



# Cliffs of Moher Visitor Experience 2010 Rates Travel Trade Information

## Admission

The admission fee applies per vehicle and includes the following:

- Access to all public areas of the Visitor Centre building for all passengers onboard including toilets, tourist information, the Infinity Cascade audio visual display on the first floor and the Visitors Wall display on the ground floor, baggage store, as well as access to all of the commercial units within the building – the Puffin’s Nest café on the ground floor, the Long Dock restaurant on the first floor, the Cliffs of Moher official product shop and the Shannon Heritage gift shop on the ground floor.
- Access to the ground floor gift shop of O’Brien’s Tower.
- A comprehensive information leaflet and map of the site.
- First aid facilities including a fully equipped first aid room with trained first aiders on duty among the centre staff on a daily basis. Wheelchairs are also provided on a loan basis by request from visitors who may require them.
- Extensive cliff edge facilities including over 750 metres of cliff edge paths, steps and raised viewing platforms providing vantage points on the seabird colonies on Goat Island and other sections of the cliff edge.
- Visitor management from a team of Cliffs of Moher Rangers on patrol on the cliff edge. The Rangers provide a role including safety, conservation and visitor information. They are equipped with binoculars and provide visitors with information on where best to view seabirds, marine mammals and other views such as the Aileen’s surfing wave, the Aran Islands etc. They provide visitors with information on the geology, wildlife, history and conservation of the Cliffs of Moher. They ensure that the conservation provisions of the Wildlife Act and the Special Protected Area at the Cliffs of Moher are communicated to visitors. Within the visitor centre building and around the site Rangers and Customer Service staff provide directions, tourist information, general visitor information and assistance.
- Access to public external areas of the site including picnic areas, a craftworker street of six trading units and two information kiosks.
- A contribution towards the conservation of the Cliffs of Moher Special Protected Area.
- Unlimited duration parking for the vehicle and car park/coach park assistance.
- Special designated area for disabled drivers close to the visitor centre and assistance if required.

The admission for cars & motorbikes in 2010 remains unchanged

<b>Car</b>	<b>€3.00</b>
<b>Motorbike</b>	<b>€2.00</b>

In line with our policies for an environmentally friendly approach and for traffic management there is no admission charge for walkers or cyclists.



For 2010 Clare County Council has introduced a per head admission **as an alternative** to the existing two levels of Facilities Charge for coaches.

### **Per Head Pricing for Coach Visitors**

- Per head price of €3.70 per head for Trade Customers
- This price **includes entry** to the Award Winning Atlantic Edge Exhibition & 2010 temporary exhibits.
- Premium level coach service and parking regardless of size of coach or minibus in the Premium Coach Park including all elements listed below
- There are no minimum numbers required and this model will be invoiced for the number on board.

### **Coaches - Premium Level Service**

Includes:

- Coach drop off, pick up in the coach drop off point outside the visitor centre.
- Coach parking in coach parking bays
- Premium coach services
  - Where reserved in advance
    - Advance ticketing will include meet & greet pack
    - Advance weather alerts for poor or hazardous weather conditions
    - Reserved coach parking bay during busy periods
  - Passenger announcements for missing passengers
  - Passenger assistance where required and wheelchair loan service
  - Use of fax and other office facilities on request
  - Payment at the Reception Desk within the visitor centre by cash, company cheque or credit card. Credit account for payment by voucher can be made available subject to standard credit terms.
- Driver meal vouchers redeemable in participating cafe/restaurant locations on special drivers rate menu according to time of arrival
  - **Snack/Lunch voucher x 2** for 16+ passengers
  - **Snack/Lunch voucher x 1** for under 16 passengers
- Access to visitor facilities as described above for all visitors onboard

#### **Premium Service Rates**

No change to existing pricing

- **Upto 15 onboard**      **€25.00**
- **16-39 onboard**      **€50.00**
- **40+ onboard**      **€60.00**

### **Coaches - "No Frills" Level Service**

- Coach parking in the overflow coach park adjoining the carpark on the opposite side of the road from the Cliffs. Passengers will disembark in this area and use the carpark pathways to the pedestrian crossing and access the Cliffs and visitor centre building via the same route as car visitors
- Payment at the manned cabin in the carpark or at visitor centre reception by cash or company cheque. No credit facilities available.
- No Meet & Greet or premium services provided
- Parking on an availability basis only
- No driver meal vouchers provided
- Access to visitor facilities as described above for all visitors onboard

#### "No Frills" rates

- Upto 15 onboard €12.00
- 16-39 onboard €15.00
- 40+ onboard €20.00

## Atlantic Edge Exhibition Admission

Atlantic Edge is the award winning Exhibition at the Cliffs of Moher Visitor Experience. It is a self-guided tour housed inside the stunning visitor centre dome and audio visual theatre. Inside the dome are a range of interactive exhibits and information displays in four main zones – Ocean, Rock, Nature & Man – providing the visitor with information on these aspects of the Cliffs of Moher. There are two video presentations including a virtual reality tour of the Cliff edge and the Clare Journey- an aerial tour of the natural and geographical wonders of Co. Clare

There is no change to the admission rates for the Atlantic Edge Exhibition in 2010

#### PUBLIC RATES

- Adult € 4.95
- Family (2 Adults plus upto 4 children) €13.95
- Child (4-16) € 2.95
- Child (under 4) Free
- Student/Senior Citizen/Concession € 3.95
- Group (10+) € 3.95

#### Trade Rates

- Trade € 3.00
- Pre-booked € 2.70

## O'Brien's Tower

Built in 1835 by Cornelius O'Brien as a viewing point for tourists who were already flocking to the Cliffs of Moher. The tower was re-opened in 2009 after extensive renovation and restoration work by Clare County Council. Visit the tower and climb the spiral staircases to the roof viewing area to enjoy the view at which 19th century visitors marvelled. A small exhibition is housed in the first floor of the tower. In the ground floor visit the souvenir shop and discover more about your family name. Heraldic scrolls are available to view and purchase along with other souvenir items. Please note that the spiral staircases are narrow and may not be suitable for all visitors. There is an admission to view the exhibition and to access the panoramic viewing area at the top.

#### PUBLIC RATES

- Adult € 2.00
- Child € 1.00