

# Great Southern Trail

Mary Hayes  
Economic Development Directorate  
13<sup>th</sup> July 2016



# Presentation Overview

- Contribution of Greenways to national policy goals
- Overview of Greenways and the contribution they can make to regions
- Great Southern Trail (GST) progress to date
- Key priorities to advance future of GST
- Putting in place appropriate governance structures
- Identification of necessary staff and budgetary resources
- Future development of GST – key priorities

# Contribution of Greenways to national policy goals



# Overview of Greenways and the contribution they can make to regions



**OUTDOOR PURSUITS  
and  
ADVENTURE**

# Overview of Activity Tourism

- Overseas visitors engaging in activity tourism in Ireland were worth €1.2 billion in 2011
- Activity tourism visitors stay longer (10 days) than the average overseas holiday maker (7 days)
- The spend of activity tourism visitors is 45% higher than the average overseas visitor



# Adventure Travel ..... ATTA

Travel classified as an “adventure” trip if it combines two of the following three elements:

Interaction  
with Nature ↗



↘ Outdoor activity



Interaction with culture ↗

**Ideal adventure travel involves all three elements.**

# 90% of Adventure travel is 'soft' adventure

## The 'Hard Stuff'



Rock climbing



Caving

## Some 'soft adventure' elements



Archeology



Walking



Fishing



Cycling



Birdwatching



Meeting the  
locals

# The Good News



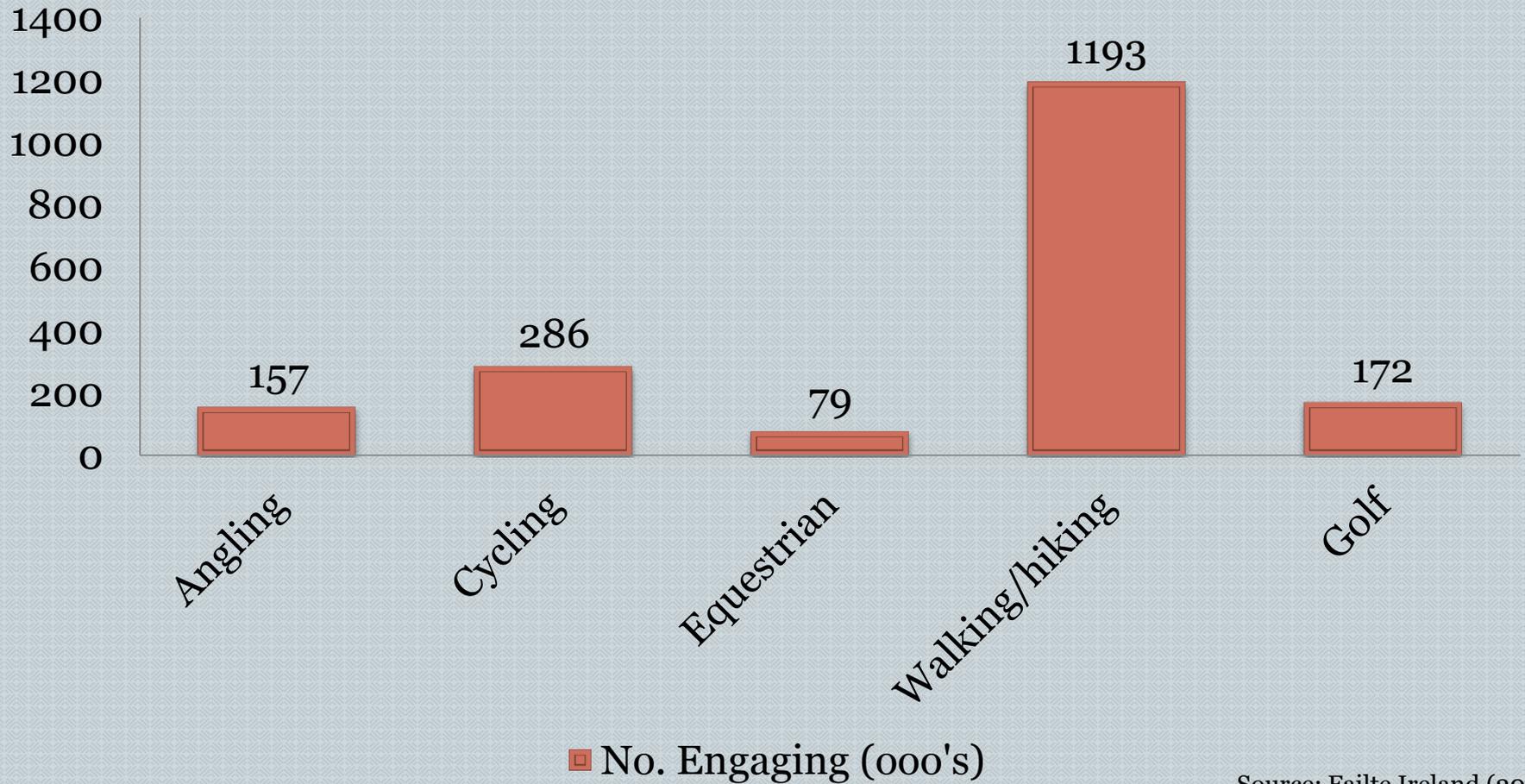
**Ireland** is ranked in the

***Top 10 Countries in the developed world with the highest adventure tourism potential***

*\* Research conducted in 2010 by Adventure Travel Development Index, George Washington university with ATTA with Xola consulting*

# Activity product usage among overseas tourists

## 2014



Source: Failte Ireland (2016)

# Breakdown of Spend by % for Overseas Visitors

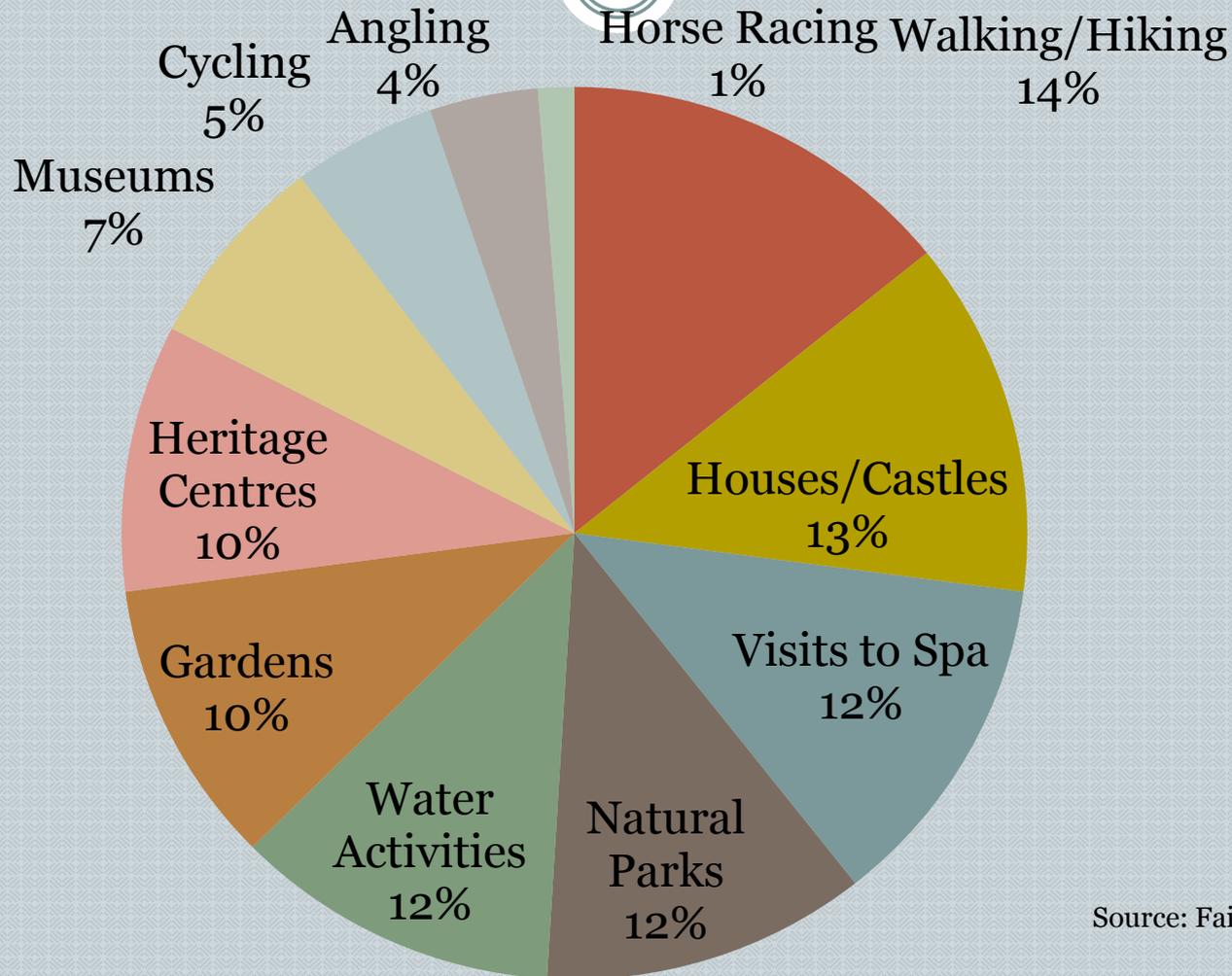
## 2014



	<b>Angling</b>	<b>Cycling</b>	<b>Equine</b>	<b>Golf</b>	<b>Walking/ Hiking</b>
Bed & Breakfast	20%	28%	28%	26%	24%
Food & Drink	24%	28%	28%	29%	29%
Sightseeing	5%	10%	12%	18%	13%
Shopping	8%	21%	15%	18%	13%
Miscellaneous	18%	2%	2%	1%	2%
Internal Transport	24%	12%	16%	7%	20%

Source: Failte Ireland (2016)

# Activities Engaged in on Holiday by Domestic Tourists 2014



Source: Failte Ireland (2016)

## Economic Contribution

High yield segment

Spend 45% higher than the average overseas visitor



# Great Southern Trail (GST) progress to date

Licence put in place between CIE and Limerick City & County Council

Ring fenced annual budget secured of €40,000 for maintenance and upkeep of GST

MRG inspection report completed, identifying low, medium and high priority works which are necessary to be undertaken on the trail

Due diligence report completed on current governance structures in place

Arrangements put in place with West Limerick Resources regarding ongoing maintenance of trail

Review undertaken and report completed on required structures, staff resources and budgets necessary to advance future development of GST

Meetings ongoing regarding the implementation of this report

Grant funding of €0.5m sought in respect of GST

# Key priorities to advance future of GST



Planned maintenance and inspection programme



Undertake feasibility report to evaluate best on-road/off-road options for future expansion of trail



Design guide for surface materials, seating, signage at trail heads and town centres etc...



Branding and marketing of GST



Steering group to monitor and prioritise action plan to develop, promote and increase usage of GST



Identification and provision of necessary resources to advance potential and future development of GST

# Putting in place appropriate governance structures



Is there a need to maintain existing GST company?



What is the best local/community governance structures that should be put in place?



Who should make up the steering group?



The remit of the steering group?

# Identification of necessary staff and budgetary resources

Meeting taking place on 3<sup>rd</sup> of August 2016 to finalise allocation of staff resources/consultancy services

Grant funding sought in the amount of €0.5m

Failte Ireland grant funding for large Tourism projects

Department of Environment Rural Recreational funding provided in early 2015

# Update on spend to date for rural recreational funding

- Funding of €82,000 provided
- Spend to date as follows:
  1. Easy flow cycle gates €20,000
  2. Install gates €15,000
  3. MRG design consultancy services €6,000
  4. Fingerpost signage N21 €10,000
  5. Branding guidance €4,000

# Update on spend to date for rural recreational funding



# Future development of GST – key priorities



Planned maintenance and inspection programme



Undertake feasibility report to evaluate best on-road/off-road options for future expansion of trail



Design guide for surface materials, seating, signage at trail heads and town centres etc...



Branding and marketing of GST



Steering group to monitor and prioritise action plan to develop, promote and increase usage of GST



Identification and provision of necessary resources to advance potential and future development of GST

**Thank you**