

# SMARTA-NET evaluation findings for the Irish Lighthouse Site

## Kilkenny County



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6th ERMN Event – 03.07.2024

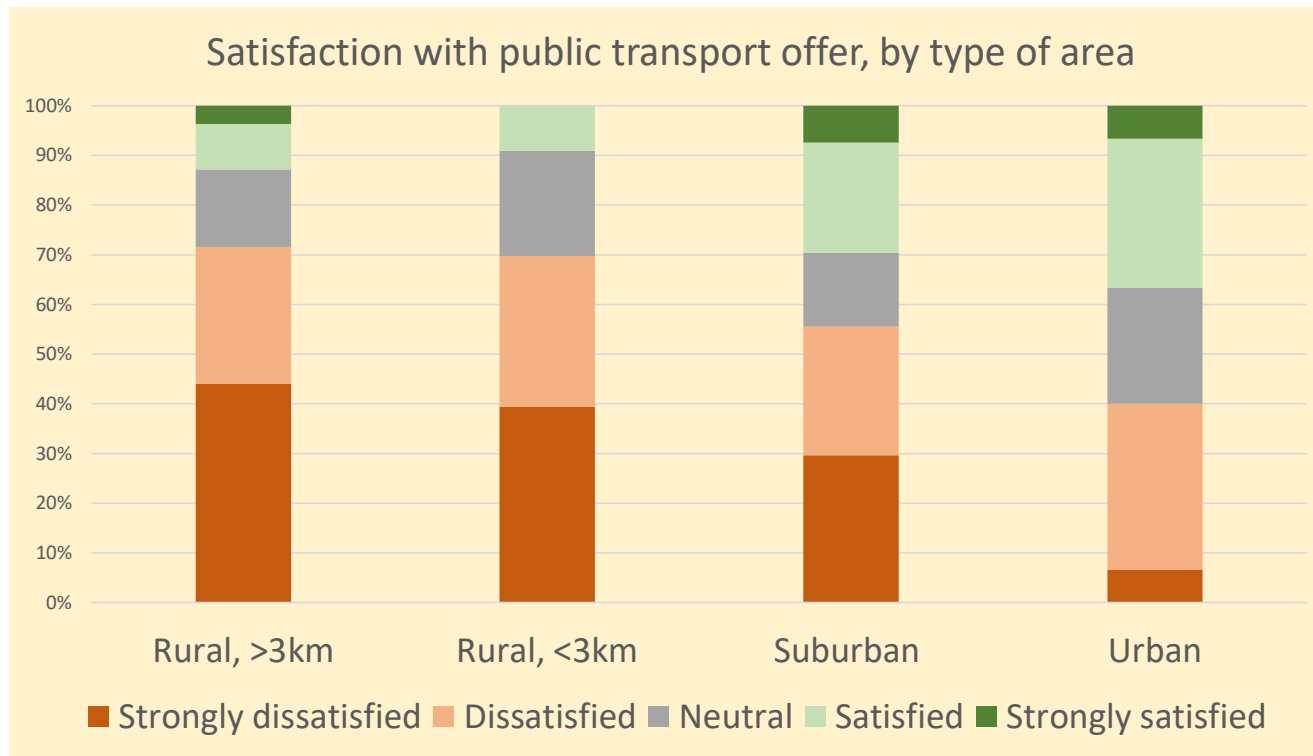


# About Kilkenny

- Irish county with about 100,000 people
  - Inland area, agricultural land, not mountainous
  - Kilkenny is centrally located, popn 26,000, main hub
  - 4 rural towns (1,500-3,000 px), about 20 villages (<1,000 px)
- Significant tourist destination
  - Kilkenny City attracts many short-stay travellers, groups, tours
  - Many lower-level attractions in the County, access is a problem
- Well connected nationally, but not locally
  - Frequent bus/rail services to Kilkenny city; two motorways
  - Local bus and mobility options weak, absent to many places
- SMARTA-NET travel survey: 296 responses in Kilkenny

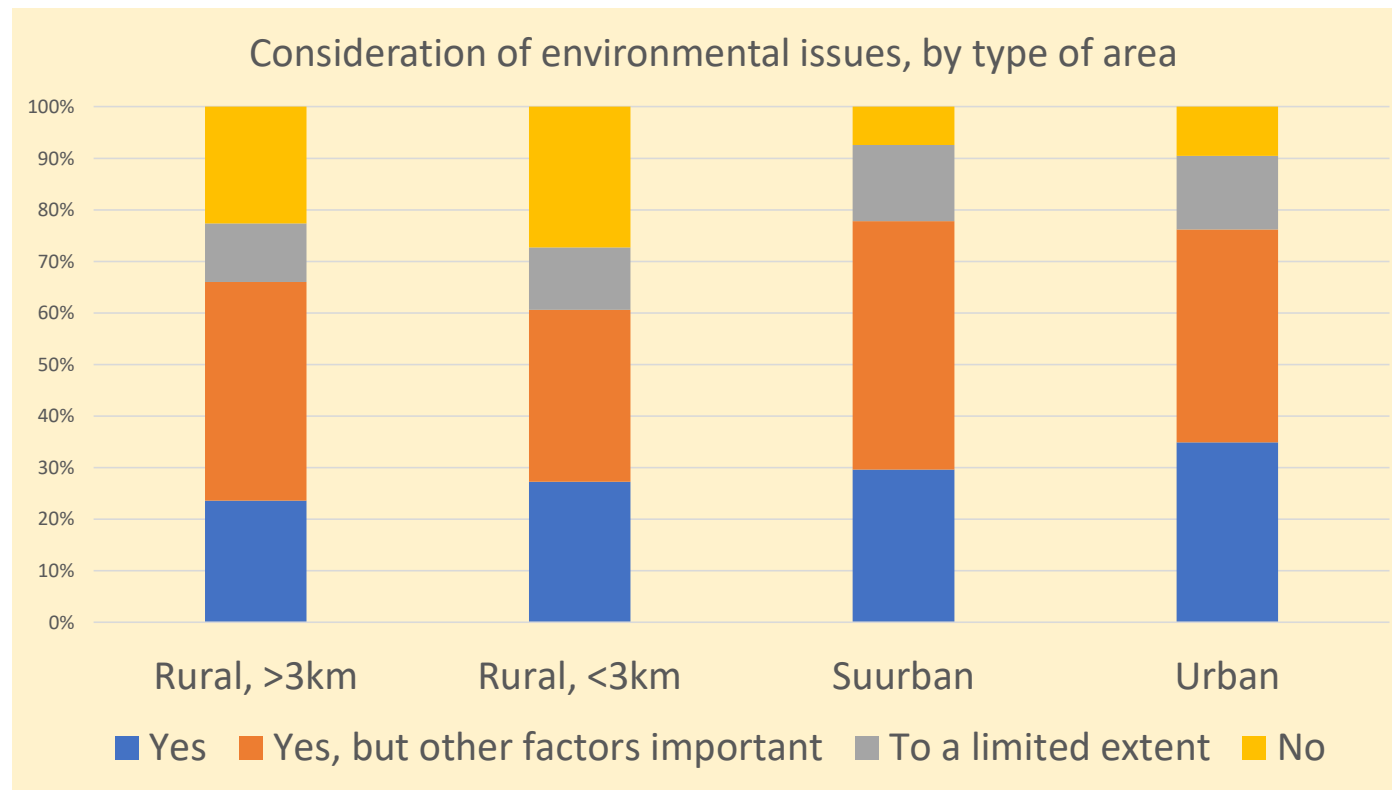
# Satisfaction with public transport in the area

- People in rural areas are dissatisfied (70%), reflecting the weak supply
- People in urban areas are more satisfied (35%), few strongly dissatisfied (<10%)



# Do environmental issues influence residents' travel?

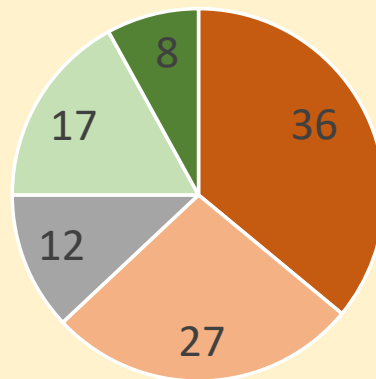
- 69% take environment into consideration, but far less change their travel
- People are sensitised on the issue, but pragmatic factors prevail ... for now



# How accessible is the region for tourists with a car

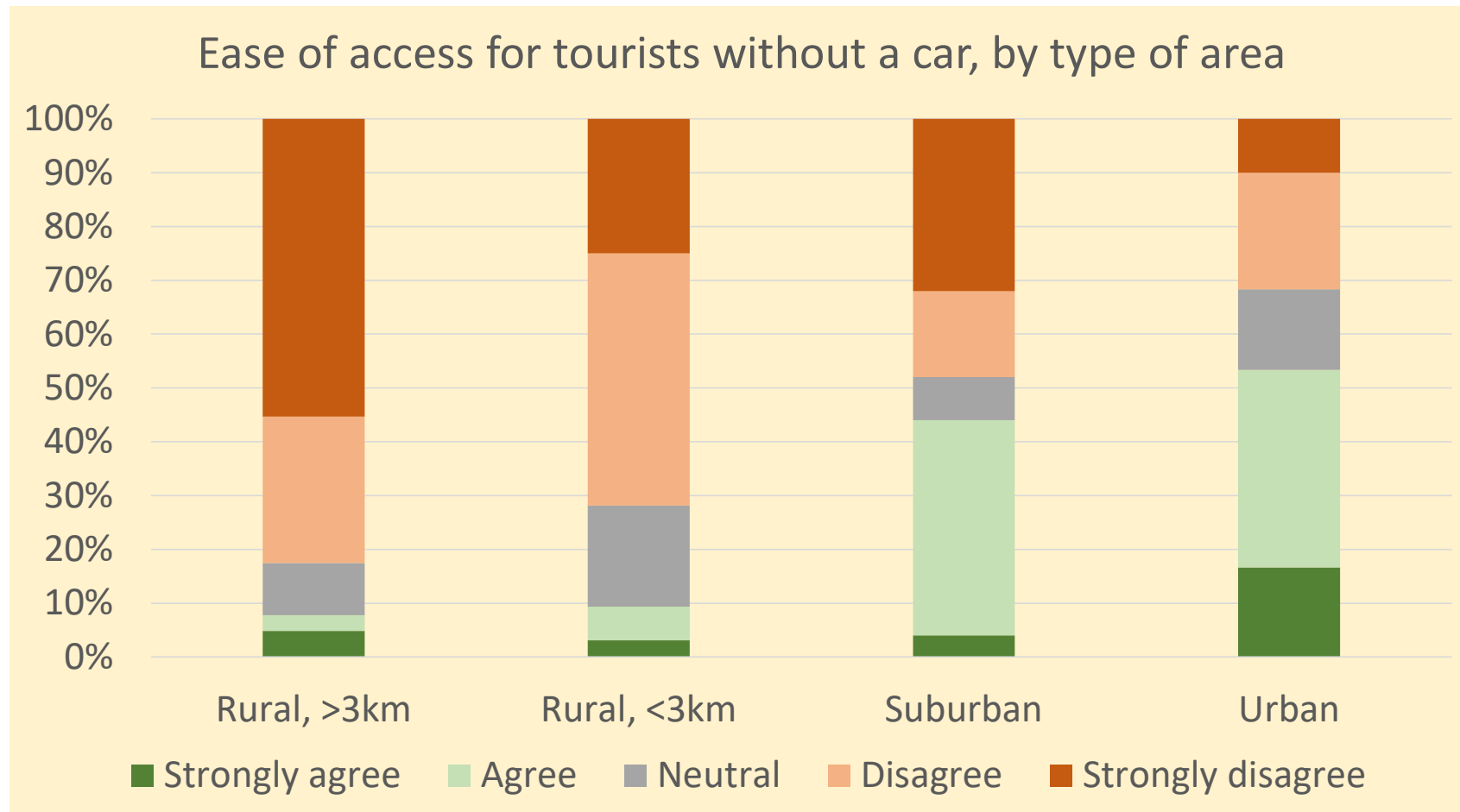
- A quarter of respondents agree that their region is accessible for tourists
- More than half disagree, one third strongly disagree – opinions vary (next slide)
- This reflects good connectivity of Kilkenny City and poor links to the County

My region is easy to access for tourists visiting without a car



■ Strongly disagree ■ Disagree ■ Neutral ■ Agree ■ Strongly agree

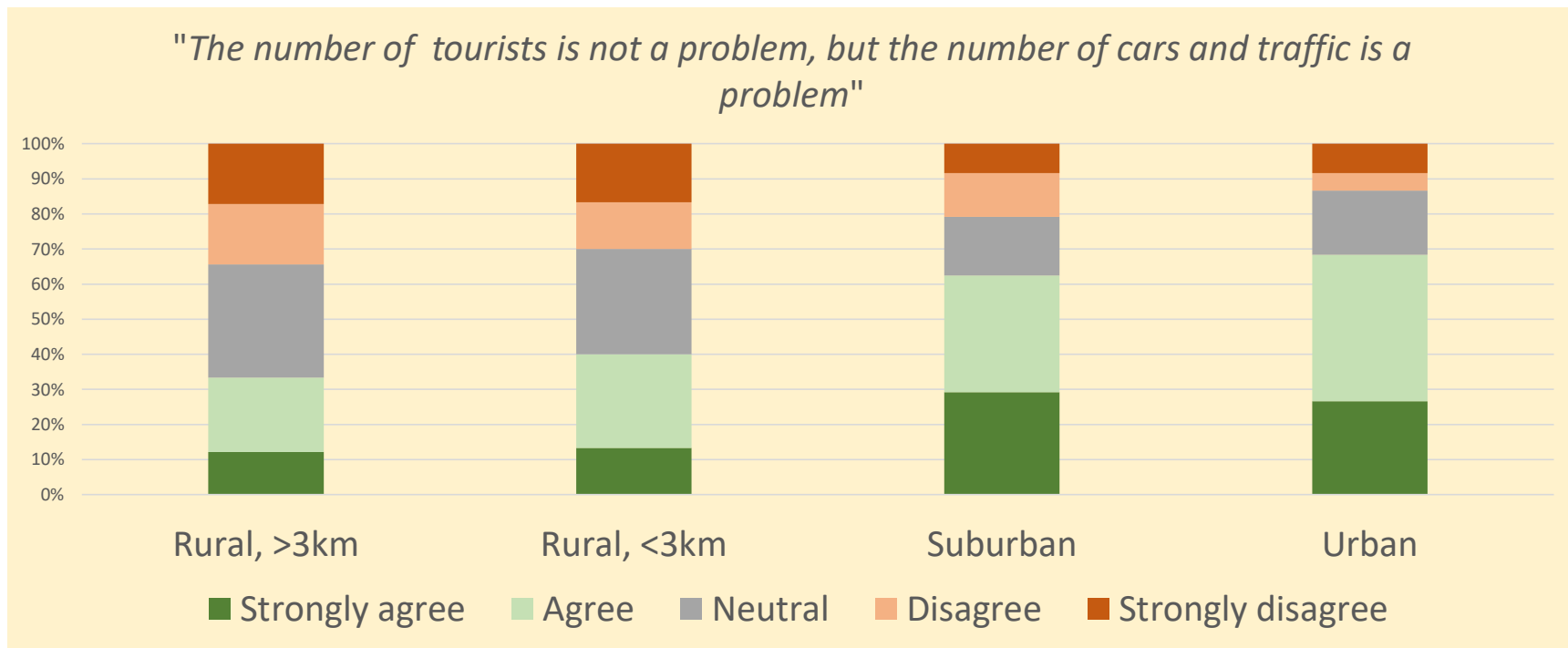
# Opinions differ strongly in rural and urban areas!



# Is tourism a problem in the region?

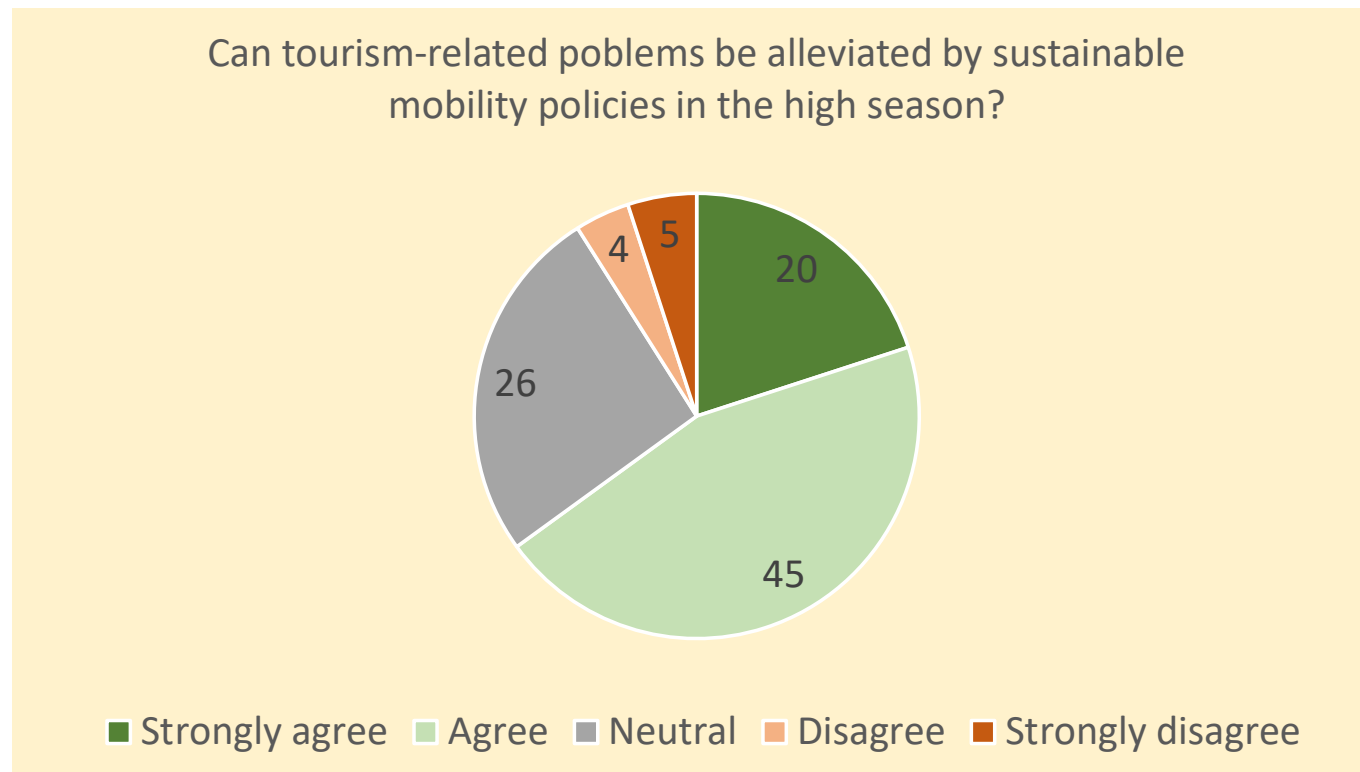


- More than half agree that traffic is a problem, rather than tourism itself
- People in rural areas see it as less of a problem than those in urban areas
- This may be because tourists find it more difficult to access the rural areas!



# Would sustainable mobility policies help?

- **Two thirds** of respondents **agree** that sustainable mobility policies could help
- Only 9% disagree





**Thank you for your attention!**

