



Progress Report for GeoparkLIFE steering Committee meeting 8/11/16

Part 1: C1 Monitoring- People Counters

Part 2: B1 Tourism Enterprises- 'Ask Me About the Geopark'

Part 1: C1 Monitoring - People Counters

16 people counters are active.

1 people counter was irreparably damaged due to battery leakage at Cahermore. Replaced with counter not used at Black Head.

1 people counter removed from An Rath following decision by OPW to close site.

Data collection was done by MCA (counter suppliers) in the absence of trained staff at the Geopark for the period November 2015 to June 2016. MCA reported and replaced the damaged counter at Cahermore in March 2016. This highlights the need to monitor the people counters regularly.

Visual counting studies were conducted for a sample of the counters to assess the accuracy of data collection. Known issues were;

1. Counters cannot count two people walking two-abreast, will return a value of one. This will under represent the number of people passing.

2. People may walk back and forth across the counter beam multiple times for a variety of reasons. This will over-estimate the number of people passing.

Visual counting of people was done at a number of sites for a specific time period. These counts were then compared with the numbers recorded by the counters. Counts were done on 8/8/2016 and 15/8/2016

The results are as follows:

	Visual Count	Counter record	% accuracy
Slieve Carran 1.....	7	7	100
Slieve Carran 2	0	0	100
Black Head.....	21	21	100
National Park Trail Head.....	53	50	94
National Park Lake	38	33	87
Poulnabrone.....	135.....	91.....	67*

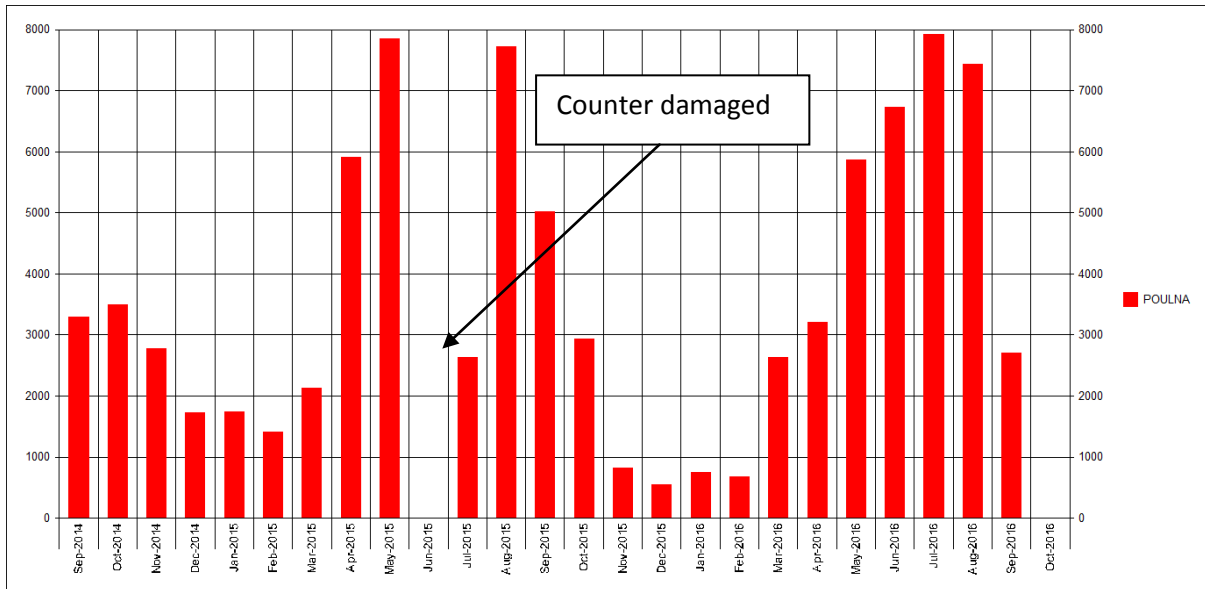
*Poulnabrone performed the weakest and further observation studies are required.

As the counters rely on InfraRed technology to measure differences in temperature the counters can be inaccurate when people are wearing reflective rain-proof clothing. This will under-estimate the number of people passing. Observation studies are required to quantify this.

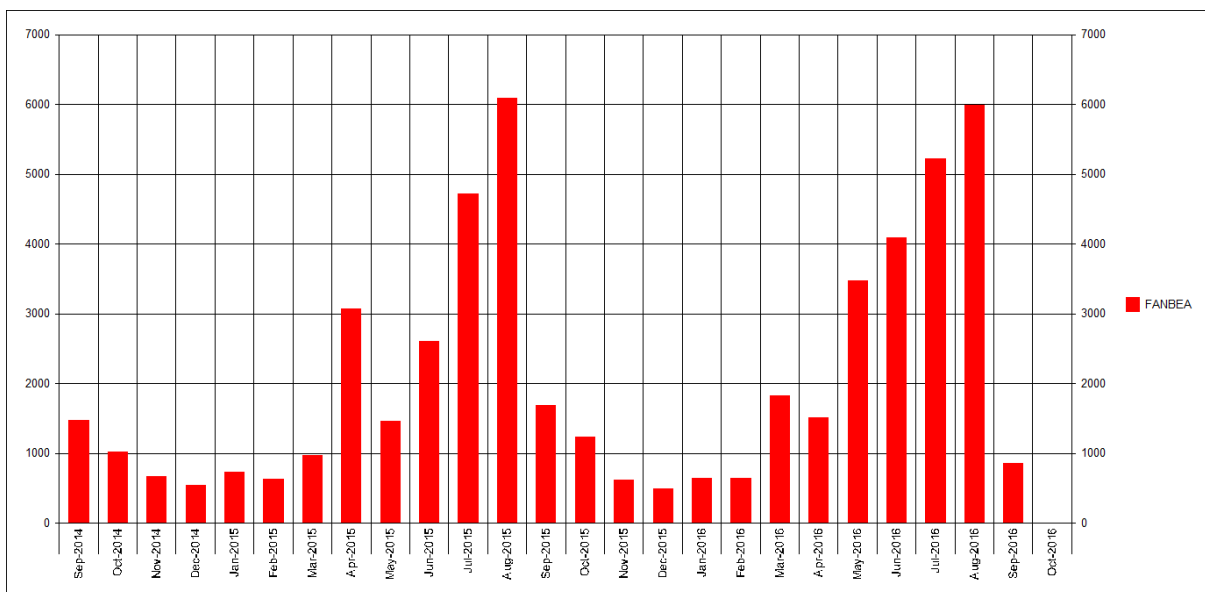
This type of people counter is increasingly being used as part of management strategies in a wide variety of tourist destinations in Ireland and elsewhere. Future monitoring of the GeoparkLIFE counters will provide valuable data for the Geopark as well as other destinations on the strengths and weaknesses of the counters and how best to use them.

Data which has been collected from the people counters in the Burren National Park will be made available to consultants employed by NPWS to produce a traffic management plan for the Burren National Park.

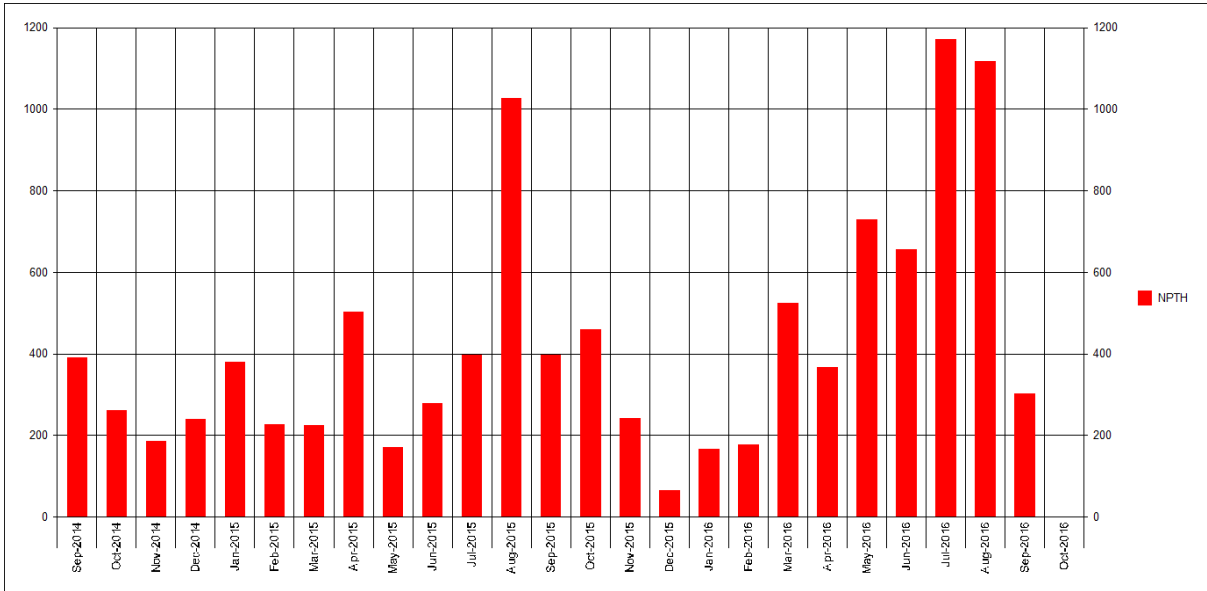
Monthly Totals to date for all demonstration sites since installation are presented below:



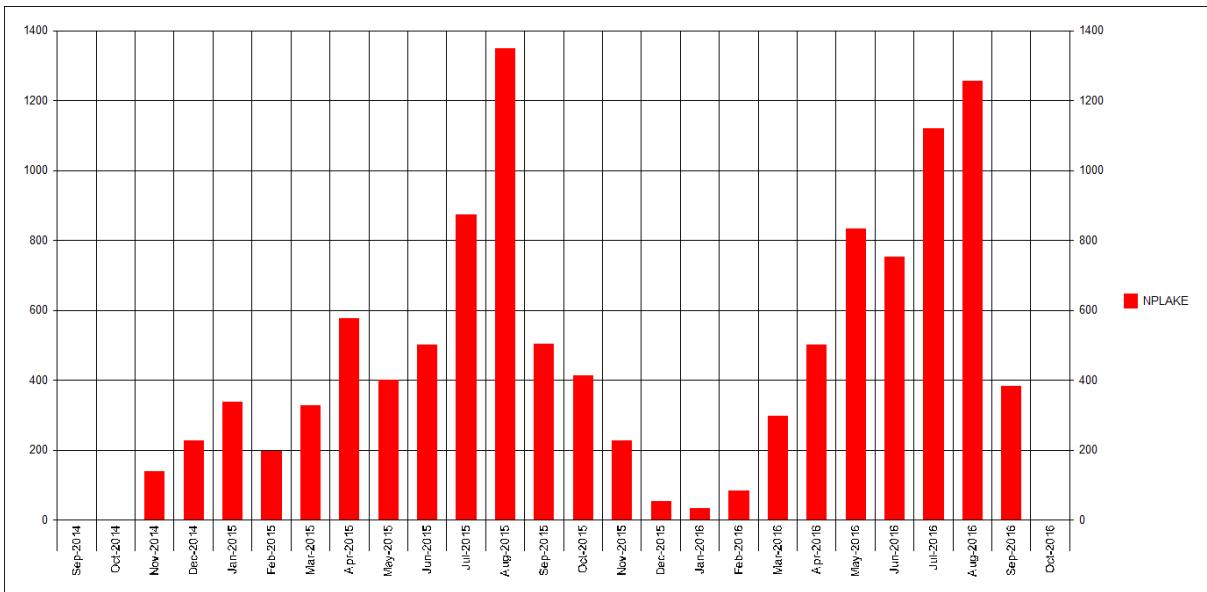
Poulabrone



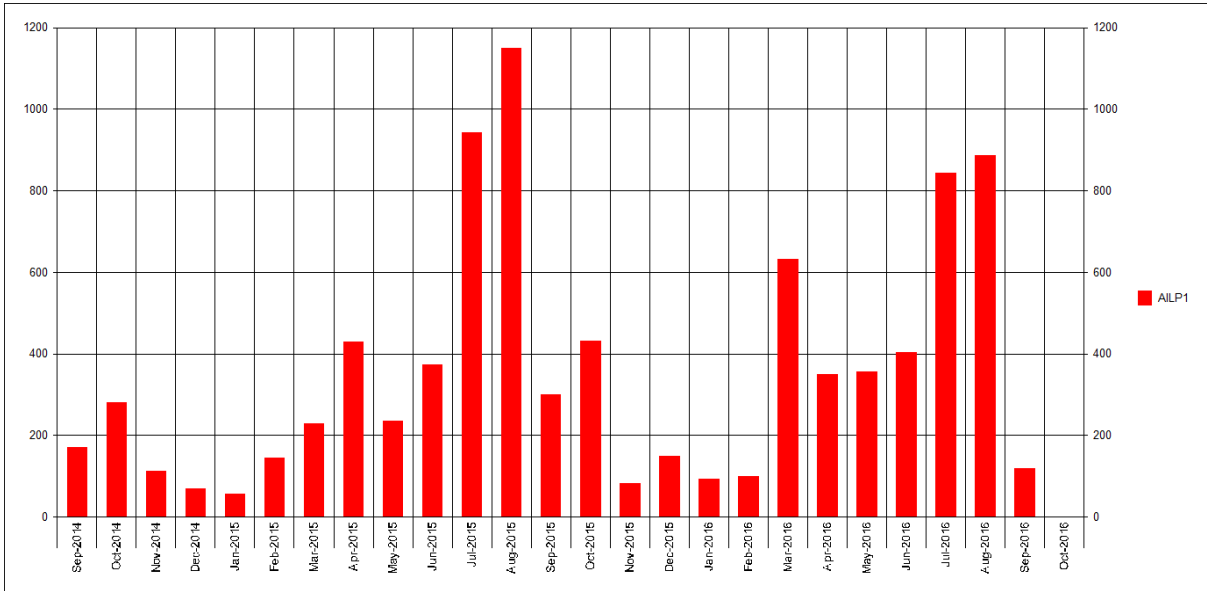
Fanore Beach



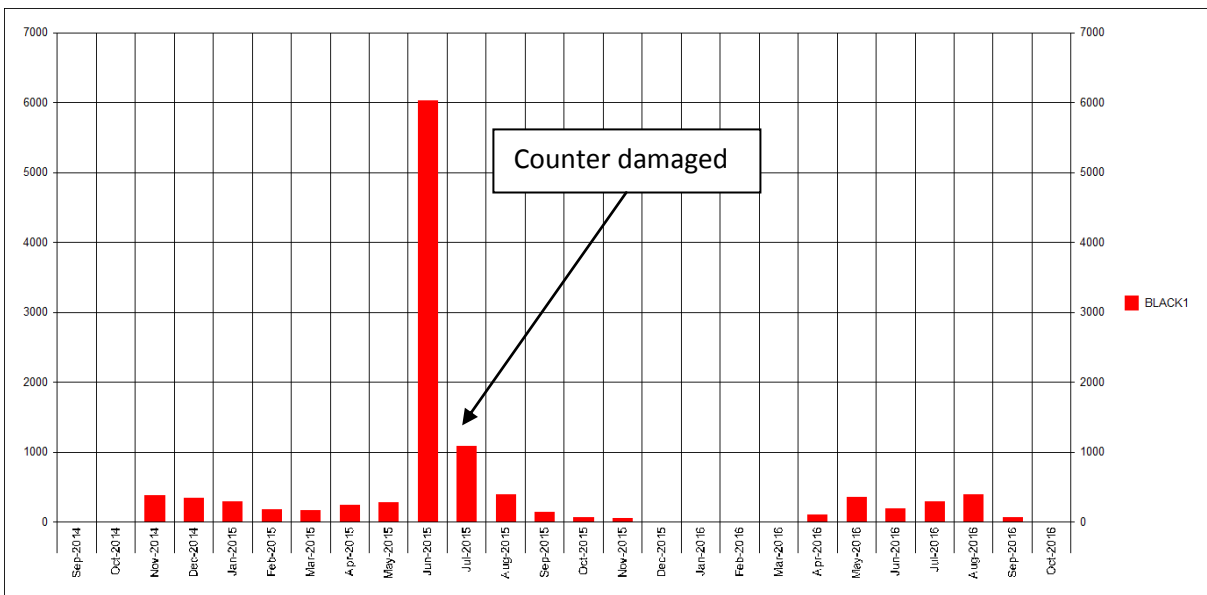
Burren National Park Trail Head Crag Road



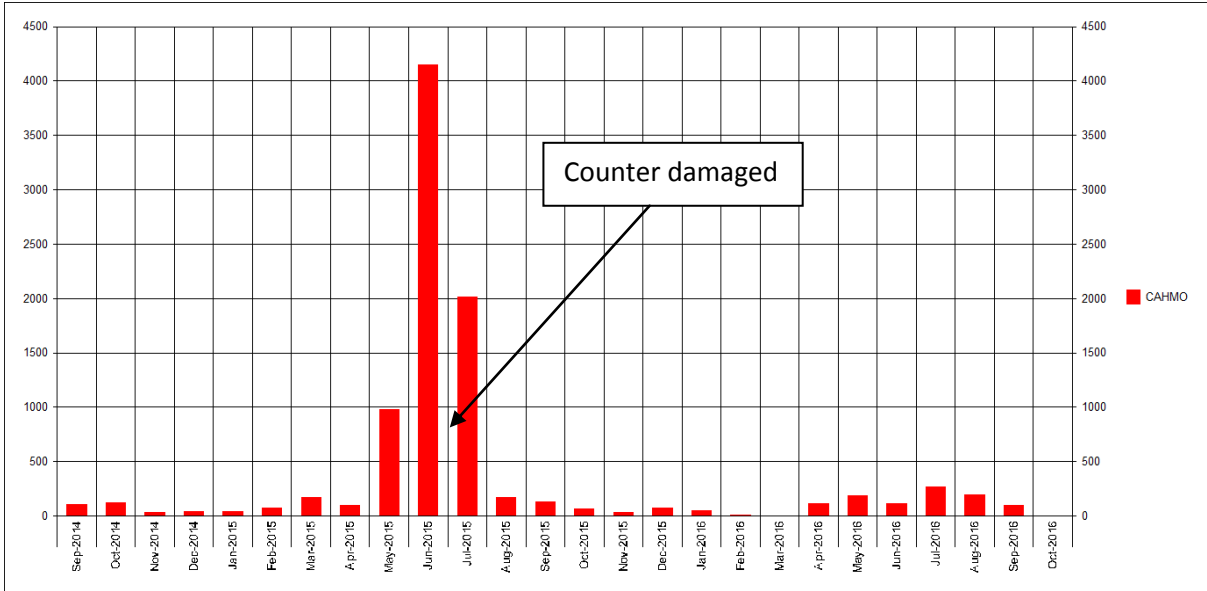
Burren National Park Lough Gealain



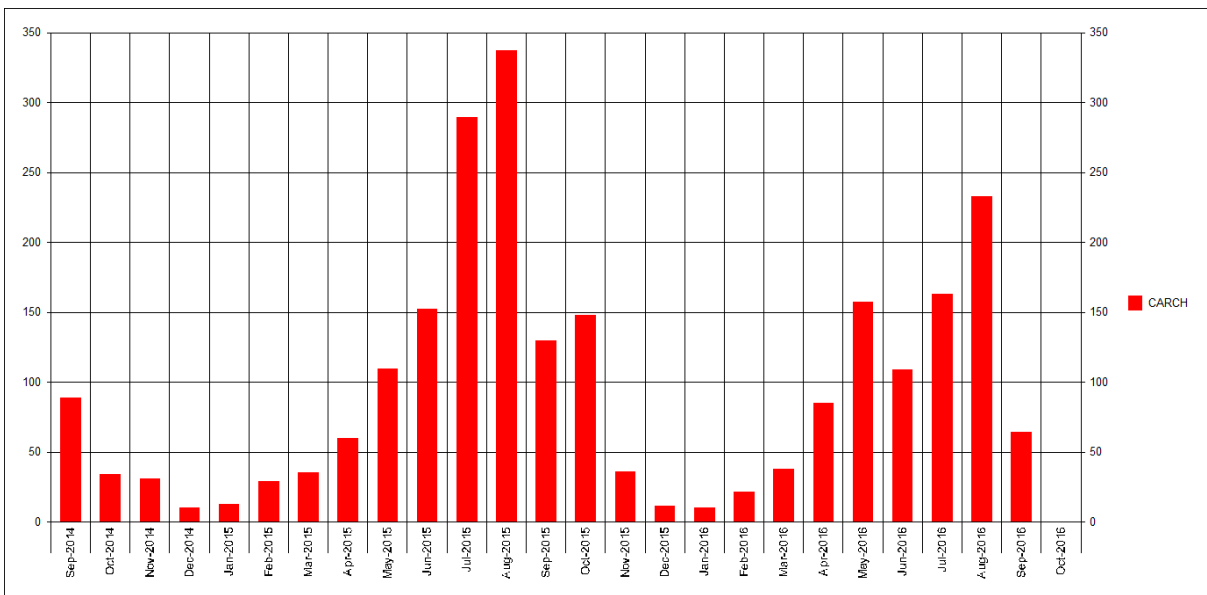
Aillwee Cave Mountain Trail



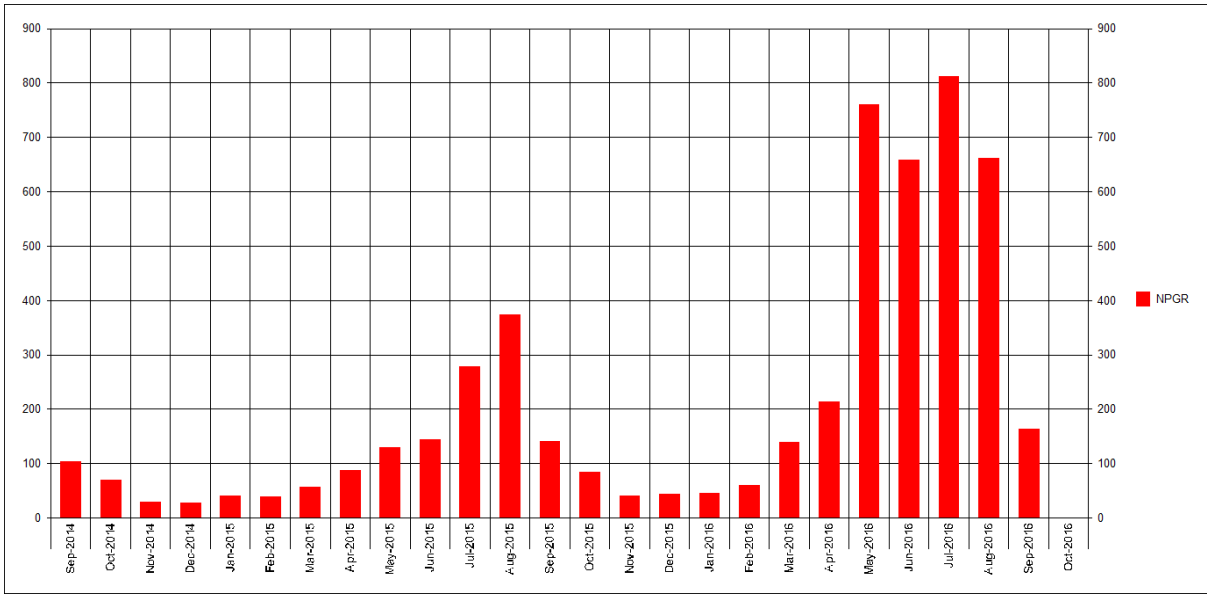
Black Head Looped Walk



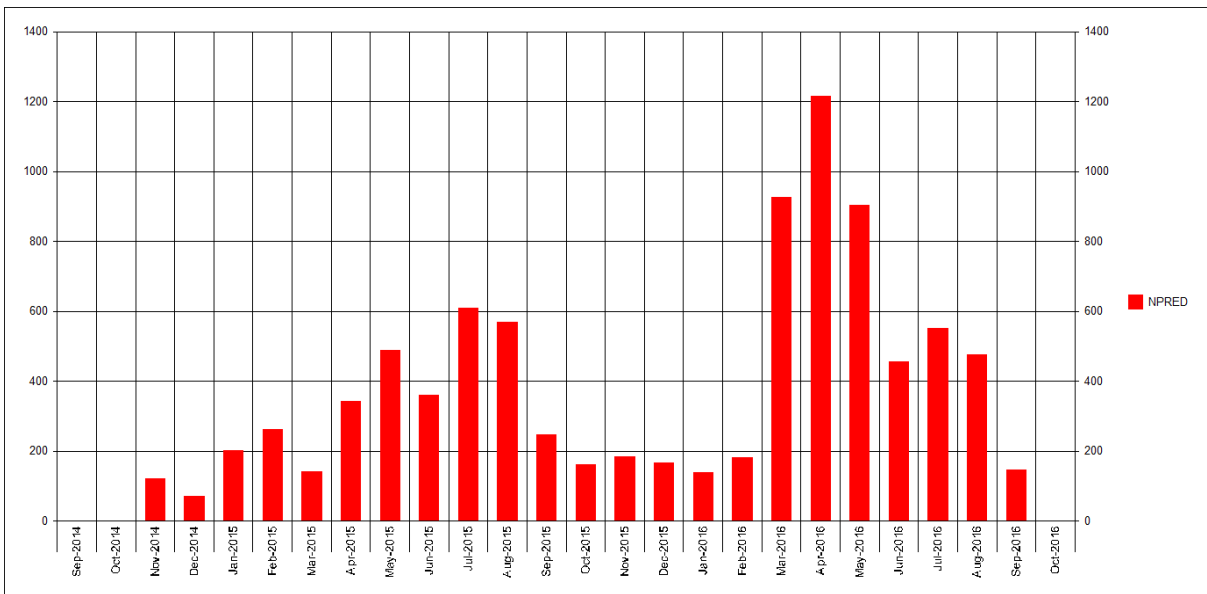
Cahermore



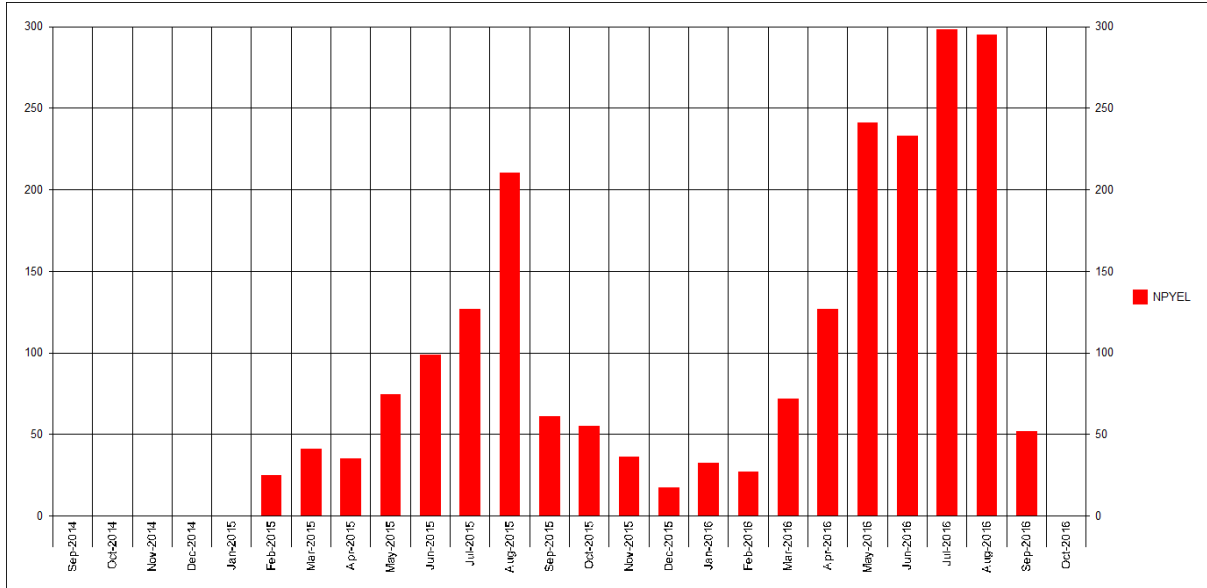
Carran Church



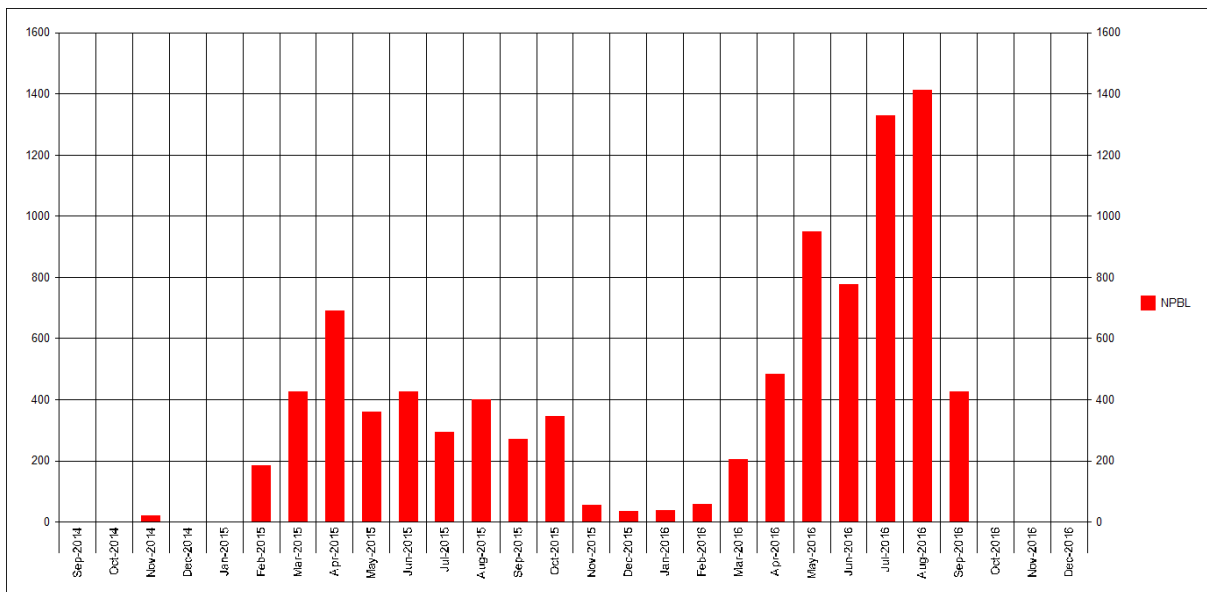
National Park Green Nature Trail Gortlecka



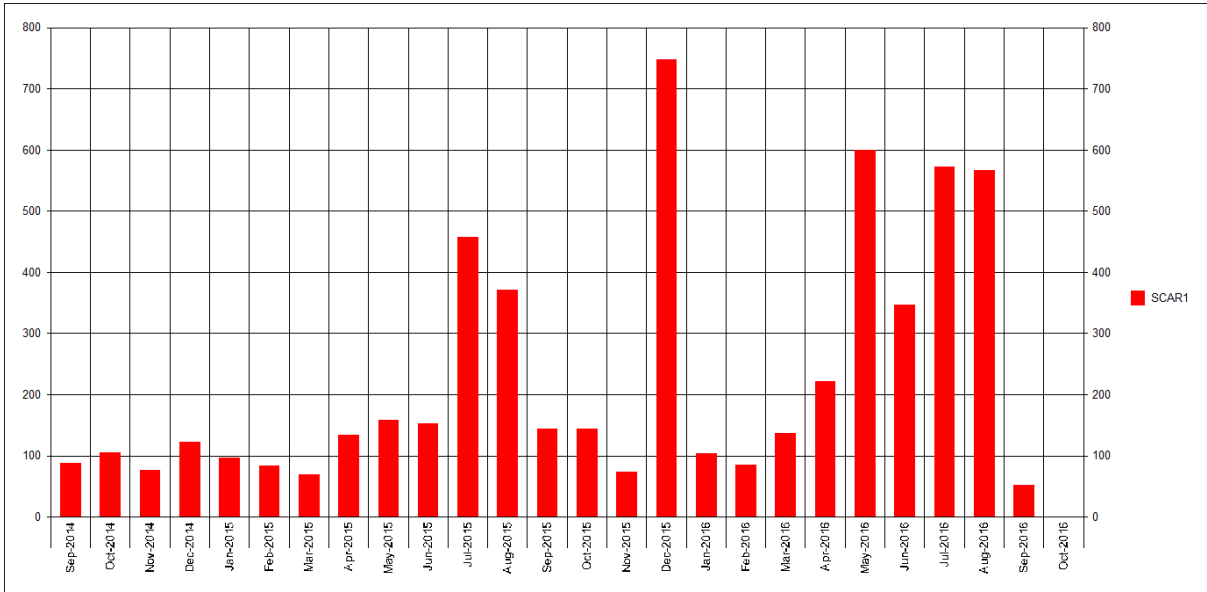
National Park Red Trail Coolorta



National Park Orange Trail Gortlecka



National Park Blue Trail Mullaghmore

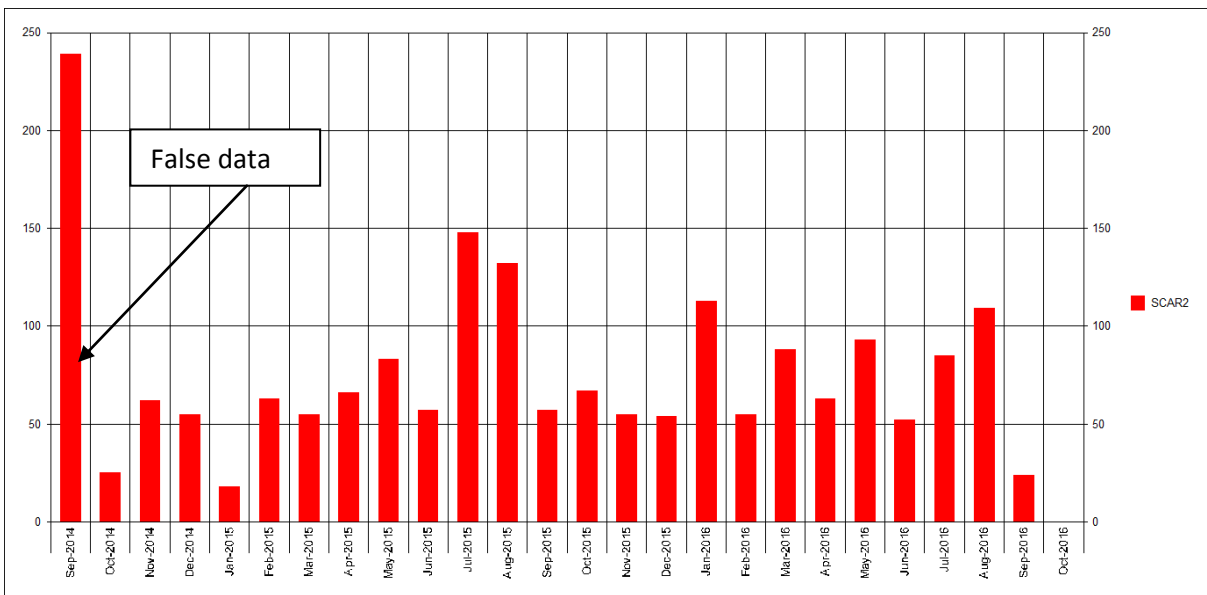


Sliabh Carran 1

TOTAL

JULY/AUGUST 2015

JULY/AUGUST 2016

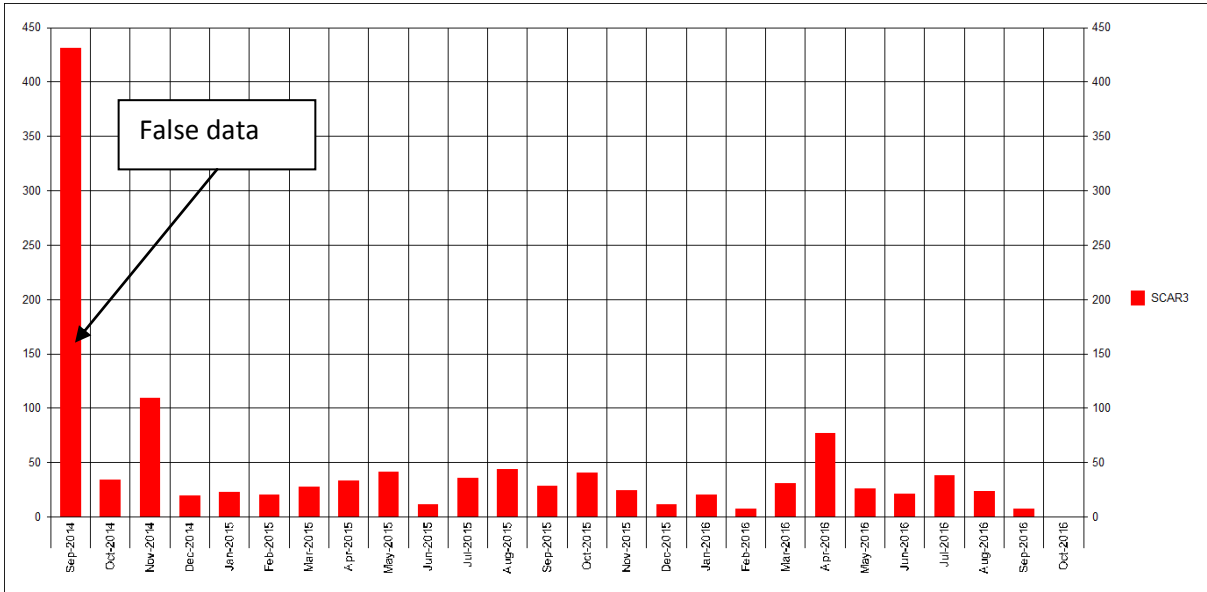


Sliabh Carran 2

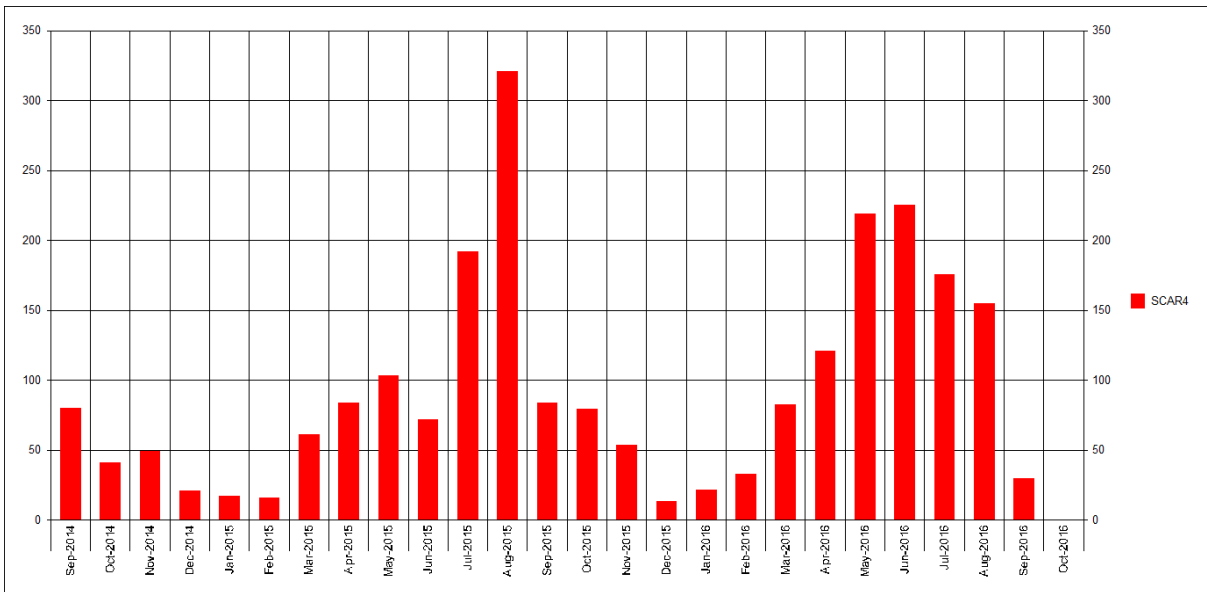
TOTAL

JULY/AUGUST 2015

JULY/AUGUST 2016



Sliaibh Carran 3



Sliaibh Carran

Part 2: B1 Tourism Enterprises: 'Ask me about the Geopark'

Harnessing and communicating the Burren & Cliffs of Moher UNESCO Global Geopark Brand

Overview

Ask me about the Geopark is a programme that enables Geopark Partners (Geosites, Visitor Centres, Accommodation hosts and guides) and their staff to harness and communicate the Burren and Cliffs of Moher UNESCO Global Geopark brand by leveraging and utilising the abundance of resources and materials available to effectively tell the story of the destination to visitors.

The programme consists of a one-off group workshop with a follow up onsite visit by the Geopark Geologist and the Geopark Communications Coordinator.

Workshop Content

Defining the Burren and Cliffs of Moher UNESCO Global Geopark brand and its benefits

- The Geopark brand
 - Benefits of the destination brand and approach to marketing
 - Brand assets
- Promotion of destination and its products to implement the stay another night strategy
 - How to include the destination message in your communications
 - How to engage with Geopark content – Web content and social media posts
- Increase destination knowledge by being more familiar with the unique attributes of the region
 - Geopark Geosites
 - Reference materials
- Relaying information to your staff

Site Visit content

Visit from the Geopark Geologist and the Communications Coordinator to help with the implementation of the Geopark Brand and to tailor it to the specific partners premises or site.

Commitments from Geopark

- Investment in and supply of signage to brand businesses as Geopark Partners, centres, guides
- Onsite visit from the Geopark Geologist and Communications coordinator to help tailor and weave the Geopark message into onsite communications (tours, interpretation panels, onsite signage, leaflets)
- Supply of interpretation materials to include logos, copy, photographs
- Geologist available to consult on interpretation materials
- Supply of Geopark Maps
- Supply of online content via the Geopark website and social media account to communicate the UNESCO Global Geopark destination
- Geology FAM Trip

The Geopark Geologist will schedule two 2-hour sessions at two Geopark Geosites to give an overview of interpreting the landscape and to provide practical answers for any landscape or geology –related questions.

Commitments from Businesses

Visitors Centres

- Have a Geopark Champion who will train seasonal staff
- All staff to be able to speak about the Geopark in a top line and refer visitors to further information
- Use the Geopark Map
- Partner websites to have mention of the Geopark on the front page
- Display signage at entrance to premises
- Highlight in tours that the area is a UNESCO Global Geopark
- Onsite interpretation to reference the Geopark

Accommodation

- Have a Geopark Champion who will train seasonal staff
- All staff to be able to speak about the Geopark in a top line and refer visitors to further information
- Use the Geopark Map
- Partner websites to have mention of the Geopark on the front page
- Display signage at entrance to premises

Materials and Support Collateral:

Tearaway map	The Geopark tearaway map has been designed to include top line information on the Geopark for a visitor.
Badges	Each member of staff would wear an 'Ask me about the Geopark' badge
Signage	Centres would be branded and promoted as Geopark Centres
Logos	Burren and Cliffs of Moher Geopark logo and logo guidelines
Copy	Paragraph on the Geopark, its purpose, role and unique attributes
Photographs	The Geopark will give access to all Geopark-owned images (with Geopark copyright to be displayed) for use in promotion.

Business Pack

- Partner Sign
- Tearaway map
- USB with:
 - Logos, copy and photographs.
 - Logo usage guidelines
 - Brand implementation check list
- Itineraries

Delivery Schedule: 1 hour session on 6th December for BEN member Visitor Centres and accommodation providers. Two Fam trips to Geosites in March 2017

A further 1 hour session for non-BEN member accommodation providers in spring 2017