



South & West Ireland

Advisor Selling Guide

At a Glance



6
NATIONAL
PARKS

1500
MILES OF THE WILD
ATLANTIC WAY

BEST KNOWN FOR
Rugged landscapes and living Irish culture

SYMBOL
The Claddagh Ring

SWEET TREAT
Carrageen Moss Pudding

IN 5 WORDS
Wild Atlantic, music and hospitality

Highlights

- Peninsulas reach into the ocean, mountains disappear into sea mist, and quiet boreens thread between fishing villages, farms and small coastal communities.
- Music, language and storytelling are not staged for visitors but part of everyday life. Gaelic is still spoken in parts of the west, while family-run pubs, distilleries and independent producers remain central to local culture.
- Arrive hungry. Farmhouse cheeses, craft whiskey, Oysters fresh from Atlantic waters. And that’s not forgetting some of the most exciting restaurants in Ireland.
- More than a scenic drive. We turn the Wild Atlantic Way into a hiking or biking adventure, connecting the best bits with extraordinary local guides, ferries, hotels and local encounters.

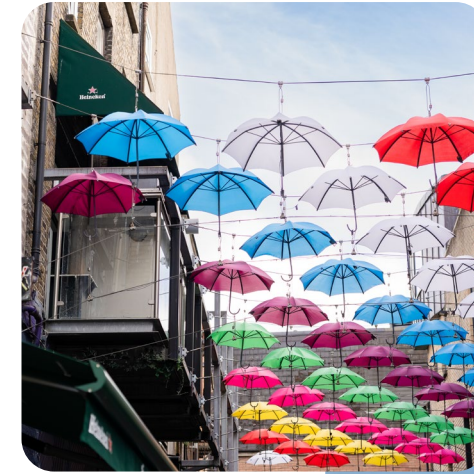
How to position

Incredible landscape drama, but it's the culture that'll draw your clients in.

There are mountains, islands, cliffs and seas views of course, but there are also those lively pubs, a brilliant food culture and local people who make every stop or experience real and personal.

Position it as:

- Ireland's most complete journey. Coast, culture and countryside in one
- Active adventure with exceptional food and memorable places to stay
- Where music, language, landscape and storytelling work in harmony
- Fresh alternative for clients who loved Scotland, Iceland, Norway or New Zealand



South & West Ireland is for...



Active Couples

Explore Ireland on foot or by bike, but without making the trip feel like an endurance challenge. We take time to understand how your clients travel and obsess over getting it right.



Returning Ireland Visitors

For travelers who have already visited Dublin, kissed the Blarney Stone or followed a more traditional first-time itinerary. Encouraging them to adventure further South and West pays back in spades.



Friendship Groups

For small private groups celebrating a milestone or taking a long-awaited trip together, Ireland has a habit of creating shared those moments people remember.



Clients Who Loved Scotland

Make the journey over Irish Sea to explore a similar culture teamed with a strong connection of music and native language. For those who were drawn to Scottish mountain and coastline scenery, Ireland is the next best thing.



Featured Experiences

South & West Ireland Experience Private Traditional Music Session

Spend time with local musicians for a private introduction to Ireland's traditional music. Hear jigs, reels and ballads played on instruments such as the fiddle, bodhrán and uilleann pipes, with time to learn how the tunes and stories have been passed down.



South & West Ireland Experience Oyster Farm & Tasting

Visit a working oyster farm on the Atlantic coast and follow the process from sea to plate. A local farmer explains how tides, salinity and growing conditions affect the flavour before guests learn to shuck and taste the oysters.

TASTE THE ATLANTIC A SEAFOOD JOURNEY



SEAFOOD PRODUCERS

1. Croaghmore Oysters
2. Mullaghmore Oysters
3. Irish Premium Oysters
4. Sligo Oyster Experience
5. Clarke's Salmon Smoked
6. Keen Bay Fish Farm

SEAFOOD PRODUCERS

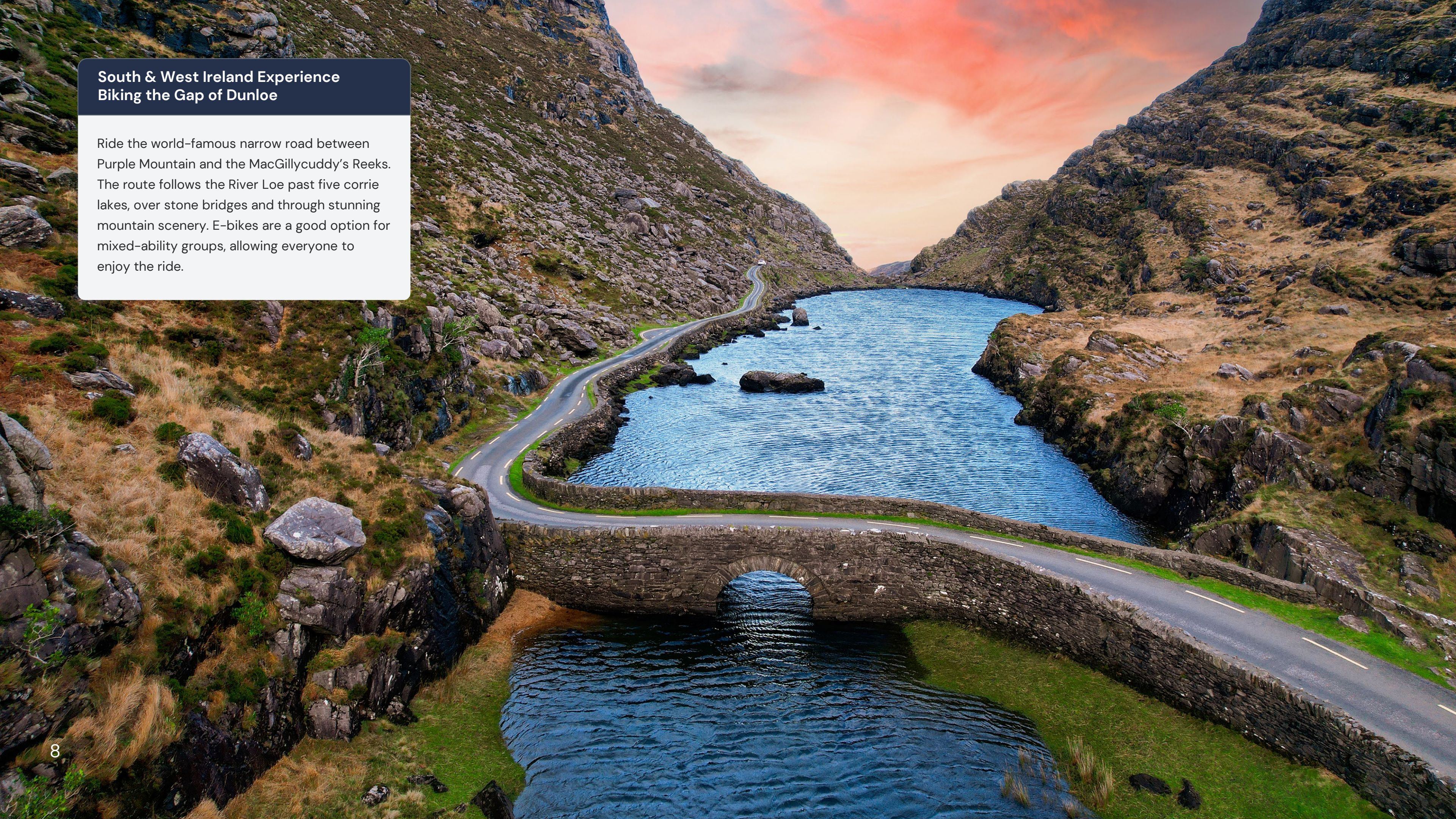
7. Cragh Patrick Seafoods
8. Kilgarra Seafoods
9. Derry Seafoods
10. Carrigrohane Seafoods
11. Carrigrohane Seafoods
12. Carrigrohane Seafoods
13. Fleggy Store Oysters
14. Burren Smokehouse
15. Mowla Oysters

SEAFOOD PRODUCERS

18. Roaringwater Bay Ropes, Mussels
19. Woodcock Smokery
20. Ummera Smoked Products
21. Haven Shellfish

South & West Ireland Experience Biking the Gap of Dunloe

Ride the world-famous narrow road between Purple Mountain and the MacGillycuddy's Reeks. The route follows the River Loe past five corrie lakes, over stone bridges and through stunning mountain scenery. E-bikes are a good option for mixed-ability groups, allowing everyone to enjoy the ride.



Sample Itinerary

Day 1 – Cork to Killarney, Muckross and Torc Waterfall

Meet your guide in Cork and transfer west to Killarney. After lunch, begin walking on sections of the Kerry Way, one of Ireland’s longest marked trails. The walk takes in Muckross House, a grand 19th century mansion set within Killarney National Park, and Torc Waterfall, where water tumbles through oak woodland fed by the nearby mountains. Return to Killarney for the evening.

Day 2 – Mount Brandon Pilgrimage Walk

Today brings one of the journey’s more demanding walks, the ascent of Mount Brandon. Rising sharply from the Dingle Peninsula, it is Ireland’s second-highest peak and one of its most sacred mountains. Stone markers and prayer stations still line the way, and on clear days the summit offers views across the Atlantic and the Blasket Islands. Return to Killarney in the afternoon, with the evening free to explore the town’s pubs and music scene.

Day 3 – The Cliffs of Moher and Doolin

Transfer north along the Wild Atlantic Way to County Clare. Today’s walk follows the Cliffs of Moher coastal route. Rising to over 200 metres above the Atlantic, the cliffs are home to one of Ireland’s largest seabird colonies, including puffins, razorbills and guillemots during the breeding season. The walking is open and exposed, with the ocean constantly in view. The day ends in Doolin, where the sound of the sea gives way to music and conversation in the village.

Day 4 – Walking The Burren

Today explores The Burren, a landscape unlike anywhere else in Ireland. Its limestone pavements were formed over 300 million years ago, creating a surface of fissured rock that supports a surprising mix of Arctic, alpine and Mediterranean plants. The walk passes megalithic tombs and ancient field systems, reminders that people have lived and farmed here for thousands of years.

Day 5 – Connemara National Park and Diamond Hill

Travel west through Galway and into Connemara National Park. Today’s hike tackles Diamond Hill, one of Ireland’s most recognisable peaks. Though modest in height, its position offers far-reaching views across bog, mountain and coastline. The summit rewards the effort with views towards the Atlantic and the Twelve Bens. A transfer follows to the final hotel of the tour.

Day 6 – Inishmore and Dún Aonghasa

After a short transfer, take the ferry to Inishmore, the largest of the Aran Islands. Life here has long been shaped by isolation, stone and sea, with fields divided by dry-stone walls built directly onto exposed rock. Walk along clifftop paths to Dún Aonghasa, a prehistoric stone fort perched dramatically above the Atlantic. Believed to date back over 2,500 years, its sheer setting raises more questions than answers. Return to Clifden for a final night together.

Day 7 – Departure from Galway

Transfer to Galway, where the tour comes to an end.

We know South & West Ireland

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“The best moments here rarely arrive on cue. A farmer’s story goes off on a tangent. A musician plays one more tune. The weather closes over the mountains. South and West Ireland is often at its best when there is room for the unexpected.”

Kirsty



Accommodation

Dingle Skellig Hotel

A strong base for clients who want Dingle on the doorstep and views across the bay. This four-star hotel pairs a practical location with generous rooms, a spa and the sort of easy comfort that works well after a day walking or cycling the peninsula.

LOCATION
County Kerry

STYLE
Prestige

PRICE
£££



Abbeyglen Castle

Abbeyglen does not take itself too seriously. Evenings begin with champagne and stories by the turf fire, often followed by music and a lively piano bar. Built in 1832 and just outside Clifden, it is a characterful base for exploring Connemara.

LOCATION
County Galway

STYLE
Prestige

PRICE
£££



Randles Hotel

A family-run Killarney hotel with an enviable position between the town centre and the national park. Clients can walk into town for dinner, then head straight towards the lakes, woodland and trails of Killarney the following morning.

LOCATION
County Kerry

STYLE
Prestige

PRICE
£££



Ballynahinch Castle

Ballynahinch sits within a private 700-acre estate of woodland, rivers and lakes, with walking, cycling and fly-fishing available from the door. It feels luxurious, but never overly formal.

LOCATION
County Galway

STYLE
Prestige

PRICE
££££



What are partners say

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“Collaborating with Adventure by AE for was a truly seamless experience from planning through execution.”

McKenzie

Agent & Tour Operator



Practicalities

Arrival airports

Shannon Airport is best for international connections. Cork and Dublin can also work.

Transfer realities

Ireland's west coast is much larger than it appears on a map. We recommend two or three carefully chosen bases and turning longer transfers into part of the experience, with walks, lunches or experiences along the way.

Trip length

6–8 nights is ideal, without overfilling an itinerary.

Activities

Think guided coastal walks, mountain hiking, e-biking, island trips, kayaking, wildlife encounters, whiskey tastings, oyster experiences, slow afternoons in towns and villages and traditional music at night.

Activity level

The region works across a broad range of abilities. Coastal trails and biking routes with elevation can quickly increase the challenge.





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