



Wild Atlantic Way
Socio-Economic Marine Research
unit



WILD ATLANTIC WAY
SLÍ AN ATLANTAIGH FHIÁIN

Rationale for the Wild Atlantic Way



Why the Wild Atlantic Way?

Significant decline in international bednights & revenue (50% decrease 2007-2010)

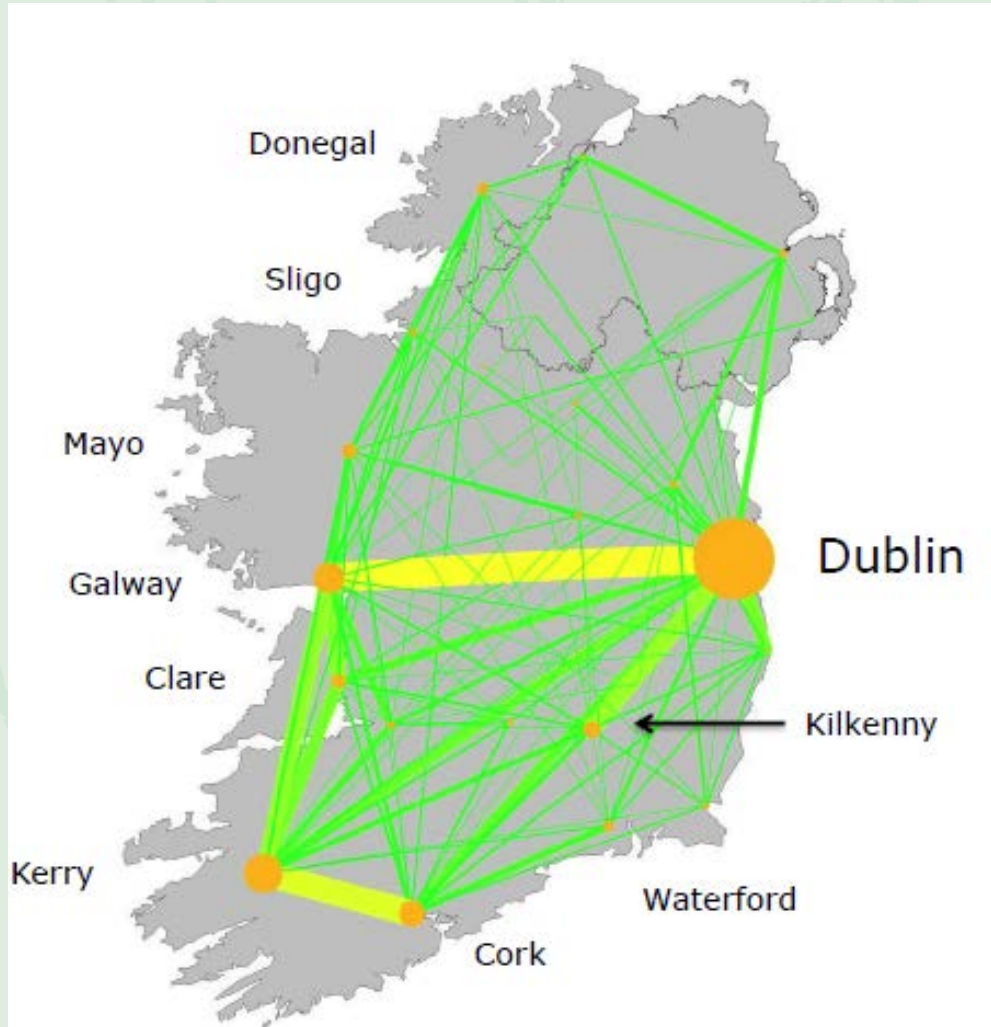
Short season

Declining communities

Disparate marketing & messaging

No coherent brand

Visitor Flow Analysis (Summer 2015)



Fáilte Ireland Response

The Wild Atlantic Way

The world's longest defined coastal touring route stretching 2,500km from Malin Head in Donegal to Kinsale in West Cork.

A new “experience” and “destination” developed by Fáilte Ireland to present the West Coast of Ireland as a compelling international tourism product of scale and singularity.



Route Identification Process & Brand Proposition Development

Route Identification Process

- Collaborative & consultative process
- 4 Regional Steering Groups (2012)
- Independent Traveller Route
- Coach Route
- Route Identification Report (2013)

Project Consultation Agency Group



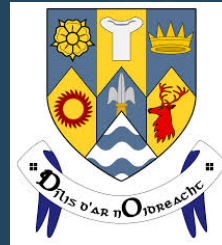
**Comhairle Contae
Dhún na nGall**
Donegal County Council



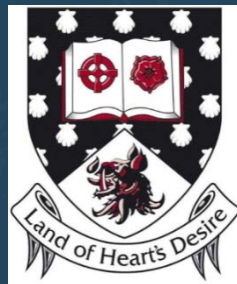
**National Parks
& Wildlife Service**



**Cork
County Council**
Comhairle Contae Chorcaí



Údarás na Gaeltachta



Comhairle Chontae na Gaillimhe
Galway County Council



Comhairle Cathrach na Gaillimhe
Galway City Council



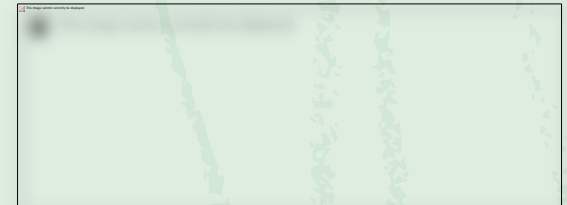
**Shannon
Development**
Delivering a Better Future



WDC
WESTERN DEVELOPMENT COMMISSION
COMISIÚN FORBARTHA AN IARTHAIR

Route Identification & Signage

- 3,850 signs along 2,500km





We must think of
Wild Atlantic Way as
beyond a 'route'...



Brand Proposition Development



WILD ATLANTIC WAY

SLÍ AN ATLANTAIGH FHIÁIN

Brand Proposition Development



“Where Land Meets Sea”

WILD ATLANTIC WAY

DEVELOPMENT OF PROPOSITION AND BRAND
MAIN REPORT
FEBRUARY 2013

COLLIERS INTERNATIONAL
DESTINATION CONSULTING

WITH:

PLACE MATTERS
ARKENFORD
BOB MONTGOMERY
BRADY SHIPMAN MARTIN
RED & GREY DESIGN

FÁILTE IRELAND

Wild Atlantic Way Vision

To create a world class, sustainable and un-missable experience brand that engages and energises the visitor so that they become powerful advocates and leave them wanting to return for more.

The Wild Atlantic Way Brand Proposition

The Wild Atlantic Way on Ireland's Western Coast off the Western Edge of Europe, captivates you with its wild landscape that continuously shapes its living history; and engages you with its vibrant & creative communities, whose stories and culture stimulates you , so you are freed up to relax, enjoy and leave feeling refreshed, renewed and uplifted.

Wild Atlantic Way Essence



Wild Atlantic Way Experience Brand

*Help move Ireland
from 'a place to come
some day to I must
come now'*



THE TOP



Long term ambition:

Put the Wild Atlantic Way on
the top 10 list of experiences
to do, globally

Priority Markets & Segments 2016

GREAT ESCAPER - GER



NAME
Conny Soddemann

AGE
37

PROFESSION
Art Gallery Owner

Conny's is a 37 year old single mom of two. Having studied fine arts at Berlin University of the Arts, she went on to work in a number of art galleries in Berlin and Bremen, before returning to her home town of Köln to set up her own gallery.

A fine-artist herself, she is particularly interested in the arts, theatre and music. Her other down-time activities include pilates, hiking and daily meditation. Hiring a new assistant for her gallery, has finally given her the confidence to spend time enjoying travel. Generally, she looks for an easy escape, holidaying in neighbouring Austria, France or further afield to Spain. The North of Ibiza is her perfect escape haven.

When researching holidays, she generally uses Google search and sites like Booking.com, TripAdvisor, Homelidays and the Air Berlin website.

GREAT ESCAPER - USA



NAME
Jen Nilson

AGE
35

PROFESSION
Interior Designer

Jen studied interior design and the arts before setting up her own studio in downtown LA. A mom of two, she spends her days juggling the needs of her young kids alongside the demands of her small business. Work-life balance is a constant struggle, weekly Bikram yoga classes, weekend bike rides and runs down the Santa Monica pier help keep her sane, but to really take a break from all, she has to schedule in 'away time' for her and the family.

Together, they've already explored the Redwood Forests of the Yosemite National Park, driven Lake Tahoe's spectacular Western Shoreline and got lost on the West Coast of France. Jen seeks for opportunities to leave behind the trappings of city living, turn off her phone and get close to nature, to help her rekindle her relationship with her equally busy insurance rep husband and her kids.

Interests/Hobbies

Biking

Barriers to Visiting

Unaware of what Ireland has to offer in terms of nature

Digital Interest Touch Points

Digital Travel Touch Points

GREAT ESCAPER - UK



NAME
John Gills

AGE
32

PROFESSION
Paramedic

John works as a paramedic with the North East Ambulance service – stress is part of his daily working life! To help de-stress, he runs 3-4 times a week with his local running club, Tyne Bridge Harriers, and aims for a half-marathon/marathon every year – the Great North Run is his favourite.

A yogi, he subscribes to Yogaglo, watching 'how to' videos so he can cram in a yoga session at home. He also follows a number of health and lifestyle sites like MindBodyGreen and ElephantJournal for daily positive pep-ups.

As an NHS employee, his salary doesn't allow an overly extravagant lifestyle, so he subscribes for daily emails from deal platforms like Groupon, Wowcher and Achica.

Interests/Hobbies

Running
Mountain biking
Health Food
Yoga
TV Show – House of Cards, Game of Thrones

Barriers to Visiting

Believes Ireland is expensive, particularly when it comes to dining out.
Limited time is a factor, with a busy work schedule, his usual escapes are within close proximity to home.
Unaware of diverse outdoor activities on offer.

Digital Interest Touch Points

The Independent
The Observer
The Times
Netflix
Yogaglo
MindBodyGreen
Facebook
Instagram

Digital Travel Touch Points

Lastminute.com
BBC Travel
Travel Zoo
SecretEscape
Guardian Travel
TheJournal.co.uk
The Sunday Times

Implications

Content that appeals to John needs to communicate speed and ease of access to a variety of activities, close to airport hubs. Although, he likes to connect with nature in the moment, he also likes to post photographs of his adventures on Instagram and Facebook. Working every second weekend, his travel go-tos are supplements and lifestyle sites. He likes info in digestible formats, such as top 10 lists which are stuck on the fridge. Visual content that shows breathtaking landscapes are a key travel motivator. Mobile is key channel for him to receive content.

CULTURALLY CURIOUS - USA



NAME
Kevin

AGE
36

PROFESSION
Social Media Manager

Kevin, a social media manager for a mid-size corporation enjoys keeping fit and follows Nike & New Balance to find out about the latest equipment. He also frequently checks into Pilates studios as well as letting his followers and colleagues know about new health products. As a knowledge seeker, he is constantly engaging with current digital trends and reading up on entrepreneurship.

He is a keen traveller who has been to Europe a number of times. He considers Rome, Budapest, Prague and Greece some of the best places he has visited due to their mix of ancient and modern. He likes to travel with his partner and both enjoy checking out local, authentic venues and tasting local foods. He is also quite active in his exploration of new places – always bringing his running/hiking boots so he can explore new locations by foot. When searching for new places to explore, Kevin relies heavily on peer to peer recommendation sites as well as visiting trusted blogs.

Interest/Hobbies

Music
Social Media
Fashion
Health and Fitness
Television (DND series, Mad Men)
Technology (Windows surface & HTC)

Barriers to visiting

Doesn't see Ireland as offering the depth of history as other European countries.

Doesn't fully appreciate the depth of diversity – landscape, culture and history.

Digital Interest Touch Points

TedX & Wired
Globalizer
The Cultural Calculator
Simply Measured
Art on Air
 Huffington Post
Kickstarter
YouTube
Twitter

Digital Travel Touch Points

Virgin Atlantic
Trip Advisor
Yelp
Porter Airlines
Getaway Magazine
Business Travel News
CAA Neo Travel
About.com travel
Tripbase

Implications

The type of content to appeal to Kevin is that which brings to life the background history to a place – merging old with the new. As a Social Media Manager, he responds well to peer to peer referrals, and is highly engaged on social platforms such as Twitter and YouTube. He is attracted to high quality video and photo content, and 'snackable' content such as Top 10 Lists. Social listening is critical to identifying and engaging with Kevin when he is online discussing possible travel plans.

CULTURALLY CURIOUS - GER



NAME
Alexander Gorny

AGE
45, Married

PROFESSION
Engineer, BMW

For nearly thirty years, Alex has been an engineer at BMW's primary production plant in Milbertshofen, Munich, heading up a vehicle testing team.

His logical and curious mind-set translates into his holiday research habits. He engages in meticulous research pre-trip, talking with friends to get specific recommendations and researching official tourist sites to really discover the must-dos of an area and plan every detail of his trip in advance. In addition to reading the Sunday travel newspaper supplements, he tends to access his information via his iPad, mostly scanning in the evenings and all the weekends.

Recent trips of note with his wife Doris have included a two week coastal trip of Croatia, involving trips to world heritage sites of Dubrovnik, Split and the Plitvice Lakes National Park, and a Danish adventure covering off the scenic beauty of the North Jutland along with more historical epicentres surrounding Kronborg Castle and Roskilde Cathedral. He always travels with his iPad and iPhone by his side, and Frommers & Lonely Planet Guidebooks.

Interest/Hobbies

History
Technology/Engineering
Hiking/Trekking
Iconic scenery
News/Current affairs

Barriers to visiting

Looks for warmer climates
Not aware of what Ireland has to offer
Distance from Germany

Digital Interest Touch Points

Spex
Der Spiegel
Re-publica
Wuvu.de
Stem
Wallpaper.com

Digital Travel Touch Points

TripAdvisor
AirBerlin & German Wings
Travel Made Simple
Slow Travel Berlin

Implications

Content should seek to educate i.e. long-form informative articles that give Alexander a clear sense of what a destination has to offer. Content should be distributed to a mix of OTA's, third party interest sites and travel sections within media publications are key. Itineraries and Regional Brochures play a key role in helping Alexander plan and enjoy his trip, so having e-brochures and itineraries easily accessible as PDFs is key. Likewise, all content needs to be mobile friendly, which some packaged up within apps which he can use within market.



WAY

Introducing the Wild Atlantic Way

Community Engagement Process



Community Engagement Phase

- 15 Community Meetings (February 2014)
- Over 1,000 attendees
- Excellent local insights and contributions used to inform the stories for the Interpretation Programme & Hidden Gems of the Wild Atlantic Way
- Identified key community players

National Cinema, Radio & PR Campaign

 George Hook
Rathmullen,
Co. Donegal. **newstalk**
100-100am

 Ryan Tubridy
Strandill,
Co. Sligo **RTÉ**
2fm

 Sean Moncrief
Ballina,
Co. Mayo **newstalk**
100-100am

 Ireland AM:
Galway City,
Co. Galway **Ireland**
:AM

 Ryan Tubridy
Salthill,
Co. Galway **RTÉ**
2fm

 Ryan Tubridy
Lahinch,
Co. Clare **RTÉ**
2fm

 Ryan Tubridy
Dingle,
Co. Kerry **RTÉ**
2fm

 Ryan Tubridy
Bantry,
Co. Cork **RTÉ**
2fm

 Pat Kenny,
Kinsale,
Co. Cork **newstalk**
100-100am



Wild Atlantic Way well established in Ireland



Home Holiday Campaign – Digital Campaigns



Travel

WIN a holiday with Discover Ireland and Independent.ie and embark on an epic journey of your Wild Atlantic Way!

Tuesday 24 June 2014

Sponsored features

FOLLOW CONTACT

Win a holiday with Discover Ireland and Independent.ie and embark on an epic journey on the Wild Atlantic Way

Discover Your Wild Atlantic Way

PUBLISHED 24/06/2014 11:00

SHARE

Save Up To €200 On Car Insurance With 25Plus, Try Now To Save Money!
www.25plus.ie/Cheaper-Insurance

trivago™ Cheap Hotels in Wexford. Compare Over 200 Booking Sites!
trivago.ie/Cheap-Wexford-Hotels

Ads by Google

To help celebrate the new Wild Atlantic Way, Discover Ireland and Independent.ie have teamed up to send you on a fabulous break along the route.

Whether you're looking for a romantic break; taking the family on holidays or want to escape with friends, the Wild Atlantic Way has a route to suit you.

There are three amazing prizes on offer in this fantastic competition, including a family break to Kerry; a romantic break in Donegal and a trip for friends to Mayo. All you have to do is share your experiences of the Wild Atlantic Way to be in with a chance to win.

The new Wild Atlantic Way is the longest coastal touring route in the world. This captivating 2,500 km long route along the magnificent west of Ireland coastline stretches from the Inishowen Peninsula in Co. Donegal to Kinsale in Co. Cork.

Walking, surfing, kayaking, horse-riding, climbing, foraging, winkle picking, crab catching, and sandcastle building can all be found en-route. You'll also find delightful cafes, restaurants, tempting food producers and of course, craft breweries and buzzing nightlife all along the coastline.

And remember – you don't have to do the whole of the Wild Atlantic Way in one go – it is broken down into five routes, with 159 'Discovery Points' and 15 'Signature Discovery Points'. So dip in and be part of it! Wherever you go, you're sure to encounter moments of magic, history, adventure and beauty along the way.

WILD ATLANTIC WAY
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UPLOAD A VIDEO OR PHOTO

FOR A CHANCE TO WIN A HOLIDAY

DISCOVERIRELAND.IE

IN ASSOCIATION WITH Independent.ie

Home Holidays - Press Activity



WILD ATLANTIC WAY
SLÍ AN ATLANTAIGH FHIÁIN



Looking for directions to the holiday of a lifetime?

Then just follow the signposts along the Wild Atlantic Way. Wherever you stop along this unique trail through the West of Ireland, you'll experience a land and people that will make every moment special. Explore your wild side this summer and discover The Wild Atlantic Way.

Start your journey at discoverireland.ie/wildatlanticway.

WILD ATLANTIC WAY
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Growing International Awareness

7%



Wild Atlantic Way Operational Programme



Wild Atlantic Way Operational Programme



Strategy and Implementation Framework for the sustainable implementation of the Wild Atlantic Way 2015-2019.

Strategic Environmental Assessment



Signature Discovery Point Programme



Signature Discovery Points

The Crossing at Downpatrick Head



Signature Discovery Points

Old Head of Kinsale Signal Tower



Signature Discovery Points

Derrygimlagh, Connemara



Connemara Cultural Centre @ Pearse's Cottage Discovery Point



Discovery Points Programme

- **188 Discovery Points**
- **15 Signature Discovery Points**
- **Develop plans for each of the Signature sites and prioritise for implementation**

(subject to funding & environmental considerations)

An aerial photograph of a rugged coastline. A prominent stone wall runs along the edge of a cliffside, overlooking the ocean. The cliff face is layered and textured, with some vegetation. The ocean is dark blue with white foam from waves crashing against the shore. The text 'Interpretation & Branding Programme' is overlaid in white, sans-serif font in the center of the image.

Interpretation & Branding Programme

Interpretation & Branding Programme

- To engage visitors & tell the stories of the place
- “Get under the skin” of a place
- Encourage exploration of the local area
- Increase the dwell time
- Encourage “sharing” of photos & videos on social platforms

Interpretation & Branding Programme



Photo Points



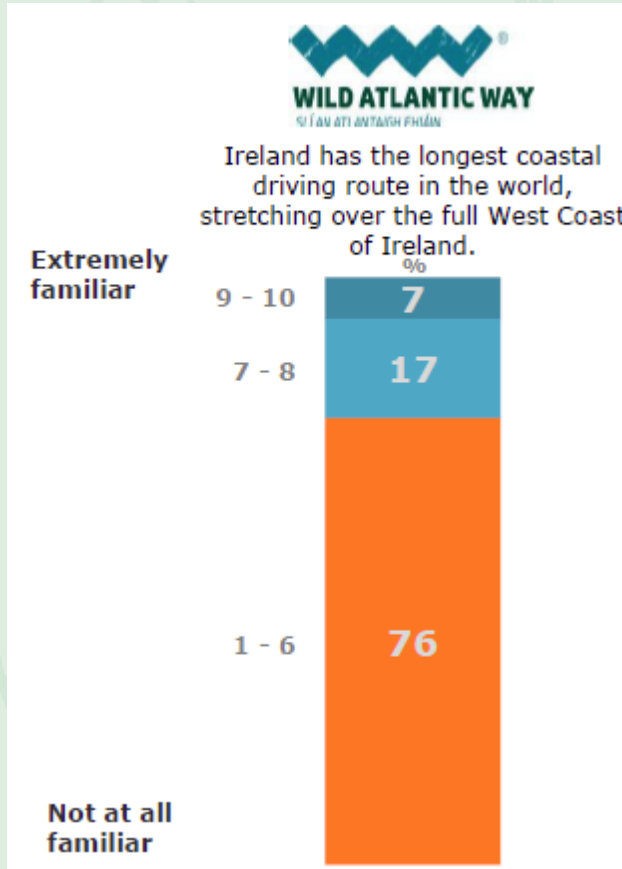


Wild Atlantic Way
arrives on the islands

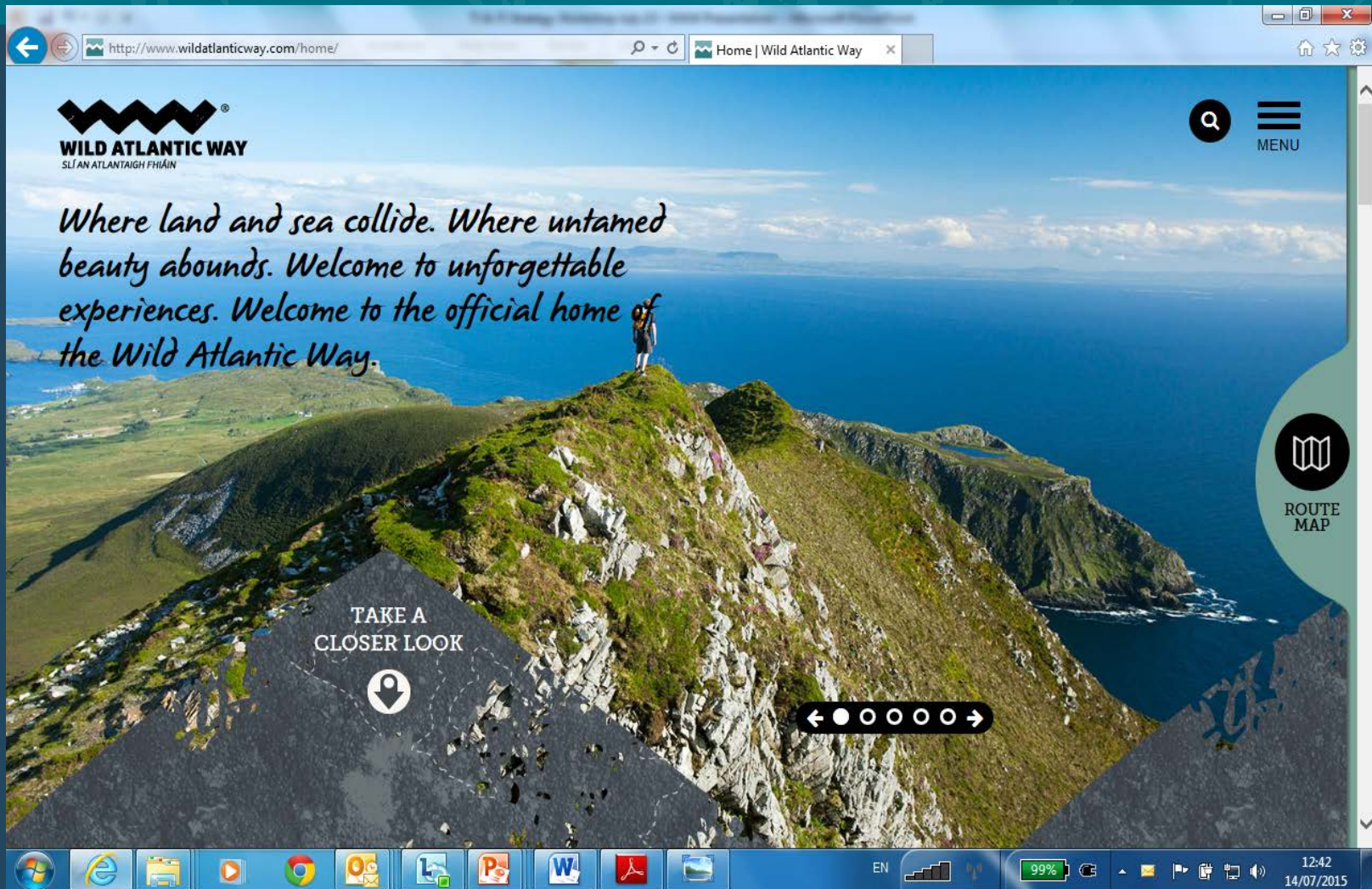


Growing International Awareness

Wild Atlantic Way Proposition Awareness



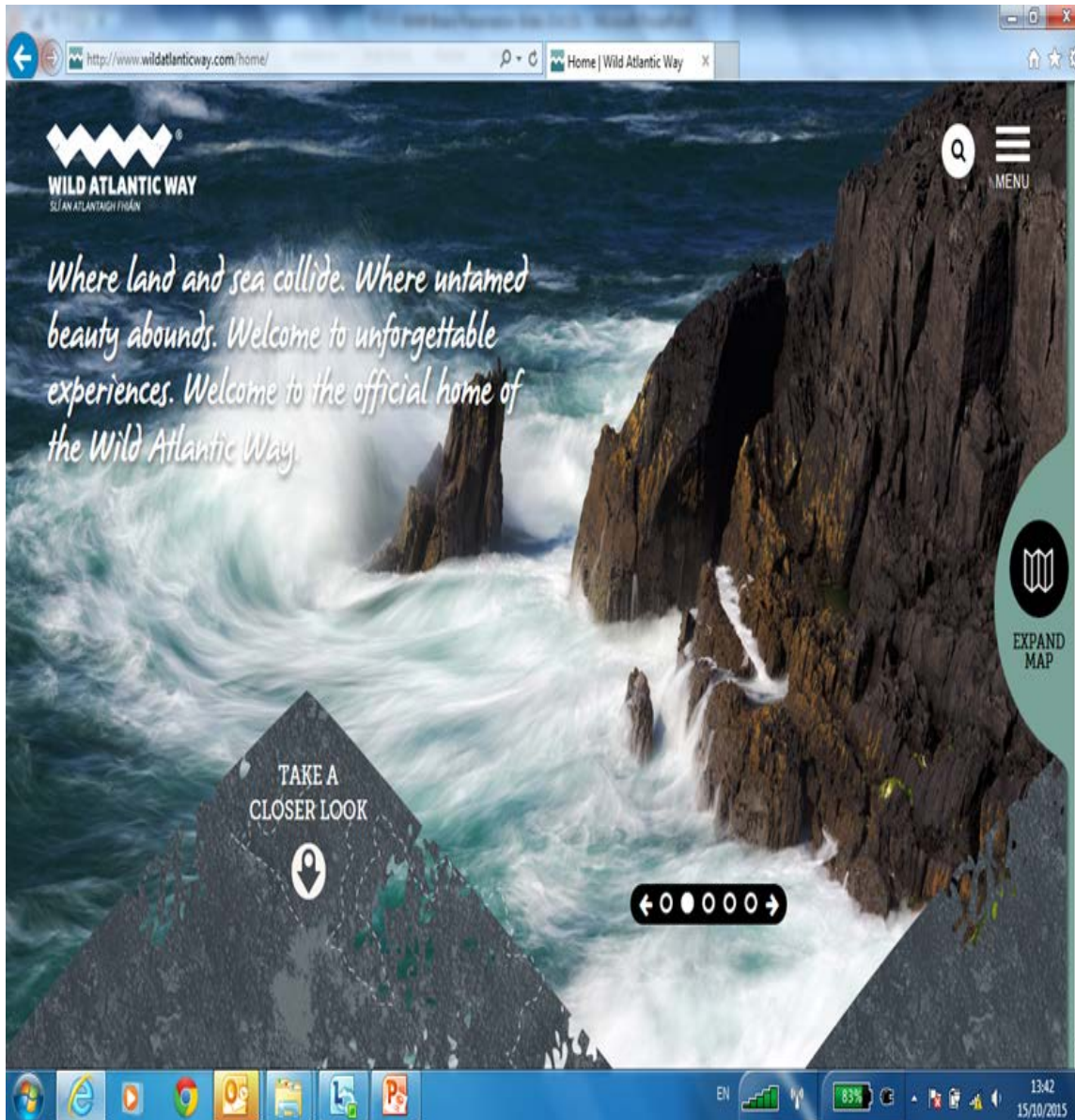
Growing International Awareness



Mobile Site Live since July 7th

WILD ATLANTIC WAY
SLÍ AN ATLANTAIGH FHIÁIN

2015 Digital Achievements

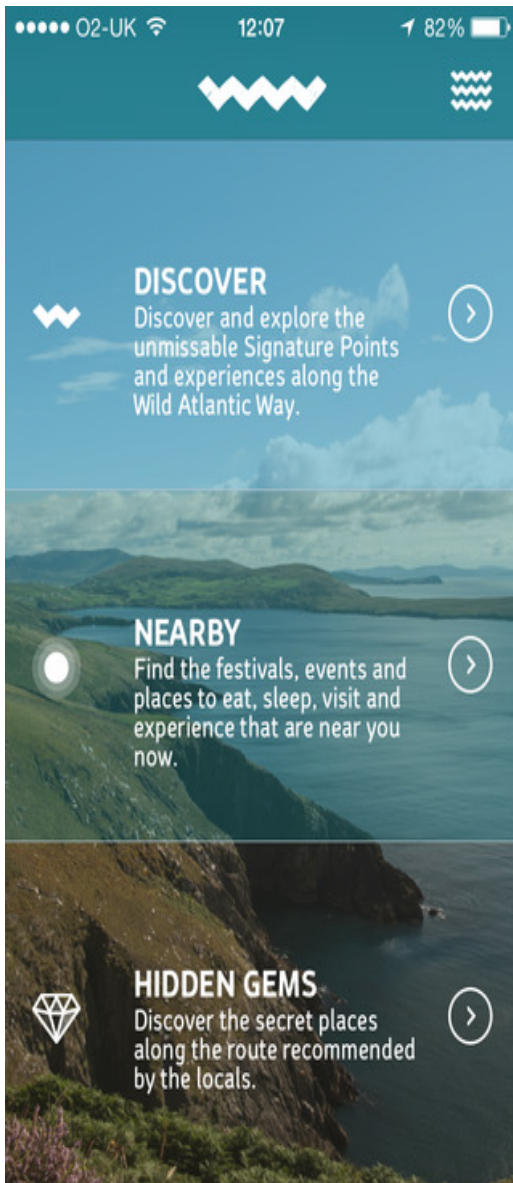


WildAtlanticWay.com
launched end Q1.

329,000 unique visits

62% International

2015 Digital Achievements



55,000 Fans



29,000 Followers

137,000 Downloads



4,500 Followers

Wild Atlantic Way Marketing Alliance



Public / Private Fund

International Marketing

Great Escaper
Segment

Key Markets

Visitor Experience Development

Develop Signature Visitor Experiences

Where Land meets Sea *Landscapes & Seascapes*

The Wild Atlantic Way on Ireland's West Coast stretching 2,500km (1,500 miles) along Ireland's Western seaboard, leads you through one of the world's most dramatic coastal landscapes.

Here, on the very edge of Europe, the ocean's force has carved a coast of wild, raw beauty. Huge Atlantic rollers crash & churn, shaping jagged ocean crags, islands and inlets, sea loughs, surfing strands and the sheer granite walls of Europe's tallest sea cliffs.

Wild, rugged and liberating...there is nowhere else in the world quite like it!



WILD ATLANTIC WAY

A Spirit of Adventure *Activity & Adventure*

Where the landscape of the breath taking Wild Atlantic Way collides with the rich fabric of history and culture and provides a breath taking backdrop for active exploration of untamed land and seascapes. Enjoy up close encounters with the elements. You can "dive in" for an adrenaline filled adventure from kite surfing Atlantic waves to scaling the heights of the mountains along the coast...or you can simply breathe in the salt air while dipping your toes in the Atlantic surf along miles of unspoilt sandy beaches.

Walking Trails. Cycleways. Waterways (Blueways). Greenways: Trekking cliffs: Surfing in Enniscrone or Mullaghmore; Galloping on beaches; climbing a seastack; kayaking by moonlight; diving the Maharees; sea angling; beachcombing, island-hopping, whale-watching, learning to sail, kayaking in the moonlight or passively taking in the stunning views whilst walking or cycling or enjoying a spectacular links golf course.



WILD ATLANTIC WAY

Life Shaped by the Atlantic *Traditional Culture & Heritage*

The Wild Atlantic Way, a frontier on the very edge of Europe, has shaped the lives and imaginations of the people, communities and settlements, past & present along the Wild Atlantic Way. Here, you can get up close and personal with traditional & spiritual Gaelic Ireland. Here you can immerse yourself in the real Ireland where the traditions of the past are very much alive on the mainland as well as the many inhabited offshore islands. Join in these traditions and immerse yourself in the music, song, dance, storytelling and Gaelic language of the Wild Atlantic Way.



WILD ATLANTIC WAY



“Life Shaped by the Atlantic”

Develop Signature Visitor Experiences



Visitor Experiences for 2016 Selling Season

NORTHERN HEADLANDS ZONE EXPERIENCES

Catch your Dinner - Duanaí Mara Charters

Fall or half-day boat trips during which guests can fish while enjoying Donegal's epic coastal scenery. Trips run May to September, with the catch cooked up in Kitty Kelly's restaurant with surf fires and traditional music afterwards.

Location	Duanaí Mara Charters, Millybegs, Co Donegal	Rates	FTT: €35 or €40 for entire boat hire, €10 for plating the fish with veg inc VAT in Kitty Kelly's
Duration	Length: Minimum Half Day	Groups:	Yes Max No: 12 (preferred travel trade rates on request)
Seasonal:	May - September	Subject to weather:	Yes
Contact:	Colin Campbell	Parking:	Yes
Tel:	+353 86-4044040	GPS:	54.530141 -8.255221
Email:	colin@duanaimara.com	Dining Facilities:	Yes
Web:	www.duanaimara.com		

Fin McCool Surf School

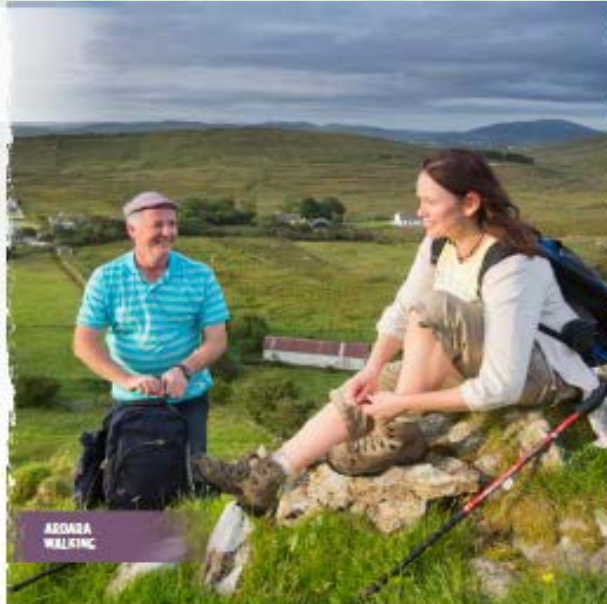
Two-hour surf lessons for all ages/levels on the 3km-long Blue Flag beach at Rosnowlagh, Co. Donegal. All equipment is included, and the lessons run from March to September - with 90 minutes spent in the water.

Location	Fin McCool Surf School, Rosnowlagh, Co Donegal	Web:	www.finmccoolsurf.com
Duration	Length: 2 hours	Rates:	FTT: €25 - €35 Groups: €20 - €25 (preferred travel trade rates on request)
Seasonal:	March to December	Subject to weather:	No
Contact:	Neil Britton	Parking:	Yes
Tel:	+353 86 8049909	GPS:	54.553397 -8.209263
Email:	finmccool@gmail.com	Dining Facilities:	No

Step Back In Time - Glencolmcille Folk Village

Glencolmcille Folk Village is a thatched-roof replica of a rural Irish village. Visitors can explore themselves or take a two-hour guided tour, exploring cottages from different periods in Irish history. A tea room and craft shop are on site. The Village opens from Easter Saturday to October.

Location	Glencolmcille Folk Village, Glencolmcille, Co. Donegal	rates:	depends on site
Duration	Length: Minimum 2 hours	Groups:	Yes (preferred travel trade rates on request)
Seasonal:	Easter to October	Car & Coach parking:	Yes
Subject to weather:	No	GPS:	54.707168 -8.738368
Contact:	Margaret Cunningham	Dining Facilities:	Yes (Price range from €2.50 - to €5.00). Traditional
Tel:	+353 74 9730017	Tearoom capacity:	60 people with horse bikes, light lunches, horse made soups etc
Email:	folk@glencolmcille.com		
Web:	www.glencolmcille.com		
Rates:	FTT: €5 ORR/Students €4 Group		



AGORA WALKING



SURFING

Treasures of Coast and History - Ireland by Bike

Breathe in the fresh air and salty spray of the Wild Atlantic Way on a cycle tour around the northwest coast - with panoramic views and lots of ancient sites to discover, from stone age tombs and bronze age dolmens to Celtic ring forts, castles, beaches, lakes and mountains.

Location	Ireland by Bike, Carrick, Co Donegal	Web:	www.Irelandbybike.com
Duration	Length: 8 days / 7 nights	Rates:	FTT: €690 - €340
Seasonal:	March to October	Groups:	Yes Max No: 10 (preferred travel trade rates on request)
Subject to weather:	Yes	Parking:	N/A
Contact:	Seamus Gallagher	GPS:	54.857438 -8.634787
Tel:	+353 87-2118638	Dining Facilities:	No
Email:	info@irelandbybike.com		

Rebuilding the Past - Portsalon Luxury Camping

A three-day dry stone wall workshop with master craftsman Fergus Packman, with accommodation in a yurt or traditional farmhouse at Portsalon Luxury Camping.

Location	Portsalon Luxury Camping, Cashespreehan, Portsalon, Co Donegal	Email:	info@portsalonluxurycamping.com
Duration	Length: 3 days (one full and two half)	Web:	www.donegalcamping.com
Seasonal:	15 - 18 September 2015	Rates:	FTT: €280 - €350
Subject to weather:	Yes	Groups:	Yes Max No: 5 - 10 (preferred travel trade rates on request)
Contact:	Helen Herworth	Parking:	Car Parking only
Tel:	+353 74 9159927 / 87 6016624	GPS:	55.219033 -7.659820
		Dining Facilities:	No

Irish Music Tours

Tours of Ireland's musical heritage range from weekend breaks to specific festivals and a overnight trip along the Wild Atlantic Way. Guests are accompanied by traditional musicians, with visits to instrument-makers and local craftsmen and women included on the itinerary.

Location	Irish Music Tours, Divisna, Point Road, Ardara, Co. Donegal	Email:	keams.ween2@gmail.com
Duration	Length: 5 days - 10 days depending on tour chosen	Web:	www.irishmusic.tour.ie
Seasonal:	No	Rates:	FTT: depends on package
Subject to weather:	No	Groups:	Yes (preferred travel trade rates on request)
Contact:	Sean Keams	Parking:	N/A
Tel:	+353 86 3054005	GPS:	54.781772 -8.422526
		Dining Facilities:	No

North and West Coast Links

A ten-day golf tour along the Wild Atlantic Way, including rounds on six of its finest courses including Ballyliffin Golf Club, County Donegal, Embarras in County Sligo and Connemara Golf Links in County Galway, with accommodation in four and five-star hotels.

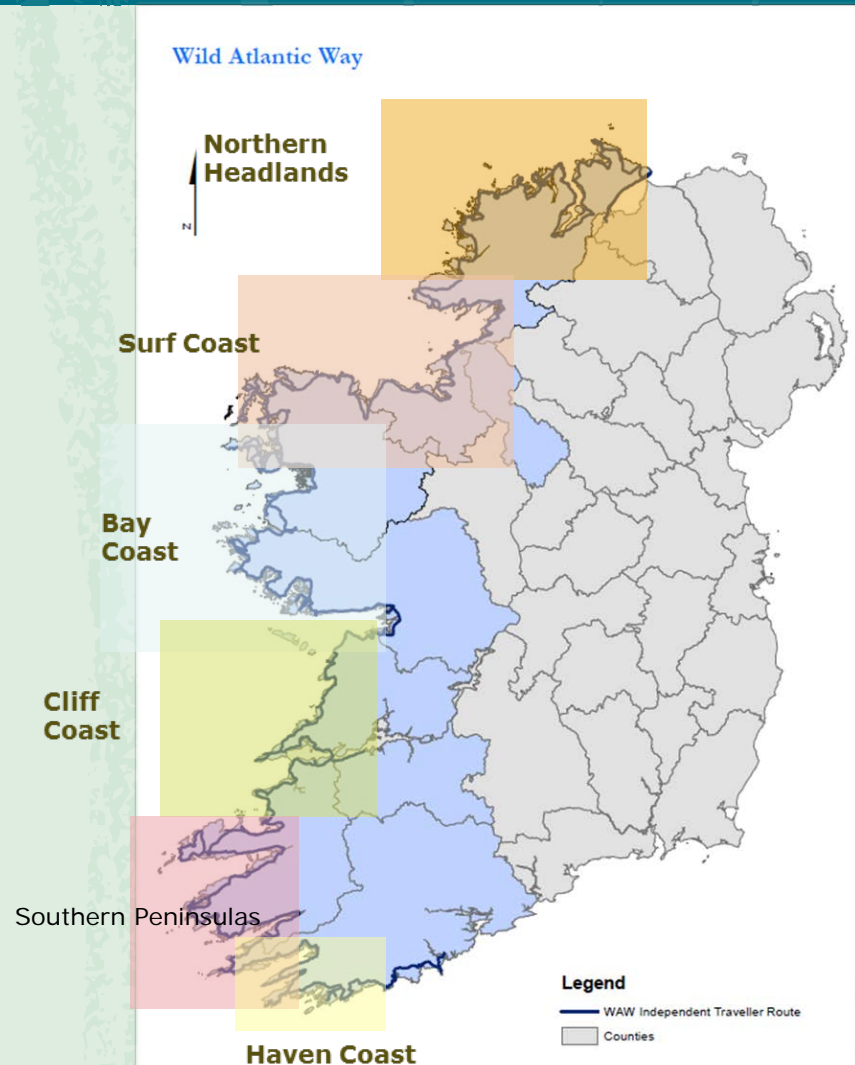
Location	North & West Coast Links, Clare to Donegal	Web:	www.northernwestcoastlinks.com
Duration	Length: 10 Days	Rates:	FTT: From €1,500
Seasonal:	March to October	Groups:	Yes (preferred travel trade rates on request)
Subject to weather:	No	Parking:	N/A
Contact:	John McLaughlin	GPS:	
Tel:	+353 91 868642	Dining Facilities:	No
Email:	john@northwestcoastlinks.com		



WAY

Zones of the Wild Atlantic Way

- Northern Headlands
- Surf Coast
- Bay Coast
- Cliff Coast
- Southern Peninsulas
- Haven Coast



Zones of the Wild Atlantic Way



Industry Capability Building

The screenshot displays the Fáilte Ireland website interface. The header includes navigation links for 'Contact Us', 'Media Centre', and 'Quality Assurance'. The main navigation menu features categories like 'Global sales', 'Domestic sales', 'Supports & training', 'Business tourism', 'Wild Atlantic Way', 'Research', 'Industry news', and 'Publications'. The 'Supports & training' section is active, showing a list of business tools. The 'Wild Atlantic Way project' is highlighted with a photo of a coastal scene. The 'Business tools library' section lists several guides, including 'Starting your new hospitality enterprise', 'Plan your new tourism & hospitality enterprise', 'Check and compare your hotel's performance', 'Develop a marketing plan', and 'Recruit your team'. A search bar is located at the bottom left of the page.

Digital Supports

- Content Development
- Mobile Readiness
- Social Media
- LinkedIn

Selling Skills

- On & Off Line Sales
- Revenue & Distribution Management
- Channel Management
- Networking

Experience Development

- Segmentation

Thank You

Q&A