

Challenge #2:

Visitor Management & Congestion

Challenge:

- There are bottle necks developing in established tourism hot spots along the Wild Atlantic Way e.g. Cliffs of Moher to Doolin & Dingle, which are starting to negatively affect the visitor experience. In addition, given the reliance on the natural landscape we need to future proof our hero asset to manage future visitor growth. This presents an opportunity to take advantage of existing geographies with a strong tourist offering that are adjacent to the Wild Atlantic Way

Solution:

- Working to take visitors off the Wild Atlantic Way in areas of congestion e.g. A Burren drive would extend and navigate the visitor around the entire Burren landscape, easing congestion around Doolin etc.
 1. Identification and presentation of 'drives' that are off the Wild Atlantic Way and that can provide the visitor with a quality experience. These 'drives' will not be branded Wild Atlantic Way. However, they will be presented based on their own story/attraction to potential visitors as a visitor experience in proximity to the Wild Atlantic Way. We will utilise maps & apps.
 2. Development of Wild Atlantic Way themed itineraries that will spread visitors wider along the Wild Atlantic Way e.g. "The Landscapes that inspired Star Wars". In particular these themes will support our challenge of regional spread of visitors.

Outcome:

- 4 new drives & 2 themed itineraries/trails in place by end 2017.