



**Fáilte Ireland**  
National Tourism Development Authority



# Capturing the Blue Resource

## Marine Tourism Seminar

**Monday 19<sup>th</sup> May 2014**

**Mulranny Park Hotel, Mulranny, Co. Mayo**

- 9.30 am – 10.00am**     **Registration / Tea & Coffee / Networking**
- 10.00 am – 10.15am**     **Welcome / Introductions**  
*Gerry O'Neill, South West Mayo Development Co.*  
*Sean O'Coisdealbha, Údarás na Gaeltachta*  
*Joan Fahey, WestBIC*
- 10.15 am – 10.30 am**     **The Blue Resource on the Wild Atlantic Way**  
*Brian Quinn, Fáilte Ireland*
- 10.30 am – 10.45pm**     **From Greenway to Blueway – An integrated Approach**  
*Anna Connor, Tourism Development, Mayo Co. Council*
- 10.45 am – 11.15 am**     **Growing a Language & Marine Tourism Business in Mayo**  
*Ciarán O'Murchú, UISCE*
- 11.15 am – 11.30 am**     **Tea & Coffee / Networking**
- 11.30 pm – 12.00pm**     **"What way for a Blueway?"**  
*Humphrey Murphy, Blueway Animator, Irish Leisure Consultants*
- 12.00 pm – 1.00 pm**     **Workshops & Feedback Sessions**  
*(Growing your Tourism business & Identifying Infrastructure Needs)*
- 1.00 pm – 2.00 pm**     **Light Lunch / Networking**

*This event is being hosted by WestBIC as part of the KIMERAA Project,  
and funded through the E.U. Atlantic Area Programme [www.kimeraa.eu](http://www.kimeraa.eu)*



**INVESTING IN OUR FUTURE**