



Northern Periphery and
Arctic Programme
2014–2020



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The Cool Route Project

Cruising Oceans On Latitudes above 51° North

Funded under the Interreg VB Northern Periphery and Arctic Programme

Led by Cork Institute of Technology

8 partners in Ireland, Northern Ireland, Scotland, The Faroe Islands and Norway



Lead Partner



Associate Partners



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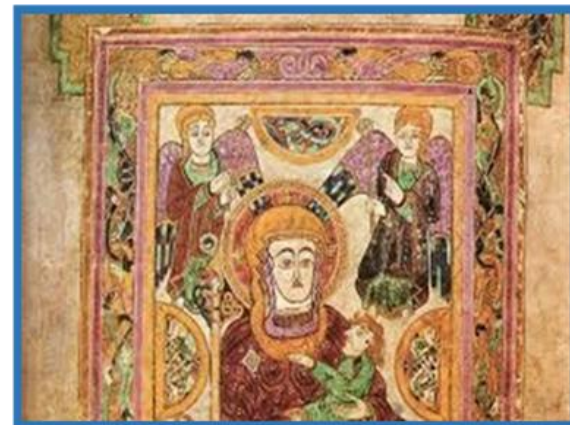
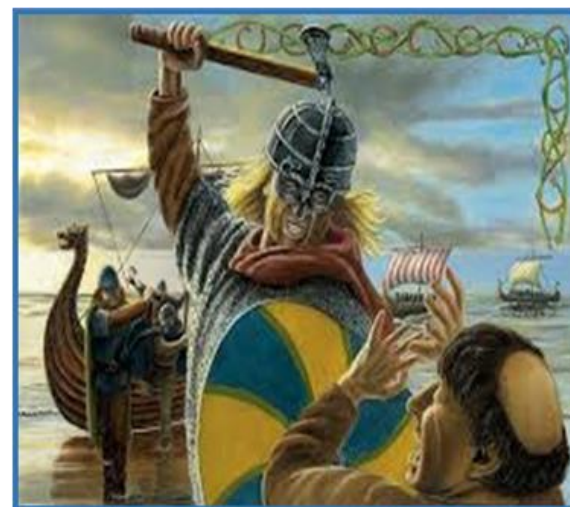
World Class Cruising Grounds

From Cork to Tromsø via Western and Northern of Ireland, Scotland, the Faroe Islands and Western Norway.

Route travel is documented since the Saints and Scholars of the 6th Century

Vikings raiding down as far as County Cork in 8th Century

#History #Heritage #Culture
#Great-Food, #Sealife #Music
#Scenery





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Cool Route Primary Objective is focused on local enterprises



To market and promote the participant areas as world class cruising grounds and through increasing the numbers of vessels bringing tourists to the shore of the route, to deliver enhanced business opportunities for local enterprises.



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Cool Route Cruising Preferences Study

- The most comprehensive engagement of its type ever undertaken with a sailing community in Europe.
- 500+ respondents from Ireland UK, Norway and France
- The findings of the study: Qualitative comments, potential, attractiveness to sailors, optimum daily voyage distance & a ranking in terms of stopover facilities.
- Listing of preferences for products and services- things to do and to see





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Route Traffic Study



- 18,000 cruising boats are based on the route
- 150,000 cruising boats are based within a 2 day voyage



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Cool Route Stopover Criteria- Distances and Facilities

- ✓ **A stopover every 25 nautical miles**
- ✓ **A dry step ashore to a marina or a pontoon**
- ✓ **A toilet and shower facility**



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The southwest coast of Ireland- Youghal to Dingle

- Prime tourism area
- Stopovers every 25 nautical miles
- Restaurants, distilleries, pubs, history , walks, Museums, galleries scenery, wildlife etc.

But currently only attracting about 2% of its potential leisure marine market!



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Superyacht & Small Liner Study March 2017

Focus group of 25 captains of superyachts.

“Superyachts will come if you invite them”

The route does not need any further facilities to attract superyachts

Route Superyacht Brochure launched June 2017
www.sailcoolroute.eu/superyachts





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Significant Economic impacts



Cool Route Economic Impact Study of Cork Harbour (June 2017) found that the contribution of leisure sailing and boating contributes over €10.94 million annually to the local Cork Harbour economy



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It is interesting to look at Scotland which forecasts that marine tourism will soon be contributing £145 million per annum to local communities, with sailing tourism as a key driver of local economies

South West Ireland is highly accessible from main source markets in UK and France.





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Key Selling Points of The Route

Attractions of the location and things to do and see

**AMAZING SCENERY
PERSONAL SECURITY
RICH HERITAGE AND CULTURE
SOLITUDE
HISTORICAL SITES
MUSIC
QUALITY FOODS
INDUSTRIAL HERITAGE
ABUNDANCE OF WILDLIFE**

**PUBS AND RESTAURANTS
MUSEUMS AND GALLERIES
CRAFT SHOPS AND ARTISANS
WALKING
WHALE AND DOLPHIN WATCHING
PHOTOGRAPHY
PAINTING
MILITARY HERITAGE**



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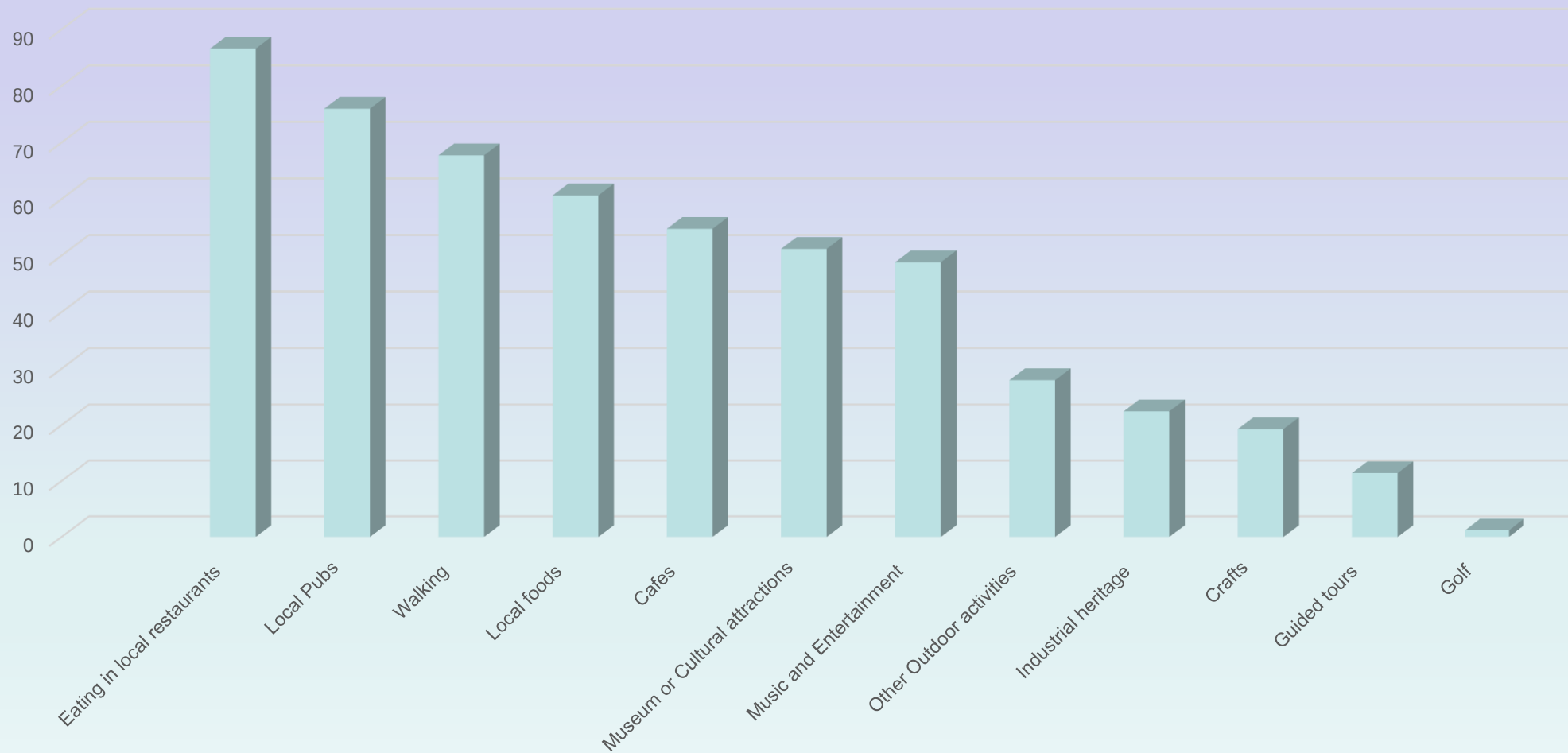
Collaborative Marketing involving enterprise stakeholders

Proactive and Collaborate Marketing by Stakeholders

The marketing strategy emphasises the critical importance of a highly proactive and collaborative marketing drive, not alone at the overall route level, but at every cool route stopover, involving all local enterprises, to attract sea borne business to their locality.



Favourite things to do and see by % Respondents





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Actions for Future growth

For existing sailing visitors- Sailing Marketing often stops at the marina gate
More work required to tie sailing visitors into shore-side enterprises

Increased proactivity required from all local enterprises- not just the Marina Operators

Destinations should be marketing themselves to marine tourists

Destinations should be organising events – weekend barbecues, music, tours

Destinations should be considering short cruises in company

Is there potential for Charter Yacht pick ups at different destinations - 65% of respondents agreed

Potential economic value? - 12 boats with 50 people for two nights – represents major revenue potential for local restaurants , visitor centres , cafes, pubs etc.



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INSTITUTE OF
TECHNOLOGY
INSTITIÚID TEICNEOLAÍOCHTA CHORCAÍ

Thank you for your attention

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