



New Visitor Experience 30th January 2007

Dear Tourism Colleagues,

I am emailing you to provide an update to the new visitor experience at the Cliffs of Moher. The Cliffs of Moher New Visitor Experience will be officially opened by An Taoiseach, Mr. Bertie Ahern on Thursday February 8th 2007. The new charges will be introduced from this date.

We will be holding a special open day for Tour Operators and Coach Operators to familiarise people with the new experience on Thursday February 15th. I will be emailing out a general invite trade open day to this in the coming days. I have also set out below the various alternatives in relation to coach tours to the Cliffs of Moher Visitor Experience from the opening date of the new centre. Attached you will find our rate card and a site map.

From Official Opening all buses or coaches coming to the Cliffs of Moher will need to be pre-booked providing us with the following details: Date of tour, arrival time, booking name, number of passengers onboard and whether entry to Atlantic Edge is required.

Standard Pricing

The Facilities Charge is vehicle based and covers the provision of visitor facilities & visitor management, site management & parking for the vehicle. For buses or coaches the Facilities Charge is set out as follows:

Visitors onboard Facilities Charge

40+ visitors	€60
16 - 39 visitors	€50
15 or less visitors	€25

This has changed from being based on vehicle size to address the concerns raised by operators relating to coaches operating below capacity especially during low and shoulder seasons

The entry to the **Atlantic Edge Exhibition** is per person. The entry is on a timed basis so please state the time of arrival on your booking to ensure you get the required time slot.

Type	Admission Charge
Adult	€4.00

Family (2+4)	€11.95
Child (4-16)	€2.50
Child (under 4)	€0
Concession	€3.50
Group (10+)	€3.00
Trade rate	€3.00
Prebooked Trade rate	€2.70

The Trade & Prebooked Trade rates are available to Tour Operators, Drivers and Guides only.

North Clare Tourism Attraction Discount Scheme

Pilot Scheme effective from April 1st 2007 - September 30th 2007

Coach operators will be offered a discount on the Cliffs of Moher New Visitor Experience Facilities Charge for each partner attraction in the North Clare area that they visit on the same day or one day either side of visiting the Cliffs of Moher. A discount voucher of €10 for larger coach groups (16+ passengers) or €5 for smaller coach groups (15 passengers or under) will be issued.

Operators can accumulate discounts for each partner attractions visited up to a maximum of four - eg,

Example

Facilities	Charge	Visits to Partners	Total Discount	Reduced Charge
(40+ pax):	€60	4	€40 (4 x €10)	€20
(16-39 pax):	€50	4	€40 (4 x €10)	€10
(Max 15 pax):	€25	4	€20 (4 x €5)	€5

Partner attractions for this programme are the following:

- * Aillwee Cave near Ballyvaughan www.aillweecave.ie
- * The Burren Centre in Kilfenora www.theburrencentre.ie
- * Burren Smokehouse in Lisdoonvarna www.burrensmokehouse.ie
- * Burren Walking Tours in Bellharbour www.burrenwalks.com
- * Caherconnell Stone Fort near Carron www.burrenforts.ie
- * Cliffs of Moher Cruises in Doolin www.mohercruises.com
- * Dysert O'Dea Castle near Corofin 065 683701/ 6837794
- * Lahinch Seaworld in Lahinch www.lahinchseaworld.com
- * Caherconnell Stone Fort near Carron www.burrenfort.ie

This scheme is designed to reward operators who support Clare tourism interests.

Volume Discount/Rebate Scheme

Volume discounts/rebates on the Facilities Charge will apply to each operator on the following basis:

Visitor volume per quarter		Discount/Rebate
150 - 499	visitors	10%
500 - 999	visitors	15%
1,000 - 1,999	visitors	20%
2,000 - 2,999	visitors	25%
3,000 +	visitors	35%

Discounts will be calculated at the end of each quarter and will be applied to their next invoice where the operator holds a credit account or paid to the operator as a rebate where a credit account is not in place. All buses/coaches need to be pre-booked for their volumes to be included.

The quarterly periods will be as follows:

- o March/April/May
- o June/July/August
- o Sept/Oct/Nov
- o Dec/Jan/Feb

The volume discount/rebate will be applied after any other discounts (eg. the North Clare Tourism discount) have been applied.

I hope that this outline of the alternatives will allow you to determine which option is most advantageous for your company. For those of you who have already prebooked for 2007 our reservations department will be contacting you in the coming days to confirm bookings and set up accounts. Those who would like to set up accounts and prebook visits can do so by contacting our reservations department:

Telephone: 00353 65 7086141
 Fax: 00353 65 7086142
 Email: bookings@cliffsofmoher.ie

Please let me know if you have any further questions. I thank you in advance for your co-operation and your continued business.

I hope that the 2007 season will be a success for us all.

Regards
 Paul

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