ATLANTIC ON BIKE
OPPORTUNITIES FOR MARINE TOURISM

INTERREG Atlantic Area Programme
Presentation to NPA Annual Conference

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Mayo County Council
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Some Key Details.....

- Development of Proposed Euro Velo Route

- 18 Partners from 7 countries – cross agency representation from Portugal, Spain, France, Belgium, Ireland, UK, Norway

- Irish partners – Local authorities, social enterprises, Sustrans etc

- Budget €4.58 million

- 3 year time scale 2017-2020

- Overall Objective – Creation of a cycling destination of excellence
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Premier European Cycle Destination

Cycling – Coastal Landscapes, Culture, Heritage, People
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Premier European Cycle Destination

Unique Experiences – Life on the Edge of the Atlantic Ocean, Wild Atlantic Way, Islands, Waterbased tourism, Food Tourism
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Some iconic offerings... Vélodyssée
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Some iconic offerings... Via Verde

¡Vive la Vía!
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Ireland’s Wild Atlantic Way

Achill

Westport
The Great Western Greenway - European Destination of Excellence

Key Features

- Tremendously popular – 265,000 Users
- Awarded as a European Destination of Excellence
- Unique PARTNERSHIP with local landowners & Business
- Enabling platform for innovation, regeneration and enterprise
New Business Opportunities

Bike Hire, Cycling and Walking Guided Tours, Hospitality services – food and drink, local shops, Accommodation providers, Taxi Services etc

Economic Benefit: €7.2 million to local economy (€2.8m - overseas visitors)

Employment: 200 new jobs
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Tourism Trade Partnerships

Cross Selling Packages - Unified business approach
Product Development

The Gourmet Greenway Food Trail

A Food Trail along the Greenway showcasing the best of artisan foods.

- Kellys of Newport
- Carrowholly Cheese
- Murriveagh Honey
- Rua
- Achill Island Turbot

Sean Kelly & his gold medal winning Black Pudding
Community Partnerships
In Summary our key opportunities include:

- Additional Investment - Leverage community & private buy in, huge benefits from both
- Rural regeneration – Cycle tourism an re energise peripheral coastal areas – bringing back that sense/pride of place
- Greater Value for Money and services for visitor – Packages, cross selling, bundling of offers
- Unique immersive experiences
- More Visitors – more Jobs
- New European Cycle Tourism Brand
Thank You!