



Maritime, Ocean Sector and Ecosystem Sustainability: Fostering Blue Growth in Atlantic Industries



Examining the sustainability of a touring route on the west coast of Ireland: A survey of tourists on the Wild Atlantic Way

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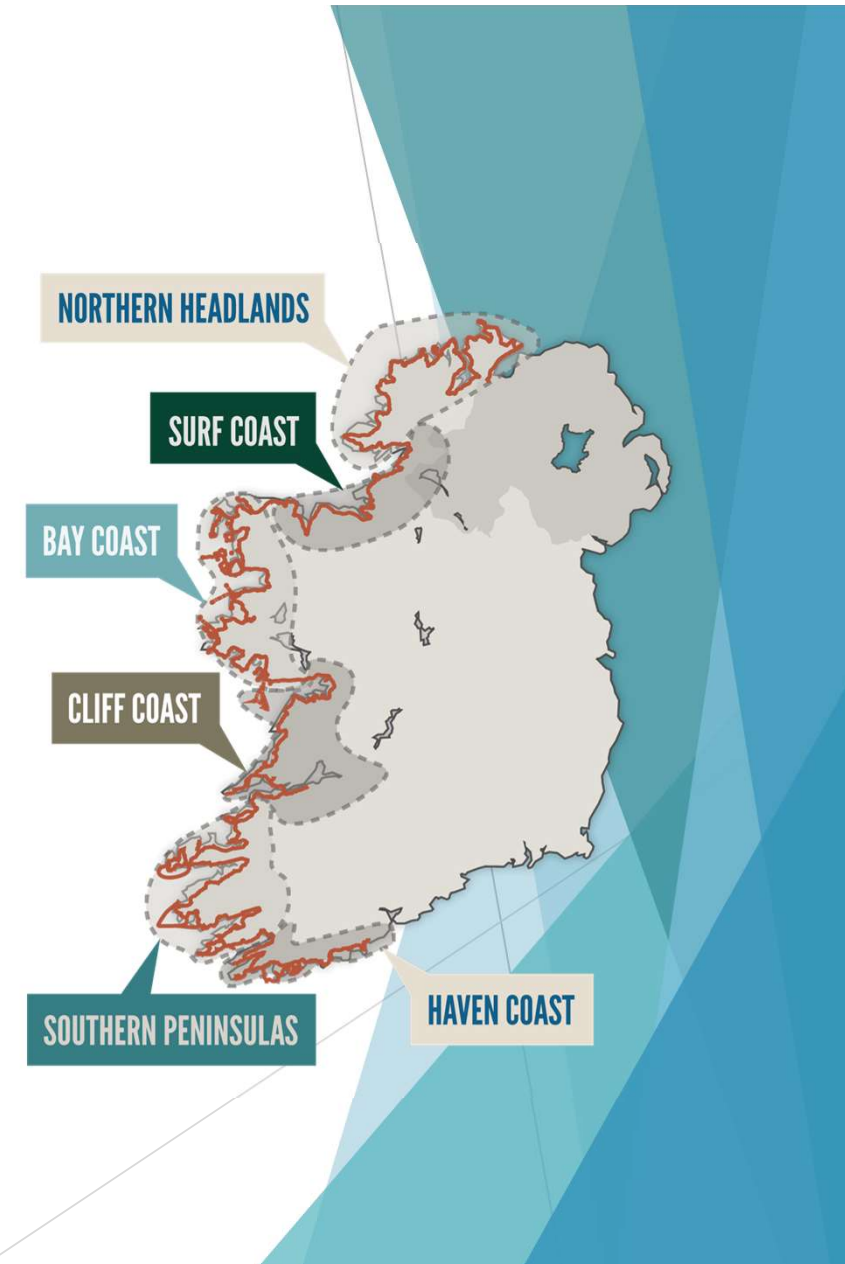


MOSES Project

- 8 partners from 5 countries; (Ireland, Spain, Portugal, France and the United Kingdom)
- Funded by EU Interreg Atlantic Area Programme - 4.1. Improving the protection of biodiversity and ecosystem services
- 36 months (February 2018 - January 2021)
- Builds on previous AAP project - MARNET (6 of the 8 partners)

Wild Atlantic Way

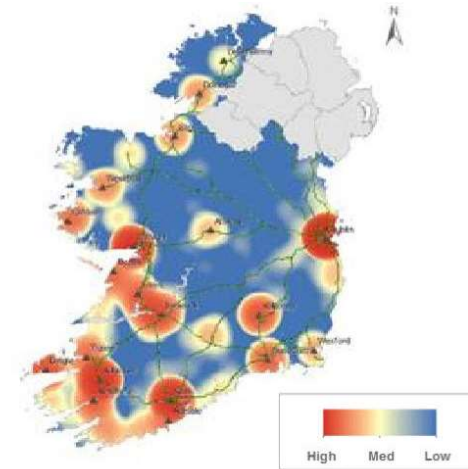
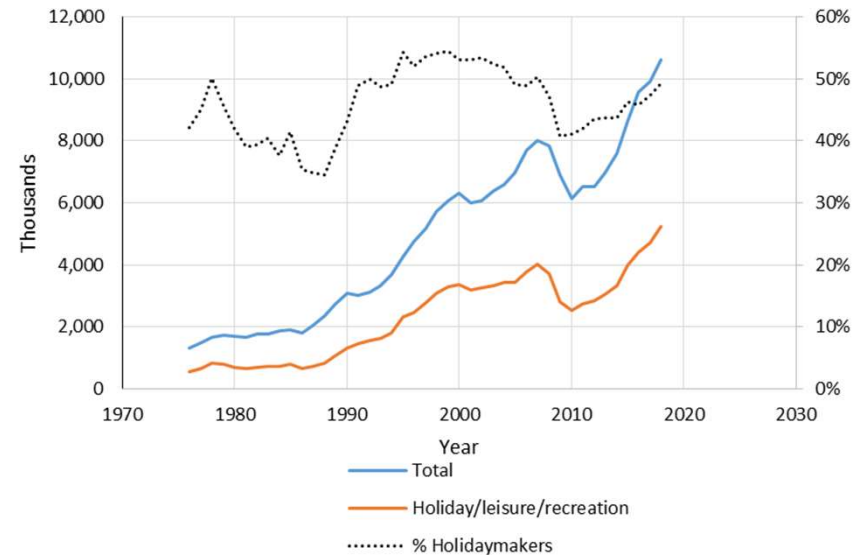
- WAW is a coastal touring route intended to increase visibility of the West of Ireland internationally and increase tourism to the region.
- Over 2,500 km driving route through 9 counties on the west coast of Ireland
- Started in 2014 in response to a significant dip in overseas tourism in period 2008-2010



Irish Tourism

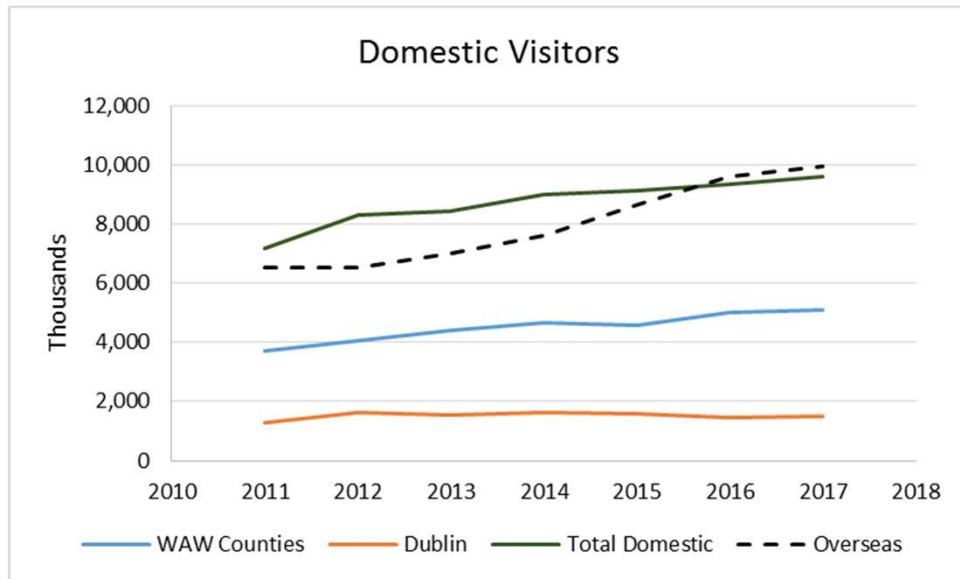
- Total tourism expenditure in Ireland 2018 was estimated to be €9.4 billion (3.5% of GNI) (Fáilte Ireland, 2019)
- Employment estimates 181,200 (CSO, 2019) (8%) - 260,000 (Fáilte Ireland) (11%)

Overseas Tourists and Holidaymakers (1979-2018)

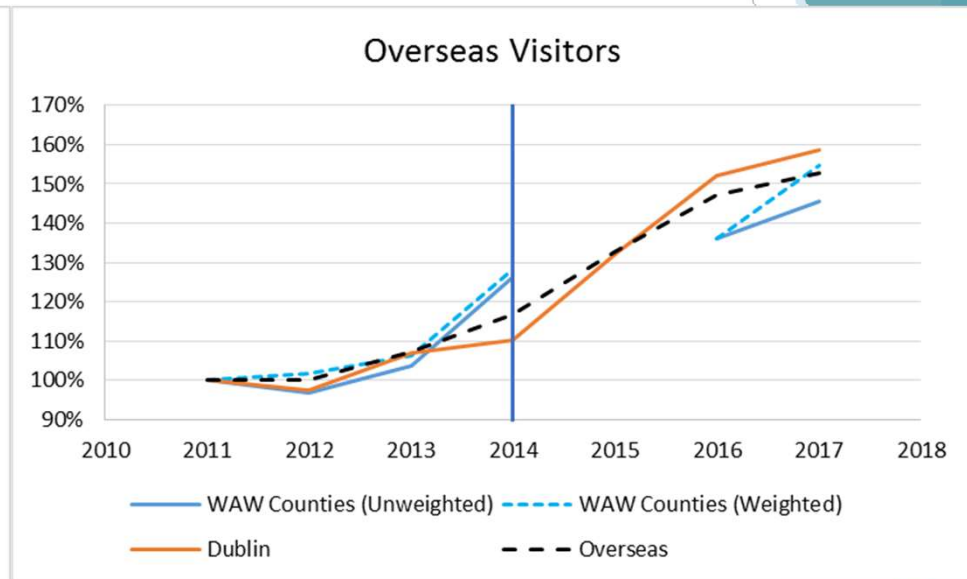


Fáilte Ireland

WAW Tourism



CSO



Fáilte Ireland

Survey of Holidaymakers on WAW

- To assess characteristics of tourists, their activities and spending on WAW and attitudes towards pressures on the route.
- Surveyed 603 tourists (278 Irish and 325 overseas) at 6 locations - Stratified sample
- Survey took an average of 10 minutes and was carried out over 2 weeks in peak summer season (15th -31st July)



Holidaymakers on the WAW

		Gender		Age	Heard of WAW
	<u>n</u>	<u>Male</u>	<u>Female</u>	<u>Years</u>	<u>Yes</u>
Irish	278 (46%)	58%	42%	46.3	99%
Overseas	325 (54%)	54%	46%	46.9	82%

Travelling party on the WAW

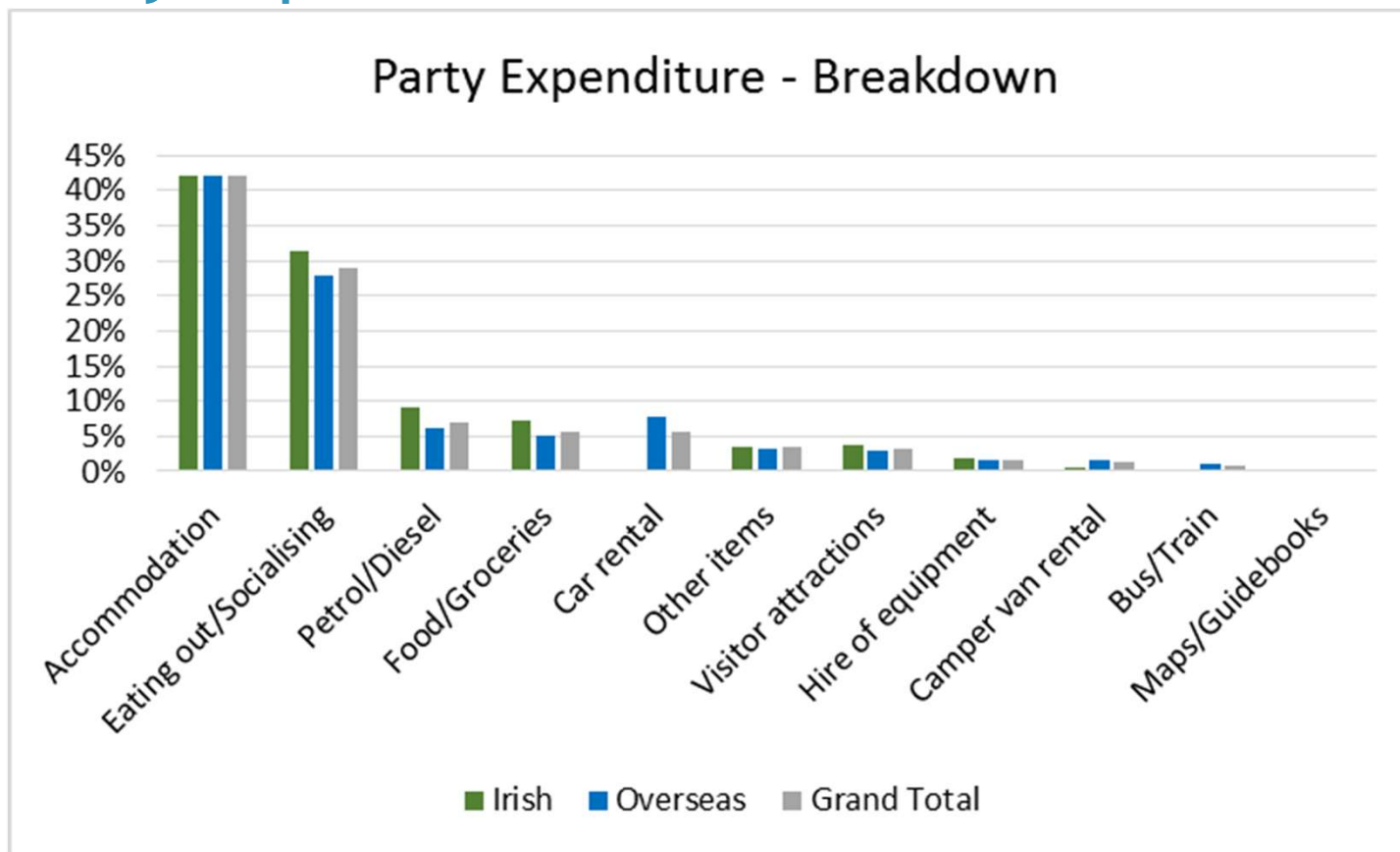
	<u>Alone</u>	<u>Family</u>	<u>Friends</u>	<u>Both</u>	<u>Other</u>
Irish	10%	64%	22%	2%	1%
Overseas	5%	56%	26%	12%	2%

	<u>Mean Party Size</u>	<u>Adults</u>	<u>Children</u>
Irish	3	2.37	0.63
Overseas	3.15	2.72	0.42

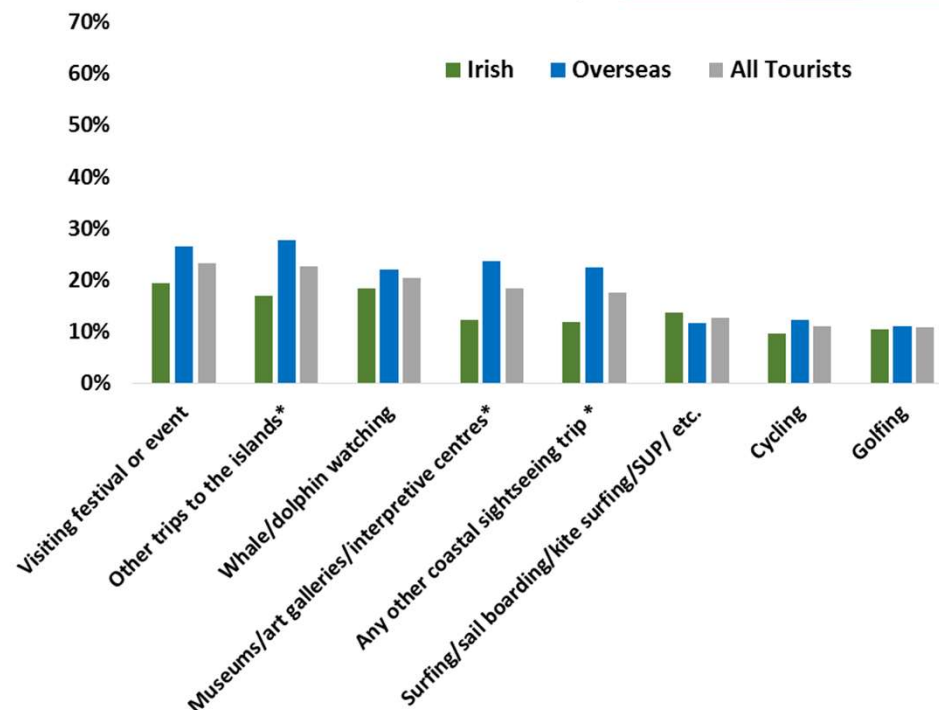
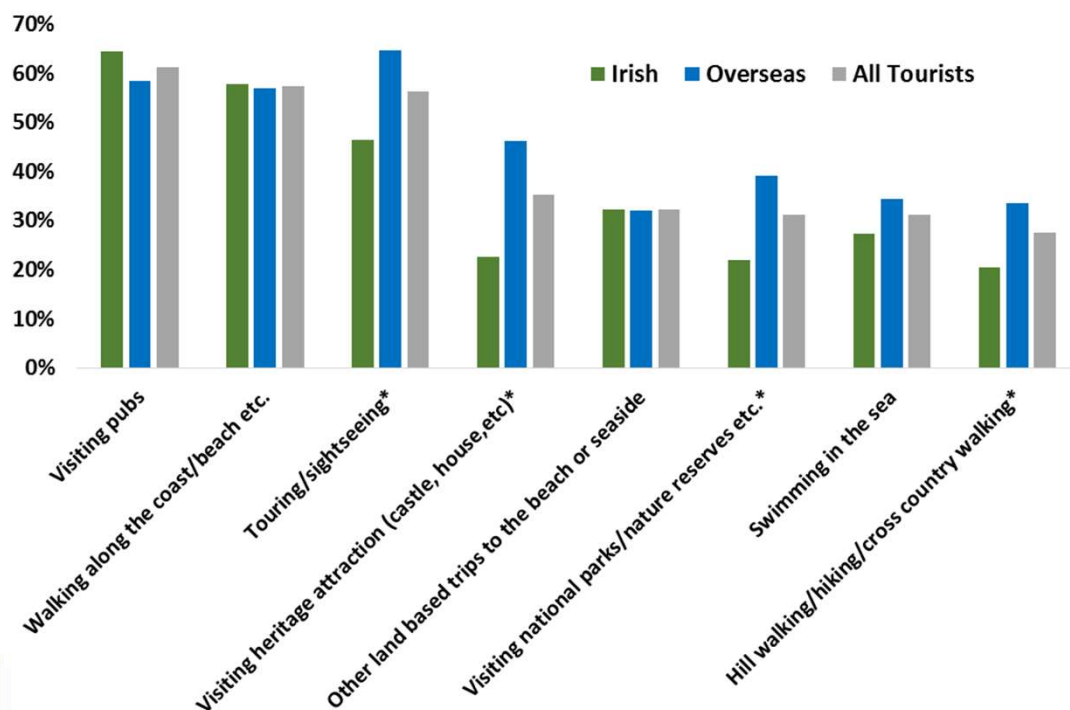
Expenditure and Time spent in ROI and the WAW

	<u>Mean</u> <u>Spend</u> <u>ROI</u>	<u>Mean</u> <u>WAW</u> <u>Spend</u>	<u>ROI Days</u>	<u>WAW</u> <u>Days</u>	<u>Mean</u> <u>Spend</u> <u>per Day</u> <u>ROI</u>	<u>Mean</u> <u>Spend</u> <u>per Day</u> <u>WAW</u>
Irish	€991	€835	4.8	4.0	€218.34	€216.61
Overseas	€1,981	€1,290	8.4	5.2	€243.45	€243.83
Total	€1,524	€1,080	6.7	4.7	€231.88	€231.28

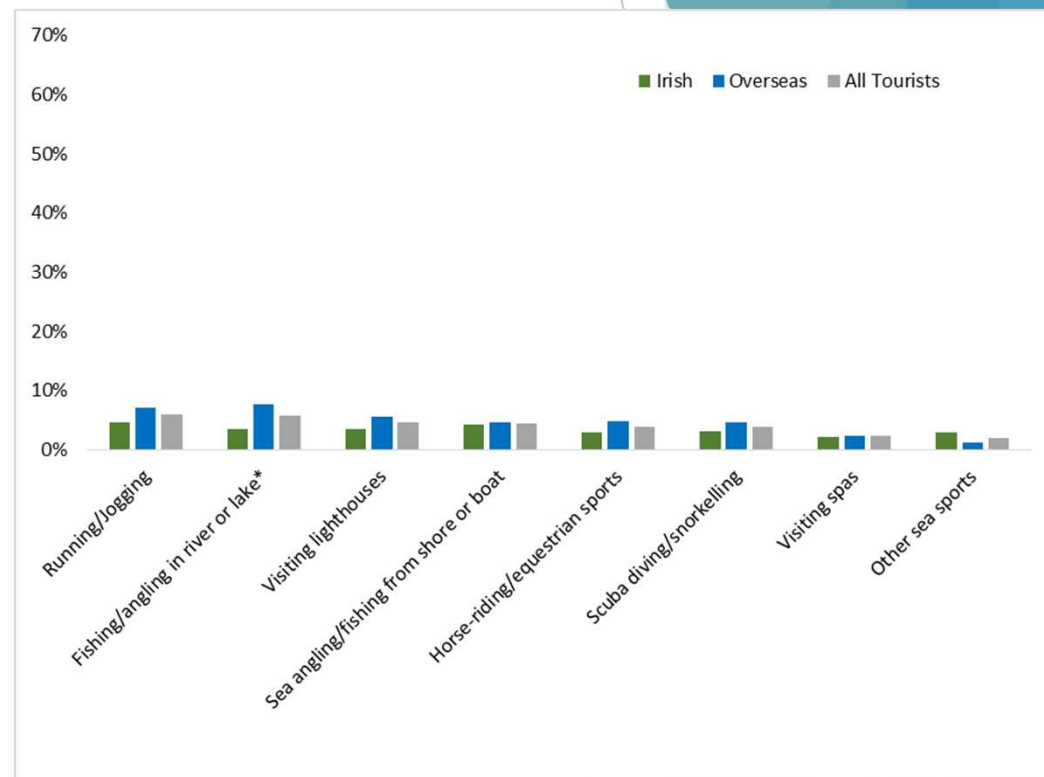
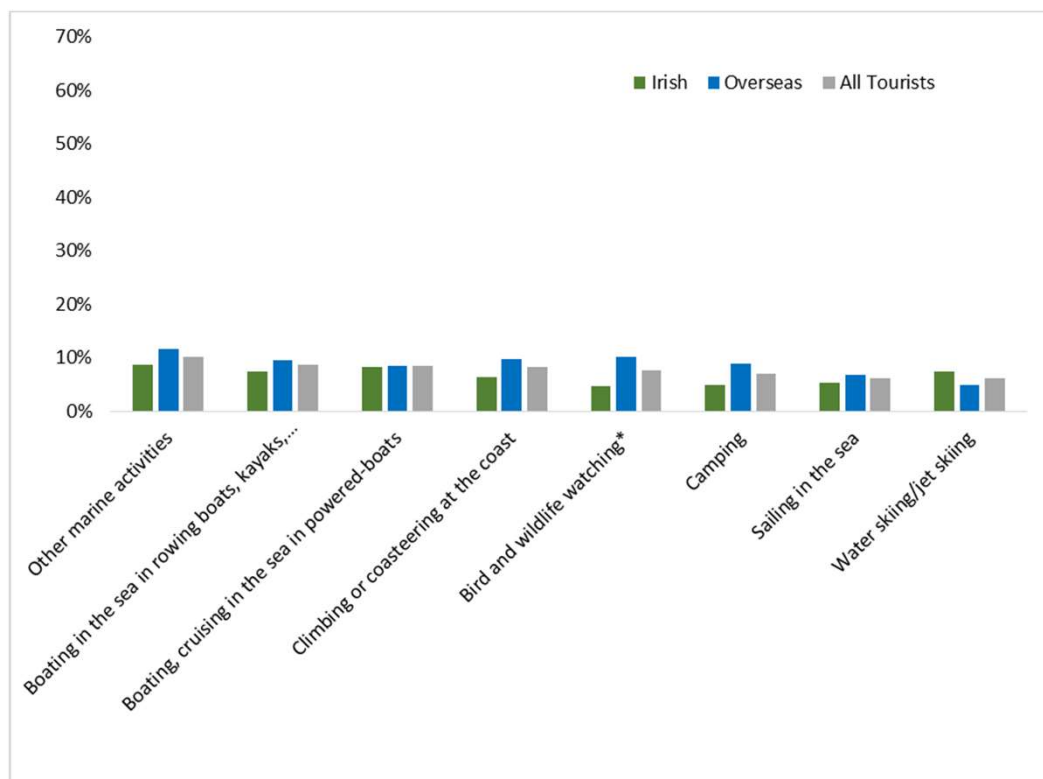
Party expenditure breakdown on the WAW



Holidaymakers' activities on WAW



Holidaymakers' activities on WAW

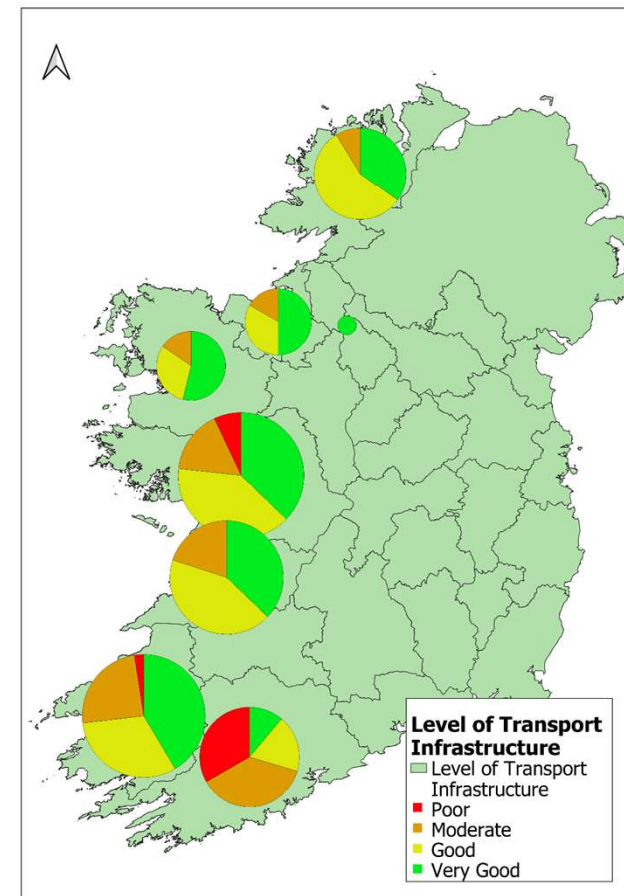
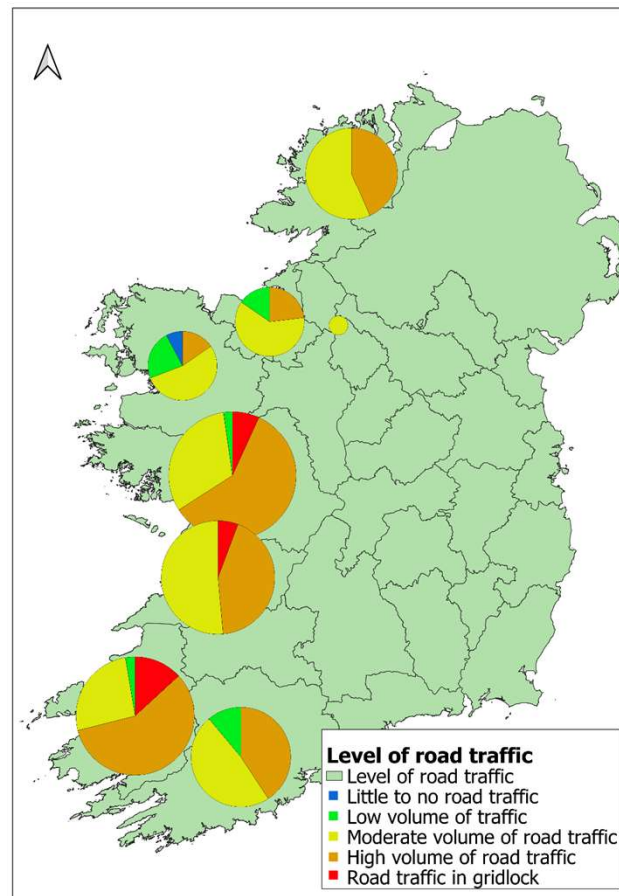
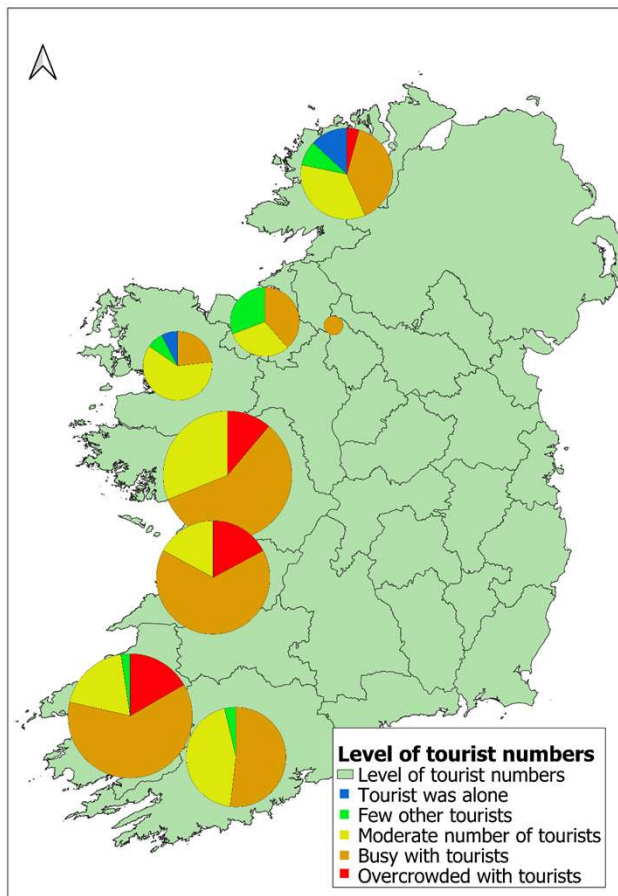


Tourist attitudes on pressures on WAW

- To tourists attitudes towards pressures on the route, they were asked for 3 highlights.
- If the 1st highlight was a location then follow up questions on the numbers of tourists, level of overcrowding and quality of the transport infrastructure were asked.
- Out of 1574 highlights, 635 could be linked to a location and 199 were asked follow-up questions.

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WAW Road Network

Northern Headlands	km	%
Primary	140	23%
Secondary	319	52%
Tertiary/Local	154	25%
	<u>612</u>	

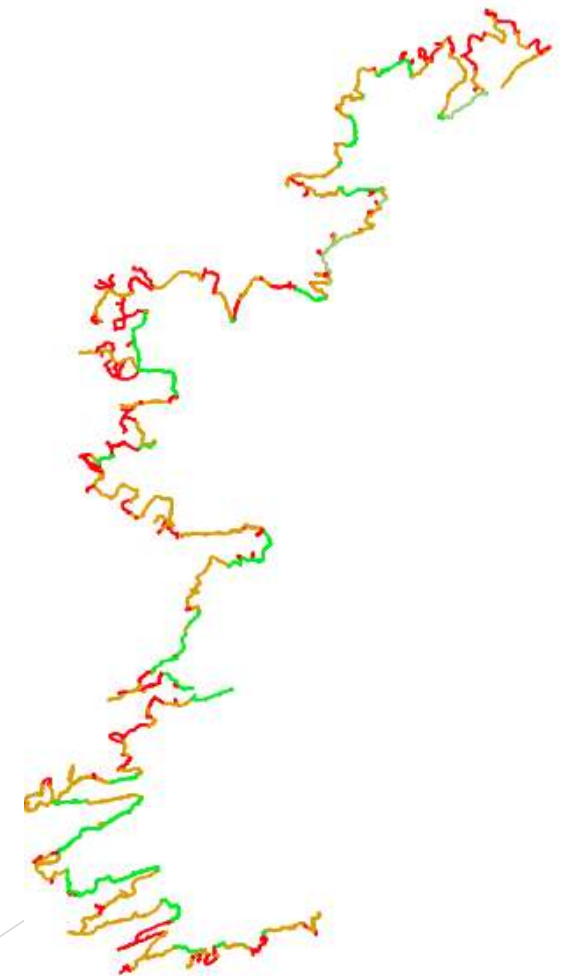
Surf Coast	km	%
Primary	82	17%
Secondary	180	38%
Tertiary/Local	216	45%
	<u>479</u>	

Bay Coast	km	%
Primary	87	17%
Secondary	227	45%
Tertiary/Local	188	37%
	<u>502</u>	

Cliff Coast	km	%
Primary	118	30%
Secondary	142	36%
Tertiary/Local	133	34%
	<u>392</u>	

Southern Peninsulas	km	%
Primary	264	34%
Secondary	395	51%
Tertiary/Local	110	14%
	<u>769</u>	

Haven Coast	km	%
Primary	23	13%
Secondary	96	54%
Tertiary/Local	59	33%
	<u>178</u>	



Any questions or ideas or comments?

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LandScape

Words included in the word cloud:

- Sightseeing
- Festival
- Islands
- Beach
- Dolphin
- Boating
- Athmosphere
- Swimming
- Food
- Night
- Cliffs
- Fishing
- Pub
- History
- Culture
- Life
- Family
- Walking
- Activities
- Event
- Camping
- Coast
- Nature
- Golf
- Surfing
- Heritage
- Castle
- Heritage
- Seascape
- People
- Other
- Music
- Relaxation
- Touring