

Sail West - Marine Tourism Project

- Led by Donegal County Council
- 20 partners from RoI, NI & Scotland
- €8m total cost
- €7m eligible spend from INTERREG IVA Programme for Ireland, NI & Scotland (SEUPB)
- Approved capital schemes x 10
- Approved feasibility studies x 5
- €750k approved budget for marketing (MalinWaters)



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Sail West Project Partners

Republic of Ireland (3)

- Donegal County Council (Lead Partner)
- Sligo County Council
- Border Region Authority.

Northern Ireland (6)

- Carrickfergus Borough Council
- Coleraine Borough Council
- Derry City Council
- Larne Borough Council
- Limavady Borough Council
- Moyle District Council

Cross Border NI/RoI (1)

- Loughs Agency

Scotland (10)

- Argyll & Bute Council
- Dumfries & Galloway Council
- North Ayrshire Council
- South Ayrshire Council
- The Highland Council
- British Waterways Scotland,
- Highlands & Islands Enterprise (HIE)
- Scottish Enterprise
- Visit Scotland
- Irvine Bay Urban Regeneration Company



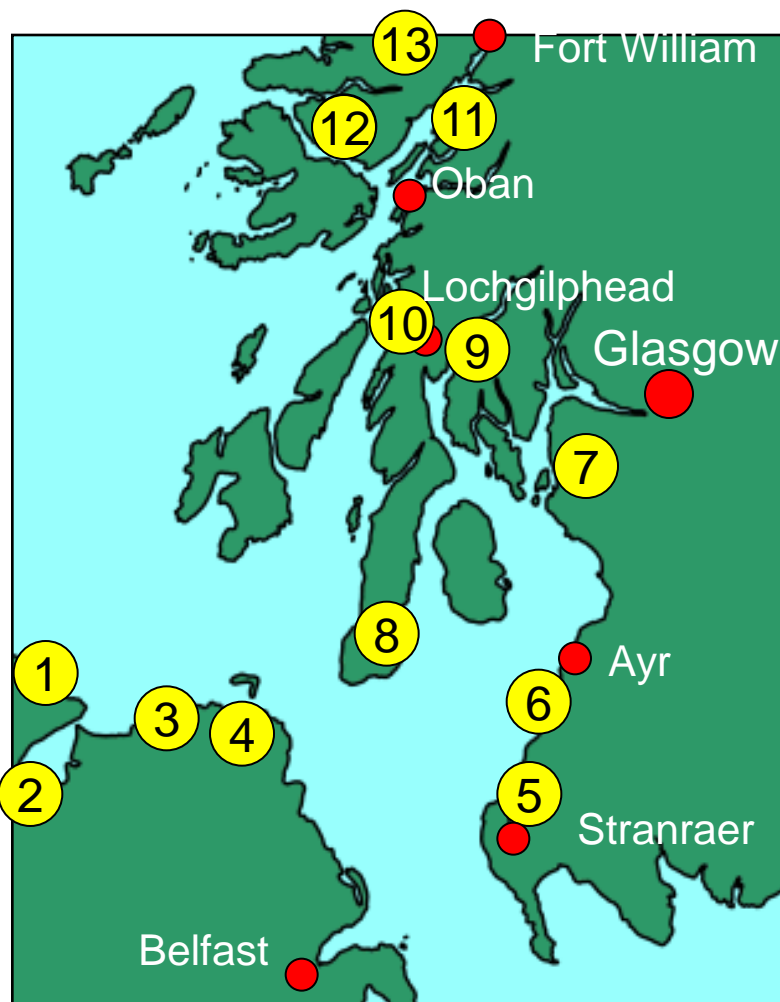
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Sail West - Approved Sub-Projects (€5.6m)



- 1) **Bunagee** - Boat Station **€1.6m (28%)**
- 2) **River Foyle** Access Study **€34k**
- 3) **Portrush Harbour** – feasibility study **€168k**
- 4) **Ballycastle** – marina services building **€696k**
- 5) **Stranraer** – marina services building **€597k**
- 6) **Girvan/Maidens**, feasibility/capital build **€522k**
- 7) **Largs** – championship slipway **€336k**
- 8) **Campbeltown** – feasibility study **€224k**
- 9) **Upper Loch Fyne** – moorings **€253k**
- 10) **Crinan Canal** – shore based facilities **€246k**
- 11) **Lochaber** – feasibility study **€47k**
- 12) **Lochaline** – pontoons/berths **€224k**
- 13) **Mallaig** – pontoons/berths **€671k**



Sail West

Key Marketing Objectives



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Sail West

Key Marketing Objectives

1. Attracting new marine leisure visitors from outside the Sail West area.
2. Encouraging a greater flow of marine leisure visitors within the Sail West area.
3. Encouraging residents to participate in marine-leisure activities throughout the Sail West area.
4. Promoting existing linkages, both cultural and physical, among the Sail West regions.



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Key Marketing Objectives

Continued

5. Creating a branded approach and messaging for use across the 'Sail West' area by all partners.
6. Promoting the Sailing waters and marine assets of the area led by Sailing.
7. Ensuring that high quality information is available on the area with a focus on it's marine tourism assets.
8. Focus attention on the area through events that attract wide interest in marine leisure.



Sail West – 3 year Marketing Plan

Primary Product Marketing Focus

The marketing and promotion of **Sailing tourism** across the **entire** MalinWaters partner area

Secondary Product Marketing Focus (Ireland/N Ireland)

Marketing & promotion of other **marine tourism** activities.

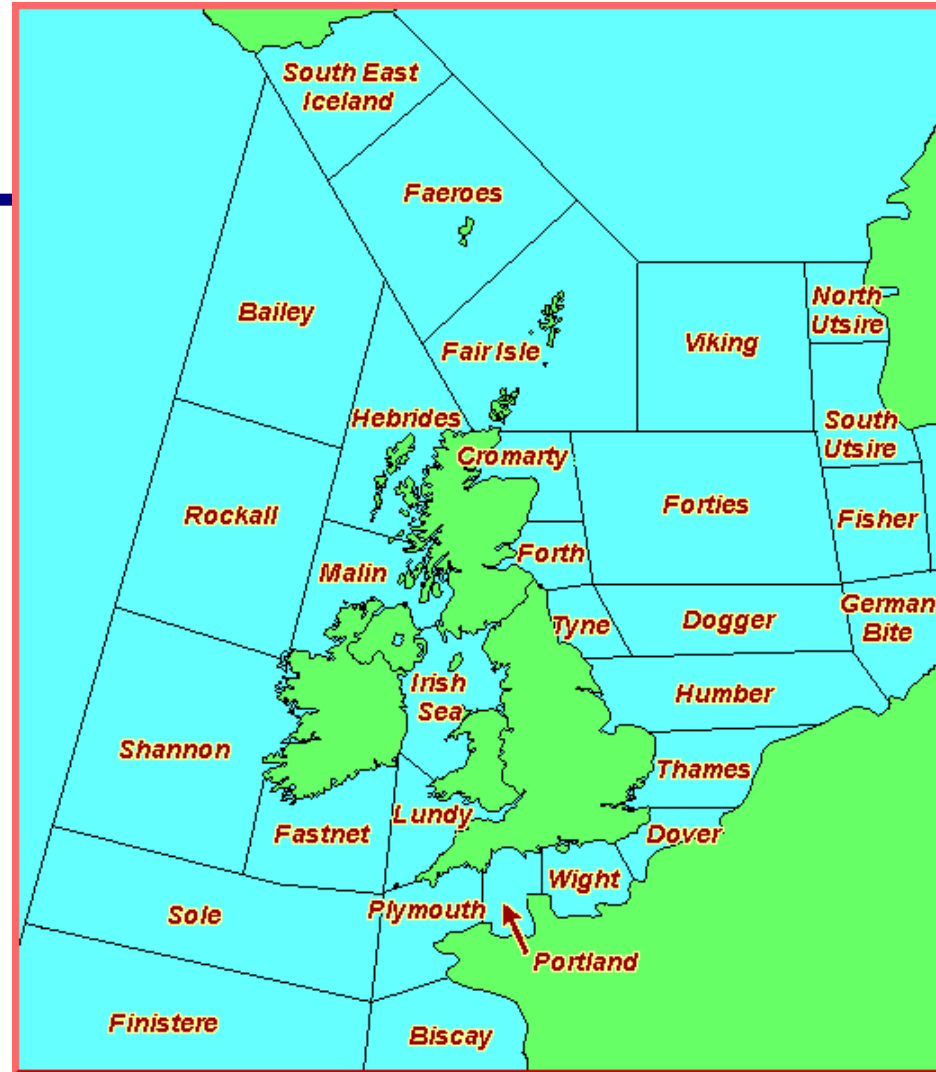
- Angling
- Diving
- Kayaking
- Marine Wildlife Watching
- Surfing



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Consumer Branding

- Brand name inspired by the unique marine diversity of region
- The sea area of Malin is referenced by the Met office
- Widely recognised by target audience
- Establishes the brand with a distinct geographical location



New Logo

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- Clean, simple and typography based.
- Degree symbol - reference to the latitude and longitude coordinates used in marine navigation
- Brand colour palette features tones of blue reflective of those associated with the sky and waters of the MalinWaters area.



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Marketing Opportunities

- Clipper Race - opportunity to promote Malinwaters to a worldwide audience.
- Support of other strategic maritime events.
- Boat Shows- London/Southampton - direct promotion to boat owners.
- Website- major route to market
- Social Media- You tube, Facebook, Twitter.
- Knowledge Exchange- Partner and Trade workshops
- Media Advertising- stimulate consumers



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CLIPPER 2012

- MalinWaters Exhibit Area & Boat Village
- Roadshows - North America, Netherlands & Southampton
- Call to action programme- welcome packs, crew reception, tours of NW

Strategic Fit :

- o Engage with Marine leisure users from North West region and beyond.
- o Brand Exposure / Onshore presence
- o Opportunity for Familiarisation Visits
- o Maximise Media Exposure through Clipper PR campaign
- o Maximise Cross border opportunities.



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Strategic Events 2012

Invest with partners to support the creation/attraction of marine events that can achieve good strategic fit

Strategic Fit :

- o Engage with Marine leisure users.
- o Brand Exposure
- o Opportunity for Familiarisation Visits
- o Maximise Media Exposure through event
- o Cross border opportunities.
- o Data capture for future direct marketing



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Boat Shows 2012

- Work with Sail Scotland to have a MalinWaters presence at major boat shows including London, Southampton and Paris.
- Direct promotion to boat owners.

Strategic Fit :

- o Engage with Marine leisure users on their own ground
- o Brand Exposure
- o Promotional opportunities
- o Data capture for future direct marketing



Website 2011/2012

- MalinWaters.com to be launched over the coming weeks.
- High quality information
- Highly optimised site
- Linkages to other relevant sites.

Strategic Fit :

- o Dominant route to market.
- o Provide relevant high quality information on MalinWaters area and all that is available.
- o Promotional opportunities
- o Data capture for future direct marketing



Social Media 2012

- You Tube, Facebook, Twitter etc
- Carry value proposition and messages online
- Highly visual content for You Tube
- Brand channel on You Tube
- Facebook and Twitter page

Strategic Fit :

- o Link to global audience
- o Highly targeted
- o Promotional activities
- o Dialogue based communication
- o Drive traffic to Malinwaters.com



Knowledge Exchange 2012

- Share knowledge and embed best practice
- Enhance the marketing capability across the zone
- Product development best practice
- Web intelligence

Strategic Fit :

- o Create shared database
- o Gain an understanding of partners needs
- o Sharing best practice - gain insight from Scotlands successful Sailing industry.



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Media Advertising 2012

- **Welcome Anchorages** publication and **Sail Scotland** Tourism guide extended to include NI and ROI
- Specialised Titles- advertorial style features

Strategic Fit :

- o Call to action style adverts to drive traffic to website
- o Brand Exposure
- o Journalistic articles in form of Advertorial
- o Established guides to extend editorial content to cover anchorages, marinas and harbours in the NI and ROI Malinwaters zone.



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