

Tourism Masterplan for the Shannon Navigation & Shannon Erne Waterway

20 April 2021

Shannon, The Mighty River of Ireland

- Destination Vision
- Product & Themes
- Discovery Zones
- Strategic Initiatives
- Action Plan for Implementation



Background

Waterways Ireland, in association with Fáilte Ireland and the 10 Local Authorities within the region, formulated a

Tourism Masterplan for the Shannon.

The first time a single, holistic and dedicated plan of any type is being undertaken on the Shannon and Shannon Erne



Objectives of Shannon Tourism Masterplan

To reposition the Shannon as a destination of international scale and singularity at the centre of Ireland's hidden heartlands.

Identify and deliver a coordinated strategy and proposals that;

- Reposition the Shannon and Shannon Erne as a key tourism destination
- Identify world class visitor experiences
- Establish a framework for tourism development
- Define the areas unique tourism offering
- Formulate a Destination Vision
- Establish key Themes and products for the area
- Identify key Strategic Initiatives to realise the tourism offering

Key Pillars in Formulation



Collaboration

Waterways Ireland & Fáilte Ireland

Cavan County Council

Clare County Council

Galway County Council

Leitrim County Council

Limerick City & County Council

Longford County Council

Offaly County Council

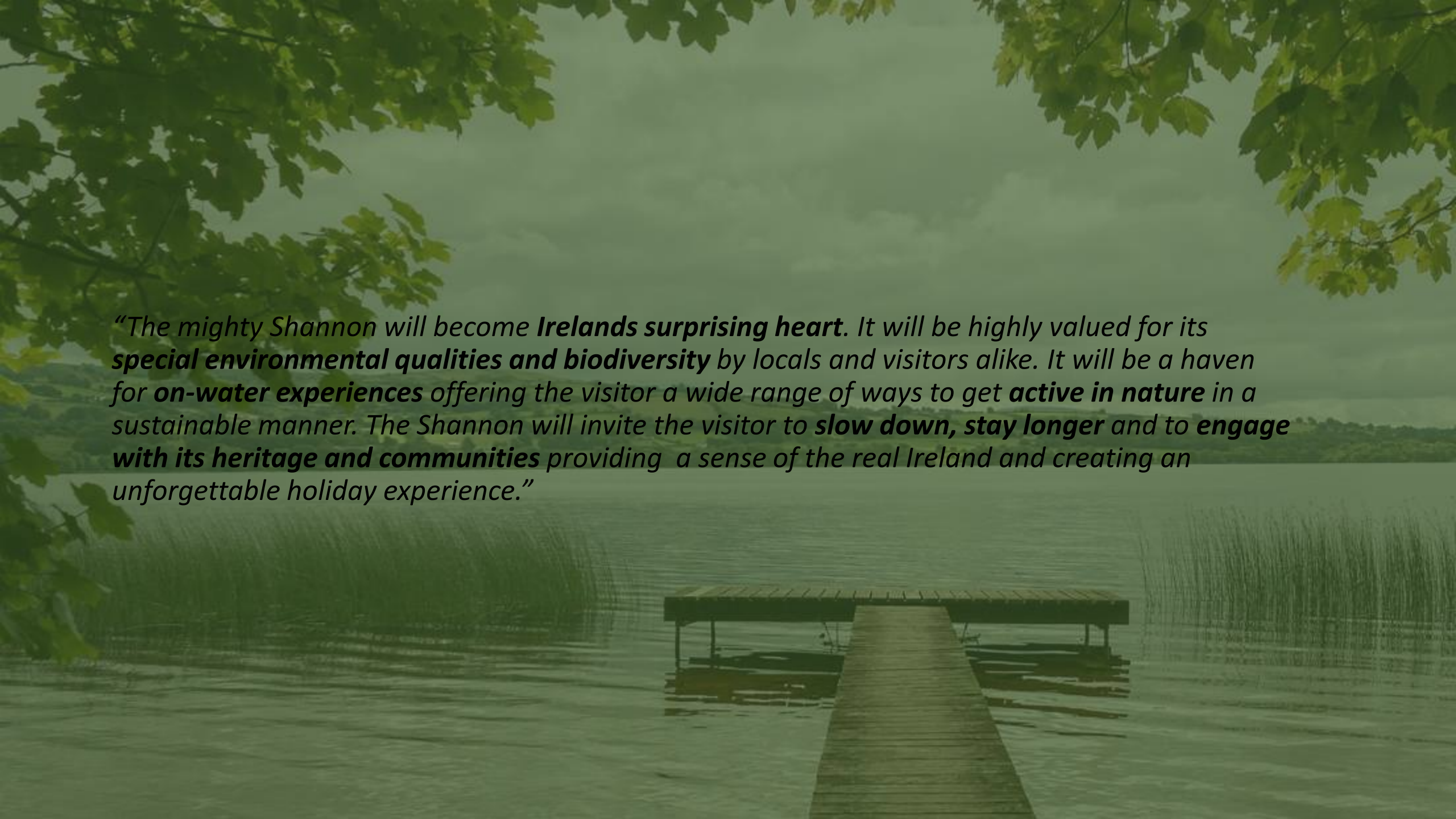
Roscommon County Council

Tipperary County Council

Westmeath County Council

Multiple Ways to Interact with the Shannon & Shannon Erne Waterways



A scenic view of a lake with a wooden pier extending into the water, framed by green foliage. The pier is made of light-colored wood and leads to a larger wooden platform. The water is calm, and there are reeds or tall grasses in the background. The sky is overcast. The text is overlaid on the left side of the image.

*“The mighty Shannon will become **Ireland’s surprising heart**. It will be highly valued for its **special environmental qualities and biodiversity** by locals and visitors alike. It will be a haven for **on-water experiences** offering the visitor a wide range of ways to get **active in nature** in a sustainable manner. The Shannon will invite the visitor to **slow down, stay longer** and to **engage with its heritage and communities** providing a sense of the real Ireland and creating an unforgettable holiday experience.”*

Unique Experiences of the Shannon



Themes of the Shannon



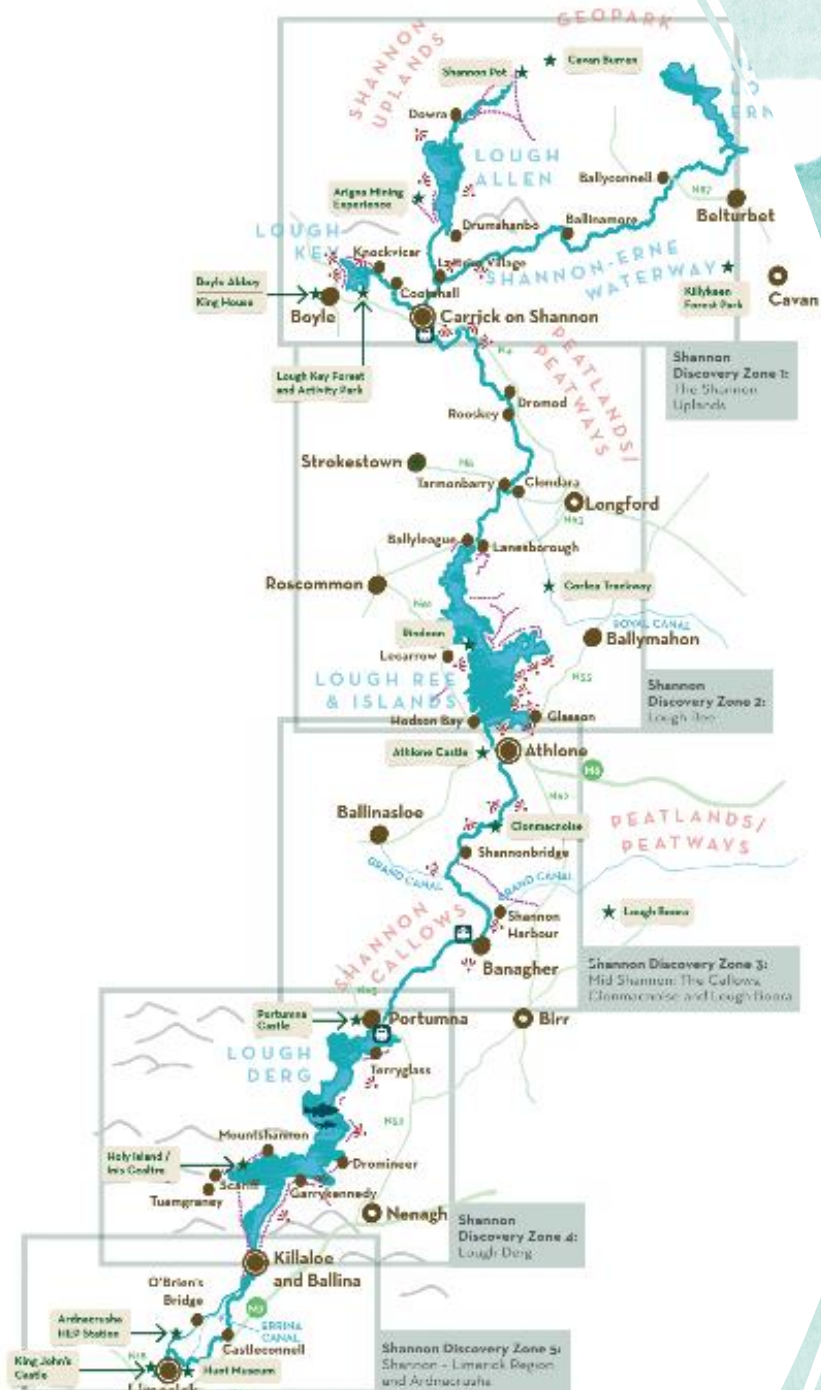
**The Shannon,
Mighty River
of Ireland**



**The Natural,
Wilderness Shannon**



**Shannon Journey
& Adventure**



Shannon Discovery Zones

- 360 Linear KM
- 3 large lakes
- 3 distinct Discovery Zones

Strategic Initiatives

- Seven interlinking strategic initiatives.
- Catalyze the recommendations
- Inform implementation



Signature Initiative 1

Shannon Messaging :

- A Shannon Integrated Interpretation Strategy and Design Guide
- Shannon Signature Points Project
- An Interpretation Plan aligned to the Integrated Interpretation Strategy
- A Shannon Visitor Experience and Interpretation Toolkit
- A Shannon Environmental Code of Conduct
- Additional marketing resources to support the objectives in this **masterplan**

Signature Initiative 2

Enhancing the On-Water Visitor Experience



**Rejuvenation of the
Cruising Experience**



**Day Boating/ Riverboat/
Passenger Cruising**



**Enhanced Marina, Berthing
& Shoreside Facilities**



**Water-based Activities
& Adventures**



Angling



**Blueways
Network**



**Tranquillity
Zones**



**Small scale
accommodation**

Signature Initiative 3

Enhancing the Waterside Visitor Experience



*Harbourside
Amenities,
Infrastructure &
Development*



*Nature Viewing in
Shannon's Forests
and Hinterlands*



*Rejuvenation
of Lesser Used
Waterways*



*Enhanced usage of
historic buildings
along the Shannon*

Strategic Initiative 4

Shannon Towns and Villages

- Killaloe/Ballina
- Portuma 2030
- Clondara/Termonbarry
- Lanesborough/Ballyleague
- Carrick-on-Shannon
- Drumshanbo



Signature Initiative 5

Protecting and Enhancing the Shannon Environments



Adopting an ecotourism approach to future tourism development



Destination Development and Rewilding Plan to develop access to



UNESCO Biosphere designation for Lough Ree & environs



Biosecurity measures for the Shannon

Signature Initiative 6

Improving Connectivity



Encouraging sustainable & slow travel



Priority network of walking / cycling trails; access to



Enhanced public transport access



Encouraging on-water slow travel



Improved local link services



Develop a Shannon discovery bus route

Signature Initiative 7

Building Enterprise & Community Networks



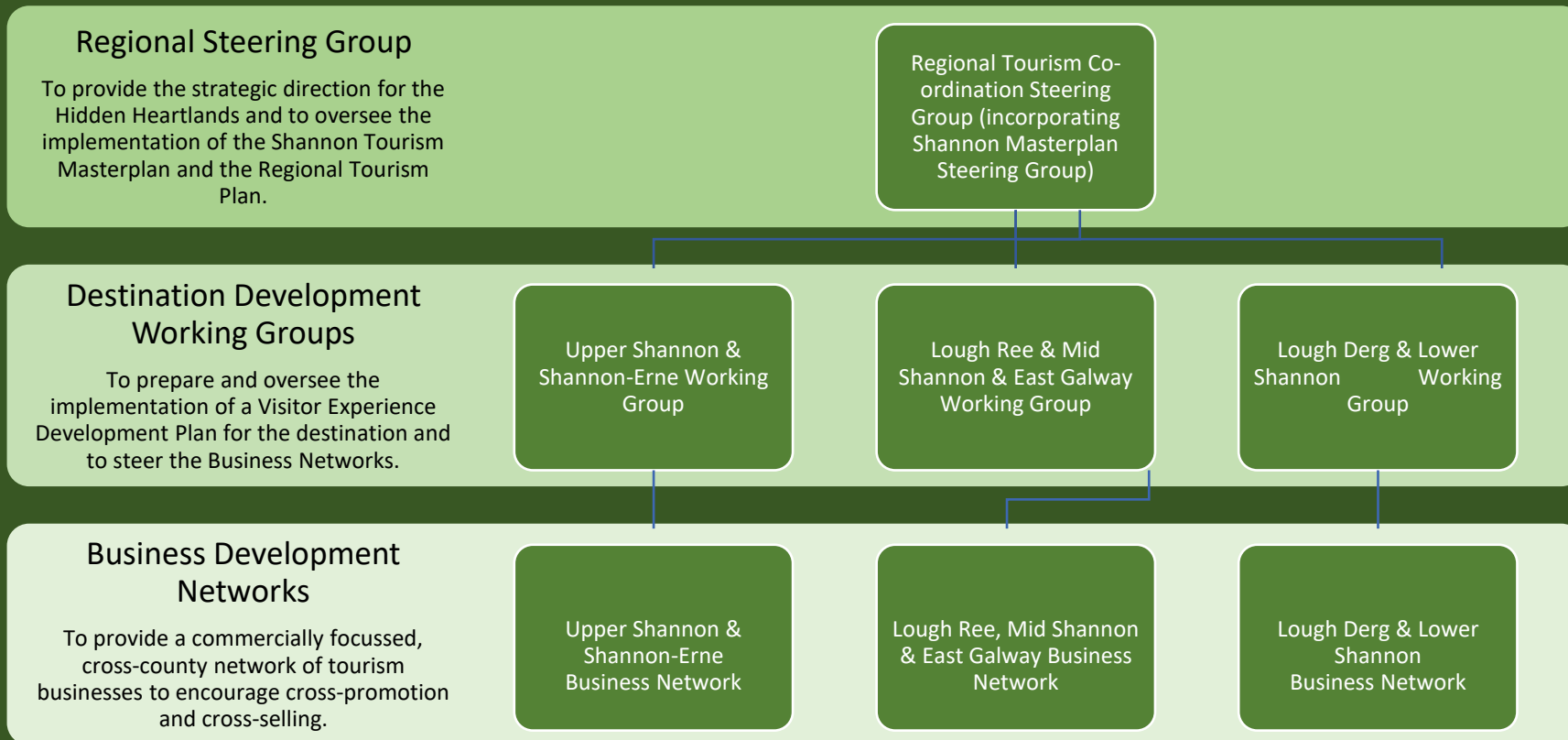
*Creating tourism networks:
DZ1, DZ2, DZ3, commercially
driven networks within
Ireland's Hidden Heartlands*



*Building the Shannon
100 Enterprise Network:
innovative themed
experience network along
the waterways*



*Building the Shannon
community network:
supporting communities
to build memorable
experiences*



Implementation Structure

Early Progress

Shannon Discovery Points Project	Lough Derg Blueway Accreditation & Improvement
Tranquillity Moorings	Harbour & Jetty Improvements
Shannon Greenway	Bio-security Plan
Lough Derg Visitor Experience Development Plan	



Thank You – Míle Buíochas



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