



Measure:

Business & Economic
Development

Promoters:

Donegal County Council
/ Limavady Borough
Council

Title:

**Marketing support
programme to establish
a touring route linking
north and west Donegal
to the Causeway**

This was the first phase of the Atlantic Drift Programme, and was a marketing support programme for the establishment and growth of a new visitor route linking North and West Donegal to Limavady Borough, Causeway Coast and the Sperrins via Inishowen, utilising the Lough Foyle Ferry as a lynchpin.

The aim of the project was to secure the long-term viability of the ferry service as a catalyst for wider tourism growth by attracting increasing numbers of tourists to the region and facilitating their dispersal to the many attractions on both sides of the border.

The project involved 3 main elements ie touring route development, marketing and monitoring and tourism research.

The programme ensured the core infrastructure of the touring route is in place and key marketing tools, such as the website, the guide/map and the brochure are in the public domain.

Total Project Cost: €600,000

Grant Awarded: €459,000

Contact Details

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Former Minister for Tourism,
Mr John O'Donoghue
launches Atlantic Drift in
May 2005

