

County Wicklow Public Participation Network

Name of Committee: Wicklow Tourism Alliance

Name of Representative(s): Mai Quaid

Date of Meeting Attended: 1 June

Most important actions or issues to emerge from a County Wicklow PPN perspective:

- The Wicklow Passport initiative is extending with new stamping locations in Donard, Kilmacanogue, Carnew, Shillelagh, Brittas Bay and Kilcoole. Passports are available online and in various outlets around the county. The initiative is being promoted widely to attract visitors to the county as well as encouraging locals to explore their county. Find out more here: [Wicklow Passport - Wicklow County Tourism \(visitwicklow.ie\)](http://www.visitwicklow.ie)
- Tracks and Trails recently aired a show featuring both Bray-Sugarloaf and Tinahely. You can watch the episode here: [Watch the Wicklow Episode of Tracks & Trails on RTE - Wicklow County Tourism \(visitwicklow.ie\)](http://www.visitwicklow.ie)
- Digitisation of Wicklow Trails is complete and walks information is being updated to visitwicklow.ie. See a sample posing about Tomnafinnoge Woods here: [Tomnafinnoge Woods - Wicklow County Tourism \(visitwicklow.ie\)](http://www.visitwicklow.ie)
- Collaboration underway to develop a Wicklow Outdoors Marketing Strategy

Date of Next Meeting: