



Escape2

Case Study

Module 6

Connecting to Collaborations & Communities

Business

Adventure Sligo & North West Wellness

Topic

The potential of co-working for creative collaborations success

[Website Click](#)



Sligo Adventure came together to enter as a regional destination for the European EDEN Awards.

Sligo's well-being experiences focus on adventure and the well-being benefits of such activities and engaging in nature and the outdoors. Kayak with Northwest Adventure Tours, Seatrails, Sligo Kayak Tours, or Wild Wet Adventures. Carraig Climbing can bring you to new heights in stunning surroundings. Located on the Wild Atlantic Way with stunning beaches perfect for surfing, bodyboarding, and Standup Paddling with Harbour SUP N Sail, Sligo Bay SUP, Sligo Surf Experience, or Strandhill Surf Experience to choose from. World-renowned beaches are part of the experience including Mullaghmore, Strandhill, Easkey to Enniscrone.





'40% of vacationers revealed that the sustainability credentials of their travel provider are an important factor when booking a holiday — up from 24% in 2014
ABTA Report'



Collaborative Approach to Packaging Experiences

Website Visitors Develop their Own Package



Sligo Adventure came together to enter the EDEN competition to not only draw attention to Sligo as an emerging tourist destination but to also shine a light on businesses using sustainable practices to provide unique tourist experiences that extend the traditional tourist season. To achieve a regional collaboration Sligo Adventure set up a website so they could work together and engage customers. Customers could either choose a pre-existing package or develop their own packages by selecting the businesses in the collaboration. As soon as customers enter the website, they are prompted

to choose a pre-existing well-being package theme, accommodation, experiences, etc., or select from several individual well-being experiences that are unique due to the destination. Then they develop their adventure well-being experience into very simple 2-day packages where they team up with local hotel accommodations, including food and other complementary well-being experiences for a reduced price to suit their needs.

Pre-Made Packages Also Available



- **Island View Riding Stables**, 2 Day Package/Accomm/5 hour horse riding
- **Sligo Surf Experience**, 2 Day Package/Accomm/two surf lessons
- **Wild Wet Adventures**, 2-Day Package/Accomm/evening meal, choice of activity
- **Wellbeing Warrior**, 2-Day Package/Accomm/yoga and well-being experiences
- **Sligo Bay SUP**, 2 Day 2-Dayage/SUP lesson
- **Adventure Tours Package**, 2 Day/Accommn/guided hiking and farmers market



‘Sligo Adventure and Northwest Wellness Finalists for European EDEN Awards’.



Outline of a 2 Day Package in More Detail



- 2-Day Package/Accommodation (B&B) Riverside Hotel
- Guided hiking break, climb three iconic Sligo Peaks (Benbulbin, Ox Mountains, and Knocknarea)
- A coastal trail to Strandhill Farmers Market in an airplane hanger set in the dunes followed by Paella lunch

Full details of [all packages](#)

Adventure Sligo & Northwest Wellness

12 Wellbeing and Adventure SMEs Experiences based in the Sligo Region



6 Accommodation Providers

Of different types in different locations, with different price points

Other Complementary

Wellbeing Experiences (e.g., food, yoga, farmers market...)



7 Simple but Targeted Wellbeing Regional Packages

with different experiences, accommodation types, prices, locations, complementary well-being tourism experiences