

Wild Mayo | Maigh Eo Fiáin

Destination and Experience Development Plan
Plean Forbartha Cinn Scribe agus Eispéiris

2026-2031



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This is a summary document. A copy of the full Wild Mayo Destination and Experience Development Plan is available on www.failteireland.ie or on request to wildmayodedp@failteireland.ie





Executive Summary Achoimre Fheidhmeach

The **Wild Mayo Destination and Experience Development Plan (DEDP)** is a five year plan that sets out a strategic framework to position North Mayo as a world class destination for wilderness, culture, and immersive outdoor experiences. The plan highlights the region's dramatic coastlines, rugged boglands, vibrant communities, and deep-rooted heritage - anchored by the Irish language as a core cultural asset. Wild Mayo DEDP seeks to inspire creativity and exploration through authentic storytelling, well developed trails, and meaningful engagement with landscape and tradition.

The plan aligns with the with the National Tourism Policy Statement and the Wild Atlantic Way Regional Tourism Strategy (2023-2027) and focuses on strengthening existing attractions, creating new year round experiences, and developing towns and villages as lively, well serviced visitor hubs.

Key objectives include celebrating North Mayo's natural and cultural legacy, advancing sustainable and slow tourism models, and elevating the Gaeltacht as a cornerstone of identity. The plan also prioritises enhanced tourism infrastructure and services to meet the needs of visitors and local communities.

Through destination development themes, Our Wild Adventure, Our Heritage of Life, Land and Sea, and Our Vibrant and Connected Destination, the DEDP outlines pathways for developing compelling experiences that balance conservation with economic growth. Overall, the plan provides a clear roadmap for delivering a distinctive, sustainable tourism offering that strengthens North Mayo's appeal and long term resilience.

Our Objectives **Ár gCuspóirí**

Destination Positioning & Identity

- Strengthen the 'Wild Mayo' proposition through cohesive stakeholder messaging, positioning North Mayo as a leading wild adventure destination.

Extend the Tourism Season

- Leverage existing visitor attractions and develop new experiences to encourage year-round exploration of North Mayo.

Towns and Villages as Visitor Hubs

- Enhance the tourism value of towns and villages by developing them as vibrant, well-serviced hubs that encourage dwell time, exploration, and year-round use.

Environment, Heritage & Sustainable Tourism

- Celebrate the environment and heritage by fostering appreciation of North Mayo's natural and cultural legacy, while championing sustainable and slow tourism models.

Gaeltacht & Living Cultural Heritage

- Elevate the Gaeltacht by supporting the development of immersive Irish language experiences, positioning it as a cornerstone of living cultural heritage.

Tourism Infrastructure & Amenities

- Create strong tourism infrastructure and well-serviced amenities around North Mayo's natural assets to meet the needs of both visitors and local communities.

Strategic & Policy Alignment

- Align delivery with the National Tourism Policy Statement and the Wild Atlantic Way Regional Tourism Strategy objectives.



St Muredach's Cathedral, Ballina

Challenges to be addressed **Dúshláin le tabhairt fúthu**

Building Wild Mayo's story

- Bringing together the many stories, themes and experiences that already exist across North Mayo, so visitors can more easily understand, navigate and engage with the region's unique identity.

Accommodation

- Insufficient and seasonally constrained accommodation supply, including camping, represents a key structural challenge to meeting demand and enabling sustainable destination growth.

Culinary Tourism

- Culinary tourism is under developed as a distinctive and year round component of the visitor experience, particularly outside main hubs.
- Limited availability and consistency of food and dining options outside main hubs, together with difficulties in showcasing local seafood, affects the visitor experience and length of stay.
- Opportunities to work with local food producers to develop new agritourism experiences need to be assessed.

Supporting infrastructure

- Visitor infrastructure and transport connections are not yet consistently sufficient to support increased use across the region.
- Developing a more connected and coordinated network of trails and greenways that links places, people and experiences, while encouraging active travel and outdoor recreation.
- There is a need to develop enabling infrastructure to support outdoor activities across land based, coastal, and water based environments.

Networking, Coordination, and Dialogue

- Improved and effective networking and a greater level of communication between all types of stakeholders.

Mentorship and Capacity Building

- A need to bring forward unrealised entrepreneurial opportunities, particularly in activities, guiding, agritourism, and food services.



Ballycastle. ©Bartek Rybacki and Mayo North Tourism



Killala ©Bartek Rybacki and Mayo North Tourism

Strategic Framework Creat Straitéiseach

VISION FÍS

Wild Mayo: A place that captivates the soul, Wild Mayo is recognised as a spectacular outdoors destination offering immersive wilderness and adventure for all. From its stunning coastlines to its rugged boglands, the region offers a landscape that inspires creativity and invites exploration. Rich in history, heritage, and culture, Wild Mayo brings its stories to life through immersive trails, vibrant communities, and celebrated traditions. The Irish language is protected and proudly spoken, adding depth and authenticity to every experience. Whether walking ancient paths, connecting with local craftspeople, or simply breathing in the wild Atlantic air, visitors leave with a sense of wonder, and a longing to return.

Destination Development Themes Téamaí Forbartha Ceann Scribe



**Our wild
adventure**



**Our heritage of
life, land and sea**



**Our vibrant
and connected
destination**

Catalyst Projects

The Céide Coast • The Gaeltacht • The Western Way and North Mayo Trails Network
• Ballina Town • Killala Town • Accommodation • Capacity Building

Supporting Initiatives

Infrastructure to Support Water-Based Activities • Initiatives to Support Angling
• Lough Conn and Lough Cullin • Networking Storytelling and Visitor Interpretive Centres
• Strengthening Emerging Sectors • Accessibility

Destination Development Themes Téamaí Forbartha Ceann Scríbe

Three destination development themes highlight the focus of the catalyst and supporting initiatives.



Our Wild Adventure



Our Heritage of
Life, Land and Sea



Our Vibrant
and Connected
Destination



Killaloe's Round Tower ©Bartek Rybacki and Mayo North Tourism

Destination Development Themes Téamaí Forbartha Ceann Scribe

Our Wild Adventure

Wild Mayo's elemental rawness, vast spaces, and powerful land and sea energy shape a distinctive adventure experience that blends adrenaline with solitude. This theme focuses on elevating North Mayo's wildness, strengthening adventure infrastructure, and supporting new opportunities in outdoor activities and experience delivery.

Our Heritage of Life, Land and Sea

Wild Mayo is layered with stories – from the Gaeltacht of Erris to ancient monasteries, artistic traditions, and a deep cultural relationship with landscape and

sustainability. This theme brings those narratives to the fore, building on existing initiatives and aligning with current strategies to reveal our heritage in memorable, meaningful ways and support continued investment and implementation.

Our Vibrant and Connected Destination

Wild Mayo's warmth, authenticity, and strong community spirit shape an inviting destination rooted in everyday life. This theme prioritises a compelling, year round visitor experience through stronger industry collaboration, improved booking and information access, enhanced accommodation and transport options, and well maintained amenities – creating a fully connected, best in class destination.



Sea kayakers passing Hag Island



Mount Falcon Estate



Céide Fields Visitor Centre

Destination Catalyst Projects

Tionscadail Chatalaíocha Cinn Scríbe

The Ceide Coast

A 15 km world class coastal trail that links two key attractors – at one end, the award-winning Céide Fields Neolithic Site and Visitor Centre, and at the other end, Downpatrick Head, a Signature Discovery Point on the Wild Atlantic Way.



The Western Way and North Mayo Trails Network

Advancing the development of The Western Way and connected trails across North Mayo to establish the region as a premier destination for world-class hiking and cycling.

The Gaeltacht

Showcase the distinctive culture, language, and deep sense of place of the Erris Gaeltacht by supporting immersive storytelling, wild adventure, and heritage.



Ballina Town

Building on Ballina's role as the gateway to North Mayo to create authentic visitor experiences that reinforce its position as a vibrant regional hub.

Killala Town

Support key projects and the community in developing Killala's identity as a destination to encourage visitors to stop, explore and stay.



Accommodation

Support the growth of high quality, distinctive accommodation across North Mayo to strengthen its positioning as a premier destination along the Wild Atlantic Way.

Capacity Building

Strengthen leadership, collaboration and industry capability across North Mayo through coordinated networking and targeted supports that build sustainable, high-quality and inclusive tourism.



Supporting Initiatives Tionscadail Chatalaíocha Cinn Scribe

Infrastructure to Support Water-Based Activities

Strengthen North Mayo's water based adventure offering by upgrading and maintaining key piers, beaches and coastal facilities to support safe, high quality visitor experiences.

Initiatives to Support Angling

Elevate North Mayo's angling offer by enhancing facilities, deepening industry collaboration, and promoting sustainable, high quality experiences for visitors.

Lough Conn & Lough Cullin

Advance sustainable water and land based recreation on Lough Conn and Lough Cullin by coordinating stakeholders, revisiting past concepts, and exploring new environmentally sensitive infrastructure opportunities.

Networking Storytelling and Visitor / Interpretive Centres

Create a cohesive visitor journey by connecting North Mayo's stories, themes and interpretive centres into a unified regional narrative.

Strengthening Emerging Sectors

Expand opportunities for visitors to engage with the arts, local produce and natural environment through new creative, agritourism and eco focused experiences.

Accessibility

Improve access to and within the region by expanding public transport options, enhancing connections to key sites, and supporting inclusive access for all visitors.



Ballycastle mural ©Bartek Rybacki and Mayo North Tourism

Vision Fís

A place that captivates the soul, Wild Mayo is recognised as a spectacular outdoors destination offering immersive wilderness and adventure for all.

From its stunning coastlines to its rugged boglands, the region offers a landscape that inspires creativity and invites exploration. Rich in history, heritage, and culture, Wild Mayo brings its stories to life through immersive trails, vibrant communities, and celebrated traditions. The Irish language is protected and proudly spoken, adding depth and authenticity to every experience. Whether walking ancient paths, connecting with local craftspeople, or simply breathing in the wild Atlantic air, visitors leave with a sense of wonder, and a longing to return.

Céide Coastal Path, Conceptual visualisation of the proposed development
(for illustrative purposes only) - Mayo County Council

Target Outcomes Torthaí Sprioc



Increased levels of **domestic and international visitors** across the region



Improved connectivity for international tourists from Ireland West Airport, Knock and other regional bases



Growth in **accommodation offering**



Interpretive experiences bring the region's stories to life, fostering emotional connections and cultural appreciation



Investment in visitor attractions and activities **growing the appeal** of the destination in international and domestic markets



Celebrated and immersive **Irish language experiences**



Active collaborative tourism networks growing the **profile and appeal through cohesive Wild Mayo marketing**



North Mayo becomes recognised as a **spectacular outdoors destination** offering immersive wilderness and adventure for all



Growth in the number of **food experiences** on offer and in the availability of **local produce** on restaurant menus



Agreed approach to **sustainable tourism development** embraced by our visitors, tourism industry and local community

DEDP Key Performance Indicators

Príomhtháscairí Feidhmíochta DEDP

Increase tourism revenue by

10%

measured through Key Account Management (KAM) data and business surveys

Maintain visitor satisfaction at

91%

as measured by the Destination Attitudes Survey (DAS)

Achieve

10%

growth in visitation to attractions and activity providers, measured through KAM data and business surveys

Contribute to maintaining or increasing Co. Mayo residents' positive perception of tourism delivering benefits for host communities, within the social and environmental capacity of the destination, measured through Tourism Approval Rating (TAR) scores

Baseline figures for visitation, revenue, visitor satisfaction and community sentiment for the Wild Mayo DEDP will be established in Year 1 of the plan and will be used as the reference point for performance measurement.



Action Plan Plean Gníomhaíochta

Acrynoms

CCCC	Céide Coast Community Company
CFID	Comharchumann Forbartha Ionad Deirbhíle
FI	Fáilte Ireland
IFI	Inland Fisheries Ireland
LEO	Local Enterprise Office
NPWS	National Parks and Wildlife Service
MCC	Mayo County Council
OPW	Office of Public Works
SWMDC	South-West Mayo Development Company
TII	Transport Infrastructure Ireland

Inishkea Island, Belmullet Peninsula

Action Plan Plean Gníomhaíochta

OUR WILD ADVENTURE – Catalyst Projects:

Project	Action	Time	Lead	Partners
<h3>The Céide Coast</h3> <p>This catalyst project focuses on advancing the development of the Céide Coastal Path and creating a 15 km world class coastal trail that links two key attractors – at one end, the award-winning Céide Fields Neolithic site and Visitor Centre, and at the other end, Downpatrick Head, a Signature Discovery Point on the Wild Atlantic.</p>				
The Céide Coastal Path and Downpatrick Head (Catalyst)	<h4>The Céide Coastal Path</h4> <ul style="list-style-type: none"> • Work towards securing the necessary capital funding. Proceed with the installation of the eleven footbridges and the associated trail infrastructure that are required along the route – including the installation of trailheads, trailhead signage, safety and way marker signage, safety fencing, gates and stiles and boardwalks (where required). • Continue to work closely with the land owners to develop the management model for the path. 	Ongoing	MCC / Céide Coast Community Company (CCCC)	FI
	<h4>Downpatrick Head / Ballycastle Masterplan</h4> <ul style="list-style-type: none"> • Develop a Masterplan for Downpatrick Head and Ballycastle. This plan should focus on strengthening the visitor experience and site management associated with Downpatrick Head, as a standalone site and as a core experience of the Céide Coastal Path. • In relation to Downpatrick Head and the access route from Ballycastle: <ul style="list-style-type: none"> - Undertake a comprehensive assessment of required parking upgrades and toilet needs at Downpatrick Head. Improving access to toilet facilities in Ballycastle should reduce the infrastructural demand at the visitor site. - Identify required upgrades to the access route from the R314. - Address the trampling issues and the development of informal paths identified in the 2024 Fáilte Ireland Downpatrick Head Report undertaken as part of the National Environmental Monitoring programme. - Conduct an audit of existing signage, and address the current deficiencies in interpretive and safety/instructional signage, including directional signage in from the R314. 	Short to medium term	MCC / FI	Céide Coast Community Company (CCCC)

Action Plan Plean Gníomhaíochta

OUR WILD ADVENTURE – Catalyst Projects:

Project	Action	Time	Lead	Partners
<p>The Céide Coastal Path and Downpatrick Head (Catalyst)</p>	<p>Downpatrick Head / Ballycastle Masterplan continued:</p> <ul style="list-style-type: none"> - Establish a suitable cleaning and maintenance regime for the Spirit of Place installation at the ‘Poll na Seantainne’ blowhole. - During periods of high visitation, assess the potential to develop a park and ride system from Ballycastle - Complement this through exploring/supporting a cycling hub in Ballycastle with drop off/ collection points at Downpatrick Head and Céide Fields car park to allow greater flexibility to explore the area. • In relation to Ballycastle and its development as a service centre, use the master-planning process to build on the village’s potential to be a strategic service centre for the Céide Coast and a viable base for outdoor adventure. <ul style="list-style-type: none"> - Identify a strategy to improve the delivery of visitor information services and the provision of toilet facilities, food and drink, and retail. Continue to work with the Céide Coast Eco Campus and other potential venues to assess suitable location for visitor services, and ways of developing new synergies with existing activities. - Work with the community to develop a self-guided walk within the village that will highlight its history and areas of cultural significance, such as ‘The Shambles’. - Work with existing businesses, including the Ballinglen Museum of Art and local artisans to ensure that the masterplan elevates the importance of the creative arts to Ballycastle and the strong linkages between landscape and the arts. - Position Ballycastle as a northern access point to the Mayo Dark Sky Park. Undertake discussions on following Newport’s lead to become an International Dark Sky Community. Work with the Dark Sky partners to highlight the coastal dark skies – particularly at Downpatrick Head. 	<p>Short to medium term</p>	<p>MCC / FI</p>	<p>CCCC</p>

Action Plan Plean Gníomhaíochta

OUR WILD ADVENTURE – Catalyst Projects:

Project	Action	Time	Lead	Partners
The Western Way and North Mayo Trails Network				
<p>The Western Way and North Mayo Trails Network (Catalyst)</p>	<p>The Western Way</p> <ul style="list-style-type: none"> • Continue to progress the strategic development of The Western Way within North Mayo. Identify locations where connections with existing trails are required and where additional work is needed to establish new off-road sections. Identify where further feasibility analysis is needed to determine the projected route. <ul style="list-style-type: none"> - Continue to assess directional and interpretive signage, accommodation options, trail infrastructure, naming protocols in areas where it connects with existing recreational trails, and branding for the proposed 300 km+ trail. - Assess the feasibility of installing a new suspension bridge where the trail approaches Ballycastle. This would open up a viewpoint towards Downpatrick Head and would create visual connection with the Céide Coastal Path. • Continue working collaboratively to upgrade the trail through Wild Nephin National Park and reroute through Oweninny. Explore options for linking through Bellacorick via an off-road section. <ul style="list-style-type: none"> - Address requirements for cyclists, including removing board walk sections where necessary. • Continue to explore and pursue relevant options for the development of accommodation that can meet the requirements of different trail users. <ul style="list-style-type: none"> - Work with National Parks and Wildlife Service (NPWS) to advance the development of the string of bothies (overnight shelters left unlocked) across the Nephin Beg Range and establish a model for the care and maintenance of these structures - Continue to assess the feasibility of creating hostel accommodation in existing disused buildings that are located in close proximity to the trail, including the barracks building at Bellacorick. - Work with existing accommodation businesses to identify options representing different levels of comfort, and the capacity of these businesses to transfer luggage for visitors. 	Ongoing	NPWS	Coilte; Bord na Mona; FI

Action Plan Plean Gníomhaíochta

OUR WILD ADVENTURE – Catalyst Projects:

Project	Action	Time	Lead	Partners
The Western Way and North Mayo Trails Network (Catalyst)	<p>North Mayo Trails</p> <ul style="list-style-type: none"> Consider developing a county-wide trails strategy as a policy document that will align with and support the implementation of the forthcoming Mayo Outdoor Recreation Plan. Establish a North Mayo trails forum/working group that will work with Mayo County Council on an ongoing basis to determine strategic priorities in developing, managing and leveraging recreational trails and greenways. Use the forum and the county-wide strategy planning process to identify all existing trails networks, proposed projects and aspirational initiatives, including route options for the Western Way and work towards identifying priorities and development opportunities in a way that can leverage local commitment and use the proposed outdoor recreation knowledge hubs to streamline grant applications and related development studies. 	Medium term	MCC / Mayo Sports Partnership	Community Walking groups; Mayo County Outdoor Recreation Committee; TII
	<p>Local Initiatives</p> <p>There are a wide range of trails-related initiatives that need to be stitched together to strengthen our wild adventure offering, and should be further assessed for their capacity to enhance the visitor’s appreciation of our heritage of life, land and sea. The following are examples of current and/or proposed projects that need to be supported in an appropriate manner.</p>			
	<ul style="list-style-type: none"> Erris/Mullet looped trails: proceed with the recommendations outlined in the Erris Coastal Walks 2023 Site Assessment Report, including work on a full feasibility study. <ul style="list-style-type: none"> Work with the Comhar Dún Chaocháin Teo to establish Carrowteige – An tSeanscoil as a prominent staging area for the looped trails in Cill Chomáin. 	Ongoing	Comhar Dún Chaocháin Teo	MCC; Údarás na Gaeltachta; landowners
	<ul style="list-style-type: none"> Bangor Trail / Bangor Erris trail head: explore options to strengthen the role of Bangor Erris as a hub within a wider trail network through assessing opportunities to develop a trail system westward to Geesala and eastwards to the Western Way. 	Ongoing	MCC	Coillte; SW Mayo Development Co. (SWMDC)

Action Plan Plean Gníomhaíochta

OUR WILD ADVENTURE – Catalyst Projects:

Project	Action	Time	Lead	Partners
The Western Way and North Mayo Trails Network (Catalyst)	<p>Local Initiatives continued</p> <ul style="list-style-type: none"> • Céide Coastal Path extensions: explore the opportunity to extend the Céide Coastal Path. 	Longer-term	MCC	FI; landowners
	<ul style="list-style-type: none"> • Crossmolina to Enniscoe cycle trail: this initiative is part of a longer trail project that would connect Crossmolina with Keenagh. It has the capacity to strengthen the role of Crossmolina as a hub to explore Enniscoe and Lough Conn. With further extensions of the trail system beyond Keenagh, there is the potential to ultimately connect Crossmolina to Nephin Beg and the wider wilderness area, which is much in keeping with the community's vision of its role as a 'gateway' to the mountain. 	Ongoing	Nephin's Haven Tourism Group	MCC; FI; landowners
	<ul style="list-style-type: none"> • Pontoon to Knockmore: Assist the local community with further environmental studies if this is required. 	Medium	Knockmore/Pontoon Development Group	NPWS; MCC; FI; landowners
	<ul style="list-style-type: none"> • Foxford trails: strengthen the profile of the Ox Mountain trails. Passing through or close to Foxford, provides the community with new opportunities to develop and promote looped spurs and to position the town as a cycling destination. 	Ongoing	MCC	Mayo North East Leader Partnership Company; landowners
	<ul style="list-style-type: none"> • Killala to Ballina – the Monasteries of the Moy recreational trail: this 14 km trail is well advanced. Continue to identify options to deliver a complete off-road experience. <ul style="list-style-type: none"> - Explore ways of extending the trail westwards to link through to the Céide Coastal Path. 	Ongoing	MCC	FI; landowners
	<ul style="list-style-type: none"> • Ballina to Enniscrone – continue to progress the development of the proposed recreational trail between the two communities through advancing the implementation of the 2022 feasibility study. 	Ongoing	MCC	Mayo North East Leader Partnership Company

Action Plan Plean Gníomhaíochta

OUR WILD ADVENTURE – Supporting Initiatives:

Project	Action	Time	Lead	Partners
Supporting Initiatives Infrastructure to support water-based activities				
Infrastructure to support water-based activities	<ul style="list-style-type: none"> • Conduct a comprehensive assessment of all piers and slipways that are being used for leisure and amenity purposes. • Develop ongoing maintenance plans for the piers and slipways. <p>The following piers should be addressed as a priority given their immediate potential to support water-based activity and adventure.</p>	Ongoing	MCC	
	<p>Blacksod Pier:</p> <ul style="list-style-type: none"> • Develop an agreement between MCC and current users to address maintenance and cleaning issues that will improve visitor safety. • Develop visitor servicing facilities in line with the emerging role of the pier area for a range of activities: <ul style="list-style-type: none"> - Install portaloos during the main visitor season. These will service visitors to the Lighthouse, as well as visitors going to the Inishkea islands. - Work with Comharchumann Forbartha Ionad Deirbhíle (CFID) to install a portable service centre at the pier that will provide Wi-Fi connectivity, light refreshments and ticketing services. • Continue to assess infrastructural requirements to develop direct access to Doogort. • Re-evaluate the marina plans that were drawn up for Blacksod. 	Short term	MCC	CFID; Údarás na Gaeltachta

Action Plan Plean Gníomhaíochta

OUR WILD ADVENTURE – Supporting Initiatives:

Project	Action	Time	Lead	Partners
Infrastructure to support water-based activities	Killala Pier <ul style="list-style-type: none"> The significance of Killala Pier as a tourism asset will grow substantially with the implementation of the Killala Town Centre First Plan. In summary, this DEDP supports the proposed public realm projects that are targeting the harbour area and are recommending a ‘harbour makeover’ that would activate the pier area with improvements to the linkages with the town. These actions will enhance the appeal of Killala as a new diving base (following the sinking of the Shingle to form an artificial reef), and will support the growth of water-based activities, including the potential for boat tours to Kilcummin, Ballina and Enniscrone. 	Short to medium term	MCC	
	Kilcummin Pier <ul style="list-style-type: none"> Address immediate maintenance issues relating to cleaning the steps and the slipway. Develop a change facility at the pier to meet the growing needs of the outdoor adventure sector, and to strengthen the positioning of North Mayo as an adventure hub. 	Short to medium term	MCC	
	Killerduff, Rathlackan, Ballycastle <ul style="list-style-type: none"> Address immediate safety and maintenance issues to facilitate the outdoor sector and to service ongoing needs relating to fishing, and search and rescue. Continue to work with the Céide Coast Community Company to assess the feasibility of developing a tidal pool at Killerduff, and to advance the concept accordingly. 	Short term	MCC	CCCC
	Ross Beach <ul style="list-style-type: none"> Implement the upgrades to toilet facilities to prevent the current problems arising from over-use and limited tank capacity. Undertake a feasibility study on a proposed coastal walkway or alternative water-based connectivity between Killala and Ross Beach. Rinroe Beach <ul style="list-style-type: none"> Undertake an assessment of the environmental impact of wild camping in commonage areas. 	Medium term	MCC	

Action Plan Plean Gníomhaíochta

OUR WILD ADVENTURE – Supporting Initiatives:

Project	Action	Time	Lead	Partners
Initiatives to support angling				
Initiatives to support angling	<ul style="list-style-type: none"> Work with IFI to heighten the tourism industry’s awareness of the importance of this sector, and the needs of the visitor who comes to North Mayo for an angling trip, including a good drying room, access to a freezer, flexibility regarding meals, packed lunches, and angling material. <ul style="list-style-type: none"> Support angling through developing new imagery of the activity. 	Ongoing	IFI	FI; Mayo North Tourism
	<ul style="list-style-type: none"> Work with IFI develop a strategy that will encourage the return of operators to the charter business. <ul style="list-style-type: none"> Continue to highlight the impressive number of species that can be caught at sea. 	Ongoing	FI	IFI
	<ul style="list-style-type: none"> Continue to improve the angling experience and public awareness of related issues of sustainability: <ul style="list-style-type: none"> Work with local angling clubs, community groups and the IFI to identify infrastructural improvements that are required to improve access and the quality of the experience. Assist the Cill Chomáin community to develop angling platforms at Portacloy and Rinroe. Work collaboratively to highlight where habitat enhancement projects, such as the need to improve rivers in terms of spawning and identify steps required to undertake projects. Use such situations to review opportunities for regenerative tourism, where visitors could get actively involved in restoration projects. Work with IFI and tourism operators to assist IFI in developing packages, such as events that focus on attracting women, and continue promoting community events that celebrate the angling sector. Work with the IFI to further develop the concept of the salmon tours of the weir, and workable solutions for delivering the experience on a regular basis. 	Ongoing	IFI	Local angling clubs; MCC; Tourism operators

Action Plan Plean Gníomhaíochta

OUR WILD ADVENTURE – Supporting Initiatives:

Project	Action	Time	Lead	Partners
Initiatives to strengthen Lough Conn and Lough Cullin water trail and eco-adventure				
Initiatives to strengthen Lough Conn and Lough Cullin water trail and eco-adventure	<ul style="list-style-type: none"> • Establish a cross-community stakeholder group, inclusive of NPWS, farming groups, landowners, Fáilte Ireland, and relevant activity operators to engage in preliminary discussions. <ul style="list-style-type: none"> - Build on the recent Council proposal to develop a LIFE project in Pontoon to explore opportunities for the lakes and Drummin Woods. • Review the 2021 Crossmolina to Foxford ‘Blueway’ initiative, and determine what prevented this initiative from maintaining a position in the marketplace. • Explore the potential to develop an appropriate water-based experience with associated elements of land-based activities. <ul style="list-style-type: none"> - Use the planning process to identify a location for a pontoon that is available for use on Lough Conn. • Assess suitability for new infrastructure that will provide an experience in keeping with the sensitive environment while still allowing for good access to the water 	Short to medium term	NPWS	IFI; MCC; FI; Waterways Ireland; Knockmore/ Pontoon Development Group



Lough Conn and Nephin, near Crossmolina

Action Plan Plean Gníomhaíochta

Our Heritage of Life, Land and Sea – catalyst projects:

Project	Action	Time	Lead	Partners
The Gaeltacht				
The Gaeltacht (Catalyst)	<p>Strengthen Belmullet as a Core Hub and Destination town within the Gaeltacht</p> <ul style="list-style-type: none"> • Belmullet Tidal Pool: <ul style="list-style-type: none"> - Explore opportunities through capital investment programmes to further improve the experience with the addition of toilet, showers and change facilities. Consider the potential to add a seating/refreshment area. • Work with the community to expand the appeal of Belmullet as a core hub and destination town within the Gaeltacht. Continue to undertake planning discussions that are focused on bringing new concepts forward. <ul style="list-style-type: none"> - Develop the proposed looped walk around the town, taking in the seascapes of both bays. Integrate this with the work that was initiated through the Destination Town initiative and continue efforts to strengthen sense of place at the harbour front as part of this circular walk. • Belmullet Water Towers: the three towers, which are still in use, are a prominent landmark in the local landscape. As a blank ‘canvas’, the towers offer an opportunity to become a visual statement of aspects of life in the Gaeltacht – making them an attraction in their own right. <ul style="list-style-type: none"> - Consider working with Irish Water and the community to identify themes that could be illustrated on the towers. Use community discussions to illustrate how art of this nature can enhance identity. - Assess opportunities for developing trail access to the towers. 	Ongoing	MCC	Turasoireacht Iorrais Teo; Údarás na Gaeltachta; Belmullet Chamber of Commerce; Uisce Éireann

Action Plan Plean Gníomhaíochta

Our Heritage of Life, Land and Sea – catalyst projects:

Project	Action	Time	Lead	Partners
The Gaeltacht (Catalyst)	<p>GOLF is a significant demand generator within the Belmullet area. Carne Golf Links attracts 14,000 visitors per annum, with North America being core to its international market.</p> <ul style="list-style-type: none"> Support the plans to develop on-site accommodation at Carne Golf Links. Bed space is limited within the area, particularly in light of the size of the wedding market in Belmullet, and new accommodation is required to grow this sector. Work with Carne Golf Links in its aspirations to host the Irish Open. Explore ways of elevating the Irish language within the Gaeltacht golf experience <ul style="list-style-type: none"> Highlight the small course at Doohoma as a distinctive experience in a stunning setting and encourage new approaches to packaging it with a wider regional offering. 	Short to medium term	Turasoireacht Iorrais Teo; Carne Golf Links	
	<p>Presenting Local Life in the Gaeltacht</p> <ul style="list-style-type: none"> Develop a cluster-based approach to enriching existing and developing new experiences. <ul style="list-style-type: none"> Mullet Peninsula – continue to promote well-established activity operators within the peninsula and Blacksod that have a strong language focus as best practices and support their ongoing development where feasible. Assist with developing winter offerings. Gaoth Sáile / Geesala – work with the community to build up the growing sport tourism element. Assist organisers to enhance the programming through local visits, a heightened use of Irish, and packaged experiences for family members. Cill Chomáin – work with the community to realise their aspirations for developing ecotourism and creating experiences that exemplify the local culture and traditional skills. <ul style="list-style-type: none"> Identify mechanisms for assisting with the implementation of tourism actions outlined in the Cill Chomáin Development Plan 2022-2026 Support Comhar Dún Chaocháin Teo in developing a stronger cultural heritage / outdoor activity base at Carrowteige. Explore new ways of animating the Táin Bó Fliodhais / Cattle Raid of Mayo story. 		Údarás na Gaeltachta	FI; MCC; CFID Comhar Dún Chaocháin Teo; Seirbhísí Curam Chill Chomáin Cuideachta Faoi Theorainn Rathaíochta; Local community groups

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Our Heritage of Life, Land and Sea – catalyst projects:

Project	Action	Time	Lead	Partners
The Gaeltacht (Catalyst)	<p>Presenting Local Life in the Gaeltacht continued</p> <ul style="list-style-type: none"> - Rosspport – work with Seirbhísí Curam Chill Chomáin Cuideachta Faoi Theorainn Rathaíochta to assist in advancing the proposed glamping and organic gardening initiative. • Work with businesses and residents that are currently involved in hosting Irish language students and delivering related educational programmes, to deepen their awareness of this activity as an element of tourism and one that can be further leveraged in terms of its value to the community. • Ensure local festivals that highlight Gaeltacht traditions, sport and language are promoted as visitor experiences • Review directional signage across the Gaeltacht and engage with communities and visitors to determine the consensus regarding Irish only or bilingual signs. <ul style="list-style-type: none"> - Install welcome signage on key access routes. • Inishkea Islands – work with boat tour operators, the commonage owners, NPWS, the LIFE on Machair programme representatives, MCC and FI to agree on a sustainable approach to facilitating visits to the islands. <ul style="list-style-type: none"> - Action the management plan through establishing consensus on the recommendations that should be progressed, and set agreements in place with relevant stakeholders. - Work through the recommendations for Blacksod Pier area, particularly the action relating to toilets, to implement initial steps to manage visitor impact on the islands. - Ensure that the Irish language is incorporated into the experience and woven into the storytelling. 	Ongoing	Údarás na Gaeltachta	FI; MCC; CFID Comhar Dún Chaocháin Teo; Seirbhísí Curam Chill Chomáin Cuideachta Faoi Theorainn Rathaíochta; Local community groups; NPWS; Boat tour operators; Commonage owners

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Our Heritage of Life, Land and Sea – catalyst projects:

Project	Action	Time	Lead	Partners
Ballina Town				
Ballina Town (Catalyst)	<p>Ballina Quay</p> <p>Plans to regenerate the Quay area have been in progress for several years. The actions recommended below reinforce existing initiatives and present them in a broader context of regional destination development.</p> <ul style="list-style-type: none"> • Amenity area: Continue to work on developing the amenity value of the area and its potential to become a strong micro-destination recognised for its access to water sports, quality food offerings, and distinctive business outlets with a high level of visitor appeal. A feasibility assessment may be required to fully maximise the Quay as a new amenity resource. <ul style="list-style-type: none"> - Ensure that the public realm hard landscaping and design will draw visitors to the quay and will improve access to the water. Work towards separating motorised and foot access to heighten safety and the overall ambiance of the area. - Install a pontoon at the southern end to complement the new northern pontoon. This will improve access to boating, kayaking, SUP, and to dragon boats. - Continue to look at options to separate water access for boats from access to non-motorised craft through the development of a new slipway. - Continue to look at options for boat storage, including containers and/or the Kennedy Glasgow House. • Connectivity: Develop a summary plan that presents the active transportation routes designed to connect the Quay with the proposed pedestrian/cycle link to Belleek Woods and to the town centre, and work towards improving the linkages as project funding becomes available. <ul style="list-style-type: none"> - Explore use of the embankment for pedestrian access, as an alternative to the public road. • New attractions: <ul style="list-style-type: none"> - Work with partners to develop a kayaking trail along the Moy Estuary linking the Quay to Killala. 	Short term / ongoing	MCC	FI; Waterways Ireland

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Our Heritage of Life, Land and Sea – catalyst projects:

Project	Action	Time	Lead	Partners
Ballina Quay (Catalyst)	<p>Ballina Quay continued</p> <ul style="list-style-type: none"> • Salmon Life Centre Concept: <ul style="list-style-type: none"> - Re-assess the concept of the Salmon Life Centre as a new visitor experience that has the potential to fit well with The Ballina Quay development – possibly within the Kennedy Glasgow House. - Establish a small working group to re-define the concept. Consider including IFI, and relevant academic / scientific representatives. 	Ongoing	MCC	FI; IFI; LEO; Academic partners
	<p>Cultural Quarter</p> <p>The Cultural Quarter is a multi-faceted experience that is ideally located in the centre of Ballina adjacent to the River Moy.</p> <ul style="list-style-type: none"> • The Military Barracks: Continue to work collaboratively to animate the Square through a programme of events. <ul style="list-style-type: none"> - Highlight the story through interpretation as part of a Cultural Quarter Trail that focuses on pulling the attractions together into a more holistic cultural experience. - Highlight examples of innovation through temporary exhibits to create interest and pride in the achievements of the Ballina business sector. - Use temporary exhibits to promote progress of Ballina in other areas of advancement such as active transportation plans and achievements, or sustainability objectives. 	Medium to longer term	MCC	Mayo North Tourism; Ballina Chamber of Commerce

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Our Heritage of Life, Land and Sea – catalyst projects:

Project	Action	Time	Lead	Partners
Ballina Quay (Catalyst)	<p>Cultural Quarter continued</p> <ul style="list-style-type: none"> <p>Mary Robinson Centre: consider repositioning the concept to heighten the significance of the centre in relation to leadership, sustainability, climate change, and human rights. As a centre focused on the principle of meitheal, it has the capacity to be an international gathering place for discussions of global significance – a centre of dialogue in all the areas of life that have been core to Mary Robinson.</p> <ul style="list-style-type: none"> Work with partners to develop a programme of events and research that will attract new markets to Ballina. Support events at the centre with a packaging of North Mayo experiences that reflect event themes. Highlight the connectivity with the river and continue to develop the garden area as a reflective space. <p>Garda Building: continue to work towards developing the Garda Building as a new cultural centre with a focus on the visual arts.</p> <ul style="list-style-type: none"> Work with the Mary Robinson Centre to build connectivity between the two buildings. Physical connections can be further enhanced through programming that brings the two facilities together. <p>Ballina Arts Centre: A trail initiative and new branded signage should be carefully designed to integrate this important offering into the wider cultural concept.</p> <p>Beckett House: continue to explore options for this building that complement the Cultural Quarter experiences.</p> 	Ongoing	MCC	Mayo North Tourism
	<ul style="list-style-type: none"> <p>The Clarke Museum of Irish History: work towards updating the brand proposition to create greater resonance with the marketplace, particularly international markets.</p> <ul style="list-style-type: none"> Highlight the success of the award-winning heritage garden for its excellence in sustainability practices and as an oasis within an urban setting and continue to promote its educational role. 	Short Term	FI / MCC	Mayo North Tourism

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Our Heritage of Life, Land and Sea – catalyst projects:

Project	Action	Time	Lead	Partners
Ballina Quay (Catalyst)	<p>Cultural Quarter continued</p> <ul style="list-style-type: none"> • Work with MCC to review amenity and conceptual design for the proposed redevelopment site at the back of Tesco. Work towards creating connectivity between any tourism elements and the Cultural Quarter, to create an integrated Ballina visitor space. • Work through Ballina Flood Relief Scheme to maximise the enhancements of the riverside area and its connections through treed space back into the Cultural Quarter. • Festivals: Use events such as the Ballina Salmon Festival, the longest running community event on the Wild Atlantic Way, to highlight the community’s heritage and cultural neighbourhoods, and to elevate Ballina’s position on the Wild Atlantic Way. 	Ongoing	MCC	FI; Mayo North Tourism
	<p>Belleek Woods</p> <ul style="list-style-type: none"> • Undertake an assessment of the arrival experience into the Woods and determine whether there is potential to create a stronger tree-lined arrival route. • Explore new uses of the restored Gate Lodge that complement Ballina’s heritage of life, land and sea. • Continue to work on trail maintenance, signage and general orientation (particularly at point of arrival). • Continue to work on the restoration of the pond, and develop interpretive panels that will highlight the related themes of sustainability and biodiversity. • Continue to work on the preservation and presentation of local heritage elements, including the Hermitage, the boathouse and the graveyard. 	Short to medium term	MCC; Coillte	Belleek Woods Enhancement Group

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Our Heritage of Life, Land and Sea – catalyst projects:

Project	Action	Time	Lead	Partners
Killala Town				
Killala Town (Catalyst)	<p>Tower Hub Initiative</p> <ul style="list-style-type: none"> • Support the re-imagination of the Tower Bar as an orientation point to the town’s heritage, biodiversity and its perspective on sustainability; and, as a community hub that will stimulate social engagement and learning. <ul style="list-style-type: none"> - Assist with developing interpretive themes for its integrated Killala Story Space. This will provide an ideal opportunity to bring forward the themes relating to Killala. - Similarly, the town’s emphasis on wind power and its diversity of ecosystems and designated sites provides a strong basis for bringing these themes to the fore, and celebrating local aspirations and achievements. • Work with partners to develop a programme of tourism education and training. • Position the Tower Hub as a staging point for new guided experiences within Killala and beyond. Work towards developing new guides and provide the mechanisms for promoting and booking local experiences. 	Short to medium term	MCC	Killala Tourism Group; FI
	<p>Killala Pier Area</p> <ul style="list-style-type: none"> • Continue to explore options for the sensitive development of the community council owned land on Geyerris Head as a small-scale campervan and camping site, with shower and toilet facilities. <ul style="list-style-type: none"> - In the short term, develop provisional camping facilities at the community centre. - Support the feasibility and environmental assessments that will arise from pursuing this initiative given that the community land is located within the Killala Bay / Moy Estuary Special Area of Conservation. • Explore options to purchase fresh catch at the pier and/or a seafood experience. • Continue discussions regarding accessibility from the sea into the harbour area. • The development of a walking trail and boardwalk to Ross Beach would further strengthen the pier area as the starting point. 	Medium term	MCC	Killala Tourism Group

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Our Heritage of Life, Land and Sea – catalyst projects:

Project	Action	Time	Lead	Partners
Killala Town (Catalyst)	<p>Monasteries of the Moy</p> <ul style="list-style-type: none"> • Work with partners, including MCC and OPW to prepare a strategy for the ongoing development of the visitor experience, including access, interpretation, directional signage, infrastructure for cyclists, and the potential for outdoor events. Establish a strong vision for this experience. • Link the story back to the ruined Augustinian Abbey beside St Muiredach’s Cathedral in Ballina. • Work through the proposed Killala Tower Hub initiative to support storytelling, both at the hub building and through guided services. • Progress the work on improving access and parking at Moyne Abbey, and improve access to Rosserk Abbey. 	Ongoing	MCC	FI; OPW

Our Heritage of Life, Land and Sea – supporting initiatives:

Project	Action	Time	Lead	Partners
Supporting Initiatives				
Networking storytelling and visitor/interpretive centres	<p>Networking storytelling</p> <ul style="list-style-type: none"> • Develop a mapped database of the story elements across the region, identifying where the stories are presented to the visitor. • Develop new collateral that presents the key themes and stories of North Mayo and where each one can be explored. <ul style="list-style-type: none"> - Highlight the linkages between interpretive / visitor centres and sites on the ground that present more of the same story. - Position the interpretive / visitor centres as points on a journey of discovery, rather than stand-alone attractions. 	Ongoing	FI / MCC	Turasoireacht Iorrais Teo; Mayo North Tourism

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Our Heritage of Life, Land and Sea – supporting initiatives:

Project	Action	Time	Lead	Partners
<p>Networking storytelling and visitor/interpretive centres</p>	<p>Networking storytelling continued</p> <ul style="list-style-type: none"> Work with themes to explore ways of consolidating disparate elements into a stronger and more cohesive offering that will encourage extended lengths of stay. Assess interest for building a network of interpretive centres/themed attractions to work on the wider North Mayo story. <p>The emigration and genealogy theme is an example of one that can be explored from different angles and in different places. Elements include:</p> <ul style="list-style-type: none"> - Solas Visitor Centre - North Mayo Heritage Centre - Blacksod Memorial Garden – the story of the emigrant ships - CFID database for those that left from Blacksod - Blacksod Bay song - Resource publications: e.g. The Placenames and Heritage of Dun Chaocháin; Cill Ghallagáin Graveyard - Addergoole Titanic Memorial Park - Moygownagh – the work of St Cormac’s (Heritage) Society – including the ANSEO project - James Hack Tuke story of assisted emigration - Potato pickers and links with Scotland - Story of the strip farms and Tubary rights at Geesala - Hills of Bones – history in the language / Cnoc na gCnámh - Deserted village of Attymass – the links with North America – Irish Hunger Memorial in State, Scranton etc. <ul style="list-style-type: none"> With this theme, consider establishing a working group of ‘experts’ from across North Mayo to discuss ways of strengthening existing saleable experiences and encouraging further exploration of North Mayo. Reassess the Humbert theme and its presence on the ground (Kilcummin, Killala, Ballina, Lahardane, into Castlebar). This storyline has had stronger traction in the past and has seen a level of revival with the 225th anniversary events of the French Landing. If the theme may find a base in the proposed Killala Tower Hub, explore the potential to strengthen its presence on the ground through new way marking or through the development of an annual hiking event. 	Ongoing	FI / MCC	<p>Visitor centres; Local community groups and heritage groups; Irish Lights; SWMDC; Mayo North East Leader; Bord na Móna; Údarás na Gaeltachta</p>

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Our Heritage of Life, Land and Sea – supporting initiatives:

Project	Action	Time	Lead	Partners
Networking storytelling and visitor/interpretive centres	<p>Networking storytelling continued</p> <ul style="list-style-type: none"> Explore further development options for the Táin Bó Flíodhaise Cattle Raid story and develop a preliminary feasibility plan on its potential as an attractor. Liaise with Irish Lights to explore tourism options for Ballyglass Lighthouse and ways of heightening the story of lighthouses and coastguard stations within Erris. Continue to support the community in Foxford with strengthening the Admiral Brown story. Focus on developing significant recognition in 2027 – the 250th anniversary of his birth. Work with MCC to identify possible locations for the former museum. 	Ongoing	FI / MCC	<p>Visitor centres; Local community groups and heritage groups; Irish Lights; SWMDC; Mayo North East Leader; Bord na Móna; Údarás na Gaeltachta</p>
	<p>Interpretive / Visitor Centres</p> <ul style="list-style-type: none"> Conduct a full inventory of all the interpretive/visitor centres in terms of thematic content, visitor services and facilities, and programming. Use this assessment to highlight gaps, opportunities and new ways of leveraging the centres as a network of experiences. Consider ticketing options that would encourage visits to multiple centres. Where feasible, use centres as booking locations for extended guided experiences and activities allowing visitors to explore key themes beyond the walls of the centre. SOLAS: this is the tourism hub for the Mullet Peninsula – ensure that it has a strong food offering that is focused on local foods and well networked with local suppliers. <ul style="list-style-type: none"> Work towards developing an innovative programme of activities and events that will raise the profile of the centre and increase footfall, including a new AV/AR experience. Any programme of events should be integrated into a wider programme of events offered by other centres within the network. 	Ongoing	FI	<p>MCC; Údarás na Gaeltachta; Visitor centres/ attractions</p>

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Our Heritage of Life, Land and Sea – supporting initiatives:

Project	Action	Time	Lead	Partners
Networking storytelling and visitor/interpretive centres	<p>Interpretive / Visitor Centres continued</p> <ul style="list-style-type: none"> • Michael Davitt Museum: explore options to move forward with the initiatives that the Museum itself is proposing, including the need for a reconfiguration of existing space, a refresh of the exhibits and implementation of the 2024 interpretation plan, and the potential for a new auditorium. • North Mayo Heritage Centre: explore opportunities to further upgrade the centre and its storytelling role in rural traditions. Continue to expand its profile in geneology. • Foxford Woollen Mill: consider the potential for developing new higher-end exclusive experiences that will give a small group a private and immersive experience, in addition to the current tours. • Oweninny: continue to develop and implement the proposed recreation plan to further diversify the experience and broaden the centre’s appeal. • Work with bespoke operators to develop new Wild Mayo themed tours that take in several centres in any given tour. 	Ongoing	FI	MCC; Údarás na Gaeltachta; Visitor centres/ attractions



Solas, Visitor Experience and Tourism Hub, Mullet Peninsula

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Our Heritage of Life, Land and Sea – supporting initiatives:

Project	Action	Time	Lead	Partners
Strengthening emerging sectors				
Strengthening emerging sectors	<p>The Creative Arts Sector</p> <p>Tír Sáile represents North Mayo’s iconic expression of the artist’s interpretation of the landscape and mythology through sculpture. The sculpture trail was established in 1993 and is the largest public arts trail ever undertaken in Ireland.</p> <ul style="list-style-type: none"> • Implement the findings of the report – A Review of the Tír Sáile Sculpture Trail. This should include the recommended decommissionings of sites that have been lost to the landscape, the repair actions, and improvements to interpretation and signage. Access and road repair issues need to be addressed, and new marketing collateral should be developed. • Reposition the trail to include the Spirit of Place sculptures, highlighting the evolution of the original trail in the interpretive overview. • The review recommends the addition of audio narratives at the various sites. This should include the option of listening to the narrative in the Irish language for all the installations in the Gaeltacht. • As recommended in the report, consider further enhancing the experience through AR and digital storytelling. • Assess options for improving inclusion and accessibility for all. • Use all arts facilities and visitor centres to promote the Tír Sáile experience. • Work towards identifying strategies that will further strengthen the arts in existing centres and explore the economic return that is generated through the arts. <ul style="list-style-type: none"> - Establish an arts working group that can identify ways of leveraging the region’s artistic strengths to extend the length of stay. The galleries can play a role similar to the visitor centres in encouraging movement around the region. - Explore the feasibility of presenting Art in the Landscape Festival of Change on an ongoing basis – whether in the original format or an adapted format that can be sustained more readily. 	Short term	MCC	FI; Údarás na Gaeltachta; Mayo Creative Network; Arts Council of Ireland; Arts centres

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Our Heritage of Life, Land and Sea – supporting initiatives:

Project	Action	Time	Lead	Partners
Strengthening emerging sectors	<p>The Creative Arts Sector continued</p> <ul style="list-style-type: none"> - Promote the intrinsic value and the activities relating to new forms of environmental dialogue through the arts. - Similarly, promote the work of Wilderland project - a public art and community ecology project in Mayo that is using creative processes and art in the landscape to deepen people’s appreciation of their environment, including processes such as rewilding Wild Nephin National Park. - Work with artisans to identify bespoke opportunities that will profile traditional skills and offer enriched experiences. 	Short term	MCC	<p>FI; Údarás na Gaeltachta; Mayo Creative Network; Arts Council of Ireland; Arts centres</p>
	<p>Agritourism and Local Foods</p> <ul style="list-style-type: none"> • Address the gaps in this area of experiences through working with emerging entrepreneurs and identifying new potential business operators – with a focus on a cluster-based approach. <ul style="list-style-type: none"> - Build on the work of businesses that are showing a strong commitment to regenerative farming and sustainability practices. - Develop a training programme that highlights good practice elsewhere. - Work with farm businesses to explore appropriate options for developing farm-based accommodation and low-service facilities to expand opportunities for visitors to in rural settings. - Develop and pilot a cluster-based mentorship programme. • Work with existing restaurants and local suppliers to strengthen the presence of local foods in restaurant menus. Opportunities to eat local fish are very limited, and discussions are required to explore new ways of addressing this gap. <ul style="list-style-type: none"> - Work with distilleries to promote related tours, tastings and visitor experiences. - Continue to highlight and build experiences around local products and achievements, such as brown bread (Pulathomas), seaweed soda bread (Belmullet), honey mead (Carrowteige), Erris lamb; and work with distillery and brewery businesses to bring new recognition to the region’s spirits and beers. 	Ongoing	FI	<p>North Mayo Heritage Centre; Local producers; Irish Farmers Association</p>

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Our Heritage of Life, Land and Sea – supporting initiatives:

Project	Action	Time	Lead	Partners
Strengthening emerging sectors	<p>Ecotourism and Biodiversity</p> <ul style="list-style-type: none"> • Continue to encourage communities, such as Ballycastle, that have developed strong educational markets for field studies to build new academic links and to explore ways of enhancing the destination experience for the incoming ‘field-students’. • Work with registered tour guides to identify opportunities for bookable eco-tours. Guided bird watching in particular, offers scope for further growth. • Work with the Clew Bay Tourism Network and related partners to explore the opportunity to advance the UNESCO Biosphere Reserve concept – with the possible intent of extending its boundaries into North Mayo. <ul style="list-style-type: none"> - The recommendations for the creative arts sector and for agritourism and local foods could all gain uplift from this designation. • Support Mayo North East Leader Partnership Company in their exploratory enquiries to look at developing a centre that focuses on the theme of bog restoration. <ul style="list-style-type: none"> - Work with partners to develop and promote opportunities to engage in regenerative activities, such as eradication of invasive species, and bog restoration. • Dark Skies – work with Ballycastle and Belmullet to position the towns as northern gateways to the Mayo Dark Skies Park. <ul style="list-style-type: none"> - Work with Mayo Dark Sky Park to coordinate promotion of events. 	Ongoing	FI	<p>CCCC; NPWS; Clew Bay Tourism Network; Mayo North East Leader Partnership Company</p>

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Our Vibrant And Connected Destination – catalyst projects:

Project	Action	Time	Lead	Partners
Accommodation				
Accommodation (Catalyst)	<p>Strategic Partnership Focus</p> <ul style="list-style-type: none"> Identifying and enabling strategic sites for eco-lodges, boutique guesthouses, and heritage conversions that align with the area’s natural and cultural assets. Engaging with investors and developers to promote innovative models such as glamping, wellness retreats, and experiential stays that appeal to emerging market segments. Supporting planning and infrastructure readiness to fast-track viable projects, particularly in underutilized or high-potential areas. Collaborating with local communities to ensure developments are sustainable, inclusive, and contribute to year-round tourism. Collaborating with An Bord Pleanála and MCC to address the growing interest in nature-immersed accommodation experiences in remote areas. Opportunities exist for innovative glamping facilities, often as a form of agritourism, though current planning policies may limit potential. 	Ongoing	FI	MCC



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Our Vibrant And Connected Destination – catalyst projects:

Project	Action	Time	Lead	Partners
Accommodation (Catalyst)	<p>Serviced, Outdoor and Holiday Let Accommodation</p> <ul style="list-style-type: none"> Encouraging current accommodation businesses to invest in upgrades and extensions, such as those needed to support the golf market and Carne Golf Links. Identifying strategies to reopen or redevelop stalled projects or closed premises. Highlight options for increasing hostel accommodation in areas offering wild adventure, focusing on communities like Killala, Ballycastle, Belmullet, and Bangor Erris. This includes regenerating and repurposing buildings no longer in commercial use, such as the old grain store in Killala and the disused building at Bellacorick. Support the proposed renovation and development of Kilmurray Yards as a multi-faceted accommodation concept, recognising that it strongly aligns with the experiential themes in this plan and has the potential to strengthen the offering in the Crossmolina area with its distinctive focus on wellness. 	Ongoing	FI MCC	Accommodation providers
	<p>Camping and Motorhome Infrastructure</p> <ul style="list-style-type: none"> Encourage further development of facilities at informal field sites, particularly those near towns and villages with supporting food and drink options, such as in Ballycastle. Promote the development and use of legitimate waste management ('sani-dump') facilities for campervans. 	Ongoing	FI MCC	

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Our Vibrant And Connected Destination – catalyst projects:

Project	Action	Time	Lead	Partners
Building Capacity				
Building capacity (Catalyst)	<p>Leadership and Networking</p> <ul style="list-style-type: none"> Establish a North Mayo Implementation Working Group that can assess the implementation of the DEDP and determine the necessary actions to secure success on an ongoing basis. <ul style="list-style-type: none"> Ensure that the two groups work together on projects that benefit both regions, such as Dark Skies, the UNESCO Biosphere Reserve initiative, and inter-regional trails projects. Adopt a similar approach to the Clew Bay Tourism Network in areas relating to networking, reporting of progress and overall communication. Hold an annual North Mayo networking meeting to review implementation of the DEDP. Continue to build on the initiation of county-wide networking events – both across the county and within the North Mayo region. Combine networking events with local familiarisation tours to increase industry knowledge. 	Short term	MCC	<p>FI; Údarás na Gaeltachta; Mayo Creative Network; Arts Council of Ireland; Arts centres</p>
	<p>Capability Development</p> <ul style="list-style-type: none"> Work with Fáilte Ireland to engage industry in business support programmes relating to climate, digitisation, accommodation development, people and performance and commercial resilience. <ul style="list-style-type: none"> In particular, encourage uptake in Fáilte Ireland’s industry digitalisation initiatives to improve visibility of North Mayo’s visitor experiences, and to enhance bookability. 	Ongoing	FI	

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Our Vibrant And Connected Destination – catalyst projects:

Project	Action	Time	Lead	Partners
<p>Building capacity (Catalyst)</p>	<ul style="list-style-type: none"> • Encourage increased participation on existing booking platforms. • Adopt a cluster development approach to support emerging new niche sectors. Three key areas include: <ul style="list-style-type: none"> - Agri-tourism: this potential sector needs an entrepreneurial development programme that will highlight new opportunities and nurture innovative thinking and business development on a one-to-one basis. - The Gaeltacht: work with Údarás na Gaeltachta to facilitate the initiatives recommended for supporting adventure operators and community groups seeking to strengthen local heritage experiences. - Target special interest groups, such as local walking and hiking groups, other activity groups, heritage groups and conservation groups to identify potential opportunities for promoting new and strengthening existing business development. Here again, niche sector training will be required. • Work through networking and mentorship programmes to create composite offerings and to strengthen emerging clusters. These programmes should also address succession planning and ways of attracting the next generation into the tourism industry. • Strengthen existing image banks with imagery that depicts the sense of wildness and wilderness found in North Mayo, and ensure that images relating to all aspects of our heritage of life, land and sea are maximised to portray the dynamic offering that is available. <ul style="list-style-type: none"> - Ensure that there is representative imagery of accessible and inclusive tourism. • Work across industry to encourage participation in Fáilte Ireland’s Climate Action Programme. • Encourage industry’s participation in training that relates to accessibility and inclusion. • Work with communities and businesses to explore ways of strengthening niche markets. Many communities are already tapping into such markets (education and field studies, diaspora and genealogy, Argentina, the UK angling market). • Continue to work closely with Mayo North Tourism to build a strong regional marketing voice, and work collaboratively to strengthen a coordinated approach at trade shows and events such as Meitheal. 	<p>Ongoing</p>	<p>FI</p>	<p>Údarás na Gaeltachta; Local Enterprise Offices; Mayo North Tourism; Mayo NE; SWMDC</p>

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Our Vibrant And Connected Destination – supporting Initiatives:

Project	Action	Time	Lead	Partners
Accessibility				
Accessibility	<p>Transport to North Mayo</p> <ul style="list-style-type: none"> • Work with Bus Éireann and TII to explore opportunities to strengthen timely bus connections with Ireland West Airport, Knock. In particular, assess and strengthen linkages with flights from the UK. • Encourage dialogue between public transport to streamline time-tabling to facilitate convenient movement from one form of transport to another to complete a journey. • Continue to promote direct rail linkages with Dublin, and the opportunities to travel by train within the county. 	Ongoing	FI; MCC	Bus Éireann; TII: Ireland West Airport, Knock
	<p>Access within North Mayo</p> <ul style="list-style-type: none"> • Work with Bus Éireann and/or Local Link to create new public transport linkages along the north coastal route with a particular emphasis on supporting the Céide Coast Path. Ideally this service should be a flexible pick-up and drop-off service. • Review connectivity in general and work with Bus Éireann and Local Link to address critical gaps and improve local service. • Conduct an assessment of all roads to key attractions and Tír Sáile installations. Prioritise repair issues on roads such as to Doohoma Discovery Point, and the access to Kilcummin loop walk. • Explore opportunities to improve/recreate access to viewsapes for visitors touring North Mayo. • Explore opportunities to open up and/or improve opportunities to pull off the road to appreciate the panoramic views – for example, along the N59. Where there are existing pull-offs that provide a significant view, assess the potential to improve the experience through interpretation. • Work with relevant agencies such as the Irish Wheelchair Association and the National Disability Authority to conduct appraisals of accessibility at sites and attractions across the region, and address issues where feasible. • Work with businesses to promote digital accessibility and compliance with the EU Accessibility Act. 	Ongoing	FI; MCC	Bus Éireann /Local Link; TII: Irish Wheelchair Association; National Disability Authority

Blacksod Lighthouse, Mullet Peninsula, Erris

Wild Mayo | Maigh Eo Fiáin

Destination and Experience Development Plan
Plean Forbartha Cinn Scríbe agus Eispéiris

2026-2031

