EuroVelo Network - where we are?
EuroVelo 2 - Capitals Route
EuroVelo 1
Atlantic Coast Route
Who are we?
Who are we?

€ Irish Sports Council/ National Trails Office
  € Maintains National Trails Register, verifies Quality Standards for walking and cycling trails, supports trail development
  € Lead agency in EuroVelo National Coordinator role

€ Cyclist.ie the Irish Cycling Advocacy Network
  € Irish representative at ECF
  € Lobby group for cycling in Ireland

€ Department of Transport Tourism and Sport
  € Sustainable Travel unit
  € Funding for cycling infrastructure projects
Who are we?

€ Fáilte Ireland
   € National Tourist Board
   € Tourism strategy and development

€ National Roads Authority (NRA)
   € Project management and infrastructure development (currently on EV2)
   € Produced Rural Cycle Scheme Design Manual (2014)

€ National Transport Authority (NTA)
   € Transport Planning Policy and Guidelines including the planning of cycling infrastructure in the Greater Dublin Area
Other organisations

€ Department of Environment, Heritage and Local Government
  € Rural development and Countryside Recreation Strategy
  € Leader programme

€ Local Authorities
  € Infrastructure development

€ Waterways Ireland and Irish Rail
  € Manage infrastructure with potential for cycle route development

€ Cycling Ireland
  € National Governing Body for the sport of cycling
Major Tourism Initiative

€ Wild Atlantic Way
Wild Atlantic Way

Consumer Proposition

‘The world’s largest defined coastal touring route.
“It is a place where the wild Irish landscape collides with the dramatic Atlantic seascape’.

The development of EuroVelo 1 is supported by Failte Ireland as it fits with the concept of providing a variety of activities along the general corridor of the Wild Atlantic Way.
Cycling - second most popular activity after walking (740,000)

Share by market:
- Britain (18%)
- Mainland Europe (54% - including France 12%; Germany 9%);
- North America (18%)
- Other long haul (10%)

In 2011, 173,000 overseas visitors engaged in cycling while in Ireland spending approximately €200m.
Ireland – potential cycling visitors
(2013 research findings)

- Domestic (10%)
  - 721,000
- France (6%)
  - 2,732,000
- Britain (10%)
  - 4,368,000
- Germany (18%)
  - 11,093,000
- Netherlands (11%)
  - 1,338,000

% of population
Topics for discussion

€ Land Ownership
  € Acquiring private land for the construction of cycle route

€ Management structure for cycle routes
  € One route manager/ multiple route managers?
  € Public agency or private company?
  € NECC?