



## **Doolin Tourism Co-Op Society Ltd**

### **Coach Tourism Management in Doolin:**

29 April 2017

Coach tours have been a feature of tourism in Ireland for many years but in recent years the growth area has been day-trip coach tours from Dublin or Galway. The Cliffs of Moher have been the main attraction for these tours and an increasing amount of them are including Doolin in their itinerary. Last year the rate of increase of these day-trip tours was significant and this rate of increase is not sustainable into the future.

Doolin Tourism welcomes a mix of tourists, whether arriving by foot, car, cycle, ferry, public transport or day-trip coach tours, the issue however is to find a balance. We recognize that different tourism businesses rely on different market segments. While a number of Doolin businesses benefit from the high volume lower spending day tour coach business, the majority of businesses rely on the higher spending low volume guest of the overnight FIT markets, which is more sustainable, creates more employment and compliments our village way of life.

Doolin like every holiday destination has limited capacities, and we are acutely aware of the role tour buses now play in the economy of the village. While in no way do we wish to remove all buses, a practical and sustainable approach to coach management is required as we endeavour to protect & enhance the experience for visitors to our traditional family run accommodation, pubs, restaurants, and activities.

We must strive to maximize visitor enjoyment of the stunning scenery, history, music and local people and not forget our many residents of Doolin who call this 'home', where they work, live and where local families raise children like the generations before them.

Following the changes at the Cliffs of Moher who, from the beginning of May, will start refusing Day Tour Coaches who do not have the correct licences of stop permissions, together with the already increased volume of private hire and licensed buses coming into Doolin, we, Doolin Tourism believe we need to address the issues this will bring up and its potential impact in the area.

We wish to maximise the experience for all the types of tourism Doolin receives and for the residents of the villages. In order to be able to action this we will be working with other tourism interests in North Clare to undertake a survey of bus traffic coming into the region and villages in order to benchmark current volumes and better understand the impact. We hope that all the main stake-holders will be able to work with us to plan toward an optimal solution.

End:

#### **Doolin Tourism Co Op Ltd Steering Committee:**

**Chairperson: Niall Hughes; Secretary: Karen Courtney; Treasurer: Margaret Carey;**

**Network Development : Helen Browne; Infrastructure: Eugene Garrihy;**

**Marketing: Natalie Fitzgerald; Agency Liaison: Anthony Maloney**

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