Visitor Offer
-  Those with Potential
-  Basic Visitor Servicing





# TRAVEL EXPERIENCES

## Viewpoints



# TRAVEL EXPERIENCES

## Viewpoints



# TRAVEL EXPERIENCES

## Parking Hotspots Crime



JOSEPH DEEVES | 30 AUG 2019

*Bikes taken and riders left stranded after being driven off the road*



A series of robberies have befallen riders in the Wicklow Mountains. Despite its proximity to Dublin, the area which constitutes the largest upland area in the Republic of Ireland is sparsely inhabited. A popular spot with cyclists, recent months have seen multiple bicycle thefts following a similar pattern.

Lone riders in the area have been forced off the road by men in a car or van before having their bicycles and phones stolen.

Ripping someone off a bike and into a ditch, with the bike being pulled off them, is a terrifying experience. Dublin Cycling Group spokesperson Kieran Ryan told *Independence.ie*.

### Seven cars broken into at popular spot in Wicklow Mountains

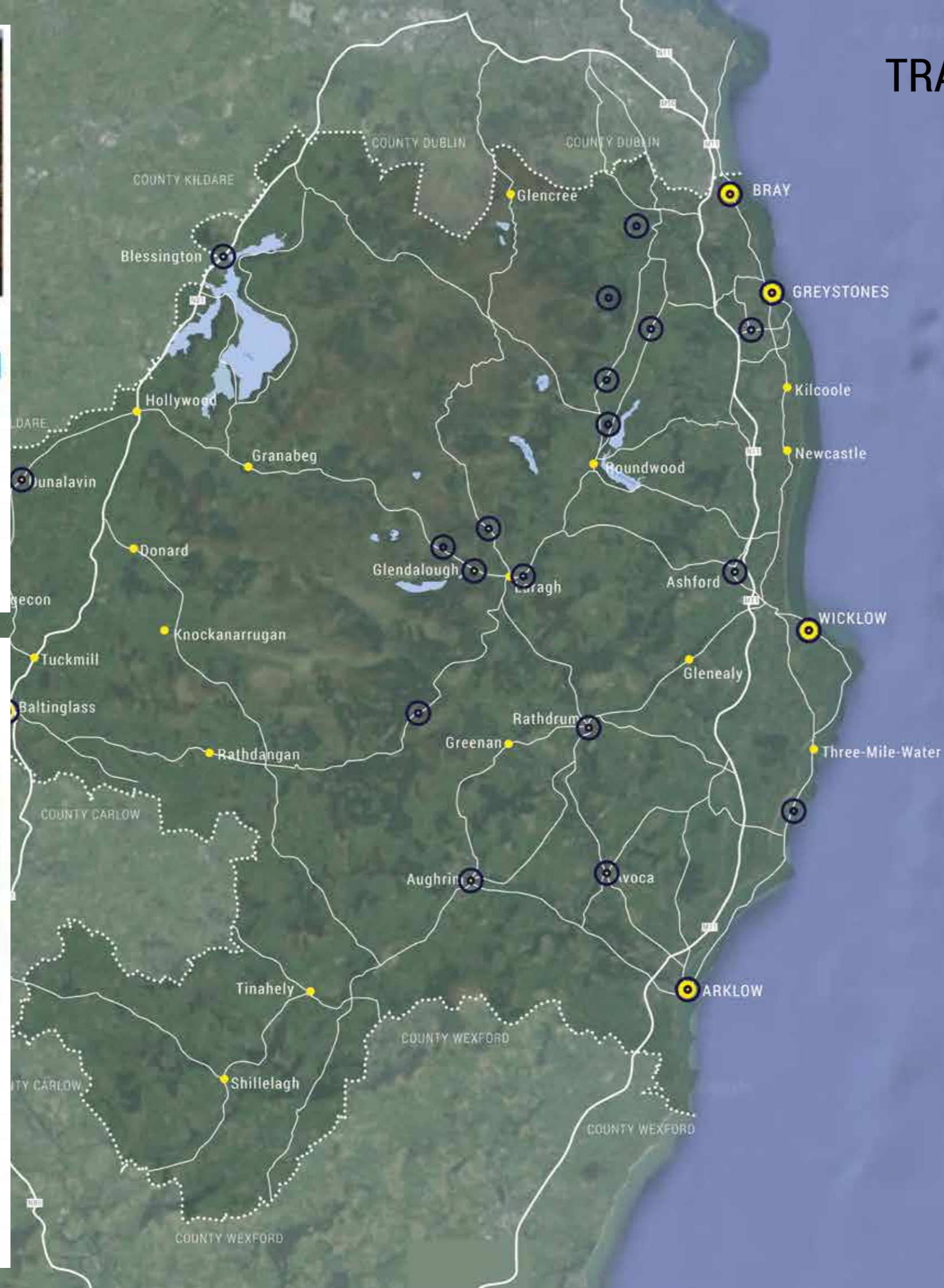


TUESDAY, JUNE 27, 2017 - 12:14 PM

Wicklow Uplands Council are advising car owners to be vigilant after seven cars were broken into at a popular beauty spot in the Wicklow Mountains over the weekend, writes *William O'Toole*.

A group of family and friends were taking part in a birthday walk and when they returned to their cars, they noticed that windows had been smashed in all seven vehicles.

The incident took place between 11am and 12pm on Saturday at the Shay Elliott car-park which is located at the top of the hill between Glenmalur and Laragh.





## EMERGING ISSUES



Laragh and Glendalough has become the focus for not only the monastic experience but also the wilderness, with access and parking compromising the experience of both

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Laragh and Glendalough has become the focus for not only the monastic experience but also the wilderness, with access and parking compromising the experience of both

The wilderness landscape lacks legibility – network of places to park and explore, with some locations currently being overwhelmed

A lack of consistent high quality of experience

Linkages lack legibility

# EMERGING ISSUES

## WICKLOW MOUNTAINS NATIONAL PARK

The detail on this map is generalised; it is not suitable for hill-walking. The map does not show legal title to property. Cartography © 2009 - ESRI Ireland Ltd and the National Parks & Wildlife Service, Department of Arts, Heritage and the Gaeltacht. Based on Ordnance Survey Ireland data. Licence No. EN 0059208. © Ordnance Survey Ireland / Government of Ireland.

0 2 4 6 8 10 km



Laragh and Glendalough has become the focus for not only the monastic experience but also the wilderness, with access and parking compromising the experience of both

The wilderness landscape lacks legibility – network of places to park and explore, with some locations currently being overwhelmed

A lack of consistent high quality of experience

Linkages lack legibility

Lack of cohesive sense of identity, with the range of destinations largely 'fighting their own corner'

An aerial photograph of a forested landscape. The terrain is hilly and covered in dense green trees. A prominent stone tower or ruin sits on a hillside in the middle-left portion of the image. The overall scene is a mix of dark green forest and lighter green areas, possibly indicating different types of vegetation or cleared land.

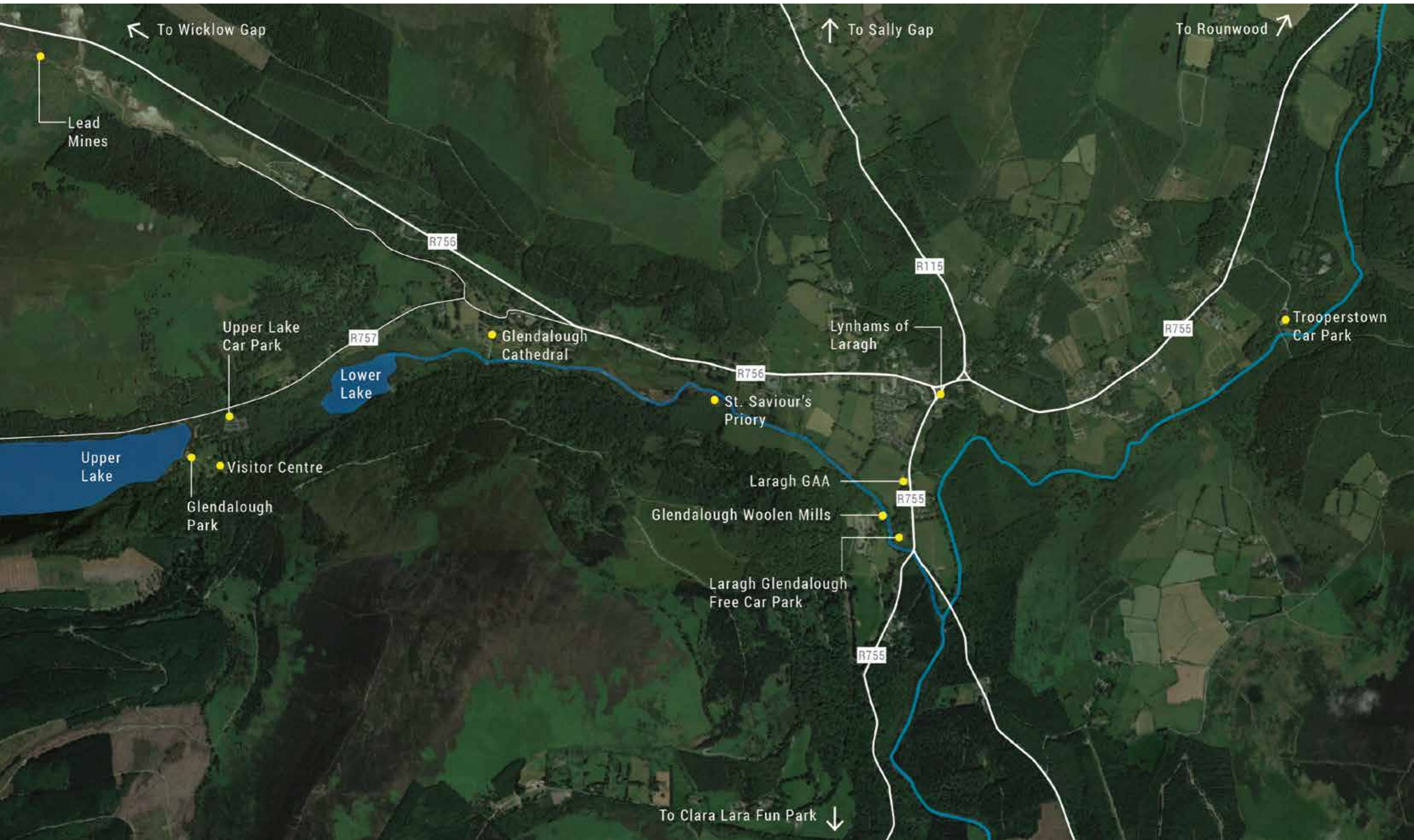
## EMERGING RESPONSE

Restore the sacred landscape of Glendalough – separate out the wilderness experience to be focussed elsewhere, reduce the impact of vehicles, mobilise the wider landscape to generate carrying capacity (moving the visitor centre away from the sensitive monastic focus, e.g Bru na Boinne, Fountains Abbey, Hillsborough Castle)

Establish a clear focus of who the wilderness is for – trailheads for walking/cycling – dispersed

Clear hierarchy of routes and emphasis on connections from rail stations

A strong Wicklow Mountains identity (similar to Lake District or Loch Lomond & The Trossachs National Park) – see how the destinations sit relative to a boundary of the National Park



To Wicklow Gap

To Sally Gap

To Rounwood

Lead Mines

R756

R115

Upper Lake Car Park

R757

Glendalough Cathedral

Lynhams of Laragh

R755

Trooperstown Car Park

Lower Lake

R756

St. Saviour's Priory

Upper Lake

Visitor Centre

Glendalough Park

Laragh GAA

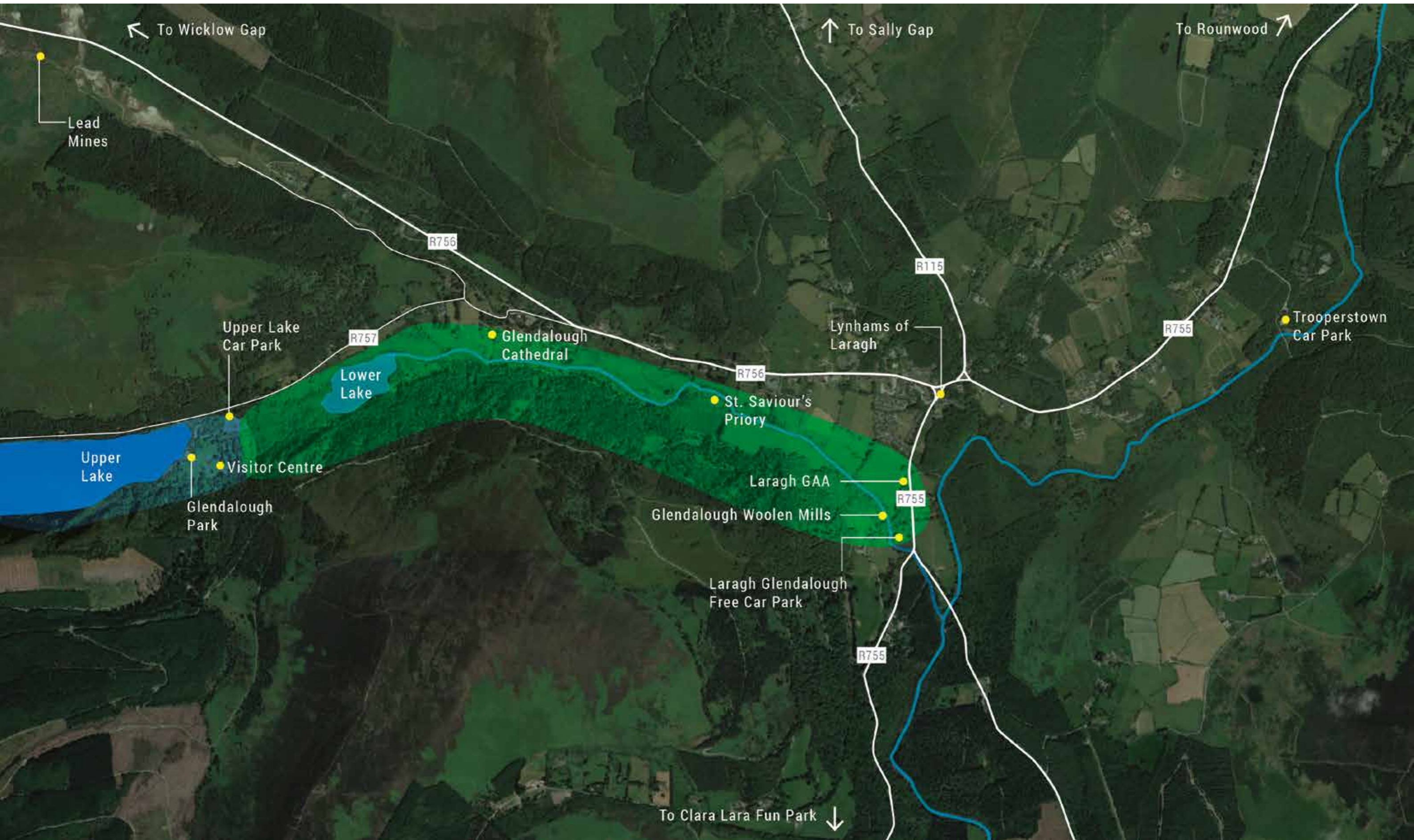
R755

Glendalough Woolen Mills

Laragh Glendalough Free Car Park

R755

To Clara Lara Fun Park



To Wicklow Gap

To Sally Gap

To Rounwood

Lead Mines

R756

R115

Upper Lake Car Park

R757

Glendalough Cathedral

Lynhams of Laragh

R755

Trooperstown Car Park

Lower Lake

R756

St. Saviour's Priory

Upper Lake

Visitor Centre

Laragh GAA

R755

Glendalough Park

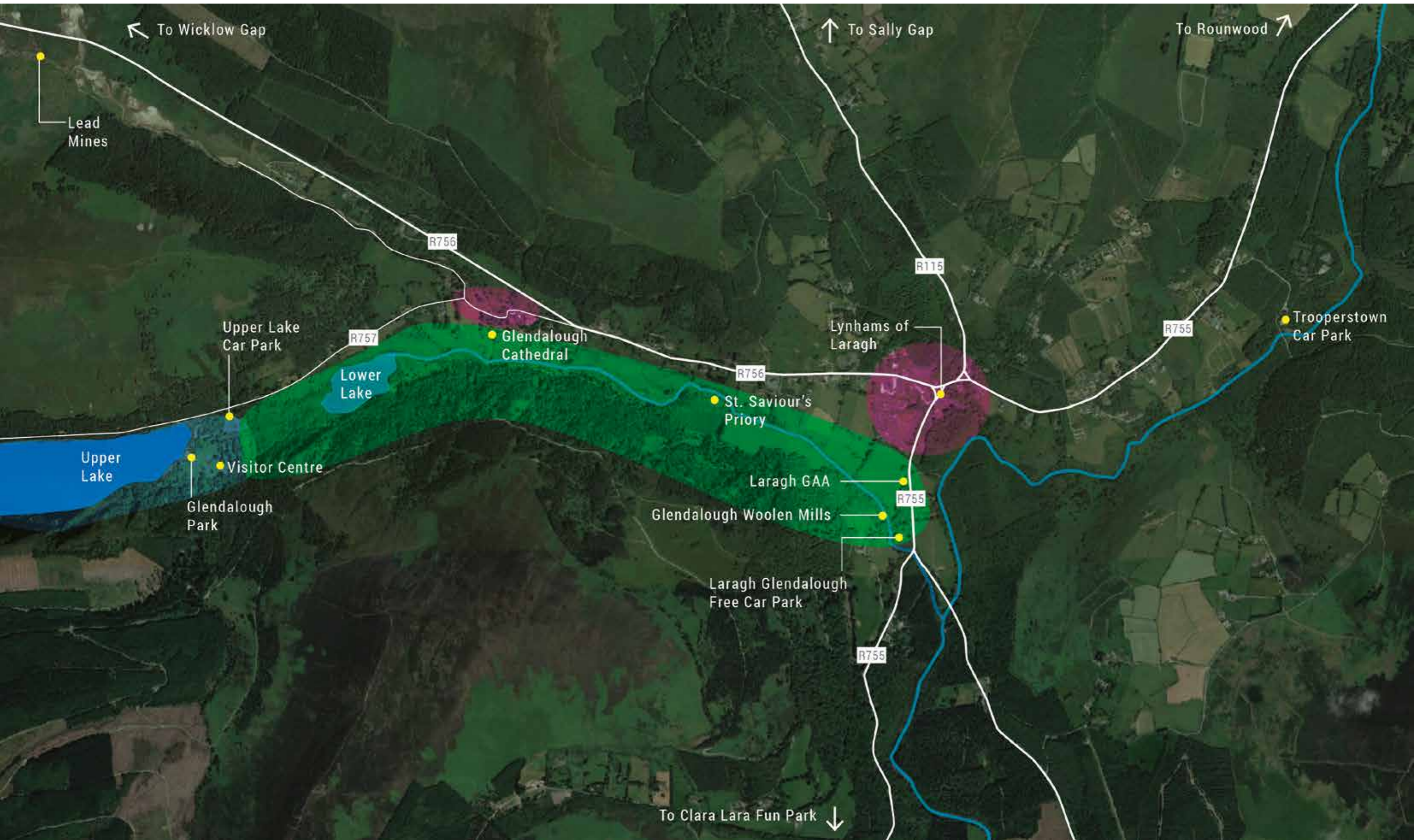
Glendalough Woolen Mills

Laragh Glendalough Free Car Park

R755

To Clara Lara Fun Park





To Wicklow Gap ←

↑ To Sally Gap

To Rounwood ↗

Lead Mines

R756

R115

Upper Lake Car Park

R757

Glendalough Cathedral

Lynhams of Laragh

R755

Trooperstown Car Park

Lower Lake

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Glendalough Park

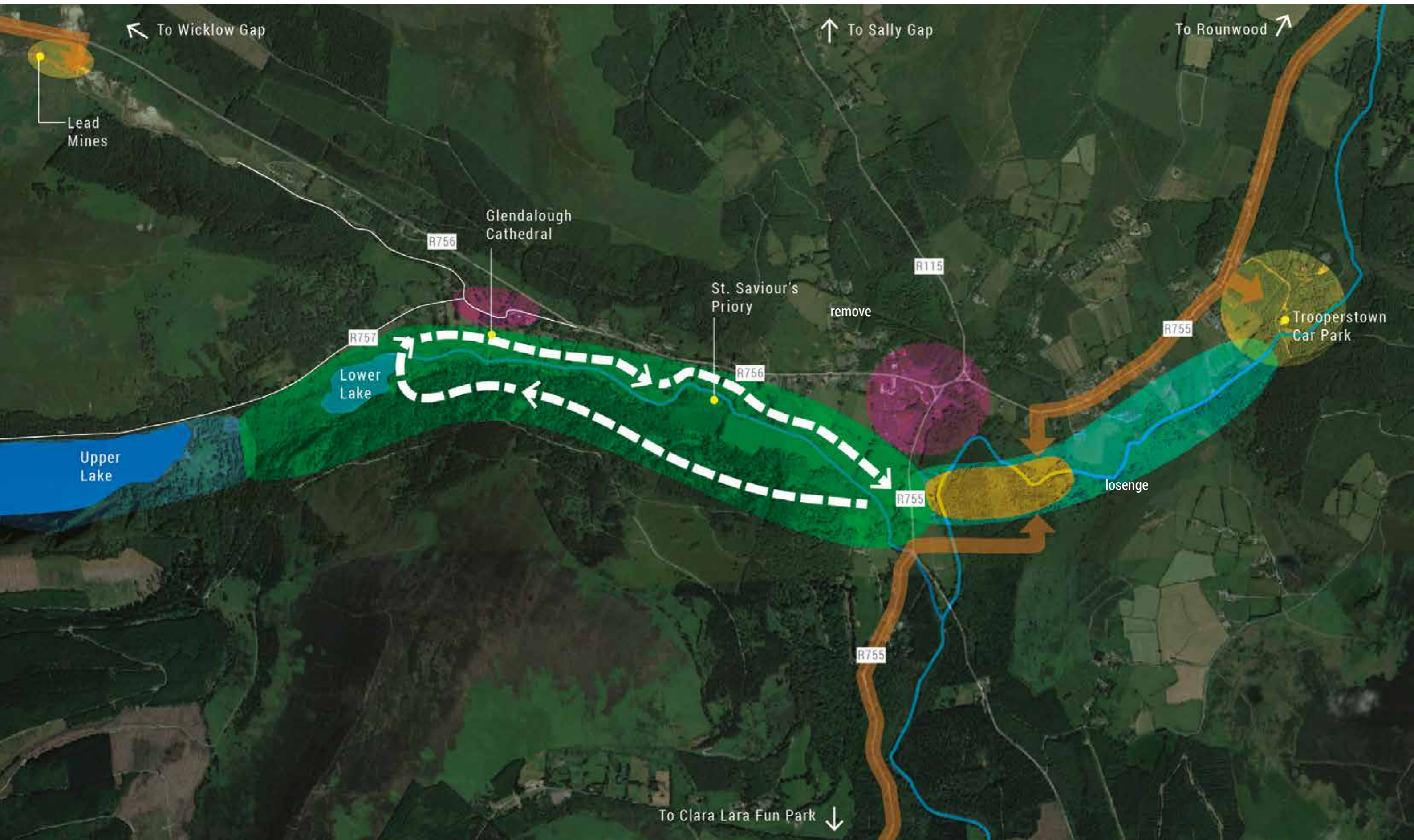
Laragh GAA

R755

Glendalough Woolen Mills

Laragh Glendalough Free Car Park

To Clara Lara Fun Park ↓





**GLENDALOUGH AND WICKLOW MOUNTAINS  
NATIONAL PARK**

Draft Visitor Experience & Management Masterplan

**Appendix A3**

*Traffic Surveys*

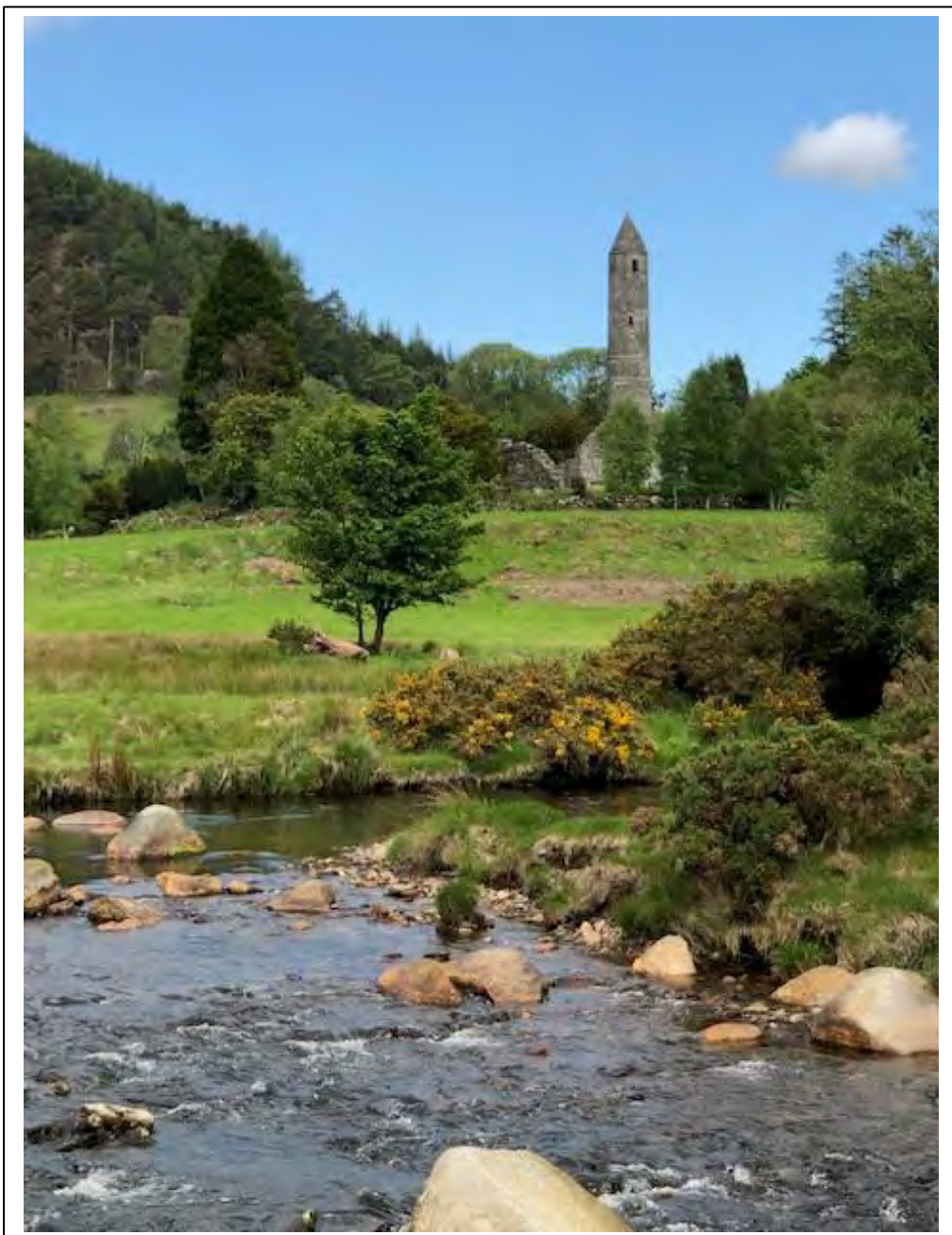
*Author: Kevin McShane Ltd*

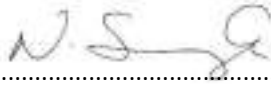
DRAFT

# Glendalough Transport Surveys

June Bank Holiday Weekend

6-7 June 2021



Prepared by:   
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 Civil Engineer

Checked by: .....  
 Karen McShane  
 Managing Director

Approved by: .....  
 Karen McShane  
 Managing Director

Rev No	Comments	Checked by	Approved by	Date

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Job No: KMS/20-059

Date Created 08 Jul. 21

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## Summary

There is a lack of long term site specific data about traffic volumes and patterns in Wicklow which these traffic surveys have set out to address.

The findings are obviously caveated by the somewhat unusual traffic patterns generated by Covid restrictions but comparisons can be made based on available visitor counter data (as set out in the ORNI Visitor Analysis Report) from previous years. Importantly, they give us estimates of occupancy rates per car and average dwell times so that other available traffic volume data from Wicklow County Council can also be related to actual visitor numbers.

The survey information shows that on 'peak' and 'super peak' days the current capacity and visitor management measures are inadequate to prevent congestion, queuing, inappropriately placed temporary car parks, significant inconvenience to local residents and a poor quality visitor experience. This has been acknowledged for many years but the survey data contained in this report shows empirical proof and identifies the scale of the problem to be addressed. This data is feeding directly in to the proposals for new car park capacity in and around Laragh, the provision of a connecting shuttle bus and trail network, and, most importantly the need for co-ordinated active visitor management. All of these issues are taken up in the ORNI, Hogarth and Consarc reports and proposals for the valley.

In the wider context, consideration will need to be given of longer term more sustainable ways of transport to the area, in particularly from Dublin, to reduce the dependence on private car transport. Existing mechanisms include the St Kevin's Dublin to Glendalough bus service, Local Link bus service between Laragh and Arklow and Wicklow and private hire buses by some Dublin based Rambling Clubs with variable drop-off and pick-up points.

While it is possible for people to travel by bus or train ( Rathdrum and then local link) from Dublin to Glendalough at the moment, this is not well used by visitors at the moment. Other longer term options would be Park and Ride car parks in the vicinity of Kilmanogue on the N11 and Blessington on the N81, but these are unlikely to be viable options unless overall restrictions were to be introduced on traffic volumes on the minor road network in the uplands. We would suggest such issues are part of the longer term debate to be management by the proposed co-ordinated visitor management structures and in the short term the proposals set out for car park development and managements in the ORNI, Hogarth and Consarc proposals are the best way to manage the pressures and open up the opportunities for sustainable and enjoyable visitor experiences.

# 1. Introduction

Kevin McShane Ltd has been commissioned as part of the team for the preparation of transport reports to consider the base line and proposed movements at Laragh and Glendalough on a typical day and on a bank holiday weekend. The typical site location of Glendalough and St Kevin's bed is shown in Figure 1.

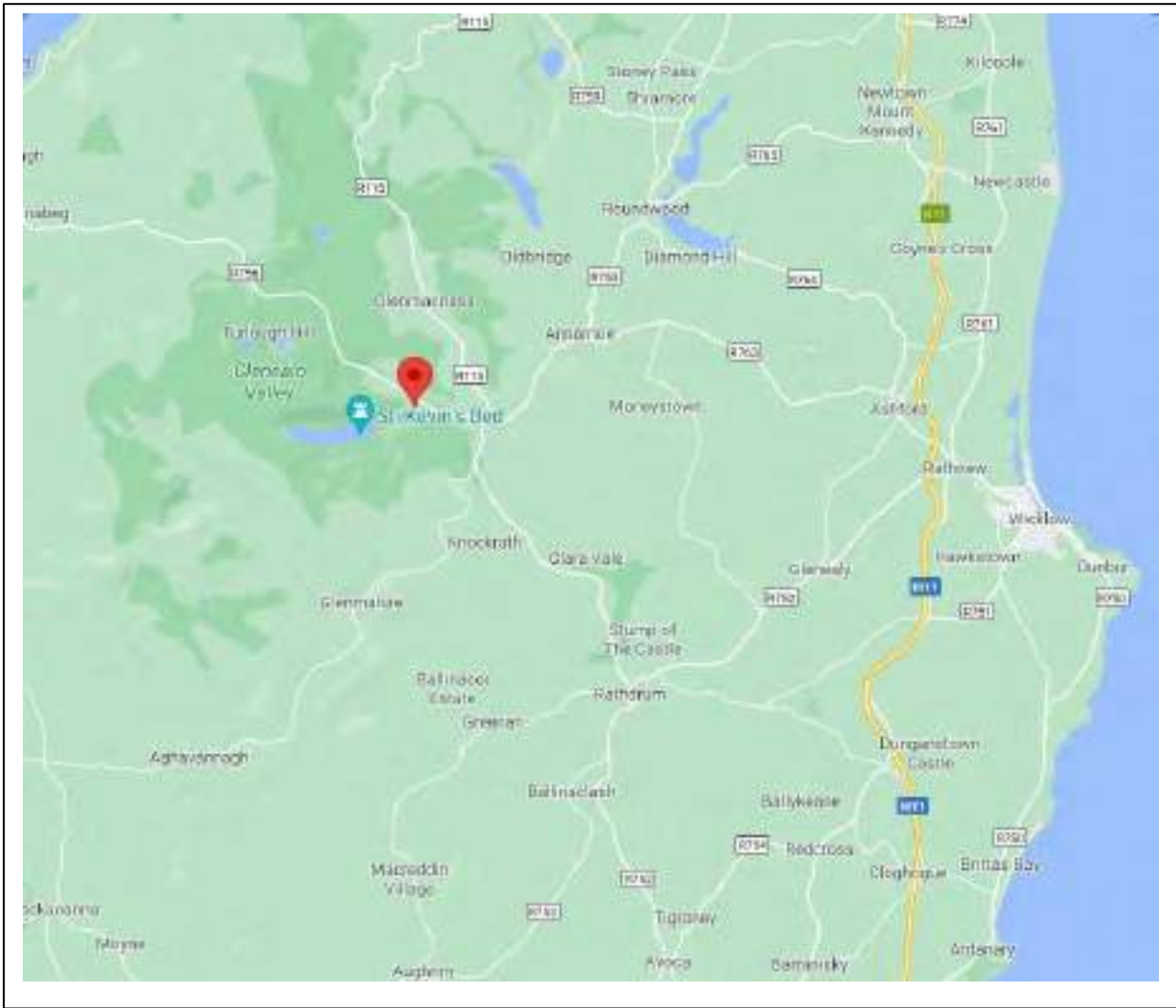


Figure 1 - Site Location

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This Technical Note has been prepared to highlight the findings and results collected from the visual car park surveys and from the automatic traffic counts that were recorded over the weekend. Analysis is carried out on the car park occupancy of the visitors to the site and of the typical turn over in the car park to determine how often the spaces are reused. This is a preliminary report in the initial findings. To facilitate this assessment a site visit has occurred, and traffic flows have been obtained. This Technical Note presents the following information:

- Existing site overview.
- Summary of existing car park use.
- Summary of Automatic Traffic Count Data.
- Summary of car park occupancy.
- Summary of space turnover.



## 2. Existing Site Overview

Laragh is the main village in proximity to Glendalough and is located the east of the existing historic Glendalough site. Travellers approach the site via the N11 from Dublin which directs them along the R755 to Laragh, the Eastern Approach.

From the south the R755 extends through Laragh and provide the southern connection to Arklow. This involves a route along a rural road via Avoca, Rathdrum and Clara Vale. The approach brings drivers past the Laragh GAA club.

The route to the west connects Laragh to Glendalough via the R756 to the R757 which extends to the Glendalough Visitor Centre and the two main Glendalough Car Parks.

Travelling North via the R756 involves a right turn at the improved junction between the R757 and R756. The R756 extends west over Turlough Hill towards the N81 and north via the R758 to Poulaphouca Lake.



Figure 2- Laragh Approach routes

The other minor road through Laragh is the northern connection along the R115 to Glenmacnass Waterfall, Lough Tat and the Wicklow National Park.

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### 3. Existing Car Park Use.

Previous surveys carried out at Glenveagh National Park highlighted Easter and summer bank holidays as some of the busiest days at the visitor attraction. The announcement that Covid restrictions were to lift in Ireland over the bank holiday weekend suggested that the 6/7 June 2021 would be a busy weekend and would offer an opportunity to assess the levels of traffic in the area.

On the Sunday spot checks were carried out at the main parking areas in Laragh and along some of the mountain roads. Site observations indicated that in the immediate vicinity of Glendalough the car parks filled from 11.00am and remained full for most of the day. In the mountain areas the car parks at the viewing points also remained full over the afternoon period.

Figure 3 sets out the location of the car park locations recorded on Sunday 6<sup>th</sup> June. Some of these were revisited on Monday 7<sup>th</sup>, but the results indicated that the busiest day of the weekend was the Sunday. Figure 3 4-5 identify a further set of the car parks surveyed on the Sunday.

Plates 1-7 outline photographs of the parking areas and indicate full car parks in most locations. The only areas that were not full were some of the remote mountain viewing points where cars parked momentarily before moving off again. At the same time there were observations of circulating trips past each of the full car parks.

Table 1 sets out the summary of the results for the Sunday survey and highlights that 1500 cars were parked in the Glendalough area and the hills at any one time. Taking the visitor centre car park, the upper lake car park, Lynhams Hotel and grass overflow areas at the hotel there were a total of 833 cars parked in mid-afternoon with a further 60 cars queued on the roads to get into the car parks. At this time, the Gardai were directing drivers over the mountain roads rather than onto Glendalough.

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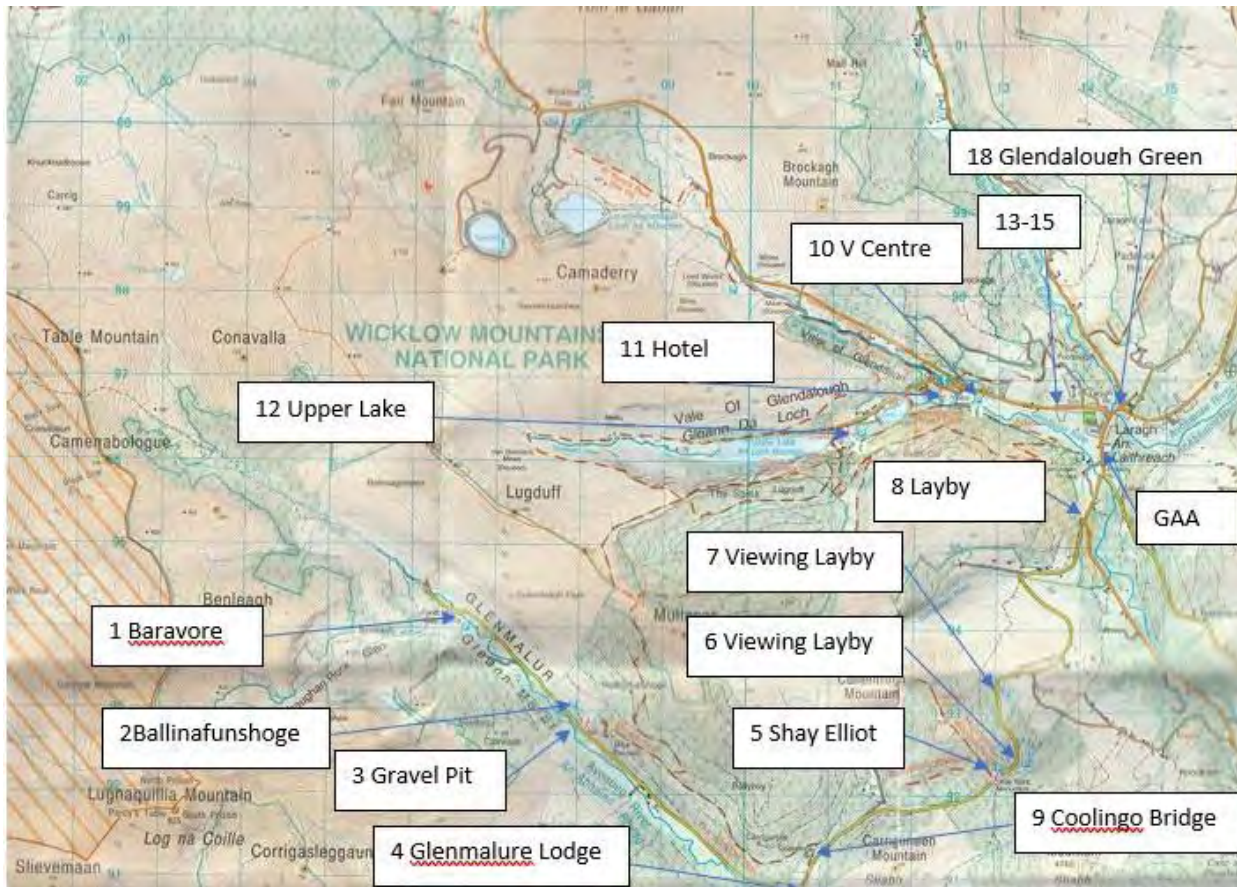


Figure 2 - Summary Car Park Locations, Glendalough Spot Checks Sunday 6<sup>th</sup> June 2021 (Bank Holiday Weekend)

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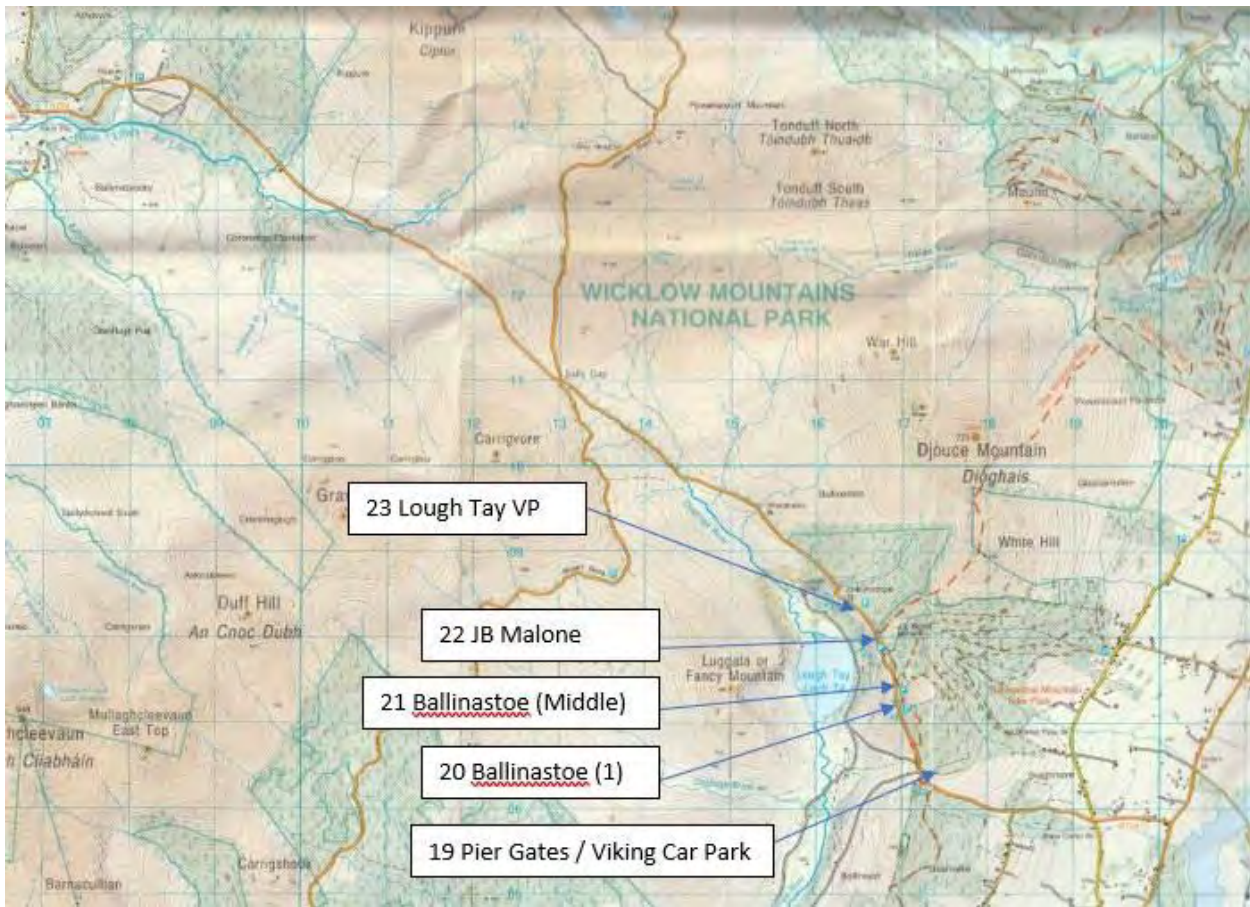


Figure 4 - Summary Car Park Locations, Glendalough Spot Checks Sunday 6<sup>th</sup> June 2021 (Bank Holiday Weekend)

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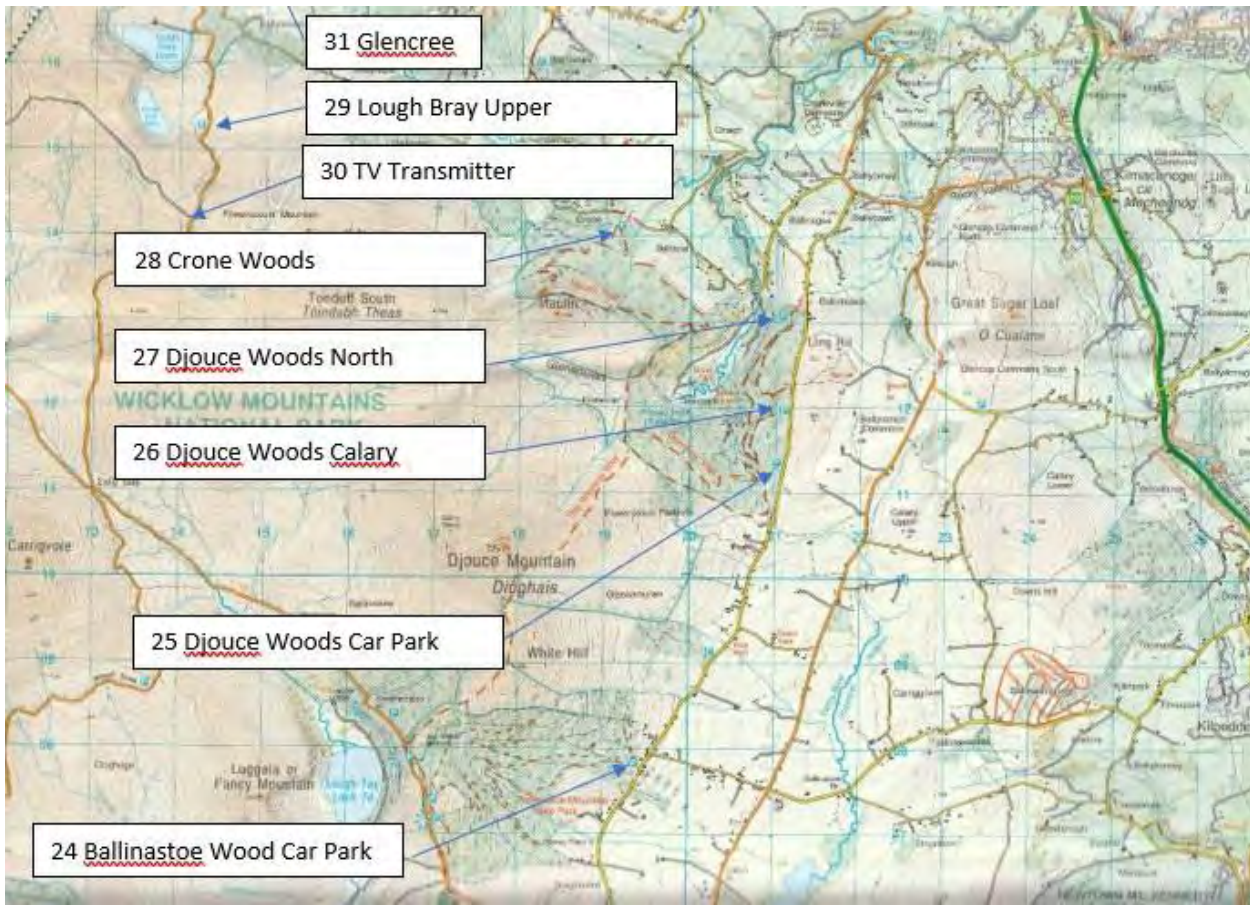


Figure 5 – Car Park Locations.

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1 Baravore	1 Baravore
	
3 Gravel Pit	3 Gravel Pit
	
5 Shay Elliot	5 Shay Elliot
	
5 Shay Elliot	4 Glenmalure Lodge

Plate 1 – Recorded Photographs Sunday 6<sup>th</sup> June 2021

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6 Viewing Layby



8 Layby



11 Hotel Overspill



11 Hotel Overspill



11 Hotel Overspill



11 Hotel Overspill

Plate 2 – Recorded Photographs Sunday 6<sup>th</sup> June 2021

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11 Hotel Overspill

5 Shay Elliot



3 Gravel Pit

1 Baravore



19 Pier Gates

19 Pier Gates

Plate 3 – Recorded Photographs Sunday 6<sup>th</sup> June 2021

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19 Pier Gates



20 Ballinastoe (South)



21 Ballinastoe Middle



20 Ballinastoe (South)



22 JB Malone



23 Lough Tay VP

Plate 4 – Recorded Photographs Sunday 6<sup>th</sup> June 2021

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23 Lough Tay VP

24 Ballinastoe wood car park



27 Djouce WoodsNorth

27 Djouce Woods



26 Djouce Calary

26 Djouce Calary

Plate 5 – Recorded Photographs Sunday 6<sup>th</sup> June 2021

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26 Djouce Woods Calary

28 Crone Woods



28 Crone Woods

28 Crone Woods



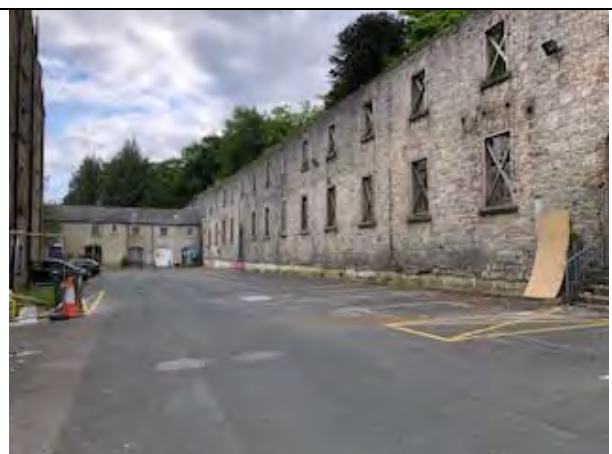
29 Lough Bray Upper

30 TC Transmitter

Plate 6 – Recorded Photographs Sunday 6<sup>th</sup> June 2021

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31 Glenree Visitor Centre

31 Glenree Visitor Centre

Plate 7 – Recorded Photographs Sunday 6<sup>th</sup> June 2021

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	Location	Approx Capacity	Parked	Parked outside	Total Parked
1	Baravore	30	30	39	69
2	Ballinafunshoge	8	8	15	23
3	Gravel Pit	0	0	16	16
4	Glenmalure Lodge	70	70	0	70
5	Shay Elliot Car Park, Glenmalure	24	24	0	24
6	Viewing Layby	5	0	0	0
7	Viewing Layby	2	1	0	1
8	Derrybawne Layby	7	6	0	6
9	Coolingo Bridge	5	5	0	5
10	Visitor Centre	221	221	0	221
11	Hotel	75	77	225	302
12	Upper Lake	230	230	20	250
13	Coffee Shop, Laragh	34	34	0	34
14	Heather Restaurant	27	27	0	27
15	The Orchard	100	35	0	35
16	GAA Club	25	0	0	0
17	Lynhams Hotel	60	60	0	60
18	Glendalough Green	30	30	4	34
19	pier Gates / Viking Car Park	150	89	0	89
20	Ballinastoe (1)	20	20	0	20
21	Ballinastoe (Middle)	25	25	0	25
22	Ballinastoe / JB Malone	19	19	0	19
23	Lough Tay Viewing Point	6	6	5	11
24	Ballinastoe Wood Car Park	16	16	15	31
25	Djouce Woods Lake	30	7	0	7
26	Djouce Woods Calary	32	12	0	12
27	Djouce Woods North	75	25	8	33
28	Crone Woods	82	46	8	54
29	Lough Bray Upper	17	15	0	15
30	TV Transmitter	5	3	0	3
31	Glencree Visitor Centre	68	0	4	4
	Total	1498	1141	359	1500

Table 1 – Sunday Car Park results.

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## 4 Automatic Traffic Count Data

For the week before automatic traffic counters were placed on the main approaches to Laragh and Glendalough. These recorded the traffic flows on each day through the village.

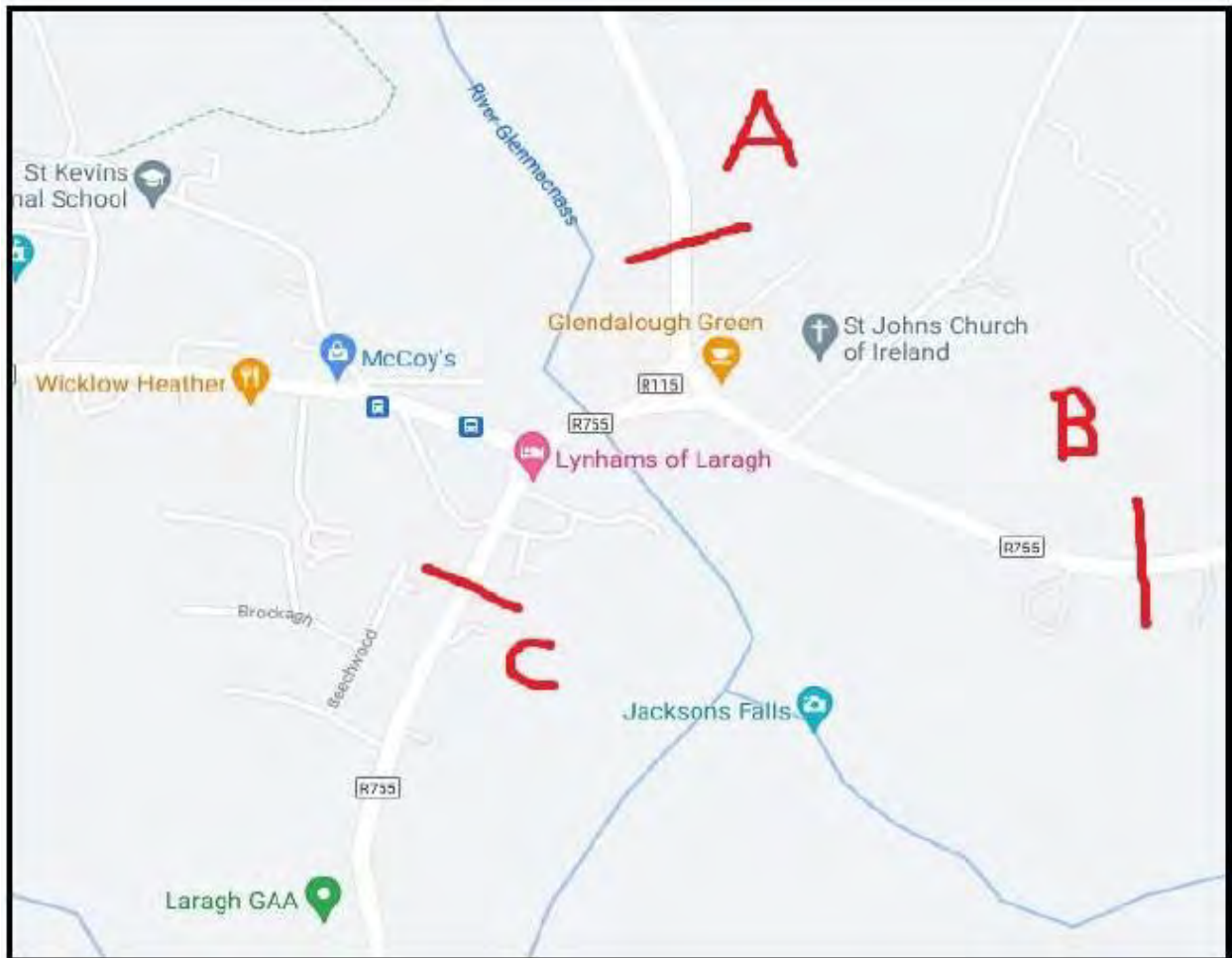


Figure 6 – Location of three of the ATC's

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Figure 7 – Location of the ATC on R756

	Wed	Thurs	Fri	Sat	Sun	Mon	
Time	02/06/2021	03/06/2021	04/06/2021	05/06/2021	06/06/2021	07/06/2021	Average
0700-1900	5317	6102	7312	9500	15295	13041	9428
0600-2200	6100	7374	8533	10461	16709	14433	10602
0600-0000	6209	7483	8687	10624	16847	14584	10739
0000-0000	6276	7540	8744	10728	16949	14662	10817

Table 2- Combined flows in each direction through the Village

Table 2 highlights the total flows when summing each of the ATC counters. The results show that there were 16949 vehicles through Laragh on the Sunday and 14662 on the Monday holiday. The typical flow from the previous Wednesday was only 6276 vehicles over the 24-hour period. As such the results indicate over 10,000 additional vehicle movements through the village on a bank holiday day. Full copies of the ATC data are included in the Appendices.

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## 5. Car Park Occupancy

To assess the level of car occupancy we examined the cars arriving and leaving the car park at the Lakes between 1100-1600 on the Sunday. Table 3 indicates the arrivals while Table 4 indicates the departures. On average the arrival showed an occupancy of 2.7 people per vehicle, while the departures indicate 2.6. Overall an estimate of 2.5 could be applied to each vehicle suggesting that from the 1500 cars parked at one time there were actually 3750 people at mid-afternoon. Further work needs carried out on the turnover of spaces to determine the number parked throughout the day.

Arrivals	Lower Car Park - Arrivals			Spaces		219			
1100-1600	1 person	2	3	4	5	Bus	Total	Cars Only	
Cars	14	127	70	43	15	2	271	269	
people	14	254	210	172	75	100	825	725	

Table 3- Arrivals to Lower Car Park

Departures	Lower Car Park - Departures			Spaces		219			
1100-1600	1 person	2	3	4	5	Bus	Total	Cars Only	
Cars	19	129	39	37	12	2	238	236	
people	19	258	117	148	60	100	702	602	

Table 4 – Departures to Lower Car Park

Upper Car Park									
Arrivals	Upper Car Park - Arrivals			Spaces		242			
1623-1730	1 person	2	3	4	5	Bus	Total	Cars Only	
Cars	6	15	13	12	1	0	47	47	
people	6	30	39	48	5	0	128	128	

Table 5- Arrivals to Upper Car Park

Departures	Upper Car Park - Departures			Spaces		219			
1100-1600	1 person	2	3	4	5	Bus	Total	Cars Only	
Cars	4	42	31	19	1	1	98	97	
people	4	84	93	76	5	32	294	262	

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#### Table 6- Departures at Upper Car Park

An examination of the Upper car park for the same period also confirms average occupancy figures of 2.7 for both the arrival and departure profiles. Use of a figure of 2.5 per car would offer a reasonable estimate of the number of people.

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## 6. Space turnover

Using the arrival and departure profile set out in Tables 3 to 6 at the Upper and Lower lakes an estimate can be made of the reuse of the spaces. We noted that the car parks were full from 1100 so any vehicles that left allowed for another vehicle to reuse the space.

An assessment of the figures indicates the Lower car park changed over 2.1 times per day. For the Upper car park, the spaces only turned over an average of 1.3 times.

Taking an average of 1.7 would allow a reasonable estimate of the number of visitors parking at Glendalough. From the car park info above we note that 1500 cars contained 3750 people and with the turnover this would allow for 6375 people on a typical bank holiday day parked at Glendalough.

## 7. Conclusions

The ATC counters at Glendalough noted nearly 10,000 additional vehicle trips through Laragh on the bank holiday Sunday.

Of the vehicles passing through it is possible that these would be arriving and departing and would be picked up by two counters on the journey suggesting that 5000 additional cars passed through the village.

At one time 1500 cars were parked in the area and within Glendalough itself there were 833 cars parked mid-afternoon. Applying the 1.7 turnover factor would suggest that 1416 cars parked in Glendalough meaning that about 3583 cars passed through and did not park in Glendalough.

This could imply that drivers did not park as they moved off to the mountain areas. However, it could also imply that there is a large latent demand of visitors that were unable to park due to the lack of facilities.

The calculated number of visitors parked at Glendalough on the Sunday was 6375 persons.

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## Appendix 1 – ATC Counters

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## 20-059 Glendalough

### ATC Results Summary Tables

#### ATC A - Old Military Road

	Wed	Thurs	Fri	Sat	Sun	Mon	
Time	02/06/2021	03/06/2021	04/06/2021	05/06/2021	06/06/2021	07/06/2021	Average
<b>0700-1900</b>	254	371	437	659	1260	980	660
<b>0600-2200</b>	290	453	521	728	1383	1067	740
<b>0600-0000</b>	298	460	529	738	1396	1080	750
<b>0000-0000</b>	299	460	531	745	1408	1086	755
<b>AM Peak</b>	<b>11:00</b>	<b>11:00</b>	<b>11:00</b>	<b>11:00</b>	<b>11:00</b>	<b>11:00</b>	<b>11:00</b>
	23	31	35	57	129	65	57
<b>PM Peak</b>	<b>12:00</b>	<b>14:00</b>	<b>17:00</b>	<b>14:00</b>	<b>15:00</b>	<b>15:00</b>	<b>N/A</b>
	33	51	60	106	199	149	100

#### ATC B - R755 East of Laragh

	Wed	Thurs	Fri	Sat	Sun	Mon	
Time	02/06/2021	03/06/2021	04/06/2021	05/06/2021	06/06/2021	07/06/2021	Average
<b>0700-1900</b>	2191	2648	3119	4378	6792	5736	4144
<b>0600-2200</b>	2543	3174	3626	4813	7433	6344	4656
<b>0600-0000</b>	2581	3223	3693	4889	7486	6408	4713
<b>0000-0000</b>	2613	3248	3721	4921	7518	6431	4742
<b>AM Peak</b>	<b>08:00</b>	<b>11:00</b>	<b>11:00</b>	<b>11:00</b>	<b>11:00</b>	<b>11:00</b>	<b>N/A</b>
	198	199	319	412	689	529	391
<b>PM Peak</b>	<b>14:00</b>	<b>16:00</b>	<b>16:00</b>	<b>14:00</b>	<b>13:00</b>	<b>14:00</b>	<b>N/A</b>
	219	296	350	491	806	677	473

#### ATC C - R755 South of Laragh Towards Rathdrum

	Wed	Thurs	Fri	Sat	Sun	Mon	
Time	02/06/2021	03/06/2021	04/06/2021	05/06/2021	06/06/2021	07/06/2021	Average
<b>0700-1900</b>	1898	1990	2295	2858	4198	3559	2800
<b>0600-2200</b>	2248	2423	2692	3169	4570	3971	3179
<b>0600-0000</b>	2295	2454	2745	3224	4625	4018	3227
<b>0000-0000</b>	2318	2477	2765	3259	4660	4051	3255
<b>AM Peak</b>	<b>08:00</b>	<b>08:00</b>	<b>11:00</b>	<b>11:00</b>	<b>11:00</b>	<b>10:00</b>	<b>N/A</b>
	146	173	188	278	465	352	267
<b>PM Peak</b>	<b>16:00</b>	<b>16:00</b>	<b>17:00</b>	<b>16:00</b>	<b>14:00</b>	<b>17:00</b>	<b>N/A</b>
	206	214	271	313	463	399	311

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**ATC D - Start of R756 Northbound**

	<b>Wed</b>	<b>Thurs</b>	<b>Fri</b>	<b>Sat</b>	<b>Sun</b>	<b>Mon</b>	
<b>Time</b>	<b>02/06/2021</b>	<b>03/06/2021</b>	<b>04/06/2021</b>	<b>05/06/2021</b>	<b>06/06/2021</b>	<b>07/06/2021</b>	<b>Average</b>
<b>0700-1900</b>	974	1093	1461	1605	3045	2766	1824
<b>0600-2200</b>	1019	1324	1694	1751	3323	3051	2027
<b>0600-0000</b>	1035	1346	1720	1773	3340	3078	2049
<b>0000-0000</b>	1046	1355	1727	1803	3363	3094	2065
<b>AM Peak</b>	<b>09:00</b>	<b>10:00</b>	<b>11:00</b>	<b>11:00</b>	<b>11:00</b>	<b>11:00</b>	<b>N/A</b>
	69	71	94	152	298	223	151
<b>PM Peak</b>	<b>16:00</b>	<b>18:00</b>	<b>16:00</b>	<b>14:00</b>	<b>14:00</b>	<b>17:00</b>	<b>N/A</b>
	99	136	217	192	443	354	240

**All ATC'S Combined**

	<b>Wed</b>	<b>Thurs</b>	<b>Fri</b>	<b>Sat</b>	<b>Sun</b>	<b>Mon</b>	
<b>Time</b>	<b>02/06/2021</b>	<b>03/06/2021</b>	<b>04/06/2021</b>	<b>05/06/2021</b>	<b>06/06/2021</b>	<b>07/06/2021</b>	<b>Average</b>
<b>0700-1900</b>	5317	6102	7312	9500	15295	13041	9428
<b>0600-2200</b>	6100	7374	8533	10461	16709	14433	10602
<b>0600-0000</b>	6209	7483	8687	10624	16847	14584	10739
<b>0000-0000</b>	6276	7540	8744	10728	16949	14662	10817

## Glendalough WeeklyVehicleCountsATCA-Old Military Road

### WeeklyVehicle-56--English(ENG)

#### Datasets:

**Site:** [Glendalough ATC A] Old Military Road - Just South of Glendalough Glamping Site Access  
**at Telegraph Pole**  
**Attribute:** 20-059  
**Direction:** 7 - North bound A>B, South bound B>A. Lane: 0  
**Survey Duration:** 00:00 01 June 2021 => 10:42 09 June 2021,  
**Zone:** European Union  
**File:** Glendalough ATC A 0 2021-06-09 1043.EC0 (Plus )  
**Identifier:** TC74VKWT MC5900-X13 (c)MetroCount 09Nov16  
**Algorithm:** Factory default axle (v5.05)  
**Data type:** Axle sensors - Paired (Class/Speed/Count)

#### Profile:

**Filter time:** 00:00 01 June 2021 => 10:42 09 June 2021 (8.44647)  
**Included classes:** 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12  
**Speed range:** 5 - 100 mph.  
**Direction:** North, East, South, West (bound), P = North, Lane = 0-16  
**Separation:** Headway > 0 sec, Span 0 - 100 metre  
**Name:** Default Profile  
**Scheme:** Vehicle classification (UK2001B)  
**Units:** Part metric (metre, mi, m/s, mph, kg, tonne)  
**In profile:** Vehicles = 4852 / 5012 (96.81%)

## WeeklyVehicleCountsATCA-OldMilitaryRoad

WeeklyVehicle-56

Site: Glendalough ATC A.0.1NS  
 Description: Old Military Road - Just South of Glendalough Glamping Site Access at Telegraph Pole  
 Filter time: 00:00 01 June 2021 => 10:42 09 June 2021  
 Scheme: Vehicle classification (UK2001B)  
 Filter: Cls(1-12) Dir(NESW) Sp(5,100) Headway(>0) Span(0 - 100) Lane(0-16)

Hour	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Averages	
	31 May	01 Jun	02 Jun	03 Jun	04 Jun	05 Jun	06 Jun	1 - 5	1 - 7
0000-0100	*	0	0	0	0	4	6	0.0	1.7
0100-0200	*	0	0	0	1	1	0	0.3	0.3
0200-0300	*	0	0	0	0	0	1	0.0	0.2
0300-0400	*	0	0	0	1	0	1	0.3	0.3
0400-0500	*	0	0	0	0	1	4	0.0	0.8
0500-0600	*	0	1	0	0	1	0	0.3	0.3
0600-0700	*	0	4	9	3	0	6	4.0	3.7
0700-0800	*	0	9	4	8	10	13	5.3	7.3
0800-0900	*	0	17	15	17	16	26	12.3	15.2
0900-1000	*	0	18	21	23	32	59	15.5	25.5
1000-1100	*	0	12	25	24	47	86	15.3	32.3
1100-1200	*	0	23	31	35	57	129	22.3	45.8
1200-1300	*	0	33	25	41	57	134	24.8	48.3
1300-1400	*	0	20	32	47	55	168	24.8	53.7
1400-1500	*	8	32	51	35	106	148	31.5	63.3
1500-1600	*	29	20	48	48	94	199	36.3	73.0
1600-1700	*	35	20	37	58	72	129	37.5	58.5
1700-1800	*	29	30	38	60	57	103	39.3	52.8
1800-1900	*	47	20	44	41	56	66	38.0	45.7
1900-2000	*	32	14	30	29	31	54	26.3	31.7
2000-2100	*	21	12	17	28	22	38	19.5	23.0
2100-2200	*	14	6	26	24	16	25	17.5	18.5
2200-2300	*	7	7	5	6	7	10	6.3	7.0
2300-2400	*	1	1	2	2	3	3	1.5	2.0
<b>Totals</b>									
0700-1900	*	148	254	371	437	659	1260	302.5	521.5
0600-2200	*	215	290	453	521	728	1383	369.8	598.3
0600-0000	*	223	298	460	529	738	1396	377.5	607.3
0000-0000	*	223	299	460	531	745	1408	378.3	611.0
AM Peak	*	1100	1100	1100	1100	1100	1100		
	*	0	23	31	35	57	129		
PM Peak	*	1800	1200	1400	1700	1400	1500		
	*	47	33	51	60	106	199		

\* - No data.

## WeeklyVehicleCounts

WeeklyVehicle-56

Site: Glendalough ATC A.0.1NS  
 Description: Old Military Road - Just South of Glendalough Glamping Site Access at Telegraph Pole  
 Filter time: 00:00 01 June 2021 => 10:42 09 June 2021  
 Scheme: Vehicle classification (UK2001B)  
 Filter: Cls(1-12) Dir(NESW) Sp(5,100) Headway(>0) Span(0 - 100) Lane(0-16)

Hour	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Averages	
	07 Jun	08 Jun	09 Jun	10 Jun	11 Jun	12 Jun	13 Jun	1 - 5	1 - 7
0000-0100	2	1	0	*	*	*	*	1.0	1.0
0100-0200	0	0	0	*	*	*	*	0.0	0.0
0200-0300	0	0	0	*	*	*	*	0.0	0.0
0300-0400	0	0	0	*	*	*	*	0.0	0.0
0400-0500	0	0	0	*	*	*	*	0.0	0.0
0500-0600	4	5	0	*	*	*	*	3.0	3.0
0600-0700	6	5	0	*	*	*	*	3.7	3.7
0700-0800	9	8	0	*	*	*	*	5.7	5.7
0800-0900	16	15	0	*	*	*	*	10.3	10.3
0900-1000	41	23	0	*	*	*	*	21.3	21.3
1000-1100	55	22	0	*	*	*	*	25.7	25.7
1100-1200	65	21	*	*	*	*	*	43.0	43.0
1200-1300	95	0	*	*	*	*	*	47.5	47.5
1300-1400	128	0	*	*	*	*	*	64.0	64.0
1400-1500	133	0	*	*	*	*	*	66.5	66.5
1500-1600	149	0	*	*	*	*	*	74.5	74.5
1600-1700	121	0	*	*	*	*	*	60.5	60.5
1700-1800	96	0	*	*	*	*	*	48.0	48.0
1800-1900	72	0	*	*	*	*	*	36.0	36.0
1900-2000	32	0	*	*	*	*	*	16.0	16.0
2000-2100	34	0	*	*	*	*	*	17.0	17.0
2100-2200	15	0	*	*	*	*	*	7.5	7.5
2200-2300	9	0	*	*	*	*	*	4.5	4.5
2300-2400	4	0	*	*	*	*	*	2.0	2.0
<b>Totals</b>									
0700-1900	980	89	*	*	*	*	*	503.0	503.0
0600-2200	1067	94	*	*	*	*	*	547.2	547.2
0600-0000	1080	94	*	*	*	*	*	553.7	553.7
0000-0000	1086	100	*	*	*	*	*	557.7	557.7
AM Peak	1100	0900	*	*	*	*	*		
	65	23	*	*	*	*	*		
PM Peak	1500	2300	*	*	*	*	*		
	149	0	*	*	*	*	*		

\* - No data.



## MetroCountTraffic Executive WeeklyVehicleCountsATCB-R755 EastofLaragh

### WeeklyVehicle-57--English(ENG)

#### Datasets:

Site: [Glendalough - ATC B] R755 Towards Glendalough centre at Speed Limit Signs, Before  
 Third dwelling on left Towards centre  
 Attribute: 20-059  
 Direction: 8 - East bound A>B, West bound B>A. Lane: 0  
 Survey Duration: 00:00 01 June 2021 => 16:02 09 June 2021,  
 Zone: European Union  
 File: Glendalough - ATC B 0 2021-06-09 1602.EC0 (Plus )  
 Identifier: TC6960S2 MC5900-X13 (c)MetroCount 09Nov16  
 Algorithm: Factory default axle (v5.05)  
 Data type: Axle sensors - Paired (Class/Speed/Count)

#### Profile:

Filter time: 00:00 01 June 2021 => 16:02 09 June 2021 (8.66825)  
 Included classes: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12  
 Speed range: 5 - 100 mph.  
 Direction: North, East, South, West (bound), P = East, Lane = 0-16  
 Separation: Headway > 0 sec, Span 0 - 100 metre  
 Name: Default Profile  
 Scheme: Vehicle classification (UK2001B)  
 Units: Part metric (metre, mi, m/s, mph, kg, tonne)  
 In profile: Vehicles = 31393 / 32161 (97.61%)

WeeklyVehicleCountsATCB-R755 EastofLaragh

WeeklyVehicle-57

Site: Glendalough - ATC B.0.1EW  
 Description: R755 Towards Glendalough centre at Speed Limit Signs, Before Third dwelling on left  
 Towards centre  
 Filter time: 00:00 01 June 2021 => 16:02 09 June 2021  
 Scheme: Vehicle classification (UK2001B)  
 Filter: Cls(1-12) Dir(NESW) Sp(5,100) Headway(>0) Span(0 - 100) Lane(0-16)

Hour	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Averages	
	31 May	01 Jun	02 Jun	03 Jun	04 Jun	05 Jun	06 Jun	1 - 5	1 - 7
0000-0100	*	0	4	2	2	9	18	2.0	5.8
0100-0200	*	0	1	0	1	7	2	0.5	1.8
0200-0300	*	0	2	4	5	2	3	2.8	2.7
0300-0400	*	0	1	1	3	4	1	1.3	1.7
0400-0500	*	0	3	5	2	4	5	2.5	3.2
0500-0600	*	0	21	13	15	6	3	12.3	9.7
0600-0700	*	0	68	82	54	22	28	51.0	42.3
0700-0800	*	0	132	121	114	72	74	91.8	85.5
0800-0900	*	0	198	190	150	191	206	134.5	155.8
0900-1000	*	0	168	173	209	280	431	137.5	210.2
1000-1100	*	0	142	185	233	377	639	140.0	262.7
1100-1200	*	0	191	199	319	412	689	177.3	301.7
1200-1300	*	0	202	223	266	454	690	172.8	305.8
1300-1400	*	0	192	240	253	393	806	171.3	314.0
1400-1500	*	270	219	280	310	491	690	269.8	376.7
1500-1600	*	261	179	236	336	468	705	253.0	364.2
1600-1700	*	315	199	296	350	454	703	290.0	386.2
1700-1800	*	291	200	250	304	454	600	261.3	349.8
1800-1900	*	255	169	255	275	332	559	238.5	307.5
1900-2000	*	206	150	228	217	186	310	200.3	216.2
2000-2100	*	146	85	131	149	144	205	127.8	143.3
2100-2200	*	95	49	85	87	83	98	79.0	82.8
2200-2300	*	45	29	43	43	46	38	40.0	40.7
2300-2400	*	14	9	6	24	30	15	13.3	16.3
<b>Totals</b>									
0700-1900	*	1392	2191	2648	3119	4378	6792	2337.5	3420.0
0600-2200	*	1839	2543	3174	3626	4813	7433	2795.5	3904.7
0600-0000	*	1898	2581	3223	3693	4889	7486	2848.8	3961.7
0000-0000	*	1898	2613	3248	3721	4921	7518	2870.0	3986.5
AM Peak	*	1100	0800	1100	1100	1100	1100		
	*	0	198	199	319	412	689		
PM Peak	*	1600	1400	1600	1600	1400	1300		
	*	315	219	296	350	491	806		

\* - No data.

WeeklyVehicleCountsATCB-R755 EastofLaragh

WeeklyVehicle-57

Site: Glendalough - ATC B.0.1EW  
 Description: R755 Towards Glendalough centre at Speed Limit Signs, Before Third dwelling on left  
 Towards centre  
 Filter time: 00:00 01 June 2021 => 16:02 09 June 2021  
 Scheme: Vehicle classification (UK2001B)  
 Filter: Cls(1-12) Dir(NESW) Sp(5,100) Headway(>0) Span(0 - 100) Lane(0-16)

Hour	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Averages	
	07 Jun	08 Jun	09 Jun	10 Jun	11 Jun	12 Jun	13 Jun	1 - 5	1 - 7
0000-0100	6	4	0	*	*	*	*	3.3	3.3
0100-0200	3	1	0	*	*	*	*	1.3	1.3
0200-0300	4	4	0	*	*	*	*	2.7	2.7
0300-0400	0	2	0	*	*	*	*	0.7	0.7
0400-0500	3	2	0	*	*	*	*	1.7	1.7
0500-0600	7	21	0	*	*	*	*	9.3	9.3
0600-0700	27	65	0	*	*	*	*	30.7	30.7
0700-0800	54	118	0	*	*	*	*	57.3	57.3
0800-0900	131	176	0	*	*	*	*	102.3	102.3
0900-1000	308	205	0	*	*	*	*	171.0	171.0
1000-1100	512	227	0	*	*	*	*	246.3	246.3
1100-1200	529	218	0	*	*	*	*	249.0	249.0
1200-1300	598	0	0	*	*	*	*	199.3	199.3
1300-1400	630	0	0	*	*	*	*	210.0	210.0
1400-1500	677	0	0	*	*	*	*	225.7	225.7
1500-1600	570	0	0	*	*	*	*	190.0	190.0
1600-1700	607	0	0	*	*	*	*	202.3	202.3
1700-1800	643	0	*	*	*	*	*	321.5	321.5
1800-1900	477	0	*	*	*	*	*	238.5	238.5
1900-2000	284	0	*	*	*	*	*	142.0	142.0
2000-2100	212	0	*	*	*	*	*	106.0	106.0
2100-2200	85	0	*	*	*	*	*	42.5	42.5
2200-2300	44	0	*	*	*	*	*	22.0	22.0
2300-2400	20	0	*	*	*	*	*	10.0	10.0
<b>Totals</b>									
0700-1900	5736	944	*	*	*	*	*	2413.3	2413.3
0600-2200	6344	1009	*	*	*	*	*	2734.5	2734.5
0600-0000	6408	1009	*	*	*	*	*	2766.5	2766.5
0000-0000	6431	1043	*	*	*	*	*	2785.5	2785.5
AM Peak	1100	1000	1100	*	*	*	*		
	529	227	0	*	*	*	*		
PM Peak	1400	2300	*	*	*	*	*		
	677	0	*	*	*	*	*		

\* - No data.

MetroCountTraffic Executive  
WeeklyVehicleCountsATCC-R755 SouthofLaragh

WeeklyVehicle-58--English(ENG)

Datasets:

Site: [Glendalough - ATC C] R755 Southbound Towards Rathdrum  
 Attribute: 20-059  
 Direction: 7 - North bound A>B, South bound B>A. Lane: 0  
 Survey Duration: 00:00 01 June 2021 => 16:11 09 June 2021,  
 Zone: European Union  
 File: Glendalough - ATC C 0 2021-06-09 1612.EC0 (Plus )  
 Identifier: SB153Y0N MC5900-X13 (c)MetroCount 09Nov16  
 Algorithm: Factory default axle (v5.05)  
 Data type: Axle sensors - Paired (Class/Speed/Count)

Profile:

Filter time: 00:00 01 June 2021 => 16:11 09 June 2021 (8.67494)  
 Included classes: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12  
 Speed range: 5 - 100 mph.  
 Direction: North, East, South, West (bound), P = North, Lane = 0-16  
 Separation: Headway > 0 sec, Span 0 - 100 metre  
 Name: Default Profile  
 Scheme: Vehicle classification (UK2001B)  
 Units: Part metric (metre, mi, m/s, mph, kg, tonne)  
 In profile: Vehicles = 21253 / 21749 (97.72%)

WeeklyVehicleCountsATCC-R755 SouthofLaragh

WeeklyVehicle-58

Site: Glendalough - ATC C.0.1NS  
 Description: R755 Southbound towards Rathdrum, After beech wood Junction before laragh GAA  
 Filter time: 00:00 01 June 2021 => 16:11 09 June 2021  
 Scheme: Vehicle classification (UK2001B)  
 Filter: Cls(1-12) Dir(NESW) Sp(5,100) Headway(>0) Span(0 - 100) Lane(0-16)

Hour	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Averages	
	31 May	01 Jun	02 Jun	03 Jun	04 Jun	05 Jun	06 Jun	1 - 5	1 - 7
0000-0100	*	0	5	3	2	17	17	2.5	7.3
0100-0200	*	0	1	2	0	3	3	0.8	1.5
0200-0300	*	0	0	2	2	3	7	1.0	2.3
0300-0400	*	0	1	1	4	1	1	1.5	1.3
0400-0500	*	0	1	2	2	3	4	1.3	2.0
0500-0600	*	0	15	13	10	8	3	9.5	8.2
0600-0700	*	0	64	69	46	20	26	44.8	37.5
0700-0800	*	0	130	119	119	53	38	92.0	76.5
0800-0900	*	0	146	173	108	113	80	106.8	103.3
0900-1000	*	0	116	141	171	159	246	107.0	138.8
1000-1100	*	0	108	133	175	256	425	104.0	182.8
1100-1200	*	0	115	133	188	278	465	109.0	196.5
1200-1300	*	0	141	157	169	309	439	116.8	202.5
1300-1400	*	0	174	180	168	276	463	130.5	210.2
1400-1500	*	0	183	190	189	303	463	140.5	221.3
1500-1600	*	29	182	171	266	306	431	162.0	230.8
1600-1700	*	234	206	214	252	313	405	226.5	270.7
1700-1800	*	223	195	196	271	282	395	221.3	260.3
1800-1900	*	199	202	183	219	210	348	200.8	226.8
1900-2000	*	162	143	192	161	125	168	164.5	158.5
2000-2100	*	88	90	95	123	84	122	99.0	100.3
2100-2200	*	89	53	77	67	82	56	71.5	70.7
2200-2300	*	38	28	26	27	38	39	29.8	32.7
2300-2400	*	11	19	5	26	17	16	15.3	15.7
<b>Totals</b>									
0700-1900	*	685	1898	1990	2295	2858	4198	1717.0	2320.7
0600-2200	*	1024	2248	2423	2692	3169	4570	2096.8	2687.7
0600-0000	*	1073	2295	2454	2745	3224	4625	2141.8	2736.0
0000-0000	*	1073	2318	2477	2765	3259	4660	2158.3	2758.7
AM Peak	*	1100	0800	0800	1100	1100	1100		
	*	0	146	173	188	278	465		
PM Peak	*	1600	1600	1600	1700	1600	1400		
	*	234	206	214	271	313	463		

\* - No data.

WeeklyVehicleCountsATCC-R755 SouthofLaragh

WeeklyVehicle-58

Site: Glendalough - ATC C.0.1NS  
 Description: R755 Southbound towards Rathdrum, After beech wood Junction before laragh GAA  
 Filter time: 00:00 01 June 2021 => 16:11 09 June 2021  
 Scheme: Vehicle classification (UK2001B)  
 Filter: Cls(1-12) Dir(NESW) Sp(5,100) Headway(>0) Span(0 - 100) Lane(0-16)

Hour	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Averages	
	07 Jun	08 Jun	09 Jun	10 Jun	11 Jun	12 Jun	13 Jun	1 - 5	1 - 7
0000-0100	19	4	0	*	*	*	*	7.7	7.7
0100-0200	4	1	0	*	*	*	*	1.7	1.7
0200-0300	4	2	0	*	*	*	*	2.0	2.0
0300-0400	0	2	0	*	*	*	*	0.7	0.7
0400-0500	1	1	0	*	*	*	*	0.7	0.7
0500-0600	5	21	0	*	*	*	*	8.7	8.7
0600-0700	22	61	0	*	*	*	*	27.7	27.7
0700-0800	44	101	0	*	*	*	*	48.3	48.3
0800-0900	93	155	0	*	*	*	*	82.7	82.7
0900-1000	184	156	0	*	*	*	*	113.3	113.3
1000-1100	352	146	0	*	*	*	*	166.0	166.0
1100-1200	295	0	0	*	*	*	*	98.3	98.3
1200-1300	383	0	0	*	*	*	*	127.7	127.7
1300-1400	368	0	0	*	*	*	*	122.7	122.7
1400-1500	365	0	0	*	*	*	*	121.7	121.7
1500-1600	389	0	0	*	*	*	*	129.7	129.7
1600-1700	357	0	0	*	*	*	*	119.0	119.0
1700-1800	399	0	*	*	*	*	*	199.5	199.5
1800-1900	330	0	*	*	*	*	*	165.0	165.0
1900-2000	190	0	*	*	*	*	*	95.0	95.0
2000-2100	133	0	*	*	*	*	*	66.5	66.5
2100-2200	67	0	*	*	*	*	*	33.5	33.5
2200-2300	34	0	*	*	*	*	*	17.0	17.0
2300-2400	13	0	*	*	*	*	*	6.5	6.5
<b>Totals</b>									
0700-1900	3559	558	*	*	*	*	*	1493.8	1493.8
0600-2200	3971	619	*	*	*	*	*	1716.5	1716.5
0600-0000	4018	619	*	*	*	*	*	1740.0	1740.0
0000-0000	4051	650	*	*	*	*	*	1761.3	1761.3
AM Peak	1000	0900	1100	*	*	*	*		
	352	156	0	*	*	*	*		
PM Peak	1700	2300	*	*	*	*	*		
	399	0	*	*	*	*	*		

\* - No data.

MetroCountTraffic Executive  
WeeklyVehicleCountsATCD-R756

WeeklyVehicle-59--English(ENG)

Datasets:

Site: [Glendalough - ATC D] Start of R756 adjacent to large 4 finger post sign w dyellow lines  
 across cway  
 Attribute: 20-059  
 Direction: 8 - East bound A>B, West bound B>A. Lane: 0  
 Survey Duration: 19:13 31 May 2021 => 16:23 09 June 2021,  
 Zone: European Union  
 File: Glendalough - ATC D 0 2021-06-09 1624.EC0 (Plus )  
 Identifier: JN45ZS97 MC56-L5 [MC55] (c)Microcom 19Oct04  
 Algorithm: Factory default axle (v5.05)  
 Data type: Axle sensors - Paired (Class/Speed/Count)

Profile:

Filter time: 19:14 31 May 2021 => 16:23 09 June 2021 (8.88161)  
 Included classes: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12  
 Speed range: 5 - 100 mph.  
 Direction: North, East, South, West (bound), P = East, Lane = 0-16  
 Separation: Headway > 0 sec, Span 0 - 100 metre  
 Name: Default Profile  
 Scheme: Vehicle classification (UK2001B)  
 Units: Part metric (metre, mi, m/s, mph, kg, tonne)  
 In profile: Vehicles = 13286 / 13597 (97.71%)

WeeklyVehicleCountsATCD-R756

## WeeklyVehicle-59

Site: Glendalough - ATC D.0.1EW  
 Description: Start of R756 adjacent to large 4 finger post sign w dyellow lines across cway  
 Filter time: 19:14 31 May 2021 => 16:23 09 June 2021  
 Scheme: Vehicle classification (UK2001B)  
 Filter: Cls(1-12) Dir(NESW) Sp(5,100) Headway(>0) Span(0 - 100) Lane(0-16)

Hour	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Averages	
	31 May	01 Jun	02 Jun	03 Jun	04 Jun	05 Jun	06 Jun	1 - 5	1 - 7
0000-0100	*	0	1	2	1	9	10	1.0	3.8
0100-0200	*	0	2	2	0	3	1	1.0	1.3
0200-0300	*	0	0	0	1	3	4	0.3	1.3
0300-0400	*	0	0	0	0	4	1	0.0	0.8
0400-0500	*	0	0	2	0	2	5	0.5	1.5
0500-0600	*	0	8	3	5	9	2	4.0	4.5
0600-0700	*	0	27	30	26	7	2	20.8	15.3
0700-0800	*	0	58	68	68	34	32	48.5	43.3
0800-0900	*	0	67	71	56	76	90	48.5	60.0
0900-1000	*	0	69	63	56	85	122	47.0	65.8
1000-1100	*	0	62	71	84	119	165	54.3	83.5
1100-1200	*	0	57	69	94	152	298	55.0	111.7
1200-1300	*	0	73	69	107	161	267	62.3	112.8
1300-1400	*	0	80	83	125	184	361	72.0	138.8
1400-1500	*	0	71	111	140	192	443	80.5	159.5
1500-1600	*	0	68	95	187	169	436	87.5	159.2
1600-1700	*	56	99	123	217	159	339	123.8	165.5
1700-1800	*	170	92	134	171	162	281	141.8	168.3
1800-1900	*	121	78	136	156	112	211	122.8	135.7
1900-2000	0	97	48	101	98	80	139	68.8	80.4
2000-2100	0	53	46	60	63	28	96	44.4	49.4
2100-2200	0	42	24	40	46	31	41	30.4	32.0
2200-2300	0	15	13	19	15	16	12	12.4	12.9
2300-2400	0	5	3	3	11	6	5	4.4	4.7
<b>Totals</b>									
0700-1900	*	347	874	1093	1461	1605	3045	943.8	1404.2
0600-2200	*	539	1019	1324	1694	1751	3323	1108.1	1581.4
0600-0000	*	559	1035	1346	1720	1773	3340	1124.9	1598.9
0000-0000	*	559	1046	1355	1727	1803	3363	1131.7	1612.3
AM Peak	*	1100	0900	1000	1100	1100	1100		
	*	0	69	71	94	152	298		
PM Peak	*	1700	1600	1800	1600	1400	1400		
	*	170	99	136	217	192	443		

\* - No data.



WeeklyVehicleCountsATCD-R756

## WeeklyVehicle-59

Site: Glendalough - ATC D.0.1EW  
 Description: Start of R756 adjacent to large 4 finger post sign w dyellow lines across cway  
 Filter time: 19:14 31 May 2021 => 16:23 09 June 2021  
 Scheme: Vehicle classification (UK2001B)  
 Filter: Cls(1-12) Dir(NESW) Sp(5,100) Headway(>0) Span(0 - 100) Lane(0-16)

Hour	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Averages	
	07 Jun	08 Jun	09 Jun	10 Jun	11 Jun	12 Jun	13 Jun	1 - 5	1 - 7
0000-0100	2	3	0	*	*	*	*	1.7	1.7
0100-0200	1	0	0	*	*	*	*	0.3	0.3
0200-0300	2	1	0	*	*	*	*	1.0	1.0
0300-0400	3	0	0	*	*	*	*	1.0	1.0
0400-0500	0	1	0	*	*	*	*	0.3	0.3
0500-0600	8	11	0	*	*	*	*	6.3	6.3
0600-0700	9	31	0	*	*	*	*	13.3	13.3
0700-0800	19	57	0	*	*	*	*	25.3	25.3
0800-0900	60	55	0	*	*	*	*	38.3	38.3
0900-1000	115	61	0	*	*	*	*	58.7	58.7
1000-1100	184	86	0	*	*	*	*	90.0	90.0
1100-1200	223	33	0	*	*	*	*	85.3	85.3
1200-1300	313	0	0	*	*	*	*	104.3	104.3
1300-1400	323	0	0	*	*	*	*	107.7	107.7
1400-1500	315	0	0	*	*	*	*	105.0	105.0
1500-1600	318	0	0	*	*	*	*	106.0	106.0
1600-1700	281	0	0	*	*	*	*	93.7	93.7
1700-1800	354	0	*	*	*	*	*	177.0	177.0
1800-1900	261	0	*	*	*	*	*	130.5	130.5
1900-2000	160	0	*	*	*	*	*	80.0	80.0
2000-2100	79	0	*	*	*	*	*	39.5	39.5
2100-2200	37	0	*	*	*	*	*	18.5	18.5
2200-2300	21	0	*	*	*	*	*	10.5	10.5
2300-2400	6	0	*	*	*	*	*	3.0	3.0
<b>Totals</b>									
0700-1900	2766	292	*	*	*	*	*	1121.8	1121.8
0600-2200	3051	323	*	*	*	*	*	1273.2	1273.2
0600-0000	3078	323	*	*	*	*	*	1286.7	1286.7
0000-0000	3094	339	*	*	*	*	*	1297.3	1297.3
AM Peak	1100	1000	1100	*	*	*	*		
	223	86	0	*	*	*	*		
PM Peak	1700	2300	*	*	*	*	*		
	354	0	*	*	*	*	*		

\* - No data.

07/06/21 Lower Car Park Glendalough

REF:  
SITE:  
DATE:



TIME	A => B											VEH		B => A											VEH		TOTAL	0		Before Survey										
	PCL	MCL	CAR	TAXI	LGV	OGV1	OGV2	SV (BUS	ES	PED	TOT	PCU	PCL	MCL	CAR	TAXI	LGV	OGV1	OGV2	V (BU	ES	PED	TOT	PCU	IN	OUT		PARKED												
05:30	0	0	0	0	0	0	0	0	0	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0						
06:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0						
06:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0						
07:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0						
07:30	0	0	7	0	0	1	0	0	0	6	8	0	0	0	0	0	0	0	0	0	0	0	5	0	0	8	0	0	8	0	8	0	8							
08:00	0	0	6	0	0	0	0	0	0	5	6	0	0	0	0	0	0	0	0	0	0	4	0	0	6	0	0	14	0	14	0	14								
08:30	0	0	14	0	0	0	0	0	0	2	14	0	0	0	2	0	0	0	0	0	0	3	2	2	14	2	2	26	2	26	2	26								
09:00	0	0	21	0	1	0	0	0	0	6	22	0	0	0	0	0	1	0	0	0	0	27	1	1.5	22	1	47	1	47	1	47									
09:30	0	0	39	0	0	0	0	1	0	5	40	0	1	0	2	0	0	0	1	0	3	3	2.2	40	3	84	3	84	3	84										
10:00	0	0	55	0	1	0	0	0	0	4	56	0	0	0	1	0	0	0	0	0	8	1	1	56	1	139	1	139	1	139										
10:30	0	0	51	1	0	0	0	1	0	14	53	0	0	0	7	0	0	0	0	1	0	5	8	7	53	8	184	8	184	8	184									
11:00	0	0	48	0	0	1	0	0	0	10	49	0	0	0	7	0	0	0	0	0	9	7	7	49	7	226	7	226	7	226										
11:30	2	0	7	0	0	0	0	0	0	10	7	0	0	0	4	0	0	0	0	0	2	4	4	7	4	229	4	229	4	229										
12:00	0	0	11	0	2	0	0	0	0	29	13	0	0	0	13	0	0	0	0	0	10	13	13	13	13	229	13	229	13	229										
12:30	0	0	31	0	1	0	0	1	0	14	33	0	0	0	37	0	0	0	0	1	0	12	38	37	33	38	224	33	38	224	33	224								
13:00	0	1	29	0	0	0	0	1	0	8	31	0	0	1	21	0	1	0	0	1	0	11	24	22.4	31	24	231	24	231	24	231									
13:30	0	3	31	0	0	0	0	0	0	26	34	0	0	0	25	0	1	0	0	0	14	26	26	34	26	239	26	239	26	239										
14:00	0	0	27	0	0	0	0	0	0	31	27	0	2	0	31	0	0	0	0	0	11	31	31.4	27	31	235	31	235	31	235										
14:30	13	0	23	0	1	0	0	0	0	54	24	0	0	0	27	0	0	0	0	0	24	27	27	24	27	232	27	232	27	232										
15:00	0	0	23	1	0	0	0	1	0	28	25	0	0	0	38	2	2	0	0	1	0	11	43	42	25	43	214	43	214	43	214									
15:30	0	0	30	0	0	0	0	0	0	13	30	0	0	0	25	0	0	0	0	0	30	25	25	30	25	219	25	219	25	219										
16:00	1	0	19	0	0	0	0	0	0	13	19	0	1	0	44	0	1	0	0	0	23	45	45.2	19	45	193	45	193	45	193										
16:30	1	0	18	0	0	0	0	0	0	8	18	0	0	0	41	0	1	0	0	0	35	42	42	18	42	169	42	169	42	169										
17:00	0	0	11	0	0	0	0	1	0	17	12	0	0	0	49	0	2	0	0	0	26	51	51	12	51	130	51	130	51	130										
17:30	0	0	9	0	0	0	0	2	0	6	11	0	0	3	41	0	1	0	0	3	20	48	43.2	11	48	93	48	93	48	93										
18:00	2	0	5	0	1	0	0	0	0	7	6	0	0	0	28	0	1	0	0	0	25	29	29	6	29	70	29	70	29	70										
18:30	0	0	10	0	1	0	0	1	0	2	12	0	0	0	36	0	0	0	0	0	7	36	36	12	36	46	36	46	36	46										
19:00	0	0	5	0	0	0	0	0	0	4	5	0	0	0	22	0	0	0	0	1	0	23	22	5	23	28	23	28	23	28										
19:30	0	0	3	0	0	0	0	0	0	0	3	0	0	0	11	1	1	0	0	0	3	13	13	3	13	18	13	18	13	18										
20:00	0	0	2	0	0	0	0	0	0	1	2	0	0	0	15	0	0	0	0	0	2	15	15	2	15	5	15	5	15	15	5									
											19	4	535	2	8	2	0	9	0	326	560	4	4	527	3	11	1	0	9	0	330	555	560	555	560	555	560	555	560	555

07/06/21 Upper Car Park Glendalough

REF:

SITE:

DATE:



TIME	A => B										VEH TOT	PCU	B => A										VEH TOT	PCU
	PCL	MCL	CAR	TAXI	LGV	OGV1	OGV2	BUS	ES	PED			PCL	MCL	CAR	TAXI	LGV	OGV1	OGV2	BUS	ES	PED		
05:30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0		
06:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
06:30	0	0	1	0	0	0	0	0	0	0	1	1	1	0	0	1	0	0	0	0	1	1		
07:00	0	0	2	0	0	0	0	0	0	1	2	2	2	0	0	1	0	0	0	0	2	1		
07:30	0	0	6	0	0	0	0	0	0	2	6	6	6	0	0	2	0	0	0	0	1	2		
08:00	0	0	14	0	0	0	0	0	0	0	14	14	14	0	0	1	0	0	0	0	3	1		
08:30	0	0	22	0	1	0	0	0	0	0	23	23	23	0	0	0	0	0	0	0	4	0		
09:00	0	0	39	0	1	0	0	0	0	0	40	40	40	0	0	1	0	0	0	0	1	1		
09:30	1	0	49	0	2	0	0	0	0	0	51	51.2	51	0	0	5	0	0	0	0	3	5		
10:00	0	0	66	0	2	0	0	0	0	5	68	68	68	0	0	7	0	0	0	0	9	7		
10:30	0	0	40	0	2	0	0	0	0	9	42	42	42	0	0	4	0	0	0	0	3	4		
11:00	0	0	25	0	2	0	0	0	0	29	27	27	27	1	0	11	0	1	0	0	8	12		
11:30	0	0	31	0	0	0	0	0	0	30	31	31	31	0	0	15	0	1	0	0	12	16		
12:00	0	0	18	0	0	0	0	0	0	43	18	18	18	0	0	14	0	0	0	0	23	14		
12:30	0	0	22	0	0	1	0	1	0	18	24	23.5	23	0	0	22	0	1	0	0	20	23		
13:00	0	0	26	0	1	0	0	0	0	10	27	27	27	0	0	23	0	0	1	0	11	24		
13:30	2	1	31	0	0	0	0	0	0	13	32	31.8	31	0	0	29	0	0	0	0	9	29		
14:00	0	1	30	2	0	0	0	0	0	19	33	32.4	32	0	0	32	0	0	0	0	17	32		
14:30	3	0	21	0	1	0	0	0	0	25	22	22.6	22	2	0	24	0	0	0	0	18	24		
15:00	0	0	27	0	0	0	0	0	0	28	27	27	27	2	1	23	0	0	0	0	1	24		
15:30	0	0	31	0	1	0	0	0	0	19	32	32	32	0	0	32	0	0	0	0	6	32		
16:00	0	0	33	0	1	0	0	0	0	22	34	34	34	0	1	31	0	2	0	0	10	34		
16:30	0	1	26	1	0	0	0	0	0	4	28	27.4	27	0	0	42	1	2	0	0	3	45		
17:00	2	1	14	0	0	0	0	0	0	8	15	14.8	14	0	0	44	0	2	0	1	0	47		
17:30	0	3	11	0	1	0	0	0	0	6	15	13.2	13	0	2	45	2	0	0	0	2	49		
18:00	0	1	5	0	1	0	0	0	0	2	7	6.4	6	0	2	33	0	1	0	0	0	36		
18:30	0	0	6	1	0	0	0	0	0	4	7	7	7	0	2	47	2	1	0	0	10	52		
19:00	0	0	11	0	1	0	0	0	0	8	12	12	12	0	0	32	1	1	0	0	33	34		
19:30	0	0	2	0	1	0	0	0	0	2	3	3	3	0	0	27	0	2	0	0	5	29		
20:00	0	1	2	0	0	0	0	0	0	3	3	2.4	2	1	0	19	0	0	0	0	11	19		
20:30	0	0	2	0	0	0	0	0	0	5	2	2	2	0	0	13	0	1	0	0	15	14		
	8	9	613	4	18	1	0	1	0	315	646	646	646	6	8	580	6	15	1	0	1	0	243	611

TOTAL 0 Before Su

IN	OUT	PARKED
0	0	0
0	0	0
1	1	0
2	1	1
6	2	5
14	1	18
23	0	41
40	1	80
51	5	126
68	7	187
42	4	225
27	12	240
31	16	255
18	14	259
24	23	260
27	24	263
32	29	266
33	32	267
22	24	265
27	24	268
32	32	268
34	34	268
28	45	251
15	47	219
15	49	185
7	36	156
7	52	111
12	34	89
3	29	63
3	19	47
2	14	35
646	611	

Glendalough  
Ballinastoe Car Park

8 Spaces Available

07/06/2021	0 Parked Before Survey			
Time	Arrivals	Departures	Parked	Free Spaces
0530-0600	0	0	0	8
0600-0630	0	0	0	8
0630-0700	0	0	0	8
0700-0730	0	0	0	8
0730-0800	2	0	2	6
0800-0830	1	0	3	5
0830-0900	3	1	5	3
0900-0930	0	0	5	3
0930-1000	2	2	5	3
1000-1030	4	1	8	0
1030-1100	0	0	8	0
1100-1130	3	3	8	0
1130-1200	4	4	8	0
1200-1230	7	3	12	-4
1230-1300	7	6	13	-5
1300-1330	6	10	9	-1
1330-1400	8	5	12	-4
1400-1430	8	8	12	-4
1430-1500	7	8	11	-3
1500-1530	12	8	15	-7
1530-1600	7	8	14	-6
1600-1630	10	12	12	-4
1630-1700	9	6	15	-7
1700-1730	2	6	11	-3
1730-1800	9	5	15	-7
1800-1830	8	13	10	-2
1830-1900	11	17	4	4
1900-1930	8	6	6	2
1930-2000	4	6	4	4
2000-2030	0	1	3	5
2030-2100	1	2	2	6
Total	143	141		
		Average	7	-1

Glendalough  
JB Malone Car Park

11 Spaces Available

07/06/2021	1 Parked Before Survey			
Time	Arrivals	Departures	Parked	Free Spaces
0530-0600	0	0	1	10
0600-0630	0	0	1	10
0630-0700	0	0	1	10
0700-0730	0	0	1	10
0730-0800	0	0	1	10
0800-0830	4	0	5	6
0830-0900	2	0	7	4
0900-0930	4	1	10	1
0930-1000	3	2	11	0
1000-1030	6	4	13	-2
1030-1100	2	1	14	-3
1100-1130	7	6	15	-4
1130-1200	3	4	14	-3
1200-1230	12	5	21	-10
1230-1300	8	11	18	-7
1300-1330	7	9	16	-5
1330-1400	6	6	16	-5
1400-1430	8	6	18	-7
1430-1500	9	10	17	-6
1500-1530	8	6	19	-8
1530-1600	13	18	14	-3
1600-1630	7	13	8	3
1630-1700	17	14	11	0
1700-1730	14	12	13	-2
1730-1800	10	13	10	1
1800-1830	9	11	8	3
1830-1900	9	10	7	4
1900-1930	15	17	5	6
1930-2000	5	8	2	9
2000-2030	7	4	5	6
2030-2100	3	7	1	10
Total	198	198		
		Average	10	0

Glendalough  
Lough Bray Car Park

07/06/2021	4 Parked Before Survey at least		
Time	Arrivals	Departures	Parked
0530-0600	0	0	4
0600-0630	0	1	3
0630-0700	0	0	3
0700-0730	1	0	4
0730-0800	2	0	6
0800-0830	4	1	9
0830-0900	3	2	10
0900-0930	4	2	12
0930-1000	6	0	18
1000-1030	1	5	14
1030-1100	6	3	17
1100-1130	8	8	17
1130-1200	11	10	18
1200-1230	6	8	16
1230-1300	9	7	18
1300-1330	9	8	19
1330-1400	7	8	18
1400-1430	10	17	11
1430-1500	12	6	17
1500-1530	10	12	15
1530-1600	9	10	14
1600-1630	13	8	19
1630-1700	23	22	20
1700-1730	5	13	12
1730-1800	7	9	10
1800-1830	6	6	10
1830-1900	12	16	6
1900-1930	7	5	8
1930-2000	3	6	5
2000-2030	0	1	4
2030-2100	3	4	3
Total	196	197	
		Average	11



**GLENDALOUGH AND WICKLOW MOUNTAINS  
NATIONAL PARK**

Draft Visitor Experience & Management Masterplan

**Appendix A4**

*Analysis and Concept Development*

*Author: The Paul Hogarth Company*

## Overview of Analysis and Concepts

Informed by the Emerging Analysis Findings, a number of key issues became clear:

- There are a large number of wide-ranging visitor 'destinations' across the County. These range from ones that are visited by people from around the world to ones which meet more local needs.
- Connections by public transport are limited and could play a more strategic role
- Car/coach access predominates, focussing on the M11/N81 to the east/west, with cross-county routes lacking ease of legibility
- Towns and villages are equally varied in the roles that they play, with some being visitor-focused and others having little to either attract people or provide for them. There is significant potential for this to be improved.
- A series of hubs/clusters were identified. Building on existing strengths, there are synergies to be developed, that relate strongly with the character of the respective parts of the County:
  - Family & Slower Experience around Blessington
  - Heritage & Explore Experience around Baltinglass
  - Food & Cultural Experience around Tinalhely and Shillelagh
  - East Coast Experience
  - Active Outdoor Experience around Roundwood
  - Managed Estates – grand houses, gardens, hotels and golf courses around the County
  - Monastic Experience around the Glendalough Valley
  - Rathdrum Experience associated with the town, its rail connections and wider area
  - Uplands Experience associated with the uplands other than Glendalough Valley
  - Wicklow Mountains Experience providing a cohesive brand for the uplands and its fringes

More focused concepts were outlined for Glendalough and Laragh Valley:

- Improving the quality of the visitor experience
- Dispersing visitors to other parts of the county
- Enhancing the built and natural environment

The Rathdrum Experience outlines the potential for the town, building on its heritage and the importance of the railway connection. It was recognised that promoting increased rail use will require an enhanced frequency of service. Opportunities to provide sustainable transport connections to Laragh will be key to reducing the impact of cars/coaches on the most sensitive areas. The Concept recognises the importance of the proposed investment at Avondale House and Forest.



**WIDER WICKLOW EXPERIENCE**

**1 - 14**

**MONASTIC EXPERIENCE - GLENDALOUGH AND LARAGH VALLEY**

**15 - 37**

**RATHDRUM EXPERIENCE**

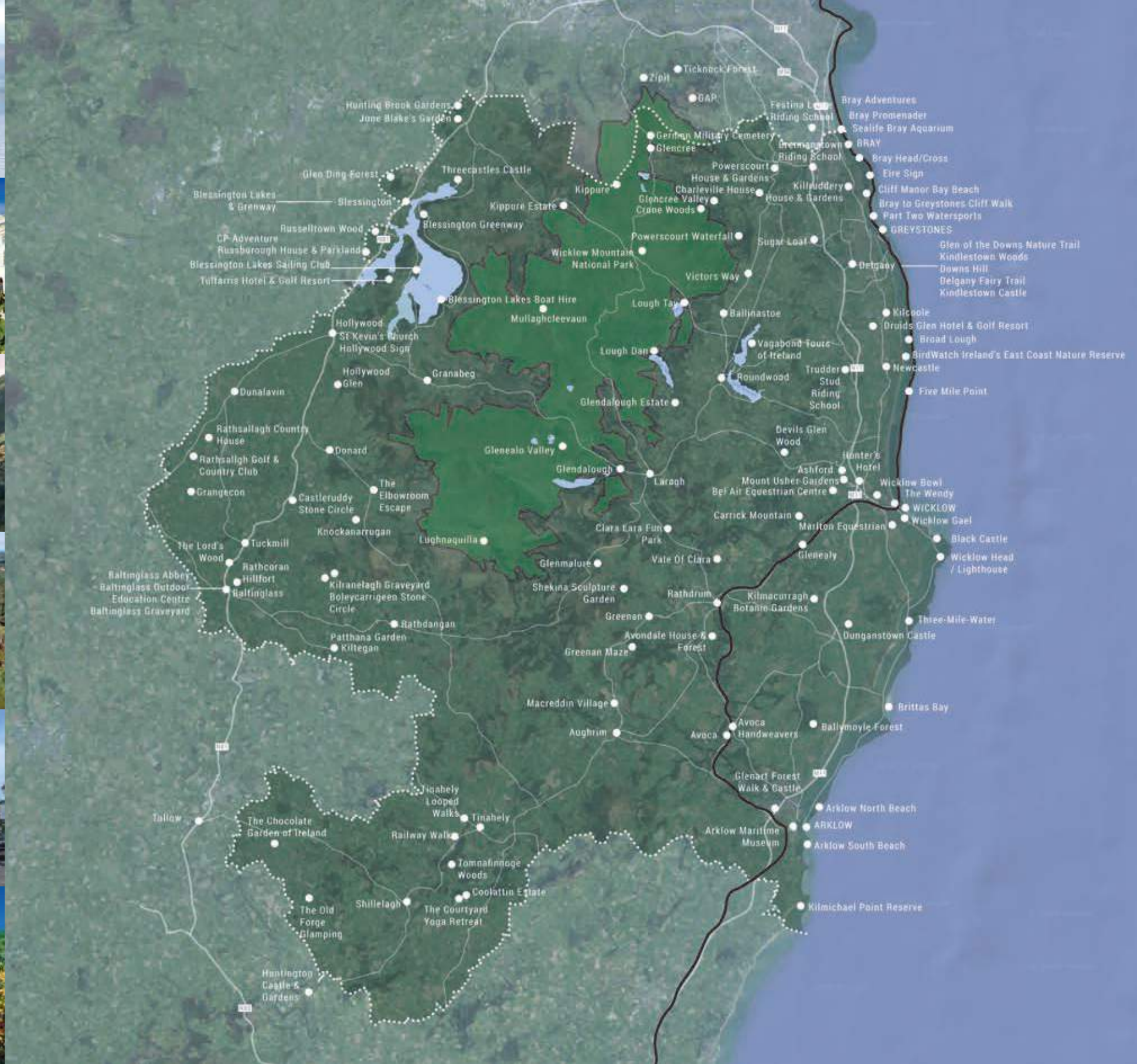
**38 - 48**

**CONTENTS**



An aerial photograph of a lush green landscape, possibly a park or a rural area, with a blue sky background. The text "WIDER WICKLOW EXPERIENCE" is overlaid on the image.

# WIDER WICKLOW EXPERIENCE



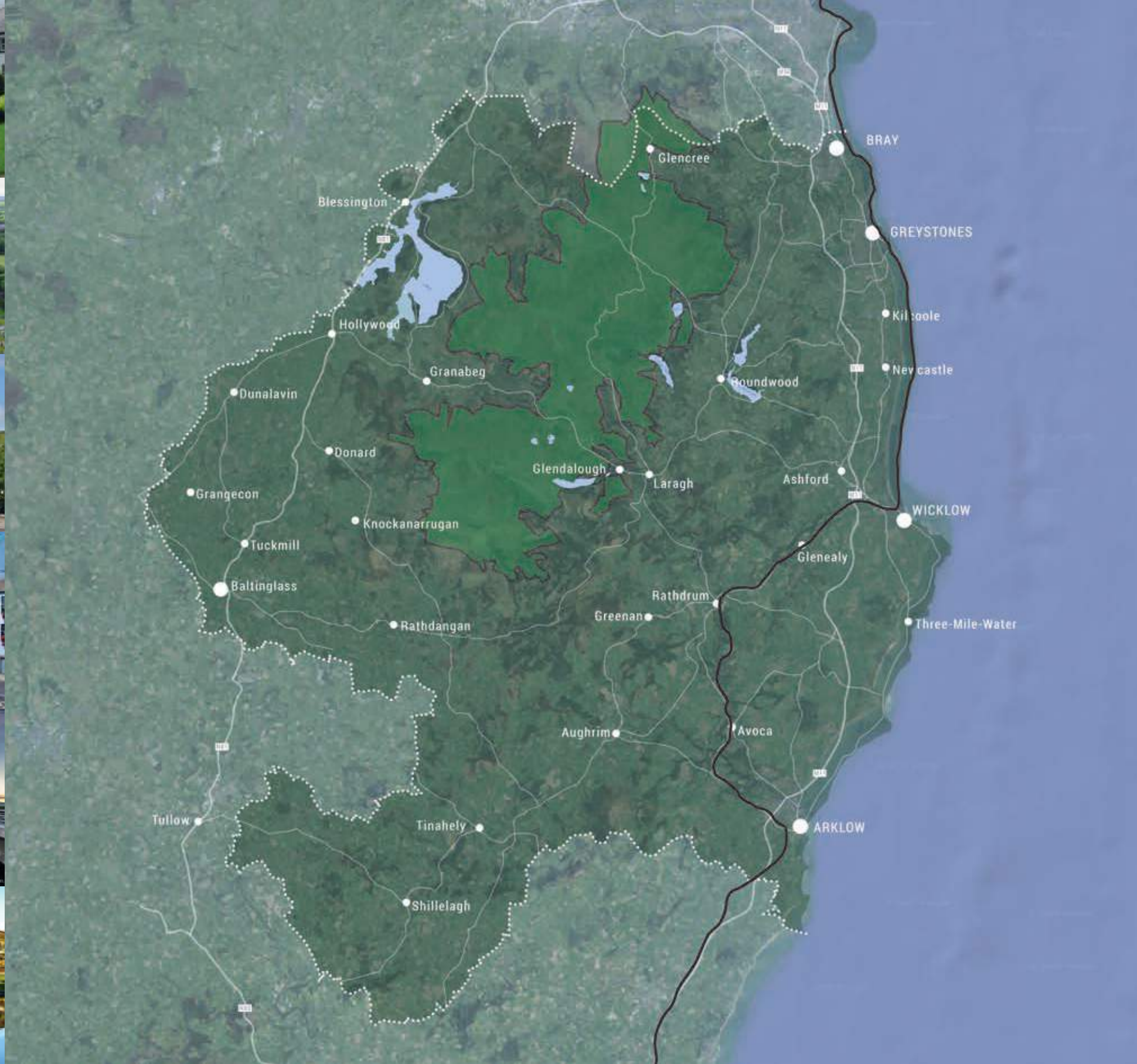
## WICKLOW EXPERIENCE

### Experiences & Attractions

A comprehensive review of the experiences and attractions in the county found numerous offerings, destinations and a rich mix for visitors.

This ranges, but isn't limited to the well known locations of Glendalough and Laragh, Powerscourt House, Gardens and Waterfall, to various experiences along the east coast such as Bray to Greystones Cliff Walk and Wicklow Gaol.

Western attractions of the Blessington lakes and greenway, and southern experiences like Tomnafinnoge Woods and Arklow Maritime Museum all play important roles in the overall Wider Wicklow Experience.



## WICKLOW EXPERIENCE

### Towns, Villages & Connections

The Towns and Villages of County Wicklow have individual character, stories to tell and significant heritage value. In some cases they require further investment to maximise visitor experience and dispersal across the entire county.

The rail infrastructure connecting Dublin, Wicklow and Wexford serves the east coast of the county well, as does the N11/M11 Motorway, however the connections from east to west are not as strong.

The result is a higher number of visitors to towns and villages which are easily accessible from the motorway and railway, who spend less overall time in the county.



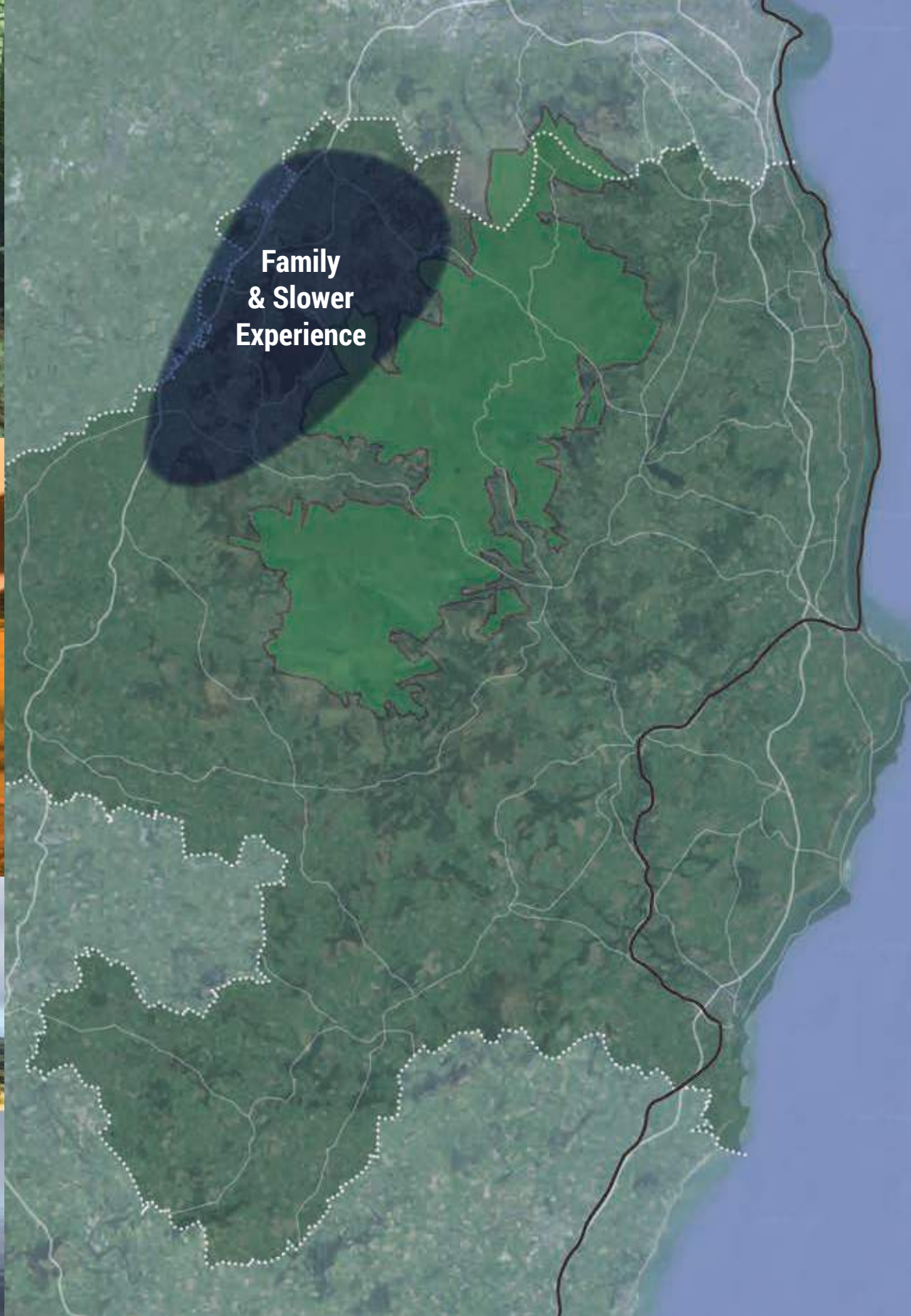
Glen Ding Forest



Tulafarris



The Avon



Family & Slower Experience



Russeltown Wood & Greenway



Blessington Sailing Club



Kippure Estate

## WICKLOW EXPERIENCE

### Visitor Hubs

### Family & Slower Experience

A series of Visitor Hubs emerged which package together the core assets, attractions, destinations and communities of Wicklow County.

The Family and Slower Experience is centred around Blessington. The hub would aim to maximise existing assets such as the Blessington Greenway, Lakes, The Avon and linking with nearby attractions such as Kippure Estate.

Other key assets include:

- Russborough House & Parkland
- Russletown Wood
- Tulafarris Hotel & Golf Resort
- Blessington Lakes Sailing Club
- Ballyknockan and Lacken settlements
- Threecastles Castle and Burgage Castle
- Hollywood village and Glen



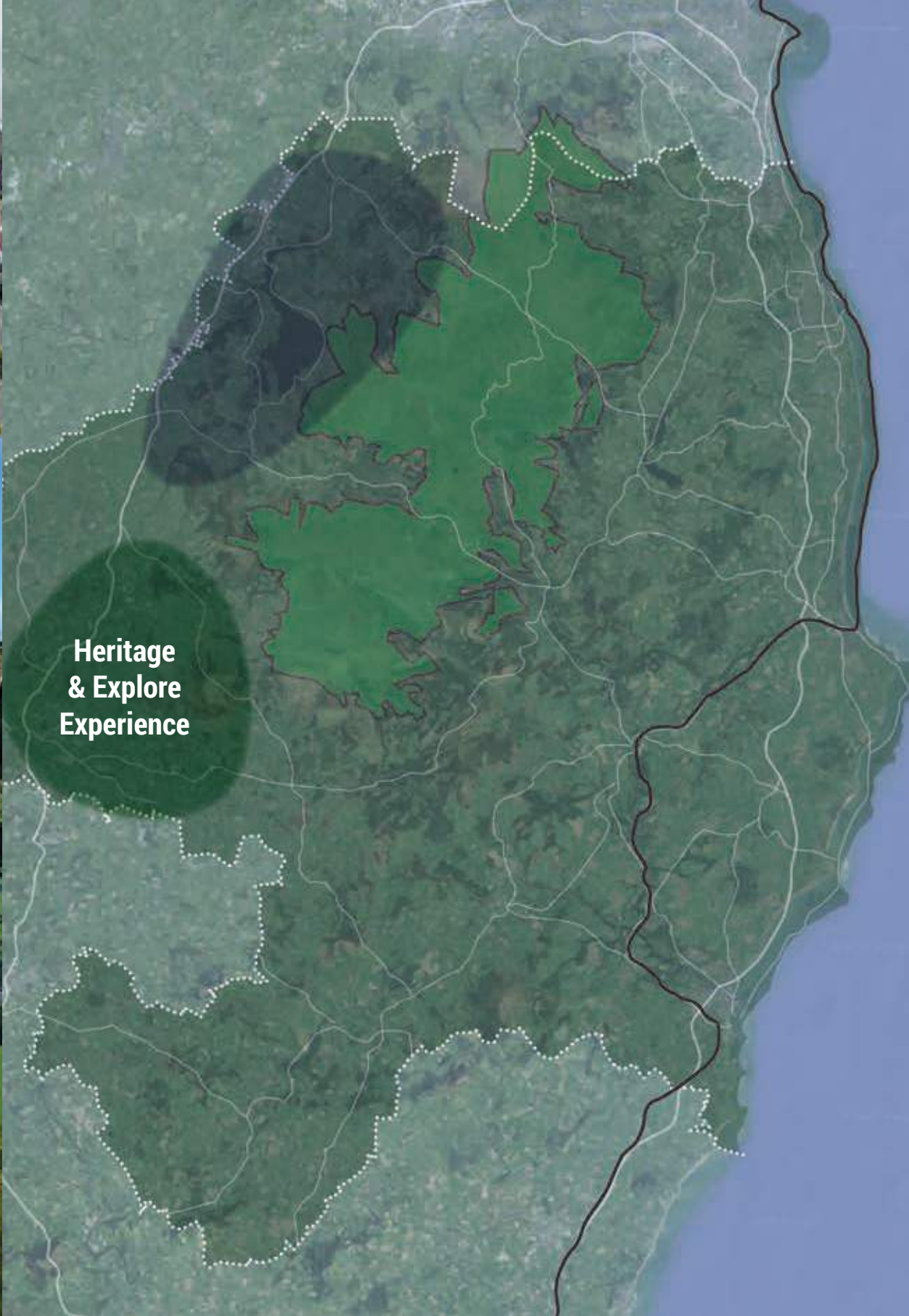
Baltinglass



Baltinglass Abbey



Rathcoran Hillfort



Heritage & Explore Experience



Patthana Garden



Baltinglass Graveyard & Tower



The Elbowroom Escape

## WICKLOW EXPERIENCE

### Visitor Hubs

### Heritage & Explore Experience

The Heritage and Explore Experience covers the town of Baltinglass and surrounding areas.

Key assets include:

- Baltinglass town
- Baltinglass Abbey
- Baltinglass Graveyard
- Rathcoran Hillfort
- The Lord's Wood
- Baltinglass Outdoor Education Centre
- The Elbowroom Escape

Wider extents:

- Kilranelagh Graveyard
- Boleycarrigeen Stone Circle
- Patthana Garden
- Rathsallagh County House, Golf and County Club



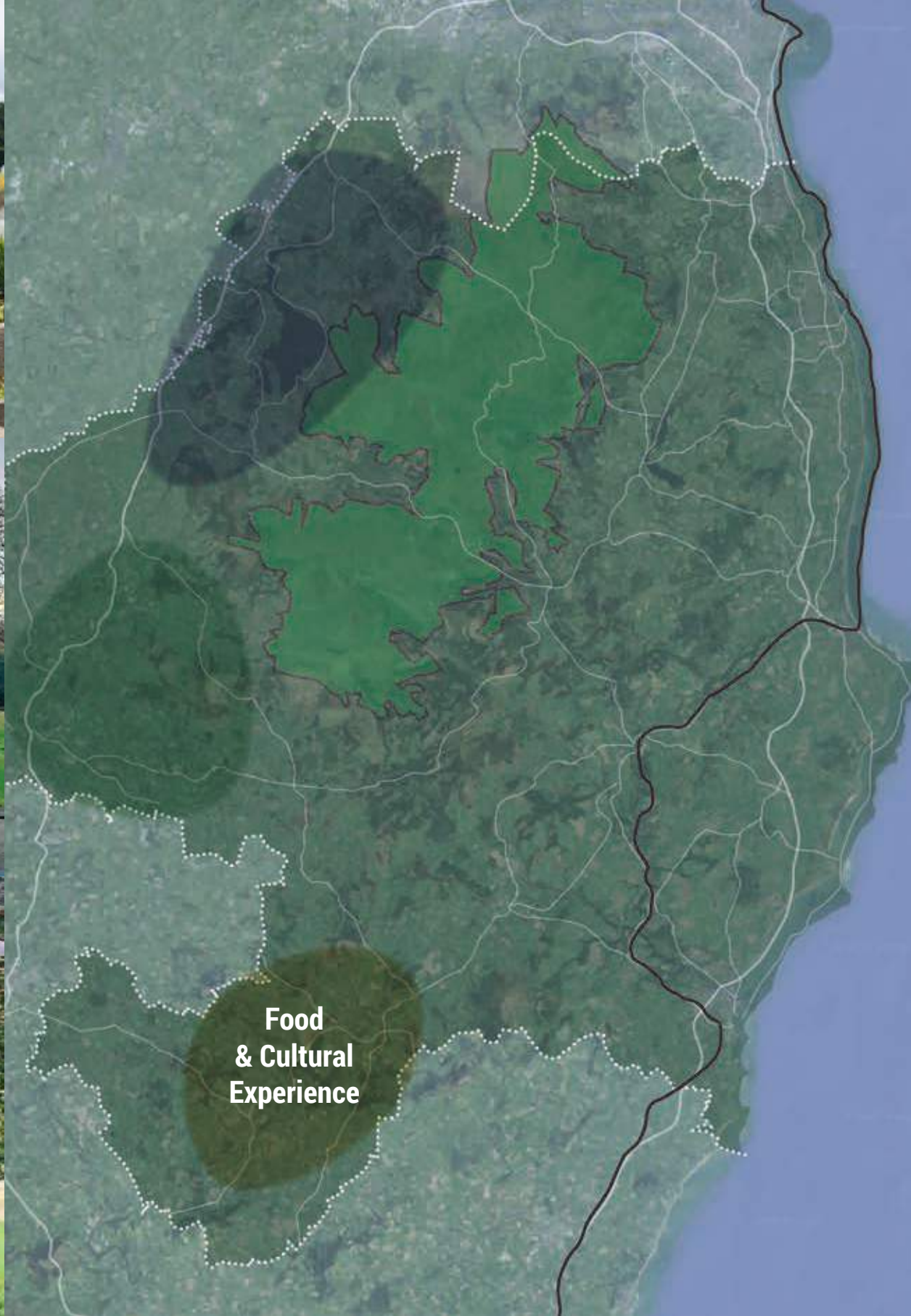
Shillelagh Village



Shillelagh Stick Sculpture



Courtyard Retreat



Food  
& Cultural  
Experience



Tinahely Farm Shop and Activity Centre



Tomnafinnoge Woods



Railway Walk

## WICKLOW EXPERIENCE

### Visitor Hubs

### Food & Cultural Experience

The Food and Cultural Experience includes the settlements of Tinahely and Shillelagh.

Key assets include:

- Tinahely & Shillelagh villages
- Tinahely looped walks and Railway Walk
- Tomnafinnoge Woods
- Tinahely Farm Shop & Activity Centre
- Tinahely Community Projects
- Shillelagh Stick Sculpture
- Coolattin Estate & Golf Club
- The Courtyard Yoga Retreat

Wider extents:

- Huntington Castle & Gardens
- The Old Forge Glamping



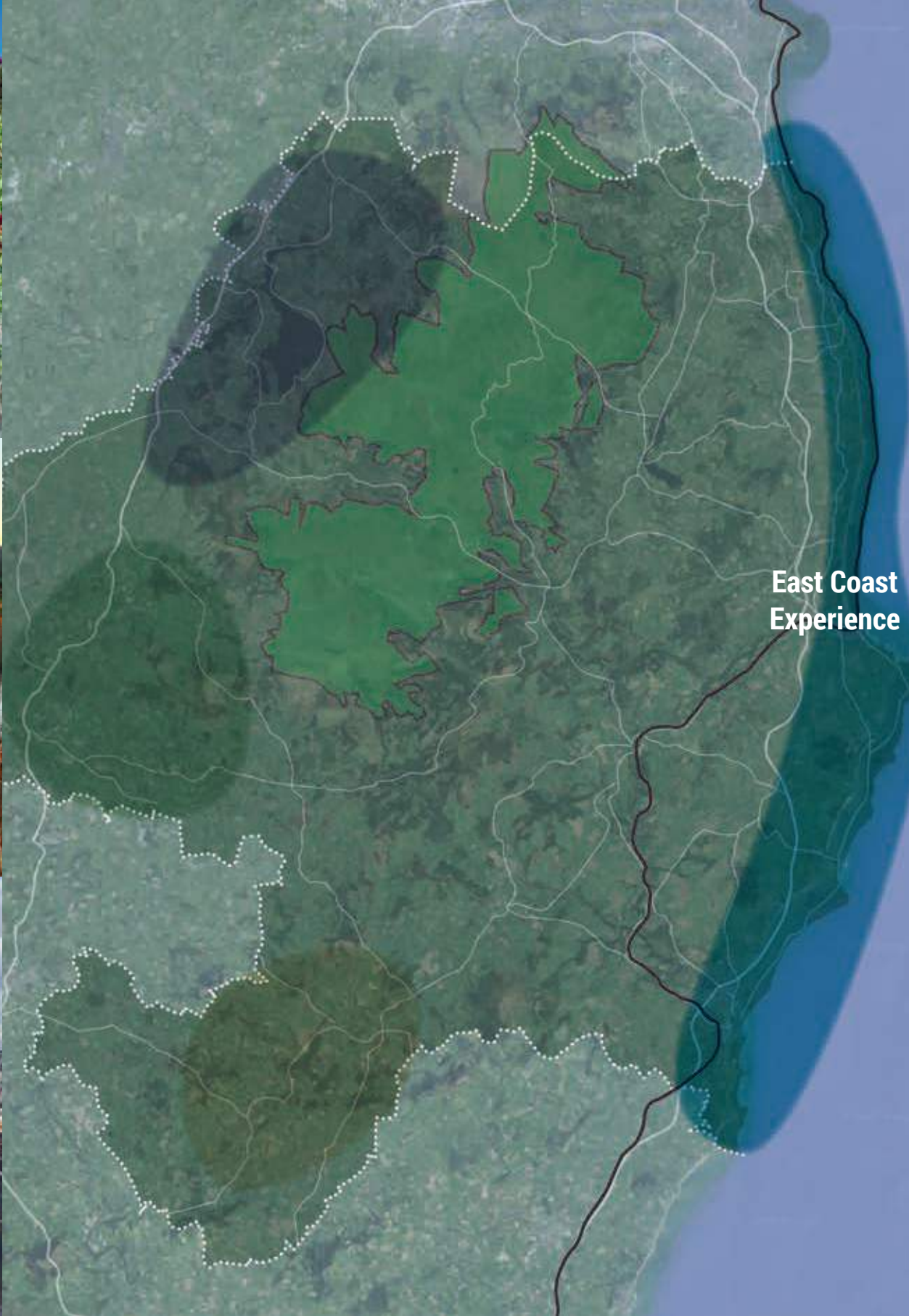
Bray to Greystones Cliff Walk



East Coast Nature Reserve



Arklow Maritime Museum & Festival



East Coast Experience



Greystones Beach



Wicklow Lighthouse



Brittas Bay

## WICKLOW EXPERIENCE

### Visitor Hubs

### East Coast Experience

The East Coast Experience includes many of the settlements along the eastern edge of the county such as Bray, Greystones, Wicklow and Arklow.

Key assets include:

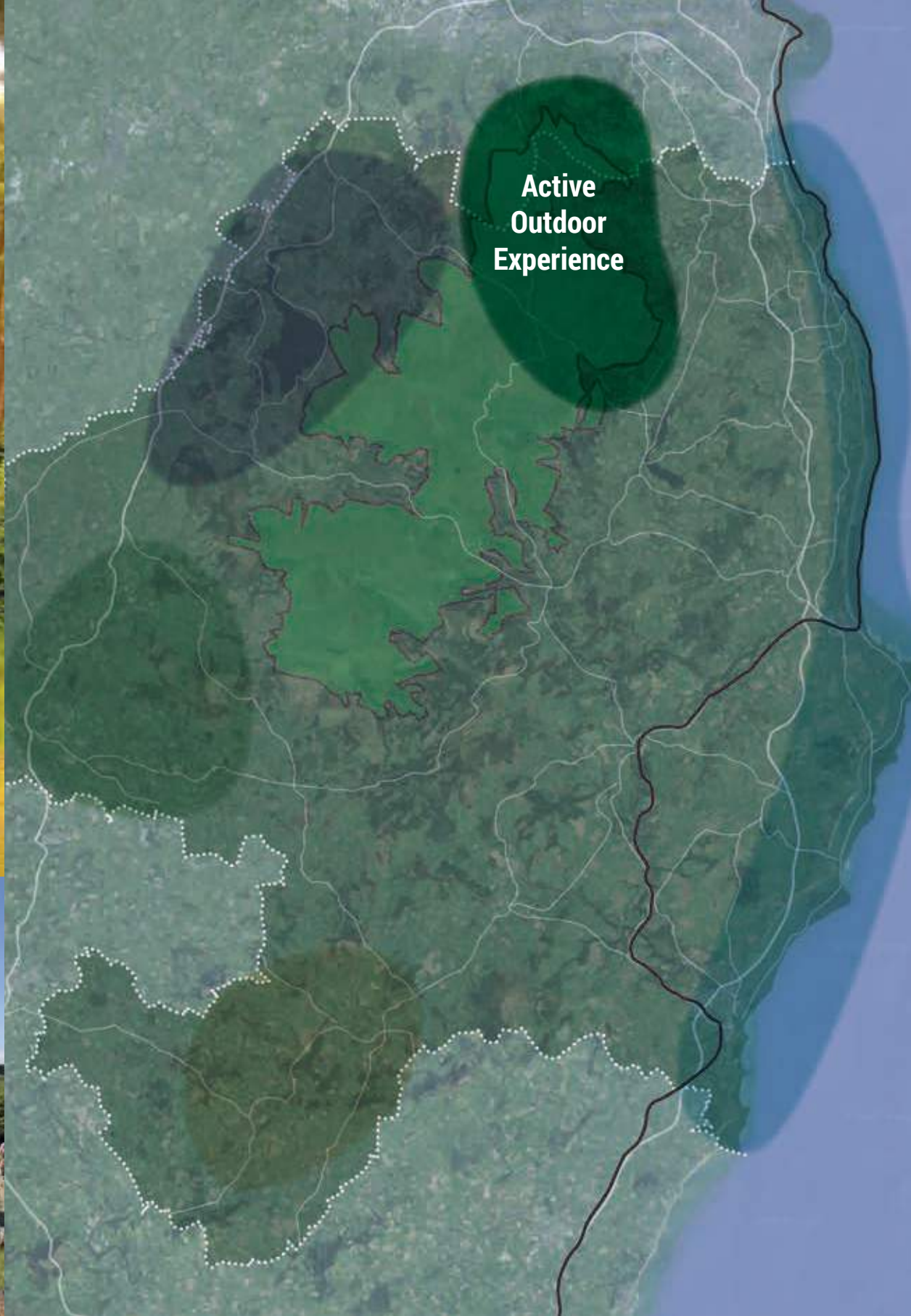
- Sea Life Bray
- Bray Head and Promenade
- Cliff Manor Bay Beach
- Bray to Greystones Cliff Walk
- Greystones town & Greystones Beach
- East Coast Nature Reserve
- Wicklow town
- Wicklow Gaol
- Wicklow Head & Lighthouse
- Black Castle
- Wicklow Golf Club
- The Sea Cliff
- Birttas Bay
- Ennereilly Beach
- Arklow town and beaches
- Arklow Maritime Museum



Zipit Forest Adventures



Ballinastoe



Active  
Outdoor  
Experience



Ticknock Forest



Glencullan Adventure Park GAP



Ballinastoe

## WICKLOW EXPERIENCE

### Visitor Hubs

### Active Outdoor Experience

The Active Outdoor Experience is located to the north of the county with the main attraction at Ballinastoe. Various complementary destinations fall into the southern Dublin county such as Ticknock Forest, Zipit and GAP

Key assets include:

- Ballinastoe Forest

Wider extents:

- Belmont Demesne - Bike Farm
- Ticknock Forest
- Glencullan Adventure Park GAP
- Zipit Forest Adventures





Powerscourt House & Gardens



Russborough House & Parkland



Rathsallagh Golf Club



Kilmacurragh Botanic Gardens



**Managed Estates**  
(Houses, Gardens, Golf Courses, Hotels)



Kilruddery House & Gardens



Glen of the Downs



Druids Glen Hotel & Golf Resort



Avondale House and Forest Park

## WICKLOW EXPERIENCE

### Visitor Hubs

### Managed Estates

(Houses, Gardens, Golf courses, Hotels)

Key assets include:

West (Blessington area)

- Hunting Brook Garden's
- June Blake's Garden
- Russborough House & Parkland
- Tulfarris Hotel & Golf Resort

West (Baltinglass area)

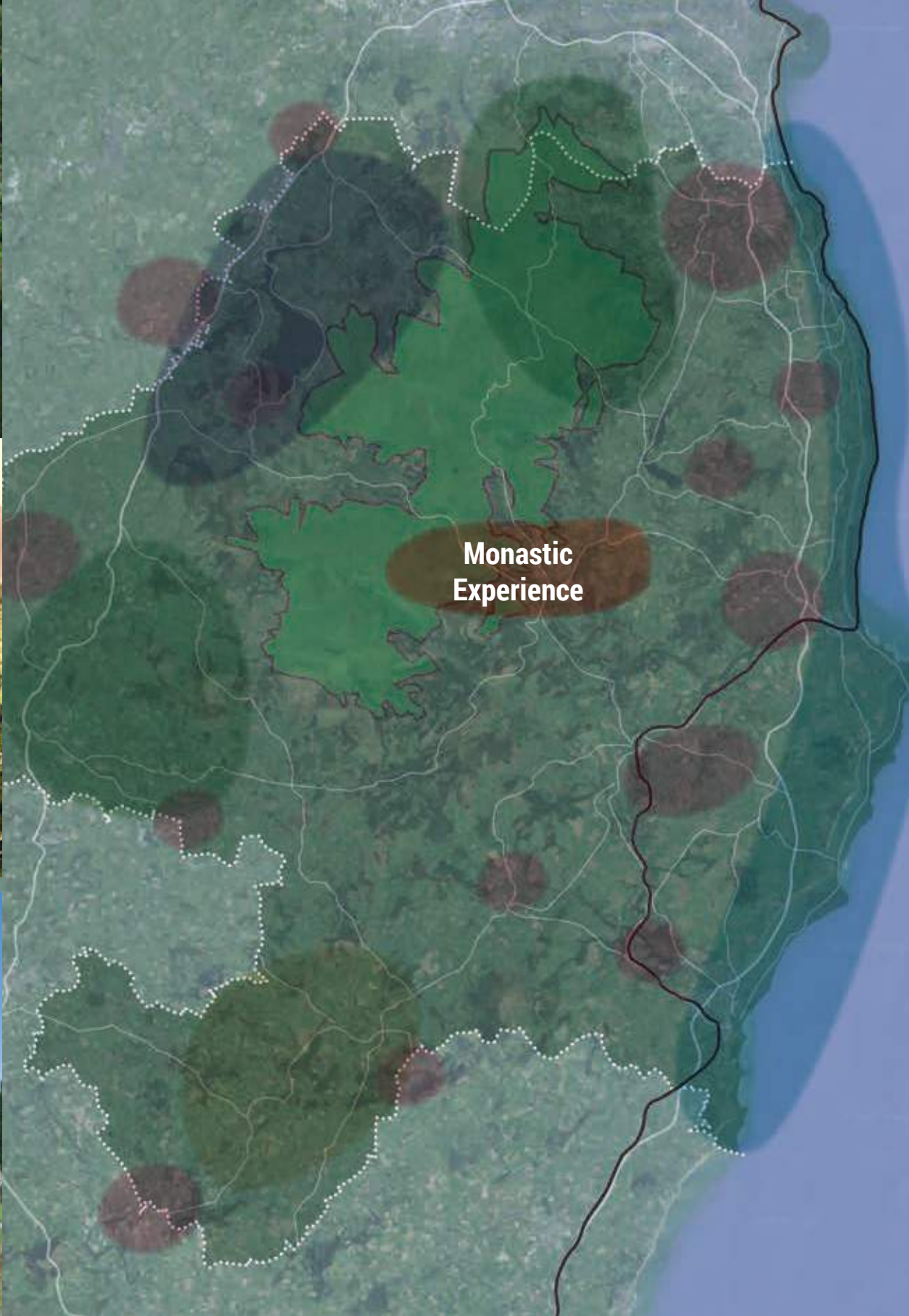
- Rathsallagh County House, Golf & Country Club
- Patthana Garden

South (Tinahely/Shillelagh area)

- Coolattin Esata & Golf Club
- Macreddin Village & Golf Club
- Glenart Forest Walk & Castle

East (Coastal area)

- Kilmacurragh Botanic Gardens
- Avondale House & Forest
- Mount Usher Gardens
- Roundwood Golf Club
- Druids Glen Hotel & Golf Resort
- Kilruddery House & Gardens
- Powerscourt House & Gardens & Waterfall



## WICKLOW EXPERIENCE

### Visitor Hubs

### Monastic Experience

One of the key principles of the monastic experience is to safeguard, restore and enhance the setting of the heritage and natural environment of Glendalough using sustainable principles, as a place for local people to be proud of and as a place of world-wide significance to be visited by people from across Ireland and internationally.

#### Key assets include:

- Monastic Site
- Glendalough & Laragh Village
- Glendalough Lakes (lower & upper)
- St. Kevin's Bed
- Reefert Church
- St Mary's
- Glendalough Round Tower
- Glendalough Cathedral
- St. Kevin's Church
- 'Deerstone' Bullaun Stone
- Trinity Church
- St Saviour's Priory

#### Wider landscape :

- Glendasan Valley Lead Mines
- Miners Village
- Spink Viewing Spot



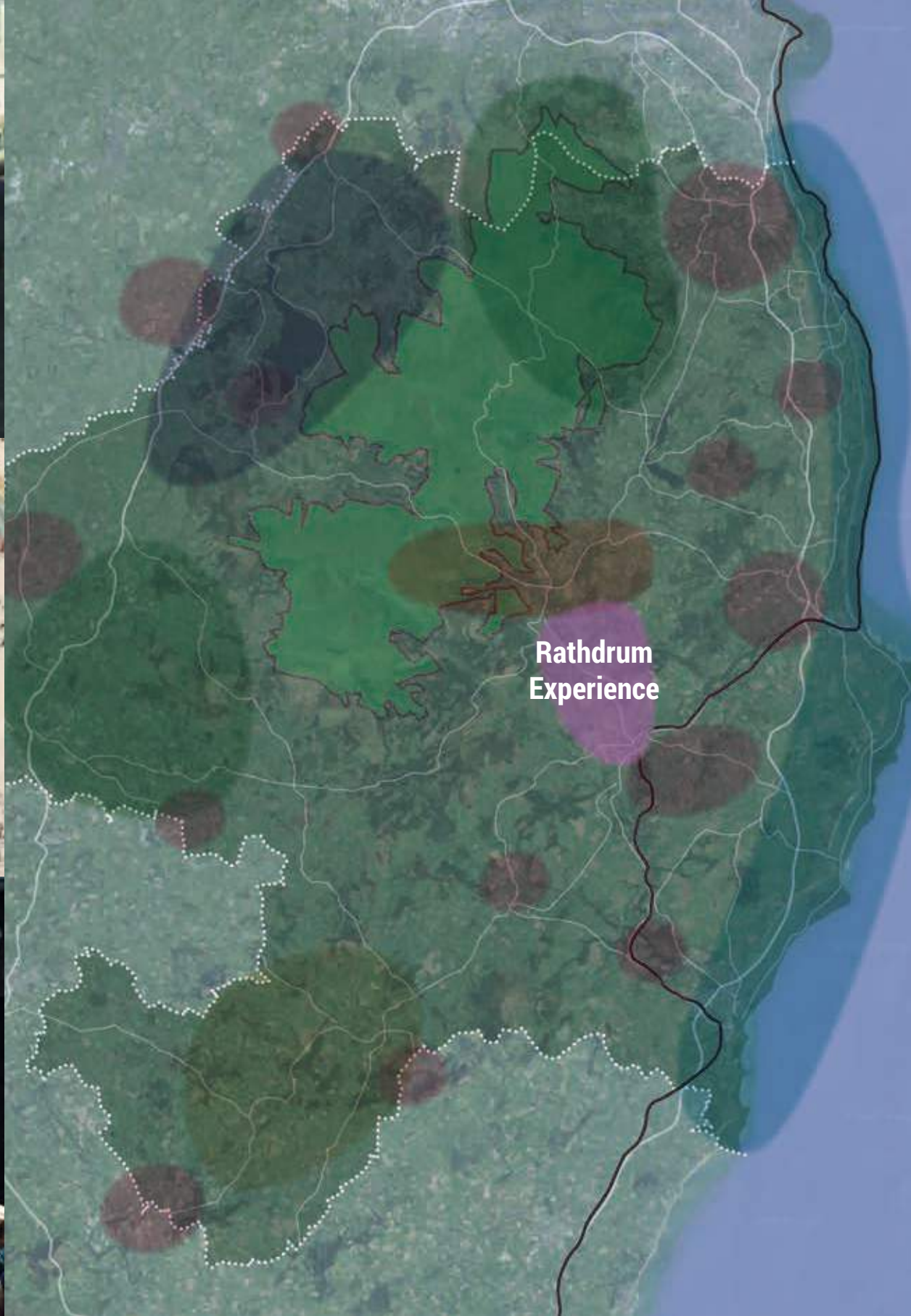
Market Place



Market Place & Flannel Hall



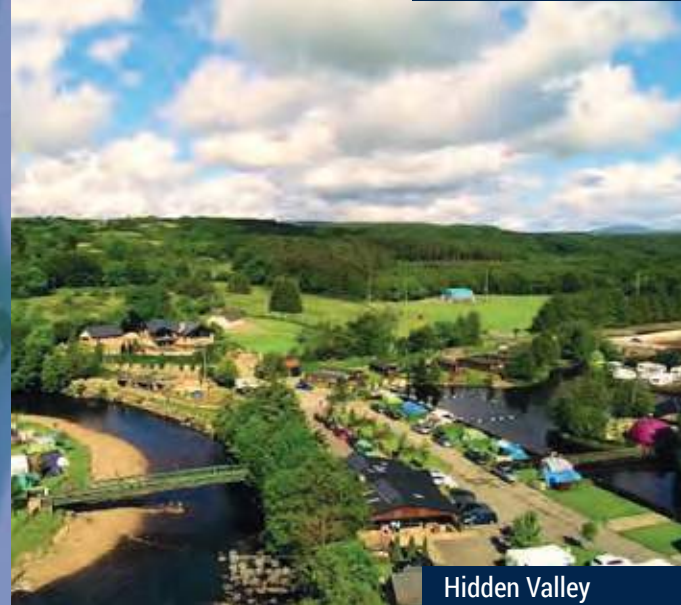
Railway Bar - Michael Collins Film



Rathdrum Experience



Avonmore Way



Hidden Valley



Rathdrum Rail Station

## WICKLOW EXPERIENCE

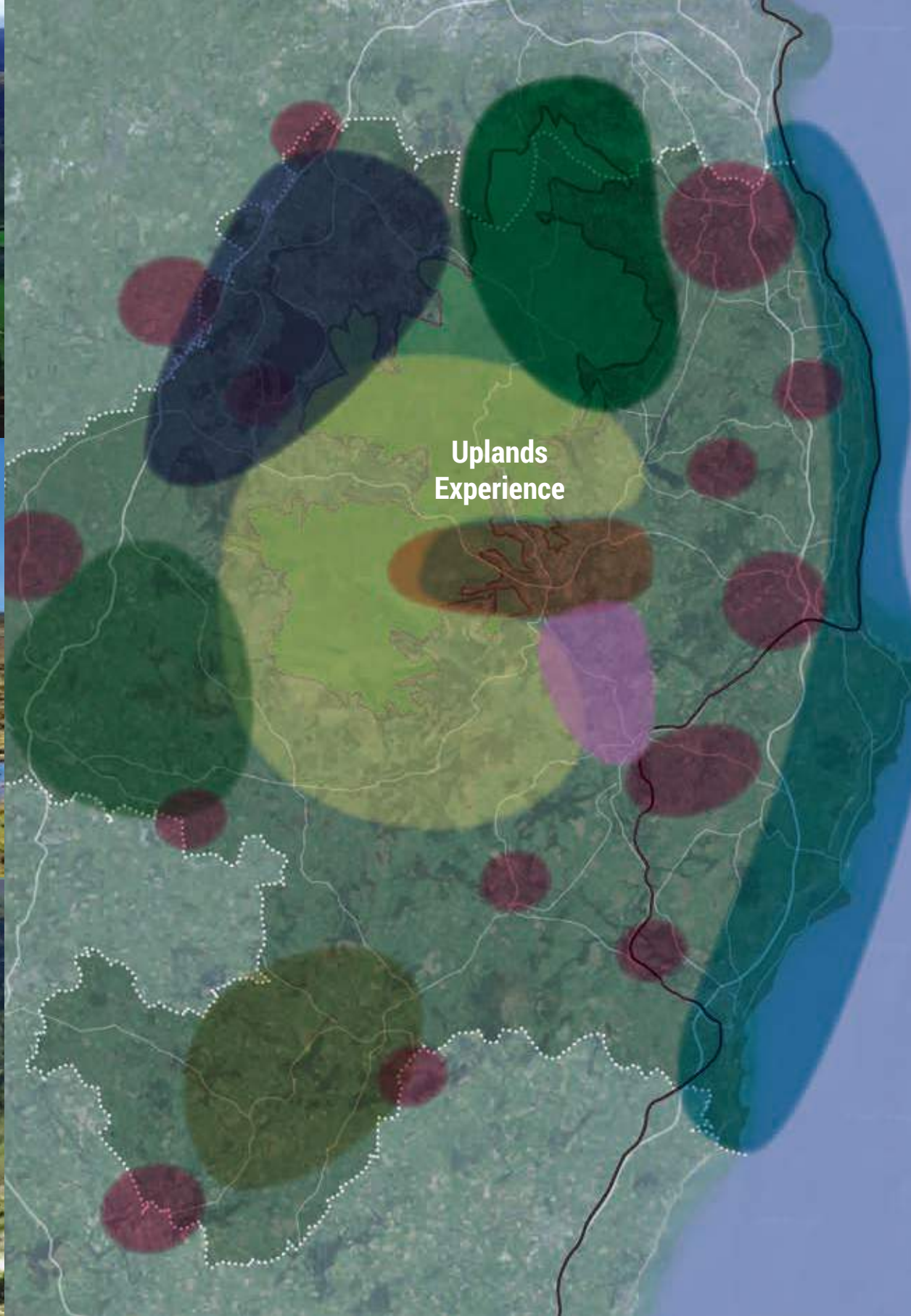
### Visitor Hubs

### Rathdrum Experience

The Rathdrum experience aims to improve Rathdrum's connection north to Laragh village and south to Avondale House and Forest. There is great potential to explore the town's role as a new gateway to the Glendalough Valley and wider Wicklow County.

Key assets include:

- Rathdrum village & textile heritage
- Vale of Clara
- Clara Lara Fun Park
- Ballgannon Wood
- Splash Valley Aqua Park
- Hidden Valley Holiday Park
- Rathdrum Train Station
- Avondale House and Forest



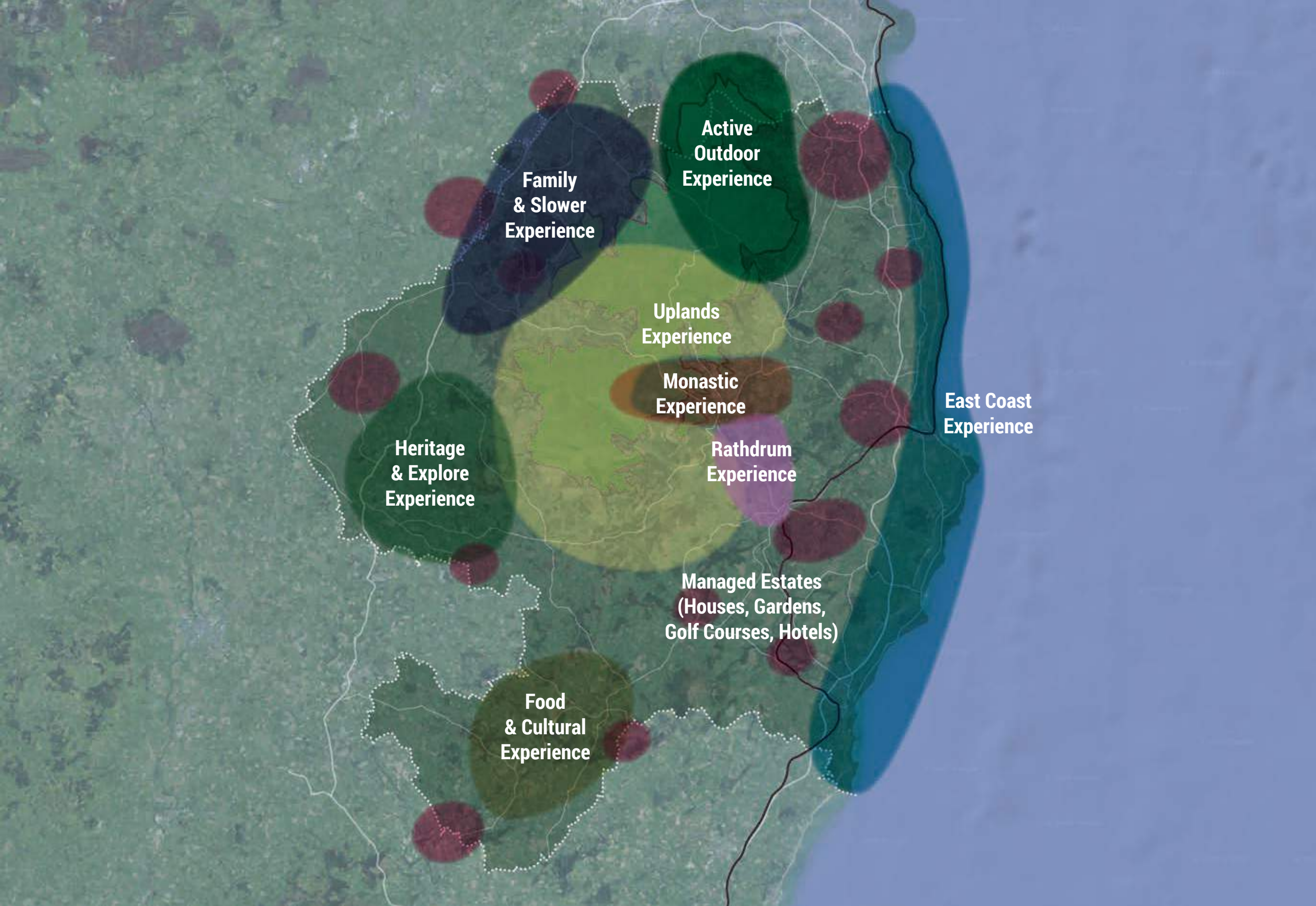
## WICKLOW EXPERIENCE

### Visitor Hubs

### Uplands Experience

The Uplands experience will strengthen and support the wider Wicklow visitor proposition through:

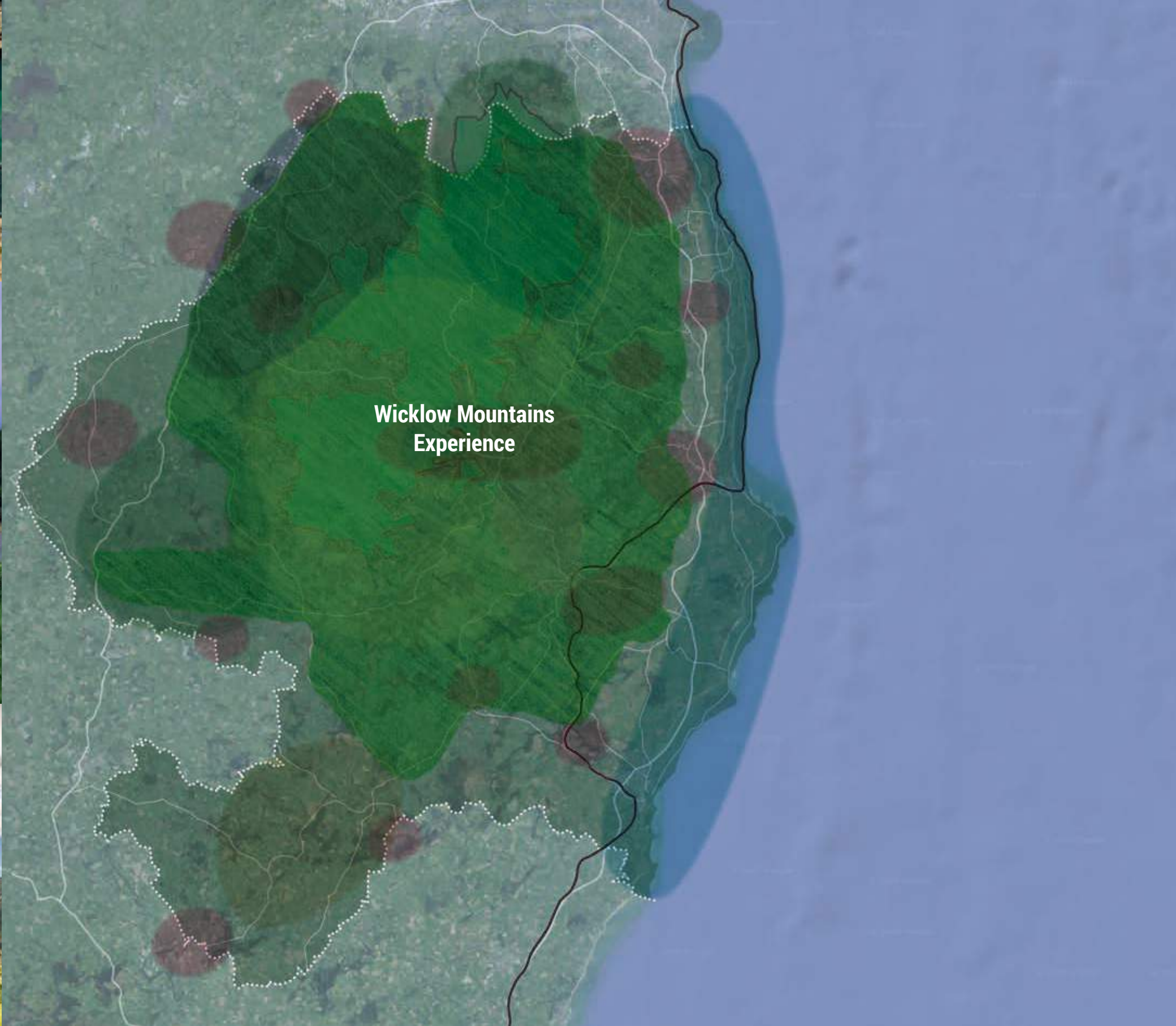
- Dispersal to more sustainable sites for outdoor recreation
- Improve the sustainability of existing outdoor recreation honey-pot sites
- Enhancing car parking and visitor service provision at key outdoor recreation sites



## WICKLOW EXPERIENCE

### Visitor Hubs

- Family & Slower Experience
- Heritage & Explore Experience
- Food & Cultural Experience
- East Coast Experience
- Active Outdoor Experience
- Managed Estates  
(Houses, Gardens, Golf Courses, Hotels)
- Monastic Experience
- Rathdrum Experience
- Uplands Experience



## WICKLOW EXPERIENCE

### Visitor Hubs

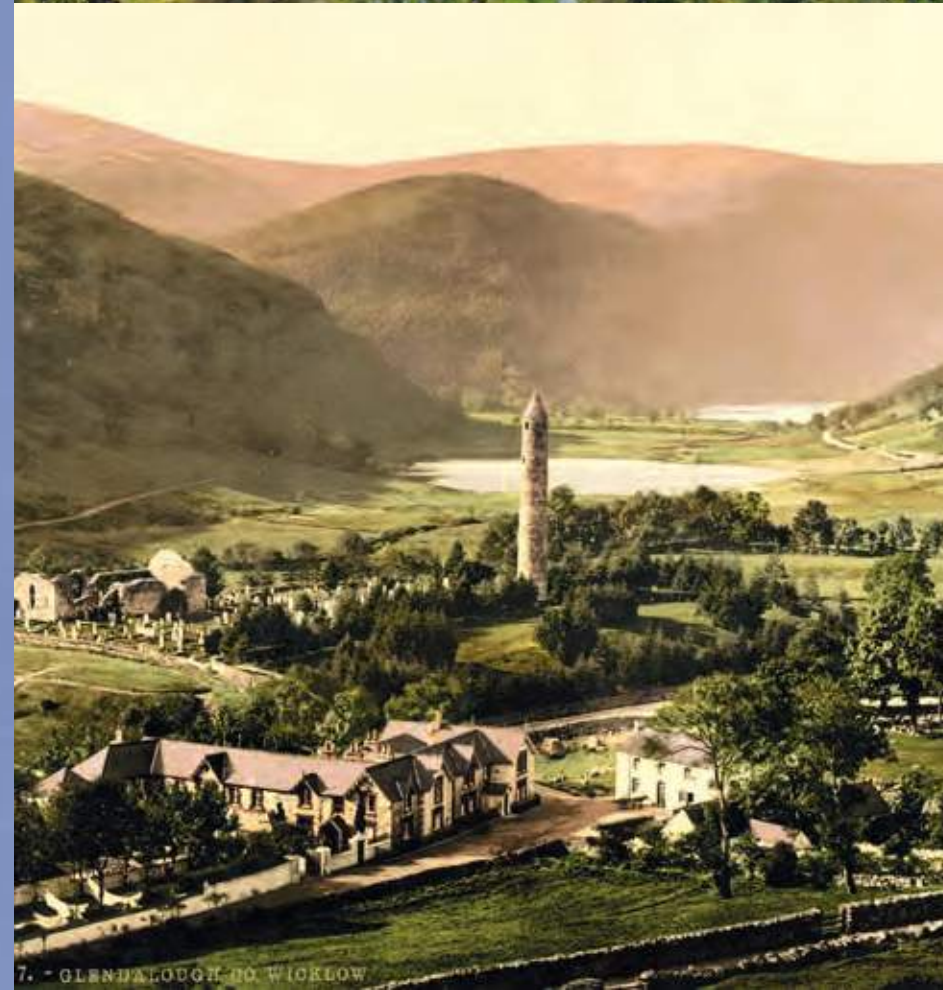
### Wicklow Mountains Experience

The Wicklow Mountains experience will allow all of these experiences to sit under a collective identity and proposition.

- Family & Slower Experience
- Heritage & Explore Experience
- Food & Cultural Experience
- East Coast Experience
- Active Outdoor Experience
- Managed Estates
- Monastic Experience
- Rathdrum Experience
- Uplands Experience



**MONASTIC EXPERIENCE  
- GLENDALOUGH AND LARAGH VALLEY**

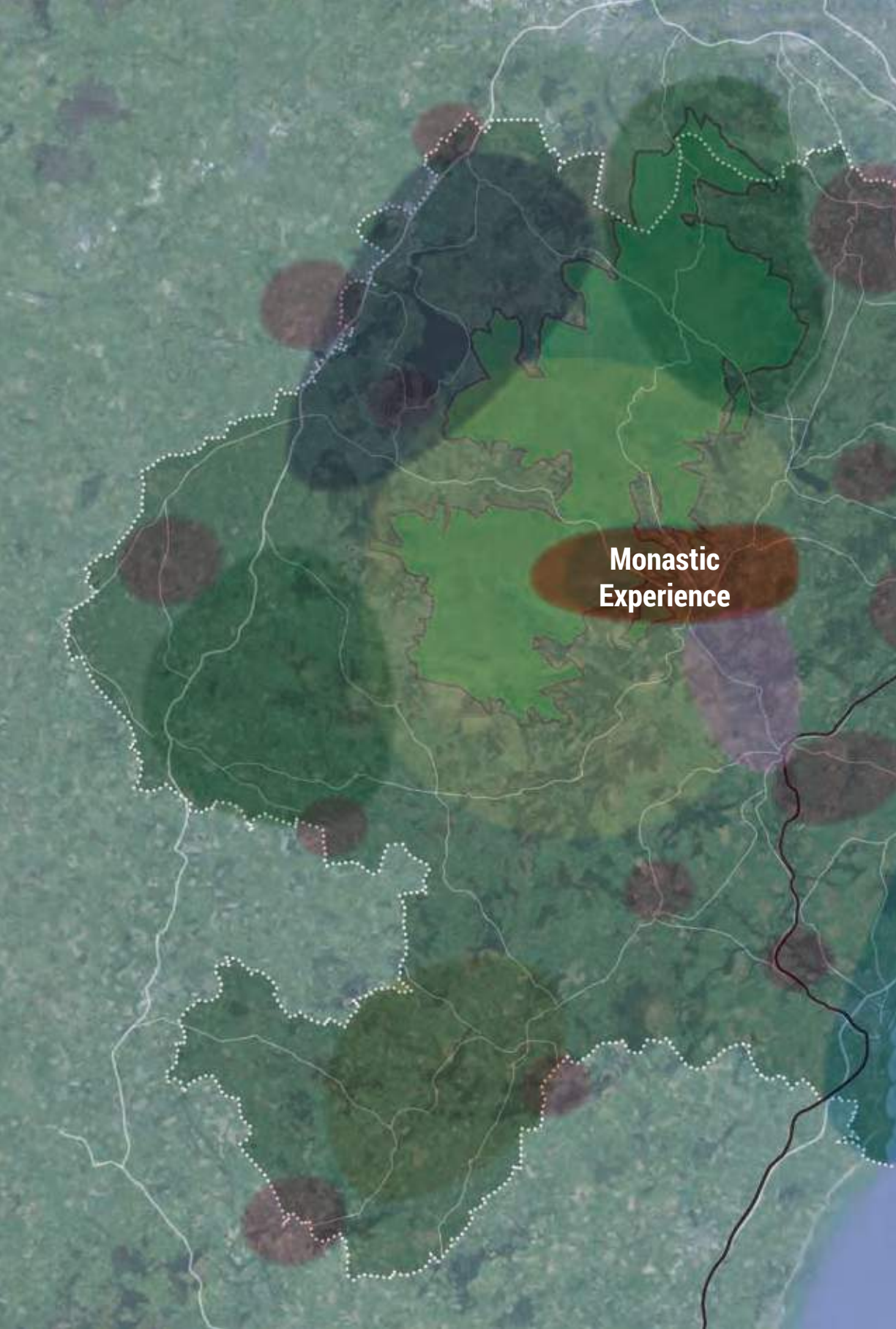


## GLENDALOUGH AND LARAGH VALLEY

### Principles behind the Emerging Options and proposals

- Safeguard, restore and enhance the setting of the heritage and natural environment of Glendalough using sustainable principles, as a place for local people to be proud of and as a place of world-wide significance to be visited by people from across Ireland and internationally.





## GLENDALOUGH AND LARAGH VALLEY

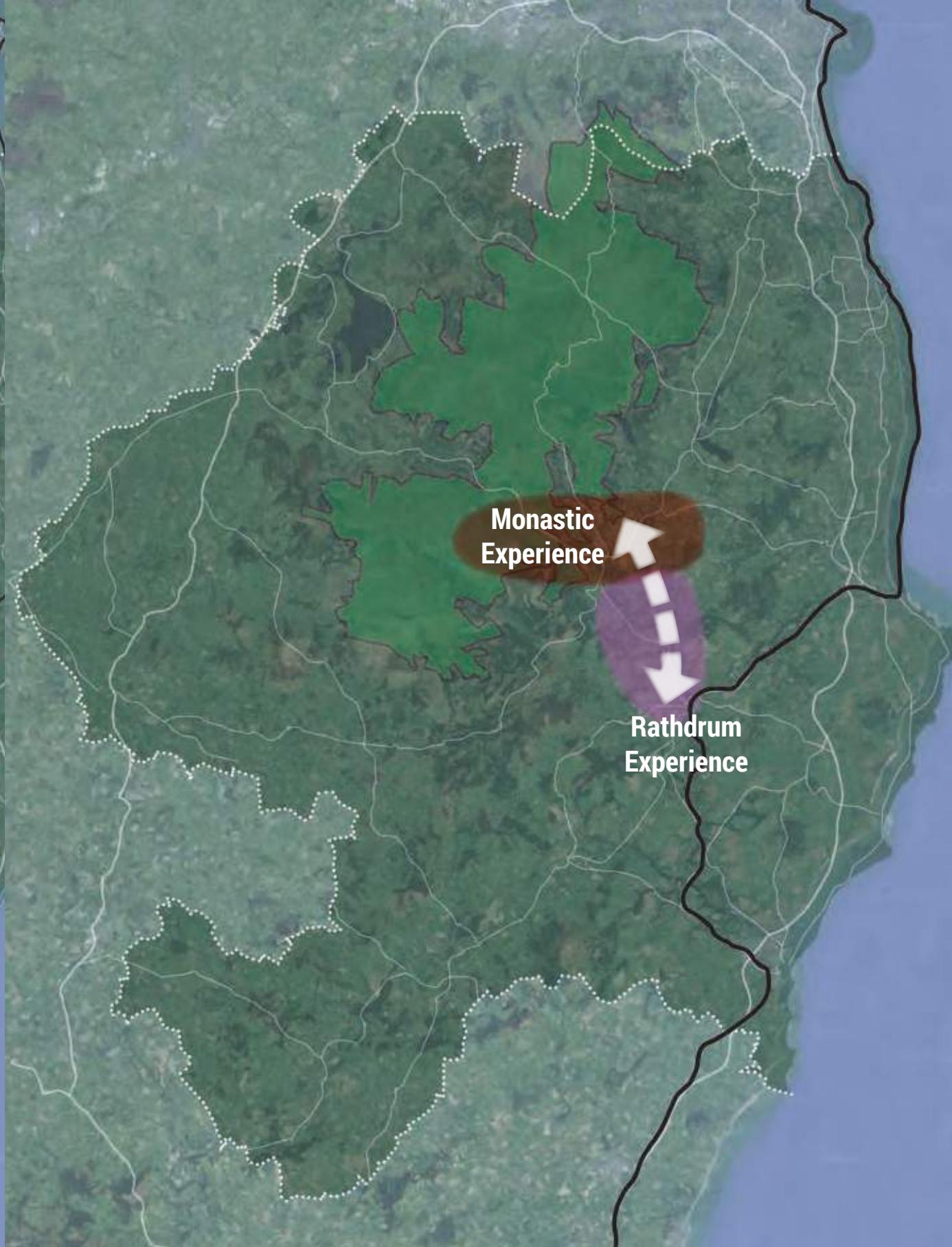
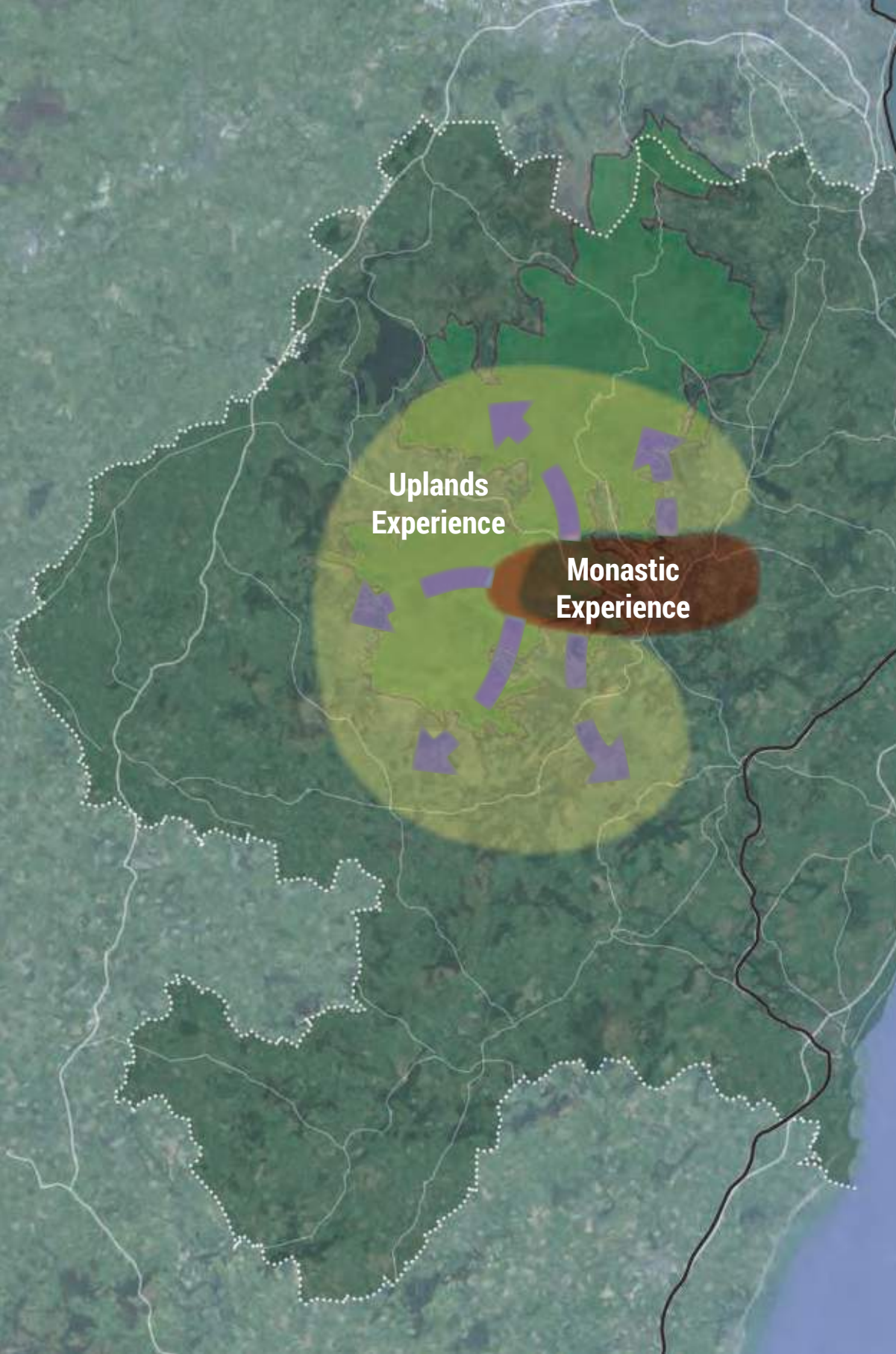
### Principles behind the Emerging Options and proposals

- Facilitate visitors in their enjoyment and understanding of Glendalough, as a monastic site of outstanding significance in a beautiful setting.
- Disperse visitor numbers which compromise the monastic setting. At present the site is over visitor capacity during peak times of the year and used for numerous activities.

## GLENDALOUGH AND LARAGH VALLEY

### Principles behind the Emerging Options and proposals

- Dispersal of visitors for whom the monastic experience is not the primary reason for their visit, to reduce the pressure on Glendalough. This will focus on encouraging walkers/cyclists/leisure users to use other areas, especially at peak times as part of the County wide strategy.
- Encourage sustainable transport connections from Rathdrum, connecting with the railway station, including walking, cycling and bus routes.
- This will include dispersal to various locations within the Uplands Experience, as well as Rathdrum and surrounding areas.

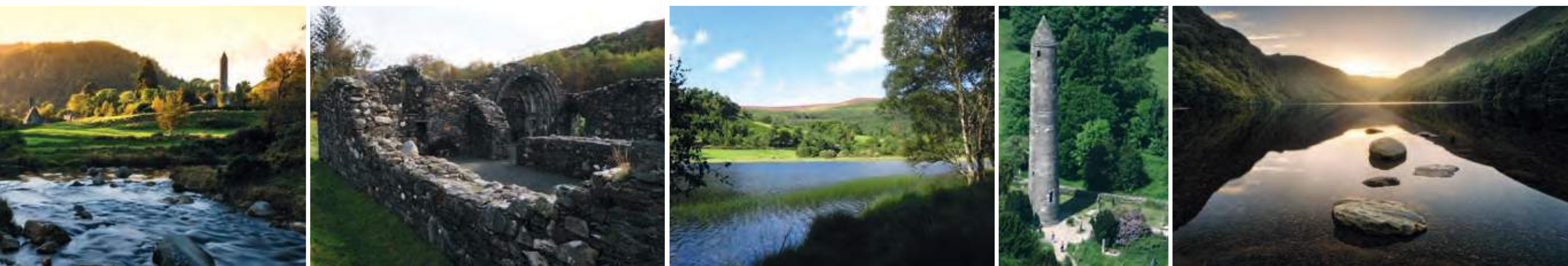
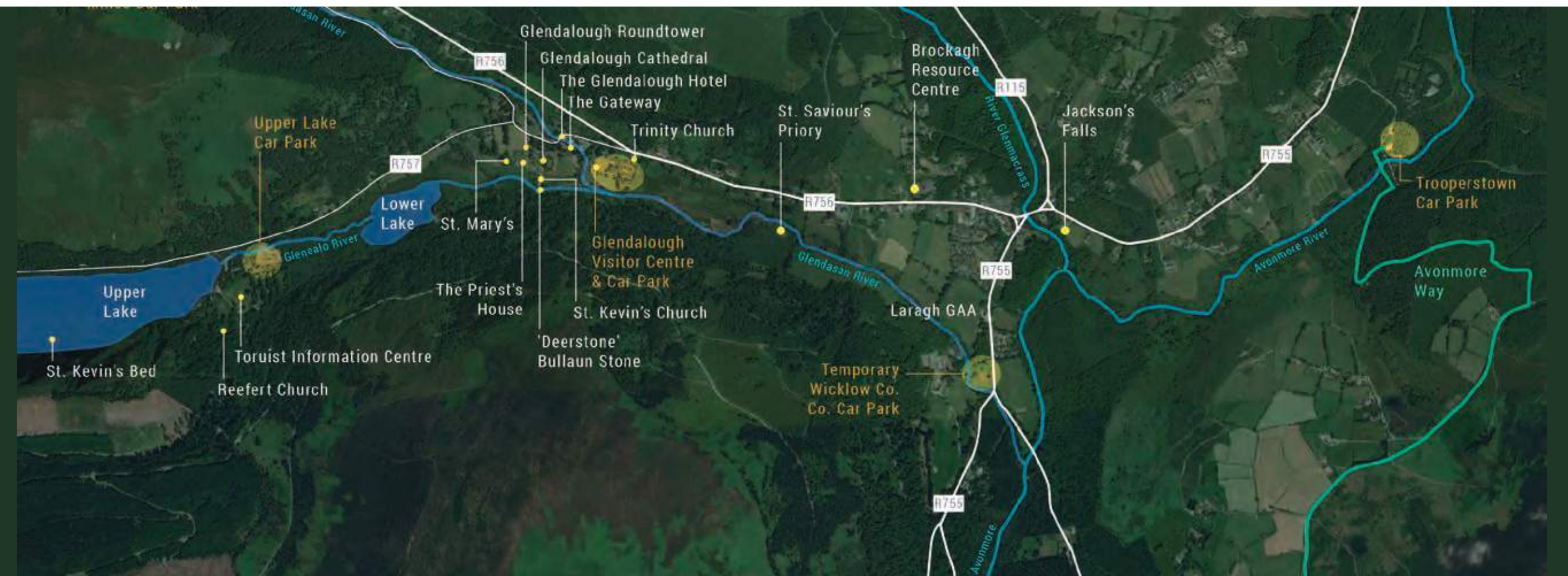


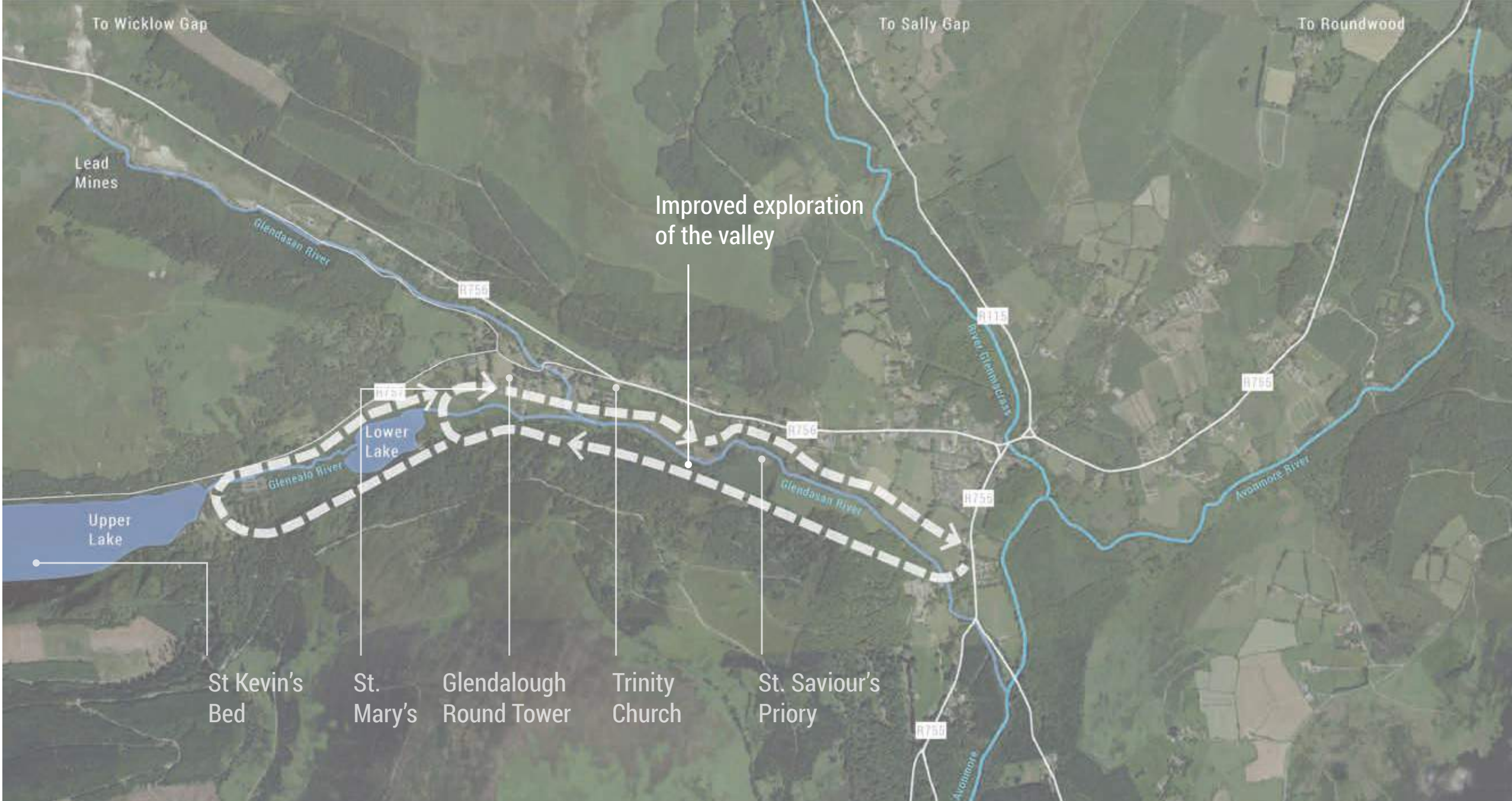


## GLENDALOUGH AND LARAGH VALLEY

### Principles behind the Emerging Options and proposals

- Develop a sustainable trail network that encourages the exploration and enjoyment of the Glendalough Valley, its outstanding and unique heritage, culture and landscape, with routes that are accessible to all, on foot, bike and wheelchair.





## GLENDALOUGH AND LARAGH VALLEY

### Principles behind the Emerging Options and proposals

- Develop a sustainable trail network that encourages the exploration and enjoyment of the Glendalough Valley, its outstanding and unique heritage, culture and landscape, with routes that are accessible to all, on foot, bike and wheelchair.





## GLENDALOUGH AND LARAGH VALLEY

### Principles behind the Emerging Options and proposals

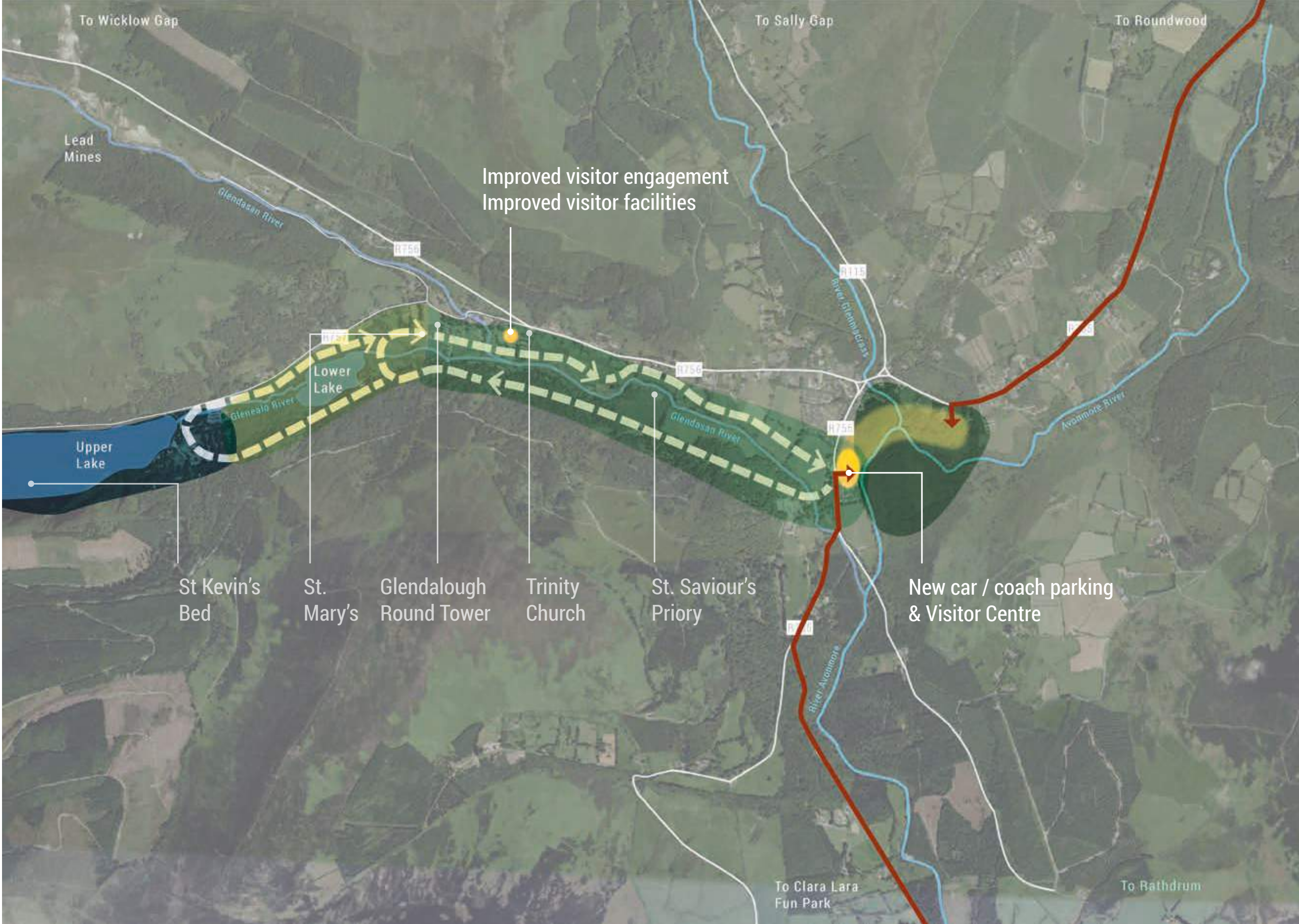
- Restore the quality of the monastic landscape and its wider valley setting, from the Upper Lake to Laragh, befitting the potential World Heritage Site designation.



## GLENDALOUGH AND LARAGH VALLEY

### Principles behind the Emerging Options and proposals

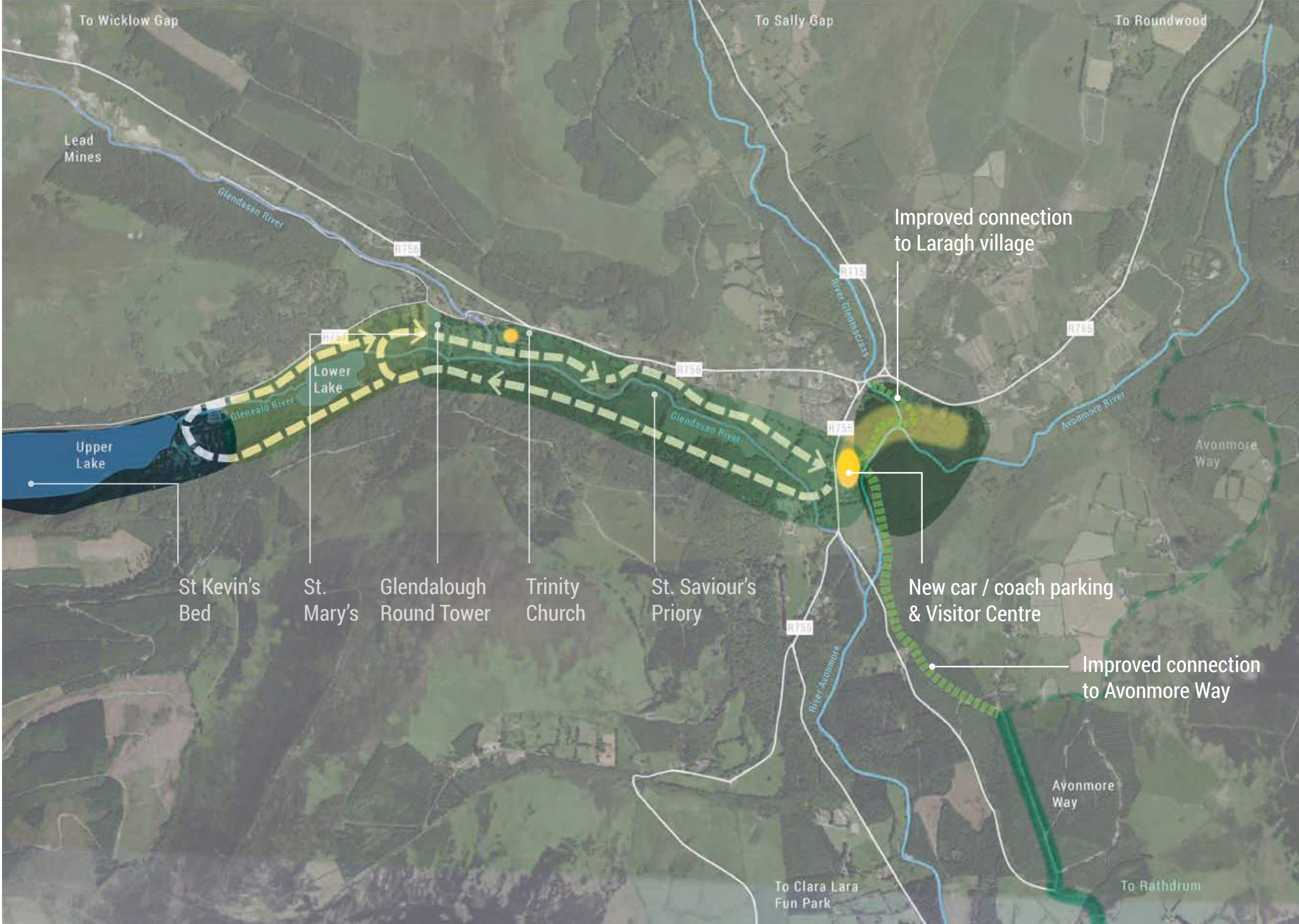
- Integrate engaging interpretation that enriches the visitor experience as part of the trail network and through improvement of the existing facilities at Glendalough



## GLENDALOUGH AND LARAGH VALLEY

### Principles behind the Emerging Options and proposals

- Provide good quality accessible parking in Laragh associated with a new visitor centre that becomes the main point of welcome and interpretative centre for Glendalough and the wider Wicklow Mountains
- Provide an effective shuttle bus that connects the parking in Laragh with Glendalough and the Upper Lake.

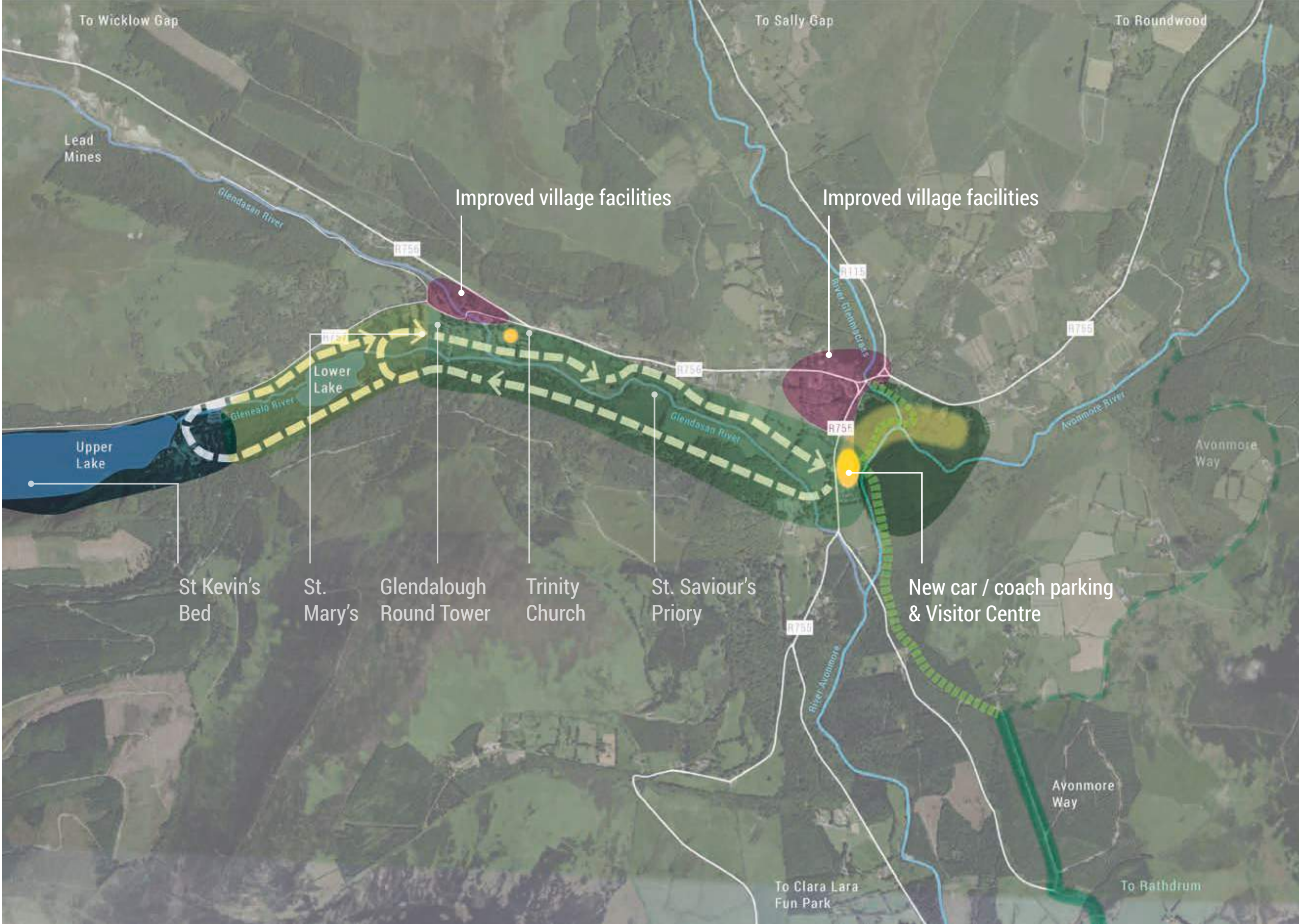


## GLENDALOUGH AND LARAGH VALLEY

### Principles behind the Emerging Options and proposals

- Encourage sustainable transport connections from Rathdrum, connecting with the railway station, including walking, cycling and bus routes.
- Incrementally reduce car/coach parking at the Upper Lake and adjacent to the existing Visitor Centre in Glendalough reducing the impact of parked and moving vehicles on the most sensitive areas, making them increasingly attractive for local people and visitors.





## GLENDALOUGH AND LARAGH VALLEY

### Principles behind the Emerging Options and proposals

- Promote, strengthen and enhance the quality of existing commercial offerings at Glendalough and Laragh – hospitality, accommodation and visitor services and support new, diversified opportunities.
- Facilitate a critical mass of high-quality activities and attractions that encourages multi-day visitor experiences – ‘slow and sustainable’ tourism.

## PHASE 1

- Secure long-term car park locations in Laragh and develop initial phases.
- Develop all-ability pedestrian and cycle links between Laragh and the Upper Lake
- Establish high quality, effective seasonable shuttle bus service.
- VMS (Variable Messaging Signs) installed on the 4 main approach roads linked to car park counters to facilitate management of the parking provision
- Improvements of the heritage and landscape setting:
  - Upper Lake Car Park – improved, more natural landscape setting
  - Glendalough Visitor Centre Car Park – improved, more natural landscape setting
  - Upper Lake/Lower Lake/Valley – improved landscape, including re-wilding
- Re-purpose the Visitor Centre to include natural heritage as well as the built and cultural heritage interpretation and integration of the trails in the Valley.
- Develop a detailed Conservation Plan for the built heritage of the valley and in particular develop a vision for enhancing the character and significance of the monastic heritage

These Principles are the basis for a Phased approach to development based on incremental steps to match demand. They are envisaged as a progression from small scale interventions as soon as possible to relieve existing pressures forward to longer-term, comprehensive and ambitious plans to transform the visitor experience in the valley.

Implementation will require co-operation and co-ordination between the various state bodies, Wicklow County Council, the local community and a number of private owners and operators. We believe all parties have much to gain from this approach as it will balance the various needs, desires, responsibilities and ambitions.

The Emerging Proposals are set out in 3 broad Phases, broadly in the order we see implementation as desirable. There is a potential stopping point or pausing point after each Phase which could be used to review and measure effectiveness and inform the detail of the following phases. For the purposes of the Economic Appraisal, the completion of each Phase is considered as an Option which will allow their relative costs and benefits to be assessed.

## PHASE 2

- New Visitor Orientation Hub developed in Laragh, as an inspirational entry point fusing buildings and landscape to make the journey rewarding and special, commensurate with a World Heritage Site designation
- Glendalough Hotel car park extended into current bus park as part of agreement to relocate car parking from lands between Visitor Centre and Monastic site – assuming no overall loss of parking for the Hotel, with capacity for increase. Residual area of public parking greatly reduced as a consequence.
- Upper Lake car park closed from 1st March to 31st October at weekends and from 1st May to 30th September all week. Traders relocated from the car park. Access maintained for winter use for regular visitors, and for residents all year round.
- VMS system from Phase 1 adapted as required to facilitate the increased use of the parking in Laragh.
- Open up direct access from Wicklow Gap junction in to lands adjacent to road and through to OPW car park to reduce bus and car congestion.
- Trader units from bridge area re-located to expanded car park within new designed structures
- Lands between Visitor Centre and Monastic site and back to Trinity Church re-landscaped as the second phase of restoring the wider monastic landscape
- Public realm landscaping improvements to Glendalough village and bridge area
- Scale of Laragh car parks increased as demand requires

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## PHASE 3

- Parking provision in Laragh increased to full capacity
- Upper Lake car park closed from 1st March to 31st October at weekends and from 1st May to 30th September all week. VMS system from Phase 1 adapted as required. Access maintained for winter use for regular visitors, and for hotel and other accommodation users and residents all year round. Provision at Upper Lake reduced and OPW Car Park in Glendalough closed, with area re-landscaped/wilded
- Hotel car park expands further onto OPW car park land to allow for future expansion of hotel.
- Potential high quality accommodation pods for visitors on sites between OPW car park and road if integrated well into landscape.
- Full restoration of the monastic landscape in line with Conservation Plan
- Re-naturing of the valley ongoing with continued investment in a sustainable trail network and habitat protection

These Principles are the basis for a Phased approach to development based on incremental steps to match demand. They are envisaged as a progression from small scale interventions as soon as possible to relieve existing pressures forward to longer-term, comprehensive and ambitious plans to transform the visitor experience in the valley.

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MONASTIC EXPERIENCE

Glendalough Analysis

Existing Site Photos



MONASTIC EXPERIENCE

Glendalough Analysis

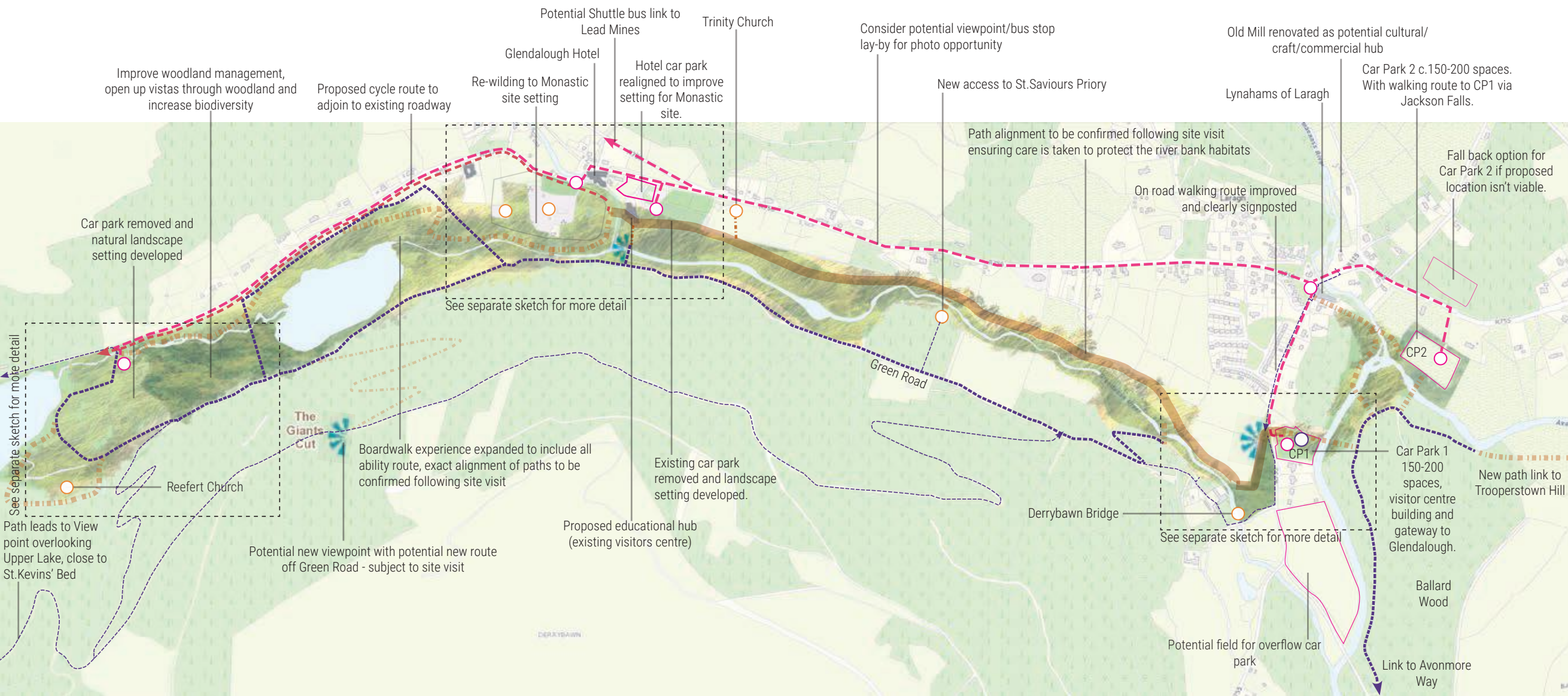
Existing Site Photos














# MONASTIC EXPERIENCE

## Glendalough Analysis

### Valley Concept Plan



#### Key

	Proposed Car Park		Visitor Centre/Orientation
	Shuttle Bus Route		Heritage Assets
	Shuttle Bus Stop		View points
	Existing path network (proposed to become part of main route)		
	Existing path network		
	Approximate route for new shared pedestrian/cycle path		
	Proposed cycle route		
	Approximate route for new pedestrian only path		

## MONASTIC EXPERIENCE

### Glendalough Analysis

### Valley Landscape Character Areas



#### Landscape Character Areas

##### 1. Car Park, Mill and Village

Visitor hub, new parking and improvement works to the village streets to the Mill  
Major investment in arrival experience and a sense of threshold to the journey beyond.

##### 2. Jackson Fall Connecting into existing path networks

New routes proposed through woodland, tying into wide trail network and improving access to Jackson Fall. Creating small loop walk options for people who are stretching legs/only looking for a spot to eat lunch without going too far from the car.

##### 3. Glendasan River Crossing

This is a key pinch point in the route, as access is needed over the river. The current bridge is narrow and conflict would arise if it is shared with vehicle movement. Potential to create an attractive river crossing. Possible ties to Woollen Mill as tourist attraction/stopping point en route. Utilising GAA ground

##### 4. Green Road

To encourage visitors to walk up to Kevin's Bed in the first instance the Green Road is the natural choice. Strategically placed interpretation along the route could guide walkers along to prevent the main flow from dispersing towards monastic site, etc. Possible new link to elevated view point?

##### 5. Upper Lake Landscape

This area has a passive/contemplative setting, space to stop/rest/picnic/learn. Possible seasonal car park (off season?). Removal of cafe/refreshment facilities?

##### 6. Boardwalk and wetland landscape

Expanding on the existing landscape character, introduce new boardwalks and wetland landscape features promoted

##### 7. Monastic Site/Re-wilding/Tourist Hub/Education Centre

Overhaul of existing infrastructure, simplification of routes and the re-wilding of the landscape to give a natural and historically appropriate setting for the Monastic features. Public realm setting improved for shuttle bus stop and tourist facilities. Visitor Centre re-purposed for education. Hotel car park rationalised.

##### 8. River Valley Walk

Potential line of new (return) route along the valley providing a riverside walk and opportunity for play and engagement with the water course, always seeking to protect the existing wildlife corridor. New links to St. Saviours Priory. Site visit required to assess impact on various landowners



MONASTIC EXPERIENCE

Glendalough Analysis

Exemplar Images

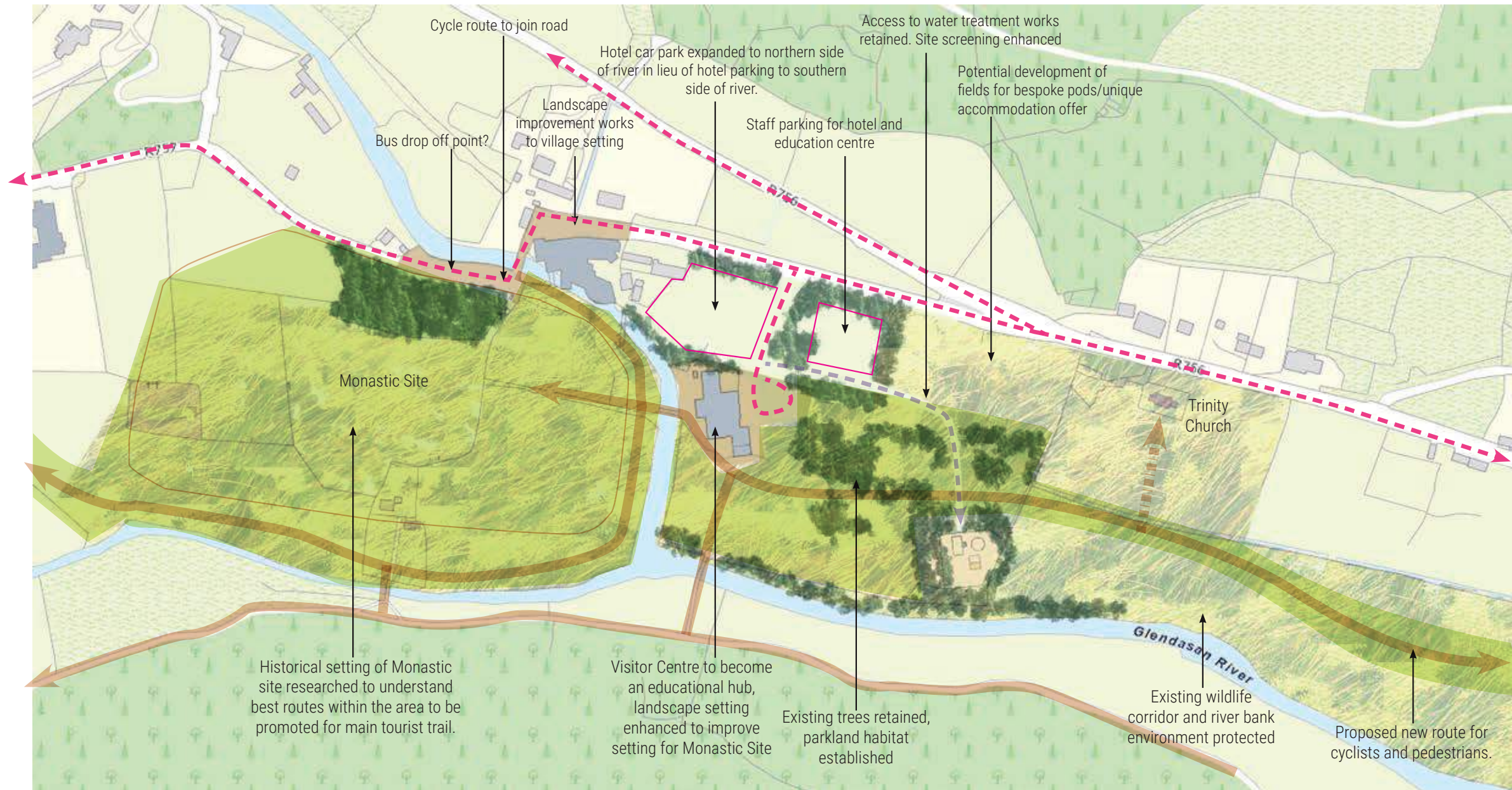








# MONASTIC EXPERIENCE

## Glendalough Analysis

### Monastic Site



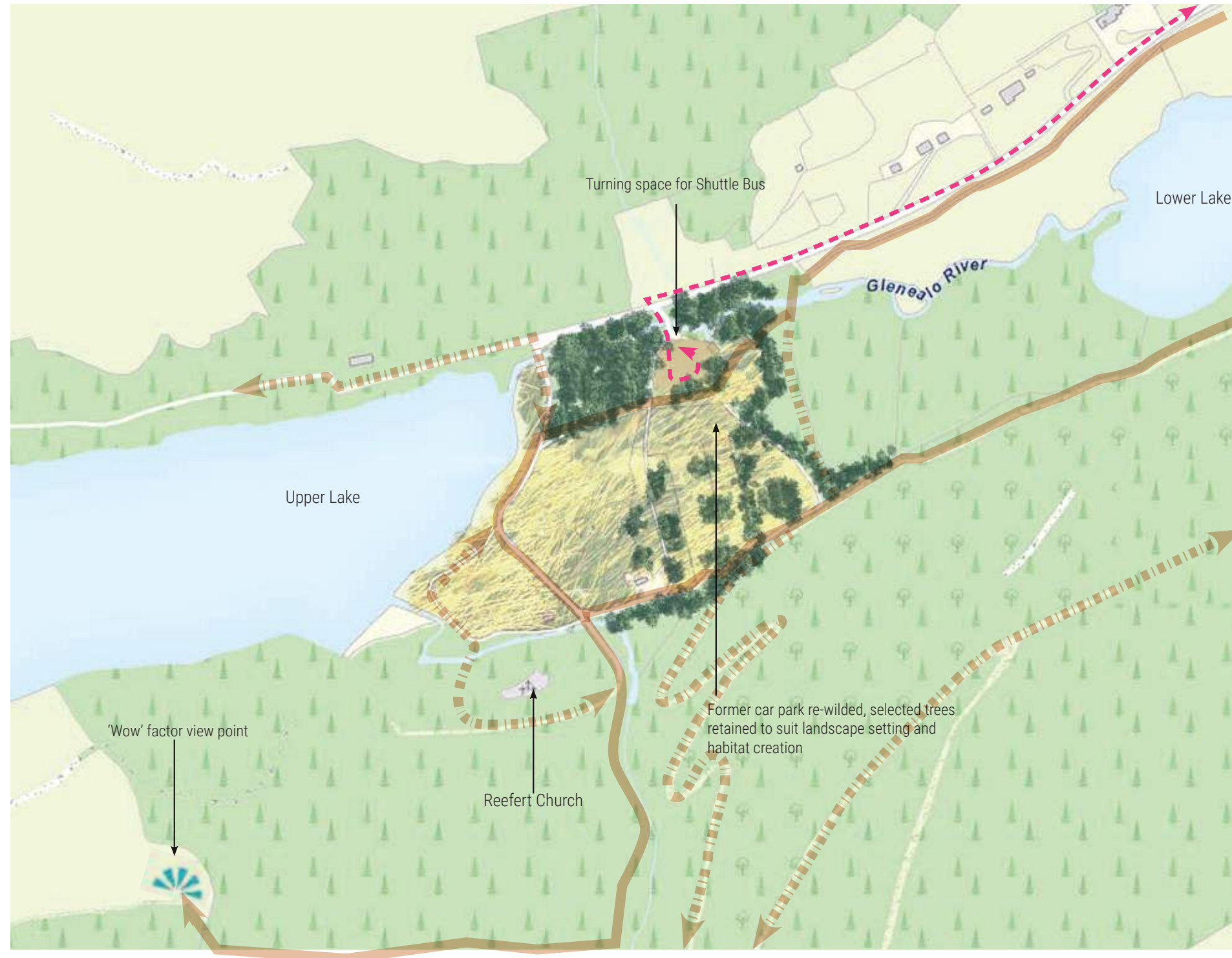
-  **Car Park**
-  **Shuttle Bus**
-  **Main Walking/Cycle Route**
-  **Secondary Routes**

\* Due to current travel restrictions access to site is limited. The information presented is largely based on desk study site analysis. As a result all options presented are subject to site analysis to confirm suitability.

MONASTIC EXPERIENCE

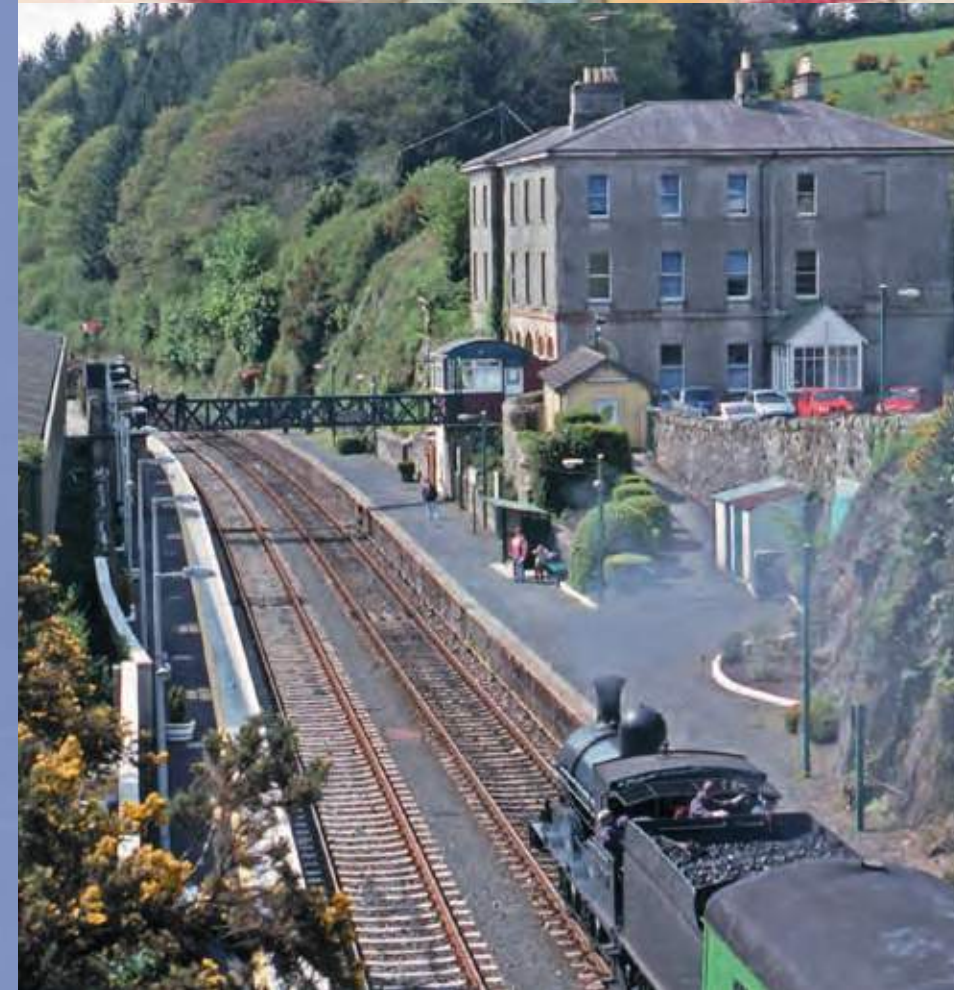
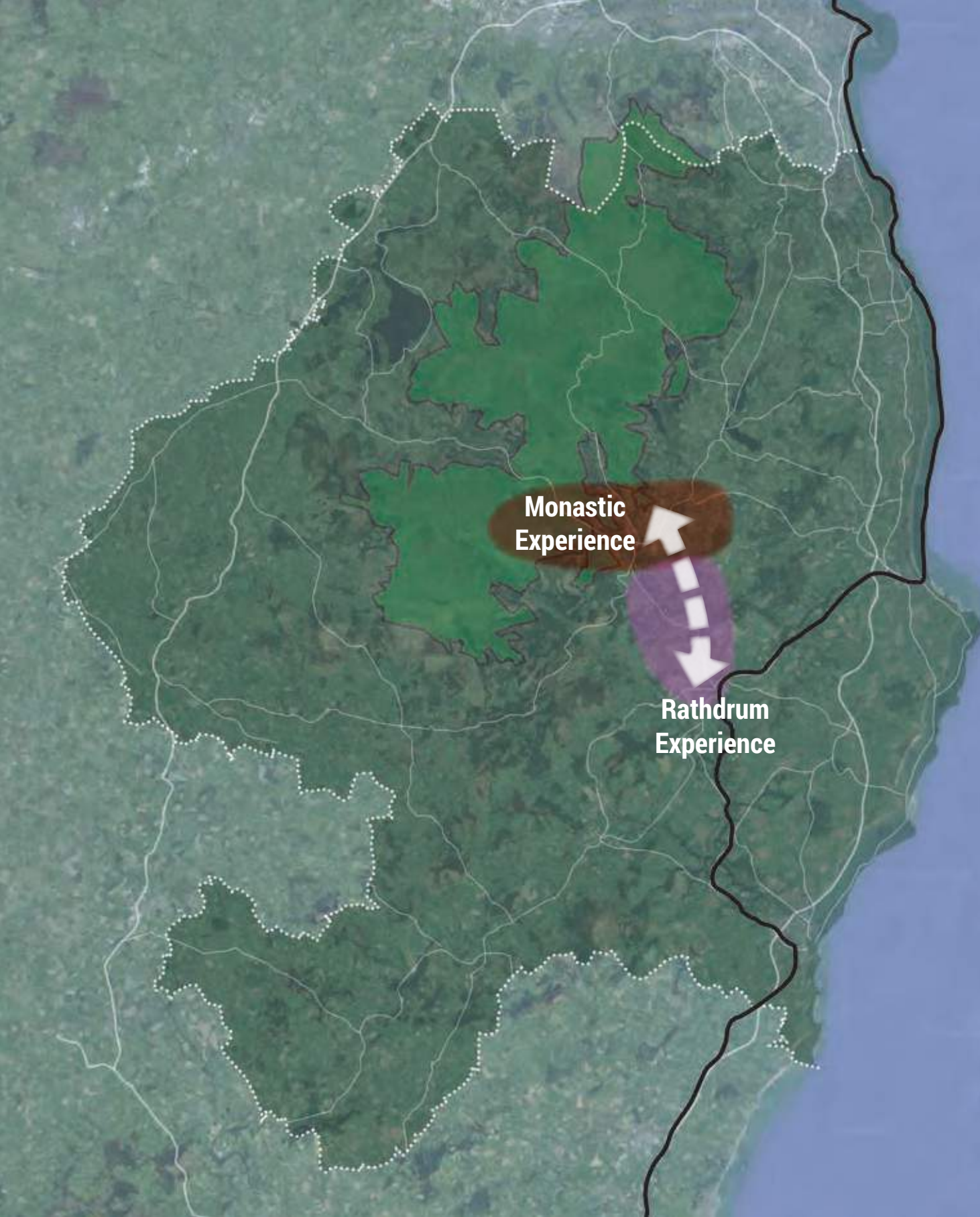
Glendalough Analysis

Upper Lake Car Park



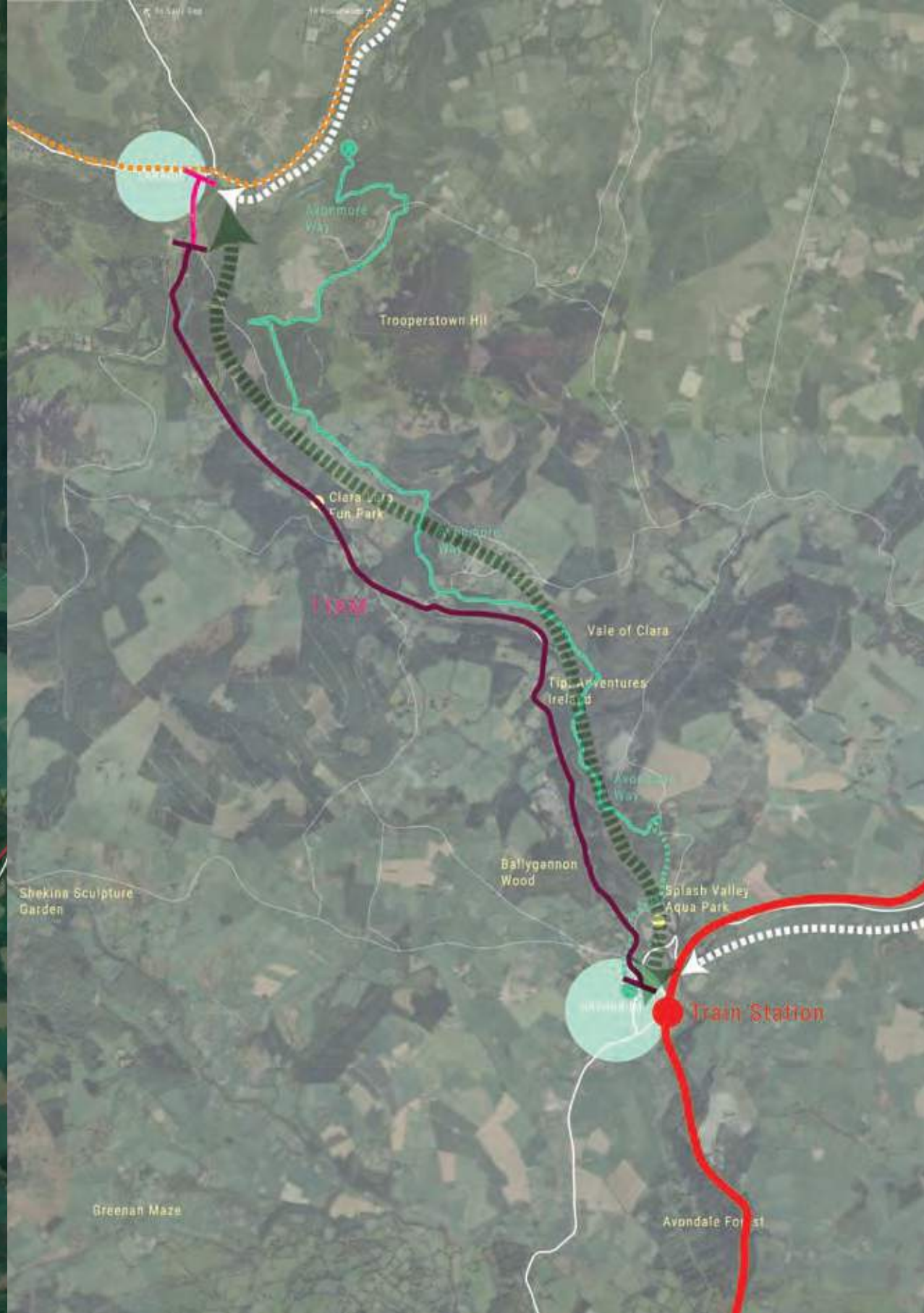
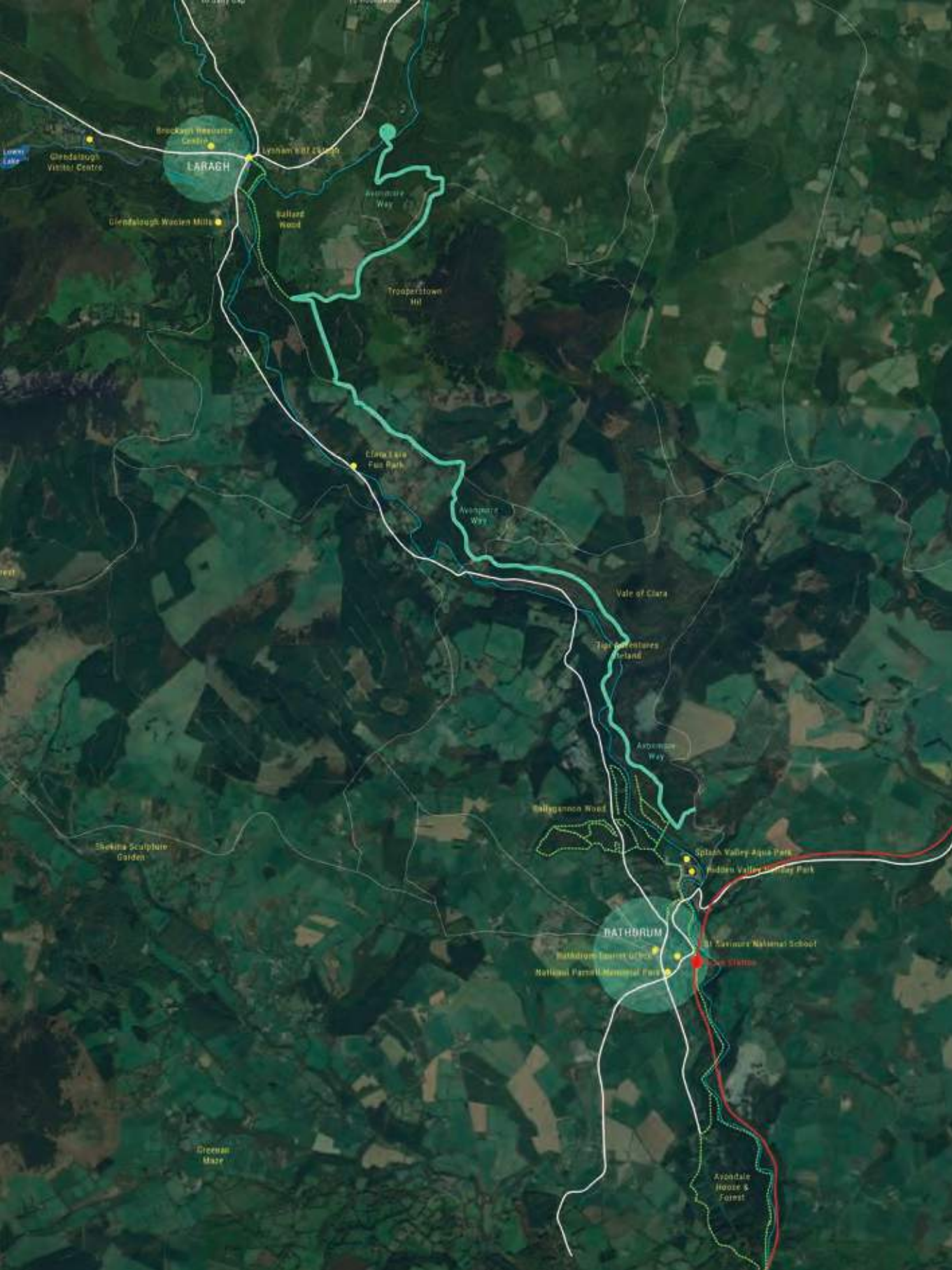
An aerial photograph of a lush green landscape, possibly a park or a rural area, with a blue sky background. The text "RATHDRUM EXPERIENCE" is overlaid on the left side of the image.

# RATHDRUM EXPERIENCE



## RATHDRUM EXPERIENCE

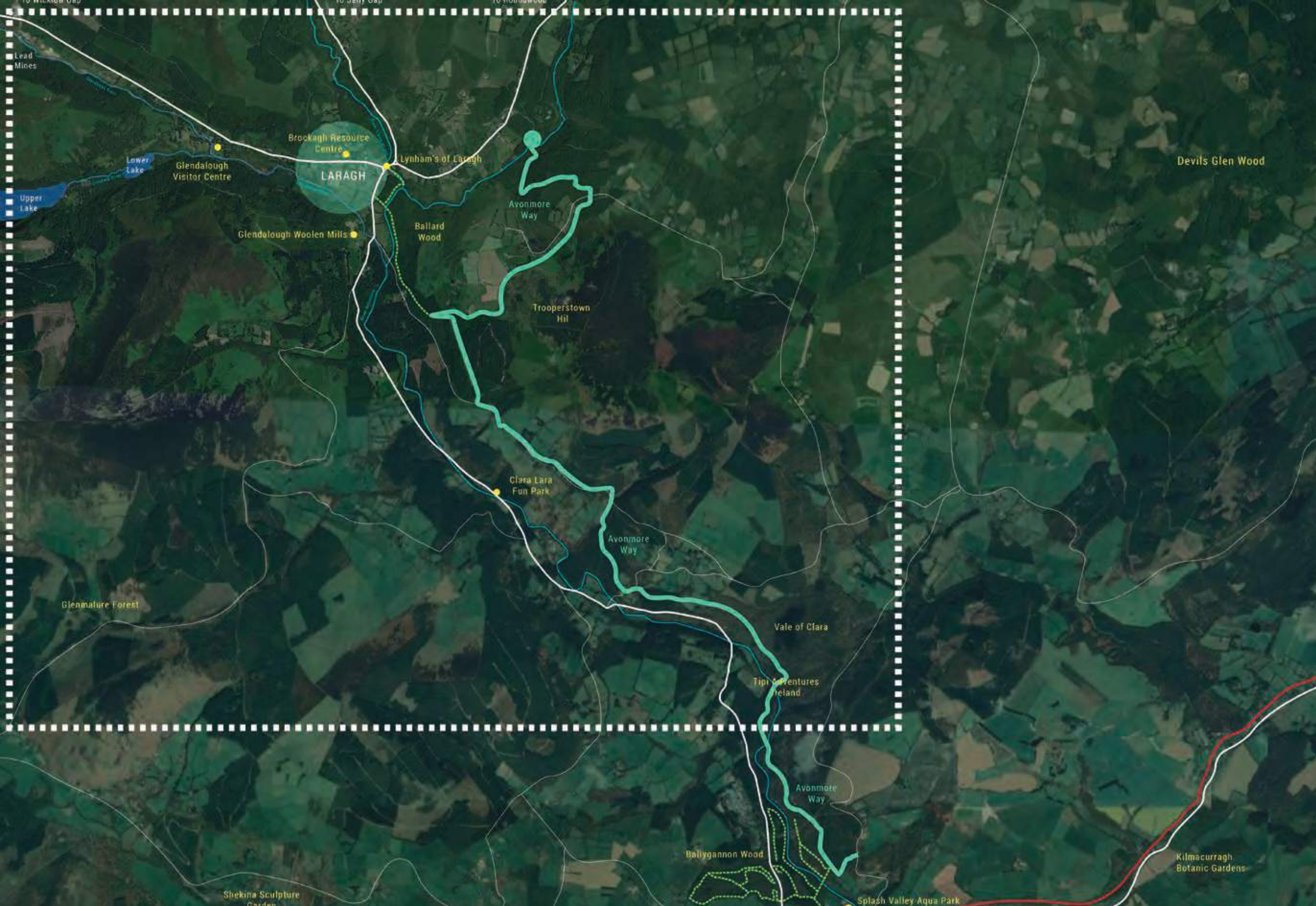
- Encourage sustainable transport connections from Rathdrum, connecting with the railway station, including walking, cycling and bus routes.
- Explore heritage stories of the town and potential to offer increased outdoor recreational experience for visitors



## RATHDRUM EXPERIENCE

- Encourage sustainable transport connections from Rathdrum, connecting with the railway station, including walking, cycling and bus routes.
- Explore Avonmore Way connection between Laragh and Rathdrum





## RATHDRUM EXPERIENCE

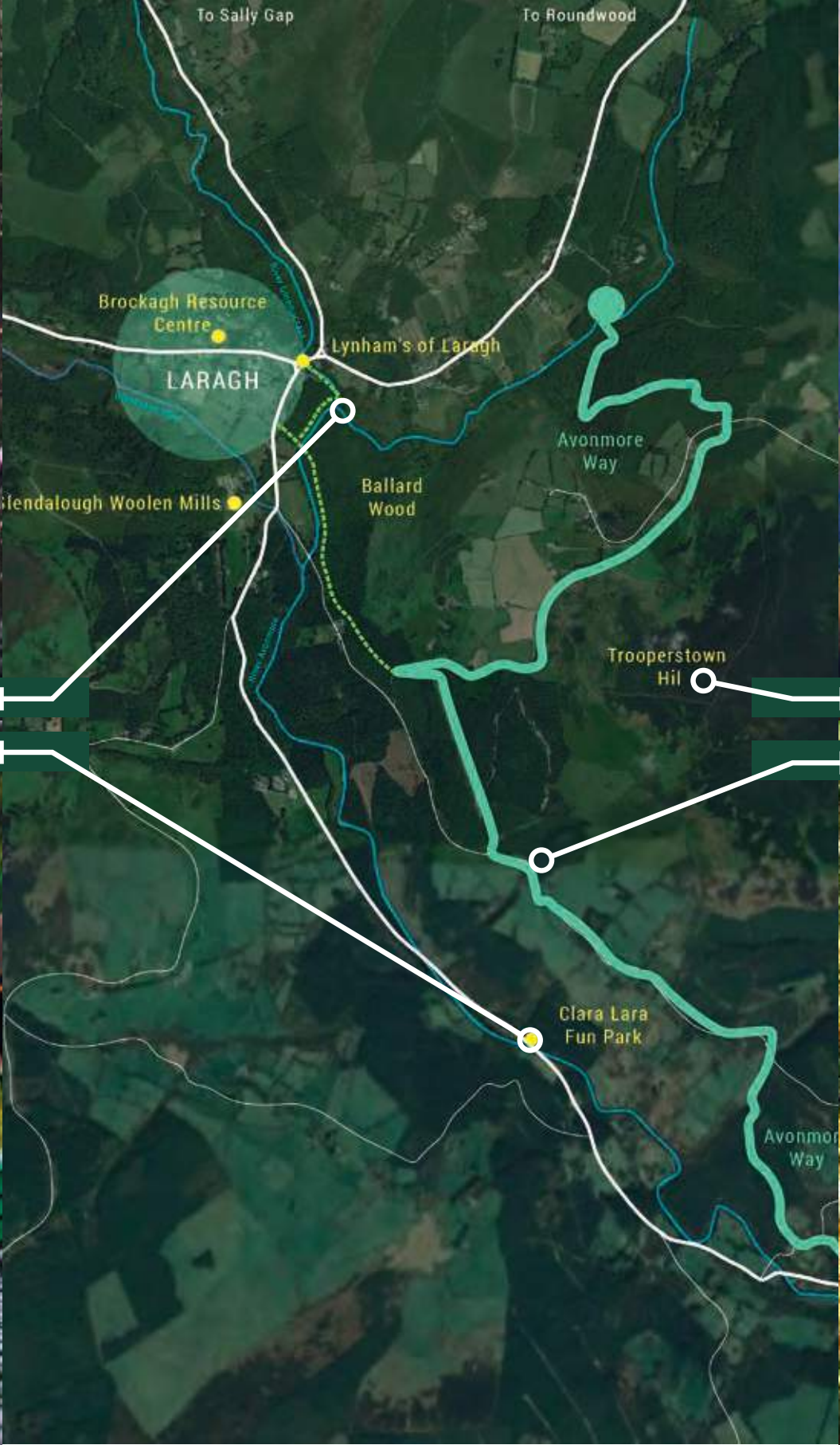
### Laragh connection south to Vale of Clara

- Strengthen links from Laragh to Avonmore Way and Vale of Clara, connecting nearby assets and destinations such as Jackson's Falls, Trooperstown Hill, Ballard Wood, Clara Lara Fun Park and Tipi Adventures Ireland.





Jackson's Falls



Clara Lara



Trooperstown Hill



Avonmore Way





## RATHDRUM EXPERIENCE

Rathdrum connection's north to Laragh village, and south to Avondale House

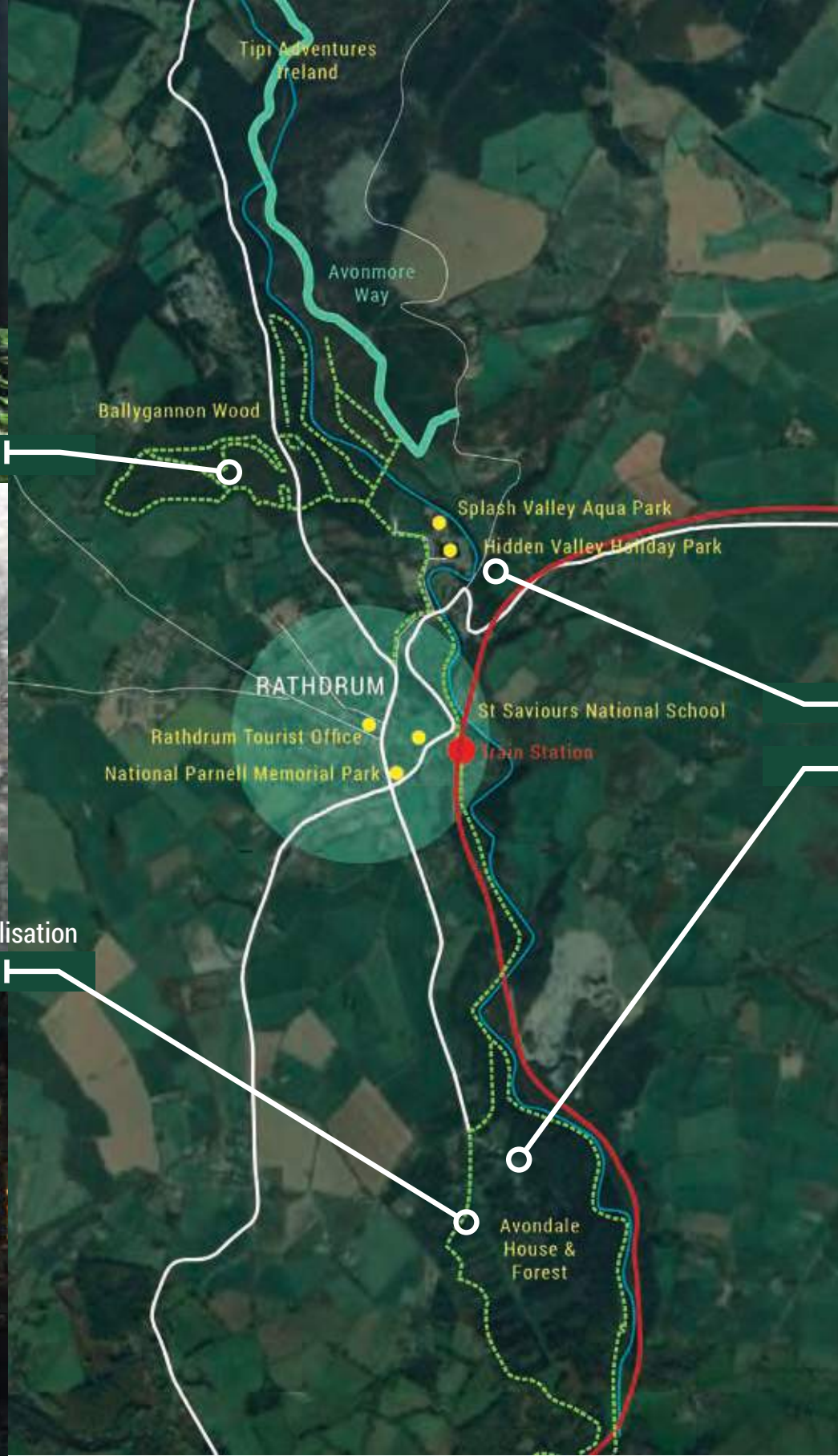
- Link Rathrum to Avonmore Way and Vale of Clara, connecting to nearby assets and destinations of Ballgannon Wood, Splash Valley Aqua Park, Hidden Valley Holiday Park and Rathdrum Train Station
- Strengthen connection between Rathdrum and Avondale House and Forest



Ballygannon Wood



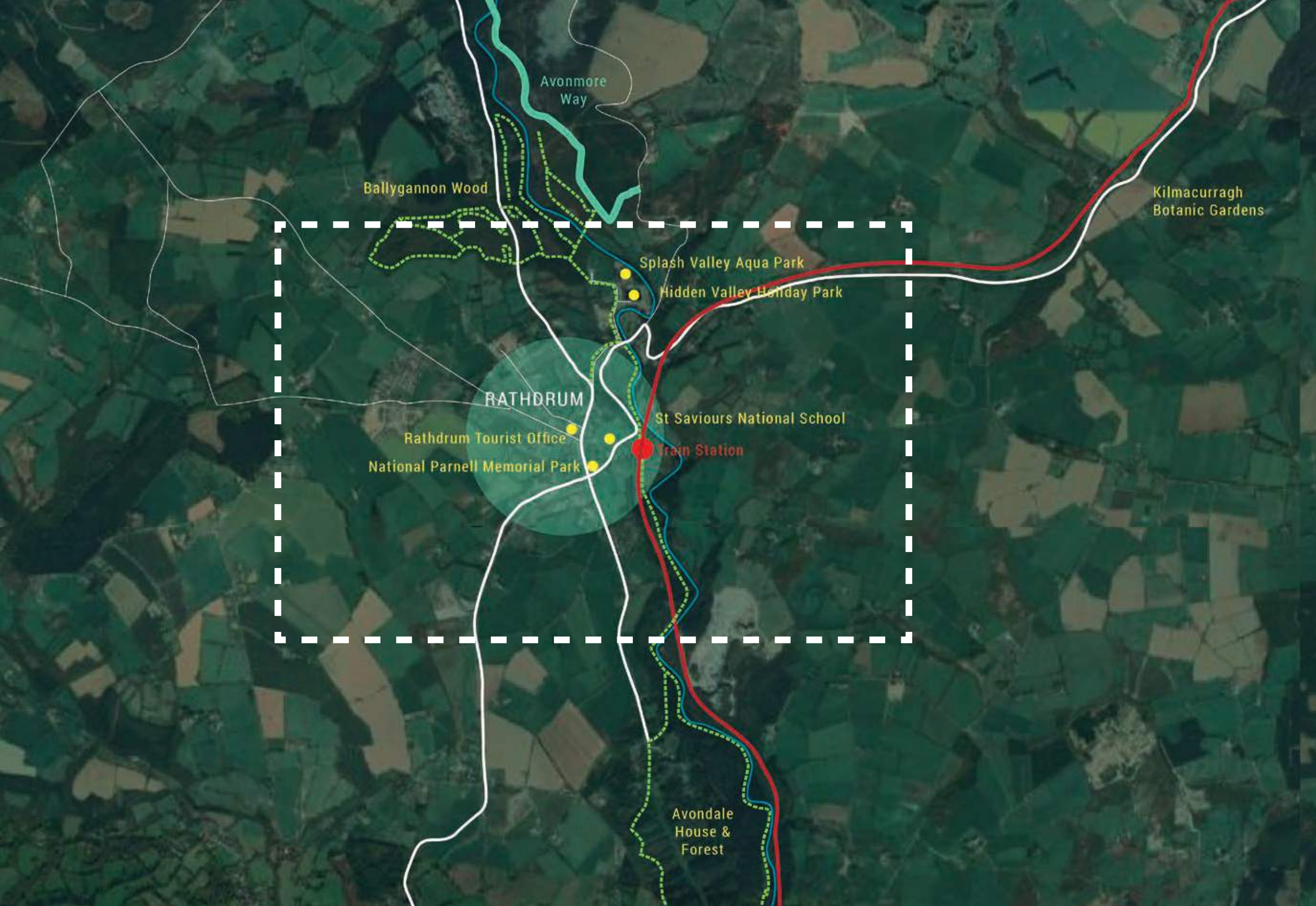
Architects Visualisation  
Avondale Forest



Hidden Valley



Avondale House



## RATHDRUM EXPERIENCE

### Rathdrum Town

- Explore the towns built heritage and their future potential such as Comerford Mills, St Mary's and St Michael's, Market Place and Flannel Hall.
- Enhance open spaces, improving connections to one another and Market Place such as Memorial Park, Fair Green and the Avonmore Way.
- Tell the town's stories of its roles in the Irish textile and film industry.
- Improve rail infrastructure and highlight the importance this link has in improving visitor experience to Laragh, Glendalough and the County.



Avondale Retreat



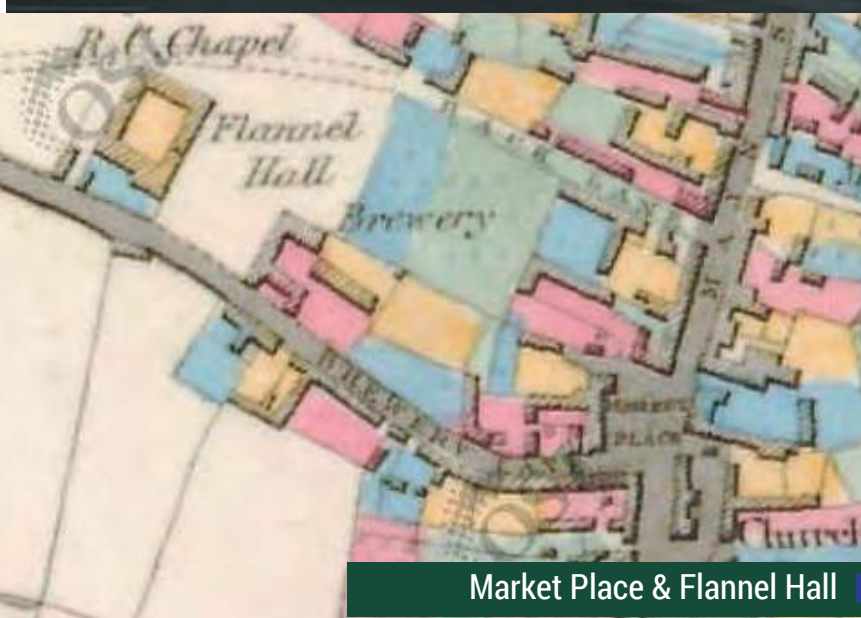
Comerford Mills



St Mary's & St Michael's



Valley View



Market Place & Flannel Hall



Memorial Park



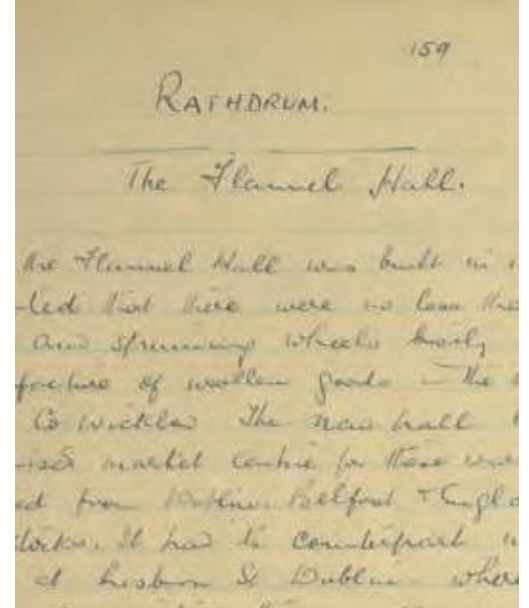
Lower Rathdrum



Market Place



Main Street



*The manufacture of flannel was carried on here to such an extent that the Irish government deemed it necessary to appoint a seller of flannels to superintend it, under whom were a deputy and eight sworn meters, who resided in the town. A flannel-hall was erected in 1793...the trade continued to flourish so long as the protecting duties on Irish woollens were maintained, but on their repeal it declined rapidly and is now nearly extinct: the few pieces at present made are purchased by the shopkeepers in the town.*

*The manufacture of woollen cloth also flourished here, but owing to the same causes has declined within the last 12 years, and is now also extinct.*



Flannel Hall & Fair Green



Ardavon House Home of James Charles Comerford



Railway Bar - Michael Collins Film Location



Market Sqaure & Main Street



Market Square



Cartoon Pub



**VISITOR EXPERIENCE  
& MANAGEMENT  
MASTERPLAN**

**GLENDALOUGH AND  
WICKLOW MOUNTAINS  
NATIONAL PARK**





**GLENDALOUGH AND WICKLOW MOUNTAINS  
NATIONAL PARK**

Draft Visitor Experience & Management Masterplan

**Appendix A5**

*Feedback on Public Consultation*

*Author: The Paul Hogarth Company*

## Feedback on Public Consultation

At the outset of the project, it had been intended to facilitate a range of early engagement opportunities. With the prevailing COVID pandemic this was deferred in the hope that restrictions would be eased. Restrictions were not eased and accordingly, with the Steering Group, an innovative programme of online engagement was planned and delivered.

This included:

- Website – a series of consultation boards were prepared and made available to view/download on the wicklow.ie website. These were the focus for consultation discussions
- Online and Paper Copy Survey – the survey was extensively publicised, resulting in 185 responses
- Project Email – a dedicated project email address was set-up, through which there were 42 messages received, with comments. As appropriate these were responded to.
- Consultation Drop-In Sessions – on three days, 34 drop-in sessions were facilitated, which allowed over 191 (there were 191 bookings, but sometimes more than one person attended) people to engage in conversations about the area
- One-to-one Meetings – a range of meetings were facilitated, including with Glens of Lead & Heritage Forum, GDDA, Tidy Towns, Arklow residents, Minister Simon Harris, West Wicklow. Baltinglass, Glenree Centre, Glendalough Hotel, Eoin Llewellyn, Paul Carberry, Adrian O'Carroll



VISITOR EXPERIENCE & MANAGEMENT MASTERPLAN  
GLEN DALOUGH AND WICKLOW MOUNTAINS NATIONAL PARK

PUBLIC CONSULTATION FEEDBACK & REVIEW  
APRIL 2021

# Process

FINAL DRAFT



# Stakeholder Engagement

FINAL DRAFT

Online  
Survey

Project  
Email

Consultation  
Drop in sessions

One to  
One meetings

The screenshot shows the Wicklow Council website's 'Online Consultation Hub'. The header includes the Wicklow Council logo with the tagline 'WICKLOW ENDLESS OPPORTUNITIES' and the 'LIVING IN WICKLOW' logo. Navigation links include 'SERVICES', 'YOUR COUNCIL', 'NEWS & EVENTS', and 'CONSULTATION HUB'. The main heading is 'Online Consultation Hub'. Below this, there is a breadcrumb trail: 'Living in Wicklow / Services / Online Consultation Hub /'. A section titled 'IN THIS SECTION' lists two items: 'County Wicklow Screen Sector Strategy' and 'Masterplan for Glendalough and Wicklow Mountains National Park', with the latter being the active page. The main content area features the title 'Masterplan for Glendalough and Wicklow Mountains National Park' and an update date of '12/03/2021'. The text states that the public consultation, originally from February 22nd to March 12th, has been extended to March 26th. It asks users to continue filling out the questionnaire and submit feedback to [wicklow@paulinegarra.com](mailto:wicklow@paulinegarra.com) or via an online submission form. A link for the 'Survey Monkey Questionnaire' is provided. The text also mentions that a Visitor Experience and Management Masterplan for Glendalough and the Wicklow Mountains National Park has been commissioned by Fáilte Ireland, working with strategic partners like OPW, NPWS, and the National Monuments Service. The aim is to improve the visitor experience, and the public is asked for their input. The masterplan covers a range of visitor attractions and activities, with a focus on active outdoor activities like walking and cycling in the Glendalough valley.

# Online Survey & Project Email

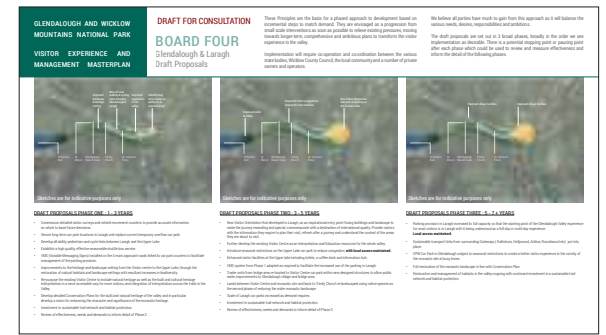
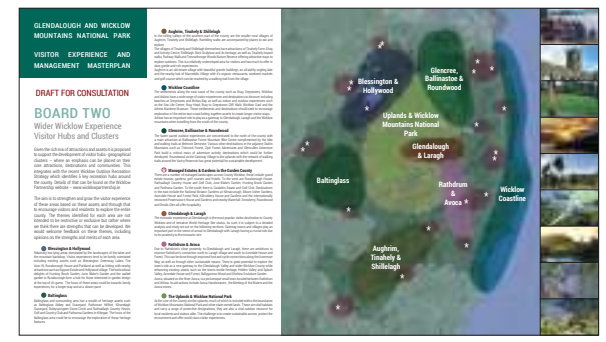
FINAL DRAFT

185  
survey responses

42 emails



# Online Survey



Masterplan for Glendalough and Wicklow Mountains National Park and Visitor Orientation Recommendations for County Wicklow

the paul hogarth company

**Welcome to the Visitor Experience and Management Masterplan for Glendalough and the Wicklow Mountains National Park.**

This Masterplan has been commissioned by Fáilte Ireland, working with its strategic partners the Office of Public Works (OPW), National Parks and Wildlife Service (NPWS) and Coillte along with the National Monuments Service and Wicklow County Council.

The aim of the Masterplan is to improve the visitor experience in Co Wicklow.

Please help us by downloading and reading the consultation boards using the link here:

[Download Consultation Boards](#)

This will help you to answer the survey questions below.

Thankyou for taking the time to give us your feedback.

OK

Before starting the survey, people were asked to review the consultation boards which would help them answer the survey questions.\*

\* NB. A summary of responses are shown in the following presentation - full survey responses can be found in the Questionnaire Report

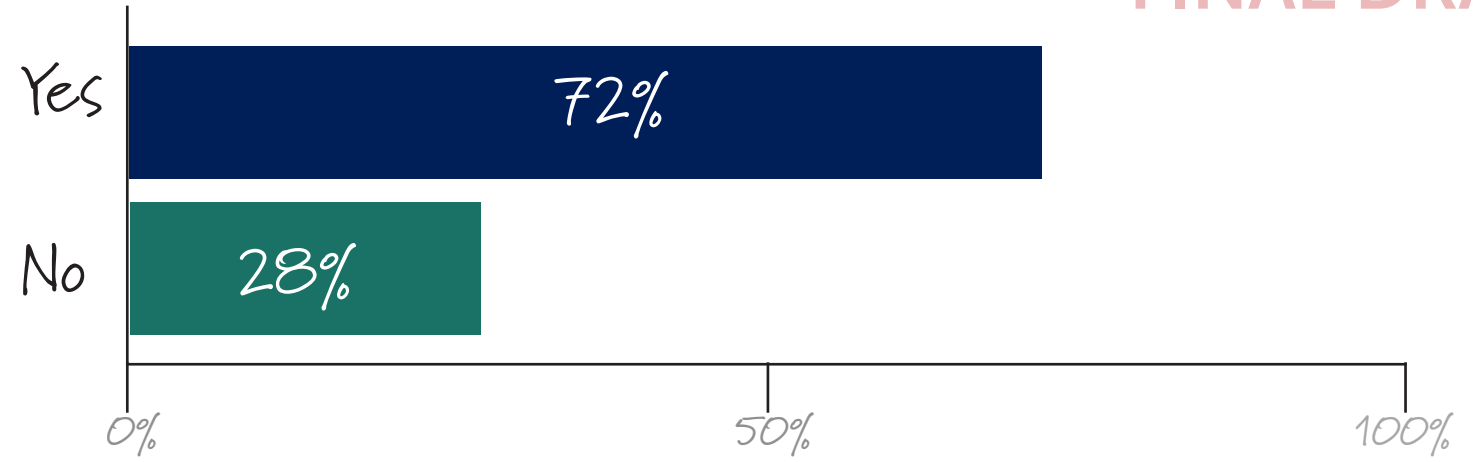
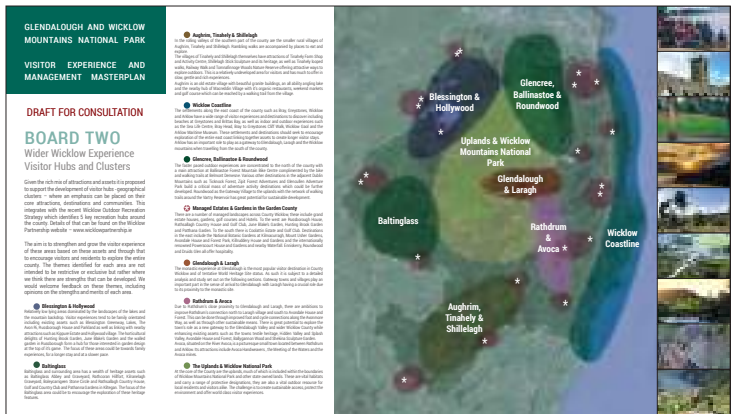


# Board One : Wider Wicklow - Experiences & Attractions

1) Do you think there are any important experiences or attractions missing?

BALLINASTOE  
 WATER-BASED-ACTIVITIES  
 BALLYMOYLE  
 VARTY WATERWORKS  
 DEVILS GLEN  
 TOMDARRAGH  
 HORSERIDING  
 DJOUCEWOODS  
 VARTRY RESERVOIR  
 LITTLE SUGAR LOAF  
 KILMACURRAGH  
 MILITARY ROAD  
 WICKLOW WAY





## Board Two : Wider Wicklow Experience - Visitor Hubs and Clusters

2) Do you think it is helpful to group areas into visitor hubs to strengthen and grow visitor experiences?

3) Do you have any comments on the proposed visitor hubs?

- Care should be taken to ensure visitor hubs and clusters are not developed in isolation from each other
- Visitor hubs are useful as a guide for visitors regarding what they might experience in each area. How these areas are connected is also important
- Better connections between hubs are required, promote sustainable transport rather than car usage - such as cycle paths, greenways and shuttle services
- Feature a mixture of culture, nature, fitness, cafes in hubs.
- Upgrading the rail network and public transport will be critical as will careful traffic management
- Will work if the marketing is there to support them
- Roundwood should be linked more with Glendalough as a gateway with scope for a wider range and overflow services - dependent on good transport links



## Board three: Glendalough - Attractions, Challenges & Emerging Development Principles

4) Do you think there is anything missing or have any comments on the:

a) Attractions

### A) ATTRACTIONS

Education  
Wildlife  
Environment

- Education and **educational information** - local flora and fauna, recognising importance, tree planting trips / hikes, children's experience areas
- Emphasis on **wildlife, wilderness, environment, connection with nature**

Active sports  
Walks  
Trails

- More specific mention that Glendalough is a significant **jumping off point** for hikers, trekkers, climbers etc.
- One of the **best locations for climbing, bouldering** in Ireland
- **More attractions** eg. bike tracks, adventure sports, canoeing, zip lining, water sports
- **Promote beautiful walks, Green Road, trails, greenways, cycle routes, trails with time duration**

Heritage  
Religion  
Folklore

- **Develop multi-faceted heritage** (mining) around natural beauty of place, include other historical buildings and sites
- **Spiritual ecology**, enhancing natural peace, pilgrimage potential, a place of retreat
- **Religiously significant site**, pilgrimage to the area sought by many
- Folklore is rich in the area - could tie in with dark tourism, stories about ghosts and fae

Parking  
Facilities  
Signage & information

- **Car parking should be pushed away from the centre** and reduce vehicles
- **Update visitor centre, facilities** eg lockers for hikers
- **Improve signage and information**



## Board three: Glendalough - Attractions, Challenges & Emerging Development Principles

4) Do you think there is anything missing or have any comments on the:

- a) Attractions
- b) Challenges

## B) CHALLENGES

Traffic  
Parking  
Management

- Biggest challenge is congestion, traffic management and traffic volumes
- Danger of traffic to visitor's, parking, motor bikes
- Ban private vehicles from upper lake car park - use shuttles to it only for ticket holders at the visitor centre. Everyone else can walk/cycle
- Car parks will not solve traffic problems. Park and Ride needs to be available at the bottom of the long hill near kilmacanogue
- Parking at Ballinastoe is totally inadequate as it stands
- Management of upper lake car parking and toilet facilities
- Limiting parking hours

Impact of  
visitors  
on locals

- Coaches of day-trippers who provide little back to the local economy
- People living in the valley and Laragh are impacted by this which should be a more important consideration than the impact on visitors
- Small group of local opposition - not representative of the majority
- Numbers using the area

Impact of  
visitors  
on  
environment  
& biodiversity

- Increase biodiversity rather than mitigate negative effects of high visitor numbers
- Responsible behaviour and respect for the environment and other users
- Waste issues from tourists - more signage for litter prevention and avoiding single use plastics etc.
- Negative impacts on habitat and biodiversity - habitat fragmentation, light pollution
- Monoculture forest plantations - does not support habitat for many species
- Managing numbers without damaging the very unique natural habitat that people want to see and enjoy
- Protection of pollution / harm to old mines



### C) EMERGING DEVELOPMENT PRINCIPLES

Positive

- Most of the principles are very reasonable
- The inclusion and focus on **slow and sustainable tourism** is appreciated

Nature Beauty Development

- Focus on **reintroducing natural woodland, flora and fauna**
- Minimise building, cement, tarmac - as **wild and natural as possible**
- Glendalough is not a theme park. **Preserving the beautiful natural heritage**, protecting it from over tourism should be a core principle
- Inclusion of protection orders for aged trees, protection of biodiversity and environment itself must be paramount - not too commercialised
- Need to move away from the single tree species plantations and towards rewilding with native woodland
- **Sustainability**, EV chargers, biodiversity, native woodland, drain the bogs and replace with woodland.
- Encouraging **responsible recreation**. In order to protect the environment people need to love the environment - **Develop ownership**

Heritage

- Glendalough is an **historic site** and we should be very mindful of this. Too much complexity with the plan.
- **Historic focus**

## Board three: Glendalough - Attractions, Challenges & Emerging Development Principles

4) Do you think there is anything missing or have any comments on the:

- a) Attractions
- b) Challenges
- c) Emerging Development Principles



### C) EMERGING DEVELOPMENT PRINCIPLES

Parking  
Traffic  
Numbers  
Facilities

- Need to define what car parking means for Laragh, not to turn a small village into a car park
- Develop Laragh as the starting point for those who would come to the area for walking
- Principle of limiting traffic going into Glendalough is good
- Less vehicles less people - token system to allow a max number of people per day week and year
- Remove all car parks close to the Monastic sites and the lakes
- Develop a new central car park with bus access to the monastic site and lakes
- Numbers to the monastic site could be managed by establishing a ticketing system like at Bru na Boinne. Improve facilities like parking, picnic areas etc at other walking trails, beauty spots etc to draw visitors to other sites other than Glendalough itself
- Restricting access to walking in from Laragh is a big issue for climbers - As it is they are carrying heavy packs in from the upper lake

Connections

- Rail connection / upgrade is needed from the single line track.
- Need to also encourage transport from Bray / Kilmacanogue as majority of visitors will come via this route
- Scope to promote Roundwood and surrounding areas as an alternative base for those not interested in the monastic site through a looped bus service stopping at key walking routes (Luggala, Vartry Trails, Loughdan, Trooperstown etc.) and potentially Kilmacanogue / Bray Dart Station

### Board three: Glendalough - Attractions, Challenges & Emerging Development Principles

4) Do you think there is anything missing or have any comments on the:

- a) Attractions
- b) Challenges
- c) Emerging Development Principles

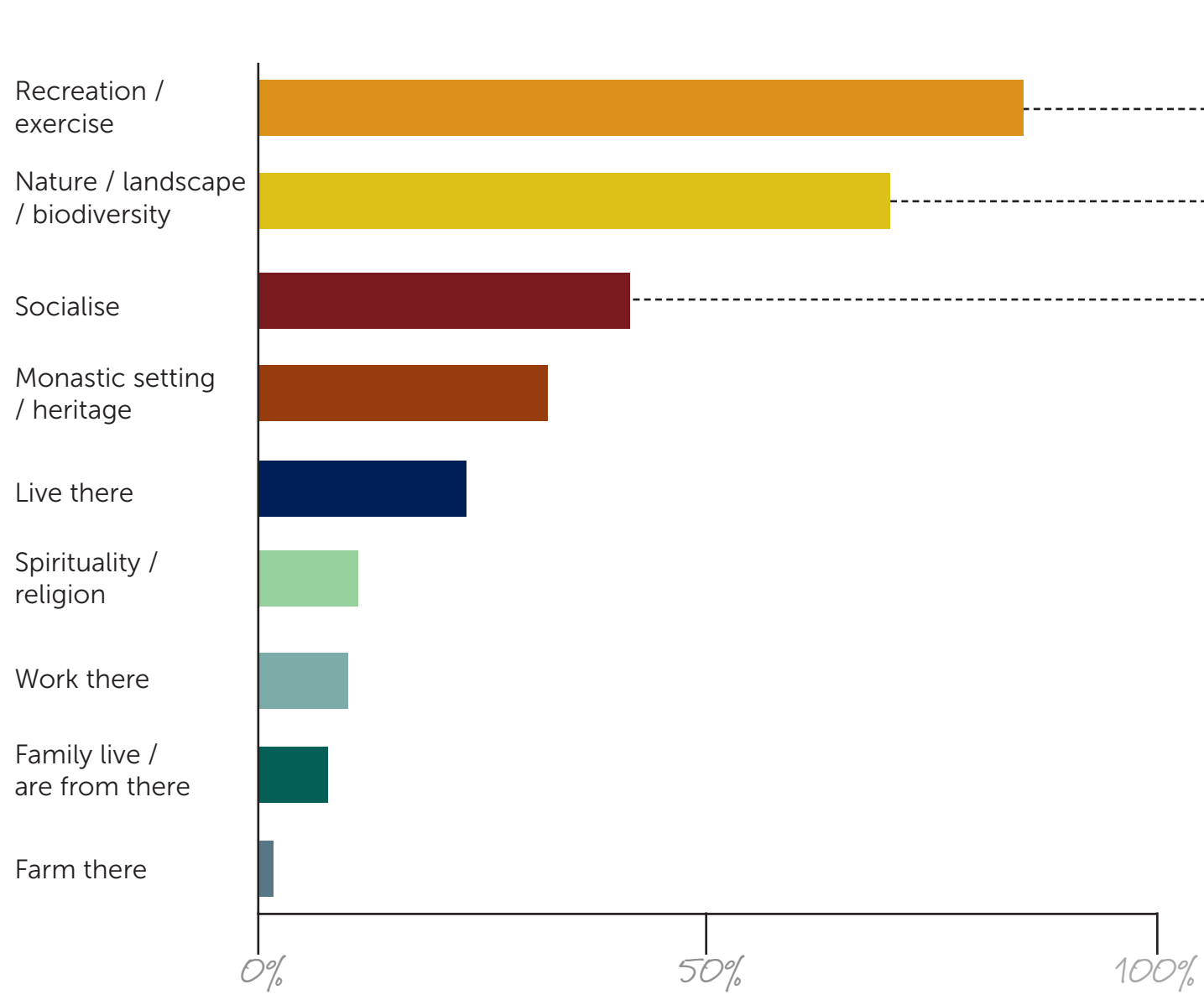






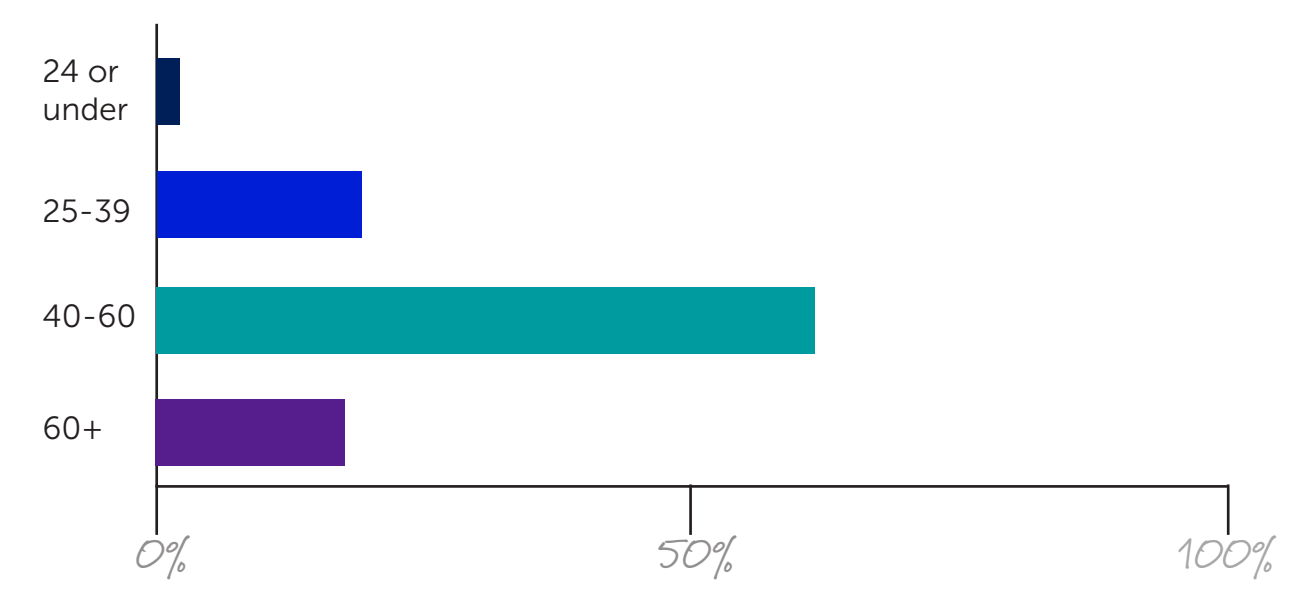


# General Questions :



- Adventure sports, hill walking, training
- Bouldering, climbing, hiking
- Need to address biodiversity crisis in future plans
- Birdwatching
- Environmental & horticultural awareness
- Walking & cycling with family, socialise in local pub & restaurant
- Picnicing, use of the hotel's cafe
- Read books, picnic, drawing

Interest and relationship with Glendalough



Age range

THIS PROJECT IS LONG OVERDUE. SOME GREAT IDEAS. BEST OF LUCK WITH IT.

GLENDALOUGH TO MAINTAIN ITS NATURAL ATTRACTIVENESS, IT MUST HAVE ZONES FOR RE-WILDING AND RENEWAL

ENCOURAGE THE PROVISION OF SUSTAINABLE / ECO FRIENDLY ACCOMMODATION & ACTIVITY OFFERINGS

MULTI-ACTIVITY OUTDOOR TYPE HOLIDAY PROVISION SHOULD BE ENCOURAGED

LOCAL PEOPLE HAVE TO PUT UP WITH THE TRAFFIC AND NUMBERS OF PEOPLE MOVING AROUND

ENCOURAGE MORE ACCESS TO PARK AREAS BY BIKE, FAMILY BIKE TOURS ETC

I CANNOT STRESS HOW IMPORTANT AN OPPORTUNITY THIS IS TO CREATE A "NATIONAL PARK" IN ITS TRUE SENSE

THE WATER TREATMENT PLANT IN LARAGH IS CURRENTLY AT CAPACITY ACCORDING TO IRISH WATER

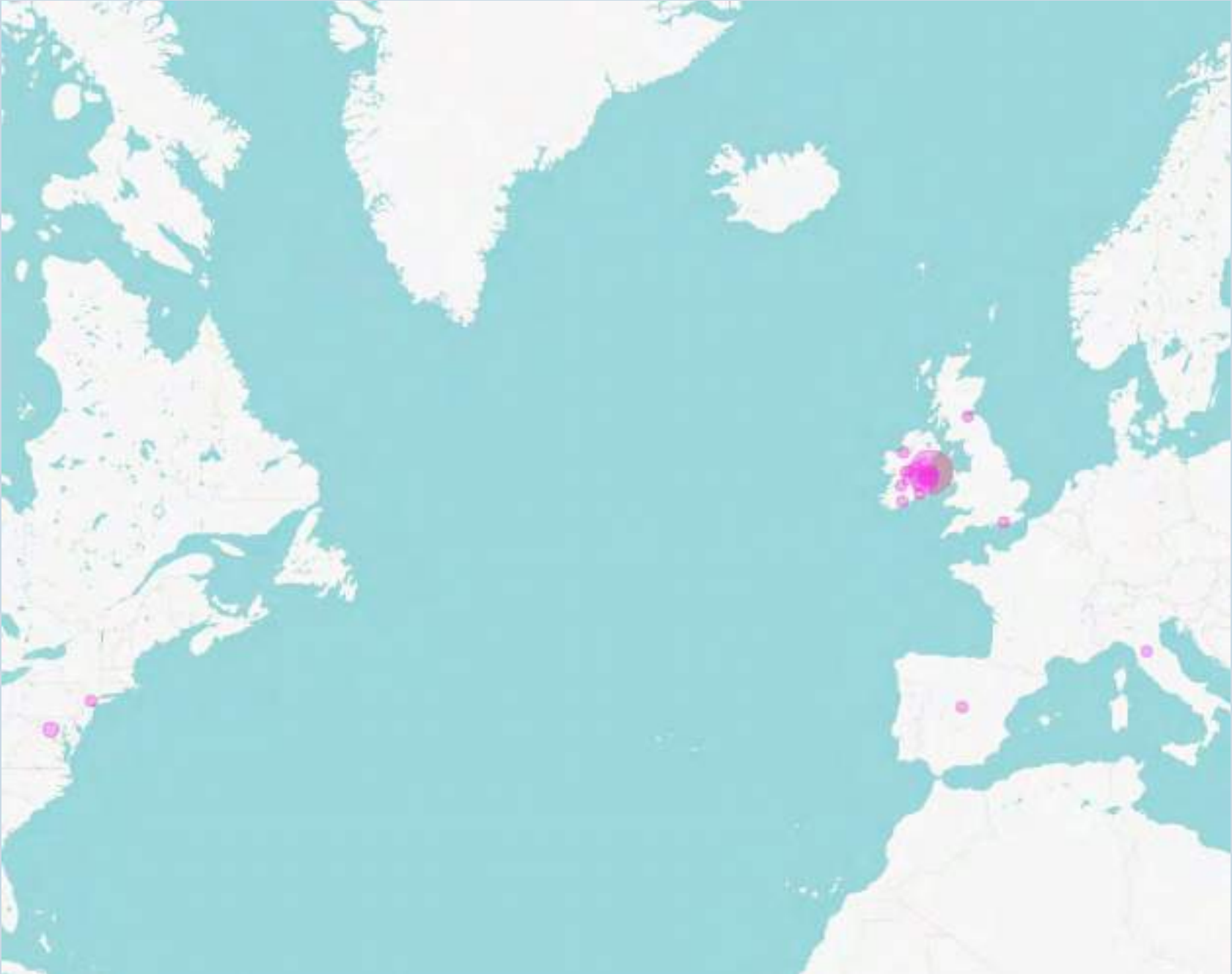
*Other comments*

Consultation Drop in sessions




3 consultation events

191 consultation sessions booked

34 'drop in' sessions





# Consultation Drop in sessions

FEB 23		Glendalough and Wicklow Mountains National Park : 5pm - 5.15pm Online event Tuesday, February 23, 2021 at 5:00 PM GMT
FEB 23		Glendalough and Wicklow Mountains National Park : 4.45pm - 5pm Online event Tuesday, February 23, 2021 at 4:45 PM GMT
FEB 23		Glendalough and Wicklow Mountains National Park : 4.30pm - 4.45pm Online event Tuesday, February 23, 2021 at 4:30 PM GMT

10/10  
10/10  
10/10

23<sup>rd</sup>  
February




18 'drop in' sessions  
session length : 15 mins  
tickets available per session : 10

MAR 11		Glendalough & Wicklow Visitor Orientation Dispersal / Themes : 5.00-5.25pm Online event Thursday, March 11, 2021 at 5:00 PM GMT
MAR 11		Glendalough & Wicklow Visitor Orientation Dispersal / Themes : 4.30-4.55pm Online event Thursday, March 11, 2021 at 4:30 PM GMT
MAR 11		Glendalough & Wicklow Visitor Orientation Dispersal / Themes : 4.00-4.25pm Online event Thursday, March 11, 2021 at 4:00 PM GMT

2/6  
6/6  
6/6

3<sup>rd</sup>  
March

9 'drop in' sessions  
session length : 20 mins  
tickets available per session : 6

MAR 3		Glendalough and Wicklow Mountains National Park : 7.40- 8 pm Online event Wednesday, March 3, 2021 at 7:40 PM GMT
MAR 3		Glendalough and Wicklow Mountains National Park : 7.15 - 7.35 pm Online event Wednesday, March 3, 2021 at 7:15 PM GMT
MAR 3		Glendalough and Wicklow Mountains National Park : 6.50 - 7.10 pm Online event Wednesday, March 3, 2021 at 6:50 PM GMT

6/6  
2/6  
4/6

11<sup>th</sup>  
March

7 'drop in' sessions  
session length : 25 mins  
tickets available per session : 6

# Key topics and themes of discussions

Wicklow, Masterplan &  
National Park

Infrastructure, accessibility,  
signage  
(footpaths, road, rail, cycle)

Glendalough & surrounding  
landscape

Management

Glendalough & Laragh

Glendalough

Locals, tourism, business

Parking, traffic, congestion

Car Crime

Linkages & connectivity

Information

Biodiversity, wildlife,  
habitats

Heritage  
(monastic, archeology, social,  
cultural, spiritual)

Sports, exercise,  
wellbeing

# Wicklow, Masterplan & National Park

## Parking & Facilities

- **Insufficient safe parking across the county** – for cars / buses / bikes etc.
- **More car parks and facilities/toilets required** around the county for hiking etc.
- Hiking clubs want to get access to upland areas (currently have about 30 sites they visit) – need more parking to reduce need of parking at Glendalough - however parking other than Glendalough has crime - Would like parking across the county with toilets and facilities.
- Poor access points / facilities across the county for kayaking

## Accommodation

- A **diversity of accommodation** is needed / eco tourism / camping / glamping / huts etc
- There is a need to encourage duration of stay in Wicklow to be longer - Infrastructure needs to support this, as well as a diversification of accommodation.

## Approach to masterplan

- Overall positive with approach and welcome the scale of ambition.
- Welcome the alleviation of congestion and dispersal across the county.

## Virtual guides & stories

- Guided **virtual nature walks around Ireland** - iconic walks and spiritual guides give ability for people to explore anywhere in the world.
- **Local stories** are as important as the hidden stories around Wicklow, generational knowledge, stories and myths.

## Wicklow

- **Blessington Greenway** – already a major attraction, and major attraction, and €15 future investment - has something special to offer and part of National strategy , close to St. Kevin's Way and to East Coast. – offers potential for access points / visitor entry points which can provide visitor information
- Blessington visitor offer is more leisurely – cycling / walking./ family activities Avon etc. Greenway investment will encourage more investment/development eg water taxi's, tour guides, etc
- Untapped potential of **West Wicklow** – could do with commercialisation but managed. West mountains and walks / forest walks – caters for a variety of people – however villages need to work harder.
- Connection to Wexford for trails etc.

# Wicklow, Masterplan & National Park

## National Park & site sensitivities

- Concern of National Park and Glendalough – **conservation and nature needs to be prioritised in the management plan**, with conservation at the core.
- **Management and investment is needed**, ahead of promotion – perhaps limiting visitor numbers / protect sensitive sites – next stage of project would be good to see examples from elsewhere
- Ticknock – huge changes in increase of number of people – **very apparent erosion** which needs addressed. There needs to be a balance between locals and visitors in the plan.

## General

- Need to be cognisant of **population increase in Ireland** in the coming years
- Ireland **dark sky initiatives** will be important
- Wicklow as **Garden County** has not been harnessed.

## Infrastructure, accessibility, signage (footpaths, road, rail, cycle)

### Insufficient infrastructure

- **Infrastructure is not there to support visitors** to whole of Wicklow (rail, bus etc)
- Experience of using **public transport** (Bray to Glendalough) **is very poor** - crowds, insufficient toilet facilities, too busy to explore / experience Glendalough
- **Poor roads and footpaths condition** - accessibility and safety issue
- **Improve laybys and picnic areas** for scenic views, servicing, heigh barriers, more information
- Appropriate **seating and pausing points** required along routes and footpaths for all ages

### Signage & Wayfinding

- **Poor signage** of walks, trails, trail heads, attractions, destinations etc. - should be clear for all visitors
- **Signage and access issues** in sensitive areas
- Signposting for the variety of walks, cycling, trails, routes is needed

# Glendalough & surrounding landscape

Setting

- **Tranquil, heritage, beautiful landscapes, breath-taking views**

Links & connecting to nearby attractions (walks / experiences)

- Develop stronger links within Laragh and Glendalough such as **Avonmore Way, Jackson's Falls**
- Encourage visitors to explore underutilised places and walks nearby such as Glenmalure, Glenmacnass, St Kevin's Way, Wicklow Way - visitor dispersal
- **Expand upon offer in other areas** (e.g Clara Lara / picnic areas) where people can park and make their way to Laragh and Glendalough on foot / bike / shuttle etc. Offers of different character areas
- Encourage people to **stay locally and explore nearby** villages and towns (e.g by shuttlebus, on foot, bike)
- If **satellite hubs (for parking)** were introduced, people could park, walk in, or shuttle bus in
- Community groups have been very successful developing trails, however needs joined up approach
- Potential of Kippure Estate as destination – to aid with dispersal of visitors

## Management

Joint up thinking

- **Lack of joint up management and thinking** across organisations and bodies makes progress difficult
- Good to see this plan has brought the state bodies together, but all **will need to work collectively in the future** for this plan to work

Instilling trust in locals

- There is a historic unease / tension from locals of what has happened in the past regarding management and Glendalough, which affects perceptions about future plans for Glendalough, Laragh and the valley



# Glendalough & Laragh

- Assets & experience
- **Fantastic asset, brilliant place to live and work**
  - **Silence of valley** is part of its beauty, concern if more walks or trails are added, this may be compromised
  - Concern that **extra footfall** in Laragh and Glendalough, **will create extra business, shuttle bus traffic.**
  - There is a need for a **better experience befitting the area** ( including food and amenities)
- Facilities
- **Facilities such as toilets need to be a priority** (upper lake etc.)
  - **Insufficient waste / sewage infrastructure**
  - Retreat Centre close to Brockagh Centre would allow people stay for a week or more.
- Investment
- Inappropriate urbanism and materials should not be introduced to Laragh / Glendalough – **modernisation but not at the expense of heritage.** Open to change but for the better - appropriate material, finish etc.
  - **Lack of investment in area** in past, temporary car park only investment recently

## Glendalough

- Potential new & improved experiences & facilities
- **Access to St Kevin's cell via boardwalk** would be nice addition
  - Potential for a **seasonal café** located in the mountain- requiring a 2-3 hour hike which offers something different in Glendalough
  - **Education centre** is very good (good family education walks / bird song / bat walks etc) future plans should emphasise.
  - Sustainable practices for education centre needed
  - Educational aspect – **existing facility is great and run great activities**
  - **Another educational resource** would be good at the upper take to link into trails, other interactive activities
  - **Improve existing parking facilities first, to maximise space/ use**
- General
- Glendalough is heart of National Park
  - 90% of visitors stay within a well defined area, the other 10% adventure further

# Locals, tourism, business

Support  
& respect  
for local  
residents &  
businesses

- There needs to be a **network of benefits for farmers, highland, lowlands, locals, slow tourism, small business**
- Farmers and landowners can be taken for granted – lovely nature of allowing access etc
- **Work with locals, business owners, farmers is imperative**
- **Support is needed** to help locals invest in start ups

## Parking, traffic, congestion

Management

- **Management plan is required / traffic management essential**
- Management is required – with **infrastructure allowing flex depending on visitor numbers**
- **Management of existing car parks is needed** (not more car parks)

Availability,  
congestion,  
experience,  
security,  
shuttle bus  
potential

- **Traffic is the biggest issue**
- **Parking is the biggest issue**
- Glendalough is very restricted – access and traffic
- **Lack of parking available (e.g after 9/10am prime spots taken all day)**
- Queuing into car parks creates **poor visitor experience** (puts people off/causes frustration)
- Garda alleviate problem on busy days (however no continual presence)
- **Temporary car park is good addition, however no signage / information / wayfinding / what to do / links to walks**
- Easy access to parking has and will encourage people to come and keep coming to the area
- **Desire to have experience pulled back from valley**, people to come for the whole day - however don't want huge car park.
- Temporary car park is good, future car parking needs to **consider tiered parking with overflow capacity.**
- **Quality of experience is affected by number of visitors** – more parking is welcome, to allow walking to valley / shuttle.
- **Many park at Glendalough and cycle elsewhere – as it is a safer and more secure car park.**
- Carrying capacity is critical – shuttle bus, parking off site, organised collection and drop down, dispersal in one areas.

Short term  
measures

- **Short term actions such as car parks with VMS signage will be helpful**

# Car Crime

Security &  
impact

- **Car crime a major issue throughout county**
- **Security is a very important and serious issue**
- **Car parks in Glendalough and Laragh are preferred due to their safety**, therefore impacting the areas congestion and available spaces

Suggestions  
for  
improvement

- **Suggestion of installing CCTV in satellite car parks / human presence e.g coffee hut for passive surveillance**

# Linkages & Connectivity

Connect via  
trails / paths

- **Connect Glendalough to other areas to relieve pressure** (eg. utilising Wicklow Way, other walks) county wide
- St Kevin's way – from Hollywood – spiritual and pilgrim path
- Bridal paths should be incorporated (eg. parts of the Wicklow Way)
- Walks do not meet. Join walks up (Bray) to make safer and can walk to Eniskerry – excellent route

Connect  
services, bus /  
shuttle bus /  
tour bus

- **Shuttle bus** – good in the valley – can this go to other towns/villages such as Blessington
- **Shuttle bus needs a wider catchment to local villages**
- Services need to be connected (expand tour buses to other Towns and Villages)
- Villages need to be connected and work together to disperse footfall

# Information

Website /  
database  
needed for  
information  
before /  
before visits

- **Website database / information provider required** to research area prior to visit, for all needs (eg. Accomodation, activities, services, events, parking)
- **Information is poor for people to find out about where to go, where to park, routes etc.**
- Need a way for people to find out other places / all places to hike walk etc.
- Tourists always pushed to Glendalough and therefore aren't exploring or experiencing other areas
- Need access to a map for all the things that can be done, all walks, cycle routes etc.
- Database for everything is needed

# Biodiversity, wildlife, habitats

Sustainability,  
carbon  
neutral,  
biodiversity,  
litter

- **Masterplan can support a much richer experience in nature**
- Ambition for masterplan should be **carbon neutral and sustainable**
- Strategy needed to ensure **leave no trace / cleanliness, rubbish removal etc.**
- Addresses **biodiversity, climate change, zero carbon**
- Biodiversity is core and requires sensitive management – landscape giving back, important species and woodland cared for.
- Interpretative centre (any introduction of ) needs to foster care, respect and knowledge of biodiversity / conservation / no litter etc

# Heritage (monastic, archeology, social, cultural, spiritual)

Importance of heritage, archeology

- **Importance of all heritage aspects across the landscape (mines, monastic, social etc)**
- Any routes / car parks / plans must take **archaeological significant sites** into account
- **Social and living history** is of great importance to the area

Suggestions for improvement

- Assets of **Hermitage centre** should be maximised / expanded – walking tours, audio visual tours, for tourists, pilgrimages
- Potential for more to be made of Art O'Neil grave and cross, heritage and significance
- Link historic sites with car parks and along **St. Kevin's Way**

Spirituality

- **Emphasise spirituality – pilgrims come from whole of Ireland**, spiritual tourism is undersold and people are coming to Ireland for it
- **Foundation is spirituality** – however people don't know how to get or experience it
- Spirituality and meditation is important, relaxation, mindfulness

## Sports, exercise, wellbeing

Used for range of activities

- **Glendalough is used for many activities** – hiking, rock-climbing, bouldering, walking, running etc.
- **Cycling can cause congestion** when large groups are together – management of variations of cyclists and clubs

Insufficient safe parking & facilities elsewhere

- Irish hang gliding / paragliding – use a lot of the national park and mountains. **Use secure parking (e.g. Glendalough) as parking, security, toilets, facilities not available / adequate in other locations**
- **Hillwalkers have insufficient and safe parking / public transport** around Wicklow
- Those using landscape for sports and exercise **would support public transport options** if more were available

Opportunities

- Harnessing nature for **mental health**
- Opportunity to **explore equestrian sports** in the woodlands

ONE TO ONE MEETINGS

Glens of Lead & Heritage Forum  
 GDDA,  
 Glendalough & Laragh  
 Tidy Towns  
 Arklow  
 Minister Simon Harris  
 West Wicklow  
 Eoin Llewellyn  
 Paul Carberry -  
 Baltinglass  
 Glencree Centre  
 Glendalough Hotel  
 Adrian O'Carroll

KEY HEADLINES:

Management

- Glendalough needs management and collaboration
- Joint up thinking from all state bodies is required
- Management throughout year will be important - summer / bank holidays / weather dependant
- Management of cyclists required (different users have different needs)
- Co-ordinated management is seen as critical
- Note Concern this masterplan process is moving too quickly and needs further consultation

Heritage  
 (Glendalough & surrounding landscape)

- Social, living, industrial heritage's role is as important as monastic - blended history
- Long term vision for mining and heritage in valley would be visitor centre - to share and protect information, home for artefacts and information
- Information centre at Glendalough shows artefacts but is not open all year
- Weave visitor experience of heritage into three local valleys
- Vast amount of heritage beyond the valley (Kevin's Road, Pilgrem's Road, Wicklow Gap)
- Note that all gravestones in Glendalough graveyard have been transcribed - resource
- Opening of the Mining Village to tourists as at present there is little awareness of this part of Glendalough's history

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## KEY HEADLINES:

Experience,  
dwell time,  
investment,  
restoration,

- Impact of visitor traffic on the community and the need to enhance the tourism offering
- Strike a balance between promotion of the Glendalough experience and promotion of the Glendalough environment.
- Importance of having a strong, world-class Glendalough 'brand', recognising that the current experience falls significantly short of that
- Emphasise the importance of increasing the length of stay
- Slight concern over adding more routes (e.g cycle path) in the valley which would change the look and feel of the place - it needs protected (biodiversity)
- Retain village aesthetics and not overload with signage, use local, high quality, appropriate materials
- Invest in quality of experience of Laragh with parking provisions (but cogniscent of environmental impact)
- Mill Building and land around it in Laragh should be restored
- The development of small affordable retail units for artisan producers offering quality experiences and products to the visitors

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## KEY HEADLINES:

Parking &  
facilities  
across  
county &  
Glendalough

- Importance of the Visitor Centre Car Park being improved now, including toilet provision
- Management of access to the Upper Lake Car Park was considered important
- Importance of secure upland parking to reduce pressure on Glendalough
- Glencree Centre opportunities to the north of the county (would like to develop further)
- Waste Water Treatment in the village is a constraint that needs addressed.
- Investigation and investment in eco-tourism and the development of outdoor activities such as mountain biking and kayaking
- The need for accessible facilities for disabled persons including the proposed 'Road Train' which includes specially adapted carriages to accommodate wheelchair users
- Facilities for outdoor activities could be located outside of Glendalough - appropriate facilities, toilets, bike wash etc



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KEY HEADLINES:

Connectivity

- Travel connections for those who don't drive are very poor (bus, trail)
- Connection from East Wicklow (Arklow), to Glendalough via Avoca is an important route to enhance

Outdoor recreation trails & routes for consideration

- Equestrian Activities
- Arklow to Shillelagh Recreational Trail
- Bray to Rathdrum Trail
- Blessington Greenway
- Mountains to the Sea Green Route
- The Mountains to the Sea Green Route

Strengthening North East Wicklow

- Enhancement of the Greystones Marina will introduce another route by which visitors will arrive in County Wicklow and development of sufficient accommodation in addition to the planning for increased tourist visitors to Delgany and Greystones must be prepared for
- Ancient Kingdom of Cuala merits study - provides rich detail regarding heritage landmarks and how this could link with newly enhanced Marina in Greystones, Glen of the Downs, Mountains to the Sea Green Route and a number biodiversity projects.

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KEY HEADLINES:

Stenghtening  
 East Wicklow

- Strengthen Arklow as a visitor destination, developing the Maritime Museum and wider town, emphasising the significance of the 1798 battle and the importance of the industrial heritage.
- Harbour to Headwater proposal, with restoration of the River, trails, and education, linking with Avoca mines
- Importance of improving overnight stay numbers, consolidating existing good food & beverage offer

Stenghtening  
 West Wicklow

- More detailed examination of the existing heritage and amenities of the region
- Baltinglass Hillfort Complex merits further examination
- Baltinglass needs to play more prominat heritage role in county
- The connection of West Wicklow heritage sites to existing to tourist assets in other parts of the county and the promotion of same is a big economic opportunity for these communities. The existing Wicklow Way is the ideal spine for expanding the tourist offering into West Wicklow to visit the cairns, graves, standing stones and circles that proliferate in the area.

VISITOR EXPERIENCE & MANAGEMENT MASTERPLAN  
GLEN DALOUGH AND WICKLOW MOUNTAINS NATIONAL PARK

PUBLIC CONSULTATION FEEDBACK & REVIEW  
APRIL 2021