



DRAFT Clew Bay Destination and Experience Development Plan

DRÉACHT - Phlean Forbartha Ceann Scribe agus Eispéiris Chuan Mó



EXECUTIVE SUMMARY Achoimre Feidhmiúcháin

Clew Bay

Destination and Experience Development Plan

VISION: Extend the season, increase overnight visitation and visitor spend, and attract visitors to engage with the true essence and story of Clew Bay while seeking to promote, sustain and enhance the natural and cultural heritage of the region.

TARGET MARKETS: Culturally Curious
Great Escapers
Social Energisers

DESTINATION PROMISE: Where your *Clew Bay moment* can be found in the atmospheric harmony between land, sea and sky as you follow tracks and trails to become immersed in the region's timeless beauty and wildness, its past drama and tragedy, its creativity of today, and its deep sense of well-being.

THEME Land, Sea and Sky

HERO EXPERIENCE THEMES

1. Under Big Skies
2. Our Fearless Queen
3. Ribs of Our Land
4. Bounteous Bay
5. Following Tracks and Trails

Clew Bay, located in County Mayo is a distinctive horseshoe bay that stretches from Achill Island to Inishturk with a unique combination of islands and backdrop of mountains that includes the iconic Croagh Patrick. This is a landscape that has attracted visitors and pilgrims for centuries, leaving many awestruck with its beauty and the harmonious interplay of land, sea and sky.

Tracks and trails cross the landscape and offer the visitor an exceptional opportunity to experience the wildness of the area, to hike and cycle off road for long distances, and to discover the stories of Clew Bay that stretch through time. The bay itself offers the adventure of sailing through islands and imagining the challenges that the legendary Granuaile faced in successfully defending these waters centuries back. The bounteous nature of all the creativity in arts, crafts, music and food that Clew Bay has to offer today is all the more appreciated when the hardships of the past are sensitively revealed to our visitors. This is a region that has much to celebrate, and a story that touches all emotions.

Recognising the need for improved development and promotion of the area's unique features to achieve increased international cut-through, Fáilte Ireland has developed a Destination and Experience Development Plan for Clew Bay. This Plan provides a clear direction towards strengthening and growing the destination's market share through the delivery of hero experiences that seek to maximise the key strengths of Clew Bay.

The primary target markets for Clew Bay are the Culturally Curious, Great Escapers and Social Energisers:

CULTURALLY CURIOUS	GREAT ESCAPERS	SOCIAL ENERGISERS
<ul style="list-style-type: none"> • Want to learn about Irish culture and traditions • Looking for authentic local experiences and local food • Interested in history being brought to life by storytelling and re-enactment • Will venture off the beaten track – by hiking or biking • Curious to explore natural landscapes/ seascapes, small towns, castles, ancient sites and historic houses 	<ul style="list-style-type: none"> • Feel connected to nature – travel in Autumn and/or Spring • Seek value for money • Rural touring holidays with a promise of local, authentic communities and activities • Meeting authentic local people to learn about Irish way of life • Little interest in formal cultural artefacts e.g. museums • Seek an urban-rural experience, but less interested in touristy parts of cities 	<ul style="list-style-type: none"> • Socially energetic; young at heart spanning all age groups • Seek fun, social interaction and excitement – looking for areas frequented by the locals and quirky, spontaneous 'unplanned' experiences • Want to visit the top attractions and activities, particularly if they are presented in an energetic, engaging and unusual way • Professionals with a busy life

In addition to focusing on the visitor experience, this Plan is equally cognisant of the need to give full consideration to the other elements of the VICE model which are foundational to this Plan – Industry, Community and the Environment. Getting the balance right is critical in building long-term sustainable tourism, and is a core objective to the actions outlined.

EXECUTIVE SUMMARY Achoimre Feidhmiúcháin

This Destination and Experience Development Plan is based on a comprehensive understanding of the strengths, weaknesses, opportunities and threats of the destination and the tourism industry. Clew Bay has a long history of hosting visitors and has made significant investment in infrastructure that enables the visitor to experience the landscape. This Plan will build on these achievements, while seeking to gain further momentum through responding to its current strengths, weaknesses, opportunities and threats. These are summarized below.

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> Nationally significant hiking and cycling trails network Pristine natural environment and scenic beauty, including diversity of islands Distinctive shape Croagh Patrick – spiritual asset Wild Nephin Ballycroy National Park and Dark Skies recognition Rich cultural scape – strong themes Pearl of settlements – diversity of towns and villages Recognition for local food, arts and craft, writers, adventure and well-being Westport – direct rail to Dublin 	<ul style="list-style-type: none"> Public infrastructure – transportation services, toilets, parking Insufficient non-peak season experiences Lack of funding for development – particularly in key historical sites Seasonality Trail erosion on Croagh Patrick Insufficient investment in marine tourism Accommodation – varied needs Sustainability of island life Marketing and promotion of Clew Bay as a destination Lack of a coordinated regional approach to tourism development
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> Elevation of core themes and stories Building linkages between local agencies Potential to pursue UNESCO Biosphere designation Keem Bay Discovery Point project Extension of the Clew Bay Trail / Great Western Greenway Development of stronger activity hubs Coordinated trail development Coordinated approach to environmental management to enhance outdoor experiences Westport’s Heritage Town designation Investment in Westport House and grounds Environmental enhancement through sustainability 	<ul style="list-style-type: none"> External crises – recovery from Covid-19 Vulnerabilities of small businesses Ongoing impact of Brexit Rising insurance costs Currency fluctuations Air connectivity to Knock Airport Climate change Wastewater discharge in coastal areas Potential of losing aesthetic and cultural integrity through development initiatives Loss of younger generations Availability of staff resources Environmental impact of visitor increase

The way forward for Clew Bay is through working collaboratively to develop new experiences and to create a stronger enabling framework. To help achieve this, nine Catalyst Projects have been identified along with a range of supporting recommendations.

CATALYST PROJECTS:

1. Complete the Clew Bay Trail by extending the Great Western Greenway to Roonagh and Keel
2. Deliver the Western Way off road walking and cycling trail project connecting Newport to Ballycastle
3. Develop the Planetarium and Observatory for Wild Nephin Ballycroy National Park
4. Croagh Patrick – improve the visitor experience through addressing path erosion and safety issues, and promoting a deeper understanding of the iconic significance of The Reek and the story of Saint Patrick
5. Secure UNESCO Biosphere designation for the Clew Bay Area
6. Develop a regional Granuaile Experience
7. Deliver the Signature Discovery Point project at Keem on Achill Island
8. Develop the interactive Slievemore Heritage Trail
9. Advance the vision for a 100-berth marina at Westport

ENABLERS OF SUCCESS

A series of actions relating to:

1. Governance and leadership
2. Improving access to and within the region
3. Supporting infrastructure
4. Building capacity and collaboration
5. Strategic planning and sustainability
6. Enhancing visitor awareness of HERO experiences
7. Animating the destination

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Disclaimer

The following Destination and Experience Development Plan has been prepared on behalf of Fáilte Ireland by a project team comprised of Team Tourism and Boland Marketing. Any representation, statement, opinion or advice, expressed or implied in this document is made in good faith but on the basis that this project team is not liable (whether by reason of negligence, lack of care or otherwise) to any person for any damage or loss whatsoever which has occurred or may occur in relation to that person taking or not taking (as the case may be) action in respect of any representation, statement or advice referred to in this document.



Changing times – Responding to Covid-19

This Destination and Experience Development Plan has been prepared during the uncertainty of Covid-19. It is recognised that the immediate priority will be to initiate a post Covid-19 response programme and to work closely with industry to pursue the difficult road to recovery. This will be a challenging task and Fáilte Ireland together with the partners that have provided oversight for this project will be deeply committed to working collaboratively to support the tourism business community in this recovery process.

The Wild Atlantic Way Destination and Experience Development Plans have focused to date on the growth of the international market through creating compelling experiences that will generate a longer length of stay and a greater level of visitor spend.

As longer-term objectives, these remain core to the experience plans, and these umbrella aspirations have been left in this Plan as the key initial context. HOWEVER, it is clear that in the short-term today, the domestic market will be critical to recovery as restrictions on non-essential travel ease.

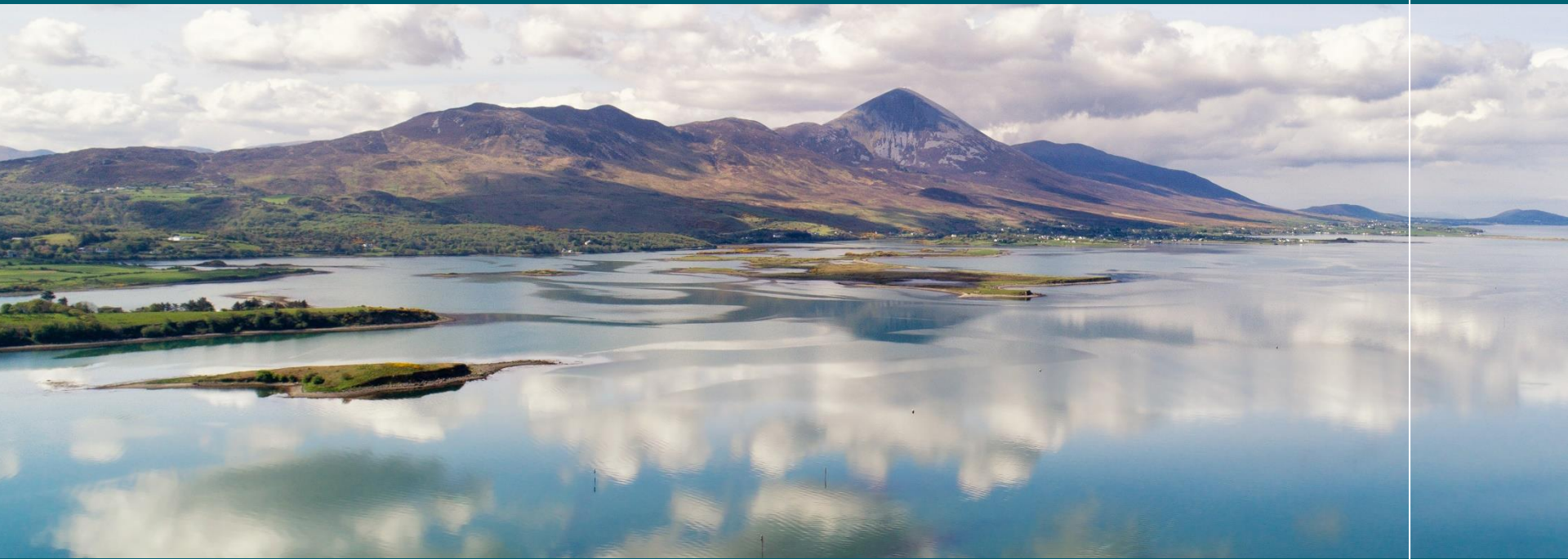
Our priority will be to encourage travel and activities that will be appropriate to our national welfare, and the health and safety of our communities, our businesses and our visitors. New norms have been put in place regarding social distancing, and it will take some time to fully regain the confidence of the domestic market. Fáilte Ireland has provided guidelines on immediate priorities that need to be addressed in the early days of recovery and early implementation of this Plan will need to be reviewed against the immediate context of recovery.

Looking beyond that, it will be important to continue working together to enhance the competitiveness of Clew Bay as a destination. While the actions outlined in Section 4 will play a fundamental role in strengthening Clew Bay's appeal to long-haul visitors, they will be equally important in attracting our domestic market. Clew Bay has much to offer at a time when social distancing will remain a prerequisite of activity outside the home, and we now need to strengthen and highlight the distinctive opportunities that we can offer to find solitude, get off the beaten track, and enjoy our open landscape. TOGETHER, we can revitalise tourism in the short-term, while staying focused on the longer-term aspirations for Clew Bay.



Introduction

Réamhrá



The vast expanse of Clew Bay mirrors the heavens above. Freckled with countless tiny islands, the bay is embraced by mountains. To the north are Slieve Mór and the Nephin Beg range. The western rampart of Cnoc Mór on Clare Island. On the south side of the bay rises the most magnificent of them all – Patrick’s holy mountain, the great quartzite cone of Croagh Patrick.

Morgan Llwyn, 2006, Granuaile: Pirate Queen

Introduction Réamhrá

The geological interplay of land and sea over millennia has shaped this stretch of coastline. The horse-shoe bay with its swarm of ‘drowned’ drumlin islands created during the last Ice Age, draws its unique identity from the relationship between this distinctive marine landscape and the girdle of quartzite mountains, peaks and wildlands that circumvent the bay from Achill Island to Inishturk. Croagh Patrick, the most iconic feature of this upland backdrop, and Clare Island, the guardian of the Bay, proudly highlight elements in a composite landscape that has attracted visitors and pilgrims for centuries. The shades of sunlight, the atmospheric moods of the Atlantic weather, the dawn and twilight, and the large expanse of night skies further define the compelling beauty of the harmony that exists between ‘land, sea and sky’.

The human fabric superimposed upon this natural landscape dates back to the beginning of civilisation in Ireland, and the story of our forebears is etched out across the peaks, hillsides, coastline and the islands. From standing stones, megalithic tombs, fulacht fia and prehistoric rock art to the story of early Christianity, the activities of past millennia await discovery. From more recent layers of human history found in medieval castle relics, priories, industrial maritime ports, and marginal lands once ravaged by famine, to the towns and villages that have become vibrant hubs for locals and visitors and the farmscapes that nurture the flavours of land and sea – this is a landscape with a compelling story to tell.

Today’s visitor can cycle the Clew Bay Trail / Great Western Greenway to get a feeling of this rich tapestry of life and can engage with local producers to savour the local foods and drinks. The appeal of this vast stretch of islands, the opportunity for marine-based adventure, the wildness of the Wild Nephin Ballycroy National Park, the allure of dark skies, and the eclectic charisma of the towns and villages provide a strong base for tourism today and attract holiday-makers year-round. Westport, the largest town in the area and once voted as the best place to live in Ireland, has distinct charm associated with its status as a heritage town and its eighteenth century planned layout, while each of the smaller settlements including Newport, Louisburgh, Murrisk, Mullranny and the communities on Achill Island, Clare Island and Inishturk have a magnetic quality that makes today’s visitor want to linger and breathe in the tranquility of the Bay.

So much of this tapestry and the intrinsic beauty of *land, sea and sky* can be captured from the peak of Clew Bay’s legendary Croagh Patrick. Pilgrims have been drawn to The Reek for centuries, and the summit of this 765 metre high mountain offers stunning views. Described as the “**Clew Bay moment**”, travel writer Nicholas Crane captures the essence of the geographical setting: *Up there at 1,500 feet on Croagh Patrick, I felt as if I was gazing down on an imaginary land where coast and island, peaks, farms and a cosy seaport had been arranged just to please the eye. But it was the glaciers, the pirates and diligent islanders that gave it the narrative. It was a very complete moment.* (Coast: Our Island Story, 2010)



Purpose of the Destination and Experience Development Plan

This plan has been written to assist you – whether you are an individual business, a cluster of businesses, a tourism group, a community organisation, a tourism-related agency, or whether you simply have an interest in understanding more about tourism. It is designed to give you fresh insight into what makes Clew Bay stand out as a destination on the Wild Atlantic Way, and reminds us of the stories that are an important part of our heritage and can be core to an unforgettable visitor experience. The plan highlights the personality of the area through a creative or narrative framework that helps to accentuate the strengths of the region and can be used to animate the destination in a cohesive and structured way. When there is a more ‘structured’ approach that seeks to build strategically on recognised strengths and responds to what the market is looking for, without compromising on local values, a destination can anticipate a greater degree of growth in the value of tourism to communities as a whole and to individual businesses.

The development of the Plan has been guided by a project Working Group and has been prepared by Fáilte Ireland in alignment with their *Guidelines for Experience Development Plans*, which are based on a best-practice approach of collaboration, research, planning and activation.

Key Performance Indicators

What will successful implementation look like? Fáilte Ireland will track progress through a series of performance indicators that will be monitored annually.

1. Increase bed-nights by 2% year over year over national average from year 3 of implementation of this Destination and Experience Development Plan.
2. Increase revenue to attractions by 2% ahead of the national average from implementation.
3. Increase length of stay.
4. Increase in saleable product (5 new saleable experiences), improved experiences and better distribution.
5. Season extension: extend opening hours annually by 5% annually.
6. Increased visitor satisfaction – benchmarked through measures such as Net Promoter Score.

Destination and Experience Development Plan Aims and Objectives

The key objectives of the *Clew Bay Destination and Experience Development Plan* are to develop compelling experiences for this stretch of the Wild Atlantic Way that will:

- Position Clew Bay as a ‘must do’ destination and motivate visitors to **stay overnight and spend more**;
- **Extend the length of the season**;
- **Improve the overall economy of communities** through strengthening individual businesses, **creating new entrepreneurial opportunities, sustaining and increasing job creation**, and increasing the attractiveness of the area for other forms of economic growth;
- Align to the Wild Atlantic Way **brand and target markets**;
- **Support community values and aspirations**, and strengthen **community appreciation of local culture and intangible heritage**;
- Support **sense of place enhancement**;
- Promote **collaboration and partnership**, support engagement of businesses, and build lasting links between national and regional partners, local agencies and associations, and local tourism experiences;
- **Protect the natural heritage and special environmental character** of the region.
- **Protect and celebrate the region’s cultural heritage**.

The recommendations on implementation and monitoring will be critical to ensuring success in delivering the plan and in assessing its impact.

1

Setting the Scene An Cúlra a Mhíniú



..to create an experience you need to engage them emotionally. It's about striking a balance between facts and activities (the functional) and engaging, amazing and memorable elements (the emotional). You want your story to be the first story every visitor tells when they get home, or even better the story they share on social media.

Tourism Queensland

The Experiences of Ireland Eispéiris na hÉireann

The Experience Brands of Ireland

Sitting underneath the Brand Ireland pillars are four key propositions (or experience brands) which represent the country's areas of strategic importance. These four areas are:



Wild Atlantic Way – “Experience one of the wildest, most enchanting and culturally rich coastal touring routes in the world. Wherever you travel along the Wild Atlantic Way you’ll find magic, adventure, history and beauty in abundance.”



Ireland's Ancient East – “When you explore Ireland's Ancient East, you wander through 5,000 years of history. In these lush, green lands, tales of feuding dynasties hide behind crumbling Gothic architecture; ghostly tombs predate the pyramids; and knights, kings, monks and Vikings loom large in incredible stories.”



Dublin A Breath of Fresh Air – “Visiting Dublin is like taking a great big breath of fresh air. Always invigorating, this Viking city is at once modern and historic, exciting and relaxing.”



Ireland's Hidden Heartlands – “Explore the lush green heartlands of Ireland's natural rural beauty... where activity and relaxation are centred around rural communities and their lifestyles, that can be discovered across a lattice work of land and water trails showcased by the iconic River Shannon and the Beara-Breifne Way.

What is an Experience Brand?

Ireland's *Experience Brands* are at the heart of 'Tourism Brand Ireland'. They bring it to life, create the motivation for visitors to visit the Island of Ireland by defining its diverse character in a way potential visitors can understand. The Experience Brands provide the competitive advantage that separates us from our competitors.

An *Experience Brand* therefore must be unique enough to stand out in the international marketplace and stimulate demand. Each *Experience Brand* must have a clear consumer lead proposition which ensures that a consistent approach is taken to the identification and development of memorable tourism experiences within these brands. Each *Experience Brand* must be distinctive in the international marketplace and differentiate itself from other *Experience Brands* within the Island of Ireland and in other destinations.

An Experience Brand must:

- Be **grounded** in the consumer (travel values, social values, behaviours)
- Be **motivational** for international visitors
- Be **of scale** – made up of a critical mass of related attractions and supporting experiences which are purchasable and accessible – supported by appropriate tourism infrastructure
- Be **more than one experience**, and usually a combination of supporting experiences which underpin one or two lead experiences
- Be **unified by a compelling story** – one which has international relevance
- Be capable of **increasing dwell-time** and/or driving **economic benefit**
- Have a **consumer led** proposition, values, and theme(s)
- Be **market-led** and tested

The Wild Atlantic Way Slí an Atlantaigh Fhiáin



The Wild Atlantic Way is the over-arching proposition for Clew Bay and delivers the Brand Ireland pillars.

Wild Atlantic Way Brand Promise

*The Wild Atlantic Way on Ireland's Western Coast off the Western **Edge of Europe**, captivates you with its **wild landscape** that continuously shapes its **living history**; and engages you with its creative and **vibrant communities**, whose **stories and culture** stimulate you, so you are freed up to relax, enjoy and leave feeling refreshed, renewed and uplifted.*

This brand promise is delivered through three themes which highlight the unique features of the Wild Atlantic Way. Key to the success of the Wild Atlantic Way as an *Experience Brand* is that we deliver on the brand promise at every point of interaction with the visitor. The promise needs to be:

- **Real** – based on genuine and authentic assets. It needs to be truly delivered by the tourism businesses included in the brand. The industry needs to buy-into the brand and 'live it' to truly deliver on its promise.
- **Relevant** – developed with the potential visitor in mind and able to satisfy their needs and motivations.
- **Related** – to the other Experience Brands on the Island of Ireland but unique enough to stand out alongside them individually.

*The Wild Atlantic Way on Ireland's west coast leads you through **one of the world's most dramatic coastal landscapes**, a landscape on the edge of Europe that has shaped the development of its people, communities and settlements, a landscape that has inspired its own particular language, literature, art, song and dance. It's a place of many natural features – seascapes, sea-life, cliffs, mountains, glens, loughs, trails and pathways. It's a place to experience nature at its wildest; a place to explore the history of the Gaels and their religion; a place to experience great events, great food and drink, great music and the craic.*

Wild Atlantic Way Themes

Life Shaped by the Atlantic – you can get up close and personal with traditions and spiritual Gaelic Ireland and immerse yourself in the real Ireland where the traditions of the past are very much alive in the music, the song, the dance, storytelling, games and the Irish language.

Where Land Meets Sea – on the very edge of Europe, the ocean's force has carved a coast of wild, raw beauty. Huge Atlantic rollers crash and churn, shaping jagged ocean crags, islands and the sheer granite of Europe's tallest sea cliffs. It provides a breathtaking backdrop for active exploration of untamed land and seascapes. Enjoy up close encounters with the elements.

Connectedness – the feeling of connecting to the people and the landscape, of being a part of something 'bigger'. Feeling renewed and energised by the place, its people and its story. Your reward from a journey of discovery, challenge and being immersed in an ancient landscape.

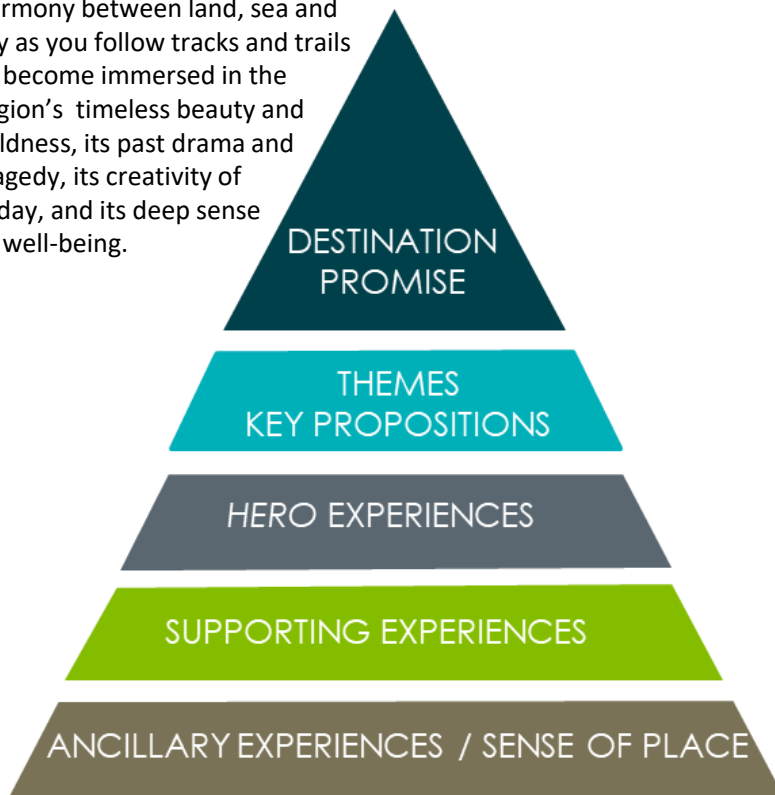
If the potential visitor to the Island of Ireland is offered a clear menu of distinctive but equally appealing Experience Brands, the likelihood of them choosing to visit for longer is increased.

It's up to each business to embrace the themes of the Wild Atlantic Way and strengthen the overall appeal of the Experience Brand.

What is Experience Development? Cad is Forbairt Eispéiris ann?

Developing an experience requires a shift away from the traditional product versus price mentality. It's about delivering life-changing moments that inspire visitors to not only share their experience with others, but also makes them want to return.

Where your *Clew Bay moment* can be found in the atmospheric harmony between land, sea and sky as you follow tracks and trails to become immersed in the region's timeless beauty and wildness, its past drama and tragedy, its creativity of today, and its deep sense of well-being.



Experience Development is the art and science of delivering a consistent message that inspires consumers throughout their travel experience – providing something that not only motivates visitors to become ambassadors for your destination, but also gives them the tools to help tell your message.

The concept of experience development extends beyond just simply providing an enjoyable experience for visitors. To achieve international cut-through in today's 'sharing economy', experiences need to utilise thematic interpretation techniques that evoke a positive emotional response in visitors, making them want to brag about their experience with family and friends and to experience it again and again. By embedding an experience with the unique selling features, or 'signatures', of a destination, visitors will associate that experience specifically with the destination and become advocates for these experiences with others.

DESTINATION PROMISE: The expectation that is created amongst potential visitors about the experience(s) that they will enjoy in the destination (i.e. a promise of what they will receive based on what is being delivered)

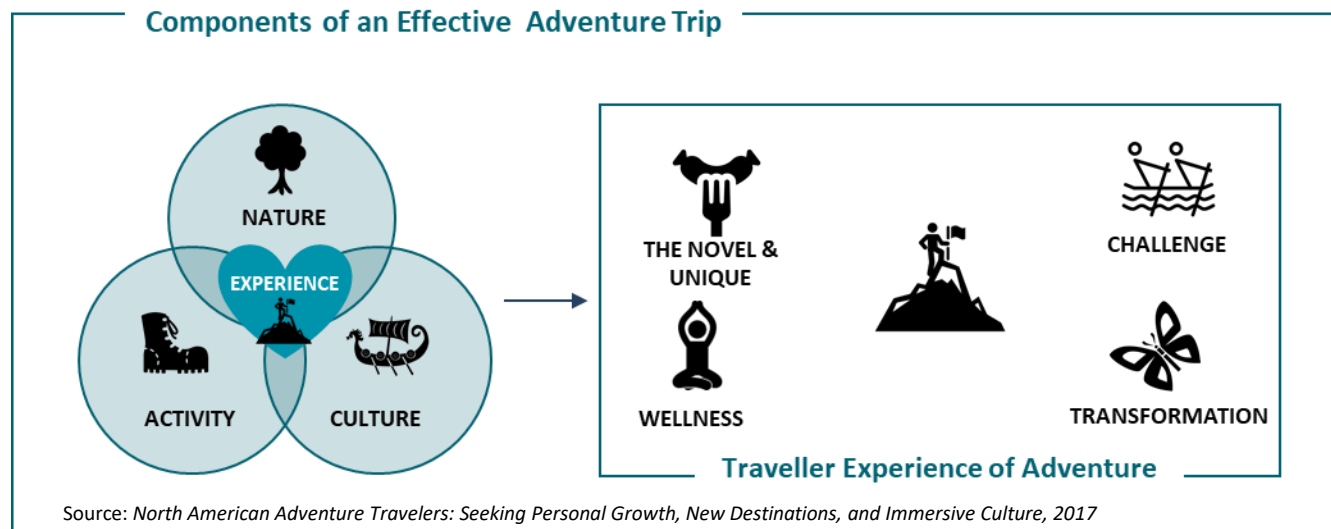
THEMES / KEY PROPOSITIONS: The key underlying themes that set this destination apart and makes it distinctive – the stories that your customers can connect with that showcase your key proposition

HERO EXPERIENCES: The experiences that are your signature – best delivered in Clew Bay

SUPPORTING EXPERIENCES: What each business does to bring the HERO experience to life – the products that allows the customer to access the wider experience

ANCILLARY EXPERIENCE MIX: How the wider tourism offering and sense of place/ public realm supports the destination promise

What is Experience Development? Cad is Forbairt Eispéiris ann?



For many businesses, the opportunity to develop **HERO Experiences** is about doing things differently. It is about creating a sense of adventure and ‘micro’ adventure moments where the visitor feels totally absorbed in the setting, the story, and feels a sense of accomplishment. Even the traditional concept of outdoor adventure has changed and moved away from simply the activity. Today, it is about getting off the beaten track, connecting with locals and feeling immersed in the moment. It is a sensory and an intellectual experience – one that touches the visitor emotionally and intellectually, as well as physically.

This realignment of activities and products to experiences is a direct response to market trends. The visitors in the target segments are looking to discover the essence of a place and to connect with it in as authentic a way as possible. The sense of discovery can just as easily be in the ordinary moment – the encounter with the owner of the small high street artisan store, the exchange of stories with the local in the bar, or the conversation at breakfast in the B&B. With this perspective in mind, the entire community is in the business of delivering the destination experience and of ensuring that the visitor truly appreciates what makes Clew Bay distinctive and memorable.

How was the Plan Developed?

The planning process involved the following six steps:

1. Formation of a Working Group – this group was put in place by Fáilte Ireland with representatives from all the key agencies and local tourism groups involved in influencing or delivering tourism.
2. Desk research to review on-line presence of destination; relevant best practices; and existing plans and strategies of stakeholders.
3. In-region mystery shop.
4. In-region consultation phase 1 – site visits; discussions with related operators; Working Group workshop; a series of community workshops to discuss the essence of place, the underlying stories and the opportunities; and a general appraisal of the overall area – followed by an analysis of the findings.
5. Industry survey to assess issues constraining the sustainable development of tourism, aspirations, opportunities for developing new experiences, key markets and approaches to online distribution.
6. In-region consultation phase 2 – themed experience development community workshops; Working Group presentation; analysis of findings.
7. Development of Plan and presentation to Working Group.

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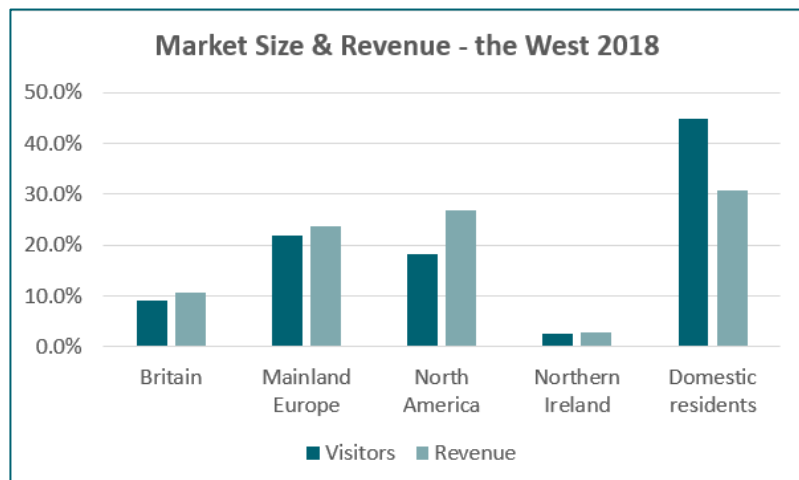
Key Insights Informing our Actions Na Príomhléargais is Bonn lenár nGníomhartha



People want to experience an off the beaten track experience that genuinely immerses them in multiple ways so that they feel stimulated, energised and uplifted.

- Wild Atlantic Way Operational Programme 2015-2019

Recent data from Fáilte Ireland indicates that the West region (Galway, Mayo and Roscommon) received 3.72 million visitors in 2018 (of which 52.8% are overseas) and €1,095 million in visitor spend (of which 66.4% is from overseas visitors).



These markets remain key target markets for the region – particularly the United States, the UK, Germany and France.

County Mayo – 2018



- Just over 288,000 overseas visitors – representing 8% of overseas visitors to the Wild Atlantic Way.
- 509,000 domestic trips – representing 11% of domestic trips to the Wild Atlantic Way.



- €104.3 million expenditure from overseas visitors – representing 5% of overseas spend along the Wild Atlantic Way.
- €114 million from domestic visitors – representing 12.7% of domestic spend along the Wild Atlantic Way.
- Total expenditure from tourists amounted to €218.3 million.

Additional baseline indicators

- Overseas spend per visitor in County Mayo is estimated to be €362 – slightly below the average spend of €370/overseas visitor for the West.
- Domestic spend per visitor to County Mayo is estimated to be €224 – a higher level of spend than the €203/domestic visitor for the West region.
- The average spend per visitor from Northern Ireland to the West is estimated to be €326.
- Overseas €s per 10,000 population in County Mayo – 5.98 m (10th/26 counties) (*IBEC Local Economic Indicators 2018*).
- Broadband connectivity within the county – 40% (25th/26 counties – the national average is 70.4%) (*IBEC 2018 Indicators*).
- Select attraction visits – 2018: Westport House – 50,000 – the third most visited attraction in the county reporting numbers; Achill Experience – 29,000; Wild Nephin Ballycroy National Park – 24,126.

Current online presence and distribution

Ninety-seven respondents participated in the 2019 online industry survey conducted as part of the planning process. Seventy-four per-cent indicated that they had a product or experience to sell. From this sample of 72 respondents with a sellable experience:

- 68% have a website and 73.6% have a social media platform;
- 29.2% offer the opportunity to book and pay for the product or experience on the business website;
- 15.3% allow users to click through to a separate website to book;
- 15.3% allow users to complete an online reservation form without taking payment;
- 44.4% websites provide a contact form;
- 19.4% don't offer any direct web-tools to facilitate booking;
- 57% work with other tourism distributors to sell their experience or product, such as tour operators, Booking.com; and
- 58.3% would welcome assistance to sell online.

The Experiences Our Visitors Are Seeking Na hEispéiris atá á Lorg ag ár gCuariteoirí

Having a detailed understanding of what motivates visitors to travel to Ireland, not just their needs, can help to grow market share through more effective experience development and targeted marketing.

Recognising the benefits of global consumer market segmentation, Fáilte Ireland has undertaken significant research on the country's key consumer segments, including their travel motivations, lifestyle, values, interests, and travel information sources.

Through this research, two key market segments have been identified for the Wild Atlantic Way – the **Culturally Curious** and the **Great Escapers**. In addition to these primary segments, Clew Bay has the capacity to attract a third segment – the **Social Energisers**, particularly with a growing emphasis on activity tourism.

The following tables highlights what these segments are seeking from a holiday in Ireland:



CULTURALLY CURIOUS – are very independently minded and are interested in places of historic and cultural interest.

Culturally Curious

- Want to learn about Irish culture, customs and traditions
- Looking for authentic local experiences
- Interested in history being brought to life by storytelling and re-enactment
- Seek to venture off the beaten track – often by hiking, walking or biking
- Curious to explore natural landscapes and seascapes, small towns, villages castles, ancient sites and historic houses
- Seek quality, fresh, well-prepared local food
- They want to hear the insider perspective through local stories



GREAT ESCAPERS – want to get away from it all, renewing family bonds and spending time together in a beautiful place.

Great Escapers

- Feel connected to nature – travel in Autumn and/or Spring when nature is going through a transformative phase
- Seek value for money
- Rural touring holidays with a promise of local, authentic communities and activities
- Meeting authentic local people to learn about the Irish way of life
- Little interest in formal cultural artefacts e.g. museums
- Seek an urban-rural experience, but will want to experience the less touristy parts of the cities



SOCIAL ENERGISERS – have a passion, to experience new things – the more unique and exciting, the better.

SOCIAL ENERGISERS

- Socially energetic; young at heart spanning all age groups
- Seek fun, social interaction and excitement and want to engage fully with the destination – looking for areas frequented by the locals and quirky, spontaneous ‘unplanned’ experiences
- Want to visit the top attractions and activities, particularly if they are presented in an energetic, engaging and unusual way
- Professionals with a busy life – can be a more lucrative segment than others

Strengths, Weaknesses, Opportunities and Threats Láidreachtaí, Laigeachtaí, Deiseanna agus Bagairtí

A successful Destination and Experience Development Plan should not only be aligned to the Wild Atlantic Way brand and its target markets, but it should also seek to **address** the underlying challenges and threats facing the destination, while building on core strengths and finding ways of leveraging new opportunities. The key strengths, weaknesses, opportunities and

as identified in community discussions and site visits are presented below. This SWOT analysis has been used to guide the direction of the strategic initiatives outlined in the Action Plan.

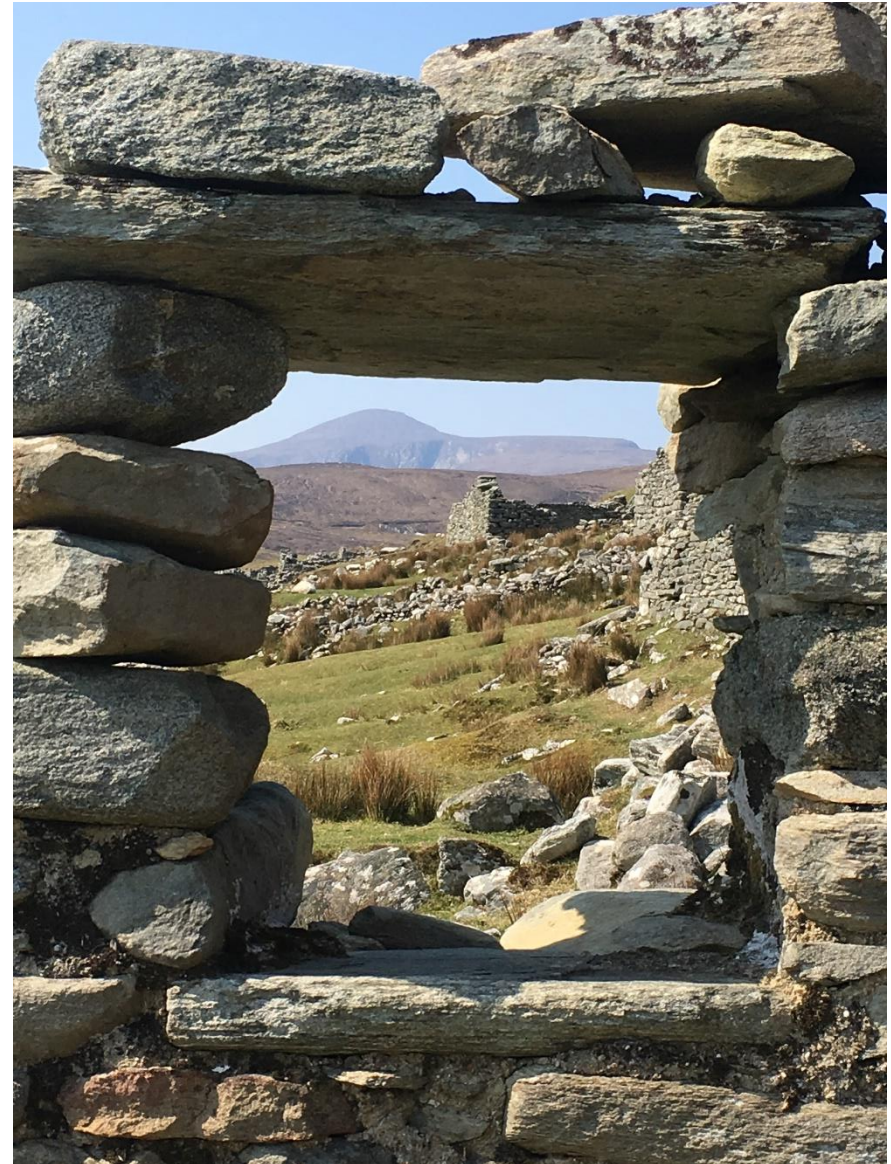
STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • The Western Way • The Clew Bay Trail / Great Western Greenway and the growth in cycling and related infrastructure • Diversity of land, sea and sky – pristine natural environment • Diversity of islands – and island life • Ireland’s highest sea cliffs • Range of Blue Flag beaches • Croagh Patrick – spiritual asset • Geographic shape • Dark skies and related initiatives • Looped walks • Wild Nephin Ballycroy National Park • Rich cultural scape – intangible cultural heritage • Pearl of settlements • Food – local food producers – gourmet greenway • Independent retail sector – strong shopping experience • Westport – dynamic hub – direct rail connection to Dublin • Highly engaged communities • Adventure activities • Artists and writers 	<ul style="list-style-type: none"> • Access (public transport) within the region and from Knock Airport • Lack of industry coordination – working together across the region • Insufficient experiences/attractions particularly in non-peak periods • Lack of funding for development – particularly in key historical sites • Pipeline projects not advancing in a timely manner • Public infrastructure: toilets, parking • Trail erosion on Croagh Patrick • Seasonality • Insufficient focus on strengths – area’s potential for ‘slow’ travel • Insufficient marine infrastructure for visiting boating vessels • Unreliable access to the islands • Accommodation – varied needs • Staff shortages and issues relating to affordable housing for staff • Marketing and positioning of Clew Bay experiences • Sustainability of island life and smaller fishing communities • Insufficient access to local seafood 	<ul style="list-style-type: none"> • Elevation of core themes and stories within Clew Bay to differentiate the area and strengthen the experiences • Building linkages between local agencies to promote coordination and synergies • Potential to pursue UNESCO Biosphere Reserve designation • Potential to increase and promote environmental enhancement through a focus on sustainability • Keem Bay Discovery Point project • Extension of the The Clew Bay Trail / Great Western Greenway • Enhancement of public space • Development of stronger activity hubs to reinforce positioning of land and sea-based adventure • Coordinated trail development • Coordinated approach to environmental management to enhance outdoor experiences • Westport’s Heritage Town designation • Investment in Westport House and grounds • Crisis management planning 	<ul style="list-style-type: none"> • External crises – recovery from Covid-19 • Vulnerabilities of small businesses and inability to withstand economic downturns • Ongoing impact of Brexit • Rising insurance costs • Currency fluctuations • Air connectivity to Knock Airport outside of peak season • Climate change • Wastewater discharge in coastal areas • Potential of an increase to bus traffic in areas with narrow roads • Potential of losing aesthetic and cultural integrity through development initiatives – road improvements, location of new buildings etc. • Loss of younger generations • Availability of staff resources – can be curtailed through social welfare programmes • Increase in visitor numbers with potential to damage the natural environment

Regional Aspirations

A plan that aligns with the aspirations of communities has a much greater likelihood of making a difference and achieving longer term success. On the basis of consultation, tourism businesses and related stakeholders indicated a desire for tourism that:

- Reduces seasonality and disperses the visitors
- Provides year-round employment
- Encourages sustainable growth that maintains the quality and vibrancy of local life and celebrates local heritage
- Provides an understanding of a well-defined landscape and retains its integrity through enhanced environmental management
- Offers unique, quality experiences that build on local strengths and passion
- Improves the area's capacity to offer slow tourism through enhanced connectivity between trail systems and the development of new opportunities for safe hiking and cycling
- Attracts new investment in accommodation infrastructure
- Generates a greater level of coordination, new thinking and progressive leadership
- Appeals to the international markets
- Benefits from enhanced highspeed broadband and sustainable transportation services.

In addition, the strategic priorities of the County Council will facilitate the implementation of the plan and will be supported by its implementation. The Destination and Experience Development Plan is in keeping with the Mayo Tourism 2021 vision *to develop Mayo as a premier tourism destination, coupling authenticity with world-class activities, exceptional heritage and cultural attractions and high quality experiences to domestic and international visitors alike.* The County's strategic underlying positioning of Wild Mayo is reflected in the creative narrative presented in this plan and will be strengthened through the implementation of the strategies.



3

Clew Bay – Overview of Destination Themes

Cuan Mó - Léargas ar Théamaí Ceann Scribe



“I walked along the river side
Where boats lay by the quay
I pictured the pirate queen
Set out for adventure on the sea”

Michael Chambers, Newport - extract from his poem – Treasures by the Sea

The 'Story' of Clew Bay 'Scéal' Chuan Mó

Clew Bay: land, sea and sky. *“The sun was just about to set.... The mountains were tumbled in a thousand fantastic ways... Trees, cornfields, cottages, made the scene indescribably cheerful... But the Bay – and the Reek which sweeps down to the sea – and a hundred islands in it, were dressed up in gold and purple and crimson, with the whole country west in a flame. Wonderful, wonderful!”*

The spontaneous penning of these words 150 years ago by William M. Thackeray captures the essence of the **Clew Bay moment**.

This is a landscape that radiates an effervescent harmony between *land, sea and sky*. The tracks and trails that circumvent the coast, meander through the wildlands and lead us to sacred peaks, passing through layers of human history that have shaped Clew Bay today. Few stories unite this area like the flamboyant story of Granuaile, the Pirate Queen of the 16th century – a story that continues to stand tall in her castles and towers around the Bay. This sense of passion and vibrant spirit remains with us today in our love of adventure, food and the arts and our determination to maintain the integrity of what makes Clew Bay special. And yet, our deep sense of connection with the past still feels the buried pain of the Great Famine and the struggle of our ancestors as they fought for survival. Today the *land, sea and sky*, and the interplay of moods arising from our Atlantic weather reflect the intrinsic emotions that have become intertwined down through the centuries. Together, they create a landscape, seascape and culture-scape that can truly inspire our visitors to linger and discover their *Clew Bay moment*.

The Creative Framework

Understanding the essence of Clew Bay and its stories provides the basis for a creative framework that can be used in positioning the region and shaping the development of HERO experiences. The framework presents five inter-related elements of this coastal area that highlight the strengths and personality of the destination in a way that will differentiate Clew Bay and will create ‘cut-through’ in a busy market-place, while creating a sense of cohesion in the visitor experience.

IMAGE PLACE HOLDER – contacting artist for permission to use

This Destination and Experience Development Plan focuses on bringing these destination elements to the fore through providing a context to strengthen existing experiences and to develop new experiences. The framework should be regarded as a tool – one that is designed to elevate the region’s best, and to bring to life those stories that underlie its very essence in a way that enables the visitor to make an emotional connection with Clew Bay and to clearly recall the memories of the experiences.

A summary of the stories can be found in the Appendix.



The 'Story' of Clew Bay 'Scéal' Chuan Mó

CLEW BAY – LAND, SEA AND SKY

– where the vast expanse of the bay mirrors the heavens above; where mountains tumble in a thousand fantastic ways... where the Reek sweeps down to the sea...where the changing sunlight can dress up the multitude of islands in gold and purple and crimson...and where our trees, fields, historical sites, towns and villages reflect our passion and pain, and yet make the scene indescribably cheerful.

Under Big Skies

The grandeur of the skies day and night intensifies the beauty and personality of the islands, the Bay, the wilderness and the high peaks. Colours and moods change, the vibrancy of the Bay is accentuated, the wildness of the Nephin Beg and Mweelrea Ranges can take on a surreal quality, and Croagh Patrick oft times seems to pierce through into the heavenly realms. On clear nights the pristine sky has brought inspiration to musicians, artists, sailors, philosophers and astronomers down through time. Today, Ireland's first International Dark Sky Park is recognised as one of the best places in the world to view the wonders of the canopy above us.

Our Fearless Queen

The story of Granuaile reverberates around the entire Bay. Drama, charisma, and tenacity – this is the story of fearless courage on land and at sea, and a heroine that defied every convention of her time. While this legend may have been erased from the pages of recognised Irish history for many years, this story is larger than life in the amphitheatre of Clew Bay that was once the domain of *our fearless queen*. Clare Island Castle, Rockfleet Castle, Kildavnet Castle and Westport House all portray aspects of the story and the powerful dominance of this remarkable 16th century woman who guarded the waters of Clew Bay with such relentless fortitude.

Ribs of our Land

Under the shadows of the clouds, the breeze blows over the ridged fields scattered across the Bay and whistles through the stone relics of long deserted Famine villages – stark reminders of pain etched into the landscape. The darker tones that underlie the history of Achill and its Mission Colony are accentuated by the tragic stories of the first and last trains to the island over one hundred years later and the unfolding of 17th century prophecies. The Doolough Tragedy, the story of loss and stoic survival in the Lost Valley of Uggool, and the depopulation of the islands are all stark reminders that pain, fear and grief once enveloped the Bay – seemingly hiding the light like a dense and cold fog.

Bounteous Bay

Today the unique relationship between land, sea and sky is expressed in the local artisan foods, the arts, the music and dance, the work of writers, and in the love of adventure. The deep-seated passion for life, the creativity of the people and the underlying tenacity of islanders and mainlanders alike reflect the spirit of Granuaile. Perhaps through setting a precedent for savouring spices, silk and fine Spanish wine centuries back, it is not surprising to find such rich expressions of local culture today. It can be experienced in the small cafés and in the unique little shops, in the festivals and in the community halls – and is reflected in the heritage of the ports and the precision of planned townscapes.

Following Tracks and Trails

The tracks and trails that cross the bogs, traverse the mountain ranges, and summit the peaks have been followed for centuries. Vestiges of trails from the Iron Age through to medieval times have been identified, mapped and restored, and old railway beds have been transformed into cycleways. The pilgrimage path up the summit of Croagh Patrick continues to attract visitors and pilgrims alike as they seek to appreciate the significance of this holy mountain. Today these tracks and trails are integral to experiencing the *land, sea and sky* and to helping each visitor discover their *Clew Bay moment*.

The HERO Experience themes *Téamaí Eispéiris atá bunaithe ar Laochra*



Under Big Skies

The expansive skies, the sense of space, the appeal of wilderness, the variety of beaches, and the multiplicity of islands together create a compelling destination for the visitor. At almost all times you can see where you have been and where you want to go. This is a land and seascape that stretches out before you offering an invitation to be discovered.

Potential and Existing HERO Experience Priorities

- **Wild Nephin Ballycroy National Park and the Mayo International Dark Sky Park** – fully support ongoing evolution and development of this wild landscape, developing the planetarium and observatory and related programming to engage in dark skies, enhancing interpretation, and further developing and/or upgrading trail systems. Key elements of the existing HERO experience include:
 - The Visitor Centre and associated visitor experience
 - The Western Way
 - The Bangor Trail
- **Clew Bay Trail / Great Western Way Greenway** – a 42 km trail from Westport to Achill sound – Ireland’s longest off-road walking and cycling trail. Extending the trail on either end to Roonagh Pier in the south and Keel in the north, together with connectivity improvements with the wider trails system and supporting services and interpretation, will create a network of international scale.
- **Croagh Patrick** – a landmark of international significance. This significance can be heightened considerably through:
 - Trail repair and the redevelopment of the Visitor Centre
 - Strengthening the pilgrimage and monastic theme through trails development to Cong and interpretation at Ballintubber Abbey
- Development of Mulranny as a walking hub and related attractions, such as the Old Irish Goat Centre, and strengthening of trails networks on the islands.
- Potential to strengthen marine and equestrian trails.
- Opportunity to improve ease of access to information and online trail use planning tools
- Potential to reposition Clew Bay and strengthen its destination identity through the UNESCO Biosphere programme and to support recognition of the unique elements of this landscape through an ongoing focus on landscape research and related training.



Our Fearless Queen

The story of Granuaile unifies all of Clew Bay. This is where Ireland’s pirate queen ruled supreme over land and sea and knew exactly how to read the skies. Today, visitors can follow this heroine through the adventures of her life and explore the radical nature and charisma of her leadership and ideology as they move around the Bay and visit the islands.

Potential and Existing HERO Experience Priorities

- The Granuaile story is present across the landscape and seascape – the castles, towers, abbeys, and Westport House all tie into it, and the experience has the potential to be stitched together and joined up through the various tracks and trails. To create a strong HERO experience, attention will need to be centred on:
 - Developing a master plan to interpret and present the story
 - Auditing all physical elements of the story in the landscape
 - Undertaking remedial conservation, site development and upgrading of interpretation at a wide array of sites, on a pre-determined priority basis:
 - **Clare Island Castle**
 - **Rockfleet Castle**
 - **Kildavet Castle**
 - **Murrisk Abbey**
 - **Westport House**
 - **Granuaile Visitor Centre in Louisburgh**
- Other opportunities to leverage this regional theme, including:
 - The possibility of building and sailing a full-scale replica of a Granuaile Galley
 - Developing a themed Discovery Trail that incorporates the entire region and can be completed in stages, with a particular emphasis on utilising tracks and trails.
 - Developing self-guided experiences that are based on the concept of discovery.
 - Developing appropriate themed itineraries.



The Ribs of our Land

The scars on the landscape speak for themselves – the ridge and furrowed fields, the deserted buildings, the memorial plaques, and the graveyards. Indelible memories of hardship, grief, and sectarian wrangling that cause the visitor to pause and reflect, and to follow the footsteps of the families that struggled to survive and the personalities that sought to promote survival.

Potential and Existing HERO Experience Priorities

- There are a range of existing sites and experiences that can be brought to the fore through this theme, including:
 - **Lost Valley**
 - **Glen Keen Farm and Doolough Valley**
 - The sites of the **Deserted Village** on Achill Island and the **Achill Island Mission Colony**
 - **Tale of the Tongs** on Inishturk
 - The **Clare Island agricultural landscape** with its preserved lazy beds
 - Island stories and declining ways of traditional life
- Building on this Clew Bay theme will require supporting a number of planned initiatives and encouraging efforts to promote local stories through guided experiences, community and regional events, and new approaches to interpretation. Examples include:
 - Developing the Slievemore Heritage Trail and using innovative techniques to bring the landscape of the past to life.
 - Strengthening the experience relating to the Achill Mission Colony.
 - Moving forward with the proposed Achill Monastery restoration Project and the relocation Achill Heritage Centre to the Monastery site.
 - Highlighting how the famine story varies across the region depending on personalities and politics.
 - Encouraging initiatives that portray changing landscapes, economies and the loss of families, and promoting the stories of hardship and struggle in a way that deepens the visitors appreciation for Clew Bay and their ability to ‘read the landscape’.



Bounteous Bay

A vibrant spirit and a passion for good food and local flavours awaits the visitor to Clew Bay. Artists and artisans enthusiastically share the joy of their creations. Restaurants, bistros and cafés offer tantalising delights. Boutique shops enhance the pleasure of shopping, and community museums leave visitors intrigued. The land and sea promise adventure and personal fulfilment; and, an encounter with islanders can captivate and inspire a determination to emulate this vibrant spirit.

Potential and Existing HERO Experience Priorities

The key emphasis will need to be on consolidating and elevating the existing offering, with a particular focus on the following:

- Creating a stronger sense of critical mass in the arts and craft sector through networking and working with artists and artisans to identify the potential for new curated experiences.
- Developing new visitor experiences around the region’s literary talents and existing traditional cultural arts.
- Strengthening the area’s growing recognition for food, local flavours and artisan producers through identifying new approaches to showcasing what the region has to offer.
- Tying the region’s positioning in food and the outdoors into the area of wellness, and promoting the concept of well-being as a key attribute of Clew Bay.
- Using events and regional online coordination to raise the presence and significance of adventure tourism and water-based activities. Supporting the vision of a marina for Westport will substantially strengthen marine-based tourism.
- Existing HERO experiences include the Gourmet Greenway, a range of local events such as Battle for the Lake and the Mayo International Kite Festival, traditional and long-standing programmes such as the Scoil Acla Summer School, and a very wide range of individual producers and artists that have high levels of recognition in their own field of activity.

Following Tracks and Trails

Tracks and trails criss-cross Clew Bay allowing the visitor to become truly immersed in the destination. From ancient tracks to newly developed trails, these routes have put Clew Bay ahead of the curve, The Great Western Greenway is known around the country as an illustration of best practice, and each of these trails opens up new landscapes, connects with new experiences, and provides the opportunity to unpack the stories of the Bay.



Potential and Existing HERO Experience Priorities

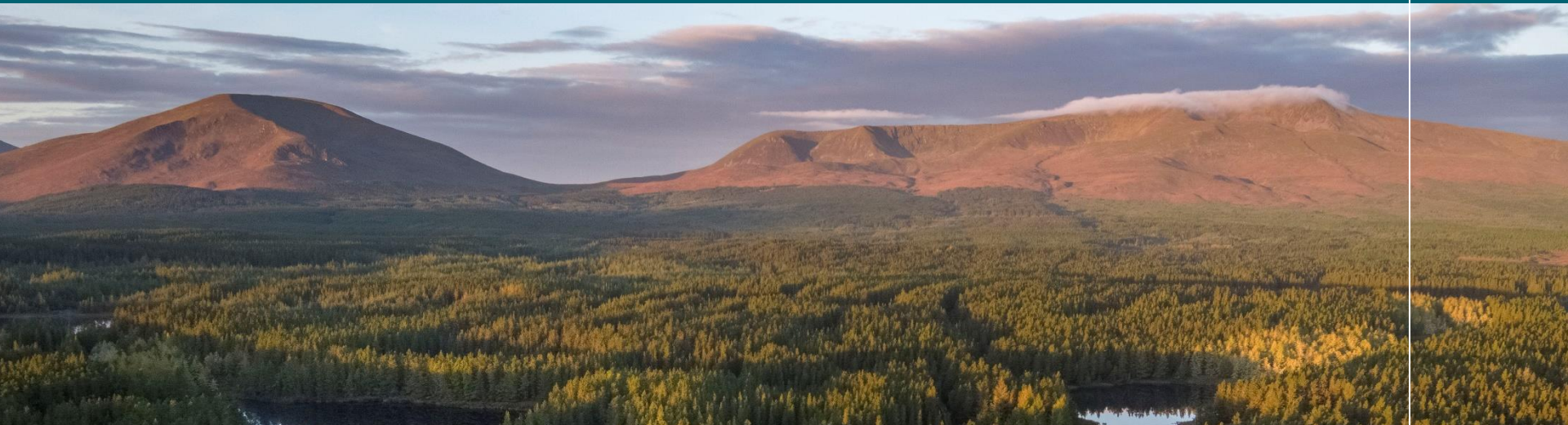
The trails network differentiates Clew Bay. While trails can be regarded as infrastructure, here in Clew Bay they are synonymous with HERO experiences. Strengthening the trails network and building linkages between trails systems and adjacent sites, attractions and activities will elevate the significance of the trails in delivering HERO experiences.

- Complete the extensions of the **Clew Bay Trail / Great Western Greenway** as a HERO product in its own right and highlight its capacity to connect with a range of HERO themes and experiences, including building on its association with food as the Gourmet Greenway.
- Prioritise the management of the **Croagh Patrick** trail and strengthen this experience with the redesign of the Croagh Patrick Visitor Centre.
- Expand on the pilgrimage theme through the development of a 50km pilgrim path from Westport to Cong and work towards facilitating storytelling and promoting the story of monastic Ireland along this trail.
- Explore and focus on a range of opportunities to build on the existing network and to promote it more effectively:
 - **The cycle/walk Western Way route** from Newport to Ballycastle
 - The development of The Mulranny Way
 - The development of equestrian trails
 - The development of island trails
- Use trails to access experiences relating to the other key HERO experience themes outlined in this Plan. Examples include:
 - A Granuaile Discovery Trail
 - The Slievemore Heritage Trail
 - Themed food trails
 - Clew Bay art and craft trail



4

The Action Plan An Plean Gníomhaíochta



"There's a way in which immersion is a very primal concept, something that happens to us regardless, even if a good storyteller is just telling you a story..... If that story is well told, you're gone. You're in it."

- Walt Disney Imagineer Joe Rohde

Introduction to the Action Plan

The Action Plan lists all the actions that are required to address the development of the potential HERO Experience themes and the associated priorities. The Plan is organised by HERO Theme, and outlines a range of initiatives that are designed to bring each theme to the fore. As the HERO Experience theme, *Following Tracks and Trails*, is a theme that integrates across all themes, elements of it are addressed in relation to each of the other four experience themes. Initiatives that are likely to have a particular transformational impact are identified as **Catalyst Projects**. In addition, the Action Plan identifies ‘enablers of success’ – a broad spectrum of destination development factors relating to governance, access, supporting infrastructure, capacity building, storytelling and sense of place.

The focus of this Plan is ultimately on developing compelling and marketable experiences that can differentiate Clew Bay, encourage the visitor to stay longer and spend more, and attract new markets from overseas while maintaining the domestic market – in a sustainable manner. The description of each locality and the theme-based stories are outlined in the Appendix, together with environmental considerations.

UNDER BIG SKIES

The actions that relate to this HERO Experience theme are designed to create and improve experiences that bring the significant strengths of *land, sea and sky* to the fore. They aim at helping the visitor experience deep connections with the diverse landscapes within Clew Bay, and to grow in their appreciation for the unique qualities of this distinctive area of County Mayo. This is a landscape that has long been revered for its ecological, aesthetic, and geological characteristics and for its inherent spiritual qualities that are evidential in the prehistoric relics and the legends of Saint Patrick. Today the *land, sea and sky* attract visitors with a diverse range of interests, with many seeking a sense of personal fulfilment, discovery, and an opportunity to become immersed and to experience their own personal *Clew Bay moment*. These actions will facilitate these emotional connections.

		Timeframe	Lead	Partner
1.1	<p>Fully support the ongoing evolution and development of Wild Nephin Ballycroy National Park as a unique and wild landscape in its own right and as the Mayo International Dark Sky Park. With the National Park’s 15,000 hectares of uninhabited and unspoilt wilderness of Atlantic Blanket Bog, forestry and mountainous terrain of the Nephin Beg range and its status as a Gold Tier Dark Sky Park, this is an iconic asset that needs to be sensitively developed and managed as a HERO experience on the Wild Atlantic Way. The significance of this asset is well recognised and a number of initiatives are in the process of being implemented. This Destination and Experience Development Plan supports the implementation of these projects as a priority, together with a range of initiatives and experiences that will complement and strengthen the National Park.</p> <ul style="list-style-type: none"> • Develop the Planetarium and Observatory for Wild Nephin Ballycroy National Park in line with recent funding commitment through the Rural Regeneration Development Fund, to enhance the status of the Dark Sky Park and extend the experience of the Park to a wider audience. This initiative has the added advantage of offering a new all-weather experience. CATALYST PROJECT <ul style="list-style-type: none"> ○ Complete the feasibility and design studies for the proposed facilities. 	Short-Term / ongoing	NPWS	MCC, FI, MDS

UNDER BIG SKIES		Timeframe	Lead	Partner
1.1 cont.	<ul style="list-style-type: none"> • Assess the potential to expand or reconfigure the use of space in the National Park visitor centre in conjunction with the development of the planetarium, and undertake a full evaluation of spatial needs for interpretation, hospitality services and gallery requirements. • Continue to develop guided walks, activities and experiences that highlight the unique qualities of Wild Nephin Ballycroy National Park, and support existing programmes. <ul style="list-style-type: none"> ○ Continue to implement the <i>Ballycroy National Park Interpretation Framework</i> (2017) which has a strong emphasis on the blanket bogs, the dark skies, experiencing the Wild Nephin wilderness, discovering the diversity of flora and fauna, understanding the human story, and appreciating the wider linkages with geological and climatic change over time. • Investigate developing a trail to link the visitor centre to the main body of the National Park and move forward with the initiative. • Work towards developing an iconic nature-themed festival that further celebrates the significance and unique qualities of Wild Nephin Ballycroy National Park. • Position Newport as the ‘gateway town’ for Wild Nephin Ballycroy National Park and the Mayo Dark Sky Park, and enhance the ‘intangible’ presence of the National Park within the town. 	Short-Term	WNBPNP, NPWS	MCC, FI
			Ongoing	WNBPNP, NPWS
1.2	<p>Leverage the achievements of the Mayo Dark Sky Park to strengthen the profile of both Wild Nephin Ballycroy National Park and the wider area, and work with the wider community to extend awareness of the significance of the dark skies as a tourism asset. While the Park has a recognised boundary, there is considerable potential to use the theme of dark skies across Clew Bay to strengthen the core work in the Park and the positioning of Clew Bay as a destination.</p> <ul style="list-style-type: none"> • Support Newport in its endeavours to become a Dark Sky Friendly Town and encourage other communities to pursue similar actions relating to lighting in public places. Promote Newport and its Dark Sky Friendly Town lighting of the viaduct and the church as an example of best practice within the dark skies ‘community’ and as the gateway community to the Mayo Dark Sky Park. • Continue to work with partners to advocate for appropriate lighting on roads outside settlements. • Build on the growing success of the Mayo Dark Sky Festival. Identify the potential to extend the festival through developing additional complementary experiences in the adjacent communities – such as themed music sessions in local pubs, or themed art exhibits in select studios and galleries. • Develop photography workshops that assist visitors in capturing the essence of the National Park and the Dark Skies within the Park, and in surrounding areas of Clew Bay across different seasons. 	Short-Term	MDS, WNBPNP	MCC, FI, SWMDC, IDSA, LCs
		Short-Term	MDS, WNBPNP	MCC, FI, NBA, LCs
		Short/Medium-Term	WNBPNP	LTGs, LCs

UNDER BIG SKIES		Timeframe	Lead	Partner
1.2 cont.	<ul style="list-style-type: none"> • Establish a roving Dark Skies programme across Clew Bay based on either: <ul style="list-style-type: none"> ○ A mobile Travelling Planetarium (an inflatable dome with a digital projector that recreates the sky during different seasons and times of day from the perspective of any point on Earth) – examples of users include the Ontario Planetarium, the University of St. Andrews Mobile Planetarium; and/or ○ The use of a mobile observatory. (Note: in 2018 Nissan launched a concept vehicle which functions as a mobile astronomy lab, featuring a world-leading, observatory-class telescope on a bespoke off-road trailer.) • Identify key viewing points that can be readily accessed. • Work with NPWS and/or adjacent landowners to explore the opportunity to develop and appropriately site new accommodation options that would enable visitors to more fully appreciate the dark skies. Examples: Purepods.com in New Zealand – a high-end glass pod glamping experience that allows complete immersion with the universe; Observatory B&B in Osoyoos, British Columbia – a B&B business combined with a passion for night skies (http://www.jacknewton.com/). • Build on emerging partnerships with other dark sky initiatives such as the Mid Ulster Council's Dark Skies Project in Davagh Forest, Omagh to expand the market and cooperate on initiatives, including the current work on a Content Management System (CMS) to support the development of Virtual Reality and Augmented Reality as ways of enhancing the visitor experience. • Encourage Inishturk and Clare Island to pursue designation as International Dark Sky Sanctuaries through the International Dark Skies Association (IDA) programme. • Explore opportunities to appoint a Dark Skies coordinator. 	Medium-Term	TF, MCC	GMIT, FI
		Short/Medium-Term	WNBPNP	NPWS, MCC, LCs, IFA, FI, SWMDC
		Medium-Term	WNBPNP	MCC, SWMDC DSI
		Short / Medium-Term	MDS, MCC, CICB, ICD WNBPNP	NPWS, SWMDC, FI, WNBPNP, IDSA MCC, SWMDC
1.3	<p>Develop/expand expert guiding resources and related expertise. The visitor experience of Clew Bay can be significantly enriched through guided services that assist the visitor in appreciating the landscape/geomorphology, the diversity of ecosystems and the night skies across the region.</p> <ul style="list-style-type: none"> • Continue to prioritise the role of interpretive and guiding staff in Wild Nephin Ballycroo National Park. • Establish a Clew Bay ambassador programme that is designed to build new understanding of the natural and cultural heritage of Clew Bay, and to develop skills in story-telling and guiding. This programme could incorporate elements of the dark sky ambassador programme. <ul style="list-style-type: none"> ○ Consider working with an accreditation body to develop a programme that has the potential to offer accreditation to participants who complete all the necessary units. Ensure that any programme developed has 'refresher' units and new modules to maintain interest in the training. 	Short-Term / Ongoing	WNBPNP, NPWS	MCC, SWMDC, FLAG, FI, MSLCETB, GMIT, IDSA, LTGs, LCs

UNDER BIG SKIES	Timeframe	Lead	Partner
<p>1.3 cont.</p> <ul style="list-style-type: none"> ▪ Example: The Ring of Gullion in Newry, Mourne and Down District offered an ambassador programme endorsed by Open College Network Northern Ireland (OCN NI). This partnership enabled the development of bespoke training courses that met the needs of the Ring of Gullion as an Area of Outstanding Natural Beauty. The programme was designed to build locals' knowledge, skills in leading a group, and confidence in story telling. ▪ Example: Reading the Local Landscape is a successful local heritage training course that runs through a partnership between Clare County Council and Limerick and Clare Education and Training Board. The programme includes an introduction to geology, biodiversity and natural heritage, archaeology and architecture, and its aim is to enable course participants to develop heritage projects based in their local area. ○ Work with Leave No Trace Ireland to develop bespoke biodiversity programmes within the local communities as part of the ambassador programme. Engage the organisation's expertise to assist ambassadors in promoting the importance of responsible environmental behaviours in the outdoors to visitors. 	Ongoing	WNBPNP, NPWS	LNT
<p>1.4</p> <p>Support the work of the Old Irish Goat Society and its activities in Mulranny to encourage a strong national association between Clew Bay and this iconic animal, and to celebrate local vision and innovation. The work of this organisation highlights the significant value of an unrealised economic, cultural and tourism asset and will provide a distinctive HERO experience associated with the Greenway. It provides a tangible link to the wildlife of Neolithic landscapes and to the process of adaption to this landscape and climate; and, it brings to the fore, stories of survival during the Great Famine and the urgent need to protect native breeds and genetic resources from extinction. In addition to the Society's breeding programme, the proposed grazing initiative highlights potential for alternative and sustainable solutions to managing the heathland habitats.</p> <ul style="list-style-type: none"> • Support initiatives that will strengthen the linkage between the goats and the landscape down through the millennia, and reinforce this through interpretive activities that further complement the proposed Visitor Centre. <ul style="list-style-type: none"> ○ The story of the Old Irish Goat will appeal to a range of audiences from scientific experts and niche special interest markets, to the Culturally Curious and the domestic Connected Families segment. To be effective, the key stories, the underlying message and the activities offered will need to be shaped to align with the interests and motivations of each audience. • Continue to support the ongoing development of the Old Irish Goat Centre with its three distinctive elements – the Visitor Centre, the Goat Sanctuary and the Gift of Hands Craft Studio. • Assist the Society in developing safe access between the Visitor Centre and the nearby Goat Sanctuary. 	Short-Term / Ongoing	OIGS	MCC, SWMDC, NPWS, MT, LCs

ACTION PLAN Plean Gníomhaíochta – Building Experiences Cur le hEispéiris

UNDER BIG SKIES		Timeframe	Lead	Partner
1.4 cont.	<ul style="list-style-type: none"> Develop a direct walking/cycle link to the Greenway, and ensure that there are bike parking facilities at the Goat Sanctuary. Use the story of the Old Irish Goat to build greater awareness of the need for food security, genetic diversity and the importance of developing similar valorisation projects elsewhere. <ul style="list-style-type: none"> Consider feasibility of a Nature Reserve for the Old Irish Goat as an international genetic heritage resource. Continue to build collaboration and cultural links between this work and Slieve Gullion in Newry, Mourne and Down District, and to develop partnerships with similar rare breed initiatives. Programmes and interpretation should highlight the benefits of collaboration and co-sharing of research and progress. 	Short-Term / Ongoing	OIGS	MCC, SWMDC, NPWS, MT, LCs
1.5	<p>Build innovative recognition for Clew Bay as a destination where visitors can discover authentic and healing connections through pursuing a deeper understanding of the relationship between humans and the natural world.</p> <ul style="list-style-type: none"> Support the proposed Gardens Experience at Westport House and the plans to elevate their theme, Tree of Life, through an immersive experience of drawing from the wisdom of the worlds above, below and around to emphasise the critical importance of living a balanced life and the concept of rewilding our everyday environments. Through new activities and an alternative holistic approach to landscape design associated with the Ladies Island, the Walled Garden, and Garvillaun, Westport Estate has the potential to become a flagship site for a new landscape design movement. 	Short-Term / Ongoing	Westport Estate	
1.6	<p>Expand existing opportunities to experience Clew Bay from the sea and to gain a different perspective of <i>land, sea and sky</i>.</p> <ul style="list-style-type: none"> Work with activity operators to develop an evening kayak or boat excursion on Clew Bay. This could potentially include an exclusive dining/culinary experience on an island. Encourage existing marine activity operators to incorporate stories relating to reading the skies at sea. Work with partners to create a marked kayak tour using buoys for self-guided kayaking within the inner bay, and work with potential businesses to encourage a growth in kayak rental services. Pursue the implementation of supporting infrastructural projects identified in E.3.3. 	Short-Term	MCC, LEs	FI, LTGs, ISA, WI, FLAG
1.7	<p>Assess the opportunities for salt water and fresh water angling in Clew Bay and identify infrastructural requirements to enhance the experience. In terms of freshwater, the Bundorragha River which drains the salmon and sea trout loughs – Finlough and Doo Lough is particularly renowned and has a long season.</p> <ul style="list-style-type: none"> Work with Inland Fisheries Ireland to improve identified infrastructural requirements. Improve the pontoon facilities at Bundorragh Pier near Delphi. 	Short/Medium-Term	MCC	IFI

UNDER BIG SKIES

Timeframe

Lead

Partner

FOLLOWING TRACKS AND TRAILS

Experiencing the beauty and personality of the islands, the Bay, the wilderness and the high peaks under the grandeur of big skies is dependent on good access – tracks and trails to follow that will reinforce *land, sea and sky* as the key point of differentiation for Clew Bay. The region is already well recognised for its tracks and trails, particularly the Great Western Greenway, as the county has been very proactive in leveraging long-distance trails ahead of the rest of the country. However, as other counties aspire to realising the benefits that Clew Bay has been enjoying, there is a critical need for Mayo as a whole and the Clew Bay region to focus on staying ahead of the curve and maintaining this emphasis on *tracks and trails*. Staying ahead of the curve is about expanding appropriate access, providing the supporting infrastructure and services, revealing the story, ensuring ease of wayfinding, assessing capacity, focusing on trail maintenance, and identifying ways of leveraging trails for sustainable economic growth. All aspects of trails development need to be considered in relation to each route.

Complete the Clew Bay Trail by extending the Great Western Greenway to Roonagh and Keel. This work is essential to maintaining Mayo’s pre-eminent position with regard to greenways. This will facilitate the development of a land and sea route that circumvents the entire Clew Bay via the islands. **CATALYST PROJECT**

Short-Term / Ongoing

MCC

DoAFM, DTTAS, DRCD, SWMDC, FLAG, UnaG, LEO, GG, LTGs, LEs, LCs, NTO, NPWS, OPW, VSCG

- **Complete the planned extensions** of the existing Clew Bay Trail / Great Western Greenway from Achill Sound to Bunnacurry and from Belclare and Murrisk to add an additional 56 kms to the trail. **Continue to work toward developing a greenway network of scale** (200km) to attract international touring cyclists. Longer term extension projects to be pursued include:

- Extending the Greenway through to Roonagh Pier to create connectivity to Clare Island for cyclists.
- Extending on Achill Island to Keel.
- The Dark Skies Greenway – extending through Wild Nephin Ballycroy National Park to Belmullet.
- Extending from Westport to Rosmoney Pier.

1.8

- Continue to assess the potential for developing **cable car infrastructure** to get cyclists across the water from Tongaree to the Ballycroy coast.
- Continue to address **safety issues**, particularly where the Greenway intersects with public roads.
- **Position towns on the Clew Bay Trail as ‘cycle-friendly’** through investments in public realm meeting points for cyclists, and promote opportunities to establish new businesses and **enterprise/activity hubs** that will support users of the Greenway, particularly the cycling market.
 - Develop Thompson Cottage as a service point for Wild Nephin. If MCC moves forward with this project, it will require extending/or relocating the Greenway to include the old railway cottage.
 - Develop Buckfield Cottage between Westport and Newport as a service point with toilets.
 - Develop Tonragee Cottage between Mulranny and Achill Sound as a service point with toilets.
- **Reassess the *Greenway Interpretation Plan* within the context of this Plan and develop an Action Plan** to be implemented that strengthens the four key themes outlined in Section 3.

UNDER BIG SKIES – <i>following tracks and trails</i>		Timeframe	Lead	Partner
1.9	<p>Croagh Patrick – improve the visitor experience through addressing path erosion and safety issues, and promoting a deeper understanding of the iconic significance of The Reek and the story of Saint Patrick. CATALYST PROJECT</p> <ul style="list-style-type: none"> • Proceed with the habitat restoration, trail repair and access works on Croagh Patrick. The Reek offers walkers and pilgrims alike an iconic and deeply spiritual experience, and addressing the key visitor management issues has become an urgent priority. Funding has been secured for this work and considerable time has been put into researching appropriate solutions. • Implement an awareness programme to complement the trail restoration. This programme should promote a greater understanding of impact and safety, in addition to interpretation on the cultural significance of the mountain. <ul style="list-style-type: none"> ○ Work with Leave No Trace to develop a bespoke environmental programme for all stakeholders. • Develop visitor management criteria and an evaluation process that allows for full assessment of proposed events on Croagh Patrick, and mechanisms to divert events elsewhere if necessary. • Re-open and redesign the Croagh Patrick Visitor Centre to provide a stronger interpretive emphasis on the story of Saint Patrick and the trails that the Irish saint followed in the fifth century, recognising that for many visitors, the visit to the Centre will be the core experience. • Highlight the Neolithic significance of the mountain and adjacent sites, including the Boheh Stone and the ancient standing stones at Lankhill. • Relocate the Wild Atlantic Way Discovery Point photo point and interpretive panel to a location adjacent to the visitor centre to improve the angle for photography. • Identify new options to address parking needs for pilgrimage days and other events that create a high level of demand. Ensure that there is sufficient provision for bikes. 	Short-Term / Ongoing	The Croagh Patrick Stakeholders Group, MCC	DRCD, DCHG, FI, NPWS, MI, OPW, NTO, SWMDC, VSCG, LCs, LEs, LTGs, LNT
1.10	<p>Continue to work toward developing a 50km pilgrim path from Westport to Cong. It is envisaged that this trail will connect Westport, Croagh Patrick, Ballintubber Abbey (along the existing Tóchar Phádraig), Moorehall, Ballinrobe through to Cong Abbey. A pilgrim trail of this nature would be comparable to the Camino de Santiago in northern Spain.</p> <ul style="list-style-type: none"> • Work with local landowners to assess potential routes, while utilising existing trails where feasible. • Identify existing sites of spiritual significance and additional ‘Lost Treasures’, such as recently discovered early Bronze Age boats on Lough Corrib, ruins of abbeys in Aughagower and Burriscarra and Church Island in Lough Carra that will strengthen the potential profile of the trail. • Move forward with existing plans to develop the Ballintubber Visitor and Interactive Learning Centre and position the Abbey as a flagship site telling the story of monastic Ireland and a national point of contact for the entire Irish Pilgrim Paths Network 	Medium Term	MCC, RRO	DRCD, SWMDC, NTO, NPWS, OPW, IFA, LCs,
		Short-Term	BAT, MCC	

UNDER BIG SKIES – <i>following tracks and trails</i>		Timeframe	Lead	Partner
1.10 cont.	<ul style="list-style-type: none"> Work towards establishing Moore Hall/Lough Carra as a site of cultural and historic importance, a nature reserve and cycling/walking hub along the Spiritual Trail that will connect Croagh Patrick and Cong. Develop an interpretive/story-telling plan for the Toghar Phadraig and the Spiritual Trail that highlights the stories of ancient pilgrimages, and includes Croagh Patrick, Aghagower Round Tower, Ballintubber Abbey, Moore Hall/Lough Carra, Ballinrobe and Cong. Work with regional partners and relevant county councils to integrate the Pilgrim/Spiritual Trail into related initiatives including: <ul style="list-style-type: none"> The proposed trail from Knock to Croagh Patrick; The proposed cross-border initiative from Downpatrick in Co. Down to Croagh Patrick. Undertake discussions on the potential to develop a driving route of spiritual significance. This could link a number of key sites within Co. Mayo and Clew Bay through to Kylemore Abbey 	<p>Medium Term</p> <p>Long term</p>	<p>MCC, RRO</p> <p>MCC</p>	<p>DRCD, SWMDC, NTO, NPWS, OPW, IFA, LCs</p>
1.11	<p>Work with community partners to facilitate the development of The Mulranny Way. This proposed 20 km looped walking trail with panoramic views over Clew Bay, Blacksod and the Nephin Mountains will capitalise on the facilities and aesthetic improvements to Mulranny and will provide access to one of Europe’s rarest habitats, Machir – a transitional ecosystem between land and sea.</p> <ul style="list-style-type: none"> Use this initiative to support the ongoing focus on developing Mulranny as a walking hub. The Old Railway House now provides a walking services centre and there is an opportunity to use Mulranny as a base for guided walking events that interpret the local landscape and ecosystems. Support the hosting of a walking festival in Mulranny and explore ways of strengthening all four themes in this Plan through related events. 	Short-Term	RRO, MCC	MEG, MT NTO, NPWS, MI, SWMDC, FI, LEs, LCs
1.12	<p>Deliver the Western Way off road walking and cycling trail project connecting Newport to Ballycastle through Wild Nephin Ballycroy National Park. This approved initiative will result in the upgrading of the existing Western Way to a grade 3 cycle/walk track that extends for 56 kms. This trail is virtually uninhabited and is likely to have high appeal with overseas markets. CATALYST PROJECT</p> <ul style="list-style-type: none"> Relocate the northern section of the route off road. Currently the Western Way includes a 7.3km stretch of walking/cycling along the busy R312 and N59 – an alternative off-road section will be a critical element of the project. Work with local tourism businesses and potential entrepreneurs to assess economic opportunities relating to the provision of accommodation, hospitality services, bike hire, luggage transportation services, and guiding activities. Identify and develop opportunities for overnight accommodation for trail users, potentially at 20 to 25 km intervals. 	Short / Medium-Term	NPWS, FI	MCC, DRCD, SWMDC, LTGs, LEs, LCs

UNDER BIG SKIES – <i>following tracks and trails</i>		Timeframe	Lead	Partner
1.13	<p>Assess and document the current status of other key trails and including access and parking requirements.</p> <ul style="list-style-type: none"> • Continue to improve the Bangor Trail. This sixteenth century 40km trail follows an old drover route and is in need of maintenance including boardwalks in places. The trail offers solitude and an expansive wilderness experience. Establish maintenance priorities and undertake work as resources become available, including the development of bothies. • Assess trail requirements for Mweelrea. Review the current situation with land owners to identify potential routes, and explore opportunities to create trail connectivity through to Delphi. • Improve access to Aasleagh Falls and the environs of the Discovery Point. • Improve access to the Bundorragha River Trail. 	<p>Short-Term</p> <p>Short-Term</p>	<p>WNBPN, RRO</p> <p>RRO</p>	<p>MCC, NPWS, DRCD, FI, IFA, MI, SWMDC, NTO, LTGs, LCs</p>
1.14	<p>Explore the opportunities for developing equestrian trails.</p> <ul style="list-style-type: none"> • Assess the potential to develop an equestrian trail from Westport to Achill. Consider use of the bog roads between Newport and Mulranny. <ul style="list-style-type: none"> ○ Work with farmers and landowners to secure corralling along the route. Identify associated options for overnights stays, such as camping or B&B. The overnight stay could include a farm experience as added value. Currently there are only two approved equestrian centres. This trail initiative will require working with unapproved centres to have them upgraded. • Explore opportunities to develop an equestrian trail between Westport and south of Louisburgh. • Undertake a learning journey to the Beara Peninsula to look at the Beara Bridle Way and to assess transferability of practices and development approaches. 	<p>Medium / Long Term</p>	<p>MCC, RRO, Local Equestrian Centres</p>	<p>DRCD, IFA, SWMDC, NTO, AIRE, LCs, LTGs, Les</p>
1.15	<p>Undertake an assessment of existing and potential Island trails – Inishturk, Clare Island and Achill Island all offer excellent opportunities for hiking and hill walking. The potential to improve the visitor experience, facilitate ease of access to trail information and interpretation, and maintenance of trails need to be addressed on an ongoing basis as opportunities and issues arise.</p> <ul style="list-style-type: none"> • The trails on the islands present a particular opportunity to extend the Greenway and to interpret the various themes in this Destination and Experience Development Plan. They should be used as an important means of presenting the landscape and the rich layers of cultural heritage to the visitor. These layers can be further enhanced through guided services, local talks, and the chance to connect with locals. <ul style="list-style-type: none"> ○ Pursue opportunities to restore the Martello Tower on Inishturk and extend the Looped Walk to provide access to the island’s highest point. This provides the opportunity to interpret Tower 57 in the system of 82 Towers built by the British along the western seaboard during the Napoleonic Wars. 	<p>Ongoing</p>	<p>RRO, ICD, CICB, AT</p>	<p>MCC, FI, SWMDC, FLAG, UnaG, POBAL, LCs, LEs</p>

UNDER BIG SKIES – <i>following tracks and trails</i>		Timeframe	Lead	Partner
1.16	<p>Develop a regional approach to presenting trails to the visitor.</p> <p>Clew Bay has strong recognition for its longer distance trails and its Croagh Patrick trail. The trails system has significant potential to grow and disperse visitor demand outside peak summer months, provided that information on trails is readily available online. Currently there is a high degree of fragmentation and gaps, and accessing information often requires knowledge of specific trails. Mayo.ie directs the web visitor to mayotrails.ie, but this remains an undeveloped domain. Mayowalks.ie has no mapping component.</p> <ul style="list-style-type: none"> • Work towards creating a searchable GIS database that presents an overview of each trail, interactive mapping and potential to download a geo-referenced map, access details, and interpretation. This will play a important role in demonstrating the extensive trail system that currently exists and the range of these trails. Consider using the initial mapping work undertaken for this Plan. <ul style="list-style-type: none"> ○ Example: The Shuswap Trails Alliance in British Columbia oversees the development and management of a large regional trails network. As part of a comprehensive programme of work, the organisation has created a searchable trails database and is working with the regional government GIS department to create geo-referenced pdf maps which can be printed or uploaded into mobile apps, which then lets the pdf version act as a base map with a user’s smartphone GPS system. The website presents an overview of each trail and is updated in real time as issues or closures arise. (http://www.shuswaptrails.com/trails.php) 	Medium-Term	RRO, MCC	FI, NTO, SWMDC, UnaG, Pobal, LTGs, LCs, WNBPNP
1.17	<p>Conduct a study to identify appropriate stretches of coastal trails which could potentially form part of the future Wild Atlantic Way Coastal Path.</p>	Medium Term	MCC, FI	MI, SWMDC
1.18	<p>Work collaboratively to strengthen Clew Bay’s position within the Eurovelo 1 Atlantic Coast Route.</p> <ul style="list-style-type: none"> • Participate in Fáilte Ireland’s Atlantic on Bike initiative and work toward installing the necessary signage and related infrastructure along the designated route. • Work with accommodation providers to develop and promote cycle friendly accommodation services. 	Short to Medium Term	MCC, FI	

UNDER BIG SKIES – overview considerations	Timeframe	Lead	Partner
<p>Secure UNESCO Biosphere designation for the Clew Bay Area. CATALYST PROJECT</p> <p>A Biosphere consists of three interrelated zones that aim to fulfil complementary and mutually reinforcing functions: - 1) one or more legally constituted core areas, devoted to long-term protection; 2) adjacent buffer zones; and 3) an outer transition area where sustainable development is promoted and developed by public authorities, local communities and enterprises. While Biosphere Reserves have international recognition, they are nominated by national governments and remain under their existing jurisdiction. Currently there are 701 sites in 124 countries, including two in Ireland – Dublin Bay Biosphere and Killarney National Park Biosphere Reserve.</p> <ul style="list-style-type: none"> • Establish a task force to begin considering the advantages and constraints involved in moving forward with this initiative. • Assuming an initial level of commitment to the concept, develop a feasibility study. Factors to be considered include: <ul style="list-style-type: none"> ○ Spatial boundaries of Biosphere and the three zones; ○ Implications for tourism and a preliminary assessment of economic benefit that includes an analysis of tourism opportunities; ○ Implications for supporting the natural and cultural integrity of Clew Bay and integration of existing programmes and initiatives, including dark skies; ○ Potential for supporting further scientific and cultural research; ○ Benefits of international collaboration; ○ Management framework; ○ Nature of community engagement. • Assuming regional interest, commitment and an indication of feasibility, develop an implementation plan for the nomination process. <p>In considering the benefits of this action, including the potential for creating a framework for destination development, management and marketing of Clew Bay, consider Dublin Bay Biosphere as a working example: https://www.dublinbaybiosphere.ie/. The Galloway and Southern Ayrshire Biosphere includes dark skies activities: http://www.gsabiosphere.org.uk/explore-the-biosphere/.</p> <p>Note that all the actions in this Plan will support and enrich the concept of a UNESCO Biosphere.</p>	Short-Term ongoing	TF, MCC, NPWS	FI, DRCD, LNT, Irish Uplands Forum, IFA, MSLETB, GMIT, DTTAS, DoAFM, Marine Institute, DCHG, OPW, UnaG, SWMDC, FLAG, WNBPNP, LTGs, LCS, LES

ACTION PLAN Plean Gníomhaíochta – Building Experiences Cur le hEispéiris

UNDER BIG SKIES – overview considerations		Timeframe	Lead	Partner
1.20	<p>Develop recognition for training in leading wilderness expeditions through working with the Mountaineering Training Board Ireland to offer and gain approval for the proposed Wilderness Award "The Robert Lloyd Praeger Experience".</p> <ul style="list-style-type: none"> • Continue to develop the piloted programme which includes basic navigation, environmental studies, stargazing, campcraft and <i>Leave No Trace</i> participation with the goal of promoting the wild side of the area in a responsible way. The programme can be used to profile the story of Robert Lloyd Praeger and his achievements in advancing the study of natural history in Ireland, including his role in initiating the first Clare Island Survey. 	Short-Term	TF, Leave No Trace Ireland, WNBPNP	MTBI, MCC, NPWS, RRO, SWMDC, FLAG, MSLETB, GMIT, LTGs, LCs, LEs
1.21	<p>Encourage work on identifying landscape values and types within Clew Bay and use this research to strengthen guided experiences. This could be undertaken in partnership with academic/research institutions. The main objective is to develop a deeper understanding of the landscape and how to read its story. The research over time will provide insights into how to interpret the Clew Bay story and enrich the visitor experience.</p> <ul style="list-style-type: none"> • Establish a working committee to oversee the project. Identify potential partners such as the Royal Irish Academy. • Consider the potential to establish an ‘eco-campus’ that will provide research students with a geographic base for research on landscape and related social history. There are rich resources within the region including the Clare Island Surveys, scientific papers relating to the Clew Bay Complex Special Area of Conservation, and a range of academic papers on the social and archaeological history of Achill Island. <ul style="list-style-type: none"> ○ Work with Leave No Trace Ireland to develop a habitat map for Clew Bay. Use the process to identify vulnerable areas and specific species important to Ireland’s natural and cultural heritage. This in turn can be used to enhance local knowledge and the visitor experience. • Develop suitable components for the Clew Bay tourism ambassador programme (1.3). • Work with guided tour operators to enrich existing interpretive tours and develop new tours. Focus on developing ecotourism and geotourism experiences across the region to highlight the diversity of landscapes/geomorphology and ecosystems. 	Medium-Term	WNBPNP, MCC, RRO	RIS, NPWS, GSI, FI, LNT, Local Guided Tour Operators, LTGs, LEs, LCs
1.22	<p>Support the Joyce Country and Western Lakes Geopark Project. This Geopark borders Clew Bay with an area of overlap around Aasleigh Falls. UNESCO accreditation as a Global Geopark is anticipated in 2022 and will heighten the profile of this area of Co. Mayo and Co. Galway for geotourism experiences. Biosphere designation for Clew Bay will complement this neighbouring designation, and both will highlight the international significance of this area and the need to protect its environmental integrity.</p> <ul style="list-style-type: none"> • Work with Geopark stakeholders on regional initiatives that can be leveraged by Clew Bay. 	Medium / Long term	MCC	FI, LNT

OUR FEARLESS QUEEN

Building the story of Granuaile provides an opportunity to tell a story that is applicable to the entire area and to use it to disperse visitors across Clew Bay. This story adds a layer of drama and intrigue to today’s experience of the *land, sea and sky* as visitors are assisted in imaging *our fearless queen* looking out over the bay and preparing to engage with her foes.

Given its value as a dispersal tool, it is important not to reveal too much of the story in any one location, but instead provide reason to motivate exploration. While developing this theme needs further planning, actions can be identified relating to interpretation, animation and restoration of historic sites. The actions outlined reflect this combination of the need for further planning, at the same time as moving forward with specific projects.

		Timeframe	Lead	Partner
2.1	<p>Develop a regional Granuaile Experience. CATALYST PROJECT</p> <p>All of the initiatives in this section would work together to create the critical mass that is needed to differentiate Clew Bay on the basis of this theme. As a first step, undertake the development of a master plan for the interpretation of the Granuaile story. While it may be necessary to use professional services in the development of this master plan, the initial work can and should be carried out by local communities.</p> <ul style="list-style-type: none"> • Establish a steering group for the master planning project that includes representatives from a cross-section of geographical interests and Mayo County Council, in addition to cultural historians with a strong understanding of the project. • Identify the key themes of the story that will have high appeal for the visitor and ‘map’ the story so that there is a clear baseline understanding of where the different elements of Granuaile’s life and legacy can be revealed. In developing the master plan, the interpretive content needs to be highly focused on the unique qualities of each place. This will ensure that the story is geographically spread. • Develop a site audit template and work with local communities to undertake a comprehensive assessment of each site and locality. The audit tool should be designed to ensure consistency of information gathering and preliminary evaluation. Each site audit should consider the following: <ul style="list-style-type: none"> ○ Site name and location with GPS coordinates ○ Ownership and/or management details ○ Existing visitor numbers – if available ○ Unique elements of the site – its USP in relation to the story ○ Importance to the story – a ‘must see’ site, a ‘hidden gem’, or a site that may have limited appeal ○ Level of access to the site or point where the story can be told ○ Ease of access to the immediate area – whether by trail, road or sea 	Short-Term / Ongoing	MCC, FI	OPW, NPWS, Achill Tourism, Clare Island Community, Louisburgh Tourism Group, Westport Tourism, GB/H, Local Historical Societies, LCs, SWMDC, UnaG, FLAG, MSLCETB, GMIT, HC, CBE

OUR FEARLESS QUEEN	Timeframe	Lead	Partner
<p>2.1 cont.</p> <ul style="list-style-type: none"> ○ Infrastructural issues and a preliminary assessment of what is needed to address the issues (a more detailed assessment of heritage sites is highlighted in 2.2). ○ Nearby sites of interest or viewpoints that relate to the Granuaile story. ○ Nearby sites of interest that tie in well with the other HERO experience themes in this Destination and Experience Development Plan. <ul style="list-style-type: none"> • Identify local champions that could facilitate the audit process and provide a series of training sessions on the use of the audit tool. • Meet as a steering group on a regular basis to review the audit outputs and to begin identifying key projects. <ul style="list-style-type: none"> ○ Develop a level of consensus on how the story should unfold and work with partners to prioritise the infrastructural projects. ○ Develop an action plan for the key projects and related infrastructural works and restoration. ○ Work with interpretive/story-telling specialists to develop the regional interpretive masterplan. <p>While this site assessment and planning process should be carried out and will in itself identify a series of projects, the following actions were highlighted in the planning process for this Plan and are recommended as actions for initial consideration.</p>	Short-Term / Ongoing	MCC	FI, OPW, NPWS, GB/H, Local Historical Societies, LCs, LTGs, SWMDC, UnaG, FLAG, MSLCETB, GMIT, HC, CBE
<p>2.2</p> <p>Assess the primary built heritage and archaeological sites and determine remedial conservation and restoration activities that will be needed to raise the profile of the Granuaile HERO experience theme. The following recommendations will play an important role in presenting the underlying story across the entire region and ensuring that visitors are encouraged to visit a range of sites as they follow the narrative. At the same time, it is important to note that the actions relating to these sites will complement other elements of the Clew Bay story and will enable a clustered approach to presenting aspects of all four HERO themes.</p> <ul style="list-style-type: none"> • Upgrade Clare Island Castle as a key means of revealing the Granuaile story on the island. This tower house built by the O'Malleys in the 16th century was a stronghold for Granuaile, and a key location in the control of the waters of Clew Bay and the sea beyond. Allegedly Granuaile was born here and was buried on Clare Island. <ul style="list-style-type: none"> ○ Complete a business plan and feasibility study on the use of the Castle as a core heritage attraction on the island. The building has the potential to offer a base for interpreting the island's Granuaile story, in addition to interpretation relating to the Clare Island Survey. ○ Undertake remedial work, with the goal of working towards the restoration of the building as an interpretive centre. 	Short-Term / Ongoing	MCC, OPW	Clare Island Heritage Group, FI, Clare Island Development, SWMDC, FLAG, GB/H, HC

OUR FEARLESS QUEEN	Timeframe	Lead	Partner
<p>2.2 cont.</p> <ul style="list-style-type: none"> • Facilitate improved visitor access to Clare Island Abbey. The Cistercian Abbey was founded by Granuaile’s father, Owen (Dubhdara) O’Malley, and it is believed that she was baptised, married and buried at the Abbey. Ideally, access is through a guided programme that also interprets the highly distinctive mythical characters depicted in the medieval wall and ceiling paintings. • Work with OPW to open up access to Rockfleet Castle. Remedial work will be required to ensure visitor safety. Access to the tower was improved in 2015 with the construction of the metal walkway. This site offers the opportunity to tell the story of Granuaile’s second marriage and ongoing interaction with chieftain Richard-in-Iron Bourke. She allegedly died of natural causes at Rockfleet Castle. <ul style="list-style-type: none"> ○ The story of Burrishoole Abbey/Friary and the de Bourgo family can be woven into this Newport ‘chapter’ of the wider Granuaile story. A setting of this nature will lend itself to dark sky activities – in this way the HERO experience themes can be readily blended within a visitor experience. • Re-instate Kildavet Castle on Achill Island. This castle represents the third key stronghold in Granuaile’s strategy to control the surrounding waters, with this tower enabling her to protect the mouth of Achill Sound. <ul style="list-style-type: none"> ○ Highlight the distinctive defence architectural design features of the various towers. • Undertake conservation work within Murrisk Abbey – founded by the O’Malley family in the fifteenth century and built on the site of an earlier church founded by St. Patrick. Consider utilising a glass panel/corridor approach similar to the work that was carried out at Boyle Abbey in Co. Roscommon, which has become an interesting feature in its own right. The Abbey ties into different themes, including the story of Saint Patrick and the monastic/pilgrimage theme identified in Actions 1.9 and 1.10. 	Short-Term / Ongoing	MCC, OPW	Clare Island Heritage Group, Newport Historical Society, Achill Historical & Archaeological Society, FI, SWMDC, FLAG, UnaG, GB/H, LTGs, LCs, HC
<p>2.3</p> <p>Work with Westport House and Estate to define the elements of the Granuaile story that are best conveyed from this location.</p> <p>The house was originally built on the foundations of one of the O’Malley castles and still retains the dungeons from the sixteenth century remnants, and the estate retained links to the family until its recent purchase. Westport is a natural hub within Clew Bay, and Westport House should play an important role in setting the stage for further discovery.</p> <ul style="list-style-type: none"> • Work with Westport House to tie the proposed developments on the Granuaile Experience effectively into the regional experience of Granuaile in a way that will encourage visitors to move around Clew Bay and discover more. Plans include using a range of new technologies to support the delivery of interpretation in developing an immersive and authentic portrayal of her life and times – friends and foes, life on the sea, and what life was like in 15th century Ireland. 	Short-Term	Westport House & Estate	MCC, OPW, Westport Historical Society, HC

OUR FEARLESS QUEEN		Timeframe	Lead	Partner
2.4	<p>Invest in the refurbishment of the Granuaile Visitor Centre in Louisburgh to develop an all-year and all-weather asset.</p> <ul style="list-style-type: none"> Upgrade this community facility with a more innovative approach to interpreting the story. The centre also has the opportunity to highlight local elements of the famine story – the <i>ribs of our land</i> HERO experience theme. 	Short-Term	Granuaile Visitor Centre, MCC	FI, OPW, LKHG, SWMDC, GB/H, LTGs, LCs, HC
2.5	<p>Explore opportunities to build a full-scale replica of a Granuaile Galley that can ultimately be used for a Clew Bay quayside and sea experience.</p> <ul style="list-style-type: none"> Establish a working committee to initiate the project. Identify potential partners (ship building skills, maritime research etc.) to assess feasibility of moving forward with the concept. The building of the galley should be considered an attraction and activity of interest in its own right. A replica vessel has the potential to offer forms of costumed re-enactments as well as a more regular schedule of sailing tours. <ul style="list-style-type: none"> Example: <i>The Hector</i>, a replica of a three-masted sailing ship that brought the first Scottish settlers to Nova Scotia in 1773 – the beginning of a great wave of immigration. In 2000 local craftsmen and volunteers completed the building of a replica of the vessel known as a Boot Ship, and the ship became the main tourism attraction in Pictou and a floating museum (a town of just over 3,000 residents). The vessel remained docked in the water at Heritage Quay and has become an icon in Nova Scotia’s history. Currently The Hector is undergoing significant repair with the eventual goal of outfitting it with motors to allow the vessel to be used for tours and events. The sailing ship attracts approximately 12,500 visitors each year, including many who have come with the specific intention of seeing it. The Hector Heritage Quay includes an additional interpretation centre, a blacksmith and carpentry shops, and the site is managed by volunteers. Example: <i>The Matthew</i> is a full-sized replica of a caravel – the ship in which John Cabot sailed from Bristol to North America in 1497. The three-masted ship was completed to celebrate ‘Cabot 500’ in 1997 and sailed across the Atlantic as part of the celebrations. Today the ship is moored in Bristol and offers regular public trips to view Bristol from the water, in addition to its usage for film and festival work, and corporate and celebratory events, including weddings and private hire. 	Short/Medium-Term	MCC	DoAFM, BIM, FLAG, The Marine Institute, ILEN, CBE, UnaG, LEs, GB/H, SWMDC, POBAL, HC, LNT
2.6	<p>Work with partners to develop a Women in Business Celebration Event. Brand the event around Granuaile, building on the concept of exceptional leadership, with topics such as negotiation and diplomacy.</p> <ul style="list-style-type: none"> Use the event to showcase the wider story and experiences associated with Granuaile. 	Medium-Term	LTGs	FI, LEO, Network Ireland, LEs, LNT, SWMDC, UnaG, POBAL

OUR FEARLESS QUEEN – following tracks and trails	Timeframe	Lead	Partner
<p data-bbox="127 204 571 229">FOLLOWING TRACKS AND TRAILS</p> <p data-bbox="127 247 1379 305">The story of <i>our fearless queen</i> lends itself to the development of a regional themed trail – layered upon existing tracks and trails.</p> <p data-bbox="127 322 1379 418">Develop the Granuaile Discovery Trail and position as a guided or self-guided multi-day experience or an experience that can be completed in stages. The concept of ‘discovery’ needs to be strengthened to reflect the charisma of the theme, the alleged tenacity of Granuaile and the need to differentiate the themed trail.</p> <ul data-bbox="127 435 1379 1300" style="list-style-type: none"> <li data-bbox="127 435 1379 572">• To ensure an outstanding guided experience, there will need to be a focus on developing stronger story-telling skills – see E.7.3. Historic expertise alone is insufficient, and must be matched by similar expertise in conveying an intriguing story. <ul data-bbox="193 544 1205 572" style="list-style-type: none"> <li data-bbox="193 544 1205 572">○ Develop opportunities to enhance the guided tour through a quality food experience. <li data-bbox="127 589 1379 648">• Develop self-guided experiences that bring the concept of discovery to the fore and motivate visitors to explore the theme across Clew Bay. Approaches to consider include: <ul data-bbox="193 665 1379 1189" style="list-style-type: none"> <li data-bbox="193 665 1379 788">○ Creating a geocache-based activity that involves finding themed ‘treasure’. The goal of the activity is to locate a geocache through using GPS coordinates. The treasure box, placed near a site of interest, could be a redemption code for local discount, or other opportunities for reward, including prize draws. <ul data-bbox="258 805 1379 1043" style="list-style-type: none"> <li data-bbox="258 805 1379 863">▪ Example: Parks Canada is using geocaching as an activity to inspire exploration at national historic sites, national parks and marine conservation areas managed by the organisation. <li data-bbox="258 881 1379 1043">▪ Canadian Geographic developed the Great Trail Treasure Hunt 2019. Two hundred treasure boxes were hidden along the 24,000 km Great Trail network across Canada. The Treasure hunt was a geocaching-inspired contest with a series of prizes aimed at getting Canadians outdoors to discover the wildlife, scenery and history to be found along the world’s longest recreational trail. <li data-bbox="193 1061 1379 1189">○ Developing a clue-based treasure trail that involves solving clues along the trail to eventually complete the mission or answer the final clue. (See https://www.treasuretrails.co.uk/ or https://www.secretcitytrails.com/). The growing popularity of Escape Rooms highlights the interest in riddle and problem solving as an emerging destination activity. <li data-bbox="127 1206 1379 1300">• Work with interpretive designers and a creative agency to create a Granuaile Discovery Trail brand. The implementation of the brand will play an important role in creating the regional experience and in giving the trail strong market presence as a ‘must-do’ experience. 	Short-Term / Ongoing	MCC, LTGs	FI, LEs, LCs, CBE, LHS, HC, SWMDC, UnaG, FLAG, GG, Clare Island, Local Food Producers

2.7

OUR FEARLESS QUEEN – following tracks and trails	Timeframe	Lead	Partner
<p>2.7 cont.</p> <ul style="list-style-type: none"> • Create a Granuaile Discovery Trail regional festival – an extended event of activities, re-enactments, seminars, music events, themed food and guided walks or hikes across Clew Bay over a period of a week or long weekend. An online bookable series of events that will motivate longer stays and discovery across the region. Explore ways of linking 16th century events to life today – including the theme of feminism. <ul style="list-style-type: none"> ○ Build around existing events, using a phased approach to gradually encompass the region, while also identifying new off-season events. ○ Use the regional festival to pilot events that could stand alone, such as a staged show that could run on a weekly basis throughout the summer. ○ Tie events in with highlighting how pagan rituals and the story of Saint Patrick would have been celebrated in medieval times. • Work with the accommodation sector and suppliers, such as bike rental companies to produce itineraries for a regional Granuaile experience, leveraging the Clew Bay Trail / Great Western Greenway and promoting opportunities to take in the islands. A regional trail-based experience could include a blend of guided and non-guided activities, and can include incremental elements that explore the other HERO experience themes in this plan. For example, the links with Ballintubber and the story of Granuaile’s son, Tibbott-ne-long, creates the possibility of integrating the story of Saint Patrick, the Tóchar Padraig and the wider monastic theme. • Develop a water-based touring experience that will allow visitors to appreciate the Bay from the perspective of this theme. Visitors can gain some insight into how Granuaile would have had to navigate the waters to escape her captors. 	Short-Term / Ongoing	MCC, LTGs	FI, LEs, LCs, CBE, LHS, HC, SWMDC, FLAG, UnaG, GG, Local Food Producers
<p>2.8</p> <p>Reassess the Clew Bay Archaeological Trail as a HERO product and consider repurposing the trail to be used to present the HERO experience themes more effectively across all of Clew Bay. At present, the Trail only identifies sites from Westport and southwards.</p> <ul style="list-style-type: none"> • Review the existing sites within the context of the HERO experience themes and identify how the sites and the interpretation can be used to support the development of The Granuaile Discovery Trail and other related themed trails. • Assess the interpretive requirements of each site and how refreshed interpretation could enhance the recommended theme trails. 	Short to Medium-Term	MCC, Clew Bay Archaeological Trail Committee	FI, OPW, NPWS, LHS, Leader, Local Heritage Centres, LTGs

ACTION PLAN Plean Gníomhaíochta

RIBS OF OUR LAND

The legacy of pain, loss and hunger that has left its poignant mark across an otherwise serene landscape should sharpen our appreciation for the sense of well-being that otherwise emanates from time spent in Clew Bay. This is a stretch of the Wild Atlantic Way that has a particularly strong story to tell regarding its residual scars and the memories that have passed down through more recent generations. Some stories remain sensitive, both for those who relate them and for those who hear them. Emotions can be readily touched, and story-telling needs to be particularly perceptive to the vulnerabilities of these emotional *Clew Bay moments*. Equally, these moments can be the most memorable of a visit to this part of Co. Mayo, and experiences highlighting this HERO theme can accentuate the beauty and charisma arising from other elements of the destination experience. Whether it is our landscape or our human story, the ongoing fine balance between harmony and discord, tranquility and turbulence, plenty and scarcity, joy and grief is very familiar to all. This HERO experience theme allows us reveal this fine balance and to give the visitor the opportunity for personal reflection.

		Timeframe	Lead	Partner
3.1	<p>Work with local guides and experts to develop a visitor experience that presents the story of the Achill Mission Colony in a comprehensive and appropriate way. The story of Edward Nangle and his controversial approach to local economic development and education, his life-long efforts to proselytise and how this played out during the Famine, together with the counter activities of Archbishop John McHale, are etched into the memory of the island. As author and historian Patricia Byrne notes, <i>the great Irish 19th century conflicts around education, religion, imperialism and land were fought out on this island. Responses to the Great Famine seared and divided a community. The Achill Mission story is at the heart of these events – a microcosm of a bitter history. (The Preacher and the Prelate).</i> While a fascinating period to look back on, this remains a story that can still touch a ‘raw nerve’ and needs to be handled respectfully and sensitively.</p> <ul style="list-style-type: none"> Assess and update existing interpretive signage around the site of the Colony. 	Medium-Term	AT, FI	MCC, Achill Heritage & Archaeological Society, LCs, LEs, CBE, UnaG, POBAL, SWMDC, HC
3.2	<p>Support the proposed restoration of the Achill Monastery site and the relocation of the Achill Heritage Centre - Ionad Oidhreacht Acla – to this site. This initiative is focusing on the restoration of the former Franciscan monastery in Bunnacurry and the development of a heritage centre, which will include a craft shop and a living museum on a 35-acre site. The project is currently at the stage of raising funds to initiate the work, with the Heritage Centre located in the old post office in the interim</p> <ul style="list-style-type: none"> Work with the development company to fully define the concept and to develop a comprehensive business and feasibility plan. Use this plan to clearly identify the key heritage themes that will be interpreted. There is interest in restoring a Deserted Village house. Consideration could be given to recreating the building within the grounds of the Heritage Centre. 	Short-Term / Ongoing	Achill Monastery Development Company Ltd.	AT, FI, MCC, Achill Heritage & Archaeological Society, CBE, UnaG, POBAL, SWMDC, FLAG, HC

ACTION PLAN Plean Gníomhaíochta – Building Experiences Cur le hEispéiris

RIBS OF OUR LAND		Timeframe	Lead	Partner
3.3	<p>Continue to work with existing HERO products that highlight the theme and explore ways of promoting new business opportunities through packaging, new itineraries or new events. Examples include Glen Keen Farm, Lost Valley, and the heritage tour of Westport centre.</p> <ul style="list-style-type: none"> Support these experiences through the upgrade of the Granuaile Visitor Centre in Louisburgh as noted in 2.4. If an experience has sparked a strong level of interest in a subject, visitors may follow up the theme in community museums and visitor centres. 	Short-Term / Ongoing	FI, LTGs	FI, LEs, Local Heritage / Visitor Centres, LCs
3.4	<p>Build regional expertise and develop experiences that relate to the changes in traditional ways of living, and the nature of decline in rural and maritime industries particularly on the islands. Clew Bay can clearly present the story of Irish islands and the challenges facing these islands over many centuries. At the same time, they can present the counter-balance that many visitors are looking for. Questions about life on an island today and curiosity about the logistical challenges and rewards that it presents.</p> <ul style="list-style-type: none"> Identify clear stories and themes for different islands and the appropriate ways of enabling visitors to get a feel for island life past and present. Use events such as the Achill Yawl Festival to include discussions and story telling on the social history of the yawl, and how its demise came to represent larger issues with maintaining an indigenous way of life. Build local expertise in understanding Achill’s traditional systems of land tenure and management, such as the ‘rundale’ system, and the emphasis on cooperation and working collectively. The introduction of Nangle’s views lay in uneasy contrast to these traditional subsistence ways of life. Continue to work with historians and local experts to assist local guides in using the rich material that exists within the two Clare Island surveys. The restructuring of agrarian society that occurred after the purchase of the island by the Congested Districts Board in 1895 adds additional depth to the island’s story. Explore opportunities to extend the concept of ‘eco-campus’ into researching the range of maritime and agrarian economies that existed on the islands and uplands of Clew Bay (see Action 1.21). 	Short-Term / Ongoing	MCC, AT, CICB, ICD	LCs, LHS, LEs, Local Heritage / Visitor Centres, CBE, GSI, HC, SWMDC, UnaG, FLAG, POBAL, WNBPN, LNT
3.5	<p>Develop a Diaspora regional event / reunion in the shoulder season and use this event to create an immersive experience in all aspects of the theme – including guided themed tours, historical talks, graveyard visits, and genealogy services.</p> <ul style="list-style-type: none"> Include an event on Inishturk that presents the story of the Tale of the Tongs. Link in community events, such as attending and/or participating in GAA sports. Again, the GAA field in Inishturk has an iconic feel to it and should be used in a Diaspora event of this nature. Expand the existing annual O’Malley Clan Gathering to have a wider impact in Clew Bay, and explore ways of reaching the Mayo Diaspora through Quinnipiac University in the United States, Cape Breton and the network of Irish Cultural Centres in the USA, Canada and the UK. 	Short-Term / Ongoing	MCC, LTGs ICD LTGs, GAA O’Malley Clan Gathering, LTGs	LCs, LHS, Local Heritage / Visitor Centres, Dept. Foreign Affairs & Trade, LEs, TI, FI

RIBS OF OUR LAND – following tracks and trails		Timeframe	Lead	Partner
3.6	<p>FOLLOWING TRACKS AND TRAILS</p> <p>The story of harder times, and the residual markings of past economies that lie across the entire landscape can be readily presented in a themed trail or through participating in a guided tour. Again, the focus needs to be on helping the visitor to discover these stories and to engage them on a personal level.</p> <p>Develop the Slievemore Heritage Trail on Achill Island. CATALYST PROJECT</p> <p>The visitor experience concept for this 6km looped trail, which starts at Slievemore Old Graveyard and runs through the Deserted Village, stretches over 6,000 years of island life. It will highlight ancient markings of the passing of life with a number of Neolithic and Early Neolithic court tombs and will pass through the Deserted Village – a ‘booley’ settlement that once had 137 stone cottages supporting a system of transhumance before being decimated by the Great Famine. This project is in preliminary stages of moving forward and work is commencing on pre-development activities, archaeological impact assessment, and archaeological investigations.</p> <ul style="list-style-type: none"> • Consider an interpretive approach similar to the interactive 5km looped walk at the Derrigimlagh Discovery Point in Connemara. The walk includes a number of ‘historioscopes’ which allow viewers to view key points along the trail to see how they would have looked in the past. This approach or other forms of augmented and virtual reality would assist in re-creating images of the landscape in the past and in helping the visitor to ‘read the landscape’. • Work with the Achill Archaeological Field School (NUI Galway) to identify ways of deepening the visitor experience through the activities of the Field School. Explore opportunities to engage students in communicating the significance of their archaeological studies to visitors and/or contributing to the building of local knowledge that can be used by local guides. • Develop a masterplan and conservation policy framework that will assist in preserving and interpreting the integrity of all aspects of this landscape. The Deserted Village is vulnerable to unintentional damage from visitors clambering over the stone relics. • Work with the Achill Experience to continue strengthening the interpretation of the Famine story and the Deserted Village. 	Short / Medium-Term	AT, RRO	MCC, FI, Achill Archaeological Field School (NUIG), Achill Historical & Archaeological Society, Achill Heritage Centre, NTO, NPWS, OPW, UnaG, SWMDC, POBAL, HC, LNT
3.7	<p>Reassess current approaches to presenting the heritage and history of Achill to self-drive audiences. There are relatively new initiatives such as the Achill Maritime History Trail concept launched in early 2018 with a series of interpretive boards. While the boards are informative, they are text heavy, and consideration needs to be given to enhancing the process of discovery.</p>	Short-Term	AT	FI, NPWS, OPW, UnaG, POBAL, SWMDC, FLAG

RIBS OF OUR LAND – following tracks and trails		Timeframe	Lead	Partner
3.7 cont.	<ul style="list-style-type: none"> • Explore the use of GPS narrated audio driving tour apps. <ul style="list-style-type: none"> ○ Example: GyPSy Guide in North America – has evolved into an app. A tour is selected and downloaded online. Once on route, the app does not require cellular data. The audio guide relays stories and interpretation on local history, geology, landscapes and culture as the visitor drives. The pace is entirely up to the user and the content can significantly enrich a tour. The guide also highlights things to see and do as well as side-trips. 	Short-Term	AT	MCC, FI, NPWS, OPW, UnG, POBAL, SWMDC
3.8	<p>Develop a ‘dark’ themed trail that encompasses Clew Bay, including Clare Island and Inishturk. As cycling opportunities grow, this should be considered a key market for a regional themed trail.</p> <ul style="list-style-type: none"> • Identify all trails with a darker theme, including the Coffin Trail on Achill Island – the Doega to Minaun Loop. <ul style="list-style-type: none"> ○ These trails should be recorded in a database and the database developed into a user-facing platform – see E.1.14. • Identify related stories on other trails that may not be regarded as a darker-themed trail. Examples include the Famine stories on Clare Island, the first and last train tragedies on Achill. 	Short / Medium-Term	LTGs, LHS	LCs, MCC, Local Heritage Centres, CBE, HC, SWMDC, UnG, FLAG
3.9	<p>Continue to promote the commemorative annual Famine Walk from Louisburgh to Delphi. The event is held in May and offers the opportunity to develop additional elements around music, talks, and literary events that could play a role in attracting new visitors and extending the length of stay.</p> <ul style="list-style-type: none"> • Package this event with accommodation in Louisburgh to maximise the off-season benefits in the area. • Work with local operators such as Glen Keen Farm and Lost Valley to create add-on experiences and activities. 	Short-Term	Famine Walk Committee	LTG / CFG, LEs, LCs, LHS, FI, TI

BOUNTEOUS BAY

Clew Bay offers a strong sense of well-being today as visitors feel a deep connection with the *land, sea and sky*, whether they are spending time walking, cycling, driving, taking a ferry ride within the area, or browsing the local streets. Discovering local artisan foods, finding distinctive expressions of creativity, hearing unique stories that tie the past with the present (whether it is the link between Saint Patrick’s brewer of the 5th century and the local beer today, or the ancient legends of the salmon), and experiencing the adrenalin of adventure on the waves – all combine to give visitors a feeling of fulfilment. *Bounteous Bay* as a HERO experience theme is all about making sure that the visitor can find both the intimate, the inspirational and the adrenalin-filled Clew Bay moments, that make them want to come back again..... and again.

		Timeframe	Lead	Partner
4.1	<p>Work with the arts and craft sector to build a strong networked structure. While there are a large number of artists and artisans, they are currently fragmented as a region-wide sector, which reduces their capacity to leverage their critical mass.</p> <ul style="list-style-type: none"> Explore regional options and work towards establishing a network with a its purpose clearly defined. <ul style="list-style-type: none"> Example: Original Kerry – a network of craft makers based in County Kerry. The Original Kerry Project now hosts and organises the Kerry Craft Trail, craft making, pop up shops, craft fairs and markets, design showcases, and trade shows, in addition to providing support and umbrella marketing to assist the County’s craft making enterprises. The membership based organisation restricts itself to a definition based on defining craft as utilitarian work made using traditional techniques by hand or in small cottage industries. Applications for membership are sent to external adjudicators to evaluate in terms of design and artistic merit, technical ability and marketability. Other networks exist that focus more on information sharing and networking, and in this respect, would have wider stakeholder participation. Use the network to begin looking at the potential to offer scheduled studio tours and immersive experiences. The demand for this type of experience while travelling and the development of group experiences to motivate short break travel are growing. These curated experiences offer the benefit of intimate knowledge of a subject area within a craft discipline and are increasingly being paired with food and drink. <ul style="list-style-type: none"> This work will involve developing a comprehensive inventory across all disciplines and identifying experiences that are currently market ready. Example: Evolve Cellars in the Okanagan Valley wine region, British Columbia, offers a <i>wine and art in the vineyard</i> experience – a painting class experience combined with wine, an optional lunch and a private winery tour in an exceptional setting. 	Short / Medium-Term	MCC, FI, Clew Bay artists and artisan businesses	LEO, Design and Crafts Council of Ireland, SWMDC, UnaG, LTGs, LEs

ACTION PLAN Plean Gníomhaíochta – Building Experiences Cur le hEispéiris

BOUNTEOUS BAY		Timeframe	Lead	Partner
4.2	<p>Establish a multi-purpose creative culture hub in Westport that will create a natural meeting point between artists and visitors.</p> <ul style="list-style-type: none"> • Develop a feasibility study that fully defines the concept. A centre could offer artists/artisans working space/studios where the production activity can be observed, classes can be offered, and local crafts can be promoted in a retail area. A working kitchen would also provide the option of culinary demonstrations and participatory classes. The centre should include a café and has the potential to become an all-weather and all-season attraction. <ul style="list-style-type: none"> ○ Example: The Arts Station – Fernie, British Columbia. The former train station in the ski resort town of just over 5,000 residents is now a vibrant cultural hub, with gallery and theatre space, and art and craft studios – attracting professional artists and novices to work on creating art or learning new skills. In the summer, it provides a backdrop for local food trucks and the outside area transforms into a stage welcoming visiting artists to perform to the visitors that gather for social events. 	Medium-Term	MCC, Artists, Artisans and Food Producers	FI, LEO, SWMDC, UnaG, POBAL
4.3	<p>Develop opportunities to bring the land, sea and sky to life through the written word. Clew Bay has an association with a range of writers and poets.</p> <ul style="list-style-type: none"> • Continue to promote and develop experiences that are themed around Heinrich Böll, including Böll’s cottage and the Heinrich Böll Weekend. This is of particular interest to the German market. • Support and promote literary events as a way of celebrating artistic talent – this can provide an alternative approach to highlighting the essence of Clew Bay as a destination and its cultural heritage. 	Medium-Term	LTGs, HC	MCC, LHS, Local Artists, Artisans, SWMDC, UnaG, HC, Heinrich Böll Society
4.4	<p>Work with Achill Island stakeholders to explore ways of building on existing strengths in teaching and celebrating the Irish language, traditional craft skills, Sean Nós dancing, traditional musical instruments, visual arts and writing.</p> <ul style="list-style-type: none"> • Assess the existing Scoil Acla Summer School programme and its potential to be offered on a more frequent basis. The programme forms a strong foundation, but there is considerable scope to build a strong overseas visitor experience around the existing concept. <ul style="list-style-type: none"> ○ Explore ways of expanding the concept to offer a more inclusive experience of Achill Island that includes hill walking, cycling, heritage tours, and marine adventure. • Continue to host festivals that highlight strengths in the traditional arts, including the Achill International Harp Festival, and support emerging experiences such as the proposed <i>Ag Casadh na Taoide – Turning the Tide</i> – a sailing voyage between the islands off Clew Bay and Arranmore in Donegal connecting artists and performers and celebrating music, song and dance on route. <ul style="list-style-type: none"> ○ Consider creating an Achill Island International Island Pipe Band Festival that taps into the Irish Cultural Centres and Pipe Bands in USA. Tie in with other island pipe bands from Scotland and potentially Cape Breton (already has a twinning association with Louisburgh). 	Short-Term / Ongoing	Scoil Acla, AT	FI, UnaG, FLAG, LCs, LEs
		Short-Term / Ongoing	Scoil Acla, AT, LKHG, ICD, CICB	FI, UnaG, SWMDC, FLAG, Comhaltas Ceoltóirí Éireann, LCs, LEs

BOUNTEOUS BAY		Timeframe	Lead	Partner	
4.5	<p>Build Clew Bay’s existing strengths and recognition in food, local flavours and artisan producers. The region has a range of excellent restaurants and bistros, and a strong association between food and the Clew Bay Trail / Great Western Greenway with the Gourmet Greenway initiative. Food has now become a critical factor in building competitiveness, and it is essential to strengthen this attribute further and consolidate existing strengths.</p> <ul style="list-style-type: none"> As the Greenway is extended on either end, identify artisan producers that can be brought into the extended Gourmet Greenway. Continue to expand the number of participants in Fáilte Ireland’s Taste the Island initiative. Work with the culinary sector to raise awareness around the importance of telling the underlying story of food and food production in Co. Mayo. Recognise the significance of mountain lamb in the landscape, and increase its visibility in local menus. Raise the profile of local seafood in local menus, and work with Bord Iascaigh Mhara (BIM), Ireland’s Seafood Development Agency and Fáilte Ireland to develop a strong presence on the ‘Taste the Atlantic - a Seafood Journey’ trail. <ul style="list-style-type: none"> Develop new opportunities to buy locally sourced fish on the quayside – direct from the fishing boats or from fish ‘trucks’ on the pier. Enable the establishment of a series of pop-up food trucks celebrating the bounty of the bay at beaches with local seafood. There will be the need for a regulatory environment that permits landing and selling fish to local restaurants and eateries. Expand on the range of opportunities to showcase local food producers. Consider developing a competitive event that brings Clew Bay’s best chefs, purveyors of fine local food and drink and mixologists together to tempt an audience with decadent bites, distinctive drinks and local culinary flair-with the audience casting the vote. Use events of this nature to build local and regional recognition for the flavours of Clew Bay. Develop the ‘Shore to Table’ Clew Bay Seaweed Festival across the region. Support the restoration of the Walled Garden at Westport House and the use of the garden to grow produce for the Estate eateries. Plans include telling the story of the gardens and providing related immersive experiences. Develop a food market in Westport. Ensure that the regulatory context allows for cooking demonstrations and the opportunity to sample locally distilled products. Assess gaps in the range and location of restaurants and explore opportunities to address these gaps. Newport, for example, would benefit from a harbourside fish restaurant. 	Short-Term / Ongoing	MCC, GG, Local Food Producers	FI, LEO, DoAFM, BIM, GG, IFA, FLAG, RAI, MSLCETB, GMIT, LEs, LTGs	
				FI	
			Short-Term / Ongoing	GG, IFA, LEs	BIM, LEs, GG
			Short-Term / Ongoing	MCC, GG, Local Food Producers	
			Short-Term / Ongoing	Westport House & Estate	
		Short-Term / Ongoing	MCC, GG, Local Food Producers		

BOUNTEOUS BAY		Timeframe	Lead	Partner
4.6	<p>Develop hands-on experiences that bring the local heritage of food to the fore.</p> <ul style="list-style-type: none"> Examples include: <ul style="list-style-type: none"> Learning how to make ‘boxty’. Developing a lobster fishing experience on Inishturk, with fresh lobster for dinner. Seaweed foraging. A catch and release, or catch and cook experience with local fishing operators linked with accommodation or eateries where the fish can be cooked that evening. Develop new themed food events. Consider developing a medieval food festival that ties in with the Granuaile theme – <i>the chieftains table</i>. 	Medium-Term	MCC, LEs, Local Food Producers	FI, LTGs, BIM, IFA, SWMDC, FLAG, UnaG, CBE
4.7	<p>Work towards creating Clew Bay experiences that more readily include Clare Island and Inishturk, and continue to assess potential to expand cruise and boat trips on the Bay.</p> <p>Experiences of this nature would provide a more holistic experience of Clew Bay and would provide visitors with greater ease of access to exploring themes across the entire region. The key constraints are largely infrastructural and these are addressed under Enabler 3.</p> <ul style="list-style-type: none"> Shorter term, provide visitors with online planning tools to readily build Clew Bay multi-day itineraries. Examples of potential experiences: <ul style="list-style-type: none"> Opportunities to live like an islander: <ul style="list-style-type: none"> Learn to fix a lobster pot. Become a farm assistant for a day. 	Medium-Term	MCC, LEO	FI, BIM, FLAG, IFA, LCs, LEs, SWMDC
4.8	<p>Highlight the wellness theme and promote related experiences across the region. The concept of wellness has broadened significantly and now has strong linkages with ‘slow’ nature-based / outdoor adventure, spirituality, nutrition, in addition to more traditional spa offerings.</p> <ul style="list-style-type: none"> Build on the theme of mindfulness on Clare Island, and identify all examples of healing practices across the region that can be integrated into the concept of a wellness experience. Highlight opportunities for wild swimming and its benefits, including winter swimming. Profile the linkages between the landscape, physical activities, sense of solitude, and local foods with the theme of wellness. Support Westport House in elevating the themes of wellness within their guest experience. The restoration of Lady’s Walk and the surrounding gardens will not only complement the restoration of the work on the house, but will also contribute to a sense of well-being. Similarly, the plans for the Walled Garden and the link with local and seasonal produce should be integrated with the theme of wellness. 	Short-Term / Ongoing	LEO, LEs Westport House & Estate	LCs, FI, GG, Local Food Producers FI, Local Food Producers

BOUNTEOUS BAY	Timeframe	Lead	Partner
<p>Strengthen the profile of adventure tourism in Clew Bay. The region has a strong association with outdoor land-based and water-based adventure and a number of unique events such as Battle for the Lake and Mayo International Kite Festival (both on Achill Island), but this can be difficult to locate online and the offering can be perceived as being fragmented. A more coordinated regional approach to identifying experiences and operators will assist in addressing the issue, together with the development of new regional events that highlight adventure strengths of the entire region. Infrastructural projects, such as the development of a marina near Westport Quay (E.3.3) will further strengthen the asset base for strengthening marine-based water sports.</p> <p>4.9</p> <ul style="list-style-type: none"> • Develop an online portal for regional outdoor activity events that consolidates event information with mechanisms to allow the visitor to book accommodation and related experiences online in a more seamless manner. This portal should profile all events, but should be much more user friendly and searchable by event type. • Continue to support existing outdoor activity events and identify opportunities for new adventure-based and endurance events. With the growing levels of participation in events of this nature, and Clew Bay’s range of outdoor experiences, the region has the potential to considerably strengthen this type of visitor experience and enhance its overall positioning as an outdoor destination. Consider the following: <ul style="list-style-type: none"> ○ Explore the potential to develop a multi-day event that ties the mainland and the islands together in a cross-discipline event – with the potential to include cycling, running, sailing, and/or kayaking. The opportunity for an iconic event will be significant when the Greenway is fully extended. ○ Develop a multi-peak hiking challenge. <ul style="list-style-type: none"> ▪ Example: The Lagan Valley Orienteers offer the Mourne Seven Sevens Challenge Walk – a 29 km event that challenges participants’ endurance and mountain skills. The objective of the event is to climb all seven peaks in the Mourne Mountains that are over 700m following a self-defined route between fixed checkpoints. The event is positioned as a challenge walk, and not a competitive race. ○ Develop a stand-up paddle boarding (SUP) festival and race event in the Bay. The event can be a combination of technical short courses and a distance course – particularly if it is a two-day event. The shorter course event can take place in the inner bay, with the distance course held in more challenging waters. <ul style="list-style-type: none"> ▪ Example: The Tofino SUP Festival and Race held on the west coast of Vancouver Island, BC, includes a range of race events, including relay races, together with skills development clinics with national champions, sunset paddles, beach clean-ups and barbeque family evening events. • Support opportunities for winter swimming in Clew Bay, given the warm waters of the area. 	<p>Short-Term / Ongoing</p>	<p>MCC, LEs, LTGs</p>	<p>FI, LCs, Festivals & Events Committees, ISA, MI, LNT WNBNP, SWMDC, UnaG</p>

BOUNTEOUS BAY		Timeframe	Lead	Partner
4.10	<p>Promote Clew Bay’s golf courses at Westport, Mulranny and Achill as part of the bounteous offering of the destination that provides exceptional opportunity to experience <i>land, sea and sky</i> while on the links.</p> <ul style="list-style-type: none"> • Identify new opportunities to develop themed golf events that will assist in promoting the underlying themes of the Plan and will facilitate cross-promotion and cross-selling. An event that ties all the courses together will generate overnight stay, and can assist with strengthening the early shoulder season. • Explore opportunities to tie golf with other hero experiences, such as a Dark Skies experience. 	Short Term	Golf course operators	LTGs
4.11	<p>Continue to develop the Achill Experience Aquarium and Visitor Centre as a key attraction on the island. The attraction is important as an all-weather facility and interprets the marine biodiversity in a way that complements the emphasis on land-based ecosystems.</p> <ul style="list-style-type: none"> • Move forward with phase 3 of the expansion, including improving accessibility to the building. • Continue to identify ways of upgrading the interpretation and expanding the interpretive theme to include the birdlife of Achill Island, traditional island sea-faring stories and enhancements to existing displays, through new displays and innovative use of technology. • Ensure that future plans of this attraction and other proposed initiatives on the island align in a way that strengthens the overall approach to interpreting the island, and avoid duplication. 	Medium Term	MCC	Achill Experience
4.12	<p>Identify innovative and spontaneous ways to engage visitors further through storytelling. The strength of the two key story-telling themes – <i>our fearless queen</i> and <i>ribs of our land</i>, alongside the many additional themes that can be highlighted relating to prehistoric sites, Saint Patrick, famous personalities down through the centuries, story writers today, and related areas can be presented in a variety of ways that will further animate the destination and profile its wealth of stories.</p> <ul style="list-style-type: none"> • Develop pop-up story events in coffee shops or alternative venues. <ul style="list-style-type: none"> ○ Example: The Hamilton 7: A Monthly Night of Storytelling at the Staircase – Ontario. The Hamilton 7 is a collective founded in 2016 who host a storytelling event once a month at a theatre. The event grew out of an experiment, when the organiser originally asked a number of the city’s best professional storytellers to create an organic process of storytelling. The group of eight works together as writers, creators, performers and dramaturges. • Offer bookable experiences to meet a local expert over coffee – this can be particularly well-suited to older visitors that have less ability to go for a guided walk, but would like the personalised approach that this type of experience offers. • Develop a roving programme of storytelling in local pubs. 	Medium-Term / Ongoing	MCC, LEO	LEs, LCs, Local Heritage Centres, VFI, HC, CBE, SWMDC, UnaG, POBAL

BOUNTEOUS BAY – following tracks and trails		Timeframe	Lead	Partner
4.13	<p>FOLLOWING TRACKS AND TRAILS</p> <p>The success of the Gourmet Greenway highlights the value of linking this theme to tracks and trails. Just as the Clew Bay Trail / Great Western Greenway can offer a unique experience of local flavours and the opportunity to meet producers, so too can additional artists and producers be further profiled through linking their business to trails or creating new trail concepts.</p> <p>Extend the Gourmet Greenway, as noted in Action 4.5 to highlight distinctive producers on Achill Island and beyond Westport. A prime example includes Achill Island Sea Salt and its production story that ties in with the umbrella theme of <i>land, sea and sky</i>.</p> <p>Develop themed food trails that encourages visitors to ‘eat or savour their way around Clew Bay’.</p> <ul style="list-style-type: none"> • Consider establishing a Clew Bay culinary experiences marketing cooperative that enables the development of culinary themed trails to strengthen the overall positioning of the region as a local food and drink destination. This could be distinct to the Gourmet Greenway, or an extension of it as Gourmet Clew Bay. <ul style="list-style-type: none"> ○ Establish a working committee to oversee the initial development of the concept. ○ Develop criteria and an application process that would provide the basis for building the concept. ○ Work towards establishing an online platform that will allow visitors to select a culinary theme, plan a route and experience distinctive flavours across the region. ○ Example: Taste of Nova Scotia – a unique marketing programme, whose members are committed to offering the most exceptional local culinary experiences that the province has to offer. It now has over 200 members who set and maintain the Taste of Nova Scotia quality standards for food, service and hospitality. It includes producers, processors and a wide range of eating establishments under categories that relate to chef-inspired restaurants, restaurants representing Nova Scotia’s rich culture, heritage and lifestyle, establishments that offer hands on experiences, and extraordinary culinary products on sale. <p>One initiative is based on offering three themed trails associated with a passport concept to encourage full engagement of visitors – the Good Cheer Trail, the Chowder Trail, and the Lobster Trail. The visitor can use the online planning tools to create a customised route of selected experiences, while the passport provides the basis for online engagement and a competitive element to the experience. (https://novascotiaculinarytrails.com/).</p>	Short / Medium Term	MCC, Mulranny Park Hotel	Local Food Producers, SWMDC, LEs, FI, UnaG, RAI, VFI, BIM, AnT, LTGs
	Medium-Term	MCC, LEOs, Local Food Producers		

BOUNTEOUS BAY – following tracks and trails		Timeframe	Lead	Partner
4.13	<p>Assess the potential to develop a Clew Bay art and craft trail. This can start small scale and should be designed to encourage travel around the region while highlighting examples of exceptional art and craft. An initiative of this nature could build from Action 4.1.</p> <ul style="list-style-type: none"> Example: Creative Inishowen – a group of seven artists and craft workers who live and work on Inishowen Peninsula. They meet on a regular basis to collaborate on initiatives that will strengthen their visibility, and each participant offers visitors the opportunity to visit their studio and view them in action. The group cross-market and encourage visitors to experience nearby sites and attractions. Their activities on social media and their print collateral assist in highlighting the theme of creativity on the peninsula. 	Short-Term	MCC, Local Artists and Crafters	SWMDC, UnaG, Craft Council of Ireland, LTGs, LEs, LCs

Enabling Success

The success of this Plan is dependent on a number of factors that will support the work on developing experiences – factors that relate to:

- Establishing strong governance and direction in implementation;
- Improving access to and within the region;
- Strengthening supporting infrastructure;
- Providing business development and mentorship services, and working together more effectively in a way that improves capacity of the industry to deliver HERO experiences;
- Promoting ongoing strategic planning and enhancing the environment through a focus on sustainable tourism;
- Enhancing visitor awareness of HERO experiences in Clew Bay;
- Animating the destination and storytelling.

These Enabling Factors are outlined in the following pages.

ENABLER 1: Governance and Leadership		Timeframe	Lead	Partner
E.1.1	<p>Formation of an Implementation Group with representatives from all the key agencies and tourism groups to identify the ideal model to resource and implement the actions in this Destination and Experience Development Plan. Getting this group or committee in place will be important to ensure a strategic and coordinated approach to implementation and to address the challenges arising from the diverse range of agencies and organisations currently involved in the delivery of tourism.</p> <ul style="list-style-type: none"> • Set up an inclusive stakeholder implementation group with independent co-chairs (tourism business owners: accommodation provider and attraction/activity provider). <ul style="list-style-type: none"> ○ Develop an implementation plan and prioritise actions around the key levers identified to unlock growth; ○ Clearly identify ownership of actions, timelines and outputs across all stakeholders; ○ Identify KPI's with delivery dates; ○ Communicate progress. 	Short-Term / Ongoing	FI	MCC, OPW/ DCHG, NPWS, UnaG, SWMDC, POBAL, FLAG, BIM, IFA / AnT, LEO, MSLCETB, GMIT, LTGs, IHF, RAI, WNBPN, LCs

ENABLER 2: Improving Access to and within the Region		Timeframe	Lead	Partner
E.2.1	<p>Expand access from Ireland West Airport:</p> <ul style="list-style-type: none"> Work with Bus Éireann to improve frequency of shuttle connections between Knock Airport and Clew Bay. 	Short-Term	Bus Éireann	MCC, LLM, LTGs
E.2.2	<p>Develop an integrated transport system</p> <ul style="list-style-type: none"> Explore opportunities to develop an integrated transport network to seamlessly disperse visitors to key locations throughout Clew Bay, and to assist in reducing car travel. Transportation initiatives should ensure that regional services align with arrival and departure times for shuttle services to Knock Airport, and schedules associated with Westport train and bus services. It is essential that services offered should be scheduled and priced in a way that will encourage maximum take-up. <ul style="list-style-type: none"> Explore new approaches to working with potential local providers to implement a smarter travel strategy, including Local Link. Consider establishing new services, possibly demand responsive, for the last leg of routes, such as from Achill Sound to Dooagh using smaller mini-bus vehicles. Pursue alternative cost-effective solutions, including ride sharing solutions and continue to work with Local Link to enhance connectivity and develop new routes. This should include return services from Westport to Croagh Patrick, Louisburgh, Roonagh, Doolough, and Leenane Focus in particular on transportation services to Achill Island. The entire island needs to be served, particularly with the proposed development of Keem Bay. Example: Harrington’s of Ardgroom have been running a shuttle bus service that connects Cork to Castletownbere and through to Ardgroom on the Beara Peninsula. The service is contracted through Local Link Kerry and includes services from Ardgroom to Kenmare. Seats are reserved through booking ahead. Example: Texelhopper – Texel, Northern Netherlands – in 2014 Texelhopper was introduced on this small island. A fixed route bus service is now supported by an on-demand mini-bus service with defined pick-up points, although vehicles will pick up if the rider is located more than 500m from a designated pick-up point. The minibus routes have to be booked an hour before departure and can be paid for in advance. Initially the system was sub-contracted to the local taxi service. A comprehensive ICT system ensures that the process runs smoothly. In the summer months 50% of riders are visitors. 	Short-term / ongoing	DTTAS, LLM	DoAFM, MCC, FI, SWMDC, UnaG, POBAL, Island Ferries, LTGs, LEs, LCs
E.2.3	<p>Work towards improving connectivity to the islands through addressing related infrastructural needs.</p> <ul style="list-style-type: none"> Improve the reception building and related services on Roonagh Pier. <ul style="list-style-type: none"> Advance the proposal to move the ticket offices from their cabin locations into the Mayo County Council owned building following its upgrades, and undertake improvements to offer shelter and toilet facilities to passengers. 	Short-term / ongoing	MCC, DTTAS, DoAFM	Island Ferry Companies, FI, SWMDC, FLAG, LTGs

ENABLER 2: Improving Access to and within the Region		Timeframe	Lead	Partner
E.2.3 cont.	<ul style="list-style-type: none"> ○ Develop an online booking system for advance ferry bookings • Undertake improvement works at Inishturk embarkation point to provide shelter for passengers waiting for boats. • Work towards developing a ‘ferry’ service between the islands to allow direct access between Clare Island and Inishturk, and between Clare Island and Achill Island. This would create opportunities for developing very distinctive overnight themed inter-island itineraries, and would be of considerable appeal to cyclists, particularly once the Clew Bay Trail / Great Western Greenway is fully extended. This may need to be a private sector initiative, to establish a preliminary business case for a ferry company. • Review the <i>Feasibility Study for the Achill Island to Erris Peninsula Ferry Service</i> conducted in 2002 as a visitor service that has the potential to create a new touring route. With the development of the Western Way, this will have a high level of appeal for cyclists. <ul style="list-style-type: none"> ○ Within this context investigate the potential for slipway or pier extension at the Valley on Achill Island with a view to servicing this ferry connection. 	Short-term / ongoing	MCC, DTTAS, DoAFM	Island Ferry Companies, FI, SWMDC, FLAG, LTGs, LEs, LCs

ENABLER 3: Supporting Infrastructure		Timeframe	Lead	Partner
E.3.1	<p>Deliver the Discovery Point project at Keem on Achill Island. CATALYST PROJECT</p> <p>This will be a potential game changer for Achill Island and will require strengthening the role of Keel as a hub.</p> <ul style="list-style-type: none"> • To minimise the environmental impact of the future attraction, consider implementing a shuttle bus service from Keel, with parking facilities in the village. This will reduce issues of congestion on the narrow and picturesque road to the bay, and will minimise the visual impact, while also providing an economic opportunity for local businesses in the village. • Position Keel as the primary tourist hub of Achill Island servicing activity tourism and Keem Bay. <ul style="list-style-type: none"> ○ Consider developing a masterplan to ensure a strategic approach to this role. ○ Explore opportunities to encourage / incentivise tourism and enterprise related activity on the site of the old Village Inn pub. • Develop shared services facility on Keel Lough and on Keel Beach. • Work towards developing windsurfing centre in Keel. • Provide regular updates to the island residents on the status of the Keem project. <p><i>Implementation of this Enabler will be subject to the preparation of a Masterplan that ensures consideration threats and pressures to the adjacent SACs are considered in the context of visitor management.</i></p>	Short / Medium-Term	FI	MCC, AT

ENABLER 3: Supporting Infrastructure		Timeframe	Lead	Partner
E.3.2	<p>Encourage the creation of conditions that will promote investment in developing and/or improving diverse categories of bed stock in the accommodation sector, while also encouraging new levels of innovation in accommodation delivery e.g. glamping, accommodation suitable to view dark skies, hostel accommodation, and enhancement of quality.</p> <ul style="list-style-type: none"> Assist existing businesses with business planning to ensure sustainability and maintain existing bed stock in the short-term. Assess the existing bed stock and explore options for attracting investment to the island communities for new and bespoke accommodation and the upgrading of existing accommodation. On Achill Island, highlight the need for higher-end accommodation, and work with stakeholders to reduce the cyclical opening and closing of hotel businesses. Consider alternative business models for regenerating empty properties in Keel and Dooagh for accommodation use. Explore opportunities to enhance facilities for camping, including serviced camper van sites with electricity points. 	Medium-Term / Ongoing	FI, MCC	DTTAS, SWMDC, LTGs, LEs, LCs
E.3.3	<p>Work with communities to assess and address infrastructural requirements to facilitate the growth of marine tourism within Clew Bay.</p> <ul style="list-style-type: none"> Working within the context of the draft National Marine Planning Framework, work towards developing a Marine Leisure strategy for the coastline of Mayo. As part of this process, conduct a comprehensive assessment of the potential to grow marine-based recreation within Clew Bay and adjacent waters. Support Westport Tourism’s current submission to the National Planning Framework for the development of a marina near Westport Quay in the lagoon to the south side of Roman Island. This will facilitate direct boat access to Clare Island and Inishturk from Westport Quay and will provide the opportunity for new water-sport operators and for boat tours that enable visitors to experience the archipelago of islands in a new and dynamic way. The marina will significantly improve facilities for sailing. CATALYST PROJECT. Commence the planning process for the redevelopment of Roonagh Pier to establish it as an all-weather harbour. The pier can experience large Atlantic swells which make it inaccessible to ferries and result in a detour from Clare or Inishturk to Cloughmore on Achill Island. There is a need for a new pier and a full breakwater for shelter to facilitate dependable travel year round, visitor safety and the transfer of supplies. This will assist in allowing for tourism growth in the non peak season. Identify opportunities to leverage the recently completed pontoon and slipway at the Quay in Westport. Assess feasibility of maintenance dredging both in Westport and Newport Harbours to enable further access to the sea. As silt continues to build, the viability of existing charter and touring businesses will diminish. 	Short-Term / Ongoing	MCC, DoAFM	SWMDC, FLAG, UnaG, ISA, LTGs, LCs

ENABLER 3: Supporting Infrastructure	Timeframe	Lead	Partner
<p>E.3.3 cont.</p> <ul style="list-style-type: none"> Identify the most appropriate locations to install mooring buoys as cost effective ways of opening up coastal communities to sailing, such as Clare Island. <ul style="list-style-type: none"> Conduct an audit of existing mooring buoys and replace/repair where necessary. Investigate potential improvements required for leisure craft infrastructure at key locations: <ul style="list-style-type: none"> Install additional pontoons in Newport and Rosmoney. Establish pontoon infrastructure in Derreens and Dugort on Achill Island and at Lecanvey. Complete the proposed Mulranny pier enhancement works include the installation of a floating pontoon and access gangway, and surfacing of the car parking area. Improve visitor services at Old Head, including the development and/or improvement of toilets, showers and parking facilities to facilitate marine-based water activities. Given the intermittent use of Cloughmore Pier for passengers, and its potential for greater use, implement measures to improve safety for embarkation and disembarkation at this commercial pier. Support the development of kayak routes between the inner islands through good slip access, online mapping of routes and access points to islands, and potential sites for overnight camping. Continue to maintain the Blue Flag status of the beaches. Clew Bay has a number of exceptional beaches and it is important to have an ongoing programme of assessing public realm areas of beaches. Address infrastructural requirements that will improve the appeal and safety of the beach experience during and outside of peak season. <ul style="list-style-type: none"> Consider developing well-designed life-guard huts where appropriate. 	Short-Term / Ongoing	MCC, DoAFM	SWMDC, FLAG, UnaG, ISA, LTGs, LCs
<p>E.3.4</p> <ul style="list-style-type: none"> Work with Mayo County Council to review accessibility and assess inclusion issues to ensure that all visitors have an opportunity to engage fully in experiencing the destination. This has become a recognised priority from a global perspective, a new strategic focus nationally, and needs to be assessed locally. Work towards undertaking a comprehensive assessment of sites, attractions and facilities in relation to the access requirements of older visitors, young families, and visitors with specific access constraints. Address accessibility issues where feasible, and ensure that related visitor information is accurate. 	Short-Term / Ongoing	MCC	OPW, NPWS, LEs, LTGs, LCs

ENABLER 4: Building Capacity and Collaboration		Timeframe	Lead	Partner
E.4.1	<p>Create a business support programme for Clew Bay to include training elements that will facilitate the implementation of this plan. This will include an emphasis on developing new and innovative theme-based visitor experiences in line with this Plan and fully adopting the Destination and Experience Development Plan as a basis for commercial development.</p> <ul style="list-style-type: none"> • Areas of focus in a business support programme are: <ul style="list-style-type: none"> ○ Understanding the stories and themes of the Destination and Experience Development Plan ○ Creating saleable experiences, including the development of experiences that will extend the season ○ Selling online and delivering to the international market ○ Telling ‘your story’ online and offline ○ Contracting at trade fairs ○ Service excellence ○ Customer service ○ Local experts programme – see 1.3 regarding the Clew Bay ambassador programme concept ○ Key accounts ○ Market diversification • Develop an island version of this programme, recognising that the islands have a particular need to build capacity around networks of businesses and groups as a means of enhancing their ability to work together to create quality, saleable experiences. There is a particular need to create structure to the visitor experience, and to identify ways of leveraging the assets on each island in a more strategic manner. 	Short/ Medium-Term	FI	MCC, SWMDC, UnaG, LEO, MSLCETB, GMIT
			Short/ Medium-Term	FI
E.4.2	<p>Networking – create a networking plan to develop a strong dialogue between tourism businesses. This will be particularly important in promoting the key themes across the region.</p> <ul style="list-style-type: none"> • Communicate with businesses and organisations, including local tourism groups on a regular basis regarding opportunities to develop themed initiatives across the region and the overall implementation of this plan. Keep stakeholders well apprised of successes – what is working and why. • Consider using the GIS map/database as a framework for a networking hub. Use the framework to assist in building business collaborations which would benefit job creation and longer-term sustainability. Ensure that the network includes non traditional partners such as micro-breweries. • Familiarisation visits – organise industry familiarisation trips to build relationship between providers, strengthen awareness of what is on offer, and assist in identifying connections and partnership opportunities between tourism providers. 	Short-Term / Ongoing	LTGs	FI, LTGs, LEs, OPW, NPWS
			Short-Term / Ongoing	LTGs

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ENABLER 5: Strategic Planning and Sustainability		Timeframe	Lead	Partner
E.5.1	Encourage community stakeholders to maintain a strategic planning focus at the community level , using the Destination and Experience Development Plan to determine strategic priorities on a regular basis. <ul style="list-style-type: none"> Consider undertaking further tourism planning discussions on the islands to support the sustainable growth of tourism. The islands have considerable potential, but there remains a relatively high level of fragmentation which is undermining the potential of creating compelling island experiences. 	Short-Term	LTGs, FI	LEs, LCs
E.5.2	Work collaboratively through networking mechanisms to ensure that the tourism industry is strategically involved in playing an active role in the review and planning process for the forthcoming Mayo County Development Plan 2021-2027 .	Short-Term	LTGs	FI, LEs, LCs
E.5.3	As noted, sustainability is a core value to the region and needs to be supported and celebrated . <ul style="list-style-type: none"> Ensure that discussions on tourism reflect this value system and identify ways of raising the profile of sustainability within the visitor experience. 	Short-Term / Ongoing	FI, MCC	LTGs, LEs, LCs, SWMDC, UnaG, FLAG, POBAL, LEO, MSLCETB, GMIT
E.5.4	Promote environmental enhancement. All actions resulting from this Plan will aspire to be planned, developed and implemented in an environmentally sustainable manner with environmental protection and promotion as fundamental to the process. This will be realised through the findings and outputs of the environmental assessment process and will include: <ul style="list-style-type: none"> Developing a suite of mitigatory actions to ensure that any negative environmental impacts are reduced or eliminated at plan implementation stage and where possible positive impacts are integrated and encouraged, and Developing and executing an Environmental Monitoring Programme for the Plan during implementation and operation. Further detail is referenced in Appendix A5.	Short-Term / Ongoing	FI Where consent process is referenced the relevant competent authority	Relevant partner name under individual action
ENABLER 6: Enhancing Visitor Awareness of HERO Experiences in Clew Bay		Timeframe	Lead	Partner
E.6.1	Work with Fáilte Ireland to profile key HERO experiences on the Wild Atlantic Way platform and ensure that the positioning of Clew Bay on this platform is in line with this Plan. Highlight the types of experiences that will differentiate the region and encourage increased visitation and interest.	Short-Term	FI	TI, LTGs, LEs, LCs
E.6.2	Work with marketing partners to ensure that messaging and visual material relating to Clew Bay are aligned with the Wild Atlantic Way and the direction of this Plan. <ul style="list-style-type: none"> Encourage consistent messaging to support consumer confidence and public perception as travel restrictions for non-essential travel ease. <ul style="list-style-type: none"> Work with community partners to profile all events, activities, experiences, visitor sites and attractions when the timing is appropriate. 	Ongoing	MCC	FI, TI, LTGs, LEs, LCs

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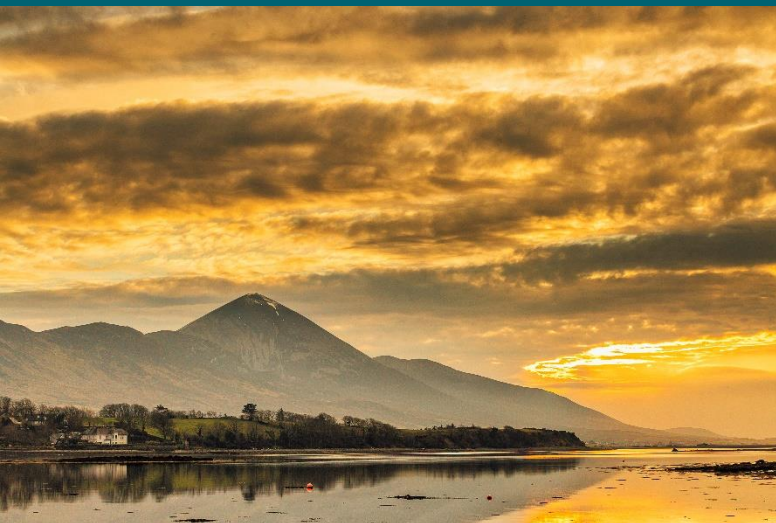
ENABLER 6: Enhancing Visitor Awareness of HERO Experiences in Clew Bay		Timeframe	Lead	Partner
E.6.2 cont.	<ul style="list-style-type: none"> If the Biosphere initiative moves forward successfully in the lifetime of this Plan, use the Biosphere designation to create a consolidated Clew Bay marketing and digital presence. This will play an important role in reducing the gaps and current fragmentation in the online marketing of the area. 	Ongoing	MCC	FI, TI, LTGs, LEs, LCs
E.6.3	<p>SME Digital strategies: Covid-19 has accelerated the shift to digital trend and new consumer behaviours are emerging rapidly. The need to fully embrace digital strategies is now more important than ever.</p> <ul style="list-style-type: none"> Strengthen the distribution of experiences through engaging businesses in adopting online booking systems and online distribution, and promote increased industry participation in social media. 	Short-Term / Ongoing	FI	LTGs, LEs, LEO, SWMDC, UnaG, GMIT, MSLCETB, Event Organisers
ENABLER 7: Animating the Destination		Timeframe	Lead	Partner
E.7.1	<p>FESTIVALS & EVENTS</p> <p>This Enabler primarily relates to a time when larger public gatherings will once again be permitted. It identifies the need to support existing festivals and to investigate opportunities for new events, particularly where these promote the themes and experiences identified in this Plan, and to see these as an opportunity to extend the tourism season and expand visitor and community experiences.</p> <ul style="list-style-type: none"> In the initial phase of implementation, consideration will need to be given to supporting events that have lost operational funds due to cancelation. When the time is appropriate to host festivals and events, work with marketing groups to ensure that all festivals and events are promoted online on the websites of local tourism groups and the event itself. Work with Mayo County Council and Leave No Trace to develop a practical handbook of a leave no trace event policy. Use this to promote best practices in waste management and greening of festivals, and encourage capacity building in demonstrating event-friendliness and hosting. In the short-term, it is assumed that events will need to be kept small. While a number of events may have to be cancelled, it is possible to consider other ways community events could be opened up to visitors. As work proceeds on the various elements of this plan, such as the Biosphere initiative or landscape research, presenting outputs to an audience that includes visitors will raise awareness for Clew Bay. This may require a larger venue to accommodate social distancing. <ul style="list-style-type: none"> Other approaches to hosting events may need to identify practical ways of limiting numbers through ‘gated’ events where social distancing can be maintained. 	Short / Medium-Term	Festival & Event Organisers, MCC, FI	LTGs, LEs, LCs, AOIFE, LNT

ENABLER 7: Animating the Destination		Timeframe	Lead	Partner
E.7.1 cont.	<ul style="list-style-type: none"> As the opportunity to build events returns, host a networking event to explore new ways forward, collaboration, extension of festivals, new ideas particularly for shoulder season and winter months, and the sharing of information on evolving standards for festivals and events. Continue to support the emerging trend toward the development of integrated activities within events, such as combining guided hiking activities with food festivals, and use festivals to showcase other elements of the destination visitor experience to encourage return visitation. Develop community capacity to monitor and report the economic impact of festivals and events. 	Short / Medium-Term	Festival & Event Organisers, MCC, FI	LTGs, LEs, LCs, AOIFE, LNT
E.7.2 cont.	<p>SENSE OF PLACE</p> <p>Encourage all communities to focus on strengthening their ‘sense of place’ and overall welcome. This is well advanced in a number of towns and villages, but is an area that requires ongoing commitment. Use the Fáilte Ireland <i>Destination Town</i> toolkit as a guide for developing Sense of Place. In addition:</p> <ul style="list-style-type: none"> Work with partners such as Leave No Trace Ireland to promote litter management policies across the region and within communities. Work with local government officials to explore opportunities for business incentives that will improve the streetscape, and continually assess how to maintain the upkeep of the urban built environment. In particular, focus on public realm and sense of arrival for visitors in Louisburgh, Murrisk, Achill Sound, Keel and Newport. (Public realm improvements set to move forward in Newport and Achill). <ul style="list-style-type: none"> Progress the improvements in Grace Kelly Park in Newport. Assess the provision of basic visitor infrastructure along the Wild Atlantic Way and facilitate improvements in toilet facilities, litter receptacles, view-points, signage, and parking in a manner that is sensitive to the environmental context. Continue to leverage Westport’s status as a designated Heritage Town and the work undertaken as part of the country’s pilot programme initiative, to facilitate aesthetic improvements and heritage restoration, and to promote the telling of Westport’s story as a planned town. <ul style="list-style-type: none"> Facilitate the ongoing hosting of the animated Westport Story that arose from the initiative – a sixty minute dramatised tour. Explore the potential to use the concept of the Study Tour that was part of the programme and roll out a wider programme of events of this nature over an extended period. Work towards developing the indoor country market Promote participation in the Tidy Towns Competition in every community and promote Westport’s certification as a Purple Flag town. 	<p>Short-Term / Ongoing</p> <p>Short-Term</p> <p>Short-Term / Ongoing</p>	<p>MCC, LCs</p> <p>MCC, LTGs, LCs</p> <p>MCC, LTGs, Westport Tidy Towns</p>	<p>FI, OPW, NPWS, LTGs, LEs, LEO, SWMDC, UnaG, POBAL, FLAG</p> <p>FI, OPW, NPWS, Les</p> <p>FI, OPW, NPWS, LEs, LCs, Westport Heritage Centre, Westport Heritage Walks</p>

ENABLER 7: Animating the Destination		Timeframe	Lead	Partner
E.7.3 cont.	<p>STORYTELLING</p> <p>A key element of this Plan is the central role of stories in enhancing the visitor experience. Continue to identify the different story elements of each theme in each location and work with businesses and communities to develop a sound working knowledge of these stories. This will be important to delivering strong theme-based experiences that allow the visitor to connect emotionally with the destination and to create a greater sense of authenticity. To be effective, this will involve:</p> <ul style="list-style-type: none"> Supporting and encouraging local initiatives that are designed to collect and curate local stories, such as the work of the Westport Historical Society and the publishing of Cathair Na Mart every year. There is a wealth of stories (see the Appendix) with a number of them needing to be handled with a degree of sensitivity to ensure delivery is acceptable to all audiences. This will require a collaborative approach from local historical societies and community groups as the basis of the work. Develop a searchable database of stories which can be accessed on a password protected intranet site. Host storytelling forums and develop opportunities to extend the knowledge base to the wider tourism community. Highlight examples of where stories are told in a way that significantly impacts the visitor experience. Use storytelling to animate videography and strengthen local branding. Stories will add a new dimension to traditional visual materials and will assist in generating a deeper emotional connection. 	Short-Term / Ongoing	MCC, LHS	LTGs, LCs, LEs, OPW, CBE, HC, SWMDC, UnaG, POBAL
E.7.4	<p>DIGITAL INFRASTRUCTURE</p> <p>There is a need to work with partners to ensure that new technologies are put in place to support the enhancement and delivery of experiences, the curation of content, and the flow of visitors within the region.</p> <ul style="list-style-type: none"> Work with MCC to leverage its use of technology at council owned or managed sites. Explore opportunities to integrate augmented reality to enhance the experience of sites such as The Deserted Village, and to bring the story to life in a more engaging manner. Continue to develop ways of using new technologies to assist in the management of sites, such as visitor counting and trails maintenance. <ul style="list-style-type: none"> Example: New interactive photo posts have been introduced by Clare Local Development Company in County Clare. These can be used by trail users to take photographs of trail conditions and submit reports back to the trail manager. The locations of the posts also provide ‘safe-selfie’ locations and interactive photo posts will assist in promoting the trails. Instant uploading of the photos is made possible through the use of a NFC (Near Field Communication) chip on the post and QR locators. The use of these technologies could be expanded to include an interpretive story-telling component. 	Short-Term / Ongoing	MCC	OPW, NPWS, FI, LTGs, RRO

5

Appendices Aguisíní



As the sunlight in its glory
Ever shines on fair Clew Bay
And Croagh Patrick old and hoary
Rises o'er the ruins grey
As the streamlets in the meadows
In their pride come dancing down
Nestled close among the mountains
Stands pleasant Newport Town

Just a mile from where the turrets
Of the ancient town arise
And the frowning peak of Nephin
Soars in grandeur to the skies
Lie a massive heap of ruins
In their loneliness sublime
Though scattered and dismantled now
By tyranny and time

'Twas a proud and stately castle
In the years of long ago
When the dauntless Grace O'Malley
Ruled a queen in fair Mayo.
And from Berham's lofty summit
To the waves of Galway Bay
And from Castlebar to Ballintra
Her unconquered flag held sway.

She had strongholds on her headlands
And brave galleys on the sea
And no warlike chief or viking
E're had a bolder heart than she.
She unfurled her country's banner
High o'er battlement and mast
And 'gainst all the might of England
Kept it flying 'til the last.....



A1 LOCALITIES: Achill Island Ceantair: Acaill



Achill Island and the Corraun Peninsula lie at the north west corner of Clew Bay with outstanding vistas of islands including Achill Beg and Innisbiggle; golden blue flag beaches; the stunning sea cliffs of Minaun and Cruachan; and the iconic mountains of Slievemore, Cnoc a' Chorráin, An Cnoc Mhór, An Mhaoilinn and Minaun. This is a landscape with everchanging light and colour – a living landscape of the past and the present. Mountains and hills with scores of “lazy beds” tell the story of the devastation of the Famine to this area; tower castles and hidden inlets highlight the story of Granuaile and the Spanish Armada, and its Gaeltacht celebrates the richness of the Irish language and traditions of ‘life on the edge’. With coastal villages, a wealth of outdoor adrenalin filled adventure, this island is a place apart.

Hero Products

- Wild Atlantic Way Signature Discovery Point - Keem Bay
- Wild Atlantic Way Discovery Points - Keel Strand, Trá Dhumha Goirt, Cuan na hAisléime and An Chéibh Bheag
- The Clew Bay Trail / Great Western Greenway
- The Deserted Village at Slievemore Mountain
- Kildavnet Castle
- The Atlantic Drive and Currane Peninsula
- Slievemore Mountain, Minaun and Croaghaun Cliffs
- Scoil Acla Summer School
- Coláiste Acla
- Pure Magic Kitesurfing
- Slí Ghráinne Mhaol / Granuaile loop and choice of hikes and loop trails
- 5 Blue Flag Beaches – Keem Bay, Trawmore Strand, Silver Strand, Golden Strand and Campport Strand, Doega
- Dugort Blueway kayak trail
- Dooagh Bay
- Paul Henry and Achill Island
- Heinrich Böll Cottage and Memorial Weekend
- Mayo Fleadh Cheoil
- Granuaile Looped Walk
- Achill Experience – Aquarium & Visitor Centre

Hero Products

- St. Patrick's Day – Achill Island pipe bands traditional marches
- Three Peaks Challenge
- Achill Island Sandcastle Festival
- Achill Half Marathon and 10K
- Féile na Mara
- Mayo International Kite Festival
- St. Colman's Garden Fete
- Féile Tóin an tSean Bhaile
- Tarry Fest, Dookinella
- Féile Kildavnet
- Purteen Harbour Festival
- Tour de Achill
- Battle for the Lake
- Talking Walls Festival
- Achill International Harp Festival
- Battle of the Bands

Supporting Experiences

- Achill Outdoor Education Centre – orienteering, archery, rock climbing, sailing, body boarding, hill walking, coasteering
- Surfing, windsurfing, sea kayaking and SUP
- Scuba diving, snorkelling and swimming
- Angling and fishing

Supporting Experiences

- Wellbeing
- Painting workshops
- Achill Cycling Hub and Achill Spur
- Bike hire
- Guided walks, archaeological historical tours
- Equestrian and pony trekking centre
- Golf (9 hole)
- Outdoor play area
- Achill Island Country Market
- Pre-historic sites
- Galleries and crafts
- Traditional music and dancing sessions
- Choice of local accommodation
- Local shops and services
- Achill Island and Keel Tourist Information Office

Experience Gaps

- Access / traffic management at Keem Bay
- Lack of public transport services, seasonality
- Raising the Michael Davitt bridge at Achill Sound
- Quality 4/5* hotel accommodation
- House restored at Deserted Village
- Greenway link to Keem Bay
- Island hopping – no connections around Clew Bay
- Shared service facilities for water sports and visitors in Keel

A1 LOCALITIES: Mulranny and Wild Nephin Ballycroy National Park Ceantair: An Mhala Raithní agus Páirc Náisiúnta Néifinn Fhiáin Bhaile Chruaich



Mulranny, with its magnificent sweeping views of Clew Bay, is nestled by the Curraun Peninsula to the west, the Nephin mountain range to the north and its coastline is dominated by Rosmurrevagh machair with its rich biodiversity. Its awards tell the story of its community and landscape - *European Destination of Excellence*, *Best Destination for Responsible Tourism*, and Ireland's Best Small Tourism Town. The Old Irish Goats are Mulranny's famous residents and the village tells the story of the Great Western Railway, the Greenway and Gourmet Greenway. In the shelter of Claggan Mountain and the Curraun massif lies Bellacragher Bay. Its unique landscape introduces Wild Nephin Ballycroy National Park and Visitor Centre with over 11,000 hectares of Atlantic blanket bog and mountainous terrain. It is home to Mayo's International Dark Sky Park.

Hero Products

- Wild Atlantic Way Discovery Points – Dumhach Bheag, Spanish Armada Viewpoint, Claggan, Inis Bigil and Doran's Point
- Mulranny – European Destination of Excellence, Best Destination for Responsible Tourism, Ireland's Best Small Tourism Town
- Wild Nephin Ballycroy National Park and Visitor Centre
- Mayo Dark Sky Park
- The Clew Bay Trail / Great Western Greenway
- Gourmet Greenway Food Trail
- Local food producers
- The Old Irish Goats – Interpretive Centre and Crafts Shop
- Essence of Mulranny
- Clew Bay – Special Area of Conservation – diversity of flora and fauna
- Rosmurrevagh machair – biodiversity, sand dunes, flora and fauna – home to Birds Foot Trefoil, night scented Sea Campion, Belted Beauty moth and migratory Brent Geese
- Mulranny's Victorian Causeway and loop walk
- Look Out Hill walks / Mulranny loop walk
- Bellacragher Bay

Hero Products

- The Western Way
- The Old Irish Goats Centre
- Robert Lloyd Praegar Centre
- Claggan Mountain Coastal Trail
- Innisbiggle loop
- Danlan Yawl Art Gallery and School of Painting
- Creative arts including rug weaving and felting – The Gift of Hands
- The Atlantic Drive and Currane Peninsula
- Derrada Céilí (seasonal)
- Seaweed Harvesting Discovery Days (seasonal)
- Mayo Dark Sky Festival
- The Irish Rare Breeds Conference
- The Mulranny Stone Wall Festival

Supporting Experiences

- Blue Flag beaches
- Sea kayaking
- Surfing
- Swimming
- Fishing, deep sea angling, shore, river and lake angling
- Carrowholly Stables and Trekking Centre
- Mulranny Golf Links (9 hole)
- Cycling

Supporting Experiences

- Bicycle Hire
- The Greenway Antiques and Book Store
- Clew Bay Coastal Walk (guided)
- Bellacragher Boat Club
- Innisbiggle to Doran's Point Ferry
- Local festivals and events
- Quality local eateries: Nevin's global award-winning bar and fine dining at the Nephin Restaurant, Mulranny Park Hotel
- Charming traditional pubs
- Nevins of Tiernaur
- Choice of local accommodation
- Local shops and services

Experience Gaps

- Access to many of the local food producers
- Hostel accommodation
- Public transportation and connectivity across the region
- Community based heritage centre
- Western Way development connecting north to Ballycastle
- Opportunity for expanded looped walks in Mulranny
- Mulranny pier has tidal only access

A1 LOCALITIES: Newport Ceantair: Baile Uí Fhiacháin



The heritage town of Newport is home to many of Clew Bay's magical elements and stories. Dominated by the 7 Arches Bridge viaduct, it is part of the The Clew Bay Trail / Great Western Greenway and Gourmet Greenway, featuring local food producers and retailers. It is the gateway to Nephin Beg mountain range and the historic Bangor Trail. Newport offers a network of trails and loops – walking and cycling, with sea angling and boating providing a way to get up close to Clew Bay's islands – “one for every day of the year”. Close by, alongside hidden tidal inlets, Burrishoole Abbey and Rockfleet Castle stand tall. Representing the rich history of Medieval Ireland and the Barony of Burrishoole, the abbey and castle were once citadels of Irish chieftains and trade and are where Granuaile reigned as 'pirate queen' and chieftain of the Clan O'Malley.

Hero Products

- Carrickahowley Castle
- The Clew Bay Trail / Great Western Greenway
- Gourmet Greenway Food Trail
- Nephin Beg Mountain Range
- Wild Nephin Ballycroy National Park
- Burrishoole Abbey
- Terra Firma Ireland – hiking, stargazing and cultural walking
- Clew Bay Charters
- Newport Street Market
- Railway viaduct
- Mayo Dark Sky Park
- Mayo Dark Sky Festival
- Newport Sea Angling Festival
- Annual O'Malley Clan Gathering
- Clew Bay – Special Area of Conservation – diversity of flora and fauna
- Local food producers
- The Bangor Trail
- The Western Way

Supporting Experiences

- Burrishoole loop walks – Newport x 4, Derradda x 3 and Tiernaur x 3
- Letterkeen loop walks x 3

Supporting Experiences

- Letterkeen Bothy known as “Robert Lloyd Praeger Centre” – the darkest accessible site with views of sky day or night
- Derradda Community Centre
- Ceilís and traditional music sessions
- Burrishoole Bridge
- The Newport Shepherds
- Newport House Fishing
- Burrishoole Fishery
- Loughs Feeagh and Furnace
- Clew Bay SUP
- Newport Regatta Club / Splash - kayaking, a water trampoline, water zorbing and a diving board for children
- The GAP Newport
- The Granuaile Cycle Trail
- Bike hire
- Sea angling
- Game angling
- St. Patrick's Church with stained glass treasure “The Last Judgement” by Harry Clarke
- The Marine Institute
- St. Brendan's Well
- Roigh Pier

Supporting Experiences

- Greenway Artists Initiative
- Clew Bay Garden Trail
- Local hobbies, sports and community clubs
- Princess Grace Park and town trails
- Local festivals and events
- Choice of local restaurants, cafes and pubs where local produce is a speciality
- Kellys of Newport artisan butcher
- Choice of local accommodation
- Local shops and services

Experience Gaps

- Grace O'Malley story at Rockfleet Castle
- Silting up of harbour disrupting existing and potential new water based activities
- Accommodation offerings
- Night time restaurant dining
- Promotion of local drama productions
- Promotion of local historical society

A1 LOCALITIES: Westport Ceantair: Cathair na Mart



Westport, a designated heritage town, is one of Ireland's few planned towns designed by James Wyatt, a famous architect of the Georgian period. Voted *Ireland's Best Place to Live* by the Irish Times and with many Tidy Town Awards, Westport is full of charm and delightfully laid out with elegant Georgian streetscapes, friendly character, picturesque flowerbeds and hanging baskets, and riverside pedestrian mall. Teeming with restaurants, cafes, pubs and independent shop keepers, the town is a pleasure to stroll around and enjoy. With Westport House and grounds accessible from Church Lane, visitors can wander through the estate down to Westport Quay and the shores of Clew Bay.

Hero Products

- Gourmet Greenway Food Trail and The Clew Bay Trail / Great Western Greenway
- Westport House
- Westport and Clew Bay boat cruises and tours
- Clew Bay Kayaking
- Westport Walking Tours
- The Western Way
- Clew Bay Archaeological Trail
- Westport's Farmers, Country and Food & Craft Markets
- Guided Tours Croagh Patrick
- Rolling Sun Book Festival
- *Ballintubber Abbey* (outside Westport)
- *An Tóchar Phádraig* Pilgrim Path
- Voted Ireland's best place to live by the Irish Times
- One of Ireland's few planned towns designed by James Wyatt, a famous architect of the Georgian period

Supporting Experiences

- Clew Bay Heritage Centre and Genealogical Service
- Westport Cycle Hub

Supporting Experiences

- Cycling trails and looped cycle routes
- Cycling, electric and regular bike hire
- Westport Walks
- Walking, hiking and bicycle tours
- Westport Adventure Parks and Tours – archery, SUP, coastering, guided mountain walks, abseiling
- Westport Sailing Club
- Kayaking, windsurfing
- Sea angling
- Custom House Studios and Gallery
- Indoor and outdoor play centres
- Horse riding and trekking centres
- Jarvey Tours and Rides
- Westport Town Hall Theatre
- Clew Bay Garden Trail
- Craft shops and art galleries
- Wellness, spas and yoga
- Westport Golf Club
- Cinema
- Westport Leisure Park
- Éalú Escape Rooms
- Choice of restaurants and pubs where seasonal local produce is a speciality

Supporting Experiences

- Traditional Irish music sessions
- Wide choice of local accommodation with family run hotels
- Variety of Golden Breaks festivals and programmes
- Local festivals and events
- Wide range of local shops, boutiques and services
- Westport Tourist Information Office

Experience Gaps

- Seafood restaurants / eateries
- Seaside town with no access to swimming
- More visitor attractions – need more investment
- Greenway all around the Bay
- Hop on / hop off around the region – limited bus services
- More regular markets
- Updated signage for visitors
- Fully serviced camper van park
- More off season festivals
- Story of the women of the region

A1 LOCALITIES: Murrisk, Louisburgh and Doolough Valley Ceantair: Muraisc, Cluain Cearbán agus Gleann Dhumha Locha



Murrisk, Louisburgh and the Doolough Valley are the southern and south western regions of Clew Bay and the Barony of Murrisk. The towering features of Croagh Patrick, the Mweelrea Mountains and Sheeffry Hills, the islands of Inishturk, Caher and Clare Island to the west with Clew Bay to the north, provide the backdrop to quite magnificent dramatic and haunting landscapes. The story of pilgrimage and St. Patrick, the power swings of Medieval Ireland and Granuaile, the potato ridges that present the devastation of Ireland's Great Famine, the Doolough Tragedy, and the ancient farming systems provide a fascinating landscape to discover. With five stunning Blue Flag beaches, land and water based activities waiting to be discovered, local artisans, book stores and traditional experiences, this is a captivating area within Clew Bay.

Hero Products

- Wild Atlantic Way Discovery Point – Croagh Patrick View, Old Head, Roonagh Pier, Carrownisky Strand, Silver Strand, Doolough Famine Valley and Aasleagh Falls
- Croagh Patrick, a place of pilgrimage
- Croagh Patrick Heritage Trail
- Murrisk Abbey 1450 AD
- Mweelrea Mountain
- The Lost Valley experience
- Glen Keen Farm and Visitor Centre
- Doolough Famine Valley
- Aasleagh Falls
- The Western Way
- Clew Bay Archaeological Trail
- Historic Walking Tours
- Delphi Mountain Resort Adventure Centre
- Summer SUP Moonlight Paddles
- Blue Flag Beaches – Old Head, Bertra, Carrowmore, Carrownisky and Silver Strands
- Mescan Brewery Tours and Courses
- Louisburgh School of Music
- Delphi Lodge

Supporting Experiences

- Adventure West – kayaking, coasteering, bushcraft, raft building, snorkelling, rock-climbing, abseiling, archery, hillwalking
- Summer SUP School and Summer Camps, Louisburgh
- National Famine Monument
- Surfing, Louisburgh
- Granuaile Heritage Centre
- The Granuaile Cycle Trail
- Louisburgh Cycle Hub
- Killeen loops – Killadoon beach loop and White Stone Bog loop
- Murrisk loop walks
- Outdoor sports and leisure equipment hire
- Louisburgh Cycle Hub
- Cycle tours, Murrisk
- Murrisk Pier
- Louisburgh Farmers Market
- Arts, crafts, books and gifts
- Local festivals and events
- Choice of local accommodation
- Local shops and services

Experience Gaps

- Upgrading of Granuaile Heritage Centre
- Granuaile experience to support the Granuaile Heritage Centre
- Greenway to Roonagh Pier
- Bridleway
- Local bus transport around Clew Bay
- Island hopping from Roonagh Pier
- Interpretive and educational experiences of the Great Famine – famine study centre
- Landscape study centre
- Genealogy of the area – huge diaspora in US
- Access to local crafters, artists, etc.
- Lacking infrastructure and facilities for local adventure hubs

A1 LOCALITIES: Clare Island and Inishturk Ceantair: Cliara agus Inis Toirc



The islands of Clare, Caher and Inishturk rise boldly from the sea guarding the essence of Clew Bay and its baronies of Murrisk and Burrishoole. Their ethereal beauty, ruggedness and distinctive character reflect the dynamic scale of *land, sea and sky* within Clew Bay. Island life can be experienced through the warmth and welcome of the island communities – strong, resilient and eager to share their history, traditions and stories handed down through generations. Granuaile, the Tale of the Tongs, the Clare Island surveys – each island is a living record of vibrant times and times of loss past and present. Fishing and farming are part of daily life and the islands are rich in archaeology, music and stories with Caher Island, a sacred place of pilgrimage.

Hero Products

- Wild Atlantic Way Discovery Point – Clare Island and Inishturk

Clare Island:

- Clare Island Castle – stronghold of the pirate queen
- Clare Island Abbey – reputed resting place of Granuaile
- Clare Island Lighthouse
- Macalla Farm – residential courses and retreats in yoga, mindfulness, food and mindfulness with horses
- The Clare Island Survey
- Clew Bay Archaeological Trail
- Clare Island Féile Ceoil
- The Dry Stone Wall “Island Weekender”
- The Bard Summer School
- Clare Island Regatta
- Ceoltais Seisiún Tuesday nights July and August
- Sailor’s Singer Songwriter Nights Thursday nights July and August
- Clare Island Film Festival
- Clare Island Ram Festival

Inishturk:

- Inishturk Community Club – the story of the island community
- Tale of the Tongs – ‘Spirit of Place’
- Inishturk island fishing / local caught seafood

Hero Products

- Inishturk sea cliffs
- Inishturk archaeological sites
- Community Activity Pitch
- Inishturk Seafest
- Féile na Mara
- Caher Island Pilgrimage

Supporting Experiences

Clare Island:

- Clare Island Blue Flag beach
- Clare Island flora and fauna
- Clare Island loop walks
- Clare Island sea cliffs and Knockmore Mountain
- Clare Island Adventures – kayaking, raft building, beach challenge, orienteering and hill walking
- Taxis and tours
- Bike hire
- Heritage Centre
- The Stone Barn Café
- The Community Centre and Anchor Bar
- The Sailor’s Bar and Restaurant
- Ballytoughey Loom, workshop and showroom
- Art n Curio – pop up shop and studio
- Clare Island Ferry operators
- Sea angling and boat trips
- Napoleonic Signal Tower

Supporting Experiences

Inishturk:

- Cahir View Restaurant
- Inishturk Club Bar and community shop
- Inishturk ferry
- Tránaun (Green Coast Flag) and Curraun beaches
- Portdoon Pier, swimming and pier jumping
- Inishturk flora and fauna – the Spotted Rock-Rose
- Inishturk loop walks
- Inishturk bird watching
- Yacht moorings
- Sea angling
- Summer season traditional musicians
- Seasonal yoga and mindfulness
- Napoleonic Signal Tower
- The Old Church
- Local festivals and events

Experience Gaps

- Granuaile Castle renovation, Granuaile story / trail
- Limited accommodation, food and beverage services particularly off-season
- Short season, no gallery for artists
- Guided heritage trails
- Restricted access to local seafood landed
- Granuaile story on Inishturk – referenced in the Anne Chambers biography of Granuaile

Achill Island

Under Big Skies	Our Fearless Queen	Ribs of our Land	Bounteous Bay	Following Tracks and Trails
<ul style="list-style-type: none"> • Ancient field systems • Kildamnait • James Lynchehaun • The Valley House • Achill's disappearing beach • Innisbiggle • St. Fionan's Holy Well • The highlands and islands of Achill 	<ul style="list-style-type: none"> • Grace O'Malley story • Kildavnet Castle • Piracy and smuggling • Achill Sound 	<ul style="list-style-type: none"> • The 'Achill Hat' • The Deserted Village • The Coffin Trail • Achill Mission (The Colony) • The Achill Disaster - an ancient prophecy - Brian Rua O' Cearbhain, a prophet from Erris who lived in the 17th Century • Kirchintilloch Fire (1937) • The Clew Bay Drowning (1894) • Captain Charles Boycott • Achill Archaeological Field School at the Deserted Village • 'Tatie hoking' • Sally McTigue • Fr. Manus Sweeney • The Gaelic League 	<ul style="list-style-type: none"> • Shark and fishing industry at Purteen Harbour and Keem Bay • Mayo's whaling past • The 'Boley' village • Scoil Acla • The Monastery • Eva O'Flaherty • The Arts - Heinrich Böll, Paul Henry, Robert Henri, Charles Lamb, Graham Greene, and more recently, Camille Souter, Pdraig McCaul, Ronan Halpin and others • The White Island – Latitia Hamilton – painted picture of Dooagh • J M Synge's <i>Playboy of the Western World</i> based on Achill Island • Johnny Kilbane • Achill Beg and promontory fort • Culture of music • The Achill Island amphitheatre at Corrymore • Famous visitors to Achill 	<ul style="list-style-type: none"> • The Midlands Great Western Railway • Slí Ghráinne Mhaol • The Coffin Trail

A2 The Stories Na Scéalta

Mulranny and Wild Nephin Ballycroy National Park

Under Big Skies	Our Fearless Queen	Ribs of our Land	Bounteous Bay	Following Tracks and Trails
<ul style="list-style-type: none"> • Wild Nephin Ballycroy National Park • Ireland’s first International Dark Skies Park • Mulranny’s Old Irish Goats • Mulranny Causeway • Ballroom of Romance at Ballycroy 	<ul style="list-style-type: none"> • Grace O’Malley story • The Spanish Armada • Bellacragher Bay – the Bay of Plunder • Baronies of Mayo – Burrishoole and Murrisk • Piracy and smuggling 	<ul style="list-style-type: none"> • The Famine and “lazy beds” • Emigration • The Clew Bay Drowning (1894) • War of Independence and Civil War • Mulranny Famine Love Story 	<ul style="list-style-type: none"> • Mulranny Park Hotel’s history • Wild Nephin Ballycroy National Park – largest blanket bog in Europe • Machair traditional farming • Curve of the Fairies • Bellacragher Bay • Local food producers stories – oysters, Newport lamb, boxty,poitin, potog 	<ul style="list-style-type: none"> • The Midlands Great Western Railway • Robert Lloyd Praegar, 1937 – <i>The Way That I Went</i> • The Bangor Trail – oldest trail • Nephin mountain range

Newport

Under Big Skies	Our Fearless Queen	Ribs of our Land	Bounteous Bay	Following Tracks and Trails
<ul style="list-style-type: none"> • Legend of Daithí Bán (Cairn at top of Slieve Carr – highest point of the Nephin Beg Range – links to sky constellation stories) • Furnace lakelands • Leaba of Diarmuid and Gráinne • Dorinish Island – John Lennon story • Ireland’s first International Dark Skies Park • Inisgort Lighthouse, Inis Roy and Hat Islands 	<ul style="list-style-type: none"> • Grace O’Malley story • Rockfleet Castle – home of Grace O’Malley • Richard “Iron” Burke (De Burgo), Grace O’Malley’s second husband • Burrishoole Abbey • Baronies of Mayo – Burrishoole and Murrisk • Piracy and smuggling 	<ul style="list-style-type: none"> • The “scores of lazy beds” • Emigration from Newport • Grace Kelly family • Clew Bay Drowning (1894) • O’Donnells & the Wild Geese • The two Sisters Honoria • The Quakers of Newport • Rebel Priest Fr. Manus Sweeney, 1798 rebellion • War of Independence • The West Mayo Flying Column 1921 	<ul style="list-style-type: none"> • Story of salmon • Local food producers stories – oysters, Newport lamb, boxty,poitin, potog • Newport House • Matthias de Bille • St. Patrick’s Church with stained glass treasure “The Last Judgement” by Harry Clarke • The Linen industry • The Carey Family • Captain Pratt • Grace Kelly 	<ul style="list-style-type: none"> • The Midlands Great Western Railway • Seven Arches Bridge • Robert Lloyd Praegar, 1937 – <i>The Way That I Went</i> • Rua O’Ceabhainn Prophecy

Westport

Under Big Skies	Our Fearless Queen	Ribs of our Land	Bounteous Bay	Following Tracks and Trails
<ul style="list-style-type: none"> • One of Ireland’s few planned towns designed by James Wyatt, a famous architect of the Georgian period • Foundation of Westport: <ul style="list-style-type: none"> ○ The Cassels Theory ○ The Wyatt Theory ○ The French Architect Theory • Westport – A New Town 1780 – 1825 • Ireland’s Struggle for Independence 	<ul style="list-style-type: none"> • Grace O’Malley story • Cathair na Mart • Westport House • Piracy and smuggling • Ballintubber Abbey 	<ul style="list-style-type: none"> • The Famine and Westport town • Colonel John Browne, Westport House – ended slavery in Jamaica • Major John McBride Memorial • The Rebellion of 1798 • George Glendinning 1770 - 1843 	<ul style="list-style-type: none"> • Chinese room in Westport House • Westport House and the Brownes • Local food producers • Shipping story of Clew Bay • The Quay – story of trade • The Mall • The Linen and Cotton industry 	<ul style="list-style-type: none"> • The Midlands Great Western Railway • The Clew Bay Trail / Great Western Greenway • The Octagon • The Clock Tower • The Royal Mail Coach • The diversion of the Carrowbeg river

Louisburgh, Murrisk and Doolough Valley

Under Big Skies	Our Fearless Queen	Ribs of our Land	Bounteous Bay	Following Tracks and Trails
<ul style="list-style-type: none"> • The Barony of Murrisk • St. Patrick’s Fast on Croagh Patrick • Reilig Mhuire • Log na nDeamhan – ‘Hollow of the Demons’ – banished snakes • Clog Dubh Phádraig • Ancient rituals and cosmological alignment of Croagh Patrick • The Rock of Boheh and rolling sun • The Charioteer’s Grave • ‘Bob of the Reek’ • Spanish Armada • Altore wedge tomb • Old Calendar Customs – Lughnasa, Harvest Knots, Calleach, St. Brigid’s Cross, Fire Festivals 	<ul style="list-style-type: none"> • Murrisk Abbey – founded in 1457 by Hugh O’Malley • Murrisk – birthplace of Grace O’Malley • Grace O’Malley Centre • The O’Malleys, Burkes and Brownes 	<ul style="list-style-type: none"> • Murrisk teaspoon • The Lost Valley of Ugool • Doolough Valley Famine Tragedy • The Delphi Tragedy • Famine Memorial at Murrisk • The Famine story of Louisburgh • Louisburgh and Nova Scotia • Ancient farming communities • The 1798 Rebellion and Louisburgh • The Griffith Valuations • Landlordism and Louisburgh • Books: The Great Hunger – Cecil Woodham Smith; Michael McCormick – award winning Sorrow Bones; Kevin Barry’s Beetleworms • Medical history of the famine 	<ul style="list-style-type: none"> • Gold seekers • Owen Campbell, Campbell’s public house • Carrowniskey horse racing on the beach • Rundale Farming Systems • Meitheal 	<ul style="list-style-type: none"> • St. Patrick, Croagh Patrick and Pilgrimage trail • Tóchar Phádraig and the ancient pilgrim way from Ballintubber Abbey – ‘Lost Treasures’ • Kilgeever stations • Ulster migration to Mayo

Clare Island and Inishturk

Under Big Skies	Our Fearless Queen	Ribs of our Land	Bounteous Bay
<ul style="list-style-type: none"> • Robert Lloyd Praeger story • Napoleonic Signal Tower • Clare Island Survey • Place names of Clare Island • Island community living • Caher Island – early Christian monastery and cross slabs – annual pilgrimage – Croagh Patrick pilgrimage ends on Caher Island • ‘Leac na Naomh’ (‘Flag of the Saints’) • Monastic settlements and standing stones 	<ul style="list-style-type: none"> • Grace O’Malley story • Grace O’Malley’s Castle – stronghold of the Pirate Queen • 12th Century Cistercian Abbey with ceiling fresco and burial place of Granuaile • Coat of Arms of Grace O’Malley • Pirates on Inishturk – Dun at Portdoon • Piracy and smuggling 	<ul style="list-style-type: none"> • ‘The Clare Island apron’ • The Great Famine devastation • Congested Districts Board • The cattle pound • ‘Lazy Pad’ and spade ridges • The Tale of the Tongs, the ‘Spirit of Place’ – commemorating the past and present culture and community of the island • Emigration on Inishturk • Children going out to the mainland for secondary school 	<ul style="list-style-type: none"> • The Clare Island Survey • Macalla Farm – mindfulness with horses • Clare Island herring industry • Fertile farming of Clare Island • Biodiversity of the islands • The petrified forest • ‘Fairy Darts’ • Domhnach na gCoilíneach (Black Sheep Sunday) • Clare Island currach • Inishturk lobster fishing • Inishturk – ‘the island of the Wild Boar’ • Inishturk GAA pitch – its story • Community enterprise / island living – farming and fishing traditions • Inishturk currach making

A wide range of stakeholders were consulted during the course of the preparation of this Plan. **Individual organisations and agencies** include:

- Achill Tourism
- Wild Nephin Ballycroy National Park
- Clare Island community and businesses
- Mayo Dark Sky Park
- Fáilte Ireland
- Gourmet Greenway
- Inishturk Community Development
- Local enterprises / food producers / representatives from each area throughout the Clew Bay region
- Local tourism / community groups / business chambers / Tidy Towns including Achill Island, Mulranny, Newport, Westport, Murrisk, Louisburgh, Clare Island and Inishturk
- Leave No Trace Ireland
- Mayo County Council
- Mulranny Tourism
- National Parks and Wildlife Service
- Office of Public Works
- South West Mayo Development Company

The views of local business operators, community groups, regional and national agencies, and local government within the Clew Bay were of fundamental importance in the development of the Plan.

In undertaking the work, 156 attendees attended six workshops and one working group meeting in Phase 1 with another 46 site visits and 17 interviews. In Phase 2, 73 participated in three experience development workshops and one working group meeting, and interviews and small group discussions were conducted with five representatives from agencies and community organisations. The online survey had 90 respondents.

TEAM Tourism would like to take this opportunity to thank all of those who attended these meetings and met on-site – for their input, advice and generous hospitality.

In addition to the consultation, a significant number of national and county **plans and strategies** have informed this Plan. These include:

- *Ballycroy National Park Interpretation Framework (2017)*
- *County Mayo Heritage Plan 2011-2016*
- *Destination Mayo – A Strategy for the Future Development of Tourism in County Mayo 2016-2021 + ACTION PLAN*
- *The Great Western Greenway: An Interpretation Plan (2014)*
- *National Planning Framework + the National Development Plan*
- *Realising Our Rural Potential (2017)*
- *Strategy for the Future Development of National and Regional Greenways (2018)*
- *Tourism Action Plan 2019-2021* (Dept. of Transport, Tourism and Sport)
- *Tourism Development & Innovation – A Strategy for Investment 2016-2022*, Fáilte Ireland
- *Wild Atlantic Way Operational Programme 2015-2019*, Fáilte Ireland

A series of local reports and discussion papers on tourism related initiatives were also reviewed and have informed the actions in this plan.

Online and in-destination research included websites and brochures relevant to:

- Fáilte Ireland
- Tourism Ireland
- Government Departments including Tourism, Transport, Environment, Agriculture, Marine and Rural and Community Development
- Mayo County Council
- Rural Development Companies, National Trails Office, etc.
- Local Tourism Groups in the Clew Bay region
- Local Enterprises in the Clew Bay region
- Local Historical and Archaeological Organisations

Partner Acronyms

AIRE – Association of Irish Riding Establishments
AT – Achill Tourism
AnT – An Teagasc
BAT – Ballintubber Abbey Trust
BIM – Bord Iascaigh Mhara
CICB – Clare Island Community and Businesses
CBE – Comhairle Bhéaloideas Éireann [The Folklore of Ireland Council]
DCHG – Department of Culture Heritage and the Gaeltacht
DoAFM – Department of Agriculture, Food and the Marine
DRCD – Department of Rural and Community Development
DTTAS – Department of Transport, Tourism and Sport
DSI – Dark Skies Ireland
FI – Fáilte Ireland
FLAG – Fisheries Local Action Group
GB/H – Granuaile’s Biographers / Historians
GMIT – Galway Mayo Institute of Technology
GSI – Geological Survey Ireland
HC – Heritage Council
HSE – Health Service Executive
ICD – Inishturk Community Development
IFI – Inland Fisheries Ireland
IDSA - International Dark-Sky Association
IFA – Irish Farmer’s Association
ILC – Irish Lights Commission
ISA – Irish Sailing Association
ITOA – Irish Tour Operators Association
LCs – Local Communities
LEO – Local Enterprise Office
LEs – Local Enterprises
LHS – Local Heritage / Historical Societies
LKHG – Louisburgh & Killeen Heritage Group
LLM – Local Link Mayo
LNT – Leave No Trace Ireland
LTGs – Local Tourism Groups

LTG / CFG – Louisburgh Tourism Group / Community Futures Group
MCC – Mayo County Council
MDS – Friends of Mayo Dark Skies Community Group
MEG – Mulranny Environmental Group
MI – Mountaineering Ireland
MSLCETB – Mayo, Sligo and Leitrim Education and Training Board
MT – Mulranny Tourism
NPWS – National Parks and Wildlife Service
NRA – National Roads Authority
NTO – National Trails Office
NUIG – National University of Galway
NBA – Newport Business Association
NTT – Newport Tidy Towns
OIGS – Old Irish Goat Society
OPW Heritage Services – Office of Public Works
OPW National Monuments – Office of Public Works
POBAL – Government Supporting Communities
RAI – Restaurant Association of Ireland
RRO – Rural Recreation Officer
SWMDC - South West Mayo Development Company
TF – Terra Firma
TIL – Tourism Ireland Limited
UnaG – Údarás na Gaeltachta
VFI – Vintners Federation of Ireland
VSCG – Visitor Safety in the Countryside Group
WI – Waterways Ireland
WNBNP – Wild Nephin Ballycroy National Park

Timing of Actions

- **Short-term** – Year 1
- **Medium-term** – Years 2 and 3
- **Long-term** – Year 4+
- **Ongoing**

Introduction

This Plan provides an opportunity to ensure that all existing and future tourism projects and initiatives within the Clew Bay experience plan area are planned, developed and managed in a sustainable and integrated manner. The VICE (Visitor, Industry, Community and Environment) Model for Sustainable Tourism is an approach that this Plan is developed from and strives to implement.

Fáilte Ireland recognises the need to integrate environmental considerations into this Plan in a way that responds to the sensitivities and requirements of the wider natural environment. Environmental considerations including inland and coastal water quality and amenity, climate change, traffic, biodiversity, built and cultural heritage, landscape, critical infrastructure and communities, all play a vital part in our tourism sector.

The protection, enhancement and promotion of our most important tourism asset – the natural environment has been an integral part of the formation of this Plan as is evidenced in the following:

- Environmental assessments and resulting measuring and monitoring,
- A firm commitment to ensuring sustainable and responsible tourism principles are practiced,
- Compliance with statutory decision making and consent granting at Plan implementation stage, and
- Integrating requirements for environmental protection and management.

Environmental Assessment

Consideration has been given to the requirement to undertake environmental assessment of this Plan in order to ensure full legal compliance and to further integrate protection, enhancement and promotion of the environment in developing and implementing the Plan. The following sets out the two types of environmental assessments that were considered.

1. Strategic Environmental Assessment (SEA)

The Plan was examined for the need to undertake Strategic Environmental Assessment (SEA). On initial examination of the Plan it was determined that full SEA would be required. The assessment process was completed having full regard to SEA Directive 2001/42/EU and to Statutory Instrument No. 435/2004 as amended. The outcome of this process can be referenced in the relevant environmental documents that accompany this Plan.

2. Appropriate Assessment (AA)

The Plan was examined for the need to undertake Appropriate Assessment (AA). On initial examination of the Plan and in completing screening for AA, it was determined that Stage 2 AA would be required. The assessment process was undertaken having full regard to the Habitats Directive 92/43/EEC and to Statutory Instrument No. 477/2011. The output and outcome of this process can be referenced in the relevant environmental documents that accompany this Plan.

Key findings of the SEA and AA Process for the Plan

Having completed full SEA and AA on the Clew Bay Destination and Experience Development Plan it is evident that these processes have had a positive influence on the evolution of the Plan and will also continue to have a positive environmental influence as the plan enters its implementation phase. The outcome of completing the above environmental assessments has resulted in the following

- Identifying and mitigating where relevant potential environmental impacts resulting from the Plan.
- Identifying relevant positive environmental impacts arising from the Plan and ensuring the implementation of actions that result in environmental protection, enhancement and promotion e.g. visitor management actions, environmental and sustainable education.
- Developing a suite of mitigatory actions to ensure that any negative environmental impacts are reduced or eliminated at plan implementation stage.

This suite of mitigatory actions includes:

- The requirement to establish the status of the plan and its interrelationship with Statutory Decision making and consent-granting frameworks,
- Integrating the requirements for Environmental Compliance into the Plan. Particular emphasis is placed on the following:
 - Requirements for lower-tier environmental assessment,
 - The Mayo County Development Plan,
 - The Climate Action Plan 2019,
 - Visitor management,
 - Consideration for infrastructural capacity and green infrastructure, and
 - Eco system services
- d) Development and execution of an **Environmental Monitoring Programme** for the Plan during implementation and operation.
 - The SEA Directive requires that the significant environmental effects of the implementation of plans and programmes are monitored. Section A5a details the measures that have been selected in order to monitor the likely significant effects of implementing this Plan.
 - Monitoring can demonstrate the positive effects facilitated by the Plan and can enable, at an early stage, the identification of unforeseen adverse effects and the undertaking of appropriate remedial action.
 - The occurrence of persistent significant adverse environmental effects which are directly attributable to tourism would necessitate consideration of the effects in the context of the Plan and a possible review of part(s) of the Plan.
 - Environmental monitoring will be based around indicators that allow quantitative measures of trends and progress over time relating to the Strategic Environmental Objectives.
 - A variety of sources of information will be used to run the programme.

Environmental Monitoring will be executed by Fáilte Ireland and will run concurrent with the implementation phase of the Plan itself. It will be reported on to the Plan's implementation group on an annual basis where relevant information sources allow, and the findings of the monitoring will influence the actions of the plan as it progresses. The monitoring will be linked directly to the Plan KPI's, including monitoring of visitor numbers where relevant.

Environmental monitoring for the Destination and Experience Development Plan and other existing/future Fáilte Ireland plans, programmes, etc. may be undertaken and reported on at the same time.

Appendix 5A sets out the indicators that will be used in the operation of this environmental monitoring programme.

Sustainable and Responsible Tourism

This Plan conforms and commits to sustainable growth of tourism in the Clew Bay region and, in completing the above-mentioned assessments, demonstrates the strong commitment to the VICE Model for Sustainable Tourism Development. The implementation of the guiding principles on the following page is key to the success of the Plan.

Guiding Principles for Sustainable and Responsible Tourism

- Assess the feasibility of developing and implementing visitor management plans where relevant
- Encourage the adoption of a responsible tourism approach with ongoing monitoring of environmental impacts
- Increase awareness and appreciation of the Clew Bay region's unique landscape and environment
- Increase environmental performance among tourism businesses
- Encourage sustainable modes of transport and ensure they are accessible to tourists
- Introduce and implement minimum sustainable standards for tour guides
- Increase and promote environmental protection and enhancement when progressing actions derived from this plan
- Ensure the EPA's Environmental Sensitivity Mapping Webtool is consulted when implementing projects resulting from this plan.
- Monitor the quality of visitor experiences and local social/cultural impact at key sites
- Ensure Clew Bay visitor experiences are accessible to all where possible
- Support voluntary and community-led environmental protection projects, which in turn benefit tourism
- Advocate for the protection of key environmental and tourism assets
- Improve tourist management, particularly in mature and established tourist areas
- Encourage tourism related businesses to engage in the Leave No Trace Programme
- Ensure crucial infrastructure including water and wastewater services are in place and adequate
- Harness the importance of ecosystem services and protected sites to encourage sustainable levels of ecotourism growth and awareness
- Ensure invasive species management is in place through the promotion of effective biosecurity measures

Implementation and Consent

This Plan is situated alongside a hierarchy of statutory documents setting out public policy for land use development, tourism, infrastructure, sustainable development, environmental protection and environmental management. These include the National Planning Framework (NPF),

Regional Spatial and Economic Strategies (RSEs) and lower tier Development Plans and Local Area Plans.

Implementing the DEDP will involve Fáilte Ireland helping to facilitate, promote, support and coordinate stakeholders (including local authorities, other government agencies, tourism operators, communities and visitors) in their activities in a way that is consistent with existing and emerging plans that have been subject to environmental assessment. The DEDP does not provide consent, establish a framework for granting consent or contribute towards a framework for granting consent.

In order to be realised, projects included in this Plan will have to comply, as relevant, with the various provisions of legislation, policies, plans and programmes (including requirements for lower-tier Appropriate Assessment, Environmental Impact Assessment and other licencing requirements as appropriate) that form the statutory decision-making and consent-granting framework, of which this Plan is not part and does not contribute towards.

Further detail on requirements in this respect are set out in Section 9.2 of the accompanying SEA Environmental Report.

Integrating Requirements for Environmental Protection and Management into the Plan

The SEA and AA team worked with the Plan-preparation team at Fáilte Ireland in order to integrate requirements for environmental protection and management into the Plan.

Fáilte Ireland provides funding for sustainable tourism projects that emerge as part of specific, competitive, themed and time-bound grant schemes or as part of wider strategic partnerships. These include projects relating to land use, infrastructural development and land use activities and attractions. Reference made to such projects included in the Plan does not guarantee funding. While funding is provided to certain projects, Fáilte Ireland is not the developer.

In order to achieve funding (including promotion) for land use or infrastructural development or land use activities from Fáilte Ireland, Fáilte Ireland's stakeholders shall be required to demonstrate compliance with measures relating to sustainable development, environmental protection and environmental management contained within the following Fáilte Ireland published documents:

- Wild Atlantic Way Operational Programme Appendix 5 "Site Maintenance Guidelines" and other relevant measures from the Fáilte Ireland visitor and habitat management guidelines series (and any subsequent replacements); and
- Wild Atlantic Way Operational Programme Appendix 6 "Environmental Management for Local Authorities and Others" (and any subsequent replacements).

In order to be realised, projects included in the DEDP (in a similar way to other projects from any other sector) will have to comply, as relevant, with various legislation, policies, plans and programmes (including requirements for lower-tier Appropriate Assessment, Environmental Impact Assessment and other licencing requirements as appropriate) that form the statutory decision-making and consent-granting framework, of which the DEDP is not part and does not contribute towards. Such legislation, policies, plans and programmes include:

- Requirements for lower-tier environmental assessment, including EIA and AA;
- Statutory land use plans that form part of the statutory decision-making and consent-granting framework (e.g. Development Plans, such as the Mayo County Development Plan, and Local Area Plans) and that have undergone environmental assessment, as appropriate, including various provisions relating to sustainable development, environmental protection and environmental management ; and
- The Climate Action Plan 2019 and the National Climate Change Adaptation Framework (2018 and any subsequent versions) .

Infrastructure Capacity

With respect to infrastructural capacity (including drinking water, wastewater, waste and transport) the potential impact on existing infrastructure as well as the potential environmental effects of a likely increase in tourism-related traffic volumes along any routes resulting from the relevant initiative shall be considered and mitigated as appropriate, where relevant. The promotion of developing visitor friendly infrastructure where it is required will also be encouraged.

Visitor Management

Those receiving funding shall seek to manage any increase in visitor numbers and/or any change in visitor behaviour in order to avoid significant effects including loss of habitat and disturbance, including ensuring that new projects are a suitable distance from ecological sensitivities.

Extensive research by Fáilte Ireland has shown improved environmental outcomes (including improved attainment of conservation objectives) in areas with visitor management strategies. Visitor management strategies will be required for proposed plans, programmes and projects that are to receive funding as relevant and appropriate.

Green Infrastructure and Ecosystem Services

Those receiving funding shall contribute towards the maintenance of existing green infrastructure and its ecosystem services, taking into account the output of the Mapping and Assessment of Ecosystem Services project being undertaken by the NPWS. Proposals for the development of any green infrastructure should demonstrate the synergies that can be achieved with regard to the: provision of open space amenities; sustainable management of water; protection and management of biodiversity; protection of cultural heritage; and protection of protected landscape sensitivities.

A5 Environmental Considerations Ceisteanna Timpeallachta

A5a Selected Environmental Indicators, Targets and Monitoring Sources

Environmental Component	Indicators	Targets	Source and (where available) Frequency
Biodiversity, Flora and Fauna	B1: Conservation status of habitats and species as assessed under Article 17 of the Habitats Directive	B1: Maintenance of favourable conservation status for all habitats and species protected under National and International legislation to be unaffected by implementation of the Plan	<ul style="list-style-type: none"> • Documentation demonstrating compliance with “Requirements for Environmental Protection and Management” • Lower tier environmental assessment and decision making by local authorities • SEA Monitoring Programme reports for the land use plans of relevant local authorities (as required, monitoring reports published on various timescales and frequencies) • Department of Arts, Heritage, Regional, Rural and Gaeltacht Affairs’ report of the implementation of the measures contained in the Habitats Directive - as required by Article 17 of the Directive (every 6 years) • Department of Arts, Heritage, Regional, Rural and Gaeltacht Affairs’ National Monitoring Report for the Birds Directive under Article 12 (every 3 years) • Consultations with the NPWS • CORINE mapping resurvey (every c. 5 years) • Input from any other existing or replacement Fáilte Ireland monitoring programmes
	B2: Percentage loss of functional connectivity without remediation resulting from Plan	B2: No significant ecological networks or parts thereof which provide functional connectivity to be lost without remediation resulting from the Plan	
	B3i: Number of significant impacts on relevant habitats, species, environmental features or other sustaining resources in designated sites including Wildlife Sites resulting from the Plan	B3i: Avoid significant impacts on relevant habitats, species, environmental features or other sustaining resources in designated sites including Wildlife Sites resulting from the Plan	
	B3ii: Number of significant impacts on the protection of listed species	B3ii: No significant impacts on the protection of listed species resulting from the Plan	

A5 Environmental Considerations Ceisteanna Timpeallachta

Environmental Component	Indicators	Targets	Source and (where available) Frequency
Population and Human Health	PHH1: Occurrence (any) of a spatially concentrated deterioration in human health arising from environmental factors resulting from the Plan, as identified by the Health Service Executive and Environmental Protection Agency	PHH1: No spatial concentrations of health problems arising from environmental factors as a result the Plan	<ul style="list-style-type: none"> • Documentation demonstrating compliance with “Requirements for Environmental Protection and Management” • Lower tier environmental assessment and decision making by local authorities • SEA Monitoring Programme reports for the land use plans of relevant local authorities (as required, monitoring reports published on various timescales and frequencies) • Consultations with the HSE and EPA • Input from any other existing or replacement Fáilte Ireland monitoring programmes
Soil	S1: Artificial surfaces land cover extent	S1: Contribute towards the target of the National Planning Framework’s SEA (2018) to “Maintain built surface cover nationally to below the EU average of 4%.”	<ul style="list-style-type: none"> • Documentation demonstrating compliance with “Requirements for Environmental Protection and Management” • Lower tier environmental assessment and decision making by local authorities • SEA Monitoring Programme reports for the land use plans of relevant local authorities (as required, monitoring reports published on various timescales and frequencies) • CORINE mapping resurvey (every c. 5 years) • Input from any other existing or replacement Fáilte Ireland monitoring programmes

A5 Environmental Considerations Ceisteanna Timpeallachta

Environmental Component	Indicators	Targets	Source and (where available) Frequency
Water	<p>W1i: Classification of Overall Status (comprised of ecological and chemical status) under the European Communities Environmental Objectives (Surface Waters) Regulations 2009 (SI No. 272 of 2009)</p> <p>W1ii: Mandatory and Guide values as set by the EU Bathing Water Directive and transposing Bathing Water Quality Regulations (SI No. 79 of 2008)</p> <p>W2: Interactions with Groundwater Quality Standards and Threshold Values under Directive 2006/118/EC resulting from development adhering to the Plan</p> <p>W3: Compliance of relevant lower tier assessments and decision making with the Flood Risk Management Guidelines</p>	<p>W1i: No deterioration in the status of any surface water or adverse effect upon the ability of any surface water to achieve 'good status' as a result of the Plan</p> <p>W1ii: No deterioration in the value of bathing waters or adverse effect upon the ability of any bathing water to achieve Mandatory values and, where possible, Guide values as a result of the Plan</p> <p>W2: Not to affect the ability of groundwaters to comply with Groundwater Quality Standards and Threshold Values under Directive 2006/118/EC, subject to exemptions provided for by Article 4 of the WFD</p> <p>W3: For lower tier assessments and decision making to comply with the Flood Risk Management Guidelines</p>	<ul style="list-style-type: none"> • Documentation demonstrating compliance with "Requirements for Environmental Protection and Management" • Lower tier environmental assessment and decision making by local authorities • Data issued under the Water Framework Directive Monitoring Programme for Ireland (multi-annual) • EPA <i>The Quality of Bathing Water in Ireland</i> reports • SEA Monitoring Programme reports for the land use plans of relevant local authorities (as required, monitoring reports published on various timescales and frequencies) • Input from any other existing or replacement Fáilte Ireland monitoring programmes
Air and Climatic Factors	<p>AC1: Demonstration of compliance with provisions relating to climate adaptation and mitigation have been integrated into the Plan.</p>	<p>C1: To maximise the amount of measures relating to climate adaptation and mitigation being implemented</p>	<ul style="list-style-type: none"> • Documentation demonstrating compliance with "Requirements for Environmental Protection and Management" • Lower tier environmental assessment and decision making by local authorities • SEA Monitoring Programme reports for the land use plans of relevant local authorities (as required, monitoring reports published on various timescales and frequencies) • Input from any other existing or replacement Fáilte Ireland monitoring programmes

A5 Environmental Considerations Ceisteanna Timpeallachta

Environmental Component	Indicators	Targets	Source and (where available) Frequency
Material Assets	M1: Number of instances whereby additional tourists are directed by beneficiaries of funding towards areas in the Plan area where adequate and appropriate critical infrastructure with sufficient capacity is unavailable	M1: No instances whereby additional tourists are directed by beneficiaries of funding towards areas in the Plan area where adequate and appropriate critical infrastructure with sufficient capacity that does not present a danger to human health are unavailable	<ul style="list-style-type: none"> • Documentation demonstrating compliance with “Requirements for Environmental Protection and Management” • Lower tier environmental assessment and decision making by local authorities • SEA Monitoring Programme reports for the land use plans of relevant local authorities (as required, monitoring reports published on various timescales and frequencies) • Consultations with the partners such as the EPA, Irish Water and/or Mayo County Council • Input from any other existing or replacement Fáilte Ireland monitoring programmes
	M2: Number of significant adverse effects on the use of or access to public assets and infrastructure	M2: No significant adverse effects on the use of or access to public assets and infrastructure	
	M3: Preparation and implementation of construction and environmental management plans	M3: For construction and environmental management plans to be prepared and implemented for relevant projects	

A5 Environmental Considerations Ceisteanna Timpeallachta

Environmental Component	Indicators	Targets	Source and (where available) Frequency
Cultural Heritage	CH1: Percentage of entries to the Record of Monuments and Places protected from significant adverse effects arising from the Plan	CH1: No unauthorised adverse effects on archaeological heritage resulting from implementation of the Plan	<ul style="list-style-type: none"> • Documentation demonstrating compliance with “Requirements for Environmental Protection and Management” • Lower tier environmental assessment and decision making by local authorities • SEA Monitoring Programme reports for the land use plans of relevant local authorities (as required, monitoring reports published on various timescales and frequencies) • Input from any other existing or replacement Fáilte Ireland monitoring programmes
	CH2: Percentage of entries to the Records of Protected Structures and Architectural Conservation Areas and their context protected from significant adverse effects arising from the Plan	CH2: No unauthorised adverse effects on architectural heritage resulting from implementation of the Plan	<ul style="list-style-type: none"> • Documentation demonstrating compliance with “Requirements for Environmental Protection and Management” • Lower tier environmental assessment and decision making by local authorities • SEA Monitoring Programme reports for the land use plans of relevant local authorities (as required, monitoring reports published on various timescales and frequencies) • Input from any other existing or replacement Fáilte Ireland monitoring programmes
Landscape	L1: Number of unmitigated conflicts with the appropriate protection of statutory designations relating to the landscape, including those included in Development Plans and other statutory land-use plans	L1: No unmitigated conflicts with the appropriate protection of statutory designations relating to the landscape, including those included in Development Plans and other statutory land-use plans	<ul style="list-style-type: none"> • Documentation demonstrating compliance with “Requirements for Environmental Protection and Management” – see Section 9 • Lower tier environmental assessment and decision making by local authorities • SEA Monitoring Programme reports for the land use plans of relevant local authorities (as required, monitoring reports published on various timescales and frequencies) • Input from any other existing or replacement Fáilte Ireland monitoring programmes



PHOTOGRAPHS

Unless otherwise noted, all images have been sourced from Fáilte Ireland (with image rights acquired) and TEAM Tourism Consulting.

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