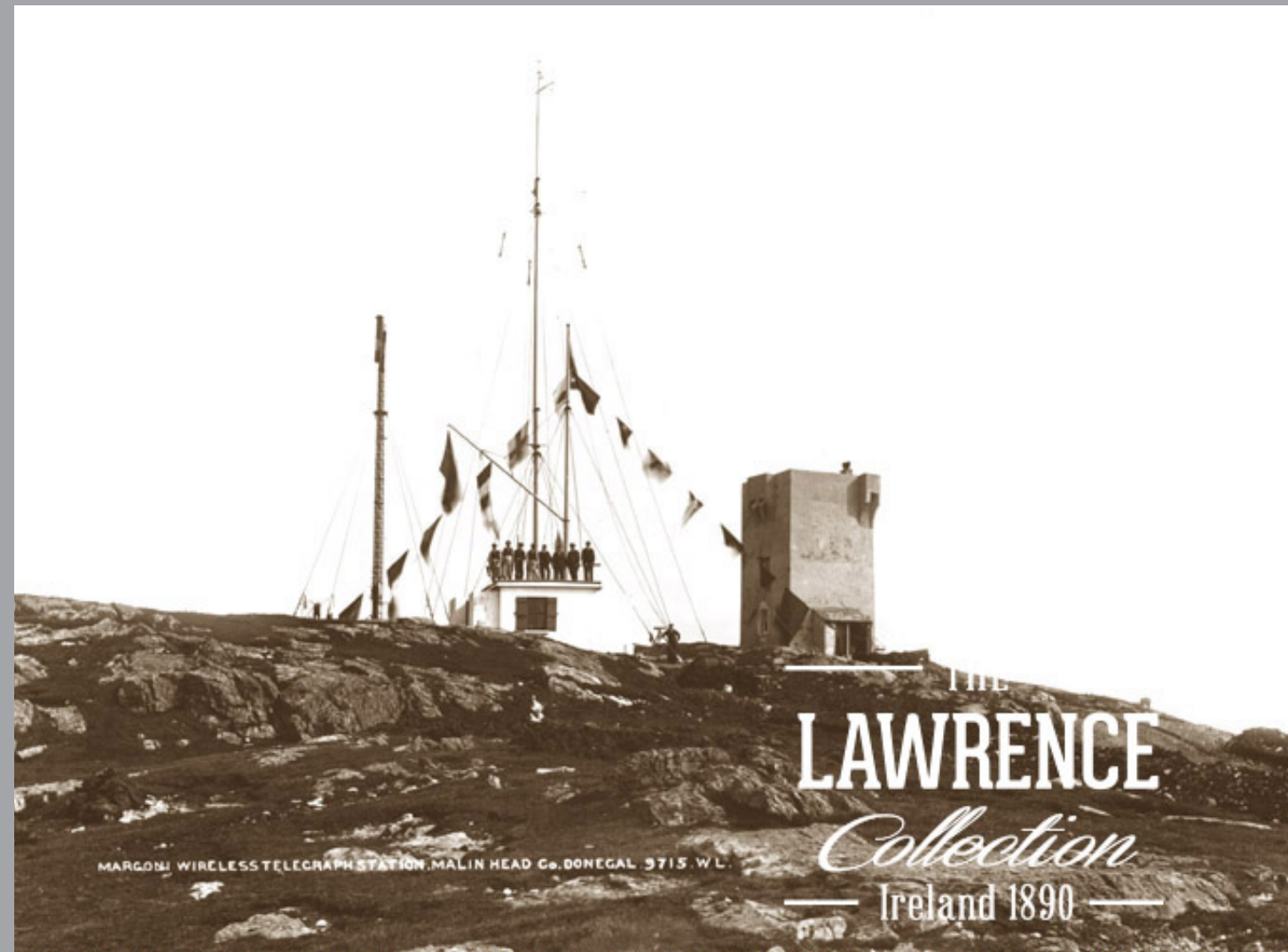


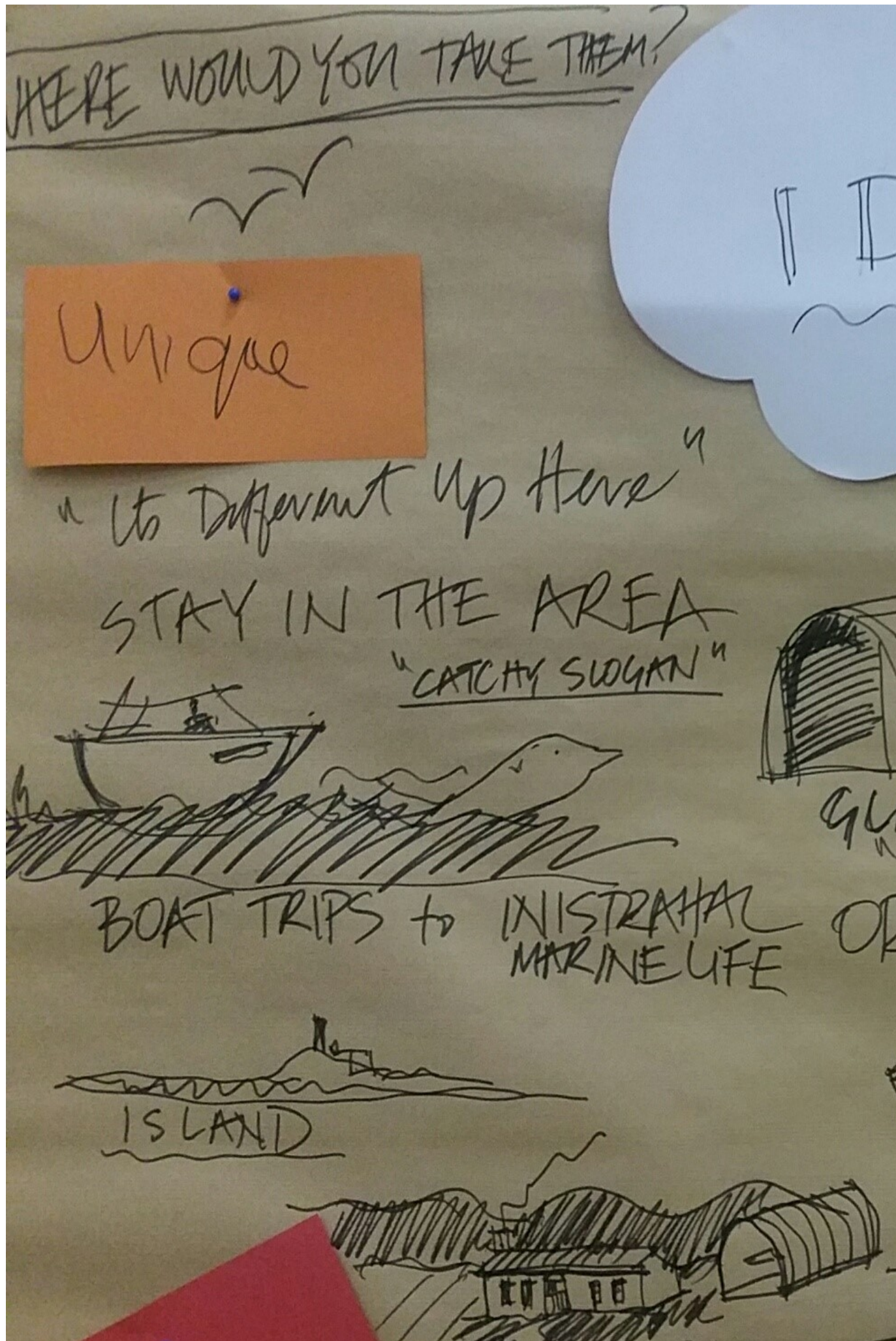
# Visitor Management Plan for Malin Head Signature Discovery Point



## Public Information Event



# AGENDA



1. Highlight what we learned from communities, stakeholders and partners
2. Share the key ideas and emerging opportunities for Malin Head Visitor Management Plan
3. Get your views and feedback
4. Outline next steps



# MALIN HEAD VISITOR MANAGEMENT PLAN<sup>3</sup>

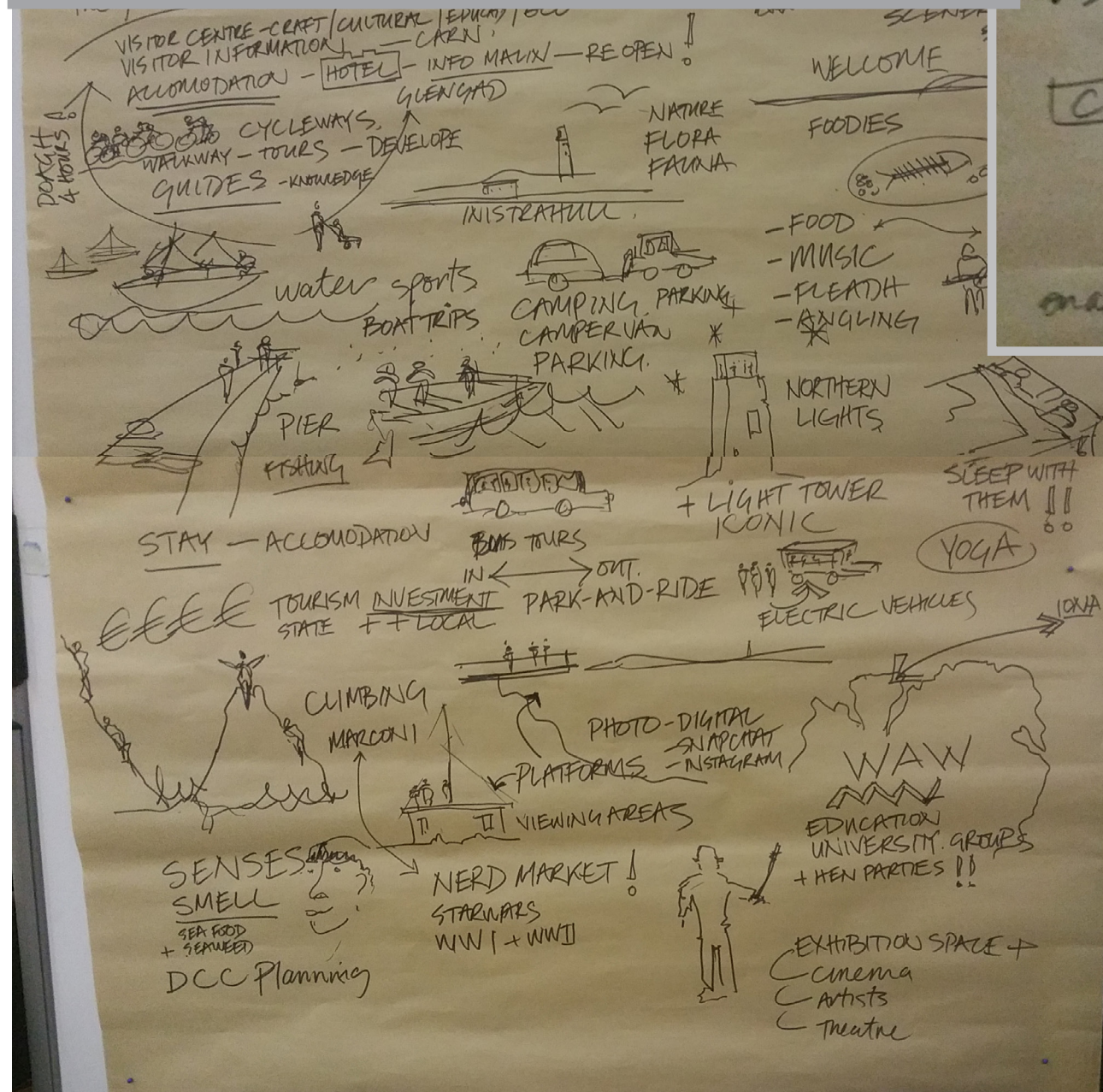
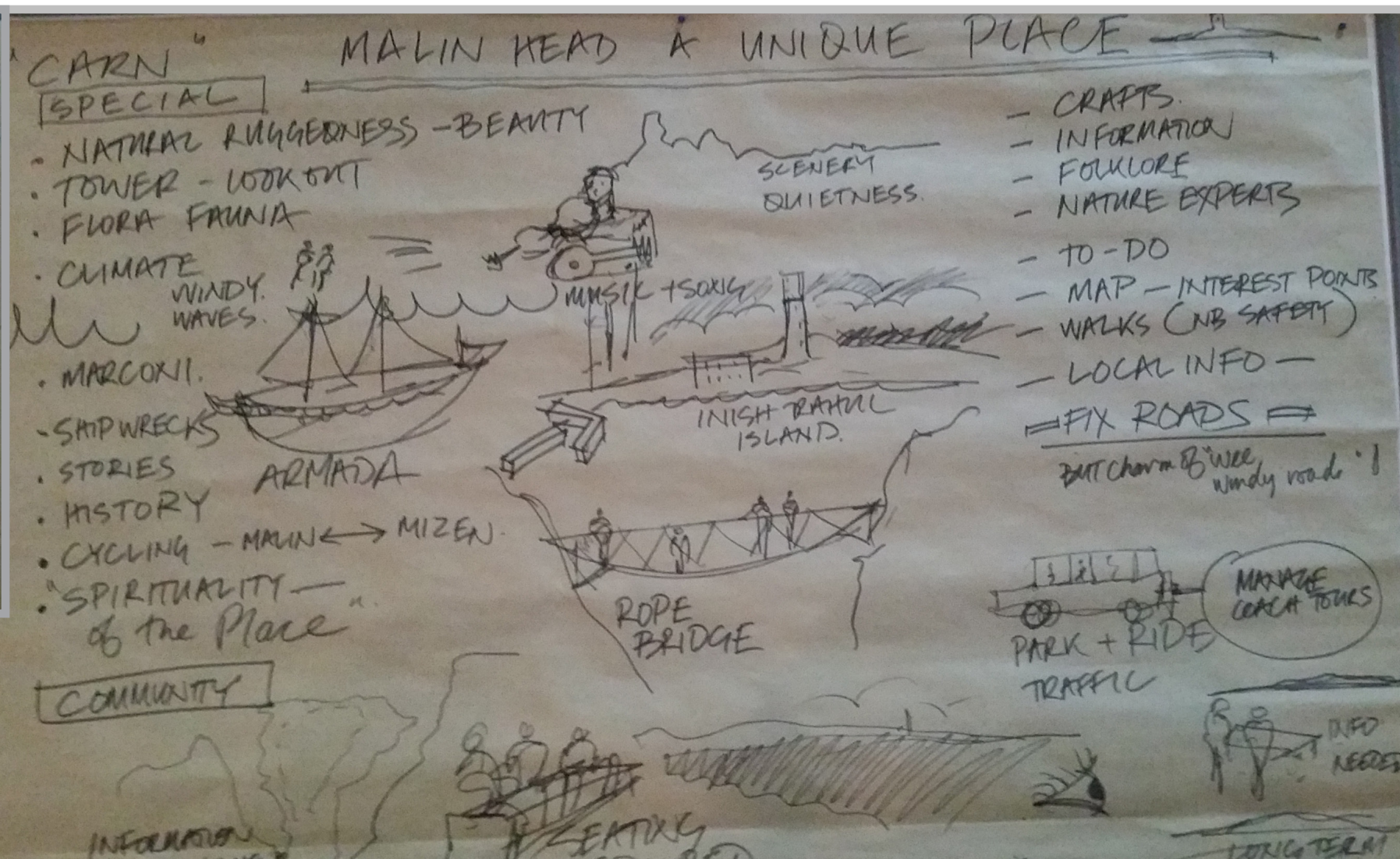
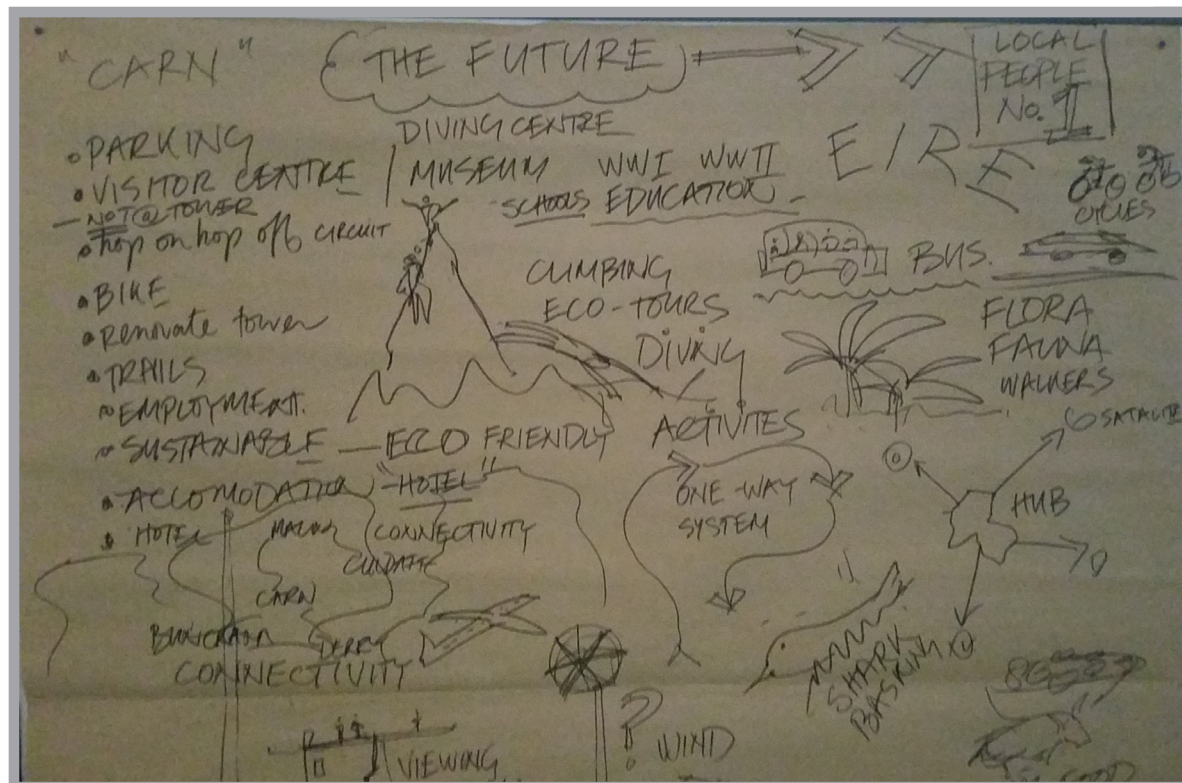


1. Guide the future development and management of Malin Head
2. Provide a compelling visitor experience by giving people a reason to visit and stay.
3. Develop in a sustainable way to deliver a real economic and social benefit to the wider local community in Malin Head
4. Protect the wild landscapes and seascapes
5. Address Traffic Management











# PUBLIC CONSULTATIONS<sup>6</sup>

1. The natural UNSPOILT BEAUTY of area was viewed by all as “most valued” words such as; rugged, wild, remote, untamed were used frequently.
2. The community and its connections are highly valued. Many considered that this added value to the visitor experience now and in the future.
3. The assets recognised as being most important include landscape, wild seas, nature, bird & sea life, beaches, weather and stunning views- Northern Lights, Ireland’s most northerly point were also highlighted.

*Need EU funding and Bord Bia to exploit fish and farm produce*

We can involve the younger adults as they are the people who need to carry this through



4. The development of experiences that showcase the beauty of the area and allow all to explore, walk and take their time were judged to have most potential.
5. It was commonly suggested that the development of the area and its experiences must be delivered in collaboration with the local community
6. There was general consensus that future development must address current concerns regarding infrastructure and services, however the importance of development in a manner that protects the area and delivers the right benefits was stressed.

DO NOT build an outrageous building and destroy the landscape and beauty. The toilets are should have been build into the rocks !

*Do not compromise the wilderness of Malin Head. Develop for the future – do not spoil the peace for the short term gain*

7. Important “things to get right” included:
  - Having a visitor centre in a location removed from Banba’s Crown
  - Park and ride service
  - Traffic and visitor management
  - Having a mix of accommodation for all markets
  - Ability to offer a variety of things to see and do and signposting this for visitors
8. It was identified that future success depends on a partnership between public, private and community interests.

Put personal issues aside for the sake of  
the area and its future

*Lets do it right  
and it will last  
into the future*

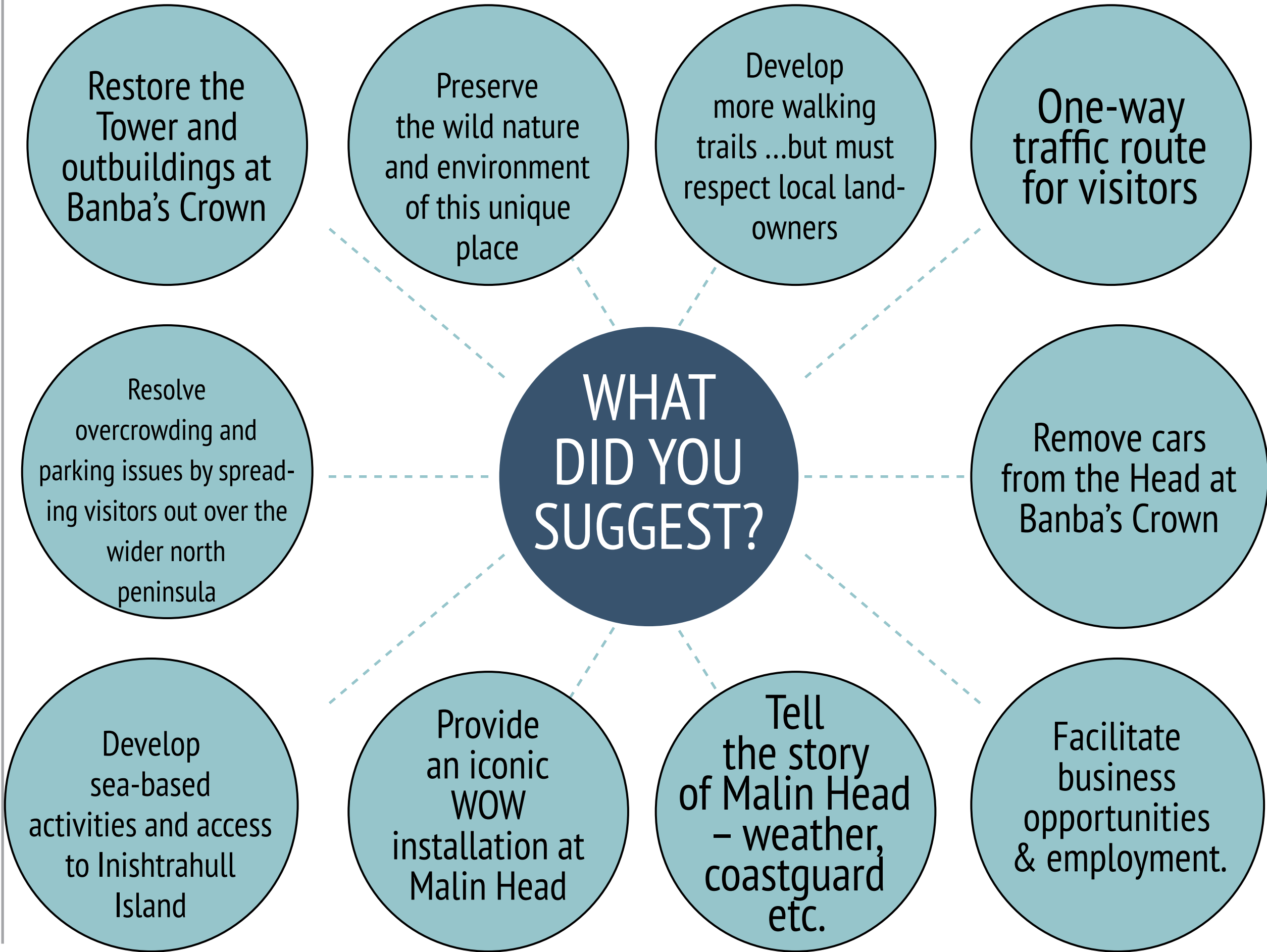


**9.** The need for funding and capacity building was noted.

It was considered that businesses required support to develop services that visitors needed to stay and spend time in the area

**10.** Over 75% indicated they would help and support the future development and plans for Malin Head, this included commitment to participate at meetings, lobby for supports, promote emerging experiences, share local knowledge, welcome visitors and develop own businesses and volunteer services

*I have been involved in tourism  
for years would love to see  
tonight's vision and plan  
realised !!*





# 10 MAIN DESIGN INFLUENCES & CONSTRAINTS<sup>11</sup>



1. What local people think?
2. What statutory bodies say?
3. Planning regulations?
4. Environmental regulations?
5. Land ownership?
6. Lessons from other Visitor Destinations?
7. International Best Practice?
8. The cost of capital investment?
9. Will tourism services develop?
10. Will visitors come?

# HAVE YOUR SAY...<sup>12</sup>

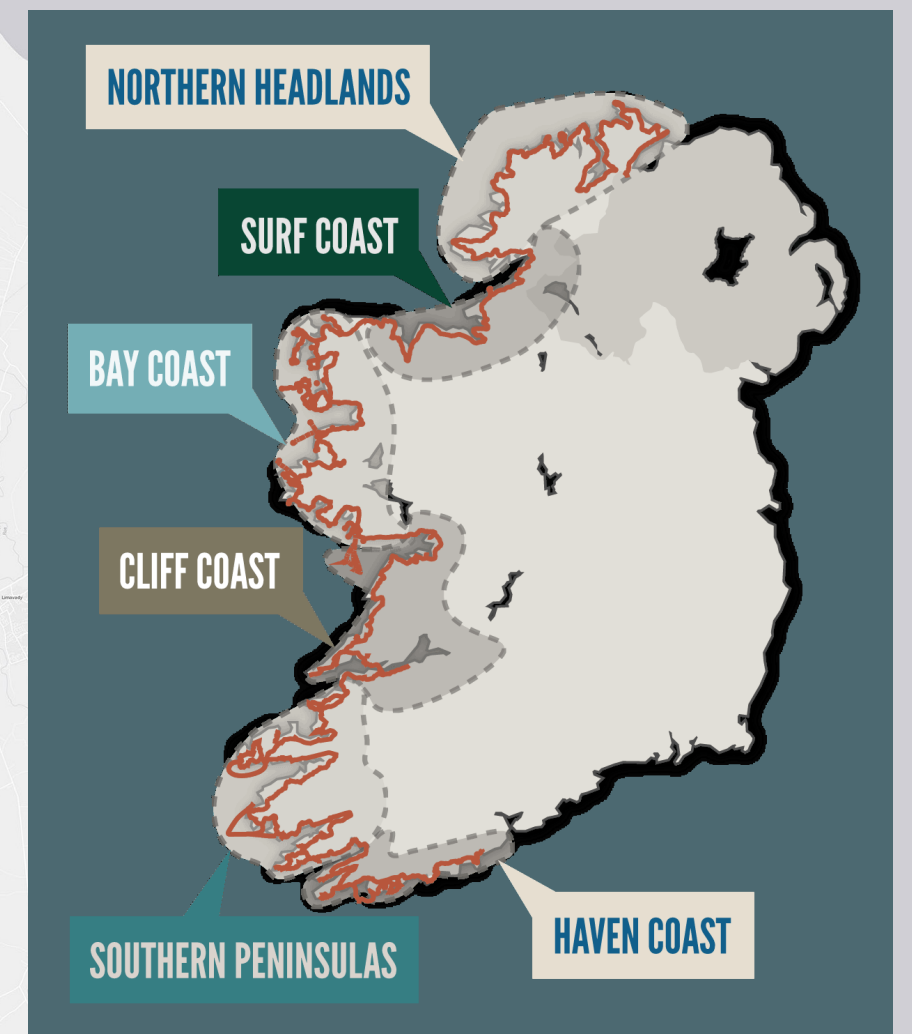
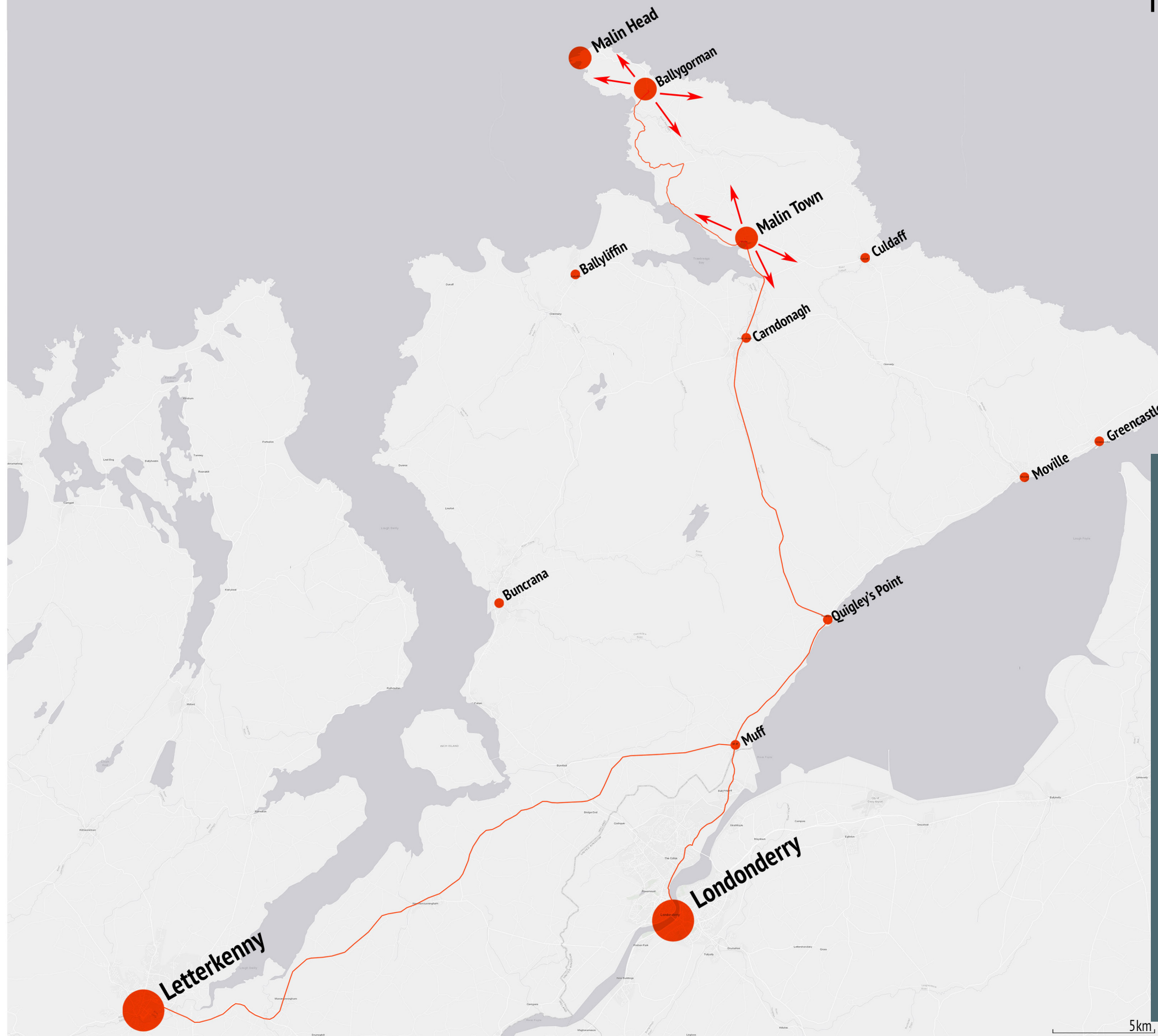


1. What do you like / dislike about the proposed Malin Head Visitor Management Plan?
2. What opportunities do you see for you, your community and area?
3. Other comments?

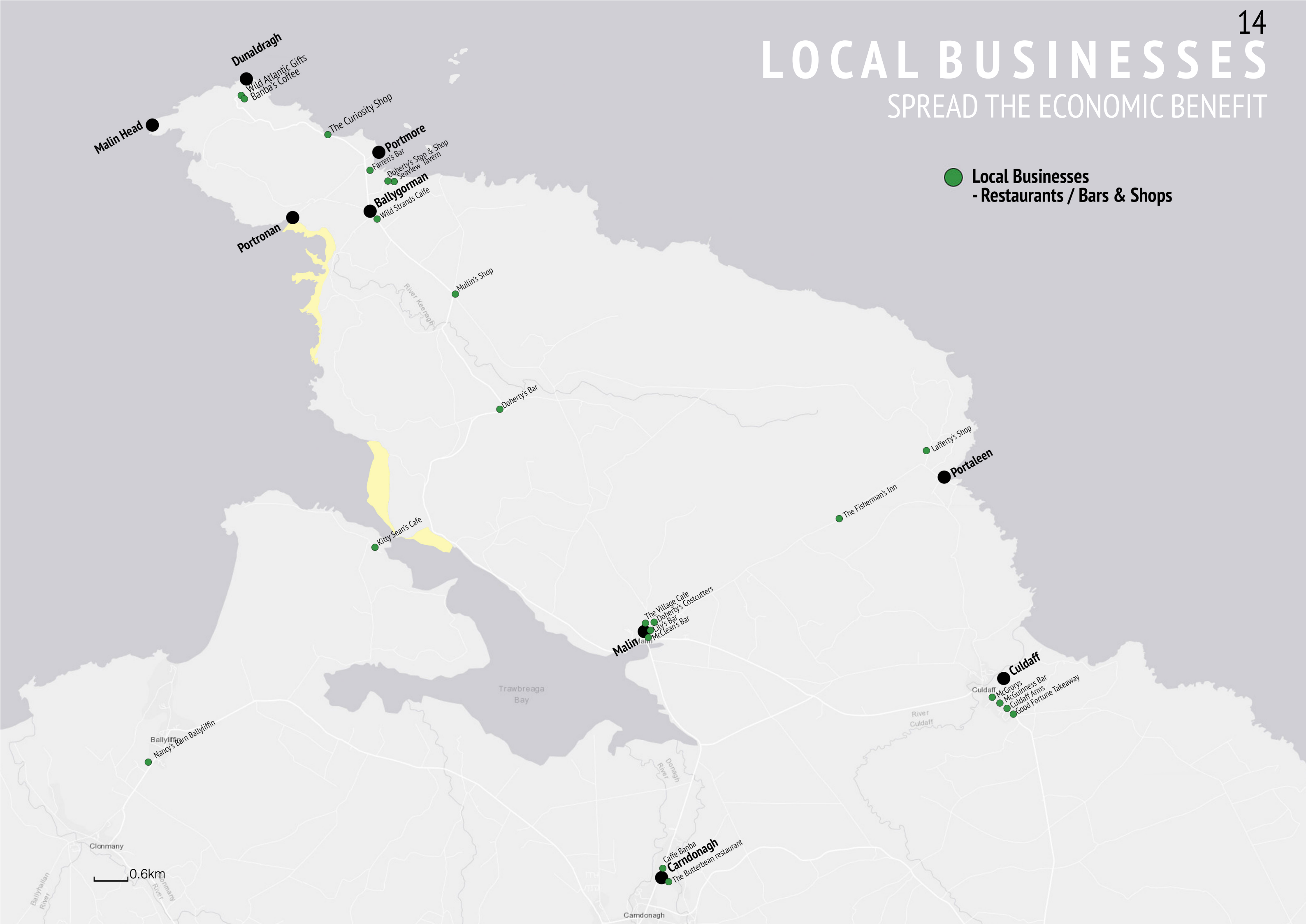


# GATEWAY TO THE INISHOWEN PENINSULA

MOST POPULAR TOURIST ROUTE



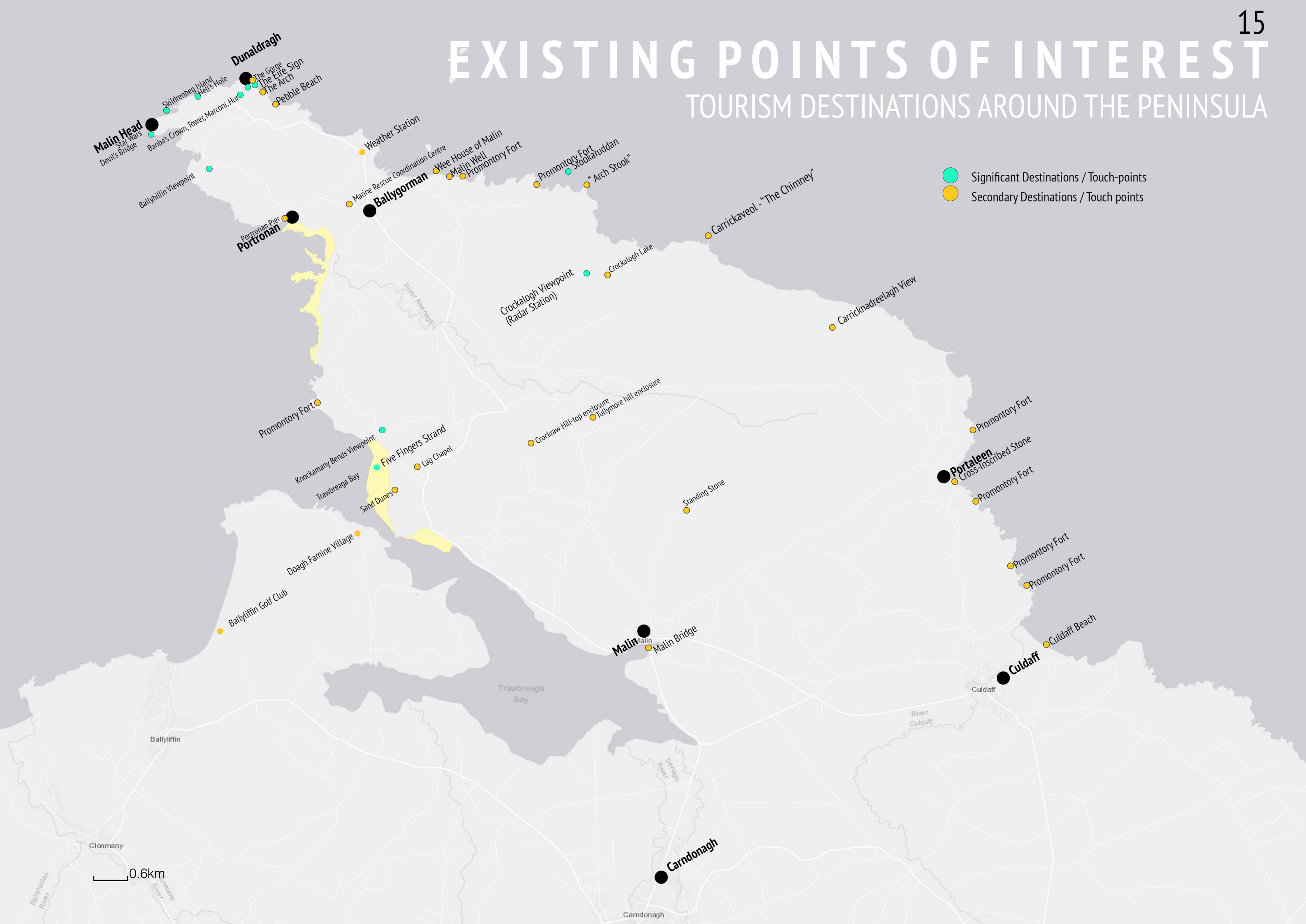






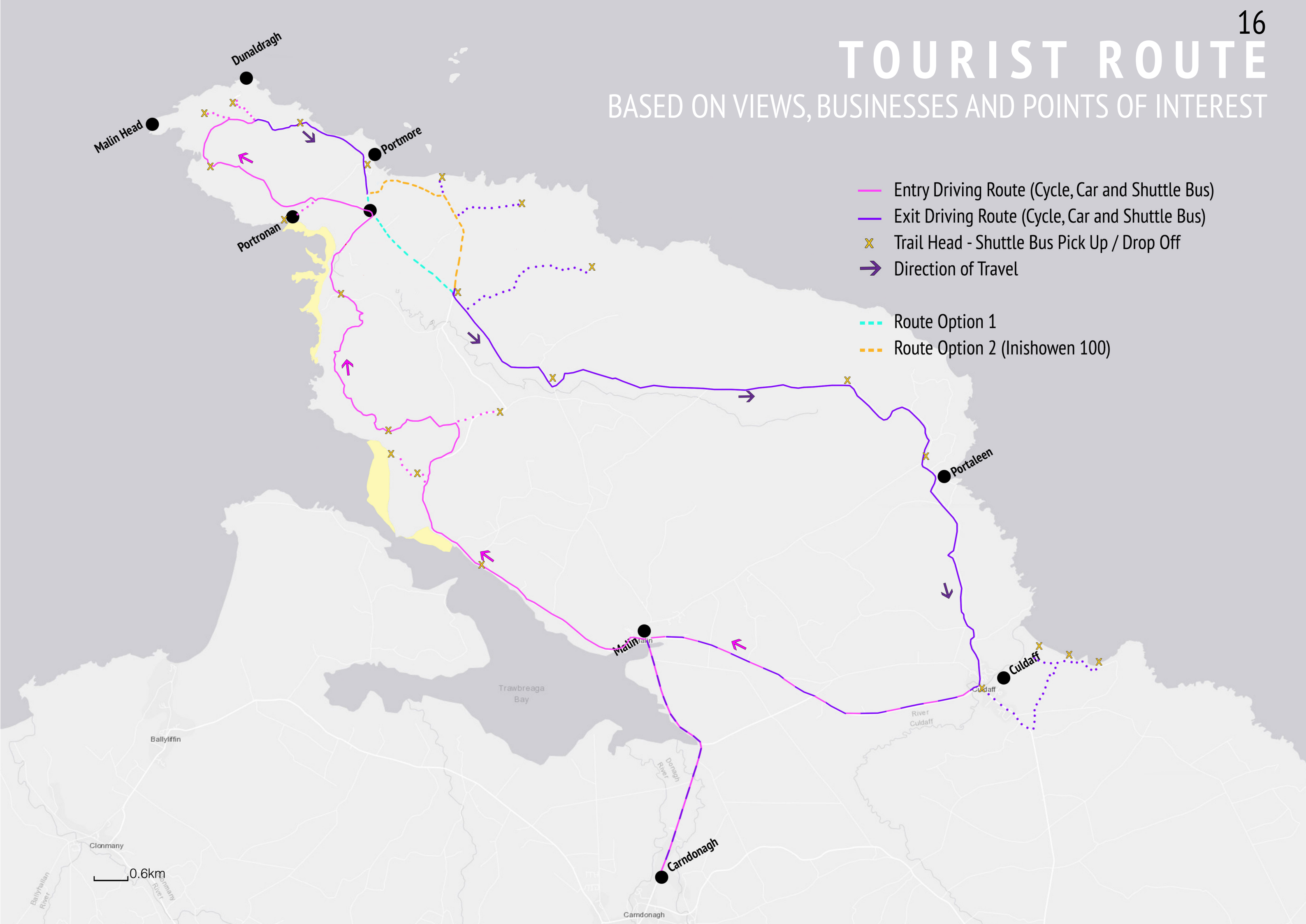
# EXISTING POINTS OF INTEREST

## TOURISM DESTINATIONS AROUND THE PENINSULA



# TOURIST ROUTE

BASED ON VIEWS, BUSINESSES AND POINTS OF INTEREST





# BASED ON VIEWS, BUSINESSES AND POINTS OF INTEREST

**Legend:**

- Walking Trail route
- Trail Head
- Viewpoint

**Numbered Points of Interest:**

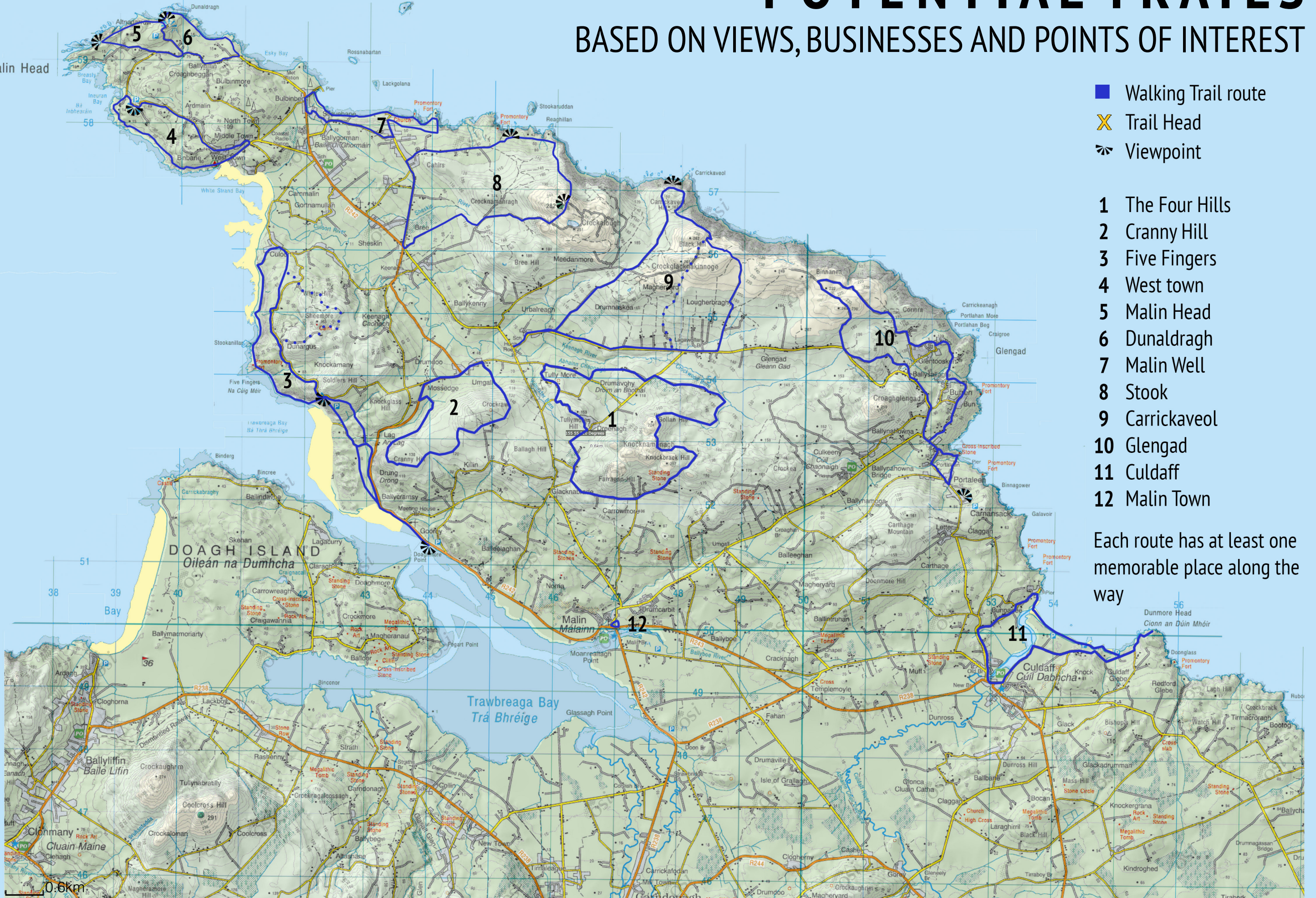
- The Four Hills
- Cranny Hill
- Five Fingers
- West town
- Malin Head
- Dunaldragh
- Malin Well
- Stook
- Carrickaveol
- Glengad
- Culdaff
- Malin Town

Each route has at least one memorable place along the way

0.6km

- 1 The Four Hills
- 2 Cranny Hill
- 3 Five Fingers
- 4 West town
- 5 Malin Head
- 6 Dunaldragh
- 7 Malin Well
- 8 Stook
- 9 Carrickaveol
- 10 Glengad
- 11 Culdaff
- 12 Malin Town

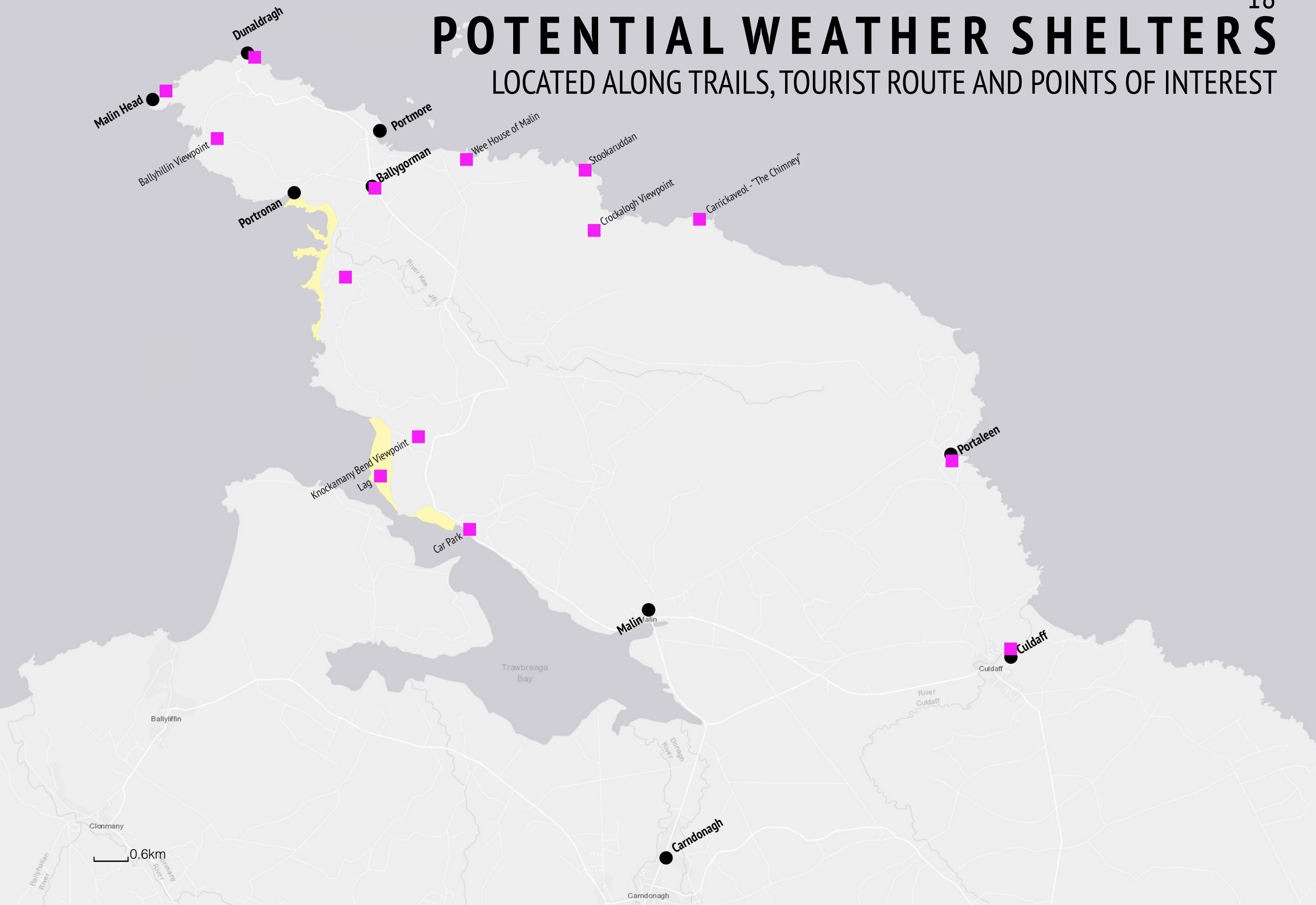
Each route has at least one memorable place along the way





# POTENTIAL WEATHER SHELTERS

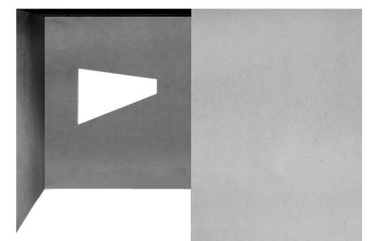
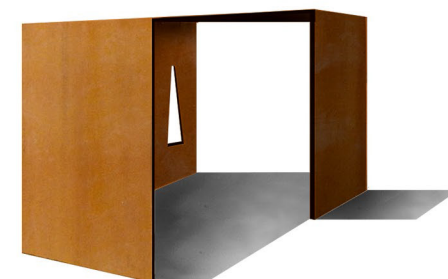
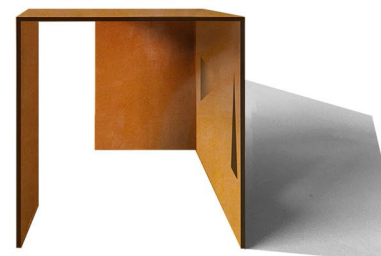
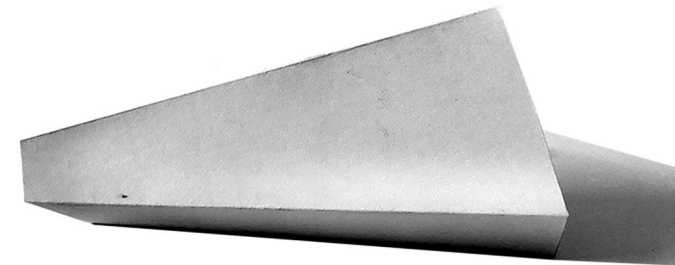
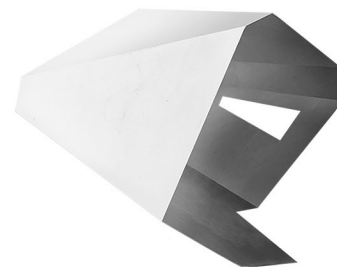
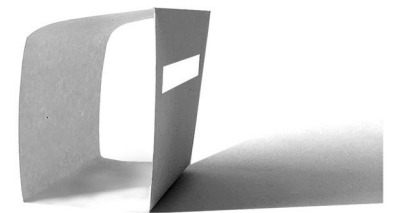
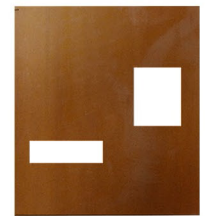
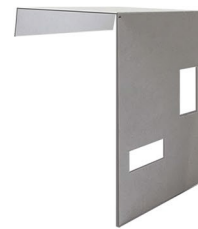
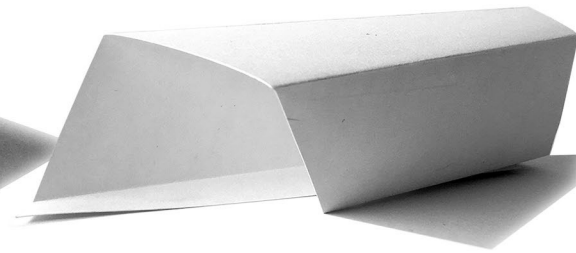
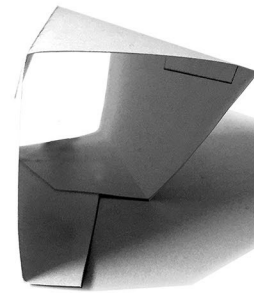
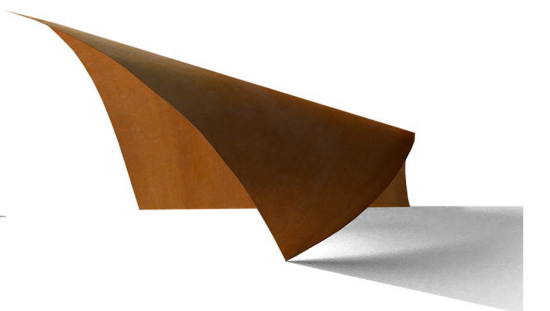
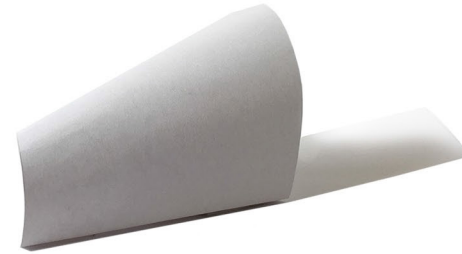
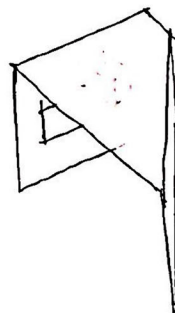
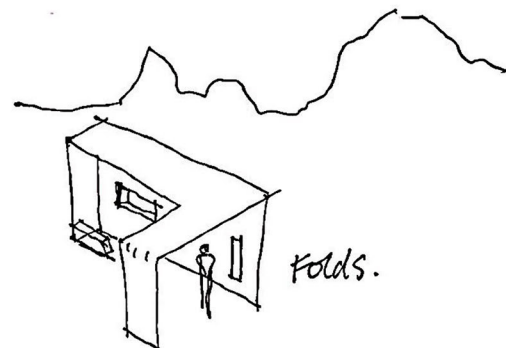
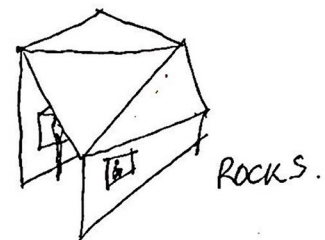
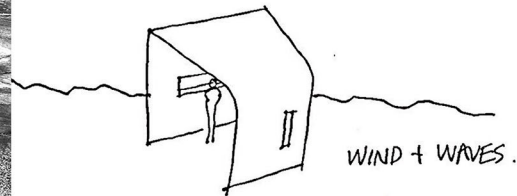
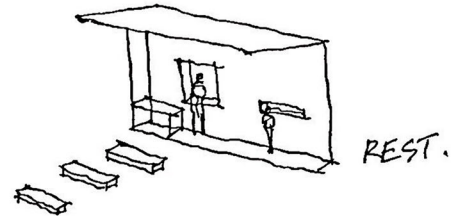
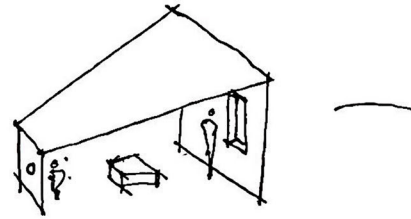
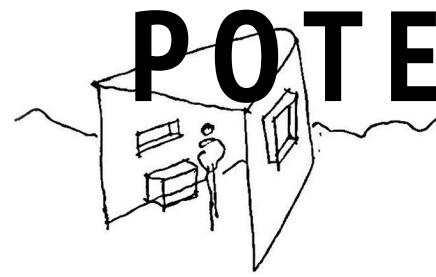
LOCATED ALONG TRAILS, TOURIST ROUTE AND POINTS OF INTEREST



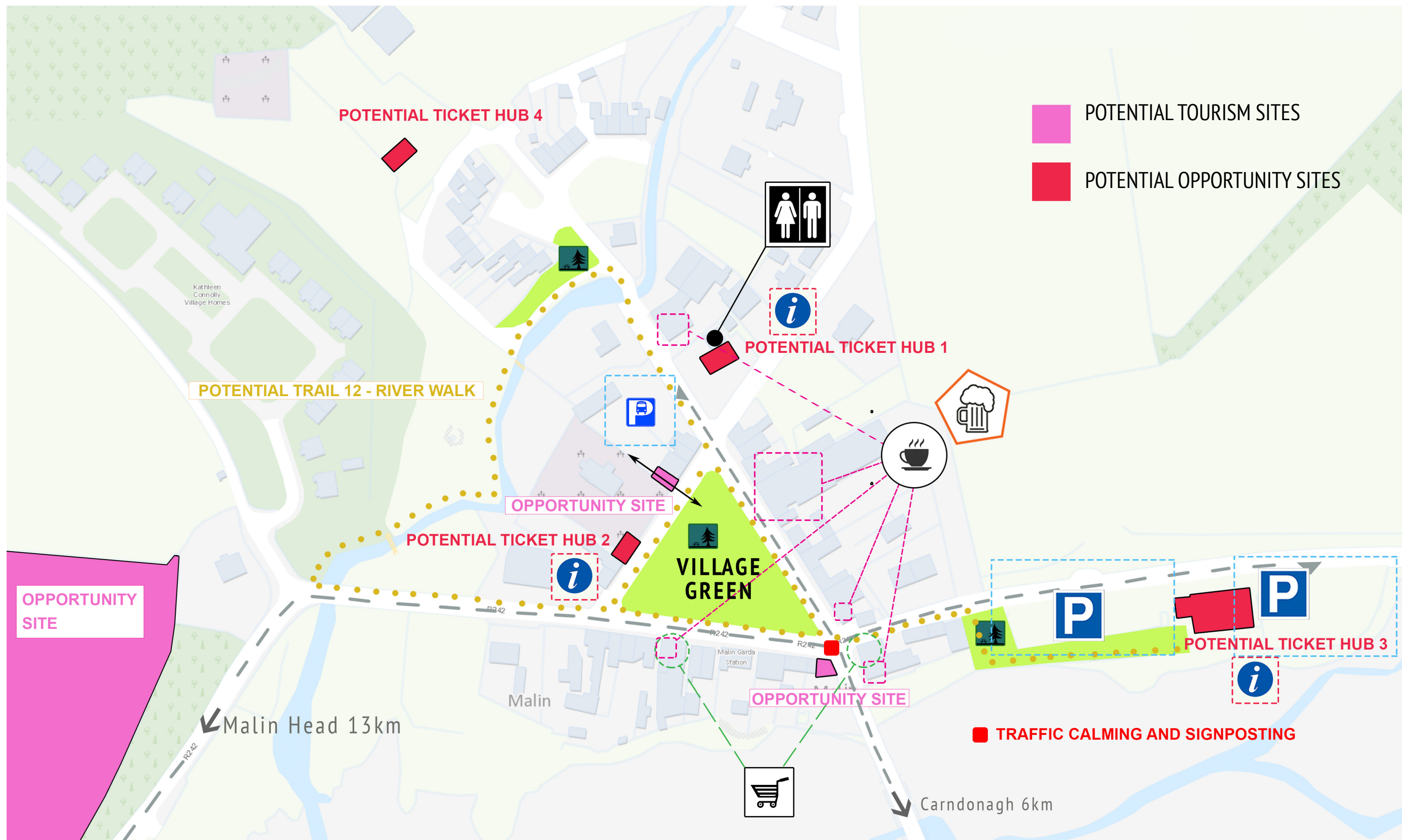


# POTENTIAL WEATHER SHELTERS

SHELTER, HISTORY, INFORMATION POINT, WI-FI







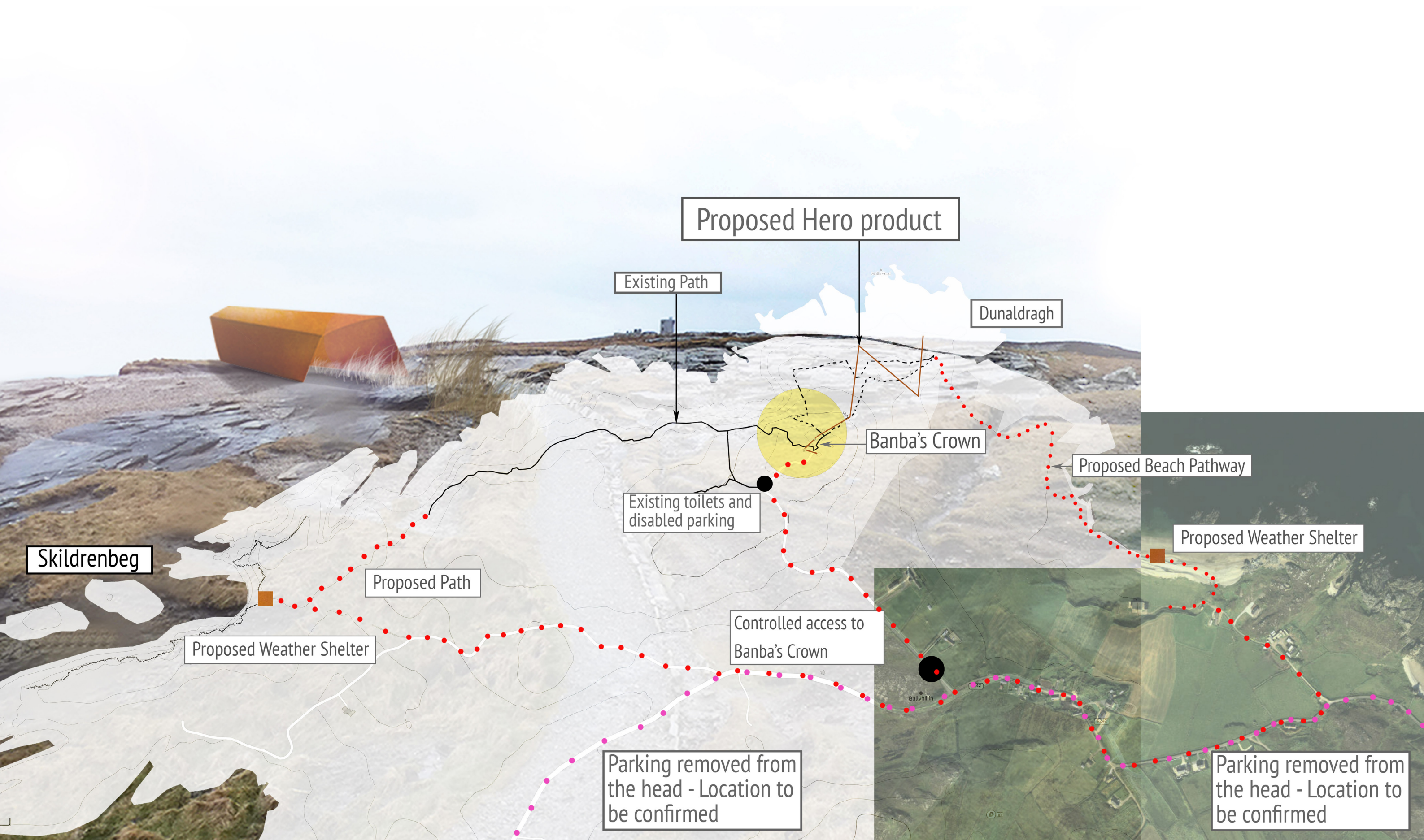
# MALIN TOWN HUB

## THE START AND END OF THE VISITOR JOURNEY



# MALIN HEAD

## THE HERO PRODUCT, BANBA'S CROWN, THE SHELTERS & TRAILS





# BANBA'S CROWN

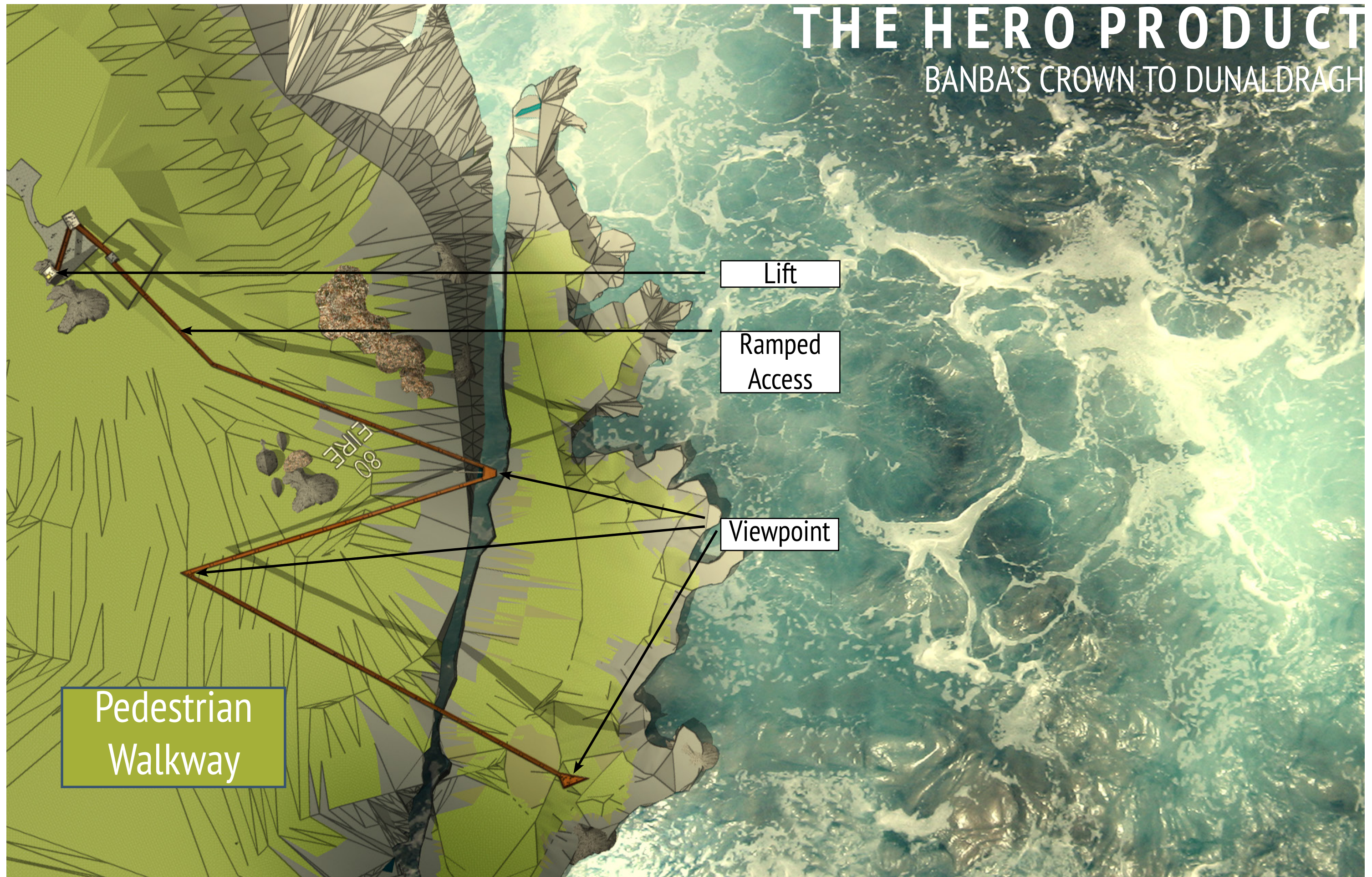
CONNECTING LAND, SEA AND HISTORY





# THE HERO PRODUCT

BANBA'S CROWN TO DUNALDRAGH



**Dunaldragh...Ireland's Most Northerly Point**

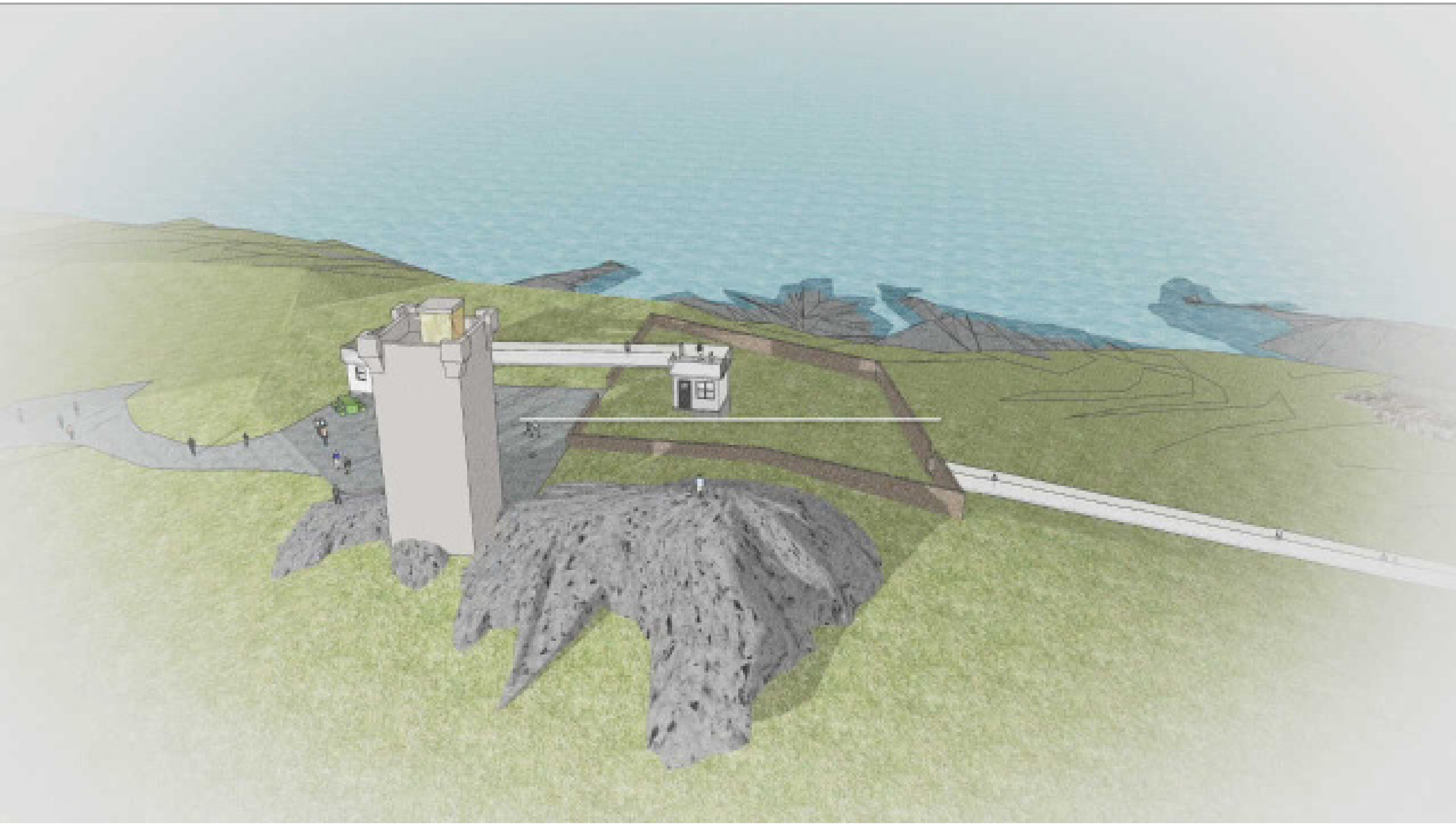






# THE HERO PRODUCT

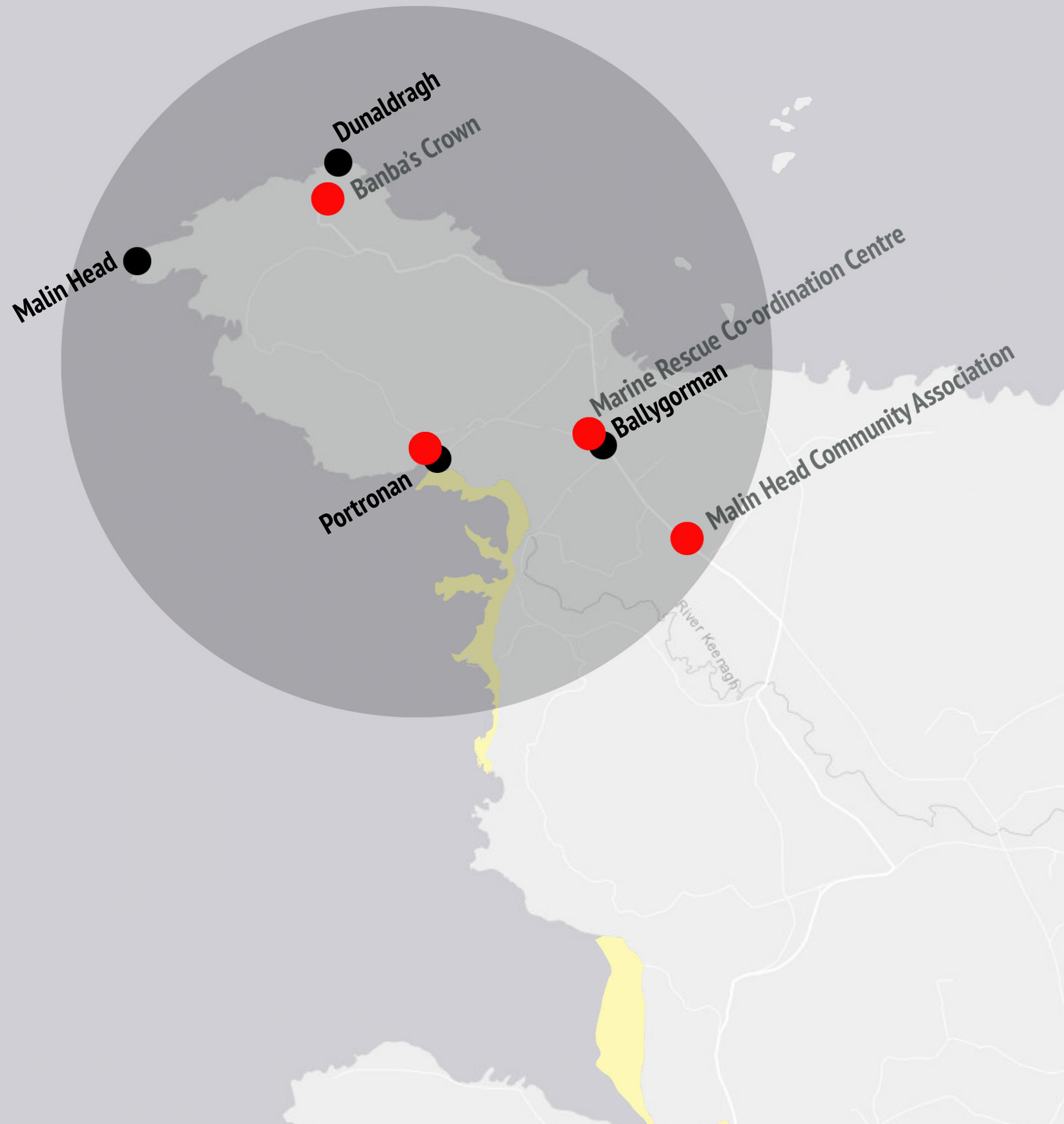
BANBA'S CROWN TO DUNALDRAGH





# MALIN HEAD HUB

## LOCAL EXPRESSION OF INTEREST - POSSIBLE HUB LOCATIONS

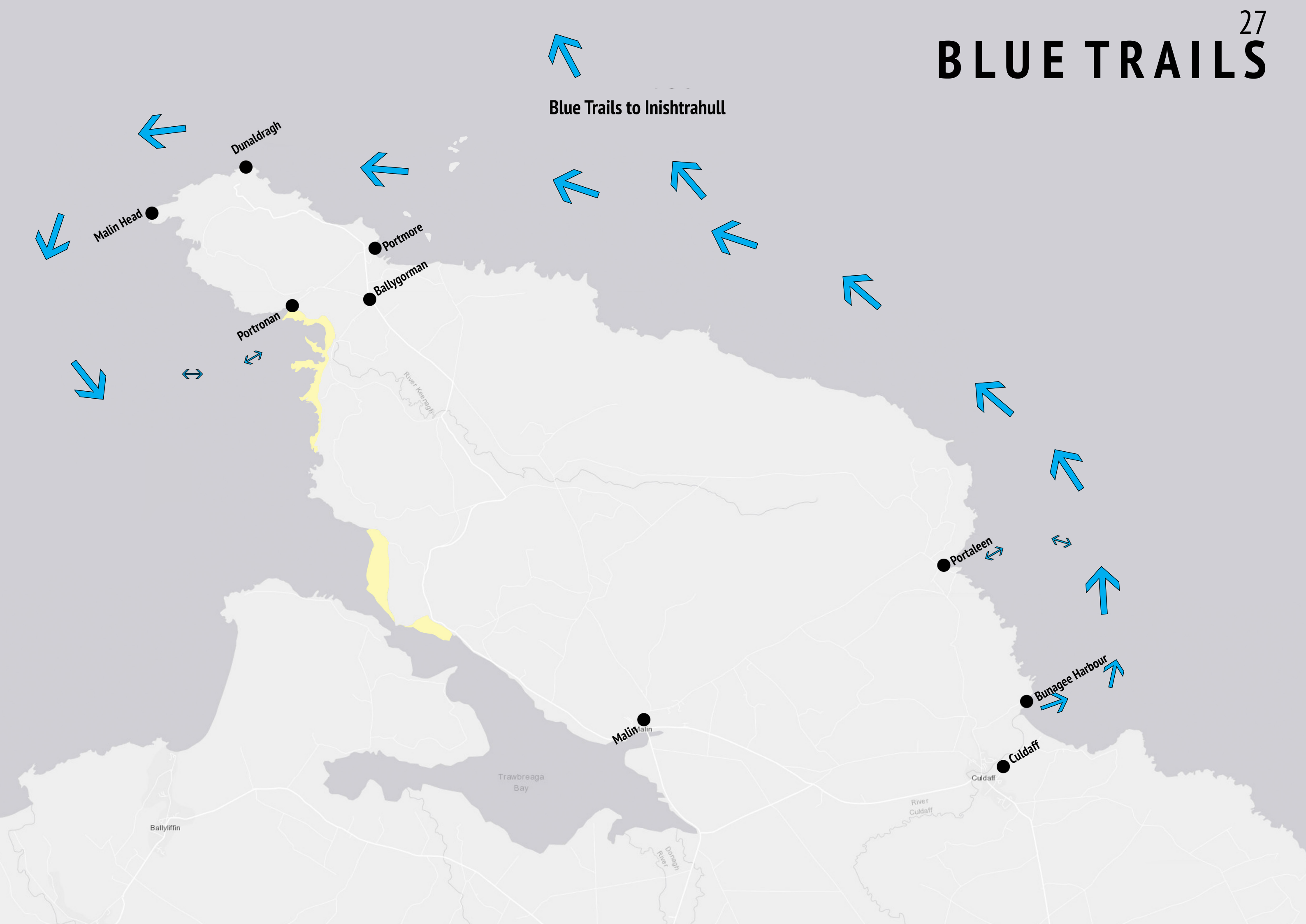


- + B&B and S/C accommodation
- + Hostel
- + Campsite and Glamping
- + Eco Centre
- + Walking Guide
- + Angling and Sea Trips
- + Boat Trips to Inishtrahull Island and Lighthouse
- + Seafood Shack
- + Arts and Crafts Shop
- + Irish Lights, Met Eireann, Irish Coastguard and Inishowen Development Partnership all expressed interest in working with the community to create new tourism services.



# BLUE TRAILS

## Blue Trails to Inishtrahull









# **VIEW FROM THE PERSPECTIVE OF THE VISITOR**





# HAVE YOUR SAY...



1. What do you like / dislike about the proposed Malin Head Visitor Management Plan?
2. What opportunities do you see for you, your community and area?
3. Other comments?



**THANK YOU**