

TOURAGE INTERREG IVC PROJECT

Regional Analysis on Tourism

WEST REGIONAL AUTHORITY

Name of the region:	West Regional Authority	Name in original language:	West Regional Authority
Level (NUTS 2/NUTS3):	NUTS 3		

1. REGIONAL TOURISM STRATEGIES	Name of the strategy/action plan etc.:	Short description of the strategy, and time frame:	Link to English version (or original):
1.1 Document 1	Failte Ireland West Regional Tourism Development Plan 2008-2010	Goals: <ul style="list-style-type: none"> • Grow visitor numbers to between 2.1 m and 2.3m • Attract more domestic visitors • Special focus on Europe and N. America as well as the UK • Develop the region as an outdoor & Adventure destination • Enhance the cultural experience for visitors • Improve access to and within the Region 	www.failteireland.ie
1.2 Document 2	Regional Planning Guidelines for the West Region	Policies & Objectives 2010 -2022: <ul style="list-style-type: none"> • Promote Tourism through various bodies at local, regional & national level • Promote sustained planned tourism • Support Special Interest Activities • Support a Shared Tourism approach between urban & rural areas in the region • Promote the development of Cultural, Arts, Archaeological, Heritage 	www.wra.ie

		<p>& Biodiversity resources</p> <ul style="list-style-type: none"> • Support Iconic attractions • Support high performing destinations in the Region such as Galway City, Westport etc 	
1.3 Document 3	Failte West	<p>Overseeing a 3-year development agenda for tourism in the region with the active support of the Fáilte Ireland organisation: 2010 to 2013:</p> <ul style="list-style-type: none"> • A key aim of the Forum will be to identify and implement a range of measures designed to boost overseas visitors to the region • The Forum is also expected to have a significant role in influencing national tourism policy as it affects the region • Its membership is drawn from the tourism industry, business interests, the Local Authority and Fáilte Ireland 	<p>www.failteireland.ie/.../New-Tourism-Development-Forum-for-the-West</p>
1.4 Document 4	Discover Ireland West	<p>Dedicated Website which provides the following information :</p> <ul style="list-style-type: none"> • Places to go • Things to do and see • Accommodation • Planning a visit • Travel Offers 	<p>www.discoverireland.com/west</p>

2. GENERAL REGIONAL STATISTICS	2000	2005	2010
2.1 GDP	20,064	38,263	36,159
2.2 Population	352,353	380,297	414,277
2.3 Surface area	13,801 km	13,801 km	13,801 km
2.4 Population density	28/sq.km	30/sq.km	32/sq.km
3. TOURISM STATISTICS OF THE REGION	2000	2005	2010
3.1 Number of tourists who stay at least 1 night in a collective or private accommodation.		2527000	2148000
3.2 Number of hotels and similar establishments	137	137	145
3.3 Number of other collective accommodation establishments	864	702	828
3.4 Number of bed-places in hotels and similar establishments	4830	5736	7278
3.5 Number of bed-	3932	4390	3314

places in collective tourist accommodation establishments			
3.6 Nights spent in hotels and similar establishments		4452	
3.7 Nights spent in collective tourist accommodation establishments			
3.8 Number of tourism enterprises		7643	8097
3.9 Share of tourism enterprises of total enterprises			
3.10 Number of employees of tourism sector	17999	23261	21596
3.11 Share of tourism sector employees of total employees	10,5%	13,5%	12%
3.12 International border crossings (persons)			
3.13 Number of air passangers		81%	81%
3.14 Tax free sales			

4. TOP 5 TOURISM ATTRACTIONS OF THE REGION (by number of visitors)	Name:	Short description:	Number of visitors per year:	Web link (if possible to English version):
4.1 Attraction 1	Dun Aonghusa	World Heritage Site, Aran Islands, County Galway	109361 visitors (2010)	www.aranislands.ie
4.2 Attraction 2	Ceide Fields	Neolithic landscape, County Mayo	26196 visitors (2010)	www.museumsofmayo.com/ceide.htm
4.3 Attraction 3	Aughnanure Castle	16th century Irish Tower House, Oughterard, County Galway	23976 visitors (2010)	www.oughterardtourism.com
4.4 Attraction 4	Ballintubber Abbey	Medieval Church, County Mayo	20000 visitors (2010)	www.ballintubberabbey.ie
4.5 Attraction 5	Arigna Mining Experience	The Mining Experience Centre was developed to preserve the energy heritage of the Arigna Valley .	18444 visitors (2010)	www.arignaminingexperience.i e/

5. TOP 5 COUNTRY OF ORIGIN OF INTERNATIONAL TOURISTS	Name of the country:	Number of tourists (2010):	Average stay of tourists (2010):
5.1 Country 1	Mainland Europe	422000	5.5 Nights
5.2 Country 2	United Kingdom	394000	5.5 Nights
5.3 Country 3	North America	255000	5.5 Nights
5.4 Country 4	Other Areas	77000	5.5 Nights
5.5 Country 5		1148000	5.5 Nights
6. MAIN TOURISTIC ACTORS OF THE REGION	Name of the organisation:	Role of the organisation:	Web link (if possible to English version):
6.1 Organisation 1	Failte Ireland	Guiding and supporting the development of a sustainable tourism sector in Ireland.	www.failteireland.ie
6.2 Organisation 2	Discover Ireland	Discover Ireland is the Official Site of Failte Ireland the Irish Tourist Board. Tourism Website for accommodation, attractions, activities, events in Ireland.	www.discoverireland.ie
6.3 Organisation 3	Tourism Ireland	Includes maps and provides information on hotels, flights, sports, festivals and accommodation.	www.tourismireland.com
6.4 Organisation 4	Constituent Local Authorities of the WRA	Provide localised tourism details	www.galway.ie www.galwaycity.ie www.mayococo.ie www.roscommoncoco.ie

7. EXTERNAL BORDER CROSSING POINTS OF THE REGION	Name of the border crossing point:	Type of border crossing point (international, bilateral):	Opening hours of the border crossing point:	Web link (if possible to English version):
7.1 Airport	Ireland West Airport (within the West Region)	International & Domestic	During opening hours of the Airport	www.irelandwestairport.com
7.2 Airport	Shannon International Airport (outside the region but only 96km away)	International & Domestic	During opening hours of the Airport	www.shannonairport.com
7.3 Airport	Dublin International Airport (192 km)	International & Domestic	During opening hours of the Airport	www.dublinairport.com
7.4 Galway Port	Galway City	International for Cruise Ships	9am to 5pm	www.galwayharbour.com