

Irlande

L'offre complète d'un gestionnaire fluvestre



Blueways

*A catalyst for the regeneration of
Cities, Towns and Rural areas in
Ireland*

1st April 2019, Lyon



A cross-border navigation authority with a Statutory Function

*Manage, Maintain, Develop and Promote
the Inland Navigable Waterways principally
for Recreational Purposes*





1,000 KM OF WATERWAY

420 KM OF TOWPATH

SEVEN NAVIGATIONS

175 LOCKS & CHAMBERS

360 BRIDGES

1,200 HERITAGE STRUCTURES

13,900 M OF MOORINGS

- 1 Barrow Navigation
- 2 Erne System
- 3 Grand Canal
- 4 Lower Bann Navigation
- 5 Royal Canal
- 6 Shannon Erne Waterway
- 7 Shannon Navigation

Focus 1999-2013



Restoration of Royal Canal –
140 km of additional navigation



New HQ Offices, Enniskillen
New Western Regional Office, Scarriff
New Depot in Thomastown



WI Navigation Authority
Customers were boat users



World Class Facilities

- New harbours, marinas and amenity sites
- Additional 13 km of public moorings



Changing Circumstances from 2013

- Changing patterns of recreational use
- Walking / cycling / canoeing increased
- Decline in traditional cruise hire market
- Seasonal business not sustainable
- Growing recognition of link between Health benefits and being outdoors
- Experiential Tourism in demand
- Reducing levels of funding provided by WI Sponsor Departments
- Different priorities for Government – need to leverage value of previous capital investment



Research revealed we were not targeting our main customer base

Combining non-motorised, general users
of the waterways; Walking, Cycling, Jogging,
Canoeing, Picnic... equates to **80% of users**

Waterway Activities

Base: All Waterway Users

	2010 (1,625)	2014 (1,247)	Waterway						
			Barrow (79) %	Erne (158) %	Grand Canal (48)* %	Lower Bann (139) %	Royal Canal (186) %	Shannon Erne (240) %	Shannon (397) %
Walking	62	67%	54	69	75	69	78	61	67
Angling	11	7%	14	6	4	4	5	5	10
Boat Trip	5	7%	-	-	13	-	1	10	14
Private Cruiser/Barge	15	6%	6	6	-	3	-	4	11
Cycling	4	6%	9	8	15	6	14	1	4
Attending an event	1	5%	1	4	-	-	1	1	13
Day Boat	5	4%	-	1	10	2	-	10	5
Canoeing	2	4%	18	1	2	3	2	7	2
Hire Cruiser/Barge	8	2%	1	-	-	1	-	4	3
Picnic	5	2%	-	1	-	-	-	8	*
Rowing	4	2%	6	4	-	2	-	1	1
Jet Skiing	1	1%	1	-	-	1	1	*	1
Sailing	1	1%	-	-	-	-	1	*	2
Power Boating	1	1%	1	-	-	-	1	1	1
Water Skiing	1	1%	1	-	-	2	2	*	-
Running/Jogging	N/A	1%	-	-	-	-	8	*	1

Walking is the most prevalent activity that takes place along the waterways. All other activities are mentioned at much lower levels, and may in part reflect the fieldwork timing in 2014 (October-December).

*Caution small base

Tourism Trends and Opportunities

+1 Million Overseas Visitors engaged in Activity Tourism in Ireland including Walking, Cycling & Water-based

Source: Failte Ireland,
(National Tourism
Development
Authority for Ireland)
Cycling and Activities
Research 2013

The Volume & Value of Activity Tourism in Ireland

	Overseas Participants (000s)	Spend in Ireland (€mn)
Hiking/Walking	743	649
Cycling	173	200
Angling	107	90
Equestrian	71	76
Water-based*	97	61

Sources:

Survey of Overseas Travellers 2011

* Survey of Overseas Travellers 2012

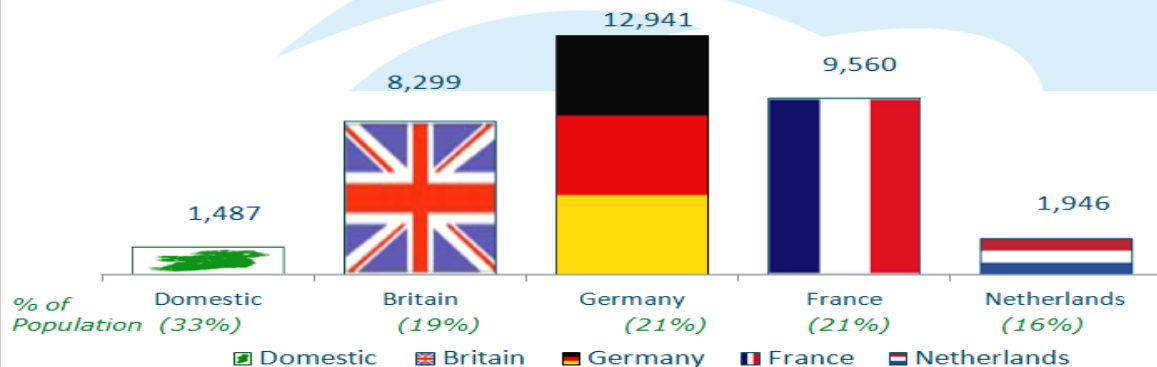
Estimated Value in excess of €1 Billion

Tourism Trends and Opportunities

Cycling Research Findings – June 2013

Walking Core Potential

Potential Market (000s)



“Core Potential” = taken activity holiday in last 2 years and would consider taking a holiday in Ireland in next 3 years

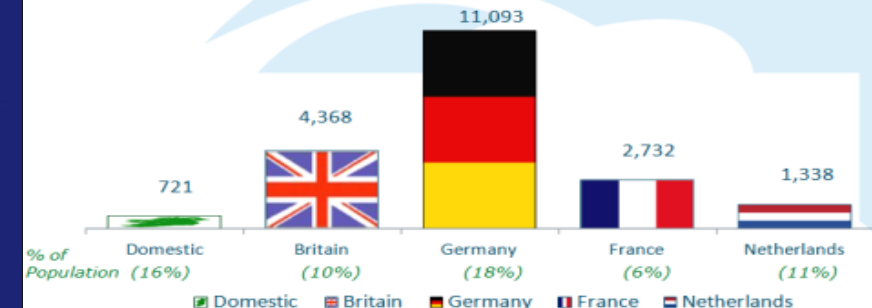
Strong Potential interest within the key markets for:

- Walking – 34 million
- Cycling – 20 million
- Watersports – 17 million

Cycling Research Findings – June 2013

Cycling Core Potential

Potential Market (000s)



• Core Potential = Taken a cycling holiday in last 2 years & would consider taking a cycling holiday in Ireland during the next 3 years.

Cycling Research Findings – June 2013

Watersports Core Potential

Potential Market (000s)



Waterways Ireland's Response?

Change our strategic focus to
extend reach of the waterways
environment to diverse
recreational users.



Blueways



Blueways
Blueways, do it your way!

A network of approved and branded multi-activity recreational trails and sites, based on and closely linked with the water, together with providers facilitating access to activities and experiences.



The Blueway Concept

- Outdoor Recreation and "Slow" Tourism Initiative
- Multi-Activity Options; Walk, Cycle, Paddle – suitable for the novice user
- Visitor-Focused Experiences
- Clustering of Services and Hub development
- Tourism Layers; Places to Stay, Eat, Go
- Enable creation of a Blueway Destination



Potential of the North Shannon Region as a Blueway destination

- +100km of paddling
- Endless options for walking and cycling
- Existing infrastructure, with Waterways Ireland facilities in 12 towns including toilets and showers at 8 of these locations
- Relatively small outlay to maximise potential of existing assets and infrastructure
- Interconnected 14 towns enabling diverse cultural experiences.



Where is The Shannon Blueway?

The North Shannon Region 2014

4 Counties:

- Leitrim
- Roscommon
- Longford
- Cavan



How the Shannon Blueway was developed?

1. ROUTE & SITE ASSESSMENTS

Engaged expert to audit appropriateness of existing infrastructure for a Blueway product.

2. ADAPTION OF INFRASTRUCTURE

Development of existing Navigation Assets to create additional Outdoor Recreation facilities – Canoe Steps/Slipways, lowered jetties, signage, towpath development.

3. PARTNERSHIP WORKING

Activating service and product providers to create and market visitor experiences.





Creating the Blueway Destination

- Community & Business Engagement meetings
- Providing “Packaging” workshops to encourage cross-selling and networking opportunities
- Clustering of businesses and service providers, local government supports
- Inspiring creativity and entrepreneurialism
- Identifying what's potentially in the Blueway Shop Window
- Delivery through partnerships


Activation of the Blueway requires

- **Service Providers** - Cycle Hire, Canoe Trips, Paddling instructors, Walking Guides etc.
- **Visitor Services** - Places to Stay, Eat and Go; reasons to stay longer
- **Inspiration and Creativity** - it's all about the EXPERIENCE and the STORY...



Packaging Blueway experiences

- Creation of Consumer-Centric Blueways products
- “Bite sized” ½ day or full day Visitor Experiences
- Animating those experiences and fulfilling visitor expectations



Where can I stay?
Where can I hire?
Where can I eat?
What else can I
do in the area?



Blueway Development is a Partnership



Bringing It All To Life...











Tús
START



Marketing & promotion

- Wide ranging Marketing tools
- Know and understand your visitor
- Encourage feedback and reviews and engage online
- Collaborate with other businesses to broaden the offering and encourage dwell time locally





Promotional Campaigns

- Experiences
- Packages
- Places
- Itineraries



Competition

Blueway Family Adventure Break



This great prize of two nights B&B for two adults and two children (under 12) in the Bush Hotel, Carrick-on-Shannon with bike hire for a family of four to experience the new floating boardwalk at Acres Lake on the Shannon Blueway.



You'll also win family passes to the Adventure Play Kingdom, a family pass for the Lough Key Experience, (which includes the old Servant Tunnels of Rockingham House, Moylurg Viewing Tower and Ireland's only tree canopy walk) & 2 passes for the children's Mini Jeep Safari at Lough Key where the kids get to drive their own Electric Jeep round a specially designed course, all thanks to Lough Key Forest Park.

To be in with a chance to win this great prize for you and your family on our Waterways,

**Just answer this simple question:
Which of the following is the floating boardwalk at Acres Lake on?**

Is it:

- A: The Shannon Pinkway
- B: The Shannon Blueway
- C: The Shannon Redway

Type your answer and email address below, it's as simple as that.

☐ I agree to be emailed☐ I agree to have my email activity tracked

Subscribe



€70.00

Family Paddling Paradise

Half day paddle on the Shannon Blueway for a family of four

Explore the beauty of the north Shannon Blueway with Junior from Vertical Kayakers. Immerse your family into the scenic sights and blissful blue waters around Longford. This is the perfect idea for that special family day away.

Phone: +353 87 667 5275



€198.00

Lough Key Experience

Two nights B&B to Lough Key House & 2 tickets to the Forest Park

Enjoy two nights B&B for two people in the luxurious Lough Key House and two tickets to explore the historical park and estate around Lough Key, famous for its Cromwellian settlement.

Phone: +353 (0) 71 9662161



Blueway Bike Hire

Enjoy the Blueway on two wheels with family and friends

From their bike base in Leitrim you can hire a regular bike or an electric bike from Seamus & Eileen to explore the Leitrim countryside for a full day. The



€370.00 per person

Blueway Heartland Tour

3 day Heritage tour, accommodation, evening meals & admission to sites including Clonmacnoise.

Blueway heartland tour is available for groups of 8-12 people. Accommodation, transportation and entrance to sites such as the Portumna Castle, Clonmacnoise and the Dominican Priory is included in this brilliant getaway for friends.

Contact us



€249.00 per person

Couples Adventure Blueway Break

2 x nights Glamping in Podumna Village, Breakfast, Bike Hire, Kayaking & a SUP safari.

Two night's glamping in Podumna's 'Pods' which are set in a tree-lined village landscape, bike hire to explore Portumna Forest Park, kayaking & SUP safari, eagle watching and island hopping.

Contact us



€250.00

Family Blueway Break

Family break on the Shannon-Erne Blueway, range of activity & accommodation with Cavan Canoeing.

One nights self-catering accommodation for a family of four, package includes a variety of activity to enjoy the Shannon-Erne Blueway. Choose from kayaking or canoeing trips or maybe cycle hire to explore on land.

MARKETING CAMPAIGN

Commercial Feature

A Scenic Shannon Experience

Do it your way on the Shannon Blueway and let Ireland's longest river guide you on a magical journey.



CANOE TRAIL
Make a Splash
Canoe up to 10.5km of stunning Blueway routes along the shifty, swift River Shannon.

WALKING TRAIL
Get Walking
With a series of signposts, you can follow the trail from Carrick-on-Shannon to Leitrim, enjoying the scenery from the riverbanks.



Relax, breathe deeply, and let the river take you on a magical adventure to the heart of Ireland. They say the best way to experience the Shannon is on the river itself and perhaps it's the best way to understand the deep connection we Irish have with the longest river in our land and the myths and legends that still live on. After all, our ancestors believed that rivers were the path to the other-world, so grab your paddle and it's all aboard for a journey on the Shannon Blueway.

In this beautiful corner of Ireland.

We embarked upon our journey along the Blueway paddling trail from Carrick-on-Shannon, County Leitrim to Carrick-on-Shannon. The trail is a total distance of 10.5km or, for some, a leisurely day paddle. This area has got something of a microclimate, where we were on a tour in his boat. We shared stories about the canal as a trading post that played a key role in Irish history and the network of fortified railways and canals that were used to transport coal.

Along the Shannon Blueway, you can paddle under the bridges, alongside the riverbanks and through sunlit tree arches. Lush vegetation surrounds the canal, deep in the heart of the County Leitrim valleys. The climate creates a haven for biodiversity. It is common to see the vivid blue flash of the Kingfisher or hear his pip as he dives into the

water for a fish.

On our journey we met some local people who gave us the human aspect to the River Shannon. John is a local fisherman who was born and grew up on the Shannon and worked on these waters for 25 years. He shared his local knowledge with us as if we were on a tour in his boat. We shared stories about the canal as a trading post that played a key role in Irish history and the network of fortified railways and canals that were used to transport coal.

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Blueways are the way into the heart

BLUEWAY, DO IT YOUR WAY

Do it your way and create your own unique Blueway experience. Whether you're into paddling, walking, cycling, or simply hooked on the outdoors, make yours a trip to remember on the Shannon Blueway.



Adverts, Editorials, Features, Radio, TV ...even the backs of buses!

EVENTS

Paddles Up



Events to encourage use by local communities and sports groups



Results



Increased visitor and dwell time

- **100,000 visitors to Shannon Blueway in year 1**
- **Economic Impact estimated at €4 million per year**
- **9 new activity businesses**

Community benefit, Health & Wellbeing
trail enhancement and extensions,
Collaborative Promotional Campaigns



Potential to grow existing Businesses

WATER ACTIVITY PROVIDER



Adventure Gently Guided Canoe Tours

[More Information >](#)

CANOE HIRE



Canoe and Kayak Hire

[More Information >](#)


CYCLE HIRE



Electric Bike Trails

[More Information >](#)

WATER ACTIVITY PROVIDER



J & E Kayakers & Vertical Kayakers

[More Information >](#)

WATER ACTIVITY PROVIDER



Leitrim Surf Company

[More Information >](#)

BICYCLE HIRE



Longford Cycle Hub

[More Information >](#)

WATER ACTIVITY PROVIDER



Lough Allen Adventure

[More Information >](#)

WATER ACTIVITY PROVIDER



Lough Allen Education Centre

[More Information >](#)

ACTIVITY CENTRE



Outdoor Discovery Adventure Centre

[More Information >](#)



The Shannon Blueway – Results

Award Winning !

Scooped the National LAMA Award for Best Tourism Initiative...



...and the European Sports Tourism Innovation Award 2015



Where we are now

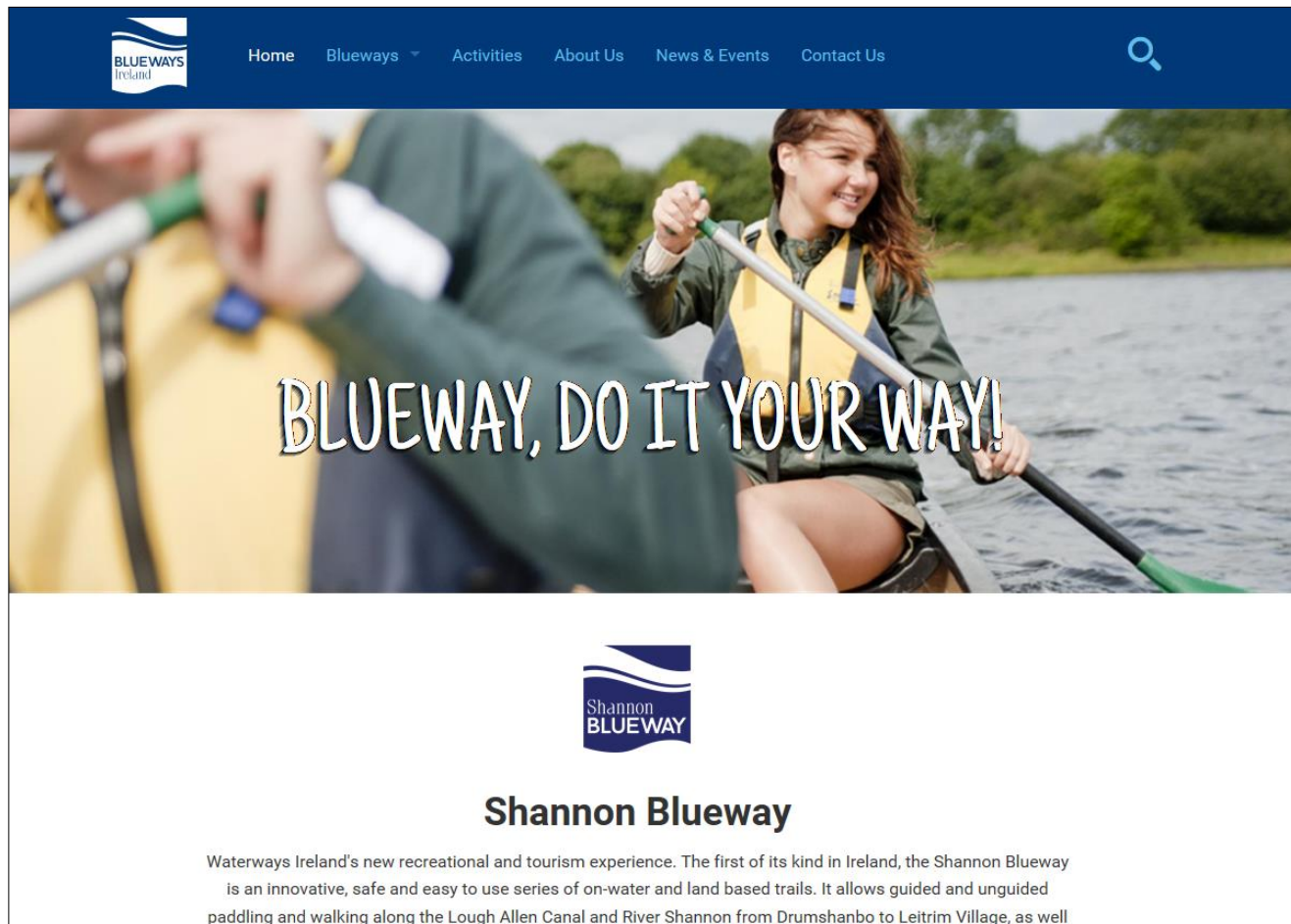
- Shannon Navigation Blueway completed - the iconic 600 m Acres Lake Floating Boardwalk was final phase.
- Shannon-Erne Blueway completed
- Blueways are being planned for the Erne System and Lower Bann Navigation.
- The Royal Canal Greenway (145 km) is due to be completed in 2019.
- Awaiting decision on a €17 million grant to develop the Grand Canal Greenway (319 km)
- Barrow Blueway is pending planning decision.
- The distinction between a Blueway and Greenway.
- Need to manage development standards and branding throughout Ireland.



Blueway Management and Development Guide



DIGITAL



bluewaysireland.org and
various digital channels...



Blueways

Transforming regions both economically and socially in Ireland.



**THANK YOU FOR
LISTENING!**

Caroline McCarroll
Waterways Ireland

Caroline.mccarroll@waterwaysireland.org

