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

<table>
<thead>
<tr>
<th>Activity</th>
<th>2010 (1,625)</th>
<th>2014 (1,247)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Walking</td>
<td>82</td>
<td>77</td>
</tr>
<tr>
<td>Angling</td>
<td>11</td>
<td>4</td>
</tr>
<tr>
<td>Boat Trip</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td>Private Cruiser/Barge</td>
<td>16</td>
<td>16</td>
</tr>
<tr>
<td>Cycling</td>
<td>4</td>
<td>6</td>
</tr>
<tr>
<td>Attending an event</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Day Boat</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td>Canoeing</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Hire Cruiser/Barge</td>
<td>8</td>
<td>2</td>
</tr>
<tr>
<td>Picnic</td>
<td>5</td>
<td>2</td>
</tr>
<tr>
<td>Rowing</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>Jet Skiing</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Sailing</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Power Boating</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Water Skiing</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Running/Jogging</td>
<td>N/A</td>
<td>1</td>
</tr>
</tbody>
</table>

Source: Waterways Ireland’s “Waterway Users Research 2014”
Tourism Trends and Opportunities

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

The Volume & Value of Activity Tourism in Ireland

<table>
<thead>
<tr>
<th>Activity</th>
<th>Overseas Participants (000s)</th>
<th>Spend in Ireland (€mn)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hiking/Walking</td>
<td>743</td>
<td>649</td>
</tr>
<tr>
<td>Cycling</td>
<td>173</td>
<td>200</td>
</tr>
<tr>
<td>Angling</td>
<td>107</td>
<td>90</td>
</tr>
<tr>
<td>Equestrian</td>
<td>71</td>
<td>76</td>
</tr>
<tr>
<td>Water-based*</td>
<td>97</td>
<td>61</td>
</tr>
</tbody>
</table>

Sources:
- Survey of Overseas Travellers 2011
- Survey of Overseas Travellers 2012

Estimated Value in excess of €1 Billion

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

“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
Waterways Ireland’s Response?

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

Waterways Ireland
Local Communities & Businesses
Tourism Offices
Local Authorities
Canoeing Ireland
The National Trails Office
Fáilte Ireland

Blueway Development is a Partnership

Waterways Ireland
Local Communities & Businesses
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Local Authorities
Canoeing Ireland
The National Trails Office
Fáilte Ireland
Bringing It All To Life...
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
WELCOME TO THE SHANNON BLUEWAY
CUMINMORE LOUGH
Digital Promotional Campaigns

• Experiences
• Packages
• Places
• Itineraries

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 price 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.

Answer

Name

Email

☐ I agree to be emailed
☐ I agree to have my email activity tracked
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. Immersing your family into the scenic sights and blissful blue waters around Longford. This is the perfect idea for that special family day away.

€70.00

Phone: +353 87 667 5275

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.

€198.00

Phone: +353 (0) 71 9662161

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.

€370.00 per person

Contact us

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.

€249.00 per person

Contact us

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

€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 activity to enjoy the Shannon-Erne Blueway. Choose from kayaking or canoeing trips or maybe cycle hire to explore on land.

€250.00
MARKETING CAMPAIGN

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
Leltrim 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.
DIGITAL

bluewaysireland.org and various digital channels...
Blueways

Transforming regions both economically and socially in Ireland.

THANK YOU FOR LISTENING!

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