

**Donegal County Council**

hosts

**Hiking Europe – Information / Training Session**

on

**Thursday, 6<sup>th</sup> April 2017 at 1.30pm**

in

**Silver Tassie Hotel, Letterkenny**

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**Event Program**

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**12:35 Lunch****13:30 Welcome & Introduction to Hiking Europe**  
*Barney McLaughlin, Donegal County Council***13:45 Training Introduction**  
*Ulf Sonntag, NIT***14:00 Local Case Studies****Case Study One: Cycling & Walking Holidays in Ireland***Offers a unique range of cycling and walking holidays throughout the North West region with a particular emphasis on the stunning coastline of Donegal.***Case Study Two: Walking Donegal***Offers a wide choice of appealing walks throughout the North West Coast of Ireland and caters for all travel requirements.***14:30 Workshop 1 – Product Development**  
*David Bröderbauer, NFI***15:15 Short Break****15:30 Workshop 2 – Commercialisation & Marketing**  
*Ulf Sonntag, NIT***16:15 Closing Session plus Q&A (45 minutes)**

## Speakers Bio



### **Barney McLaughlin, Head of Tourism Unit, Donegal County Council**

Barney McLaughlin, Head of the Tourism Unit within Donegal County Council has worked on a wide variety of projects down through the years. Barney will open the afternoon's events with an introduction to the Hiking Europe Project.



### **Seamus Gallagher, Cycling & Walking Holidays in Ireland**

Seamus Gallagher, Manager of Ireland by Bike Ltd was originally born in Kiltyclogher, Co Leitrim and after attending college in Limerick took up a teaching position in Carrick, Co Donegal. Seamus fell in love with the area and thoroughly enjoyed the outdoor life exploring every inch of the mountains, beaches and cliffs of Donegal. Following a family cycling holiday from Bratislava to Prague in 2009, Seamus founded the Company Ireland by Bike Ltd which now employs 2 full-time and 2 part-time employees. Seamus is married to Nóra who also works in the company and has two sons Dominic and Brian, who are currently in University.



### **Seamus Doohan, Walking Donegal**

Séamus Doohan is a Qualified Walking Group instructor and a vastly experienced hill walker. He has always held a passion for the great outdoors and at a young age he learnt basic outdoor skills with the local sea scouts. Séamus was a member of the Irish Defence Forces for 5 years and advanced his navigation and hill walking skills at summer training camps in the Wicklow mountains. He has honed these skills through regular jaunts into the hills and along the coast. He is an active member, Secretary, and training officer with North West Mountaineering Club. He continuously upgrades his skills and has retained his thirst for knowledge for the outdoors and for outdoor activity. His goal is to make your walk a happy, enjoyable and memorable one. He offers a wide range of tailor-made walks that suit all tastes and abilities regardless of fitness or experience – from gentle, leisurely strolls; to more energetic walks; to arduous treks that challenge the levels of your endurance, these guided walks are either on, or along the coast of Donegal, with guided walks on the old railway tracks, Island walks, Coastal or on the many hills and mountains of Donegal.



### **Ulf Sonntag, Head of Market Research, NIT (Institute for Tourism Research in Northern Europe)**

Ulf Sonntag studied Geography, Political Science and Business Administration at the University of Bonn, with international semesters in the USA and Switzerland. Since 2002 he has been working with NIT and is currently Head of Market Research and an Associate Director. In his work, he looks at tourism demand in Germany and Europe for travel destinations and the tourism industry. One focus is sustainable tourism development and supporting tourism stakeholders in the development of tourism strategy, planning and policy.



### **David Bröderbauer, Biodiversity & Environmental Education, Naturefriends International (NFI)**

David Bröderbauer studied Biology and Ecology at the University of Vienna (Austria). Since 2013, David has worked as a Project Officer for Naturefriends International. David's main fields of expertise are sustainable tourism and environmental education. In various projects he has dealt with the establishment of hiking trails, the accessibility of hiking infrastructure and awareness raising for environmental friendly outdoor recreation. David is a passionate hiker and nature lover.