

Greenways Naming Toolkit Research

Mark O'Boyle
Consumer Planning & Insights
2nd February 2021

RESEARCH BACKGROUND & OBJECTIVES

The standardized network of greenways is an exciting initiative that involves local authorities developing recreational or pedestrian corridors exclusively for non-motorized journeys. These greenways are developed in an integrated manner which enhances both the environment and quality of the surrounding area and they must meet satisfactory standards of width, gradient and surface condition to ensure that they are both user friendly and low risk to users of all abilities.

BACKGROUND

The success of the greenways project has led to an increase in the number of local authorities who are developing greenways within their own areas and linking greenways in neighboring counties. At last count there were as many as 19 greenways at various stages of development in 17 counties.

PROJECT AIM

Faillte Ireland and its stakeholders have been working on an overarching greenways brand. However, a particular problem which has emerged is how the individual Greenways are named.

RESEARCH OBJECTIVE

The scope of this research is to finalise the choice of naming convention by quantifying the findings of the initial qualitative research with a larger sample of consumers.

PROJECT APPROACH

01 QUALITATIVE RESEARCH

jump!

- Strategy Review – Understand what makes best in class international Greenways & walking routes (e.g. Venn Bahn, Germany, Camino de Santiago, Spain, Euro Velo Rivers Route) successful with consumers
- Expert In-Depths - Six (40min) in-depth interviews with international and Irish stakeholders and experts looking at what works and what the future holds
- Consumer Group Discussions – Twelve (90min) group discussions with occasional or regular cyclists. Three each in Rep. of Ireland, Northern Ireland, Britain & Germany.

02 QUANTITATIVE RESEARCH



- 1,151 online interviews with adults (18+ years) in Rep. of Ireland, Northern Ireland, Britain & Germany
- All to non-rejectors of visiting ROI in holiday or short break
- All to be open to walking or cycling when on holiday or short break



GREENWAYS NAMING RESEARCH



There are six key emotions that people feel when on a good cycle or walk. The best cycling and walking routes deliver on all six of these, to some extent.

01
**Feel
Closer**

Cycling and walking makes people feel closer to friends, family and travel partners, closer to nature and wildlife and closer to the places they are experiencing.

02
**Feel like an
Explorer**

Cycling and walking allows people to discover new places and things, 'go off the beaten track', 'see more of a place', explore different scenery and landscapes.

03
**Feel
Free**

Cycling and walking gives people a sense of freedom and an escape from routine and 'everyday life', enjoyed at their own pace and on their terms. There is also a childhood joy to cycling.

04
**Feel
Entertained**

Cycling and walking gives people a sense of adventure and fun by offering things to see and do along the route, stories and memories to make, social interactions and overall good times.

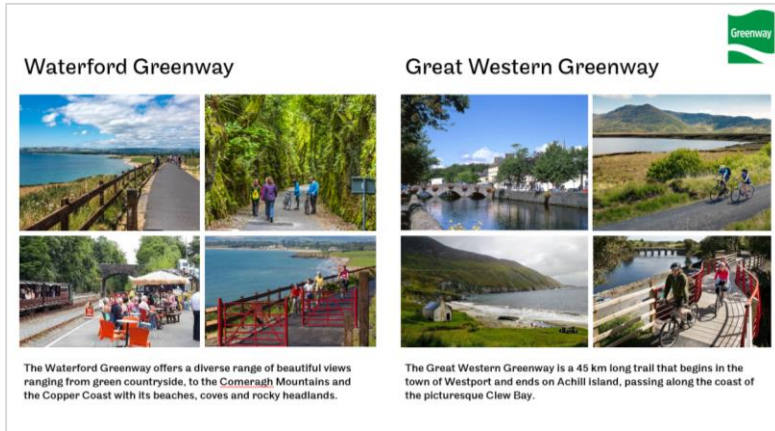
05
**Feel
Healthy**

Cycling and walking helps boost people's mental and physical wellbeing; it makes them feel fitter, better about themselves and like they have achieved something small.

06
**Feel
Relaxed**

Cycling and walking are great ways to chill out, 'clear the mind' and just relax. By getting out into nature, people are getting away from busy city living and stresses and into to a slower pace of life.

The magic of 'The Greenway'; six points of magnetism about it. Overall, the concept delivers against the six key emotions; future routes must do the same.



01 Variety

Variety of things to do along the way create talkability and buzz.

Feels like a more memorable and exciting day out than an typical cycle.

Different types of scenery create a sense of exploration and adventure for both local and overseas visitors.

Feel like an Explorer emotion

02 Safety

Safe and segregated routes mean users can enjoy the experience more fully.

This makes it more relaxing and inclusive of all ages and abilities.

This is particularly important to older users and parents who are more nervous about cars.

Feel Relaxed emotion

03 Fun

Greenways are seen as social and fun.

Ability to cycle/walk side-by-side makes it a great shared activity with friends and family.

People really like the idea of stopping in old railway stops (like Kilmeaden) for tea and coffee.

Feel Entertained emotion

04 Culture

Expectation of friendly interaction with locals along the way.

Visitors expect to visit local pubs along the way that offer a bit of craic and make the experience more fun and unique.

Feel Closer / Entertained emotion

05 Ease

Greenways are an easy way to discover a new area.

Expectation of clearly signposted pathways and things to see and do along the way that are clearly demarcated (e.g. historical landmarks, pubs, café's, activities).

Feel Free emotion

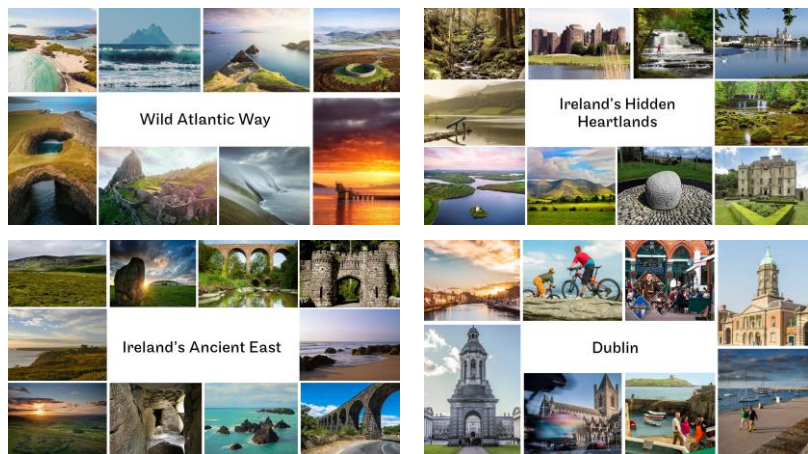
06 Scenery

Expectation of beautiful views, interesting flora and fauna and peaceful roads.

Greenways are a great way to see the Irish countryside which is known for it's striking landscapes.

Feel Closer emotion

There are three key learnings for the naming conventions and strategy of Greenway routes. These come from consumers.



01 Evocative language helps build excitement

Using appropriate adjectives helps capture the essence of an experience. This is something we can consider for naming Greenway routes.

Evocative language is exciting and it stirs people's imagination for what's to come.

Using adjectives as part of Greenway names **could** help excite people about the experience. However, we need to avoid duplication and any overlap with tourism brands.

02 Location words help to 'anchor the experience'

Specific location terms (i.e. 'Atlantic', 'Dublin', 'East', 'Heartlands') help people understand where routes are and what's unique about them.

This is important info for people to plan their trip.

Our Greenway names **should** help people understand specifically where they will be going on the route. More on this in the next section.

03 A bigger 'theme' creates meaning and distinctiveness

'Wild Atlantic', for example, evokes epic scenery to see, to photograph, to remember; this is relevant for people who like the outdoor adventure.

The same applies for the other tourism brands; they give shortcuts to passion points (e.g. history / heritage).

There's an opportunity to use a theme, either directly or indirectly, to influence Greenway names and **differentiate** the experiences.

We explored different types of names in qual research.

D Railways and Regions Great Western Great Eastern

H County Nicknames

A Place Names

G Experience Led

F History and Heritage

E Landscapes Coast to Coast Irish Sea Coastal

B Scenic Landmarks

C Tourism Brand Link

Ancient East Waterford - Wexford
Greenway

Wild Atlantic Way Galway
Greenway

Hidden Heartlands Athlone Trail
Greenway

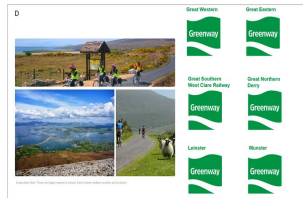
Wild Atlantic Way Route 2
Greenway

Explanation Note: These are linked directly with the Wild Atlantic Way, Ireland's Hidden Heartlands and Ireland's Ancient East branding.

Summary of learnings for the different types of names.

Low Appeal

High Appeal



Railways and Regions

Using words that signal railway lines (e.g. Great Southern) are seen as less interesting routes compared to others and without a specific place name, they feel generic and confusing. For something to be called Great Southern, it must be linked to railways and a railway experience to be credible.



County Nicknames

County nicknames inspired a sense of pride among local Irish consumers and were seen as more 'romantic' (e.g. The Kingdom versus Kerry). However, they don't mean anything to overseas tourists and would therefore be harder to research and plan for. They could be used, if combined with more specificity.



Place Names

Although using the name of a place for a Greenway is simple and easy to understand, overall these names were seen as boring and not evoking any feeling. They don't mean anything to tourists (e.g. Wexford) and would be hard to differentiate over time. Using the 'From To' destinations worked well for people as it lets them plan better.



Experience Led

Names which include cultural experiences (e.g. Whiskey) are fun, a great day out with friends and tap into people's passions. Without a specific place name however, they can be confusing and seen more as indoor tours, rather than cycling or part of the Greenways.



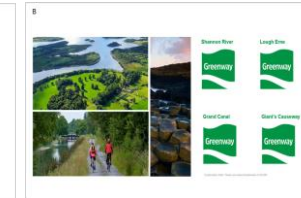
History and Heritage

Cultural names (Like Vikings) evoke a sense of mystery, adventure and discovery and signal unique things to see and do; great for a family day out. There is a watch-out that these types of names can be seen as too challenging (Warrior Greenway) or too focused on history / education, which takes away from the cycling / walking / scenery experience.



Landscapes

Although 'Coast to Coast' and 'Mountain to Sea' feel too hardcore for recreational users and also lack a specific location, the idea of using landscapes and scenery in the names feels exciting and interesting. It evokes feelings in people. Names like Coast to Coast are more 'bucket list' routes than everyday recreational routes.



Scenic Landmarks

Known landmarks give expectations of the experience. Rivers and lakes signal easy, flat, pleasant, nice views and potential to do other things along the route e.g. rent canoes. When combined with a specific place, these types of names would work very well.



Tourism Brand Link

Although evocative words like Wild, Atlantic, Hidden tested really well and signalled emotions and feelings (adventure, discovery etc.), the routes and the names were seen as too challenging, too long, not easily understood. Trail suggests an off-the-beaten track designated path, which some people really liked (the experience must live up the word, if we choose it for a route).

We need to make it easy for people to choose Greenway routes and picture the experience they will get.

Mental shortcut	Coast/ Sea	Lakes	Islands	Mountain	River/ Canal	Railway	Garden	Ancient	Wild	Hidden
First word that comes to mind	Energising	Peaceful	Relaxing	Challenging	Easy	Limited scenery	Calming	Mysterious	Difficult route and weather	Intriguing
Distinctive Brand Asset	Stunning scenery and more challenging/ rocky terrain	Flat route with beautiful scenery and potential to stop off for a swim	Beautiful scenery and a quiet, rural location	Lots of hills would require a high level of fitness	Flat, easy ride so suitable for abilities	Flat route away from main roads	Beautiful scenery and peaceful environment	Lots of interesting historical sites to visit along the way but somewhat 'old'	Unspoiled terrain and amazing views	Lots of interesting historical sites and quiet countryside with few tourists
Heuristic	Whiskey	Food	Trad Music	Heritage/ History	Vikings	High Kings	Royal	Warrior	Cú Chulainn	Great
First word that comes to mind	Good craic	Sociable	Lively	Educational	Kiddie	Majestic scenery	Indoor	Exhilarating	Mystical, but unknown	Epic but Long
Distinctive Brand Asset	Lots of drinking so probably not much cycling	Great day out with a group of friends, not very cycling focused	An enjoyable social experience for friends and families	Good way to learn more about Ireland and different historical sites	Interesting historical sites along the way, but unclear exactly what can be seen	Places of cultural and historical relevance along the way to check out which is interesting	A touristy route that offers lots of things to see and do along the way	Long route with challenging terrain and lots of hills, probably not family friendly	Places of historical significance along the way	An interesting ride with lots of points of interest along the way

People are open to and interested in the Greenways having a variety of different names for different routes that signal different types of experiences.



We need a clear framework and approach to naming that gives us the freedom to be creative, distinctive and meaningful.

Everything with the same theme would get boring.

Everything with the same type of name would be repetitive and less distinctiveness.

For example, Galway Greenway, Meath Greenway, Sligo Greenway, Donegal Greenway...all start to sound the same and don't give people a sense of difference or a reason to choose it.

We need an overarching approach to naming.

This doesn't mean that every name has to be the same; it should give us guidelines and a freedom to create interesting names that attract people.

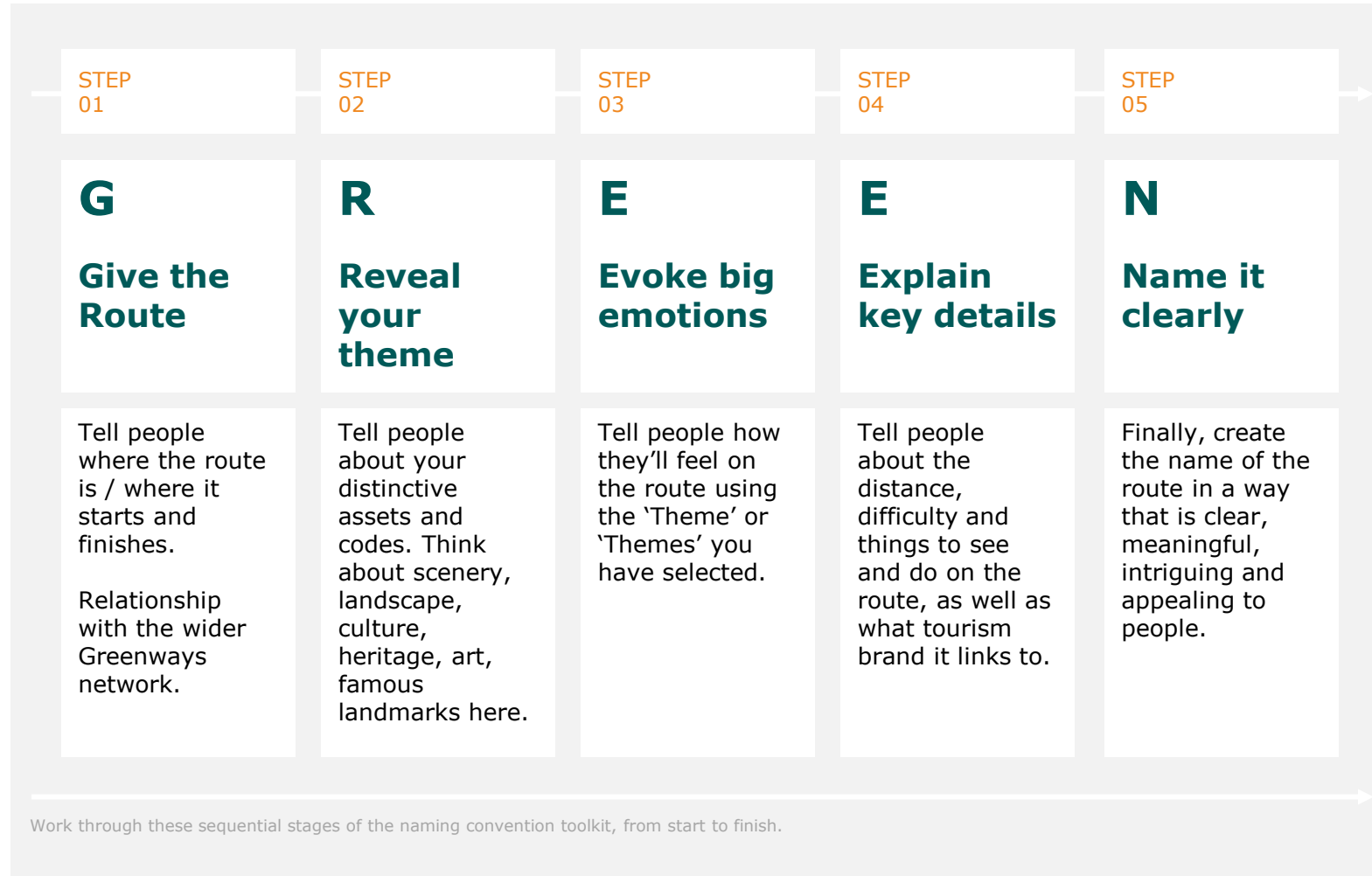


GREENWAYS NAMING TOOLKIT



The Greenways Naming Toolkit.

Think GREEN



The Greenways Naming Toolkit.

Example of how to use it and apply it: **The Western Way**



Analysis of Name:

1. Doesn't give any indication of where it is. Western could mean Galway, Mayo, Sligo, Clare.
2. Doesn't give any indication of what to expect along the route and therefore doesn't evoke any emotions.
3. Uses the word 'Way' twice; for both Greenway and Western Way, which could be confusing.
4. Not memorable and could get confusing when compared to Great Western Greenway.
5. Might signal railway and therefore, a route that is more bland.

STEP 01	STEP 02	STEP 03	STEP 04	STEP 05
G	R	E	E	N
Give the Route	Reveal your theme	Evoke big emotions	Explain key details	Name it clearly
<p>Connemara. This evokes a rugged, distinctive, breath-taking environment for those who have heard of it and is intriguing for tourists.</p> <p>Galway. This evokes music, art, food, trad music.</p> <p>Killary Fjord. This evokes ice-age, dramatic views and is distinctive for Ireland. Great Google results too.</p>	<p>Rugged Scenery</p> <p>This comes from Killary Fjord, Lough Corrib, Mountain Views on the route.</p>	<p>This Greenway will help people feel entertained.</p> <p>It does this by being Adventurous, Awe-Inspired, Breath-taking.</p> <p>Secondary emotions: Feel Healthy and Feel Closer.</p>	<p>Found along the Wild Atlantic Way.</p> <p>Distance: 56km.</p> <p>Difficulty Level: Medium.</p> <p>See and Do along the way:</p> <ol style="list-style-type: none"> 1. Kayak in Killary 2. Boat Tours 3. Glengowla mines 4. Augnanor Castle 5. Alpaca Farm 	<p>Options:</p> <ol style="list-style-type: none"> 1. Killary Fjord Greenway 2. Connemara Lakes Greenway 3. Connemara Adventure Greenway



FINAL THOUGHTS



USE THE TOOLKIT

- Naming is difficult but...
- The **GREEN** Toolkit provides a proven mechanism to create distinctive names which will evoke the emotions associated with cycling and walking on Greenways
- It will of course require skill to build on these key building blocks to make names appealing and persuasive.
- A couple of points on what the research told us:
 - Remember your audience. While it's very important to have local buy-in, if you're aiming for a tourism boost you have to view your Greenway from the outside
 - Names that rely solely on placenames whether they be towns or counties (e.g. Adare-Fenit or Limerick-Kerry), generally don't resonate with consumers
 - County nicknames (e.g. Kingdom, Rebel etc.) don't resonate beyond Ireland and sometimes not beyond the county itself
 - Railway names can be perceived to be bland, especially if replicated for multiple Greenways
- The GREEN Toolkit goes beyond just the name (**E**xplain the Detail):
 - Broader proposition – length of route, gradients, rest stops etc.
 - Links to broader tourism proposition in the region
- Keep it simple! (**R**eveal you theme)



THANK YOU

Mark O'Boyle

Insights Officer | Fáilte Ireland

Aras Fáilte, 88-95 Amiens Street, Dublin 1, D01 WR86

T +353 (0)86 067 2035 | www.failteireland.ie