

Regeneration across generations

Socially Inclusive & Sustainable Development of the Atlantic Seaboard

SUPPORT TEAM for the
ATLANTIC ACTION PLAN

Atlantic Project Awards 2017 candidate



Project description

The [Cool Route Project](#) (Cruising Oceans On Latitudes above 51°North) shows that coastal areas between Cork in Southern Ireland and Tromsø in Western Norway, currently attract less than 2% of their potential business from visitors arriving by sea. The potential for growth, lies in increased visits to these coasts by sail and motor yachts, super yachts and small liners. Spending by visitors in these peripheral areas, delivers a considerable economic multiplier for local communities- contributing to job creation, local incomes and overall sustainability of life in remote coastal areas.

The project objective is to significantly develop marine tourism volumes, extend the market reach of SMEs and build new revenue sources for coastal enterprises. The history, heritage, quality food, scenery and things to do and see, present significant assets and opportunities for entrepreneurs to sustainably develop a wide range of related goods and services, bringing new economic opportunities to these coastal areas.

Outcomes of the project

- Within two years, the Cool Route project has been **registered as a European Trademark** and has successfully gained international identification of its brand.
- **30 new marina and pontoon facilities** have been developed on the Cool Route, superyacht and small liner visits are increasing
- One major international **super yacht agency has allied** itself with the project, to promote the route worldwide.

Interact with the project

Lead partner



Social media

