Greenways Naming Toolkit
Research

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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.

Failte 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.

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.

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.

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.

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.

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).

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 its striking landscapes.
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 should 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.

<table>
<thead>
<tr>
<th>Category</th>
<th>Examples</th>
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</thead>
<tbody>
<tr>
<td>Railways and Regions</td>
<td>Great Western, Great Eastern</td>
</tr>
<tr>
<td>County Nicknames</td>
<td>Place Names</td>
</tr>
<tr>
<td>Experience Led</td>
<td>History and Heritage</td>
</tr>
<tr>
<td>Landscapes</td>
<td>Coast to Coast, Irish Sea Coastal</td>
</tr>
<tr>
<td>Scenic Landmarks</td>
<td>Tourism Brand Link</td>
</tr>
</tbody>
</table>

**Tourism Brand Link**

- Ancient East Waterford - Wexford
- Wild Atlantic Way Galway
- Hidden Heartlands Adrienne Trail
- Wild Atlantic Way Route 2

*Explanation Note: These are based directly on the Wild Atlantic Way, Ireland's Hidden Heartlands and western coastal footpath and routes.*
Summary of learnings for the different types of names.

Low Appeal

- Railways and Regions
- County Nicknames
- Place Names
- Experience Led

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.

- History and Heritage
- Landscapes
- Scenic Landmarks
- Tourism Brand Link

High Appeal

- 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.

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.

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.

- 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.

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.

<table>
<thead>
<tr>
<th>Mental shortcut</th>
<th>Coast/ Sea</th>
<th>Lakes</th>
<th>Islands</th>
<th>Mountain</th>
<th>River/ Canal</th>
<th>Railway</th>
<th>Garden</th>
<th>Ancient</th>
<th>Wild</th>
<th>Hidden</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>First word that comes to mind</strong></td>
<td>Energising</td>
<td>Peaceful</td>
<td>Relaxing</td>
<td>Challenging</td>
<td>Easy</td>
<td>Limited scenery</td>
<td>Calming</td>
<td>Mysterious</td>
<td>Difficult route and weather</td>
<td>Intriguing</td>
</tr>
<tr>
<td><strong>Distinctive Brand Asset</strong></td>
<td>Stunning scenery and more challenging/rocky terrain</td>
<td>Flat route with beautiful scenery and a quiet, rural location</td>
<td>Lots of hills would require a high level of fitness</td>
<td>Flat, easy ride so suitable for abilities</td>
<td>Flat route away from main roads</td>
<td>Beautiful scenery and peaceful environment</td>
<td>Lots of interesting historical sites to visit along the way but somewhat ‘old’</td>
<td>Unspoiled terrain and amazing views</td>
<td>Lots of interesting historical sites and quiet countryside with few tourists</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Heuristic</th>
<th>Whiskey</th>
<th>Food</th>
<th>Trad Music</th>
<th>Heritage/ History</th>
<th>Vikings</th>
<th>High Kings</th>
<th>Royal</th>
<th>Warrior</th>
<th>Cú Chulainn</th>
<th>Great</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>First word that comes to mind</strong></td>
<td>Good craic</td>
<td>Sociable</td>
<td>Lively</td>
<td>Educational</td>
<td>Kiddie</td>
<td>Majestic scenery</td>
<td>Indoor</td>
<td>Exhilarating</td>
<td>Mystical, but unknown</td>
<td>Epic but Long</td>
</tr>
<tr>
<td><strong>Distinctive Brand Asset</strong></td>
<td>Lots of drinking so probably not much cycling</td>
<td>Great day out with a group of friends, not very cycling focused</td>
<td>An enjoyable social experience for friends and families</td>
<td>Good way to learn more about Ireland and different historical sites</td>
<td>Interesting historical sites along the way, but unclear exactly what can be seen</td>
<td>Places of cultural and historical relevance along the way to check out which is interesting</td>
<td>A touristy route that offers lots of things to see and do along the way</td>
<td>Long route with challenging terrain and lots of hills, probably not family friendly</td>
<td>Places of historical significance along the way</td>
<td>An interesting ride with lots of points of interest along the way</td>
</tr>
</tbody>
</table>
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**

<table>
<thead>
<tr>
<th>STEP 01</th>
<th>STEP 02</th>
<th>STEP 03</th>
<th>STEP 04</th>
<th>STEP 05</th>
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<tbody>
<tr>
<td><strong>G</strong></td>
<td><strong>R</strong></td>
<td><strong>E</strong></td>
<td><strong>E</strong></td>
<td><strong>N</strong></td>
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<tr>
<td><strong>Give the Route</strong></td>
<td><strong>Reveal your theme</strong></td>
<td><strong>Evoke big emotions</strong></td>
<td><strong>Explain key details</strong></td>
<td><strong>Name it clearly</strong></td>
</tr>
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</table>

- **Give the Route**
  - Tell people where the route is / where it starts and finishes.
  - Relationship with the wider Greenways network.

- **Reveal your theme**
  - Tell people about your distinctive assets and codes. Think about scenery, landscape, culture, heritage, art, famous landmarks here.

- **Evoke big emotions**
  - Tell people how they’ll feel on the route using the ‘Theme’ or ‘Themes’ you have selected.

- **Explain key details**
  - Tell people about the distance, difficulty and things to see and do on the route, as well as what tourism brand it links to.

- **Name it clearly**
  - Finally, create the name of the route in a way that is clear, meaningful, intriguing and appealing to people.

Work through these sequential stages of the naming convention toolkit, from start to finish.
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.

Connemara. This evokes a rugged, distinctive, breath-taking environment for those who have heard of it and is intriguing for tourists.

Galway. This evokes music, art, food, trad music.

Killary Fjord. This evokes ice-age, dramatic views and is distinctive for Ireland. Great Google results too.

Rugged Scenery. This comes from Killary Fjord, Lough Corrib, Mountain Views on the route.

This Greenway will help people feel entertained. It does this by being Adventurous, Awe-Inspired, Breath-taking. Secondary emotions: Feel Healthy and Feel Closer.

Found along the Wild Atlantic Way. Distance: 56km. Difficulty Level: Medium. See and Do along the way:
1. Kayak in Killary
2. Boat Tours
3. Glengowla mines
4. Augnanor Castle
5. Alpaca Farm

Options:
1. Killary Fjord Greenway
2. Connemara Lakes Greenway
3. Connemara Adventure Greenway
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:
  
  o 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.
  
  o 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.
  
  o County nicknames (e.g. Kingdom, Rebel etc.) don’t resonate beyond Ireland and sometimes not beyond the county itself.
  
  o Railway names can be perceived to be bland, especially if replicated for multiple Greenways.

• The GREEN Toolkit goes beyond just the name (Explain the Detail):
  
  o Broader proposition – length of route, gradients, rest stops etc.
  
  o Links to broader tourism proposition in the region.

• Keep it simple! (Reveal your theme)
THANK YOU

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