



**Measure:**

Human Resources  
Development and Skilling

**Promoters:**

Donegal County Council/  
Limavady Borough  
Council

**Title:**

**Atlantic Drift Training  
Programme**

This is a training support programme aimed at providing practical and innovative skills for the tourism trade and service providers through the Donegal, Limavady/Roe Valley and Causeway Coast Region. The 2-year programme was rolled out, through the Atlantic Drift touring region, complementing the marketing programme carried out in this region from 2004 onwards.

The promoters saw this as the next logical step in the cross border partnership which was formed in the establishment of the physical infrastructure, which led to the Lough Foyle Ferry tour and which was marketed in the Atlantic Drift Marketing Campaign. This third phase aimed to secure the legacy by ensuring that the product provider skills are in line with other regions in order to compete in a highly dynamic and crowded marketplace.

**Main Achievements:**

This project delivered training programmes to over 250 participants, who received training in area such as Customer Care, Festival and Event Management Seminars, Marketing for small tourism enterprises, Tourism Mentoring, Media Relations Training. The programme also delivered a Train the Trainer course to 10 participants.

**Total Project Cost: €160,100**

**Grant Awarded: €119,175**

Contact Details

**Kevin O'Connor, Donegal County Council**

**Tel:** 00353 074 9373700

**Email:** kevin.oconnor@donegalcoco.ie

**Web:** www.atlanticdrift.net

