

*“Motorhome Tourism on the Wild
Atlantic Way in Co.Clare”*

By

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fulfilment of the

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Signed Statement

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Glossary of terms

WAW	Wild Atlantic Way
RV	Recreational Vehicle
RVIA	Recreational Vehicle Industry Association
ECF	European Caravanning Commission
GNP	Gross National Product
SUV	Sports Utility Vehicle

Executive Summary

Motorhome tourism is a growing phenomenon throughout the developed world. The modern motorhome contains kitchen bathroom and bedroom allowing the motorhome user the freedom to tour without using the facilities offered by the traditional caravan park. This aim of this research is to investigate this niche market in terms of the facilities they require and their possible contribution to local economies.

Motorhome home users enjoy participating in outdoor pursuits and sightseeing however the installation of barriers on the WAW route in Co.Clare make it difficult to find parking preventing them from enjoying these activities. The use of social media is popular among the motorhome tourist allowing them to communicate with each other, sharing points of interest particularly suitable parking that they have found on their travels.

The research methodology consists of an online questionnaire, a participant observation element and stakeholder interviews. Results are presented in graph and pie-chart format with comments from many of the participants also included.

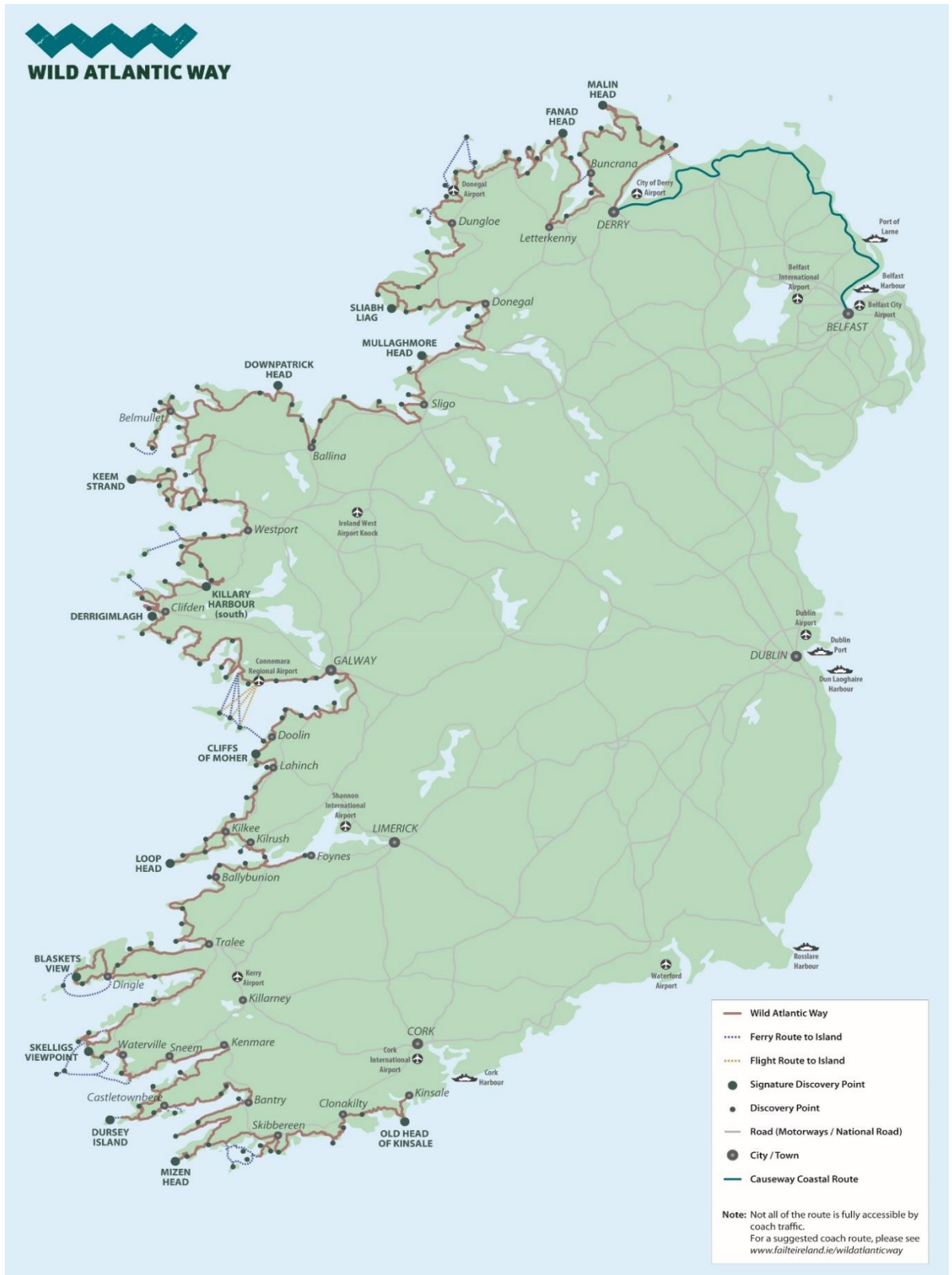
The author found that facilities for the motorhome tourist are underdeveloped and collaboration is needed between all stakeholders to provide suitable facilities for them. To ensure parking areas are not used inappropriately they need to be managed effectively. Byelaws should be introduced where necessary with strict enforcement by Garda and traffic wardens. Co.Clare has the potential to become the market leader in developing facilities for this niche market, it is a rural area that has not had the extensive infrastructural development that other parts of the route have had. This niche market brings its own accommodation and is interested in touring scenic routes making them an ideal market for local service providers to pursue.

Chapter 1 Introduction

1.1 Introduction

The WAW (Wild Atlantic Way) is Ireland's first long-distance coastal touring route. It follows a route from North Donegal to West Cork covering 2,400 km of road. The quiet roads of the Wild Atlantic Way route in County Clare stretch west of Kinvara where the L4507 meets the N67 to Killimer where the car ferry crosses the mouth of the Shannon into Tarbert in Co Kerry. It covers 180 kilometres of road and passes through 7 small towns. The route is ideally suited to Motorhome travel with lots to offer in terms of scenic coastline, quaint villages and the opportunity to participate in outdoor pursuits. The route would take approximately 4 hours to complete if one was to drive non-stop, but this thesis will show that this is not the way of the Motorhome tourist. This work investigates issues surrounding Motorhome tourism on this route identifying current facilities and opportunities for development, it investigates the requirements of the Motorhome tourist and their use of social media. It explores the activities they participate in when they are touring and their potential economic value. The thesis also investigates the perceptions of the service provider on this niche market.

Figure 1.1 Map of WAW



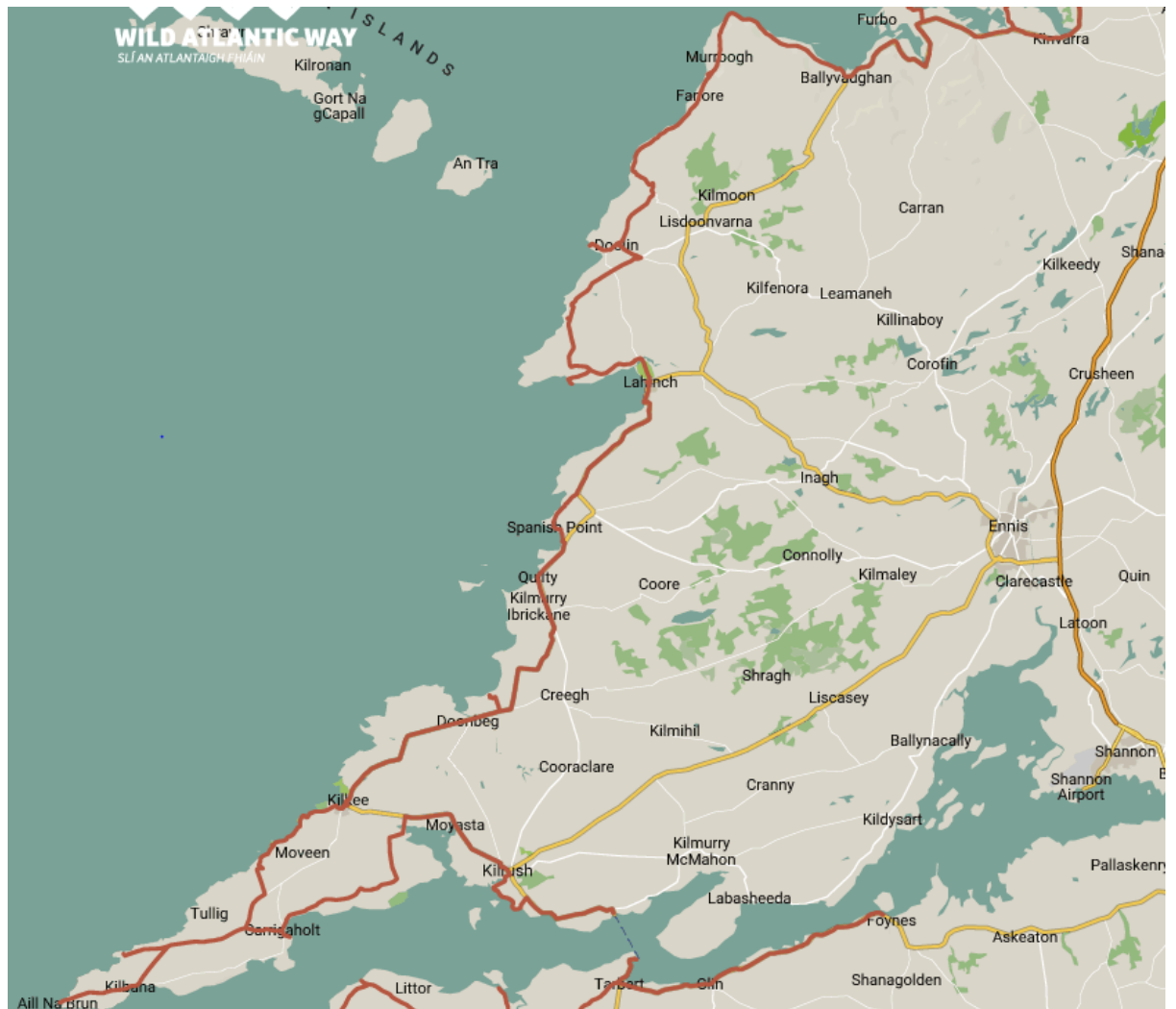
Source; Fáilte Ireland

1.2 Background to the study

Tourism is one of the major contributors to the Irish economy both nationally and regionally, with revenue expected to grow from €3.5 billion in 2014 to €5 billion in 2025, (Fáilte Ireland, 2015). It is the Author's contention that opportunities for growth must be embraced and Motorhome tourism provides one of these opportunities. With increasing competition between regions to attract tourists no niche market should be overlooked. Motorhome tourism is a niche market made up of a small but valuable and growing cohort of tourists with specific needs that this research will identify. If service providers fulfil a need not currently delivered by other service providers they will gain competitive advantage and create a new revenue stream that has the potential to contribute significantly to their business. Understanding this niche market, its motivations and behaviours will help the service provider develop their products to meet their needs. The WAW route in County Clare offers the Motorhome user the opportunity to get away from the noise and crowds of the busier parts of the route like Kerry and Galway.

The WAW route in County Clare is located near the centre of the western seaboard. There are no major urban areas along this section of the route the largest town being Kilkee with a population of 914 (Census, 2016). The County is home to one of Ireland's major tourist attractions, the Cliffs of Moher (Fáilte Ireland, 2016). In contrast, Loop head has been identified as an underdeveloped part of the county (Clare County Development Plan 2011-2017). An opportunity exists here, Motorhome users bring their own accommodation and facilities with them, they may stay and spend money in the local areas that have not had the surge in growth of the accommodation sector seen in other areas along the route. Service providers that can facilitate parking of Motorhomes could benefit from selling their product including food, drink and souvenirs to this niche market.

Figure 1.2 Map of WAW route in Co. Clare



Source: Fáilte Ireland

Motorhome tourism involves tourists traveling in vans that are either converted or factory built, that provide sleeping accommodation, kitchen and bathroom facilities. These facilities allow the user to travel to remote areas without needing the facilities provided by the traditional campsite or accommodation providers, they may go on the road for a number of days without needing services such as electricity or water. Many terms are used to describe this type of vehicle including “RV” (Recreational Vehicle) in America and “Campervan” in mainland Europe, for the purpose of this thesis the author uses the term Motorhome.

Statistics from the various stakeholders report a growth in sales of Motorhomes. The Recreation Vehicle Industry Association (RVIA) report that a survey carried out in 2011 confirmed that 1 in 8 American households own an RV. The European Camping Federation (ECF) who represent national organisations of the European

Caravanning Industry reports an 11% rise in new Motorhome sales for 2015 a total of 54,273, with sales in the UK our largest tourist market up 23.6%. (www.e-c-f.com). The number of Motorhomes taxed in Ireland has increased from 9,452 in 2012 to 10,575 in 2016 (Department of Transport, Tourism & Sport, 2015). McClymont H. Thompson, T. and Prideaux, B (2011) also identify Motorhome users as a rapidly growing market.

With sales in Europe and taxed vehicles in Ireland on the increase it may be assumed that the number of tourists visiting Ireland in Motorhomes is on the increase. With this niche market growing, opportunities exist to harness this growth and contribute to the tourism revenue of rural communities that may not have the accommodation facilities that other tourists require. This research plans to identify the type of facilities required to attract this market segment and assess the extent to which stakeholders are interested in accommodating this increasing demand.

In July 2016, Anne Lucey reported in the Irish Examiner that “*Increasing large numbers of campervans and motor homes are traversing top tourist route, the Wild Atlantic Way*” but there are too few “purpose-built facilities to cater for the sector”.

Fáilte Ireland are providing capital investment of less than €200,000 to service providers that can develop tourism products that will;

- *Increase overnights spent by tourists and their spending,*
- *Creating employment opportunities,*
- *Leveraging public or private sector investment into tourism experience,*
- *Stimulating international awareness and demand.*

(Tourism Development and Innovation-A strategy for investment 2016-2022).

This thesis identifies locations that have adequate space for parking and could benefit from this investment programme. This would include restaurants and public houses that have the carpark space and would benefit from allowing Motorhome tourist's park overnight for a fee. Service providers may be unaware of this growing segment, this research will inform them, identifying ways that can assist them in attracting this tourist segment, developing their product to attract

them and help them target their marketing efforts more effectively using a variety of media platforms.

A combination of factors have driven the author's interest in this area, having worked in the tourist industry for 15 years, and travelled on the Clare coastline for the past 20 years in her own Motorhome. She observed with great interest the growth in the numbers of Motorhomes traveling along the west coast of Ireland since the launch of the WAW.

In terms of promoting the region research shows that 59% of our tourists (Fáilte Ireland, 2015) are influenced by the internet, the use of social media is popular among the Motorhome community, this is evident from the number of websites that are available including Motorhome+Wild Camping in Ireland, Total Motorhome Ireland etc., and the comments that are posted. Service providers and Clare County Council must maximise the use of social media and ICT (Information Communication Technology) promoting the availability of parking so the Motorhome traveller knows where parking facilities are available.

Image 1.1 Parking in Glenarm



Source: Total Motorhome Ireland; Facebook page. 18/04/17.

1.3 Rationale for undertaking this research

The rationale for undertaking this research is the worldwide growth in Motorhome sales and to assess the potential of The WAW route in County Clare as a destination for the Motorhome tourist. The author seeks to identify current facilities and explore the demand for alternative facilities including the type of facilities provided by our European counterparts.

1.4 Research Aims

This research investigates the Motorhome tourist traveling on the WAW. It examines the facilities they require, it will also investigate their motivations for traveling in a Motorhome, how they communicate with each other and what is their potential economic value to the areas they visit.

1.5 Research Objectives

1. To assess the current facilities provided for the Motorhome tourist and identify gaps in the facilities provided and the facilities required.
2. To investigate the motivations for traveling in a Motorhome and the activities that this cohort of tourist participate in.
3. To attempt to determine stakeholder's perceptions of the Motorhome tourist.
4. To explore the Motorhome tourist's perception of the Motorhome facilities on the WAW route in County Clare.
5. To explore the use of social media among the Motorhome tourist and suggest how service providers can harness this platform to promote their business.
6. To investigate the potential economic value of the Motorhome user.

1.6 Conclusion

The author has identified Motorhome tourism as a growing niche market that could make a valuable contribution to the rural communities of County Clare on the WAW route. In order to grow this market an understanding of what services they require is vital. This thesis attempts to identify these services and explore what is currently available identifying any gaps. The thesis will also investigate their use of social media, their motivations for traveling and their economic value to the areas they visit. Although not requiring accommodation this research will show that the Motorhome user spends money on food and drink in the local areas they visit and many will share their experiences with other Motorhome users promoting the area if they have had a positive experience.

An opportunity exists for service providers to position themselves as a base for this tourist segment by providing the facilities that this research identifies has been most important to the Motorhome user. Alignment of services to the needs of the user is vital for success, this research will show that without significant investment and a planned marketing strategy this niche market can be harnessed contributing to areas that may not have the infrastructure to provide for tourists who need accommodation.

Chapter 2 Literature Review

2.1 Introduction

The University of Leicester (2012) outlines that;

“a literature review situates your research focus within the context of the wider academic community in your field; reports your critical review of the relevant literature; and identifies a gap within the literature that your research will attempt to address”.

This chapter provides a platform to critically review the literature relating to Motorhome tourism. It explores the issues surrounding the Motorhome tourist including their demographics and their motivations for traveling in a Motorhome. It investigates their changing needs evolving from the modernisation of the Motorhome vehicle and examines the desire of this cohort of tourist to have the freedom to park away from the traditional campsite. This research also explores the use of social media among Motorhome users identifying opportunities for service providers to market their product to this valuable segment.

There are currently four campsites available to Motorhomes users for parking on WAW route in Co. Clare, however the published research shows that Motorhome users prefer to camp outside the traditional campsites which restricts their freedom and spontaneity. The only spaces provided by local authorities can be found in Lahinch carpark (there are currently four spaces allocated in the main town carpark). To capture the economic value of this market segment facilities that will attract them need to be provided, by investigating their needs, motivations and their use of social media the service provider will gain insight that will facilitate them in providing services that will fulfil the Motorhome user’s needs.

2.2 What is Motorhome Tourism?

As already discussed in the introduction a Motorhome is a van with sleeping accommodation, kitchen and bathroom. Tourism as defined by Ryan (2003) is *"the demand for, and supply of, accommodation and supportive services for those staying away from home, and the resultant patterns of expenditure, income creation and employment"*, this can be applied to a Motorhome user with accommodation for this cohort of tourist been a parking space. The literature review reveals that Motorhome tourism is growing in Ireland's domestic and overseas tourism markets, Europe and USA, (Fáilte Ireland, 2015). Tourism in any form makes a substantial contribution to the economy and stimulates employment, in an increasingly competitive global environment we must be innovative in developing our tourist offerings and no potential revenue should be overlooked. Tourism employs in the region of 205,000 people or 11% of the working population, contributing over €6 billion to the economy accounting for 4% of our GNP, (Fáilte Ireland, 2015). This research explores the potential of harnessing the Motorhome market building competitive advantage and sustainable growth along the route, any new initiatives will need the support of all stakeholders in the industry including local authorities, service providers and Fáilte Ireland.

Motorhoming in Ireland is a relatively new phenomenon and there is a dearth of research on the Irish Motorhome Tourist. This literature review explores the research on Motorhome users in other parts of the world including North America and Europe. It will take a closer look at the facilities provided in France as an example of preferred practise and provide a model mappable to the WAW. The review introduces the reader to the new facilities that have recently been opened in Cobh in County Cork. The review will examine the published literature and examine the possibility of making this niche market a significant contributor to rural economies on the WAW route in County Clare. Finally the author assesses the needs and motivations of the Motorhome Tourist, what facilities they require and their use of social media.

From extensive review of the literature several themes emerge, the principal ones are listed and discussed hereunder. These themes re-appear consistently throughout the literature surveyed for the research;

2.3 Themes

2.3.1 Demographics of the Motorhome user and motivations for travelling

Segmentation is a marketing tool that is used by businesses to group their customers “*Segmentation refers to the way in which companies and organisations identify and categorise customers into clearly defined groups with similar characteristics and similar needs or desires*” (Mc Donald and Dunbar, 1995 cited in Lumsdon, 1997, p.65). By understanding the type of customer they are trying to attract a business will be better positioned to adapt their service to meet their needs, and it will inform them on how best they can market their product. Having identified the Motorhome user as a segment with economic potential further investigation is needed to understand their needs. Demographic research carried out by Fjelstul (2014) in North America showed two cluster groups. The “*Destination RVer*” and the “*Touring RVer*”. The Destination RVer are predominately male aged between 50-64 and married. Less than one third travel to campgrounds when on holidays. The latter are aged over 65 and married, over 50% of this group use campgrounds when on holidays. Marketing strategies aimed at the 64+ cohort may not work for the 50-65 age group, therefore the service provider must adapt its marketing campaign to suit the various groups. A survey carried out by the Motorcaravanning Commission on statistics and motorcaravanning habits conducted between March and April 2012, showed similar results to those above with the majority of respondents between 50 and 65 years of age.

Authors such as Caldicott (2015) and Fjetstul (2015) suggest that this market is under researched. Fjelstul (2015) suggests that the “*RV traveller is a tremendous market share offering boundless research opportunities and should be investigated in future studies*”. Hardy and Gretzel (2007) suggest a number of reasons for this lack of research, the nomadic lifestyle makes them difficult to contact, tourism businesses have little interest in this cohort because they are seen as low income tourists and, the stigma associated with transient lifestyles and the assumption that they are “*cheap, poor and comparable to gypsies*” (Counts and Counts, 2004), however the research carried out by the Motorcaravanning Commission showed their second highest group of

respondents to be retired professionals. Retired tourists can add extra value by traveling in the off-peak season which can be difficult to fill.

Hardy and Gretzel (2007) also revealed that *“RVing is attractive because it allows incredible flexibility, allowing RVers to feel free-spirited, and self-reliant”*. Motorhome travel offers the Motorhome tourist freedom and flexibility while enjoying the conveniences of home. This research will identify areas in County Clare that have the potential to provide facilities for this niche market.

Fáilte Ireland (2015) have segmented the Irish global market into three groups the social energisers, culturally curious and great escapers. A review of the research demonstrates that the Motorhome user falls into the culturally curious segment and the great escapers segment, Fáilte Ireland describe the culturally curious as *“independent ‘active sightseers’ looking to visit new places, and expand their experience by exploring landscapes, history and culture. The age group demographic is 40 plus”* They are attracted to authentic travel and want to wander off the beaten track. They describe the great escapers segment as those on a break from the everyday, wanting to connect with their partners and the landscape, exploring remote places and local produce and authentic pubs. (Schouten & McAlexander 1995) research reveals that the Motorhome tourist represents a lifestyle that offers freedom, flexibility and fellowship.

Simeoni and Dal Maso (2016) profiles the Motorhome tourist, they describe them as a tourist who;

- travels without a fixed route and make opportunistic stops
- Appreciates the benefits of spontaneity, flexibility and mobility
- Looks for freedom
- Appreciates the individuality of this travel from
- Wants a direct connection with nature

Further research in this area is necessary. Service providers must carry out an analysis of their customers and review the product that they are providing to ensure that they are meeting the needs of the Motorhome user. The review of the literature suggests that the facilities provided by the traditional campsite are not

required by the Motorhome user as they have everything they need in their Motorhome.

2.3.2 Changing needs of the Motorhome tourist

Motorhome travel has evolved over the years, in their research in Queensland Australia McClymont, Thompson, and Prideaux, (2011) include the Motorhome user as part of the caravan sector in this study which identifies the modernisation of caravans and campers into a home away from home and the increase in the market segment particularly those aged 65 and over. A change in requirements has also taken place, from playgrounds to electric hook-ups and waste water dumps, interestingly these are the facilities that are provided in the “Aires”, short for “*Aire de service*” which refers to a rest area in French. The French term “Aire” is now been used throughout Europe including the new Motorhome facility in Cobh and Carlingford, to describe the facilities similar to the French model. Aires in France are provided by the Municipality (local town councils), they offer the Motorhome user the freedom to travel and park overnight in over 3,000.00 sites throughout the country without constraints. Located throughout the country the Aires range from small facilities with 3 to 4 parking spaces to those with up to 50 spaces. Facilities can range from simply parking with no fees to sites with,

- fresh water fill point
- waste water emptying point
- chemical toilet emptying point
- electrical hook ups
- waste disposal

Fees for these sites can range from no fees to €10.00 depending on the facilities offered and the popularity of the location.

Most significantly the study identifies a rapid growth in the Motorhome sector and importantly for this research the Motorhome user is interested in parking away from the traditional campsite looking for basic facilities provided by rural councils. They do not require the facilities provided by the traditional campsite such as cooking facilities, showers and toilets they only require basic parking, the Motorhome traveller has all the facilities they need in their Motorhome. One of the largest caravan clubs in the UK “The Caravan Club” started in 1907, in

recognition of the growing number of members with Motorhomes has changed their name to “The Caravan and Motorhome Club”.

By adapting their service to suit the needs of the Motorhome user businesses can gain significant competitive advantage, space is required for the parking of Motorhomes and not all businesses can facilitate this, for those that can it could be incorporated into their business strategy and marketing activities. The level of investment required in the provision of parking and services is relatively small and speedy provision will result in a quick win for the service provider on Wild Atlantic Way and has already discussed in chapter one Government support is available for tourism development initiatives. Many restaurants and public houses already have adequate space in their car parks and may be unaware of the demand for parking. By informing them and through marketing efforts a new revenue stream could be created.

2.3.4 Freedom to park away from the traditional campsite.

For many Motorhome users travel is about “convenience, flexibility and fellowship” (Hardy & Gretzel, 2011). They want a sense of freedom and self-sufficiency when traveling. Social interaction is also important mixing with other Motorhome users at stopovers. The Motorhome user does not want to book their accommodation in advance, they prefer to stop in areas that appeal to them as they travel from one area to another. If areas do not provide parking for Motorhomes then they drive through these areas without stopping and potential revenue is lost. If the WAW is to attract this segment of the tourist market we can infer from the research that they must provide facilities that offer the Motorhome traveller a sense of freedom. *“In a period of increasing customisation of product to meet the particular needs of consumers, tourists are increasingly used to exercising individual choice, preference and interaction with the suppliers”*. (Ryan, 2003). By providing stopovers along the way which allow the Motorhome user to park in remote areas for up to 2 to 3 days the service provider can increase their revenue. Much of the Co. Clare coastline has not seen the development that has taken place in areas like Cork and Kerry that have an abundance of hotels and apartments, this market segment brings their own accommodation but will spend money in restaurants, bars, shops and tourist attractions and provide valuable income to local economies, spending and average of between €20 and

€30 daily per person (The Motorcaravanning Commission, 2012) *Caldicott, R, Scherrer, P. & Jenkins, J., (2014)* also focus on the phenomenon of freedom camping, and the research concludes that the Motorhome user does not need facilities provided by campsites and prefer to park randomly as they travel. Traditional campsites including those established along the WAW provide pitches for tents, caravans and Motorhomes, showers, toilets, kitchen and laundry areas and many provide playgrounds for children. The modern Motorhome as well as providing a mode of transport also provide accommodation, bathroom and fully fitted kitchens, other conveniences include laundry facilities, air-conditioning, entertainment units and heating. Classification of vehicles include Class A, B and C (Fjeltsul, 2015) they vary in size and build including purpose builds and conversions. “RVs of today allow the RV traveller to utilise all on board amenities and services without external service providers” (Fjeltsul, 2015). Many campervans and smaller Motorhomes are the same size as SUVs (sports utility vehicles) all of which can be parked in the standard 2.4m wide parking space. Under European law, Motorhomes are in the same category as cars in that they are an EU Category M1 vehicle and may legally park in the same places as cars.

The random system of parking has fuelled much political debate. The local authorities in Cobh have developed one of the few examples in Ireland of an “Aire” similar to the French model with 30 spaces designated to motor homes and a waste water dump, parking overnight costs €10.00. In October 2016, Sean O’Riordan (Irish Examiner) reported that the Cobh site is in jeopardy as caravanpark owners claim the model is illegal and anti-competitive and the council have had to refer the correspondence to the council’s legal department.

Galway City Council forced the Harbour company in Galway to stop allowing the use of power-points along the docks, a popular parking place for Motorhomes to park, they stated that they had “*not sought planning for the power-points*” (McNamara, 2014) and they have been covered to prevent use. They council also tried to prevent parking of Motorhomes stating “*The parking of Motorhomes at this location represents a change in the authorised use of the land, from temporary car parking use permitted under PI. Ref. 12/67 (permitted until 26/06/2018), to a Motorhome parking use.*” The area is still a popular parking place for Motorhomes without the use of any services and Colin McCarthy, Hon.

Secretary of the Phoenix Motorhome Club of Ireland, advised that, *“Having consulted PI. Ref. 12/67 there appears to be no qualifying conditions with regard to the category of vehicle which may use the facility, Condition 5 confirms that ‘the permission relates to the use of the land for parking purposes’ no reference to any specific category of vehicle is to be found anywhere in the correspondence file relating to 12/67.”*

The research shows that this market is rapidly expanding, there is a need for communities and local governments to consider the needs of this sector to ensure it is managed effectively and economic benefits are captured.

The Motor Caravanning Commission is comprised of representatives of organisations involved in Motorhomes, they carry out research for the Industry and in a survey published in 2012 (The Motorcaravanning Commission, 2012) they reported that 35% of Motorhome users go to restaurants twice per week when on holidays, We can infer from the research that this will be the same for users on the WAW and that their contribution will be lost if service providers do not provide the facilities to meet their needs.

Many of the carparks along the WAW have had barriers installed to prevent vehicles higher than a car from entering and there are no overnight parking signs displayed. In May 2015 Donal Hickey of the Irish Examiner reported that Ireland remains out of touch with Europe in terms of facilities for Motorhomes and provide an “unfriendly welcome”. Mr. Hickey interviewed Colin Mc Carthy from Phoenix Motorhome Club and he advises that across Europe local authorities have anti-camping byelaws but still provide parking Aires for Motorhomes. (Hickey,2015). Other measures that could prove effective in preventing anti-social behaviour include paid parking, this could lead to the removal of barriers allowing Motorhome users utilise the carparks, this change would require the introduction of, or amendment to existing bye laws under the Roads Traffic Acts. This research is to investigate the issues and suggest proposals for the successful development of “aires” along the WAW in Co. Clare.

In their publication titled “All the Aires France” (2015) Vicarious Media provide details of over 3,000 French Aires and their editor carries out random inspections

on them, users can also submit their comments to the company. The guide discusses the “*rapid increase in Motorhome usage over the past 10 years*”, and the necessity to pay for parking at busier locations (Vicarious Media, 2015). The guide also acknowledges the contribution of local businesses that in some areas have contributed to the development of a number of aires as they recognise the contribution of the Motorhome user to the local economy. Many of the larger supermarkets in France (including Super U and Leclerc) are also listed in the guide as providing parking, water and waste water disposal facilities for Motorhomes.

New Zealand, through the introduction in 2011 of the Freedom Camping Act has now recognized freedom camping, and freedom campers, as a legitimate and valued RV segment within their broader tourism portfolio, (Caldicott, 2014).

The Citizens Information Board, the national agency responsible for the provision of information provides details of parking restrictions on their website (Citizens Information, 2016). Parking in Ireland is managed by local Authorities who employ traffic wardens to ensure parking regulations are adhered to and issue fines for breaches. An Garda Síochána also enforce parking regulations. Under the Road Traffic Act, 1994 Local Authorities have the power to create bye-laws which list the places where parking fees will be imposed, they are obliged to consider any observations or objections from members of the public that may result from these bye-laws. As already mentioned many of the carparks on the route have barriers restricting vehicles over 6 feet high, this includes Kilkee carpark, the presence of a barrier is not mentioned in the bye-laws (Clare County Council, 2012). Requests for changes to existing parking restrictions must be done through the local county council representative or the traffic division of the local authority the request must be brought up for consideration at the local county council meeting. Contravention of local authorities parking bye laws carries a fixed-rate charge, failure to pay can lead to prosecution in the District court.

Harnessing Motorhome tourism makes economic sense with earnings for tourism expected to reach €4.2 billion in 2017 (Fáilte Ireland, 2015) it might be foolhardy to overlook this growing market. To manage it in a sustainable manner will require co-operation between the various stakeholders, there is an absence of a policy

to deal with increasing Motorhome traffic on the WAW route. There is a dearth of published literature in this regard that this piece of work should help to address.

Motorhome clubs and websites encourage their members to follow wild camping etiquette basically leave no trace, see Appendix I, this is in line with the principles of sustainable tourism, they are also advised to never make excessive noise and park sensibly (Motorhome Wild, 2017). They also recommend making purchases in the local area to support communities that provide facilities for them, this will help build long-term relationships with all stakeholders. Assuming the majority of Motorhome users abide by these codes they will be a valuable market to the local economies.

A collaboration between Coillte and Fáilte Ireland was recently reported in The Southern Star (2016), they are providing funding of €550,000. to boost the tourism experience provided by Coillte including the provision of facilities and services for Motorhomes at sites where they currently provide parking. This type of collaboration is significant and opportunities exist amongst other service providers including public houses and restaurants to work together to explore the possibility of developing projects that will attract this market.

A popular theme among the Motorhome community is the promotion of public houses that provide parking for Motorhome users if they purchase food and beverages, many of the Motorhome clubs promote these public houses on their websites including Phoenix Motorhome Club and Munster Motorhome Club, there are also websites dedicated to this purpose including <http://wildcamping.moonfruit.com/pub-stopovers>. Safe nights Ireland's website is dedicated to promoting safe locations for Motorhomes, locations include public houses, bed and breakfasts and restaurants that are happy to allow Motorhomes to park for €10.00, no services are provided.

2.3.5 Use of Social Media

Campsites provide vital services to the Motorhome community and in the digital age the Motorhome community are increasingly sharing their experiences online through, facebook, twitter and online review websites, (Fjelstul, 2012). To increase their share of the market and meet the needs of this segment the service

providers can use social media to gather information about the consumer to assist them to improve and develop their product. There are a number of Facebook accounts used by the Irish Motorhome tourist including, *Total Motorhome Ireland*, *Irish Motorhome Owners* and *Motorhome + Wildcamping in Ireland*. These pages give the users opportunities to share their experiences with others and support each other's decisions, including overnight parking spaces that they have used, pubs that they parked at overnight and any information that they feel relevant to other Motorhome users.

A Fáilte Ireland study in (2012) found the use of mobile devices will surpass the use of the traditional computer and a google survey reported approximately 40% of travellers (Fáilte Ireland, 2013) said social networks influenced their travel planning. The study reports that the use of smartphone technology is growing rapidly, posting reviews is becoming increasingly common.

Research on the drive tourist market in the UK found the use of ICT (Information Communication Technologies) such as social platforms and apps provide support to the drive tourist and is growing (Global Tourism, 2016).

In 2015, 83% of tourists said that the internet was the information source used for planning a holiday to Ireland. (Fáilte Ireland, Visitor Attitudes Survey), unfortunately if a Motorhome user searches Motorhome parking on the WAW in google they will just find a list of campsites and this research reveals that that is not what they are looking for. It is critical for tourism businesses to use online marketing to promote their offerings to this cohort of tourist. An example of digital platforms used to promote Motorhome parking include Northern Ireland's tourism website which lists a number of Aires throughout Northern Ireland at <https://www.discovernorthernireland.com/Aires-de-Service-in-Northern-Ireland-A3310>, No Aires are promoted on Failte Irelands website.

Many pubs in the UK are embracing the idea of promoting their business to the Motorhome tourist, a popular website www.searchforsites.co.uk lists over 8,000 sites many of them pubs that allow Motorhomes to park over night for a fee or free if they eat and drink on the premises. The following sign is now recognisable among many Motorhome users in the UK as a Motorhome friendly stopover.

Image 2.1 Welcome sign



**Source: Motorhome Pub Stopovers & Campsites, Facebook page.
5/4/2017.**

Their Facebook page *Motorhome Pub stopovers and campsites* has over 22,000 members, these members communicate with each through the website sharing information on available sites and commenting on their experiences.

2.4 Conclusion

The literature reveals that there is an increase in Motorhome usage in all the main markets including Europe, USA and Australia, and with an increase in registered Motorhomes in Ireland we can assume that there will be more Motorhomes on our roads particularly on iconic touring routes like the WAW. Motorhome users have traditionally been linked to the caravan and tent tourist, the literature reveals that the Motorhome user has different needs to the caravan and tent user and therefore require a different service and marketing approach.

There is no evidence to suggest that service providers on the WAW are aware of the requirements of this market, with the exception of four parking spaces in Lahinch there are no services unique to the Motorhome user along the route. The literature review reveals that the Motorhome user does not want to park in campsites as they do not need the facilities that are provided and prefer to park in random locations on their route which are often more convenient in terms of location and proximity to services than campsites. If parking is provided for them they will use the facilities and contribute to the local area both economically and socially, this is a characteristic of the tourism industry “*the production of a service (Motorhome parking) and the establishment of a structure of business*

relationships (with the Motorhome tourist) with the prime motive of satisfying wants associated with travel and the resulting accommodation needs (a parking space) for the purpose of achieving profit". (Ryan, 2003).

An opportunity exists both in Co.Clare and in the rest of Ireland and beyond to fill the demand for services from this growing niche market. Fáilte Ireland provide an excellent website for the promotion of the WAW, however there are currently no specific Motorhome facilities promoted on it. Motorhome tourism offers a sustainable tourism market that is under researched and growing. The facilities that they require, as identified by the literature review are not available on the WAW route in Co.Clare. Although there is a dearth of research in the area what research attention that has been given has been to the demographics of the Motorhome user, this research investigates the service provider's perception of this niche market and informs them of the possibilities that exist to create a valuable revenue stream from their business.

This chapter provides an overview of the emergent themes in the area. The chapter that follows details the approach to be taken and the methods of research employed in this study.

Chapter 3 Methodology

3.1 Introduction

This chapter introduces the reader to the methods employed to gather the primary research. “*Methodology is the overall approach to the research*” (Jennings, 2001). As with much tourism research a plethora of options are available to the researcher, initially explorative research methods were used to investigate the facilities that are currently available to the Motorhome user. Informal conversations took place with local authority representatives, members of the Garda and Chairman of Phoenix Campervan Club, these are documented in Appendix II. More in-depth interviews with service providers and local authorities took place at the latter stages of the research process. This type of exploratory research allows “*open questions to discover what is happening and gain insights*” (Saunders et al, 2012).

3.2 Types of Research

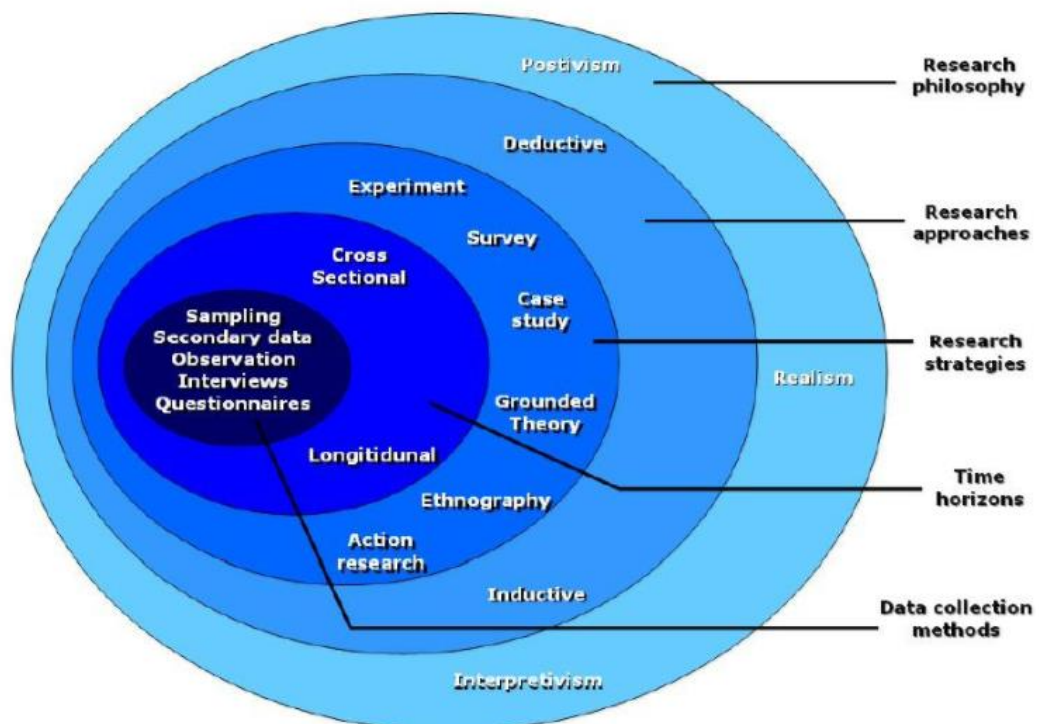
Types of Research include Descriptive, Explanatory and Evaluative. The approach to be taken here is both descriptive and explanatory. Surveys are used to address the descriptive element and interviews are used to address the explanatory elements. Descriptive type research is common in tourism research. It was the method employed by McClymont et al (2011) to research the *Drive Tourism Market in Australia* and Caldicott et al (2014) on *Freedom Camping in Australia*. Descriptive research “*seeks to discover, describe or map patterns of behaviour*”. (Veal, 2006). Veal advises that over time the popularity of different activities changes over time as does tourism demand’s and the providers of services must be aware of these changing market conditions and rely on descriptive market behaviour for up-to-date information. This research will provide the tourism industry with the information they need to develop appropriate services for the Motorhome tourist. The literature review reveals that this cohort of tourist does not require the services provided by campsites as they have everything they need in their camper, they want the services provided by “Aires”.

They want freedom and flexibility on their journey to park in areas that appeal to them without having to book in advance.

3.3 Research process

It is important for an author to understand how information can be gathered and how to contribute to the overall body of knowledge through research, to make known something that was previously unknown. Different methods suit different fields of research. Saunders et al. (2009) depicts the research process using the research onion illustrated in Figure 3.1.

Figure 3.1 The research onion



Source: Saunders et al (2006)

Each layer of the onion describes a more detailed stage of the research process and provides an effective progression through which a research methodology can be designed. Another approach was designed by Veal (2006), this approach was followed by the author as it relates to the tourism industry.

3.3.1 Elements of the research process

Figure 3.2 Elements of the research Process

1. Select Topic	
2. Review Literature	3. Devise Conceptual Framework
4. Decide research questions	
5. List information needs	
6. Decide research strategy	
7. Conduct research	
8. Report findings	

Source: Veal, 2006

1. Select Topic

The research topic was chosen because of the author's personal interest in the area and an awareness of the growing number of Motorhomes on our roads including the WAW. There are advantages and disadvantages in having as awareness of a topic in advance, knowledge of the topic and the stakeholders involved is valuable but the author had to exercise caution throughout the process to ensure personal bias did not influence any stage of the research. Because of the increasing number of Motorhomes on Irish roads as identified by the literature review, there is a need to identify what services are required by them if economic benefits are to be harnessed. This research will identify the services required, and provide information to service providers on how they can promote their product to this cohort of tourist.

2. Review of the Literature.

Reviewing the literature involves “*identifying and engaging with previously published research relevant to the topic of interest*” Veal (2006). The author reviews 43 pieces of literature relating to Motorhome travel, none of the literature relates specifically to the WAW route in Co. Clare nonetheless it provides valuable information on the demographics, trip planning and expenditure characteristics of the Motorhome tourist. The review includes academic and industry articles that are related to the Motorhome industry and the objectives of the thesis, it reveals that the majority of Motorhome users are over 50 years of age they enjoy Motorhome travel because it offers the user freedom and flexibility with the conveniences of home. Motorhome users do not need the facilities provided by traditional campsites as they have everything they need in their Motorhome. This review provided valuable information to the author in preparing the questionnaire and interviews which are designed to gather information to achieve the aims and objectives outlined in the introduction. Phone calls, emails and discussion with people in the industry provide insight into critical areas. Throughout the research postings of Motorhome groups on Facebook were reviewed and reveal a number of themes;

- advice on pubs that facilitate overnight parking
- requests for parking spaces away from the traditional campsite
- locations convenient to urban areas
- sites for parking similar to “Aires”
- spending in local areas contributing to the economy

These posting can be viewed in Appendix III

3. Devise Conceptual Framework.

A number of concepts have been identified by the author as warranting investigation:

- Motorhome users on the WAW in Co.Clare and their motivations for traveling.
- Facilities required by the Motorhome user on the WAW in Co.Clare.
- Stakeholders perception of the Motorhome tourist
- Motorhome user’s perception of the WAW route in Co. Clare.
- Economic Value of the Motorhome user to the local economy.

- Use of social media among the Motorhome user.

This research will aim to investigate these concepts, examining the facilities they require, their motivations for traveling, their use of social media and their potential economic value to the area they visit.

4. Decide Research questions.

The research focuses on a number of specific questions presented as objectives in chapter one, these questions will be answered by the research, the question format below is deemed by the author to be suitable for the descriptive research.

- What facilities does the Motorhome user require?
- How much money do they spend in the local area?
- Do they use social media?
- What is the Motorhome user's perception of the facilities currently available?
- What is the service provider's perception of the Motorhome tourist?

5. List information needs.

This information must be linked to the research questions and the conceptual framework, the questions in the questionnaire and in the questions presented at the interviews will provide information as outlined in the previous paragraph.

6. Decide research strategy.

A variety of methods could be used for research purposes, in deciding upon types of research to be used the author must consider:

- Cost, considerations including travel and subsistence costs and absence from work must be considered. For this research the author travelled from Athlone to the start of the WAW route in Co. Clare continuing to the end of the route over three days. The cost of fuel and meals along the way cost in excess of €200.
- Time, the time available to the author to collect the research is not ideal (during Easter holidays) although a busy weekend the peak time for tourism is July and August. If research had been carried out during this time there may have been an increased number of Motorhome users in the area contributing to a greater response to questionnaires.

- Speed of feedback, this is not a problem as results on SurveyMonkey are immediate (although the author must wait for people to respond) and the results of interviews was immediate. The author also hand delivered many of the questionnaires and waited for people to fill them in.
- Burden on personnel, the author was uncomfortable approaching people in their Motorhomes as she was unsure if they would be annoyed at the intrusion, gathering responses from SurveyMonkey was significantly easier.
- Validity, there is always a chance that people may not give honest answers but as many responses as possible in the time frame were gathered improving validity with every response. Some of the questions were designed to limit the response that the participant could give, also insight gleaned from the literature review prompted the type of questions that needed to be asked to extract the information required to fulfil the aims and objectives.

Reliability, a pilot review of the survey was presented to Motorhome users to test on 13th March, 2017. Changes were made based on results. The author also follows the following principles suggested by Veal (2006), avoid jargon, simplify where possible, avoid ambiguity, avoid leading question and ask only one question at a time, (Yamada and Ham, 2004) in Veal (2006).

This research uses a mixed method approach to gather data, the techniques, questionnaires, interviews and observation participation together make the findings more credible. This triangulation in mixed methods research is based on the premise that research can be better understood if it is viewed from different perspectives (Denscombe, 2014). This method will give a fuller picture and complete findings, it produces complimentary data that is different but related.

According to Denscombe(2014) the benefits of mixed methods and triangulation include improved accuracy:

- *Validation of findings in terms of their accuracy and authenticity*
- *Checking for bias in research methods*
- *Development of research instruments*

(Denscombe, 2014)

This study adopts a survey technique to capture the quantitative data. The data collection instrument adapted were questionnaires. These questionnaires were developed based on information gathered from the secondary research and deemed useful in fulfilling the aims of the research, "*the main advantage of questionnaires is that they save time, are easy to administer and improve the likelihood of a high response rate*", Denscombe (2014). The survey contains both open and closed questions revolved around the following themes:

1. What facilities the Motorhome tourist requires when parking overnight?
2. Number of nights staying in the same location?
3. How often they eat/drink in restaurants and bars on their route?
4. Their use of social media?

To increase the reliability of the research the questionnaire was pilot tested on 6 Motorhome users, these participants were contacted through Motorhome groups on Facebook two weeks before the questionnaire was due to be distributed. Bell (2010) [In Saunders et al, 2012] suggests that in keeping with good practice the questionnaire should be pilot tested. Bell suggests that this pilot testing should be used to ascertain:

- *How long the questionnaire took to complete;*
- *The clarity of instructions;*
- *If questions were unclear or ambiguous;*
- *If the respondent felt uneasy about answering;*
- *Whether in their opinion there were any major topic omissions;*
- *Whether the layout was clear and attractive;*
- *Any other comments;*

Issues that were highlighted by pre-testers included:

- A typing error.
- The question flow was off putting, the questionnaire asked some personal questions at the start e.g. income level, and with consultation between both parties the questions were renumbered asking less personal questions first to ease the participants into the questionnaire.

- Another pre-tester was disgruntled that he was asked about his income and wanted clarification on the benefit of asking such questions, this issue was addressed and no other issues arose, the questionnaire was amended as appropriate before circulation avoiding what could have been damaging to the research.
- One pre-tester thought that the questionnaire took too long to complete. (Testing of questionnaire showed that it took between 7 and 10 minutes). Two of the questions were redesigned from open ended to multiple choice to shorten the time taken to answer and restricting the answers from participants.

Following the redesign the questionnaire was ready to circulate on Good Friday, April 14th, 2017. Questions 1 - 3 ask general questions about the Motorhome user to make them comfortable with answering questions. Questions 4 – 11 gather a mixture of general biographical information and information about their trip. Questions 12 - 25 attempt to gather the information needed to satisfy the objectives of the research.

The author used Survey Monkey a widely used online tool for data collection, a link for the survey was shared on Facebook with over five Motorhome groups and the link was emailed to four Motorhome clubs. This was an efficient way to distribute the questionnaire but not all the Motorhome users will have travelled on the WAW route, further research is needed on all Motorhome users in Ireland. The use of survey monkey allowed easy analysis of the results using Microsoft excel. A content analysis approach was employed to analyse qualitative survey data in which certain themes were identified, for example, does this segment add significant economic value to the region? What facilities need to be provided to satisfy their needs?

The survey was also distributed by hand along the WAW over the Easter weekend, traditionally a busy weekend for the service provider, the weekend extended from April 14, 2017 to April 17, 2017.

3.4 Research Sample

The researcher uses an exploratory sample of the Motorhome user to probe the topic and gather the research required to fulfil the aims and objectives. This method is useful for small-scale research and is useful for gathering qualitative data.

Non-probability sampling was used as the researcher was unable to undertake probability sampling, this was due to the fact that there was difficulty in calculating a “population” statistic and thus an “n” statistic i.e. reliable sample size that would go with probability sampling. The survey was made available to all Motorhome users that are members of Motorhome groups on Facebook and a number of Motorhome clubs many will not have travelled the WAW route and will therefore not be eligible to participate. There are a number of approaches to the calculation of the sample size including statistical, pragmatic and cumulative, (Denscombe, 2014). The author intends to use the cumulative approach adding to the size of the sample until sufficient information is received. This method is suitable for this qualitative data where the research population cannot be identified in advance and the aim is to produce an exploratory sample. During the participant observation stage the researcher counted a total of 48 Motorhome homes at various point along the route over the four day period, considering time and cost constraints the researcher is satisfied that over 80 respondents would ensure the research is valid and reliable.

A number of methods including participant observation and interviews were used to gather the qualitative data. Qualitative data offers an in-depth understanding of human behaviour, it investigates the how and why of decision making. It can be characterised by “*richness and fullness*” (Saunders et al, 2011) giving the opportunity to explore a subject. Participant observation involves “intensive fieldwork in which the investigators immersed in the culture under study” (Jennings, 2010). Within research literature Gans (1982) [in Jennings, 2010] identified three roles, the total researcher, the researcher participant and the total participant. For the purposes of this research the author followed a Motorhome user as a total researcher. With full consent and ethical clearance the author observes the Motorhome user accompanied by his family from the start of the route to the end with four night stops along the way. The researcher documented their overnight stops, their participation in activities and their spend in local shops

and restaurants often accompanying them as they are known personally to the researcher. A post trip respondent survey was completed at the end of the journey. The full itinerary is contained in the Appendix IV.

According to Jennings, (2010) the advantages of participant observation include:

- examines interactions and behaviours in real-world settings
- enables researchers to become aware of how the participants construct and describe their world
- provides first-hand information
- is time-efficient
- is cost-effective, several methods are simultaneously being used (observation and interviewing).

Disadvantages of participant observation include:

- does not work well with large groups however for the purpose of this research it worked well
- does not have a temporal comparability, as it focused on the present; past or future settings are unable to be observed
- does not provide quantifiable generalisations on results
- replication is impossible, once the act has occurred, it is over
- is associated with subjective interpretations by researcher.

Interviews are also carried out to gather the qualitative data. In line with good practice the interview questions were pilot tested with two stakeholders. The results of the pilot tests did not lead to any changes and the questions were deemed ready for use. The in-depth interviews are carried out face to face and over the phone with various industry stakeholders including local councils, Motorhome users and service providers. According to Denscombe (2014) interviews may be “*structured, semi-structured and unstructured*”. The researcher carried out unstructured interviews similar to conversations but with a purpose, many of the stakeholders have different perspectives and the author wanted them to talk freely, the researcher is also cognisant of the need to link all the questions presented to the requirements of the research. The unstructured interviews allow the researcher to ask additional questions as they are deemed appropriate to the interview.

This mixed method or triangulation approach that the author uses improves the accuracy of the findings, “*a research project can be better understood if it is viewed from one or more perspective*”, (Denscombe, 2014). Carrying out interviews strengthens the findings of the qualitative research, to ensure the validity of the results a number of practical steps suggested by Denscombe (2014) are introduced

- Check the data with other sources, triangulation should be used, corroborating the interview data with other sources of information including statistics revealed in the literature review. Checking against other interviews to see if there is consistency.
- Check the transcript with the informant. When possible the researcher will go back to the interviewee to ensure that the record of the interview is accurate.
- Check the plausibility of the data. The researcher choose interviewees that were knowledgeable on the subject area.
- Look for themes. A number of themes were identified from the interviews that were carried out, recurrent themes suggest that the themes are shared among a wider group.

7. Conduct Research

Because of time constraints research was carried out during the Easter holidays, although enough research was gathered to ensure valid results the route will not be as busy as the peak seasons of July and August.

8. Report Findings

Findings of the research will be reported in detail in the next chapter.

3.5 Ethical Considerations

All research must be carried out in an ethical manner. Ethical considerations for the researcher included the design, conduct and reporting of the research. Jennings (2001), advises researchers to be ethical to ensure they protect the rights of the individuals participating in the research. Research participation was voluntary and the researcher avoided misconduct including fabrication of results

and plagiarism. Research findings were gathered in a morally and professionally responsible way at all times.

Key ethical considerations for this research are set out below:

1. Participants were informed of the reasons why the research was being carried out, making it open and explicit (Denscombe, 2009).
2. Confidentiality of participant's responses was assured and the data collected was only used for academic research purposes and would not be available to third parties.

To ensure confidentiality data both digitally and in hard copy format are stored in a secure manner and password protected to prevent others from gaining access. The researcher has responsibility to the scientific community to protect its standing, knowledge must be based on findings that have been ethically determined and assist the further development of society, the author is satisfied that this research fulfils these requirements, research was conducted so that,

- The interests of the participants are protected
- Participation is voluntary and based on informed consent
- There is no deception and is carried out with scientific integrity
- It complies with the laws of the land

(Denscombe, 2014)

3.6 Limitations

The link for the survey was accessible to over 20,000 Motorhome owners if figures on the facebook pages are accurate and the members are legitimate owners of Motorhomes. Not all of the owners exposed to the link met the criteria as the author only wanted Motorhome owners that had travelled the WAW in Co. Clare. The questionnaires were also distributed along the WAW, due to time constraints a lot of owners were missed as they were not in their Motorhomes when the questionnaires were being distributed. However, the researcher is confident that the results would be similar with larger participation

One of the Motorhome clubs expressed dissatisfaction among their members on the question relating to their income and advised the researcher that they felt the question was not relevant and decided not to answer the survey. The author did explain the reason for this question and reassured them of the confidentiality of the research but it is not known if they were satisfied enough with the answer to complete the survey.

The interviews may not be a true reflection of what people think, and cannot be automatically assumed to reflect the truth, the use of triangulation is used to increase the validity of the research. At best views expressed capture a snapshot of opinion at particular locations at a particular point in time.

3.7 Conclusion

This chapter outlines in detail the approach taken by the researcher in collecting and analysing the data required. It provides justification for the researchers approach identifying other academic research that uses similar methodologies. It links the steps in the research process to the aims and objectives of the research that are outlined in chapter one. It examines issues that must be considered when gathering research and puts the process of investigation into perspective for the reader. Pre-testing of the questionnaires is discussed and the author outlines the method for data collection. The research sample was analysed and justified and the participant observation approach was examined. The advantages of using the triangulation approach of the research was outlined for the reader. This chapter also discusses ethical considerations and research limitations that are taken into account. The following chapter presents the findings of the primary research detailed in this chapter.

Chapter 4 Analysis of Results

4.1 Introduction

The previous chapter introduces the methods of research used by the author to gather the primary research. The aim of this penultimate chapter is to glean trends, themes and issues surrounding the research and presents it to the reader in a format that will be useful for future decision making, contributing to knowledge and identifying issues that require further research.

4.2 Quantitative Research

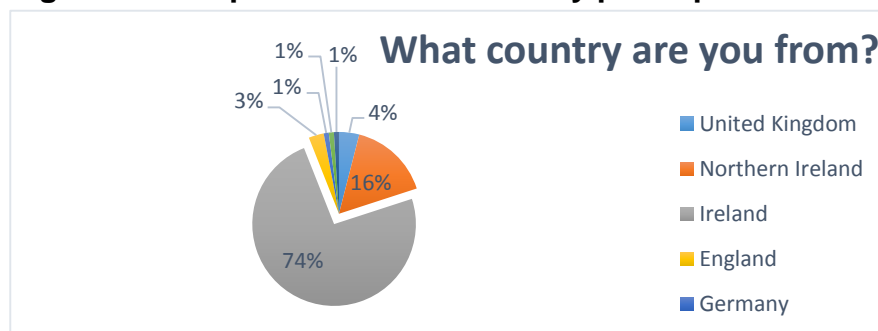
The following findings have been extracted from the questionnaire which was presented through “SurveyMonkey” on the 14th of April, 2017 and made available until the 12th of May, 2017. Surveys were also hand delivered along the route during Easter weekend and imputed to “SurveyMonkey” by the author, in total 93 questionnaires were completed, 16 along the route and 67 online. There are 25 questions in the questionnaire designed to gather the information required to answer the aims and objectives of the survey.

4.3 Questionnaire Analysis

Question 1

What country are you from?

Figure 4.1 Responses to what country participants are from.

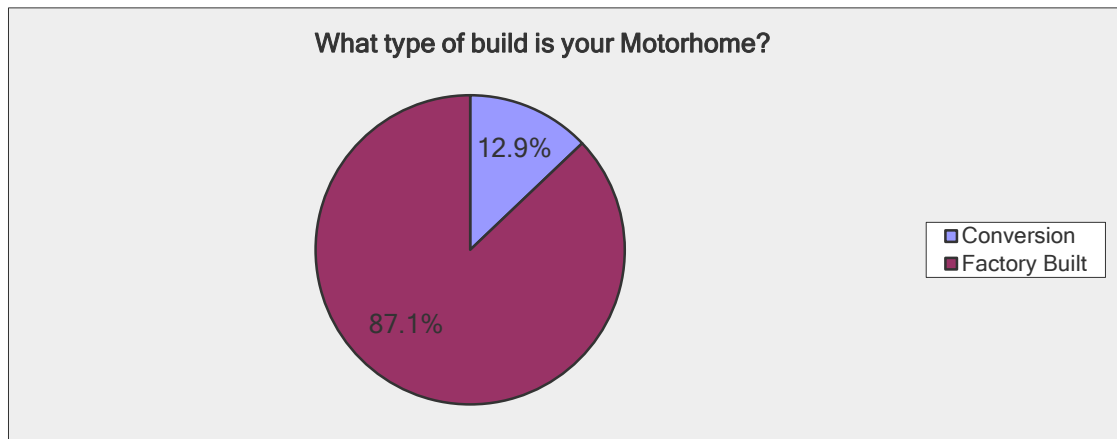


The majority of participants are from Ireland, the next highest Northern Ireland. Further research during the summer season would capture more of the overseas market.

Question 2

What type of build is your Motorhome?

Figure 4.2 Response to type of build Motorhome is.

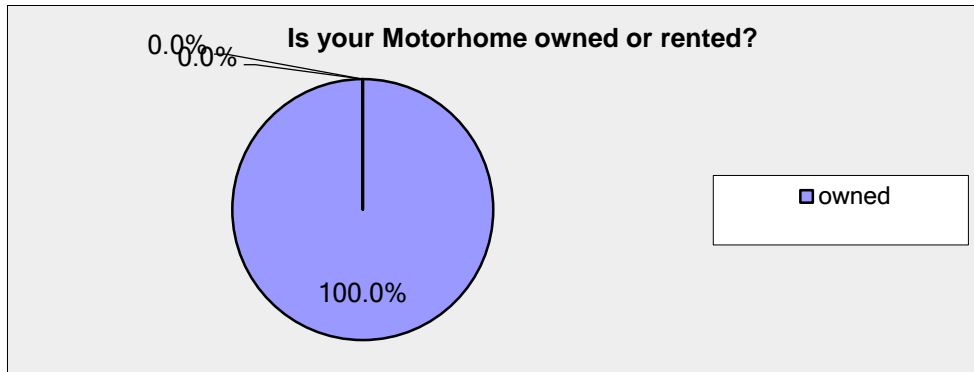


There are two different builds for Motorhomes factory build or conversions. Many of the factory build Motorhomes are made in Germany. Conversions involve the van owner installing the kitchen and sleeping area themselves, minimum requirements must be met to have the van registered as a Motorhome to avail of cheaper road tax that are applicable to Motorhomes, <http://www.revenue.ie/en/tax/vrt/vehicle-conversions.html>.

Question 3

Is your Motorhome owned or rented?

Figure 4.3 Responses to question relating to ownership of Motorhome.



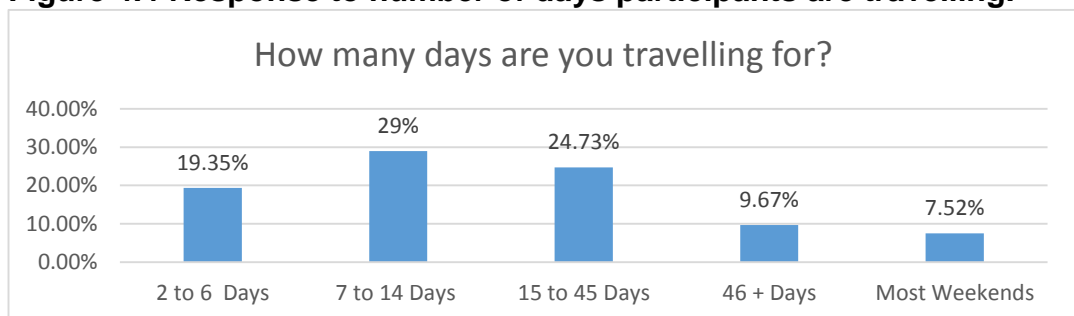
All survey participants own their own Motorhome, none of the rental market was captured in this survey although there are a number of rental companies in Ireland.

Question 4

How many days are you travelling for?

This question was not suitable for the participants that are not captured on the route during the Easter weekend. The objective of the question was to glean trends in the Motorhomers journey about the length of time they were intending to travel on the trip they are on at the time the survey was taken. Many of the participants described how often they travel during the year. The author extracted the following information from the answers given to reveal some interesting results. 27 of the participants were traveling for between 7 and 14 days, 23 were traveling for 15 to 45 days, 18 were traveling between 2 to 6 days and 9 of the participants were traveling in excess of 46 days. 9 of the participants travel most weekends.

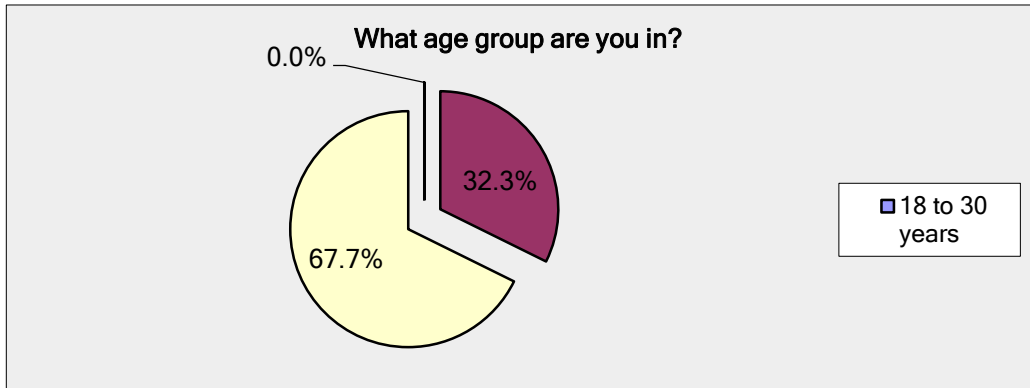
Figure 4.4 Response to number of days participants are travelling.



Question 5

What age group are you in?

Figure 4.5 Response to age group category.

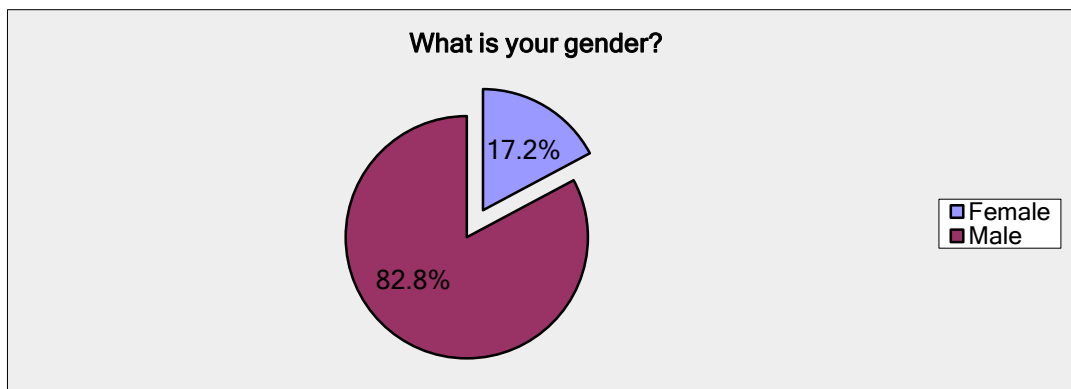


As expected the majority of participants 67.7 % are over 50 years of age. 32.3% are between 30 and 50 years of age, with no participants in the 18 to 30 age group.

Question 6

What is your gender?

Figure 4.6 Response to gender of participant.

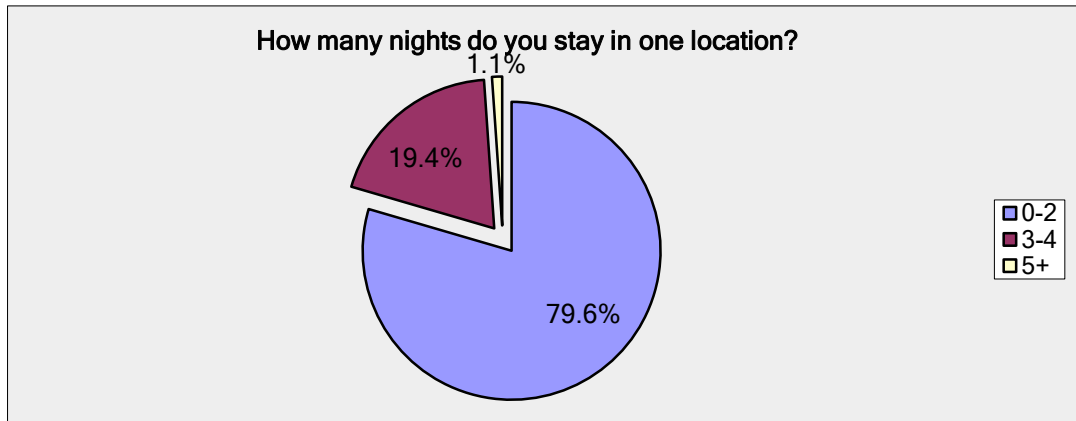


The majority and in this case 82.8% of Motorhome drivers are male, from observation the majority of drivers of Motorhomes are men with their partners taking the passenger seat.

Question 7

How many nights do you stay in one location?

Figure 4.7 Response to number of nights in one location.

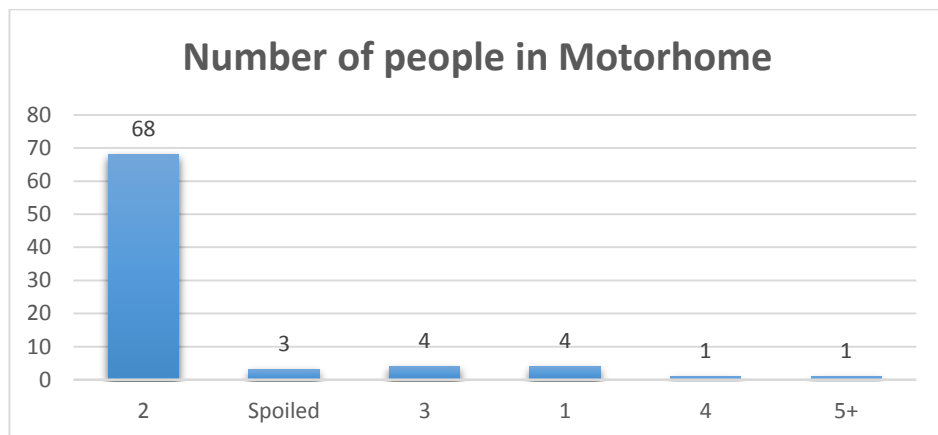


The majority off Motorhome users 79.57% only stay in an area for up to 2 nights, 19.35% staying for 3 to 4 nights. The research shows that only a small minority stay in an area for longer than 5 days.

Question 8

How many people in your group?

Figure 4.8 Response to number of people in Motorhome.

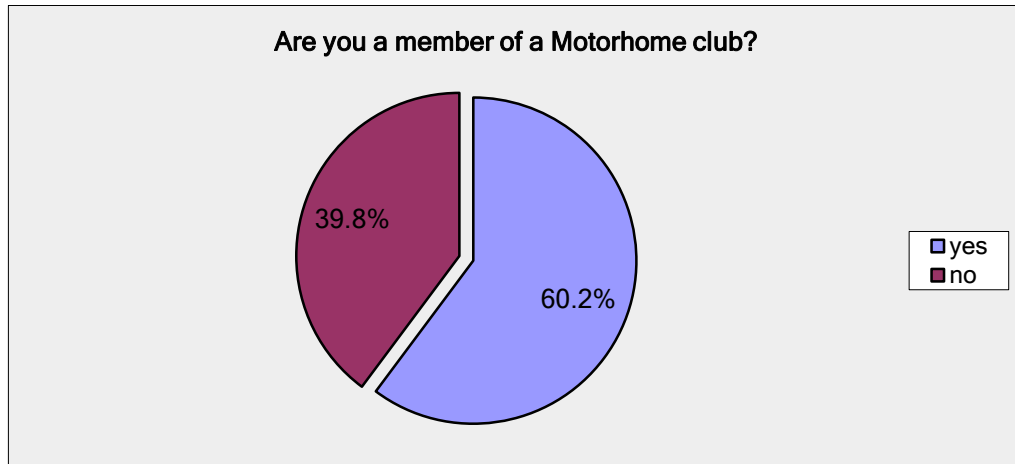


The majority of Motorhomers travel as a couple, this research captured 4 singles and just over 6 participants had more than 2 in their group.

Question 9

Are you a member of a Motorhome club?

Figure 4.9 Response to membership of Motorhome club.

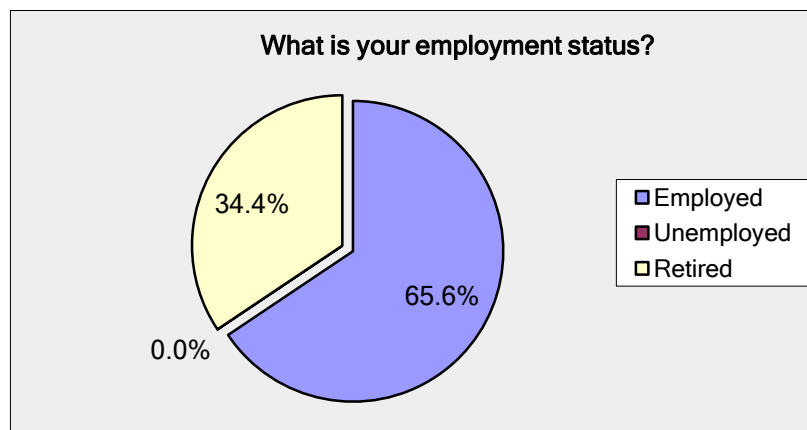


The majority of participants are members of Motorhome clubs, the reason for the large club membership could be attributed to the fact that they benefit from discounts when booking campsites, ferries, equipment in camping shops etc. Motorhome clubs are an efficient way to get information to this cohort of tourists and could be used by the service provider to promote their products.

Question 10

What is your employment status?

Figure 4.10 Response to employment status

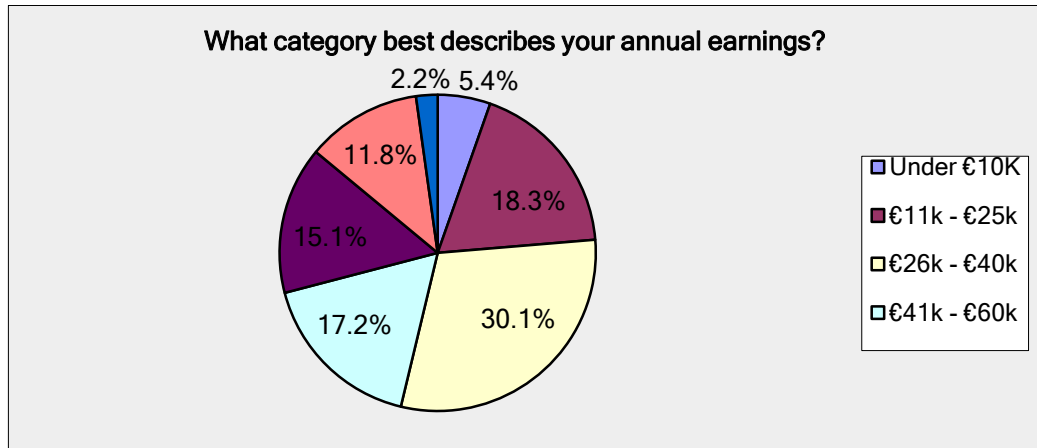


All participants in the survey are either employed or retired. The majority of participants 65.6 % are employed with 34.4% retired.

Question 11

What category best describes your annual earnings?

Figure 4.11 Response to annual earnings.

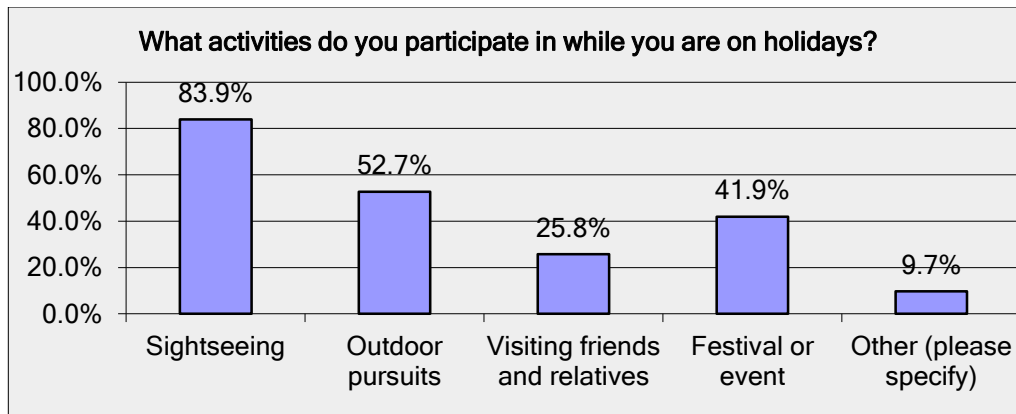


As illustrated above the participants show mixed income earnings, the majority 30.1% earn between €26,000 and €40,000, and a small minority earning in excess of €100,000.

Question 12

What activities do you participate in while you are on holidays?

Figure 4.12 Activities that Motorhome users participate in while on holidays.

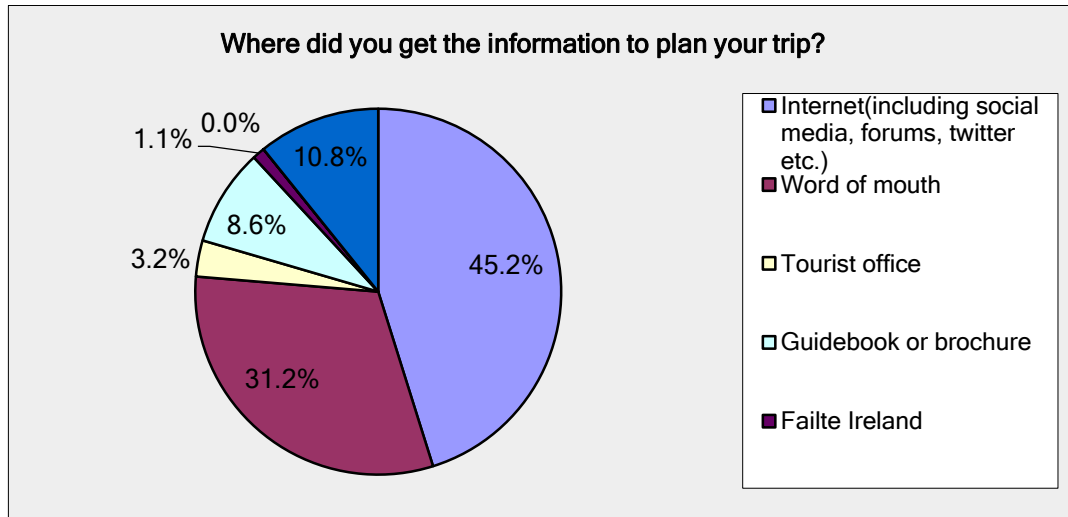


The most popular activity among the Motorhome user is sightseeing, chosen by 83.9% of participants. Over half of the participants 52.7% take part in outdoor pursuits, 41.9% take part in festivals or other events and 25.8% visiting friend and relatives.

Question 13

Where did you get the information to plan your trip?

Figure.4.13 Where participants got information to plan their trip.

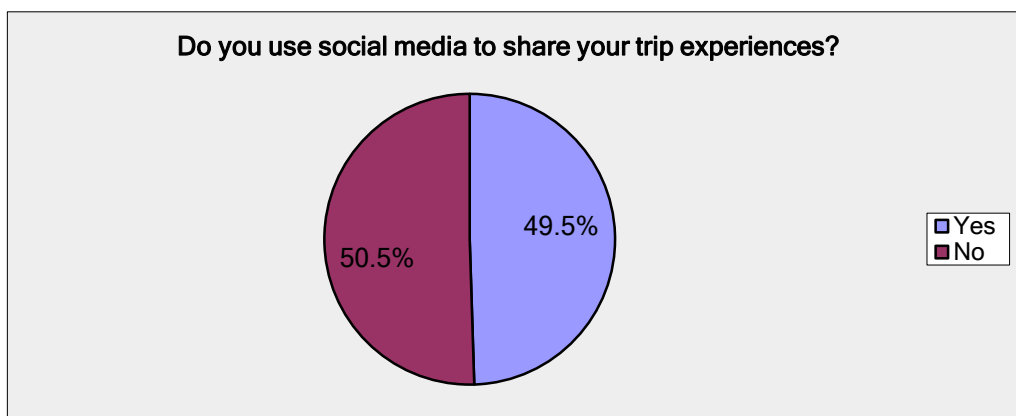


45.2% of participants use the internet to plan their trip, 31.2% use “word of mouth”. 8.6% use guidebooks and brochures with only 3.2 % using tourist offices and 1.1% using Fáilte Ireland. Participants that opted for the “other” option 10.8% mentioned sources that could be included in the internet category including forums and websites, some also advised using all of the options.

Question 14

Do you use social media to share your trip experiences?

Figure 4.14 Response to use of social media.

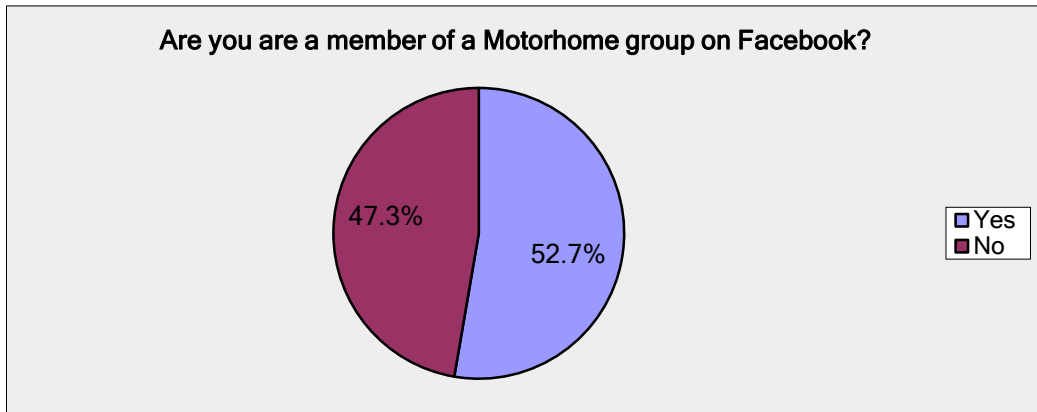


49.5% of Motorhome users use social media to share their trip experiences with others.

Question 15

Are you a member of a Motorhome group on facebook?

Figure 4.15 Number of participants that are members of a Motorhome group on Facebook.



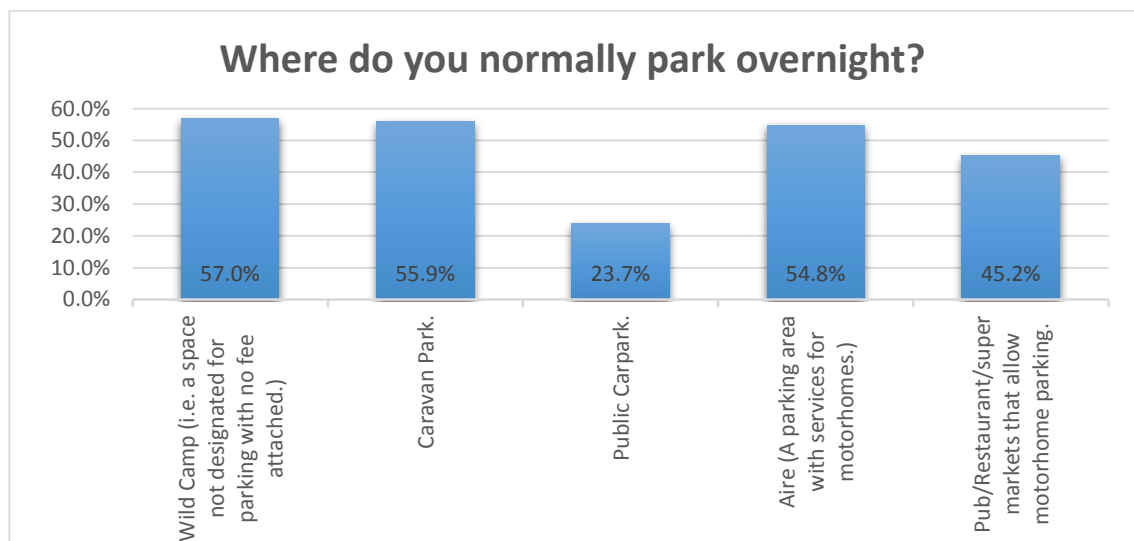
Over half 52.7% of Motorhome users are members of a Motorhome group on Facebook.

Question 16

Where do you normally park overnight?

This was presented as a multiple choice question as research shows that many Motorhome users use a variety of parking options.

Figure 4.16 Where participants normally park overnight.



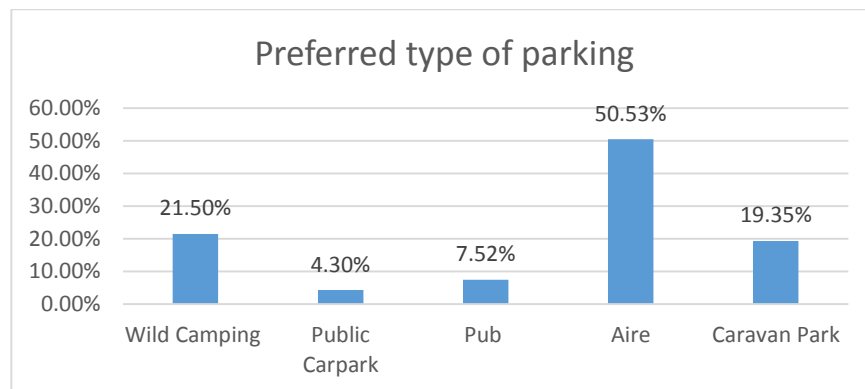
Over half of the participants 57% normally wild camp, 55.9 % normally park in campsites. 54.9% normally park in Aires but there are none available on this

route. 45.2% also use pubs and restaurants that allow Motorhomes to park overnight and only 23.7% use public carparks. Because of the multiple choice option many participants chose a number of options for parking and will use whatever is available, question 17 answers which option they prefer.

Question 17

From the list above please state your preferred type of parking?

Figure 4.17 Participants preferred type of parking.

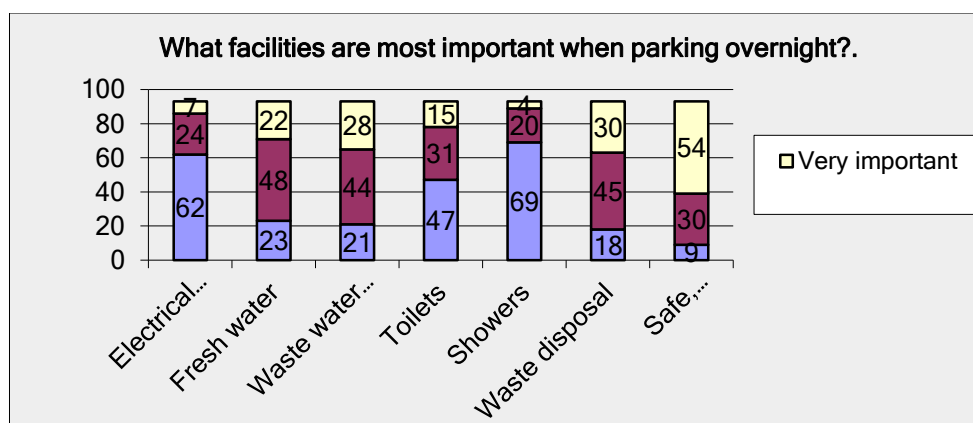


The majority of participants, 50.53% chose Aires as the preferred place to park, 21.5% chose wild camping, 19.35% chose caravan parks, 7.52% chose pubs and 4.3% chose public carparks as their preferred type of parking.

Question 18

What facilities are most important when parking overnight?

Figure.4.18 Facilities that are important to participants when parking overnight.

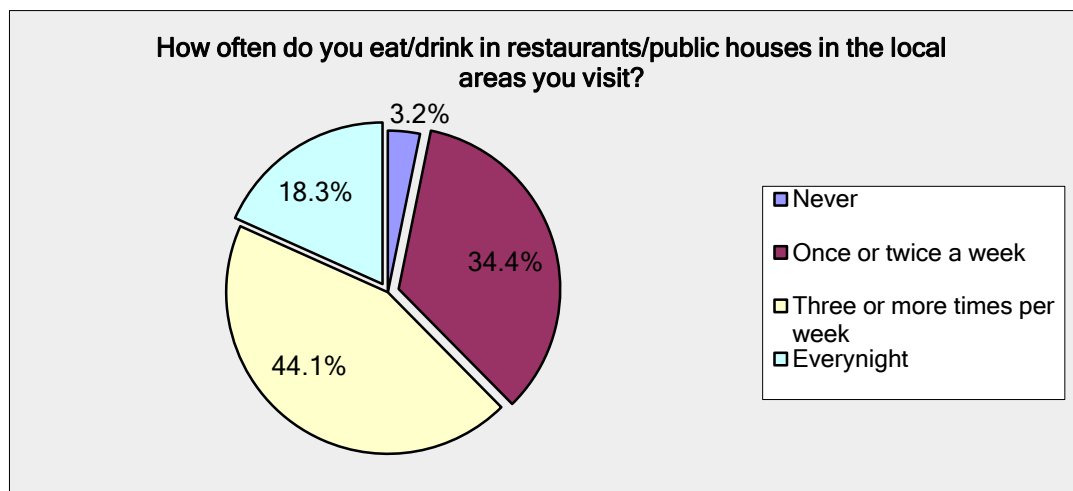


54 % of participants chose safe allocated parking as very important when parking overnight. Other facilities that were very important include waste disposal 30 %, waste water dump 28%, fresh water 22%. Only 15% scored toilets as very important and only 7% electric hook-up and 4% scored showers as very important. Important to the Motorhome user is water 48%, waste disposal 45%, waste water dump 44%, 31% describe toilets as important, 30% safe allocated parking and 24% electric hook-up. Facilities that are not important at all are rated as follows, 69% showers, 62% electric hook-up, 47% toilets, 23% freshwater, 21% waste water dump, 18% waste disposal and 9% safe, allocated parking.

Question 19

How often do you eat/drink in restaurants/pubs in the local areas you visit?

Figure 4.19 Responses to how often participants eat/drink in restaurants and public houses.

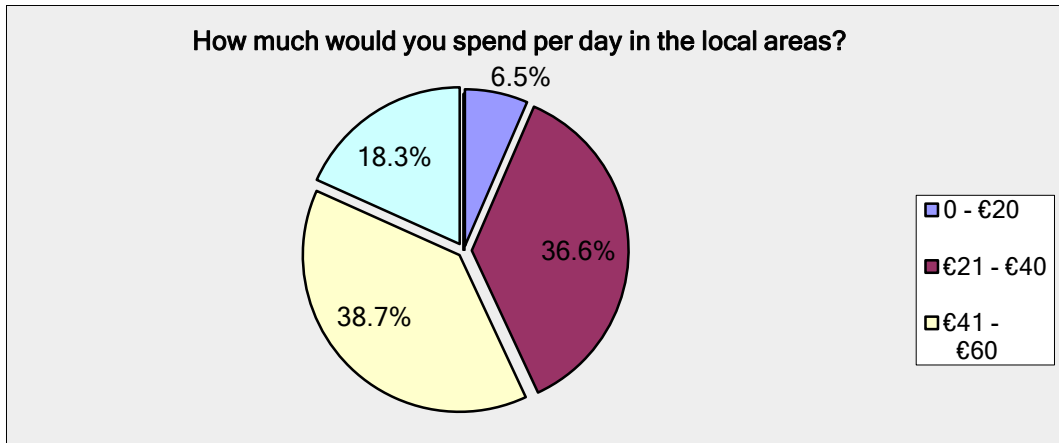


44.1% of participants eat/drink in public houses or restaurants 3 or more times per week, 34.4% once or twice per week, 18.3% every night and only 3.2% never eat or drink out.

Question 20

How much would you spend per day in the local areas?

Figure 4.20 How much participants spend per day in local areas.

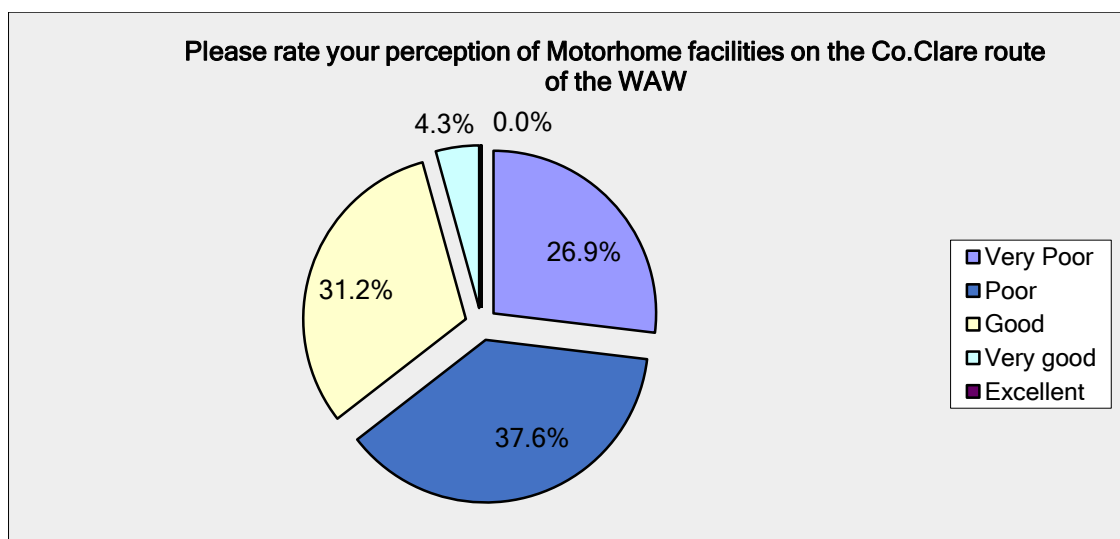


38.7% of participants spend €41 to €60 in the local areas, 36.6% spend between €21 and €40, 18.3% spend €60+, and 6.5% spend less than €20 in the local area. When this is considered with the data gleaned from question 7 measuring the number of days participants stay in the one area the author can assume that the Motorhome user can make a significant contribution to the local economy. The multiplier effect which confirms that an injection of extra income leads to more spending which creates more income will be discussed in more detail when analysing the participant survey element of the research.

Question 21

Please rate your perception of Motorhome facilities on the Co. Clare route of the WAW.

Figure 4.21 The perception of Motorhome facilities on the route.

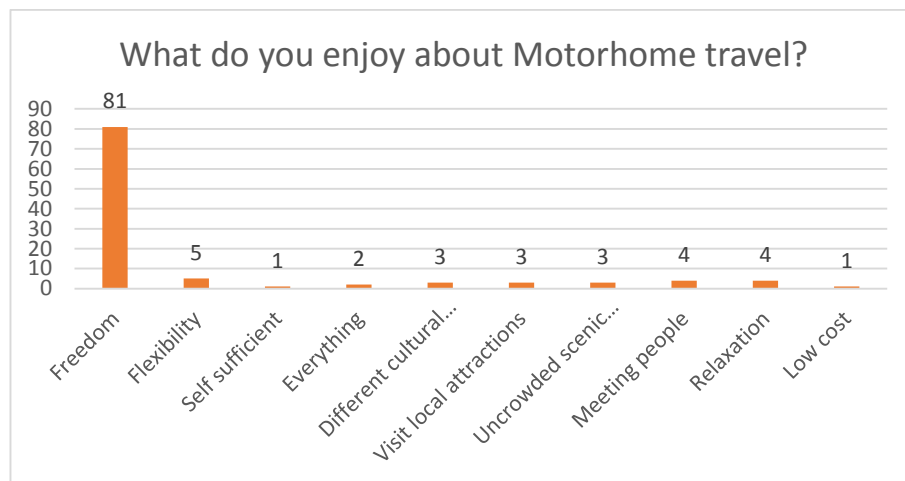


37.6 % of participants describe their experience of the WAW as poor, 31.2% described it as good, 26.9% as very poor and only 4.3% described it as very good.

Question 22

What do you enjoy about Motorhome travel?

Figure 4.22 Response to what people enjoy about Motorhome travel

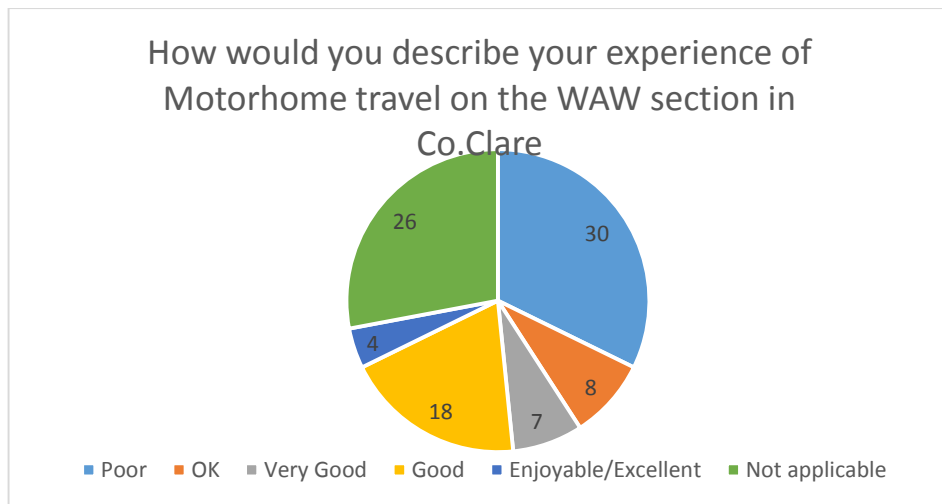


Overwhelming results to this open-ended question, 81% of Motorhome travellers enjoy the freedom that Motorhomes offer, freedom to travel where they want, to stay when they find a location that they want to enjoy and explore, freedom includes flexibility and self-sufficiency. Other participants also enjoy relaxing, meeting people visiting local attractions and experiencing different cultures.

Question 23

How would you describe your experience of Motorhome travel on WAW section of Co. Clare?

Figure 4.23 How participants describe their experience of Motorhome travel on the route.



There was a mixed response to this question and some of the responses were not relevant to the question asked. For those that did answer the question 30 had a poor experience, 18 had a good experience, 8 described it as good and 4 described it as enjoyable. Some direct quotes from the questionnaires are listed below:

Table 4.1
How participants describe their experience of Motorhome travel on the route.

Poor
<i>Poor. Uninviting, poor parking and an expectation that we "HAVE" to use campsites. I don't need campsites. I am independent for about three days before I need to refill my fresh water tanks and empty my waste tanks</i>
<i>"Very enjoyable despite the lack of interest by Local Authority/Council and Obstacles put in place to prevent Motorhome Tourism"</i>
<i>"Good, but overnight parking and rubbish disposal are hit and miss. Campsite owners are missing an opportunity to provide basic Aires for €5-10</i>
<i>"Poor. No facilities. Push Motorhomes into campsites where the owners do not want to be"</i>
<i>"Great views but poor choice of overnighting places. Feel unwanted"</i>
<i>Limited. Have stayed on a couple of campsites which are fine but not many parking facilities in towns, which means you often have to keep driving rather than explore a locality"</i>
<i>"Great views but poor choice of overnighting places. Feel unwanted"</i>

Good

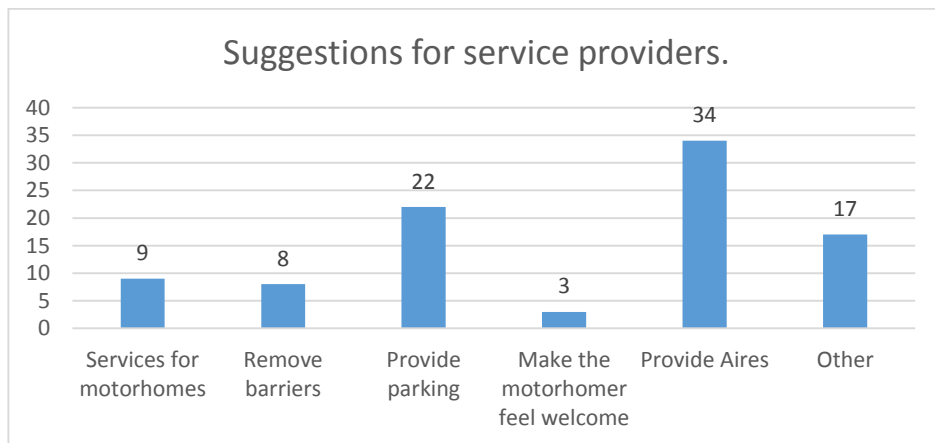
“Good experience, it is a fantastic place, and the people are generally very nice. Great restaraunts. very limited on Aires however, locals were very good at telling us where we could safely park overnight, Camp sites are generally of good quality in the area, only problem is there are so few of them. Big thing i noticed was the lack of official Aires”

Question 24

What suggestions would you make to service providers including local Authorities, campsites and public houses to improve your parking experience on the WAW?

For illustration purposes the author presents the main themes from this open-ended question in a bar chart as follows:

Figure 4.24 Suggestions for service providers



34 of the participants suggest the provision of Aires along the route, a further 22 suggest parking, 9 suggested services for Motorhomes and 8 requested the removal of barriers, while 3 suggested that the Motorhome user be made feel more welcome. Quotes from this question are also listed below;

Table 4.2 Suggestions for service providers

Parking Related Quotes

“Remove the height restrictions or provide adequate parking spaces for motor homes at the beaches and sites along the waw, campsites need to break down

pricing for individual services because not all campers require all services and sometimes only require individual services e.g. Grey water waste one price black water another electrical hook up another so literally campsite owners can provide spaces with no facilities just security it will save them money and draw a lot more business”

“Aires that are available on continent should be provided in every small town and village in Ireland. We are missing out on huge European market as they are reluctant to come as they know we have very few aires and feel we do not welcome Motorhome tourists”

“Aires are a great way for people to see your town and enjoy pubs and restaurants. Camp sites are too expensive and often too far from town”

“Remove the disgusting height barriers which prevent Motorhomes from parking to explore, Photograph, enjoy what an area has to offer, eg scenery, Restaurants, Pubs n Music etc.”

“We don't need much! Level parking space and a welcome for overnight, a bit more for longer stay. Both are needed and the first option would bring more business to pubs, hotels etc with very little extra investment. If services put in then can charge for these”

“Consult with Motorhome groups, a watertap and elsan dump point are all that are required. No hookup necessary. Campsites should consider aire services at reduced prices instead of alienating Motorhomers by bullying councils to hinder Motorhomers and try to force them to use campsites at outrageous prices with facilities that Motorhomes don't need. These are facilities required by caravanners.”

“Local Authorities should be encouraged to provide parking facilities near town centres for day trips / shopping. Camp sites should offer waste disposal for a fee for those not wishing to stay overnight”

Other Comments

“Think of Motorhomers they are growing in numbers”

“Campsites are generally good, however, they have a lot of influence on local councils to prevent pubs from allowing you park in their car parks, but the ones we did find were basic, but generally very good and safe”

“Don't need campsites as they offer much more than we need. Safe parking close to pub or restaurant gives us the chance to spend our money doing what

we like - eating out in good company. Paying a lot for a campsite drives us to eat in in the Motorhome”

Question 25

What services have you found on the route that may be of interest to other Motorhome users?

Many of the participants misunderstood this question, the author refers to the services for Motorhomes that may be of interest to other Motorhome users. The themes relating to this subject have been transferred into a pie chart for analysis purposes.

Figure 4.25 Services that maybe of interest to other Motorhome users on the route

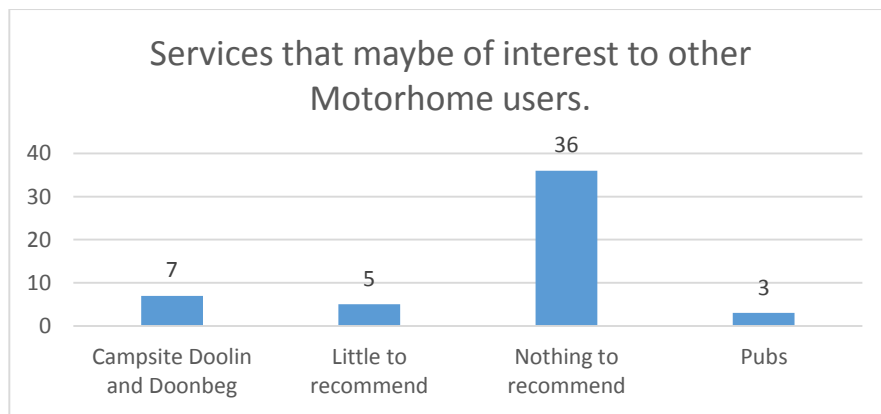


Table 4.3 Services that maybe of interest to other Motorhome users on the route

Recommendations
<i>“I was in Northern Ireland recently and they provide excellent services for Motorhome users I think southern authorities could learn a lot from them and I also recommend more southern campers to take a trip north”</i>
<i>“Waterways Ireland provide a fantastic service along the Shannon both for boat owners as well as camper owners but we need more I hope they keep up all there good work”</i>
<i>“All we want is safe welcoming parking facilitys. We do not need campsite facilitys unless travelling with family”</i>
<i>“Apart from Doonbeg and Doolan Campervans are not welcome in Co. Clare”</i>

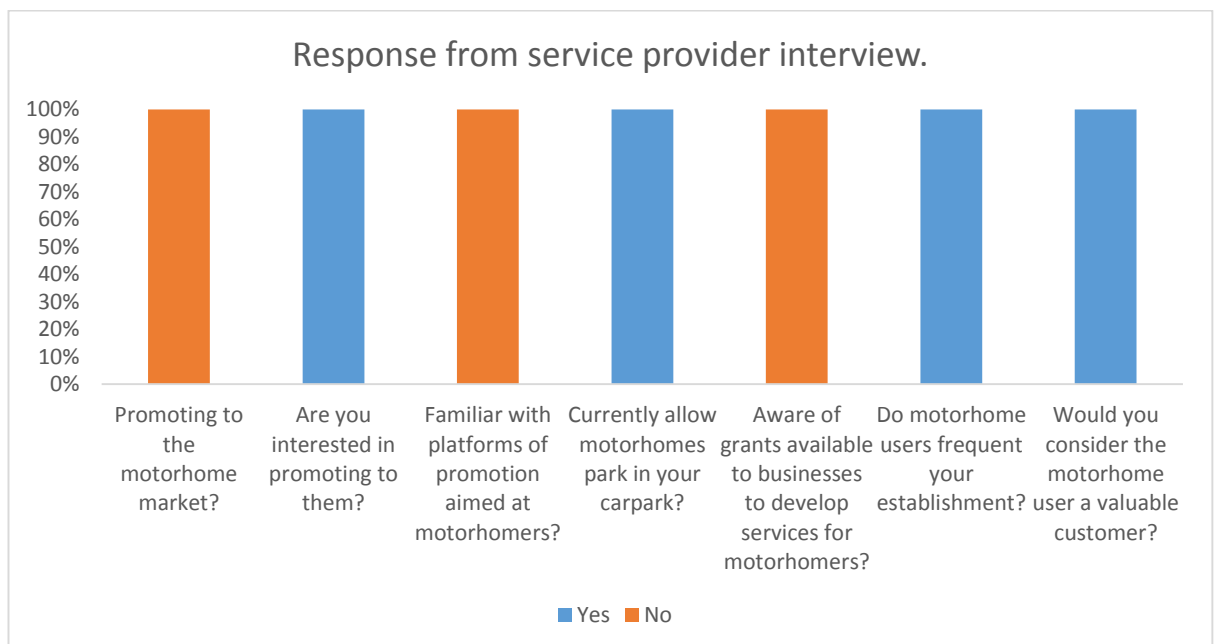
4.4 Results of Interviews to Service Providers

It should be noted that not all the pubs and restaurants on the route had adequate parking that could be made available to the Motorhome user, many of the service providers rely on street parking and car parks provided by local authorities. Four public houses are deemed suitable to provide parking for Motorhomes, questions presented can be viewed in Appendix VI. The data from the questions are presented in the bar chart below.

Table 4.4 Results of Interviews to Service Providers

	Question	Yes	No
1	Do you promoting your business to the Motorhome market?	0	4
2	Are you interested in promoting to them?	4	0
3	Familiar with platforms of promotion aimed at Motorhomers?	0	4
4	Currently allow Motorhomes park in your carpark?	4	0
5	Aware of grants available to businesses to develop services for Motorhomers?	0	4
6	Do Motorhome users frequent your establishment?	4	0
7	Would you consider the Motorhome user a valuable customer?	4	0

Figure 4.26 Response from service provider interview



Results from question 8, which is an open ended question is interesting because the service provider identified the country of origin for the Motorhome users that frequent their established as been from mainland Europe predominantly Germany, France and The Netherlands. Motorhome users (with the exception of one from Germany) from these countries were not captured in the questionnaire possibly because of the time of year. Further research should be carried out during the peak season of July and August.

The service provider in Ballyvaughan advises that many Motorhomers park along the pier in Ballyvaughan despite “*no overnight camping*” signs. She advises that these signs are to keep members of an ethnic minority that have traditionally caused problems in the area. She also advises that the barriers that are on many of the beaches along the WAW are necessary to keep this ethnic minority from parking in groups and for prolonged periods, they have in the past caused damage to public property and left large amounts of rubbish in parking areas. She advises that even though the barriers are a nuisance to many people who want to use the car parks including Motorhome users, school tours and adventure companies, they are necessary to keep this ethnic minority from entering and remaining for long periods.

4.5 Results of Interview to Local Authority

1. My research has identified the Motorhome user as a growing tourist niche are there plans for developing facilities for them?
Motorhomes would be included for consideration in any proposed new/upgraded parking plans.
2. What role does the Local Authority have in relation to parking?
Provision of public car parks where deemed necessary and associated by-laws and enforcement.
3. Are there any policies in place to facilitate Motorhome parking?
Not to my knowledge.
4. Many of the car parks on the WAW route are blocked by barriers and Motorhome users are not able to gain access, can you suggest alternative carparking?

Unfortunately this is a legacy issue and the use of barriers is constantly monitored. The alternative is to park legally as close as possible.

- Has there been any requests by Motorhome users or their representatives to provide Motorhome parking along the WAW route?

Not to my knowledge.

- Is it possible to have barriers removed if there were requests by MH users to use the carparks?

Unfortunately this is a legacy issue and the use of barriers is constantly monitored.

- Do you consider the Motorhome tourist as a valuable contributor to the local economy?

Yes.

- Are you familiar with facilities provided by local authorities in Cobh for Motorhome tourists?

No.

- Do you think the local authorities in Co.Clare would consider providing similar to the facilities provided in Cobh.

Not familiar with facilities mentioned, but Clare County Council would consider any submissions for improving public facilities.

4.6 Results of participant observation

Figure 4.27 Participant observation schedule

Date	Activity	Parking	Total Spent
14/04/2017		Parking in town, no overnight parking signs displayed.	
15/04/2017	Caving with Burren outdoor education Centre	Wild parking	€90.00
	Meal in local Restaurant		€90.00
16/04/2017	Walk and cycle in the Burren	Doolin Camping	€22.00
	Horse riding Doolin		€100.00

	Shopping in Ballyvaughan		€20.00
	Wall Climbing Lahinch		€20.00
	Drinks in local bar Doolin		€40.00
17/04/2017	Drinks in local bar Carrigaholt	Wild parking	€50.00
18/04/2017	Coffee in Kilrush		€15.00
	Diesel		€75.00
		Total	€522.00

Participant observation reveals the movement of a typical Motorhome user including participation in outdoor pursuits, shopping and eating and drinking in the local area, spending a total of €522.20.

4.7 Quotes from Facebook

Facebook is now a widely used platform for Motorhome users. Over the past four months the author of this research has monitored posts saving those that are deemed relevant to the overall aims and objectives of the research. These posts can be viewed in Appendix III.

The main themes of the posts include:

- Sharing Motorhome parking spots
- Sharing and recommending of pubs and restaurants that allow Motorhomes to park overnight
- Requests for information on parking spots
- Suggestions for improving services to Motorhome users

4.7 Conclusion

This chapter presents the findings collected through the questionnaires, interviews, participant observation and review of online posts on facebook. The data is presented in a number of formats including pie-charts and bar-graphs and the main themes are identified. These findings will provide a basis for the discussion following in the next chapter.

Chapter 5 Discussion

5.1 Introduction

This chapter examines the findings presented in chapter four and discusses them in relation to the literature review in chapter two and the overall research aims and objectives. Research on this cohort of tourist in Ireland was not found by the author so this research is possibly the first of its kind to glean trends on the Motorhome tourist in Ireland.

The questionnaire starts with some general questions to ease the participant into the questionnaire and give the author a perspective on the type of person that travels in a Motorhome. General questions about where the Motorhome user was from showed that 74% of the participants were from Ireland, 16% from Northern Ireland and 4 % stated they are from the United Kingdom.

A variety of different Motorhomes exist including Motorhomes that are factory built and those that are converted, i.e. vans that are bought and fitted with basic services including sleeping accommodation and cooking equipment. Owners of conversions may be more reliant on services provided by campsites as they do not always have showers and toilets fitted.

Although all of the Motorhome rental companies contacted for this research expressed a booming Motorhome rental market none of the Motorhomes captured in this research were rented, 100% of the participants own their Motorhome, as owners they are likely to return to this section of the WAW if they are satisfied with the facilities for Motorhomes.

The Motorhomers that were captured in the survey reveal that they travel frequently and sometimes for extended periods, the research reveals that when they are traveling they do not stay in the one area for long periods, 79.6% reveal that they only stay in the same area for up to two nights.

Similar to other research carried out the majority of participants, 67.7% are over 50 years of age, known in Australia as “Grey Nomads” and in North America as “Snowbirds”. 82.8 % of the respondents were male, with 68 of those surveyed

traveling as a couple, we can infer from these results that the majority of Motorhomes are driven by men with their partners often a woman in the passenger seat. This is in line with other research that is reviewed in chapter 2.

60.2% of Motorhome users are members of a club. There are many benefits to membership including contacts for vehicle maintenance and repairs, information on relevant legislation, discounts in shops and on insurance etc. Many members also use it as mode of communication, advising other members of parking places they have found on their travels.

5.2 Objective 1

“To assess the current facilities provided for the Motorhome tourist and identify gaps in the facilities provided and the facilities required”

The first objective was to investigate what parking facilities are available to Motorhome tourists along the route and what facilities are required identifying any gaps in facilities.

Research was gathered on the internet through the questionnaires and by traveling along the route over the Easter holidays to get a clear picture of the facilities that are available on the route. There are currently five campsites along the route, but the findings of this research show conclusively that the Motorhome tourist prefers to park outside of the traditional campsite. When asked where do they normally park at night 57% stated that they wild camp, this is parking in a space not designated for overnight parking with no fee attached. Spaces like this can include parking on the side of the road, lay-bys, piers, and parking spaces where no fee is applied, the image below identifies wild camping along the route between Fanore and Doolin.

Image 5.1 Campers and cars parked on open space between Fanore and Doolin. Saturday, 15/4/2017



The author was surprised to find that 55.9% stated that they normally park in caravan parks, the high percentage here could be attributed to the lack of alternative options available to the Motorhomer. When asked what their preferred type of parking was 47 out of the 93 participants chose “Aires”. An Aire as described in detail in chapter 2 is a designated parking facility for Motorhomes and can be found in abundance in Mainland Europe. 54.8% of Motorhomers state they normally park in Aires, this is not possible on this route as there are none, in fact there are only a small number of Aires in Ireland including Cobh, Co. Cork, Kilfinane, Co. Limerick, Portumna Co. Galway, and Carlingford Co. Louth. If “*Aires Ireland*” is searched in Google only Aires in Northern Ireland will be found, for the Motorhome tourist who has the freedom to travel where they want they will have to rely on “word of mouth” or contact local tourist offices to acquire information on the possibility of parking in areas they are interested in travelling to, interviews with the service provider in Ballyvaughan and Carrickaholt revealed that overnight camping signs can be ignored as they are only there to deter members of the Travelling Community from staying for extended periods.

Wild camping was the preferred type of parking preferred by 20 of the participants. Along the route there are a number of locations for wild camping however the majority of car parks at beaches along the route have had barriers installed similar to the one below at Spanish point.

**Image 5.2 Barrier at entrance to carpark in Spanish Point Saturday
15/04/17**



These barriers prevent Motorhomes from entering carparks even to park for a few hours and are a common feature on beaches on the route. 18 of the participants stated caravan parks are their preferred type of parking, along the route there are 4 caravan parks available to the Motorhome user, 7 prefer pubs for parking and 4 prefer public carparks. A popular parking space on the route can be seen in the image below which shows a number of Motorhomes parked to the left of the picture, in the public carpark in Doolin.

Image 5.3 Carpark in Doolin, Saturday 17/04/17



This is one of the few carparks on the route that do not have barriers at the entrance possibly because it includes parking for buses that are dropping off tourists who are taking the ferry to the Islands. The carpark adjacent to the pier has a barrier installed. When asked what facilities are most important when parking overnight 54 participants chose safe allocated parking as very important, 30 chose waste disposal, 28 waste water dump and 22 fresh water. 48 of the

participants chose fresh water as important, 45 chose waste disposal as important and 44 chose waste water dump as important. Facilities that were chosen as not important by high numbers of participants include showers, electrical hook and toilets.

5.2.1. Why is this analysis important?

Participants chose facilities that are provided by Aires as important. This provides conclusive results in terms of what Motorhomers want, the facilities that are provided by campsites were viewed as not important to the majority of participants as they have these facilities in their Motorhome.

5.3 Objective 2

“It will investigate the motivations for traveling in a Motorhome and the activities that this cohort of tourist participate in”

An open-ended question was presented here to allow the participants to give their opinion, the results are conclusive, 81 of the participants enjoy the freedom of traveling in a Motorhome. This is comparable to all the research done on Motorhome travel including Simeoni and Dal Maso (2016) discussed in chapter 2. Other participants mentioned relaxing, meeting people, visiting local attractions and experiencing different cultures.

When asked about the activities they participate in sightseeing scored highest, chosen by 83.9%. The promotion of this route has been a hugely successful marketing campaign for Fáilte Ireland and it is famous throughout Ireland and throughout our main tourists markets for its scenery, unspoilt landscape and outdoor activities. Over the Easter weekend alone 4 buses (in a 20 minute time frame) full of tourists from Mainland Europe pulled in on the hard shoulder along the route between Fanore and Doolin, to view the edge of the burren. Many of the small towns along the route have facilities for tourists including restaurants, public houses and shops but there at the scenic beach areas buses or Motorhomes cannot park.

Below is an image of the entrance to Fanore Beech, one of the most scenic beeches on the route with toilets and waste disposal facilities but blocked by a barrier.

Image 5.4 Barrier at entrance to Fanore Beach, Saturday 17/04/17



52.7% of Motorhome users participate in outdoor pursuits, many of the beaches on the route are popular with surfers and in Doolin when the questionnaires were distributed there were 4 campers parked on the pier with surfing equipment evident. Conveniently in Doolin parking is available but in other areas Motorhomes users are blocked by barriers preventing them from enjoying the local areas and contributing to the local economy

During the participant observation element of the research the author observed the family participate in horse-riding, caving and wall climbing. Other activities enjoyed by the Motorhome users include festivals and events and visiting friends and relatives

5.4 Objective 3

“To attempt to determine stakeholder’s perceptions of the Motorhome tourist”

The results of completing this objective revealed that of the 4 owners of public houses that were interviewed all 4 advised the author that Motorhome users do frequent their establishment and that they viewed them as valuable customers and allow them to park overnight in their carpark. They do not promote their business to them as a group and are not aware of any platforms that they could use. None of the owners were aware of grants that are available to service providers for developing facilities for this cohort of tourist. One of the owners in particular was very interested in further information on the grant scheme and suggested that it may be something that they would look into in the future. The image below shows this public house in particular, as well as the space shown in the image there is room for developing an area for parking Motorhomes behind the visible wall, this area could accommodate services including waste water disposal, fresh water and waste disposal.

Image 5.5 Public house in Ballyvaughan with space for Motorhome parking 16/04/17



One of the participants discussed at length the issue of barriers on so many of the carparks advising that they are necessary to stop members of an ethnic minority from staying in the carparks for extended periods.

The representative from Clare County Council that sent his reply to the questions via email rather than over the phone as the author had hoped, refers to “*legacy issues*” on the issue of barriers, he suggests parking “*close by*” as an alternative. He advises that “*Motorhomes would be included for consideration in any proposed new/upgraded parking plans*”. He also advises that Clare County Council would consider any submissions for improving public facilities.

5.5 Objective 4

“To explore the Motorhome tourist’s perception of the Motorhome facilities on the WAW route in County Clare”.

The majority of Motorhome users on the route perceived the facilities along the route as either poor, 37.6% or very poor, 26.9% and only 31.2% chose good and only 4.3% chose very good.

The author believes that clarification would be needed and to achieve this objective the participants were asked an open ended question about how they

would describe their experience of Motorhome travel on the route. There was a mixed response to this question 30 of the participants mentioned poor, 26 of the responses did not relate to the question, 18 described their experience as good. A number of the responses while mentioning that their experience was good they included that parking was lacking.

To further investigate the Motorhome tourists perception survey participants were asked what suggestions they would make to service providers and Local Authorities, although the author presents this in an open-ended question the answers were categorised into themes to make the analysis more comprehensive for the reader. 34 of the participants suggested the provision of Aires, 22 suggested parking, 9 requested services for Motorhomes and 8 requested the removal of barriers. This provides conclusive evidence that the Motorhome user perceives the parking on the route as inadequate. The provision of parking for this cohort should be a priority by the stakeholders if the economic benefits are to be harnessed.

Again, the participants were presented with an open-ended question to gain insights into their perception of services that may be of interest to other Motorhome users, 41 of the participants had little or nothing to recommend, 7 mentioned the campsites in Doolin and Doonbeg and 3 mentioned pub stopovers. For the stakeholders along the route this must be a disappointing analysis. Tourists leaving an area with nothing to recommend will not give a positive impression, if tourism is to grow in the area a review of services will need to be done and for this particular cohort the provision of parking should be a priority.

During the participant observation element of the research the author observed frustration by the family because they could not park at many of the beaches along the way because of the barriers.

5.6 Objective 5

“To explore the use of social media among the Motorhome tourist and suggest how service providers can harness this platform to promote their business”

To investigate this objective the participants were asked where they acquired the information to plan their trip. 42.5% of the participants advised that they used the internet to plan their trip and a further 10.8% used the “*other*” option, some of which could have been included in the internet option. If service providers are to increase their revenue from this tourist cohort it will be important to promote their product on the internet. Currently Motorhome facilities are not promoted outside of the traditional campsites but this research has revealed that there are other opportunities for overnight parking for Motorhomes, including the public houses that were interviewed, Doolin pier and Ballyvaughan.

31.2% of participants get the information through word of mouth, many through friends and Motorhome clubs and through talking to Motorhome tourists on their journey. It is important that all stakeholders ensure that the Motorhome tourist has a positive experience or they will be less likely to return to the area and will report their negative experience to other potential visitors. Only 8.6% of participants use guidebooks and brochures and just 3.2% use tourist offices.

Image 5.6 Parking on Howth Pier.



Source: Total Motorhome Ireland; Facebook.page. 23/04/17

When asked if they use social media to share their trip experiences the author was surprised that only 49.5% stated that they did. Research will confirm that Motorhome users are increasingly using social media to share their trip experiences, postings similar to the ones captured in image 5.6 and 5.7 can be

found on various Facebook groups providing valuable information to the user. When asked if they were members of a Motorhome group on Facebook 52.7% said they were, although not all members will contribute to this platform they will monitor it.

Image 5.7 Motorhome Parking Carlingford



Source: Total Motorhome Ireland; Facebook.page. 02/04/17

Image 5.8 Aire in Cobh



Source: Total Motorhome Ireland; Facebook.page. 24/04/17

5.7 Objective 6

“To investigate the potential economic value of the Motorhome user”

This research reveals that 65.5% of the participants are employed and 34.4% are retired. This information is valuable to the service provider as it confirms that the Motorhome user has significant spending power and is a potential revenue stream that is been overlooked. 30.1% of respondents earn between €26k and €40k, 17.2% earning between €41k and €60k and 15.1% earning between €61k and €80k.

When asked about how much they spend in the local areas 38.7% revealed that they spend between €41 and €60 in the local areas, 36.6% spend between €21 and €40, and 18.3% spend in excess of €60. This is a valuable revenue stream for rural economies, many parts of the WAW in Co. Clare have not been developed to the extent that other areas of the route have been, some areas including parts of Loop head do not have accommodation offerings for tourists and because the Motorhome user brings their own accommodation they can stay in an area for longer periods of time and contribute more than tourists that are just passing through.

The author was not surprised to find that 44.1% eat/drink in restaurants and public houses on their route between 3 and 4 times per week, this is valuable information to service providers who may be able to target this market with little or no investment. 34.4% of Motorhomers eat in public houses and restaurants once or twice a week, although not as valuable to public houses and restaurants as those that eat more than three times a week they will still make a contribution to the local economies and will still spend in shops and on activities.

During the participant observation element of the research the author observed spending in excess of €522.00 by a family of 5 during a 3 night trip along the route. This provides further evidence of the economic benefit of pursuing this niche market.

5.8 Emerging Themes based on 3 perspectives

Figure 5.1 The main findings of the research analysis.

Motorhome User	Service Provider/Owner Public House	Local Authority
Freedom Flexibility “Aire” type parking facilities Removal of barriers	Motorhome user valuable customer. Not aware of marketing platforms Not aware of grants	Legacy issues make barriers necessary. No immediate plans for providing parking.

5.9 Conclusion

This chapter has examined the findings of the research including the questionnaire, interviews and participant observation. An in-depth discussion on the research objectives is provided and the author is satisfied that the aims and objectives of the research have been satisfied and this is clearly outlined in the chapter. Although time constraints may have reduced the number of participants and captured less of the international market the author believes that the emerging themes based on the 3 perspectives as outlined in Figure 5.1 would be the same. It is the author’s contention that the results would have been similar if they were gathered from any portion of the route or all of the WAW route.

The findings sit comfortably with what the international published literature on the area already confirms i.e. that Motorhome travel is a growing worldwide phenomenon and it is not just a form of accommodation and transport, the Motorhomer wants freedom and flexibility and to gain economic advantage the minimum facilities that must be provided is parking. It is possible that service providers and planners do not understand the needs of this cohort of tourist and this research will inform them.

The chapter that follows provides fitting and relevant conclusions and closure to this piece of work providing the author’s recommendations for developing

services for the Motorhome user based on the research and literature review, it will also present recommendations for further study in this area.

Chapter 6 Conclusions, Recommendations and Personal Reflection

6.1 Introduction

This final chapter presents the overall conclusions and recommendations based on the research that has been gathered and analysed by the author. The research aims and objectives will be discussed and the author's conclusion will be provided. The author will identify gaps in current services and will provide recommendations for the service provider to fill these gaps. Finally areas for potential research will also be discussed.

Among the aims of this research was to investigate the Motorhome tourist traveling on the WAW. It examines the facilities they require, their motivations for traveling in a Motorhome, how they communicate with each other and their potential economic value to the areas they visit.

6.1.1 Objective 1

“To assess the current facilities provided for the Motorhome tourist and identify gaps in the facilities provided and the facilities required”

Following research into current facilities for Motorhome tourists on the WAW route in Co. Clare the author has drawn the following conclusions,

- There are only four designated Motorhome parking spaces on the route, during the participation observation element of the research 48 Motorhomes were counted along the route. When parked in Lahinch all Motorhome spaces were full at all times with empty spaces for cars in other sections of the carpark (blocked by a barrier), the author concludes that there is inadequate parking on the route.
- There are a number of campsites on the route but this research has shown that the Motorhome user does not want to park in campsites as they do not need the facilities they provide. The majority of Motorhome users want

facilities provided by Aires, the author concludes that the development of Aire type facilities are required on the route.

- For Motorhome tourists that want to wild camp there are few options, roads are narrow and piers and carparks have “no overnight camping” signs displayed or have barriers at the entrance. This research concludes that there is not enough wild camping places available to the Motorhome user.

Image 6.1 No overnight parking signs at Killkee carpark 18/04/17



Discover Northern Ireland have a dedicated Motorhome page promoting Aires in a number of locations (<https://discovernorthernireland.com/explore/aires-de-service>), in comparison Discover Ireland shows no results for Aires, one of the very few Aires in Ireland in Cobh Co.Cork is not listed. Fáilte Ireland need to include areas for parking on their website to help Motorhome users plan their trip.

6.1.2. Objective 2

“It will investigate the motivations for traveling in a Motorhome and the activities that this cohort of tourist participate in”

Motorhome users want freedom and flexibility on their travels, this iconic route offers some of the most scenic locations in Ireland but if it’s popularity is to grow it needs the essential components of a successful touring route including,

- Access to clean facilities and shelter,
- Facilities should be open and convenient to access,
- Enforcement of traffic regulations by police

Other Motorhome users enjoy relaxing and meeting other people, visiting local attractions and experiencing different cultures. By understanding their motivations service providers can adapt their product to suit their needs. Public houses provide the perfect environment to meet with other people and relax. For the overseas visitors it provides an experience of the Irish culture, providing information on visitor attractions will inform Motorhome users of what is available in the local communities.

Motorhome users are also interested in outdoor pursuits but along the route it is difficult for them to park at beaches to use them for walking surfing etc, because they are blocked by barriers.

Many Motorhome users enjoy parking in areas with other Motorhome users so they can socialise with each other, outside of the traditional campsite suitable areas are not available.

6.1.3. Objective 3

“To attempt to determine stakeholder’s perceptions of the Motorhome tourist”

The research provides conclusive evidence that the owners of public houses interviewed perceive the Motorhome user in a positive way, they identified the Motorhome user as a valuable customer.

The local authority representative considers them a valuable contributor to the local economy but has no knowledge of policies in place to provide parking for them.

One of the owners of the public houses mentioned unsociable behaviour by some members of the travelling community, the local authority representative mentions legacy issues and the author suggests that he is referring to the same issues. If there are legacy issues the author suggests that alternative action be taken other than installing barriers at the entrance to parking areas. Alternative measures could include paid parking, CCTV, privatise parking and permits for parking are

some of the options available, adherence to parking regulations must be enforced by local enforcement agencies.

6.1.4. Objective 4

“To explore the Motorhome tourist’s perception of the Motorhome facilities on the WAW route in County Clare”.

Many of the Motorhome tourists advised that they felt unwanted and unwelcome on the route, for anyone hoping to pull in and enjoy the coastline as they are touring, as many Motorhomers do this is not possible on the route because of the barriers.

On a positive note although their perception of the parking facilities on the route was poor many of them had good things to say about the people of Co.Clare, the scenery and the campsites.

6.1.5. Objective 5

“To explore the use of social media among the Motorhome tourist and suggest how service providers can harness this platform to promote their business”

Just under 50% of the Motorhome users use social media to share their experiences, these provide valuable information to other users about suitable parking locations that are not promoted on any other platform. Over 50% are members of Motorhome groups on facebook and although they do not contribute they are an information source, an opportunity exists for service providers to promote their business in this way. Many of the sites are happy to allow business to promote their overnight parking on the sites, particularly pub stopovers which is a growing trend among Motorhome users and provides a valuable parking opportunity when other parking is not available. Other alternatives need to be investigated, Image 6.2 is an example of alternative parking for Motorhomers, supermarket parking available in the UK.

Image 6.2 Free Motorhome hook-up at Tesco.



Source: Motorhome Pub Stopovers and Campsites UK; Facebook page 22/05/17

Screen shots from facebook have been used throughout chapter five and six in line with the themes uncovered by the research.

Image 6.3 Recommendation for a Pub Stopover.



Source: Motorhome Pub Stopovers and Campsites UK; Facebook page. 23/05/17.

6.1.6. Objective 6

“To investigate the potential economic value of the Motorhome user”

During the easter weekend 2017 the author counted 48 Motorhomes along the route. Spending €50 per day = €2,400 x €5 multiplier = €12,000 per day to the local economies. They already make a valuable contribution without any effort from stakeholders to attract them, if the services were put in place for them the author suggests that this contribution could increase significantly.

A high percentage of the questionnaire participants are retired, their retired status would suggest that they have significant spending power and have time on their hands to stay at destinations as long as they wish often extending their stay beyond the tourist season which is good news for service providers.

Interestingly very few participants from mainland Europe were captured, most likely because it was not a good time of year for them as they are more likely to arrive during July and August, but this means that those that were captured were from the domestic market and are more likely to be frequent visitors.

6.3 Limitations of Research

Whilst this research provides many insights into the Motorhome user it is subject to a number of limitations. Firstly, the issue of time constraints affected the selection of participants. If the research was carried out over the summer months more overseas tourists would have been captured. The service provider in Ballyvaughan identified Europeans as the most common Motorhome user in the Ballyvaughan area that frequent her establishment.

The validity of postings on facebook rely on the honesty and accuracy of the writer. Forums represent personal opinions of personal experiences and bias, therefore, may play a role in the posting.

Researchers need to have a more precise number of Motorhomes coming into the State, when providing statistics to government agencies the ferry companies include the numbers of Motorhomes coming in to the country with the number of caravans, this does not provide accurate information. Despite numerous emails

and telephone calls to the ferry companies they would not provide the author with a breakdown of numbers.

Overall, the author aimed to ensure that the quality of this dissertation was not affected by the above limitations and believes that the final piece of work is still one of importance and significance to all stakeholders. If nothing else, this work provides a foundation and starting point from which future research may emanate.

6.4 Recommendations for further research

Whilst the author acknowledges the need for further research in this growing but largely misunderstood market aspects of the market that would benefit from further research would include the following;

- There is a need to gain further knowledge into the relationship between the Motorhome user and local communities, how they are perceived by local communities and how they impact on these communities and the environment.
- All stake-holders need to get involved in policy-making and planning, this collaboration is necessary to ensure sustainable development of this market, image 6.4 is an example of what works in other areas, it shows a sign for Motorhome parking erected by a local community group,

**Image.6.4 Parking sign welcoming campervans, Kinlochleven
Scotland.01/05/17**



- Comparative studies need to be carried out, areas of similar characteristics in Motorhome friendly countries like France. Knowledge of how the Motorhome user has impacted on local communities will better inform the stakeholders in Ireland and Co.Clare.
- Further research is needed to understand how the tourism industry can maximise the benefit from this rapidly growing sector.

6.5 Recommendations for Motorhome Tourism

To improve the overall visitor experience and thus reap the ancillary economic social and environmental benefits, there is an urgent need for the amalgam of bodies private, public and voluntary to give serious consideration to the following recommendations of this study;

- As a touring route that is likely to get busier enforcement of parking regulations will be vital to sustainable development, parking needs to be provided and anyone involved in anti-social behaviour or abuse of parking regulations should be prosecuted.
- Purchase of a Motorhome is a significant investment, and could contribute to the price sensitivity of Motorhome users in terms of paying for parking. Campsite prices are aimed at users paying for all facilities. Campsites need to have a separate pricing plan to attract the Motorhome user, as with all commercial enterprises the product needs to fit with the consumer, this research has shown that the Motorhome user does not need the services provided by the traditional campsite. A payment structure that includes a fee for parking with an extra charge for services will fit better with the Motorhome user.
- When asked about requests for Motorhome parking on the route the representative from Clare County Council advised that he was not aware of any. Currently there are no plans in place to provide Motorhome parking in Co. Clare. Local Authorities need to develop a policy in relation to the provision of parking for Motorhomes. Development of Aires and a change in bye-laws to allow overnight parking is needed.
- Sustainable tourism is promoted by Motorhome clubs and should be further promoted by Local Authorities.

- Removal of barriers, paid parking implemented, including CCTV where necessary.
- If ticket machines are not feasible at locations, options to purchase tickets at a convenient location or on-line should be made available with non-display of tickets an offence. Image 5.2 is another example of a large carpark located in Spanish Point, again a barrier is installed, during the participation observation element of the research the driver of the Motorhome drove straight past Spanish point as there was nowhere to park. As well as a deterrent to Motorhome users these barriers prevent access by local adventure centres travelling in vans bringing equipment to the coast and bus companies from stopping over with tourists.
- Communication is key, debate of the issues between all stakeholders is necessary, particularly the issue of barriers along the route.
- Service providers should be made aware of grants that are available to provide facilities for this niche market.
- Popular tourist destinations like Loch Lomond National Park in Scotland allow wild camping in many areas, see Appendix.VI. A similar scheme could be introduced in Co. Clare where it is not feasible to install parking meters.

Image 6.5 Consideration of Motorhome parking by Local Authority in UK

 **Ian Curtis** shared a link to the group: Motorhome Pub Stopovers & Campsites UK.
2 hrs · 🌐

Interesting article



Moneymaking motorhome park being considered by South Lakeland District Council
A MONEYMAKING motorhome park is being considered by council bosses in South Lakeland as they look for ways to boost the authority's income.
NWEMAIL.CO.UK

👍 Like 💬 Comment ➦ Share

👍❤️ 50

View previous comments 3 of 13

 **Barbara Hince** It is frustrating to see so many potential parking areas empty overnight but the other side of the argument is by allowing over night parking it opens the door to those who "travel" and would then refuse to move on. The cost of dealing with this can be huge and difficult and has to be recognised when criticising Councils and others for trying to avoid this.
Like · Reply · 53 mins
↳ 2 Replies · 26 mins

 **Jacqui Chapman** I suppose there's always a worry that if height barriers are removed and overnighting allowed, the travellers could abuse the facilities.
Like · Reply · 42 mins

Source: Motorhome Pub Stopovers and Campsites UK; Facebook page 22/05/17

- Image 6.5 is an example of what Local Authorities could do to boost income, albeit in the UK it is something that should be considered in Co.Clare and Ireland.
- The barriers are not in line with the principles of sustainable development. Sustainable development has been defined in many ways in different countries but the most frequently quoted definition is from 'Our Common Future', also known as the Brundtland Report: "Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs".
- Motorhome friendly pubs in UK are promoting their business on Motorhome websites, Irish pubs could do the same.

6.6 Future Directions?

County Clare could lead the way in promoting the WAW as a destination for this segment. Because of our island status, a ferry is an ideal way to get here. In the government action plan for rural Ireland 2017 they state they are committed to growing tourism in rural Ireland by 12% to 2019, one of their key marketing initiatives is the WAW and the report includes the intention of developing and promoting activity tourism. On many parts of the route in Co.Clare there is no infrastructure to accommodate tourists staying overnight, Motorhome tourists are an ideal market for these areas as they have their own accommodation and this research has shown that they will contribute significantly to the local communities. Local Authorities are the agency responsible for delivery of this plan and a policy needs to be developed and communicated to all the stakeholders. Chairman of Phoenix Motor Home club advised the author that they have been in touch with Clare County Council many times requesting the removal of barriers but have had no success. One of the agents from Vanderlust a successful Motorhome rental company emailed this experience

“I set up the business in 2007 and the volume of Irish registered Motorhomes/ campers has increased dramatically, not to mention the tourists. Unfortunately as with every tourist product in Ireland there is no infrastructure put in place to service this market. I tried to get paid waste and fresh water systems in place in clare but the council didn't want to know. I also tried to get a municipal camping in place and all the council did was dedicate 4 car parking spaces for Motorhomes in the most unsuitable are of the prom in lahinch!!!”

Motorhomes are for touring and the WAW is ideally suited, however there is little or no research in the area with local government agencies ignoring the economic impact on towns and villages and lack of facilities to meet their needs. Niche markets like the Motorhome market are where the Irish tourism product can be expanded. Enterprising marketing strategies that target these niche markets will give businesses a competitive advantage. This research has shown that increasing this cohort and providing facilities for them would create more employment and stimulate the economies of rural areas.

6.7 Conclusion

This chapter presents the conclusions of the research project. Conclusions and recommendations are presented based on the findings of the research. Limitations of the research are discussed. This chapter identifies areas requiring further research. Finally the author presents a personal reflection discussing her experience and learning involved travelling this research journey.

While the author acknowledges the limitations of this piece of work it none the less provides a solid foundation for future or subsequent investigation. Here the author leaves the last word to the Gaelic Proverb **tús maith leath na hoibre**. A good start is half the work.

6.8 Personal Reflection

This was the authors first time to undertake a research project alone, previous educational undertakings had been completed as a group and the prospect of completing such a large volume of work solo appeared daunting.

Having changed research topics a number of times the final choice was made because it is a subject that holds significant interest for the author. Having travelled in a Motorhome for 20 years and worked in the hospitality industry for 25 years the author is acutely aware of the importance of attracting customers and providing a product that is desirable and if possible adapting the product to suit the customer's needs. Having observed that the needs of this cohort of tourist were not been met I was interested in researching what they require and if it was in the interest of local communities to make provision for them.

When preparing the aims and objectives for the research the author questioned the needs and motivations of the Motorhome user and the perspectives of the various stakeholders. The questionnaire was designed to answer the issues

raised in the aims and objectives. In hindsight some of the questions were too open to interpretation and the author would change some of the questions and shorten the questionnaire if creating again.

The time constraints led to the questionnaires been gathered over Easter weekend 2017. The summer months would have allowed many more participants to be captured on the route, in particular participants from mainland Europe which would have provided more conclusive results. This market would be more familiar with the facilities provided by Aires that are not commonly available in Ireland and not at all in Co.Clare.

The author found it intimidating to approach Motorhomes alone however after 3 or 4 participants were captured confidence was gained as conversations took place and participants were very receptive and interested in contributing. This was more time consuming than expected. Nonetheless, the author should have arranged an extra person to accompany her in distributing and gathering the questionnaires.

Overall, the author gained valuable experience in completing the research project. It was both demanding and rewarding. It is the author's opinion that this research will inform the stakeholders of the value of this niche market and the investment opportunities that are available for developing facilities for them. Co.Clare has a lot to offer the Motorhome tourist in terms of outdoor pursuits, sightseeing and opportunities to immerse themselves in local hospitality and culture. The Motorhome tourist has a lot to offer the service provider by making a significant contribution to local economies. The author hopes that this research will narrow the gap in the divide that exists between the Stakeholders and Motorhome users in terms of understanding each other's needs. Following recent conversations with non-Motorhome users who were surprised at the revelation that Motorhomes contain a shower, the author concludes with some images of a typical motorhome.

Image 6.6 Motorhome



Source; WWW.Celticmotorhomes.ie.

Image 6.7 Internal image of Motorhome



Source; WWW.Celticmotorhomes.ie.

Image 6.8 Internal pictures of Motorhome



Source; WWW.Celticmotorhomes.ie.

The images illustrate what many non-Motorhomers don't know, Motorhomes are a home away from home, all that's required is a safe place to park.

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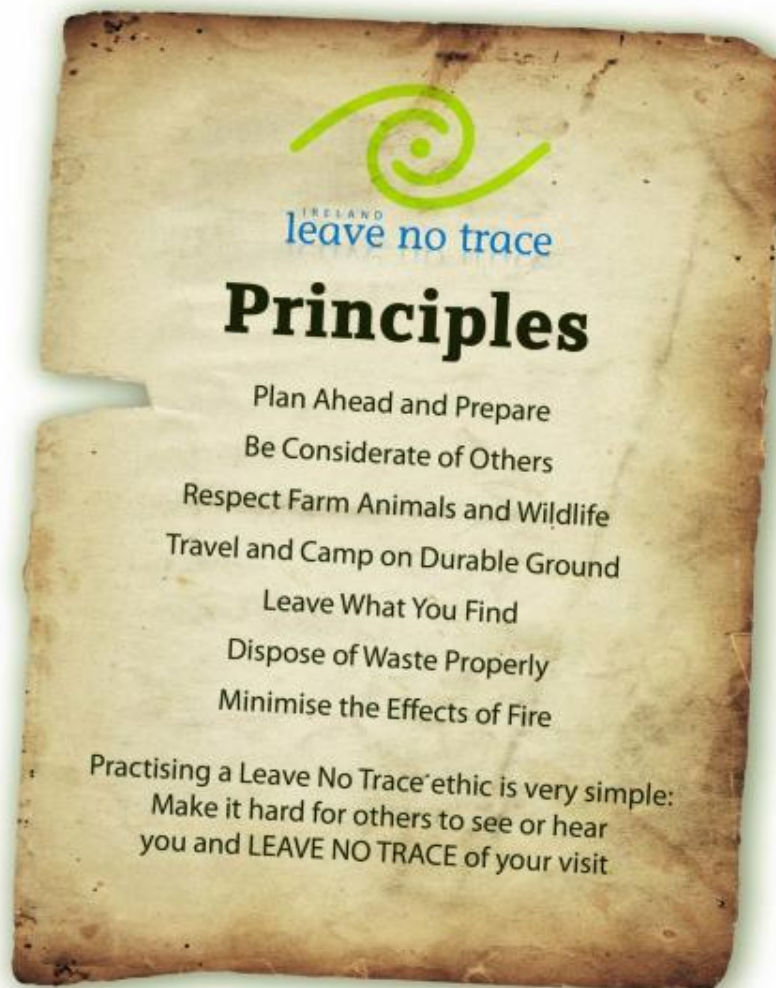
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APPENDIX I – Leave no trace.



At the heart of Leave No Trace are 7 principles for reducing the damage caused by outdoor activities.

Plan Ahead and Prepare

- Before you go check, where possible, if access is allowed and your activity is permitted in the area you wish to visit.
- Respect any signs, regulations, policies and special concerns for the area that you wish to visit. Permits may sometimes be needed for activities on public lands.
- Where possible travel by public transport or share cars; consider the availability of parking.
- Ensure you have the skills and equipment needed for your activity and to cope with emergencies that could arise.
- Check the weather forecast and always be prepared for changing weather conditions.
- For environmental and safety reasons, and to minimise your impact on other users, keep group numbers small; split larger parties into smaller groups.

2

Be Considerate of Others

- Respect the people who live and work in the countryside.
- Park appropriately - avoid blocking gateways, forest entrances or narrow roads. Remember that farm machinery, local residents and the emergency services may need access at all times.
- Take care not to damage property, especially walls, fences and crops.
- Respect other visitors and protect the quality of their experience.
- Let nature's sounds prevail. Keep noise to a minimum.

3

Respect Farm Animals and Wildlife

- Dogs should be kept under close control and should only be brought onto hills or farmland with the landowner's permission. Some public areas stipulate that dogs must be kept on a lead at all times, please adhere to local guidelines.
- Observe wild animals and birds from a distance. Avoid disturbing them, particularly at sensitive times: mating, nesting and raising young (mostly between spring and early summer).
- Keep wildlife wild, don't feed wild animals or birds - our foods damage their health and leave them vulnerable to predators.
- Farm animals are not pets; remain at a safe distance.

4

Travel and Camp on Durable Ground

Durable ground includes established tracks and campsites, rock, gravel, dry grasses or snow.

In popular areas:

- Concentrate use on existing tracks and campsites.
- To avoid further erosion, travel in single file in the middle of the track even when wet or muddy.

In more remote areas:

- Disperse use to prevent the creation of new tracks and campsites.
- Avoid places where impacts are just beginning to show.

If camping:

- Protect water quality by camping at least 30m from lakes and streams.
- Keep campsites small and discreet.
- Aim to leave your campsite as you found it, or better.

5

Leave What You Find

- Respect property. For example, farming or forestry machinery, fences, stone walls etc. Leave gates as you find them (open or closed).
- Preserve the past: examine - without damaging - archaeological structures, old walls and heritage artefacts e.g. holy wells, mine workings, monuments.
- Conserve the present: leave rocks, flowers, plants, animals and all natural habitats as you find them. Fallen trees are a valuable wildlife habitat; do not remove or use for firewood.
- Avoid introducing non-native plants and animals e.g. zebra mussels in rivers and lakes.
- Do not build rock cairns, structures or shelters

6

Dispose of Waste Properly

- "If You Bring It In, Take It Out" - take home all litter and leftover food (including tea bags, fruit peels and other biodegradable foods).
- To dispose of solid human waste, dig a hole 15-20cms deep and at least 30m from water, campsites and tracks. Cover and disguise the hole when finished.
- Bring home toilet paper and hygiene products.
- Wash yourself or your dishes 30m away from streams or lakes and if necessary use small amounts of biodegradable soap. Bring home any solids and scatter strained dishwater.
- For more information on sanitation in the outdoors read the "Where to go in the outdoors" leaflet

7

Minimise the Effects of Fire

- Fires can cause lasting impacts and be devastating to forests, natural habitats and farmland. Therefore when camping use a lightweight stove for cooking.
- Where fires are permitted: Use established fire rings, barbecues or create a mound fire.
- Keep fires small. Only use sticks from the ground that can be broken by hand. Do not use growing vegetation for use as firewood.
- Avoid burning plastics or other substances: which emit toxic fumes.
- Burn all fires to ash, put out fires completely, and then scatter cool ashes.

APPENDIX II – Informal Conversations

Informal Conversation with Garda

Why are there so many barriers installed at car parks? To prevent a small minority of people that will enter a car park and get involved in unsociable behaviour.

What are the problems with wild camping? No problem if no damage is caused, and not causing an obstruction.

Where is not illegal to park? Where there is no signs or no yellow lines.

Informal Conversation with Chairman of Phoenix motorhome club

Need for facilities similar to Cobh, new motorhome parking, similar to Aire.
Increased number of spaces since 2014

Cobh introducing by-laws to control motorhome parking laws, not allowed use seating, awning, hang clothes etc. once voted in appropriately traffic warden will ensure compliance.

Kinsale and Youghal local council looking to provide similar facilities to those in cobh.

Parking areas to include CCTV.

Statistics along WAW, 2,500.00 miles, no motorhome parking. Comparison Bavaria 450 miles and has 19 locations for motorhome parking.

Galway Harbour Parking-City Council complained about parking, planning permission advised that any vehicle can park but they had to stop providing electricity.

Complaints from existing caravan and camping park owners.

Owners in Cobh also complained, anti competitive measures, not entitled to complain, anti eu competitive, no grounds to stop it, different product, no pitches. Could provide parking in carpark with the option to use services inside the gate.

APPENDIX III – Facebook Posts.

Posts from motorhome related facebook pages including;

- Total Motorhome Ireland
- Motorhome Friendly Locations Ireland
- Motorhome Pub Stopovers & Campsites UK
- Wild Camping Ireland



Terry Chapman ▶ **Total Motorhome Ireland**

10 hrs · 📍

Thanks for adding me Jim McCormick, we have trip planned in August following on from last years trip to Killarney and the ring of Kerry. Pictured here at Sneem.



4
D+

 **Justin Kavanagh** ▸ motorhome friendly locations Ireland
18 hrs · Galway · 

Portumna



12
2

 Like  Comment

2

 **Jacqui Shaw** shared a Page to the group: Motorhome Pub Stopovers & Campsites UK
6 hrs · 

2

Stopped off here for lunch on Saturday, the owner/chef was quite the character, the food was brilliant and good portions. Got into a conversation about the motorhome and he would be more than willing to have stopovers in return for trade. They've only been open for 4 months so hoping to get as much trade as possible. Large, level, tarmac car park. Very quiet village location and bordered by trees and the churchyard so no noisy neighbours!





Star and Garter
Restaurant




46 Likes
23 talking about this

 Like Page

2

 **Frank Harty** Single peninsula is amazing...go to Castlegregory (16 mps westerly of Tralee)..Ned Natterjacks pub does great food and if you eat or drink there,you can stay free in their car park..its near the finest beach you will see..

Like · Reply ·  1 · 7 April at 17:41

 Write a comment...  



Ian Curtis shared a link to the group: Motorhome Pub Stopovers & Campsites UK.

2 hrs ·

Interesting article



Moneymaking motorhome park being considered by South Lakeland District Council

A MONEYMAKING motorhome park is being considered by council bosses in South Lakeland as they look for ways to boost the authority's income.

NWEMAIL.CO.UK

Like Comment Share

50

[View previous comments](#)

3 of 13



Barbara Hince It is frustrating to see so many potential parking areas empty overnight but the other side of the argument is by allowing over night parking it opens the door to those who "travel" and would then refuse to move on. The cost of dealing with this can be huge and difficult and has to be recognised when criticising Councils and others for trying to avoid this.

Like · Reply · 53 mins

2 Replies · 26 mins



Jacqui Chapman I suppose there's always a worry that if height barriers are removed and overnighting allowed, the travellers could abuse the facilities.

Like · Reply · 42 mins



Max Bacon ▶ **Motorhome Pub Stopovers & Campsites UK**

22 hrs · Cornwood, United Kingdom · 🇬🇧

Well who would have thought it, free electric hook up in Tesco Car Park.



Marty Pelan

6 April at 23:35

Hi All, any advice on good overnight stops near Dalkey and Glendalough Wicklow ? Thinking of a visit this weekend. Thanks in advance.

👍 Like

💬 Comment

👍 1



Mary Collier Free overnight MH parking at Glenmalure Lodge near Glendalough & Howth harbour in Dublin



Glenmalure

4.7 ★ · Landmark & historical place

Drumgoff, Rathdrum, Glendalough, Wicklow, Ireland



Glenmalure Lodge

4.8 ★ · Restaurant

Glenmalure, Rathdrum, Wicklow, Ireland

Like · Reply · 👍 1 · 7 April at 07:24



Ken Turner

6 April at 03:43 · Kilsby, United Kingdom

Would be a nice idea if all the pubs that except overnight stops could have a sign outside, similar to the ones used in Europe to show aires .. or your own symbol..



Mary Collier

2 April at 17:00 · Carlingford

MH parking Carlingford €10pn inc toilets & showers



Tegan Webb

24 April at 17:04 · Cobh

Cobh free campervan parking! Super close to the train station and town. Thanks for the tip

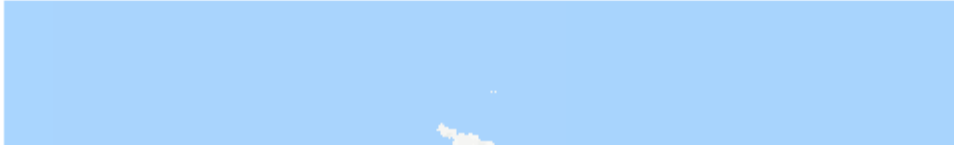




Hilary Cowley 😊 feeling excited.

Yesterday at 15:46 · Egremont, United Kingdom

Ferry all booked and planning to do the WAW end of May any recommendations for stopover places please



Tegan Webb

23 April at 17:03 · Dublin

Howth middle pier. Thanks for the tip to stay here overnight, was a great spot and easy to catch the dart train into Dublin.
Does anyone have any tips for wild parking in Kilkenny, Cork and Killarney?

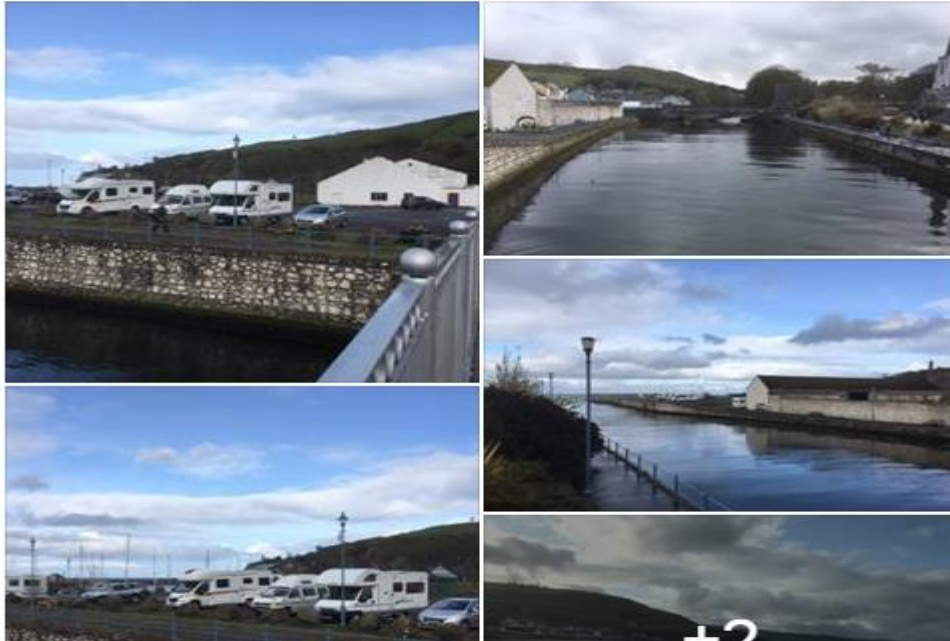




Paul Doherty

18 April at 00:12

Easter Sunday stop in Glenarm, on round the coast from Cushendun.
Great wee spots on our doorstep ! With the wifey 🙌 Carol Wilson Doherty



PINNED POST



Pat Walsh

8 April at 23:01 · Tipperary

Welcome to our group, please inform us all of your wild camping spots, feel free to review the spot and add some pictures, get involved in camping discussions but please no heated arguments, no selling of vehicles allowed but some selling of camper equipment and services is allowed, no non camping/camper related items to be advertised, and if you are a shop you must offer members a discount, but don't repost the items more than once a week, enjoy the page, but we reserve the right to delete posts that break the rules or that are out of order,

👍 59

1 Comment

👍 Like

💬 Comment

Motorhome friendly locations Ireland

3

1

20+

13

a...

Az Murray 24 April at 22:52

Hi guys anyone got info on camper parking in and about inchydoney hoping to get down there the weekend TIA
Az

Like Comment

4

View 2 more comments

Kieran Higgins There is free parking in tots pub car park in Ballygurteen.the lady there is Carmel.Mob.086 325 6772
Like · Reply · 4 hrs

Az Murray Cheers
Like · Reply · 2 hrs

Write a comment...

Nora O'Sullivan 5 hrs

I like this site.
Moycullen will let you park at An Furean overnight. Not on a Thursday night as MARKET DAY on Friday.
We have stayed over night in the following places.... [See more](#)

Like Comment

10

Robin Baldwin Carrowniskey is beautiful, there's a tap by the containers.
Like · Reply · 3 hrs

Write a comment...

Marie Loftus shared a link.
3 hrs

<http://www.mayo.ie/connect/who-we-are/mayo-day-2017>
If you're looking for something to do...and you can park along the river at the Cathedral, at The Quay, at the town Park on Sligo rd...just to mention where I have seen folks park.



Lorraine Redmond

14 hrs

I want to ask if anyone has been to kilmore key in Wexford lately as most of the spots have been done away with and now have a field open for camper vans just wondering if they have fresh water and disposal areas really want to get away close to home with kids while husband is working but as it would be me and kids in camper would like to have some services for the money they charge don't mind the not having showers and toilet plus we do love the area

Like Comment

3



Kevin Moloney I'd be interested to know about this field also.

Like · Reply · 2 hrs



Write a comment...



Richard Barratt-Atkin

2 May at 16:02 · Galway

Parked up at Portumna, great facility, if any councils read this take note this is how it's done, what are we going to do here? We are going to town for dinner and a few pints and therefore boosting the local economy, there are seven campers here that would certainly not be here without a quality Aire, it's not difficult is it? Oh and I shall be buying my black pudding and sausage museli in the morning at the shops to!



Like Comment

110

View 11 more comments



Margaret Mahony Totally agree.did same at weekend in kenmare and sneem.so it would be great if council would provide more places for us to park

Like · Reply · 14 hrs



John Cooley We were in Inistoige last weekend, Over 120 motorhomes stayed for three nights. We doubled the population of the village overnight. Three pubs full every night and the restaurant couldn't keep up with demand. A queue in the local shop all day. 74 people payed for a walking tour around the village. Everyone topping up with diesel etc,etc. I wonder how much we contributed to the local economy. I seen a photo of a height barrier sign down near the river on Facebook today.Mabye that might go now.

Like · Reply · 2 hrs



Kenneth Kelly replied · 1 Reply

We toured the Inishowen Peninsula this last weekend - fabulous views, lots to see. Our wild camping spot at Doagh Famine Village near Malin Head was a lucky find - fabulous spot and no one bothered us



Gaz Vogan shared his post.

15 hrs



Gaz Vogan

18 May at 11:29

****Calling all TOURISM BUSINESSES and Campsites!**** - GRAB your FREE or FEATURED AD LISTING here! Do you have a Niche product or service? We are working hard to promote Northern IRELAND'S hidden gems to OTHER COUNTRIES! Check out some of our existing advertisers



Camping NI :: Camping and Caravanning in Northern Ireland

Established in 2011 - Camping NI is the only tru...

CAMPINGNI.COM



Blakely Clarke Anderson shared Fiona Anderson's post.

20 May at 18:02

Tullagh Bay Donegal beachside





Blakely Clarke Anderson

20 May at 11:40



Tremone Bay Donegal Room for a couple of Motorhomes



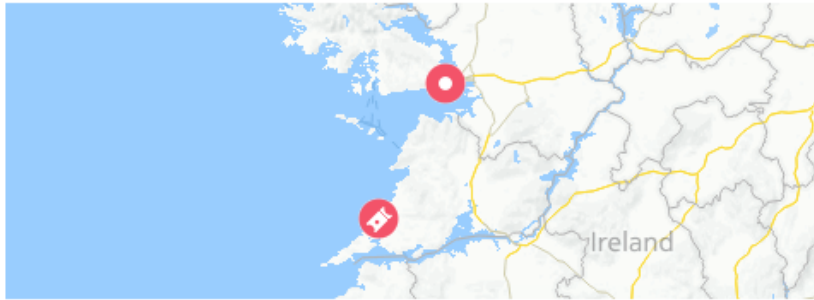


Martina Fallon looking for recommendations.

18 May at 16:56 · Great Harwood, United Kingdom

Hi

I'm looking for recommendations please! We are travelling over from England (I'm Irish 🍀 😊) early June. I have contacted a site near Galway for info and was told it is €32 per night! Is this usual? Do all sites charge this. Just need to be prepared 😞 Seems expensive. We would like to stay near Galway city for a couple of nights and then move on to Connemara. Thanks in advance! 👍



Looking for

Recommendations

2 people recommended 2 places



Ruthelaine Bell

17 hrs · Donaghadee, United Kingdom

Lovely weekend at the commons Donaghadee



👍 Like 💬 Comment



Mary Jones

23 hrs · Bangor, United Kingdom

New motorhomes on their way to Ireland at Holyhead port,x



Like Comment

53

View 7 more comments



Damien O'Connor Celtic Campervans are expecting a lot of new stock. Maybe theirs?

Like · Reply · 1 · 14 hrs

Chat (3)



Like Comment

82

View 11 more comments



Justin Kavanagh

21 May at 22:35 · Bealaclogga



Bell harbour co Clare



APPENDIX IV - Itinerary of trip for participant observation

Diary of Trip

14th April, 2017

Arrive Ballvaughan at 10.00pm park on Pier one mile from entrance to town.

15th April, 2017

Book into Burren Outdoor Education Centre.

Date	Activity	Parking	Total Spent
14/04/2017		Parking in town, no overnight parking signs displayed.	
15/04/2017	Caving with Burren outdoor education Centre	Wild parking	90.00
	Meal in local Restaurant		90.00
16/04/2017	Walk and cycle in the Burren	Doolin Camping	22.00
	Horse riding Doolin		100.00
	Shopping in Ballyvaughan		20.00
	Wall Climbing Lahinch		20.00
	Drinks in local bar Doolin		40.00
17/04/2017	Drinks in local bar Carrigaholt	Wild parking	50.00
18/04/2017	Coffee in Kilrush		15.00
	Diesel		75.00
		Total	522.00

Images of Trip.



Overnight parking Ballyvaughan 14/04/2017



Overnight parking Carricaholt 16/04/2017

Some of the many barriers along the route that prevent motorhomes from parking.





Motorhome parking in Lahinch, only designated motorhome parking space encountered on the 185 km drive.



APPENDIX V - Questions for Public Houses

Service Providers including Public houses and restaurants that have space for motorhome users to park.

1. Research has confirmed that motorhome users are a growing market, are you currently promoting your business to this market?
Yes.
No.

2. Are you interested in promoting your business to this market?
Yes.
No.

3. Are you familiar with any form of promotion that might attract this market?
Yes.
No.

4. Do you currently allow motorhome users to park overnight in your carpark?
Yes.
No.

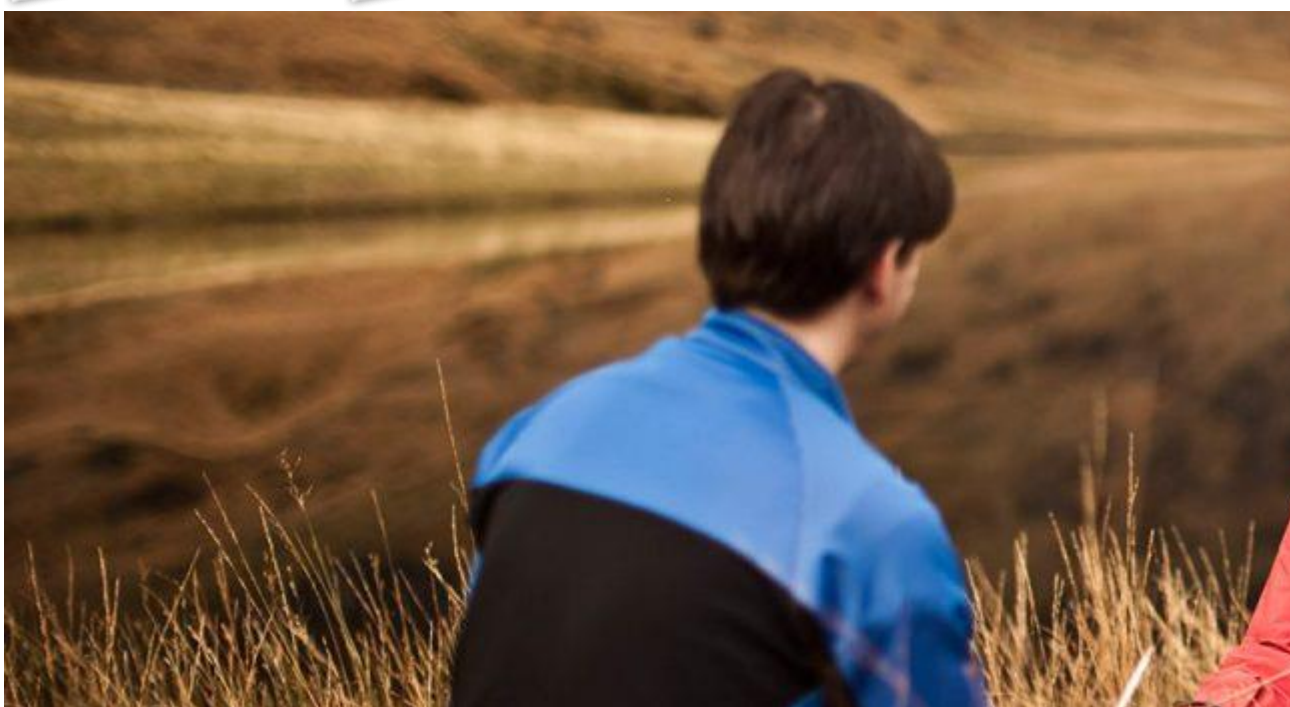
5. Are you aware of the grants available to businesses to develop services for motorhomes e.g. leader grants?
Yes
No.

6. Do motorhome users frequent your establishment?
Yes
No.

7. Would you consider the motorhome user as a valuable customer?
Yes.
No.

8. What is your perception of the motorhome tourist?

APPENDIX VI - Loch Lomond Wild Parking



Get a permit

In order to protect some of our most cherished lochshores, byelaws covering camping and firelighting are in place in certain areas from March to September.

During this time, you will need a permit to camp or (in some locations) to stay overnight in your motorhome in these Camping Management Zones. Permits can be purchased online using the search bar to the right.

What are permit areas?

Camping Management Zones include a number of defined camping “permit areas” within which a number of permits are allocated. A camping permit allows you to camp anywhere within your chosen permit area – you are not allocated a specific space. Permit areas provide the opportunity to have a ‘wild camping’ experience in popular parts of the National Park and have no formal facilities, so please make sure you come prepared.

Where are the permit areas?

Explore our permit areas using the map below.

Contains OS data © Crown copyright and database right 2017. This map has been created to illustrate the extent of the permit area and should not be assumed to be exact or relied upon for any other purpose.

Map Key



camping permit area (tents only)



camping permit area (motorhomes/campervans only)



camping permit area (tents & motorhomes/campervans)

What you need to know

- Permits cost £3 per tent or motorhome/campervan per night.
- You can book a camping permit for up to three nights in one area.
- You can book up to 8 weeks in advance.
- A permit allows you to camp anywhere within your chosen permit area.
- You can arrive from 1pm and must depart by 11am on the day you are leaving.
- Bookings may be cancelled by contacting campingbookings@lochlomond-trossachs.org up to four

weeks prior to the start of the intended stay. No refunds will be given for bookings with a value of less than £7.

- Our full terms and conditions for **camping** and **motorhomes** provide important information about your stay. Please familiarise yourself with them before you arrive.
- Useful questions and answers about the byelaws can be found **here**.

Organised groups such as Duke of Edinburgh, Scouts, and youth organisations, who wish to camp in a Camping Management Zone **can apply online for permission**. There is no charge for these types of groups to camp in a Camping Management Zone.

Need some inspiration?

If you're not sure where in the National Park you would like to camp, our **Discover your Destination** guide might help.

Warning.....you may want to visit them all!

Share this page

- [Share on facebook](#)
- [Share on twitter](#)
- [Share on pinterest](#)
- [Share this page by email](#)

Get a permit

Find out more about permits...



Permit FAQs

[See more](#)



Discover your destination

[See more](#)



APPENDIX VII - Tables from questionnaire analysis

Table.4.1 Responses to what country participants are from.

What country are you from?	
AnswerOptions	ResponseCount
	93
AnsweredQuestion	93
SkippedQuestion	0

Table 4.2 Responses to what type of build is your motorhome

What type of build is your motorhome?		
AnswerOptions	ResponsePercent	ResponseCount
Conversion	12.9%	12
Factory Built	87.1%	81
AnsweredQuestion		93
SkippedQuestion		0

Table 4.3 Response to is your motorhome owned or rented.

Is your motorhome owned or rented?		
AnswerOptions	ResponsePercent	ResponseCount
owned	100.0%	93
rented	0.0%	0
Other (please specify)	0.0%	0
AnsweredQuestion		93
SkippedQuestion		0

What age group are you in?		
Answer Options	Response Percent	Response Count
18 to 30 years	0.0%	0
30 to 50 years	32.3%	30
50 +	67.7%	63

<i>answered question</i>	93
<i>skipped question</i>	0

What is your gender?		
AnswerOptions	ResponsePercent	ResponseCount
Female	17.2%	16
Male	82.8%	77
<i>AnsweredQuestion</i>		93
<i>SkippedQuestion</i>		0

How many nights do you stay in one location?		
AnswerOptions	ResponsePercent	ResponseCount
0-2	79.6%	74
3-4	19.4%	18
5+	1.1%	1
<i>AnsweredQuestion</i>		93
<i>SkippedQuestion</i>		0

How many people in your group?	
AnswerOptions	ResponseCount
	93
<i>AnsweredQuestion</i>	93
<i>SkippedQuestion</i>	0

Are you a member of a motorhome club?		
AnswerOptions	ResponsePercent	ResponseCount
yes	60.2%	56
no	39.8%	37
<i>AnsweredQuestion</i>		93
<i>SkippedQuestion</i>		0

What is your employment status?

Answer Options	Response Percent	Response Count
Employed	65.6%	61
Unemployed	0.0%	0
Retired	34.4%	32
<i>answered question</i>		93
<i>skipped question</i>		0

What category best describes your annual earnings?		
Answer Options	Response Percent	Response Count
Under €10K	5.4%	5
€11k - €25k	18.3%	17
€26k - €40k	30.1%	28
€41k - €60k	17.2%	16
€61k - €80k	15.1%	14
€81k - €100k	11.8%	11
€100k +	2.2%	2
<i>answered question</i>		93
<i>skipped question</i>		0

What activities do you participate in while you are on holidays?		
Answer Options	Response Percent	Response Count
Sightseeing	83.9%	78
Outdoor pursuits	52.7%	49
Visiting friends and relatives	25.8%	24
Festival or event	41.9%	39
Other (please specify)	9.7%	9
<i>answered question</i>		93
<i>skipped question</i>		0

Where did you get the information to plan your trip?

Answer Options	Response Percent	Response Count
Internet(including social media, forums, twitter etc.)	45.2%	42
Word of mouth	31.2%	29
Tourist office	3.2%	3
Guidebook or brochure	8.6%	8
Fáilte Ireland	1.1%	1
Radio/TV	0.0%	0
Other (please specify)	10.8%	10
<i>answered question</i>		93

Do you use social media to share your trip experiences?		
AnswerOptions	ResponsePercent	ResponseCount
Yes	49.5%	46
No	50.5%	47
<i>AnsweredQuestion</i>		93
<i>SkippedQuestion</i>		0

Are you are a member of a motorhome group on Facebook?		
AnswerOptions	ResponsePercent	ResponseCount
Yes	52.7%	49
No	47.3%	44
<i>AnsweredQuestion</i>		93
<i>SkippedQuestion</i>		0

Where do you normally park overnight?		
AnswerOptions	Response %	ResponseCount
Wild Camp (i.e. a space not designated for parking with no fee attached.)	57.0%	53
Caravan Park.	55.9%	52
Public Carpark.	23.7%	22

Aire (A parking area with services for motorhomes.)	54.8%	51
Pub/Restaurant/supermarkets that allow motorhome parking.	45.2%	42
AnsweredQuestion		93
SkippedQuestion		0

From the list above please state which is your preferred type of parking.

AnswerOptions	ResponseCount
	93
AnsweredQuestion	93
SkippedQuestion	0

What facilities are most important when parking overnight?

AnswerOptions	Very important	Important	Not at all important	ResponseCount
Electrical hook-up	7	24	62	93
Fresh water	22	48	23	93
Waste water dump	28	44	21	93
Toilets	15	31	47	93
Showers	4	20	69	93
Waste disposal	30	45	18	93
Safe, allocated parking.	54	30	9	93

How often do you eat/drink in restaurants/public houses in the local areas you visit?

AnswerOptions	ResponsePercent	ResponseCount
Never	3.2%	3
Once or twice a week	34.4%	32
Three or more times per week	44.1%	41
Everynight	18.3%	17

AnsweredQuestion	93
SkippedQuestion	0

How much would you spend per day in the local areas?

AnswerOptions	ResponsePercent	ResponseCount
0 - €20	6.5%	6
€21 - €40	36.6%	34
€41 - €60	38.7%	36
€60 +	18.3%	17
AnsweredQuestion	93	
SkippedQuestion	0	

Please rate your perception of motorhome facilities on the Co.Clare route of the WAW

AnswerOptions	ResponsePercent	ResponseCount
Very Poor	26.9%	25
Poor	37.6%	35
Good	31.2%	29
Very good	4.3%	4
Excellent	0.0%	0
AnsweredQuestion	93	
SkippedQuestion	0	

What do you enjoy about motorhome travel?

AnswerOptions	ResponseCount
	93
AnsweredQuestion	93
SkippedQuestion	0

How would you describe your experience of motorhome travel on the WAW section of Co.Clare?

AnswerOptions	ResponseCount
	93

<i>AnsweredQuestion</i>	93
<i>SkippedQuestion</i>	0

What suggestions would you make to service providers including local authorities, campsites and public houses to improve your parking experience on the WAW?

AnswerOptions	ResponseCount
	93
<i>AnsweredQuestion</i>	93
<i>SkippedQuestion</i>	0

What services have you found on the route that may be of interest to other motorhome users.

AnswerOptions	ResponseCount
	93
<i>AnsweredQuestion</i>	93
<i>SkippedQuestion</i>	0

APPENDIX VIII - Questionnaire

Motorhome travel on the Wild Atlantic Way in Co. Clare.

Thank you for taking time to complete this questionnaire.

I am a MBS student from Athlone Institute of Technology, as part fulfilment of my course I am undertaking research on the motorhome user.

This questionnaire is applicable to motorhome users that are traveling or have travelled on the Co. Clare route of the WAW. It aims to gather research on the motorhome user's demographics, the services they require, their perception of the facilities currently available and their use of social media.

You are kindly requested to answer the questions outlined or give your opinion on the scales provided.

All answers are anonymous and strictly confidential.

Data will only be used for academic purposes and will not be available for any third parties. To ensure confidentiality all data will be stored in a secure manner and password protected.

Please do not sign your name on the questionnaire.

Please read the questions carefully.

Answer all questions

Thank you for participating in this survey.



* 1. What country are you from?

* 2. What type of build is your motorhome?

- Conversion
 Factory Built

* 3. Is your motorhome owned or rented?

- owned
 rented
 Other (please specify)

* 4. How many days in total are you touring for?

* 5. What age group are you in?

- 18 to 30 years
 30 to 50 years
 50 +

* 6. What is your gender?

- Female
 Male

* 7. How many nights do you stay in one location?

- 0-2
 3-4
 5+

* 8. How many people in your group?

* 9. Are you a member of a motorhome club?

- yes
- no

* 10. What is your employment status?

- Employed
- Unemployed
- Retired

* 11. What category best describes your annual earnings?

- Under €10K
- €11k - €25k
- €26k - €40k
- €41k - €60k
- €61k - €80k
- €81k - €100k
- €100k +

* 12. What activities do you participate in while you are on holidays?

- Sightseeing
- Outdoor pursuits
- Visiting friends and relatives
- Festival or event
- Other (please specify)

* 13. Where did you get the information to plan your trip?

- Internet(including social media, forums, twitter etc.)
- Word of mouth
- Tourist office
- Guidebook or brochure
- Failte Ireland
- Radio/TV
- Other (please specify)

* 14. Do you use social media to share your trip experiences?

- Yes
- No

* 15. Are you are a member of a motorhome group on Facebook?

- Yes
- No

* 16. Where do you normally park overnight?

- Wild Camp (i.e. a space not designated for parking with no fee attached.)
- Caravan Park.
- Public Carpark.
- Aire (A parking area with services for motorhomes.)
- Pub/Restaurant/supermarkets that allow motorhome parking.

* 17. From the list above please state which is your preferred type of parking.

* 18. What facilities are most important when parking overnight?.

	Very important	Important	Not at all important
Electrical hook-up	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fresh water	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Waste water dump	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Toilets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Showers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Waste disposal	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Safe, allocated parking.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

* 19. How often do you eat/drink in restaurants/public houses in the local areas you visit?

- Never
- Once or twice a week
- Three or more times per week
- Everynight

* 20. How much would you spend per day in the local areas?

- 0 - €20
- €21 - €40
- €41 - €60
- €60 +

* 21. Please rate your perception of motorhome facilities on the Co.Clare route of the WAW

- Very Poor
- Poor
- Good
- Very good
- Excellent

* 22. What do you enjoy about motorhome travel?

* 23. How would you describe your experience of motorhome travel on the WAW section of Co.Clare?

* 24. What suggestions would you make to service providers including local authorities, campsites and public houses to improve your parking experience on the WAW?

* 25. What services have you found on the route that may be of interest to other motorhome users.