

# THE WILD ATLANTIC WAY

## Project Update

Bulletin No.1

July 2012



**Fáilte Ireland**  
National Tourism Development Authority



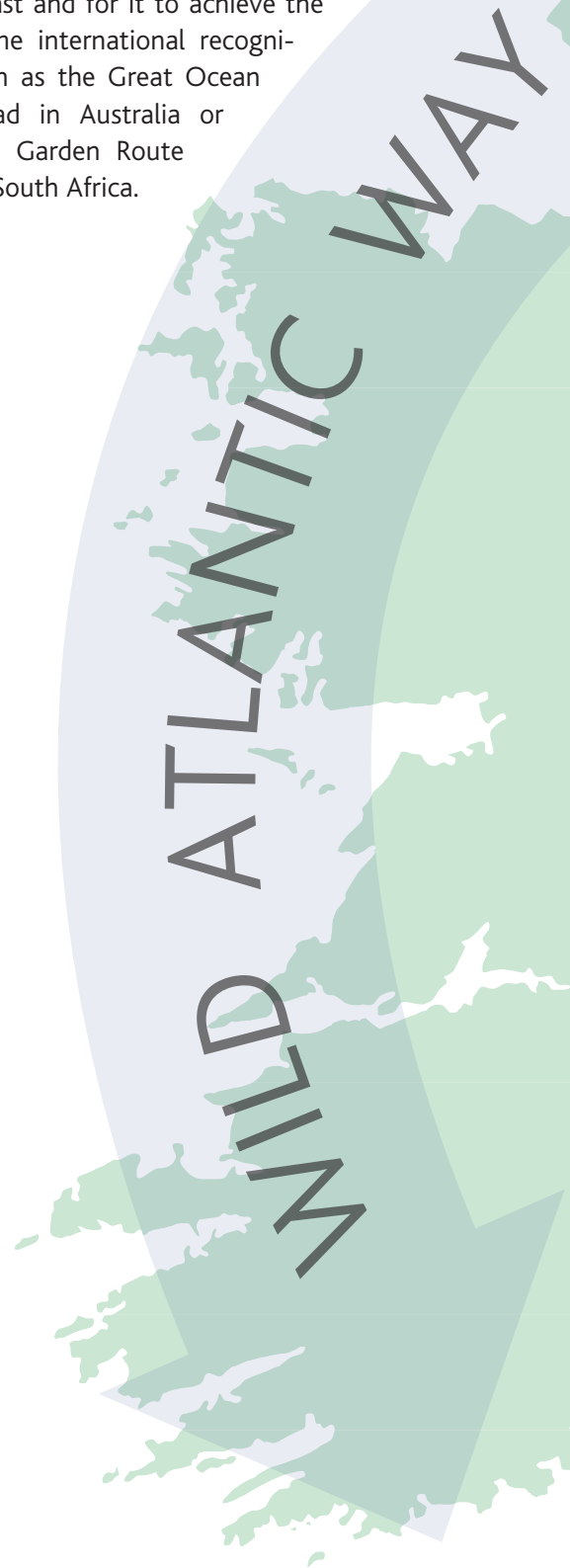
Welcome to the first Project Update Bulletin on the Wild Atlantic Way project. The purpose of this short document is to keep you informed on the latest developments in the Wild Atlantic Way, to tell you how you can input to the project and to outline the next steps in the planning and development process.

## What's it all about?

The Wild Atlantic Way is an exciting new project which involves the development of a driving route along the Atlantic coast of Ireland from Donegal to Cork. The route itself will comprise of a central spine, together with a series of loops and spurs off it to encourage people to explore all that the west coast has to offer. It will showcase the best scenery and attractions for visitors with improved on-road infrastructure such as viewing points and lay-bys. It will also provide better opportunities for you in the industry to sell your product into overseas markets. The route will also link with walking and cycling routes, and will offer lots of opportunities to visitors to get active in the great outdoors and to engage with local culture. As such, it is a driving route with a difference, offering visitors more reasons to get out of the car than to stay in it!

## Objectives

The overall objective of the project is to develop a driving route that is of sufficient scale and singularity to achieve greater visibility in both overseas and domestic markets. The planned outcomes are greater visitor numbers to the west of Ireland, longer dwell time and increased visitor enjoyment and spend. We want the Wild Atlantic Way to become synonymous with the west coast and for it to achieve the same international recognition as the Great Ocean Road in Australia or the Garden Route in South Africa.





## A Partnership Approach

Getting this project right will take time and it is not something that Fáilte Ireland can achieve on its own. We are teaming up with the twelve Local Authorities along the west coast, a range of State agencies and local development organisations, and the tourism businesses and communities, in order to identify the route and undertake the interpretation and infrastructure planning along the entire Wild Atlantic Way. Once the route has been developed and the marketing material is in place, it will still only be a success if all the businesses and communities along the way get behind it.

## Tell us what you think

We need your input to this project from the very start. As you can see from the table on the back page, the project is currently at the route identification stage. Tell us where you think the route should go that will offer the best experience for the visitor. We look forward to your input over the entire course of the project and please get in touch with us at any stage.

## Contact:

Paddy Mathews.  
Fáilte Ireland, 88-95 Amiens Street, Dublin 1.

Tel: 01 884 7223; Mob: 086 854 2209  
Email: [paddy.mathews@failteireland.ie](mailto:paddy.mathews@failteireland.ie)

For further details see [www.failteireland.ie/Develop-Your-Business/Key-Projects-Carousels/The-Wild-Atlantic-Way.aspx](http://www.failteireland.ie/Develop-Your-Business/Key-Projects-Carousels/The-Wild-Atlantic-Way.aspx)



# Project Development and Consultation

## We are Here



Trade and community engagement and activation

Throughout each stage of the process