

Taiscéalái Bhoirne agus na nAillte  Burren & Cliffs Explorer



MAY - SEPTEMBER 2026

Burren & Cliffs Explorer Shuttle Bus

PRELIMINARY DRAFT V01

21/09/2026

The Marketing & Promotion of the 2026 Burren & Cliffs Explorer

2026 Burren & Cliffs Explorer PUBLIC ENGAGEMENT

cliffsofmoher.ie



Burren & Cliffs Explorer Public Information Evening

The Burren & Cliffs Explorer shuttle bus is set to commence on Thursday, May 21st, and will run until Sunday, September 20th.

Clare County Council and NPWS are inviting residents, businesses, and key stakeholders to share their views to help shape the future of the initiative during the following public consultation evenings:

Wednesday, 22nd of April - Community Centre, Miltown Malbay.
Thursday, 23rd of April - The Burren Centre, Kilfenora.
Both evenings will take place from 5.30-6.30pm

Members of the public are encouraged to attend and help shape the future of this initiative.

Register your interest at www.cliffsofmoher.ie/register-your-interest-public-information-evening-burren-and-cliffs-explorer/

**NPWS**
National Parks and Wildlife Service

**Fáilte Ireland**



We are a proud partner of the
Burren and Cliffs of Moher
UNESCO Global Geopark


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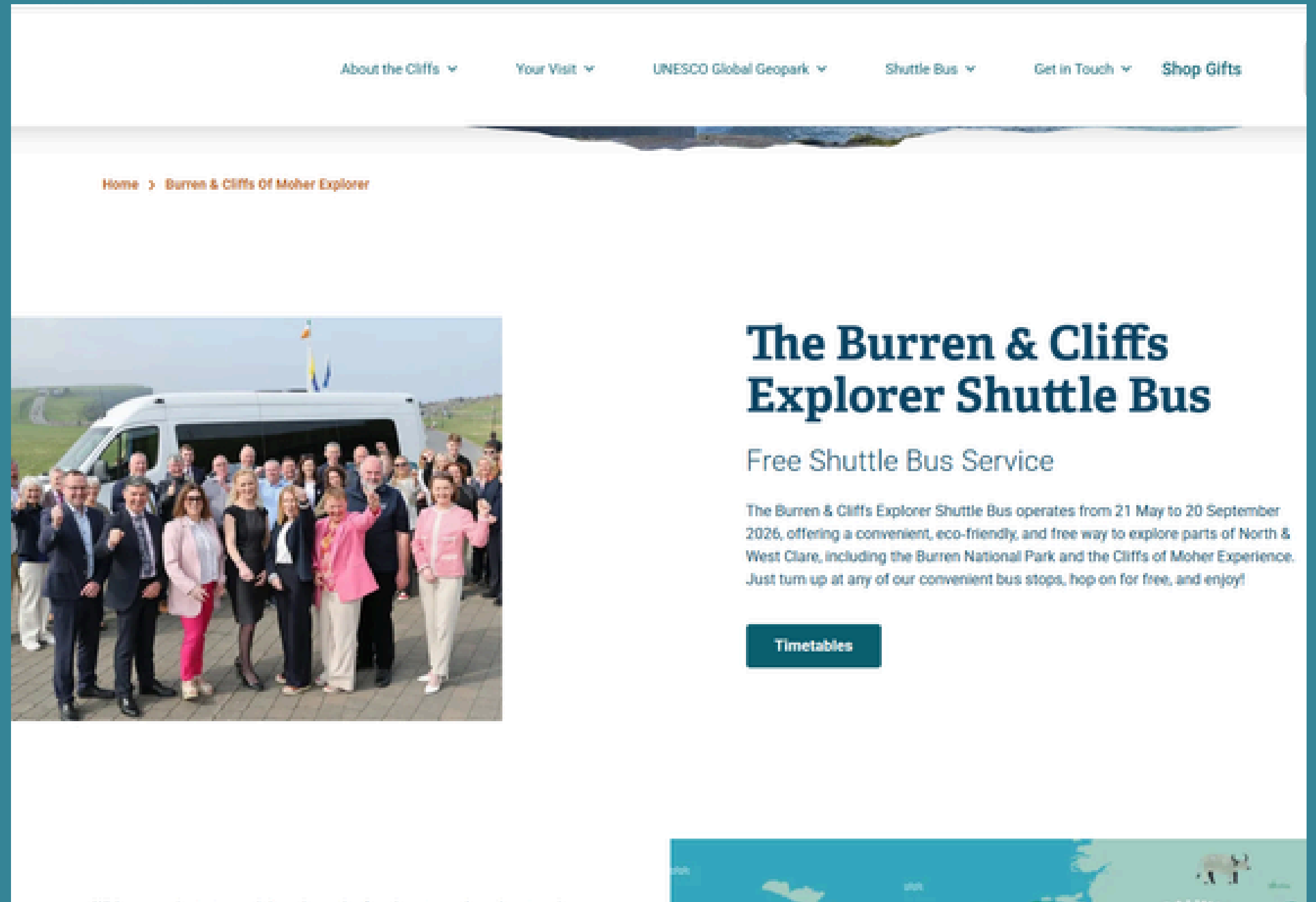


Two Public Information Evenings Were Held



PUBLIC ENGAGEMENT
Information Evenings

2026 Burren & Cliffs Explorer **WEB PRESENCE**



WEB PRESENCE

Online Timetables

Burren & Cliffs of Moher Explorer | X Burren & Cliffs of Moher Explorer | X +

https://www.cliffsofmoher.ie/burren-and-cliffs-of-moher-explorer/time-tables/ A⁺ ☆ ☆ 👤 ... Chat

 [Book Now](#) ☰

Route BC1 to Doolin

Stop Name	Stop Number	Monday to Sunday								
Spanish Point North	15097	08:30	09:40	10:50	12:00	13:10	14:20	15:30	16:40	17:50
Spanish Point South	335381	08:35	09:45	10:55	12:05	13:15	14:25	15:35	16:45	17:55
Miltown Malbay	345831	08:40	09:50	11:00	12:10	13:20	14:30	15:40	16:50	18:00
Lahinch	350961	09:00	10:10	11:20	12:30	13:40	14:50	16:00	17:10	18:20
Ennistymon	15096	09:05	10:15	11:25	12:35	13:45	14:55	16:05	17:15	18:25
Lahinch	350961	09:10	10:20	11:30	12:40	13:50	15:00	16:10	17:20	18:30
Liscannor	351671	09:20	10:30	11:40	12:50	14:00	15:10	16:20	17:30	18:40
Cliffs of Moher	350531	09:30	10:40	11:50	13:00	14:10	15:20	16:30	17:40	18:50

 Chat to our AI agent!

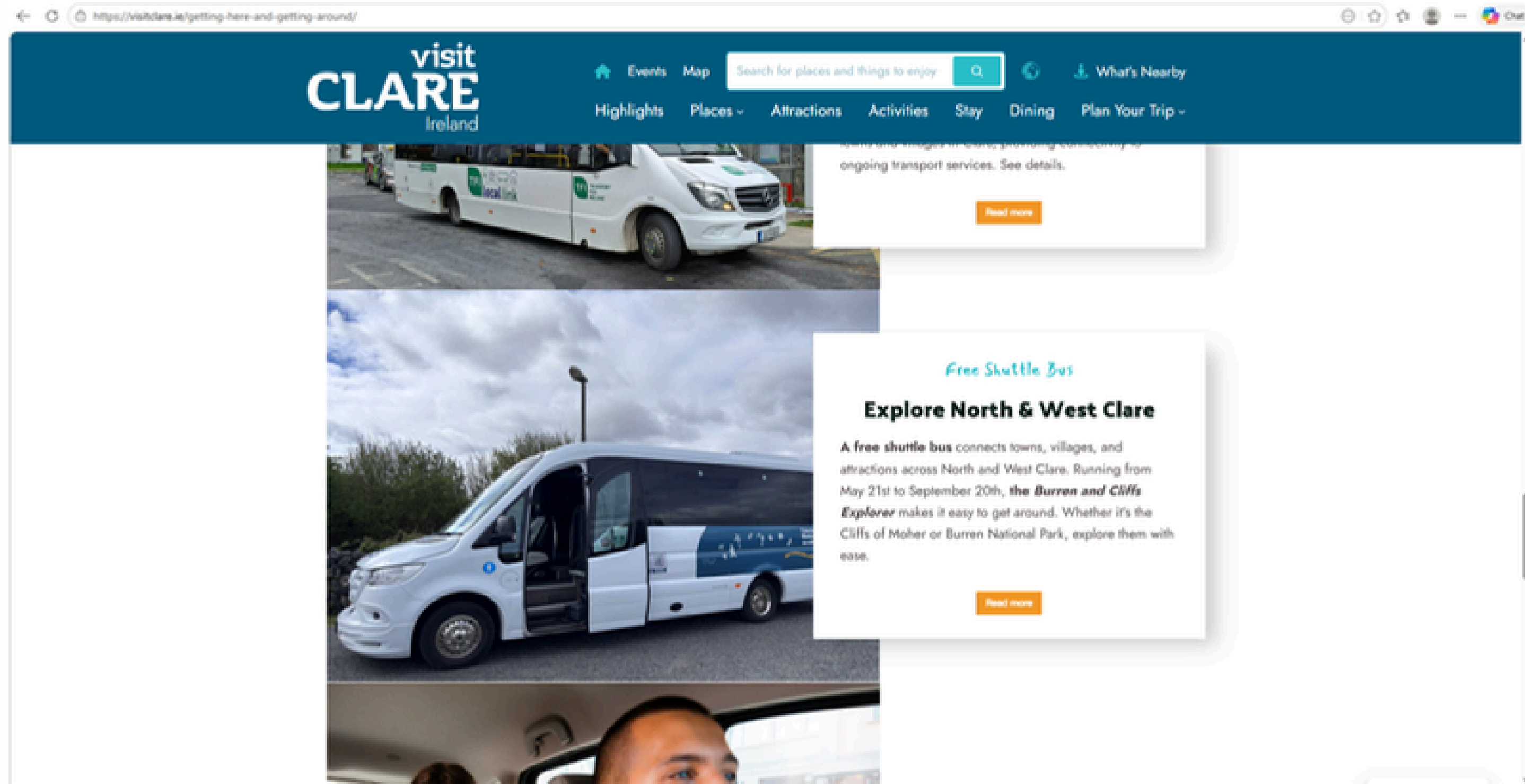


Suggested full Day Itinerary – From Corofin

Corofin – Kilfenora – Cliffs of Moher Experience – Lahinch – Doolin – Kilfenora – Corofin

Looking to experience the very best of the Burren and Clare's stunning coastline in one seamless day? Set off from the village of Corofin at 9:15 AM and enjoy a carefully connected journey across multiple shuttle routes, linking inland heritage with iconic coastal highlights. From the historic charm of Kilfenora to the famous Cliffs of Moher, this itinerary blends culture, scenery, and flexibility. Take in the laid-back surf atmosphere of Lahinch and the vibrant coastal village of Doolin before looping back through the unique limestone landscape of the Burren. With a mix of breathtaking views, charming stops, and relaxed travel, this full-day experience is the perfect way to explore the region without the need for a car.

[Read more](#)[Burren & Cliffs Explorer Day Pass](#)



WEB PRESENCE

External Presence: Visit Clare

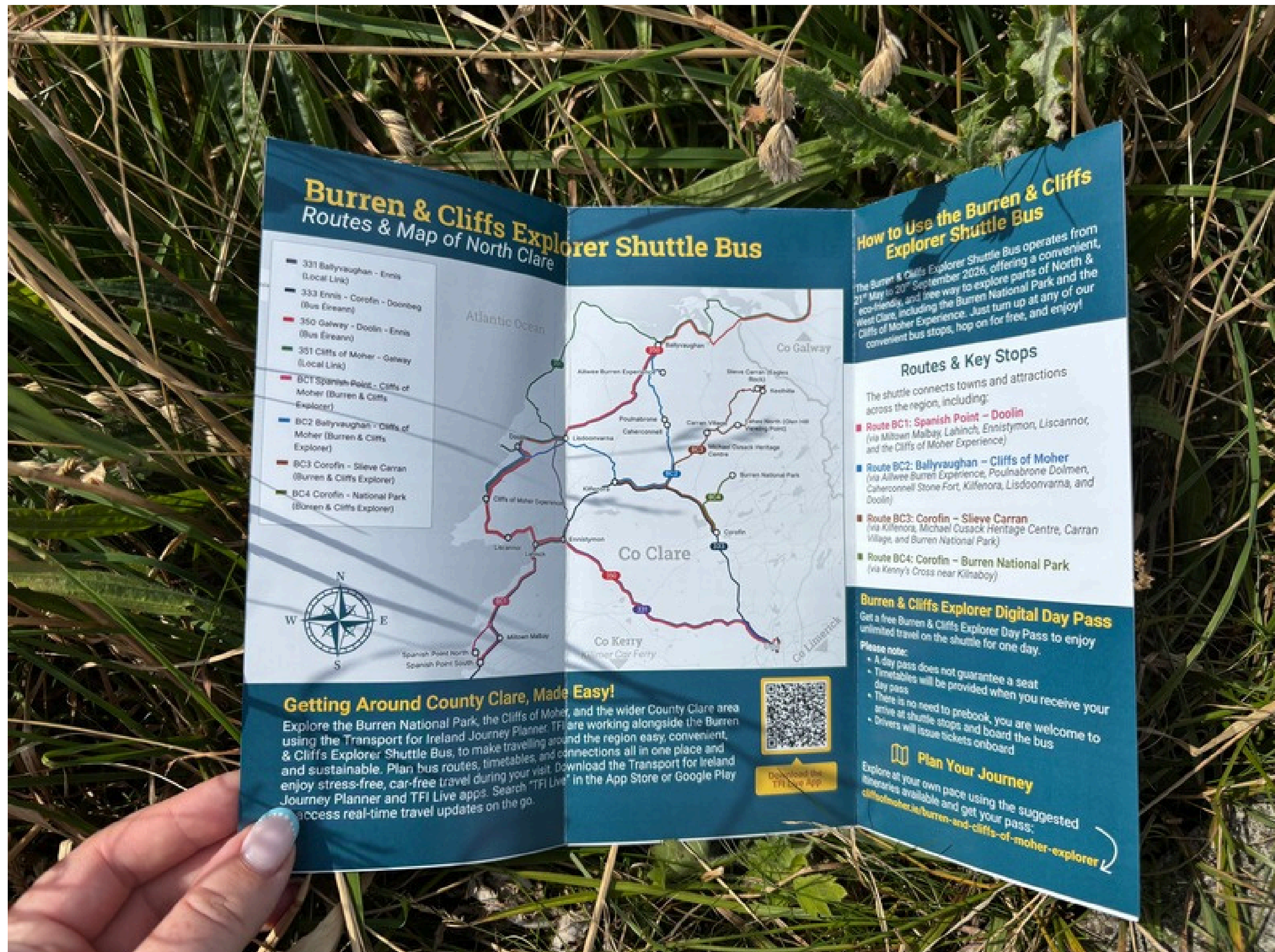
2026 Burren & Cliffs Explorer

PRINT DISTRIBUTION



PRINT DISTRIBUTION

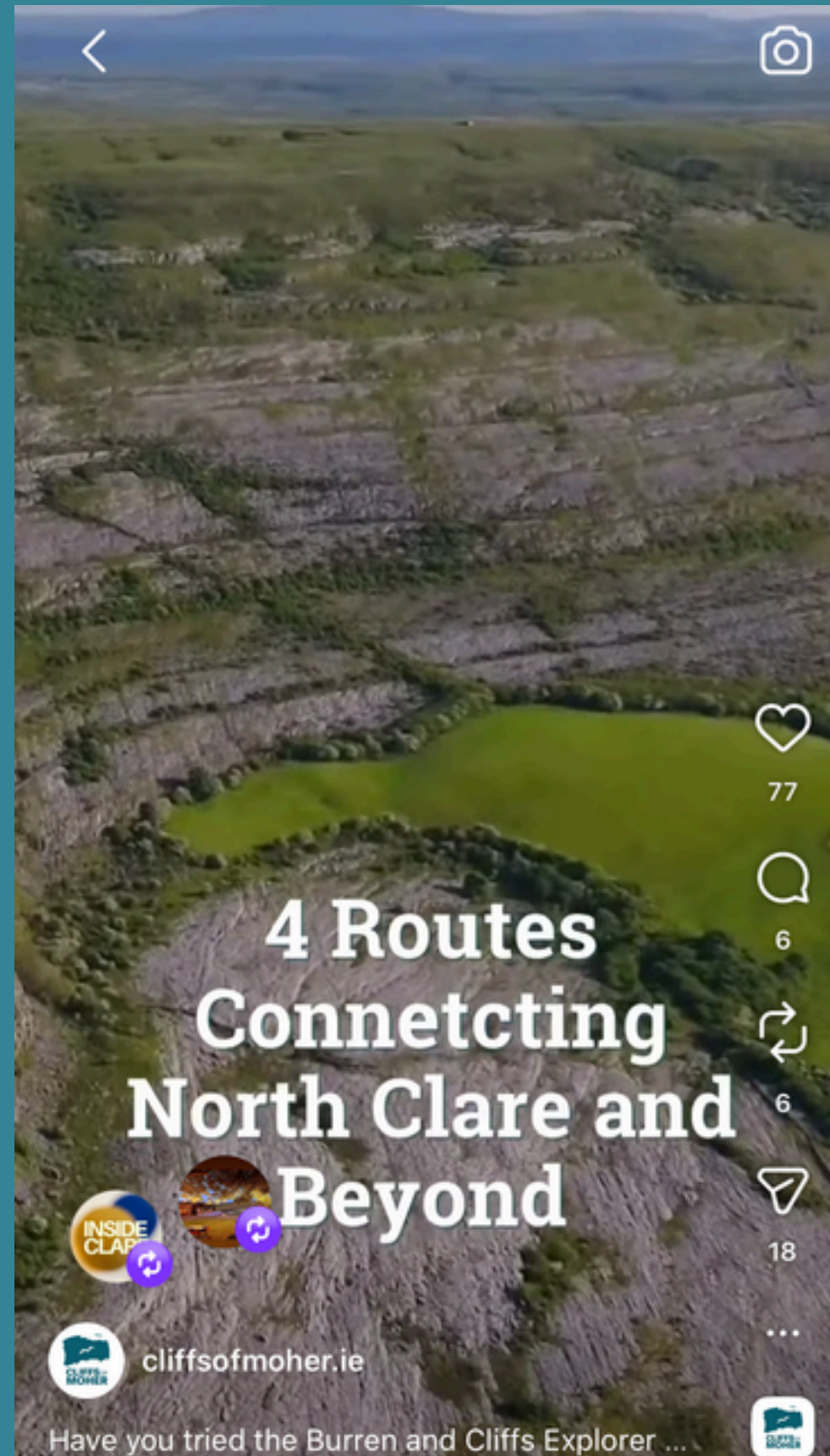
A3 Foldout Brochure



As part of the Burren & Cliffs Explorer roll-out, we created an A3 fold-out, tri-fold brochure with maps, general information (such as stops), links to our website, a QR code to download the TFI Journey Planner App, and timetables for all of the routes. These brochures were distributed throughout the county in key locations (such as the Banner Plaza) and to local businesses.

2026 Burren & Cliffs Explorer

SOCIAL MEDIA CAMPAIGNS





cliffsofmoher.ie

...

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SUSTAINABILITY Saturday



The Burren & Cliffs Explorer



SOCIAL MEDIA Organic Reels & Posts

@cliffsofmoher.ie
32.9K Instagram follows

21 Burren & Cliffs Explorer
Shuttle Bus related feed posts
in 2026

Included awareness posts,
suggested itineraries, influencer
collaborations, traffic
awareness for events such as
The Willie Clancy Festival and
The Walker Cup and featured in
the 'Sustainability Saturdays'
series.

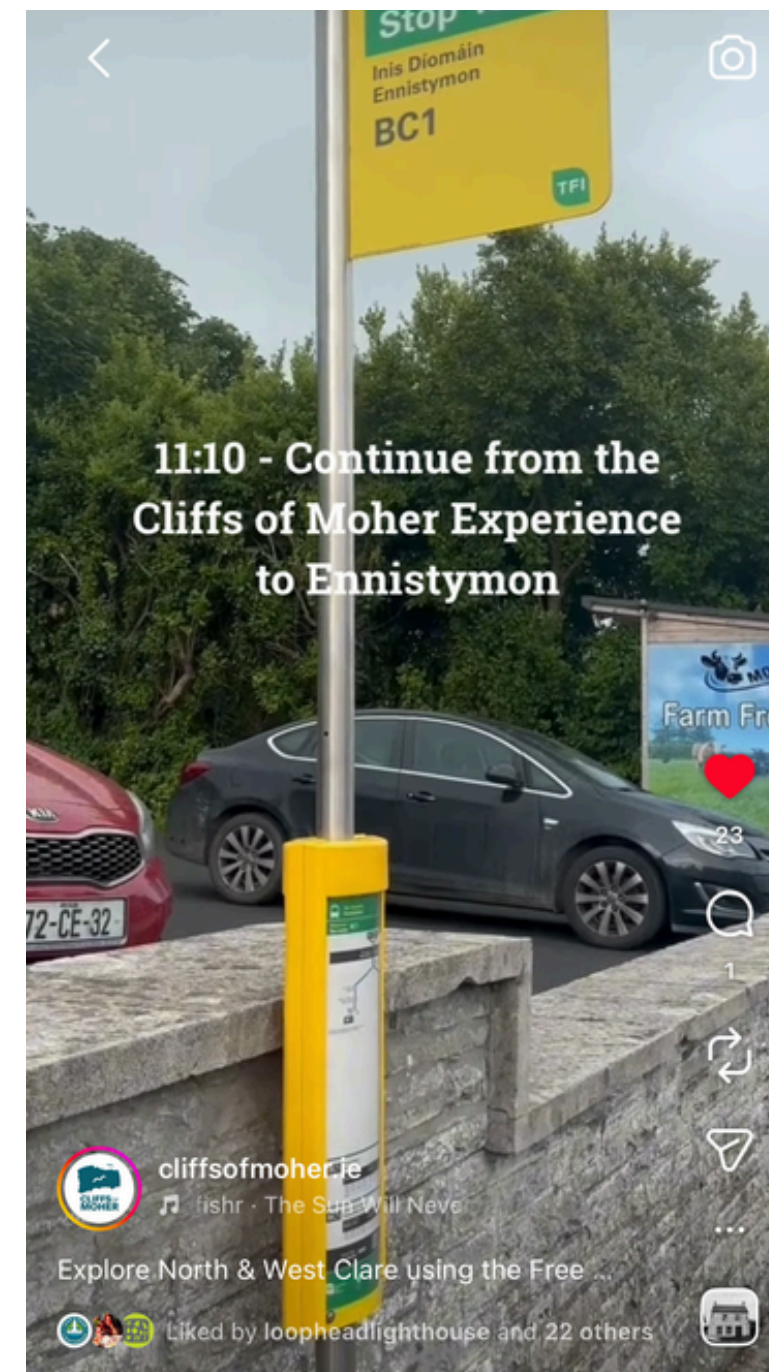
Mixture of static posts and
reels.

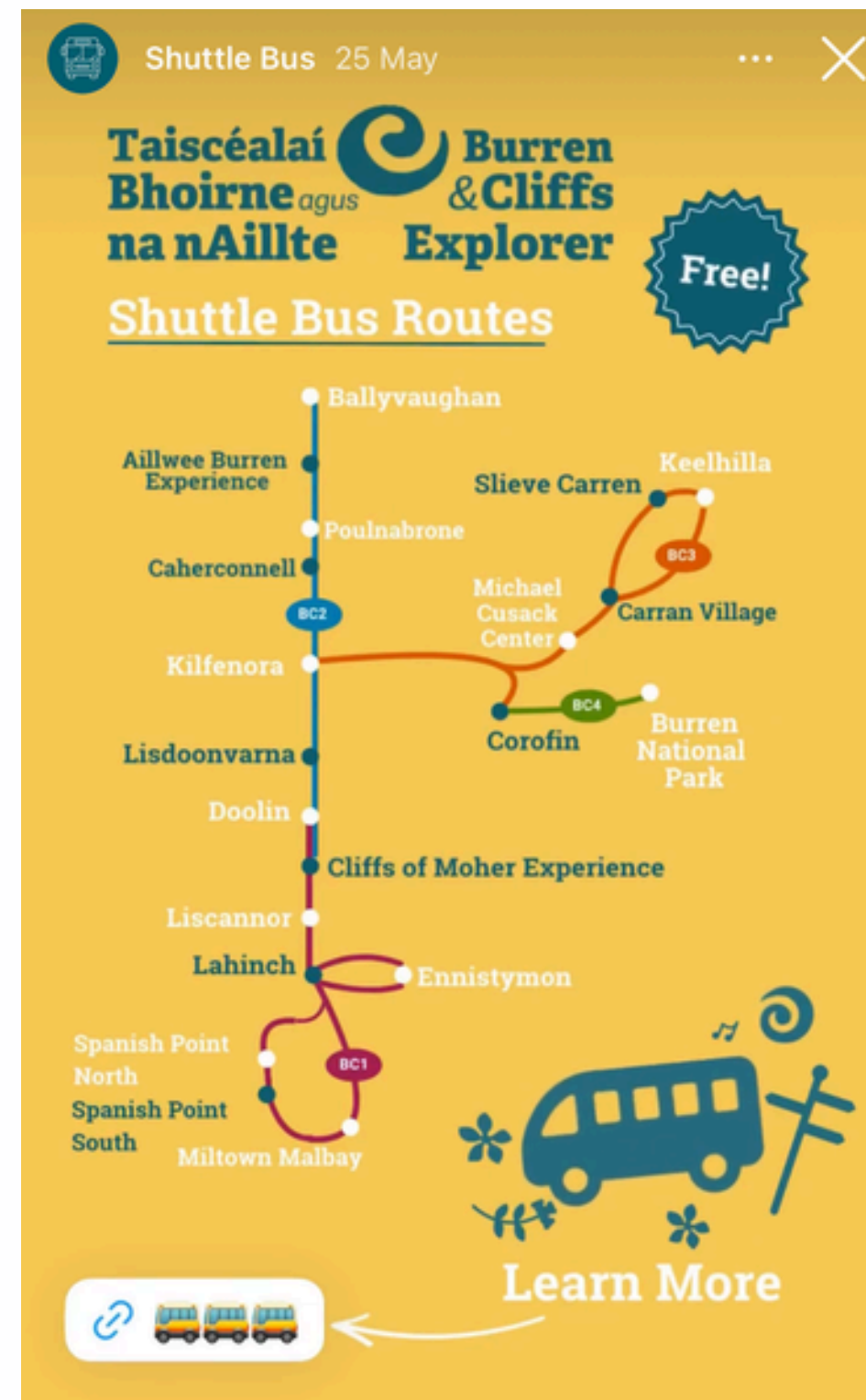
SOCIAL MEDIA

Organic Reels & Posts

Suggested Itinearies Reels and Posts demonstrated how the shuttle bus can be used to enjoy a day in West and North Clare.

6 organic itinearie posts
22,546 views total





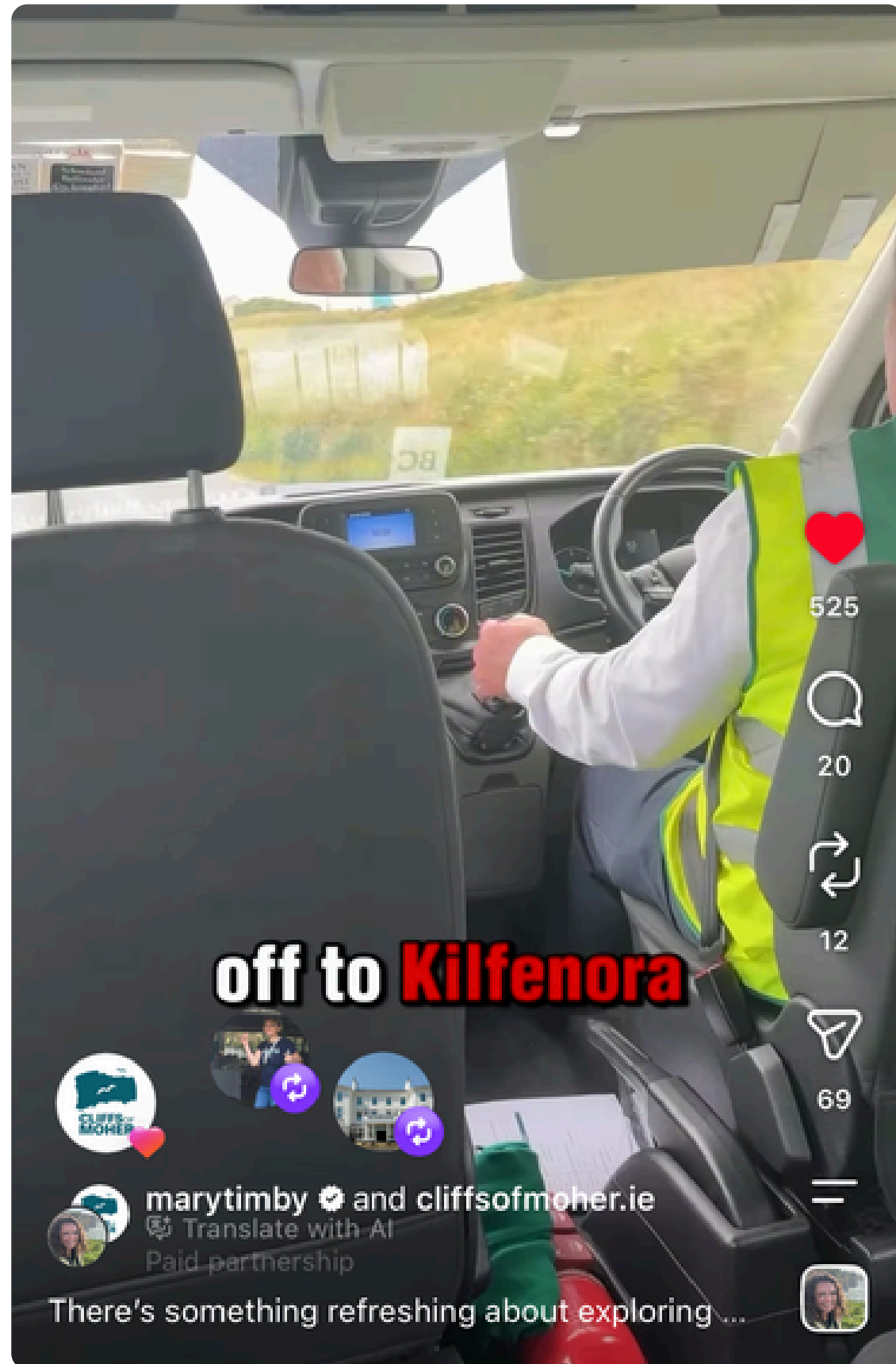
We shared a series of stories over the course of the summer promoting the Burren & Cliffs Explorer Shuttle Bus

SOCIAL MEDIA

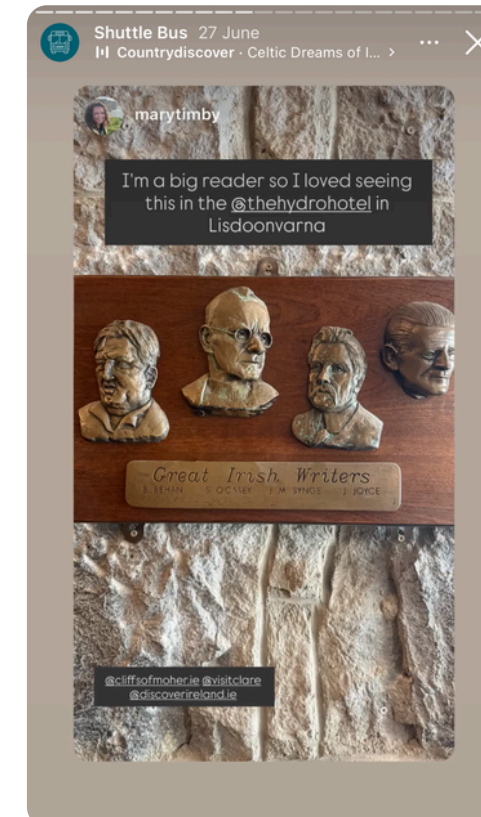
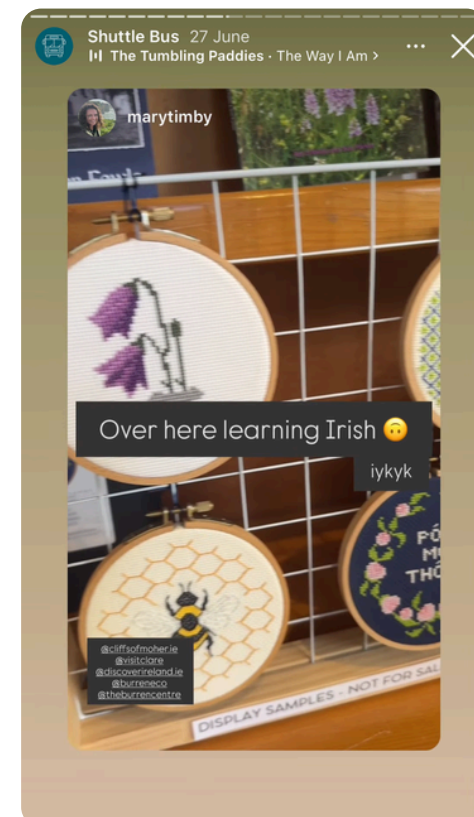
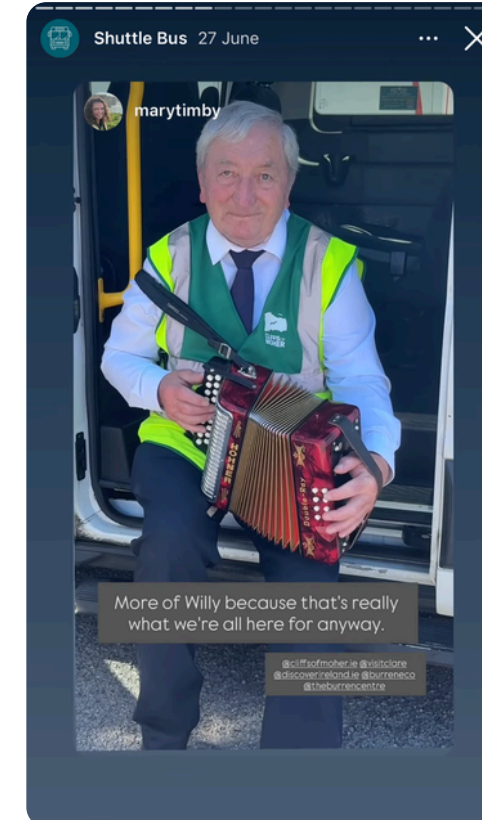
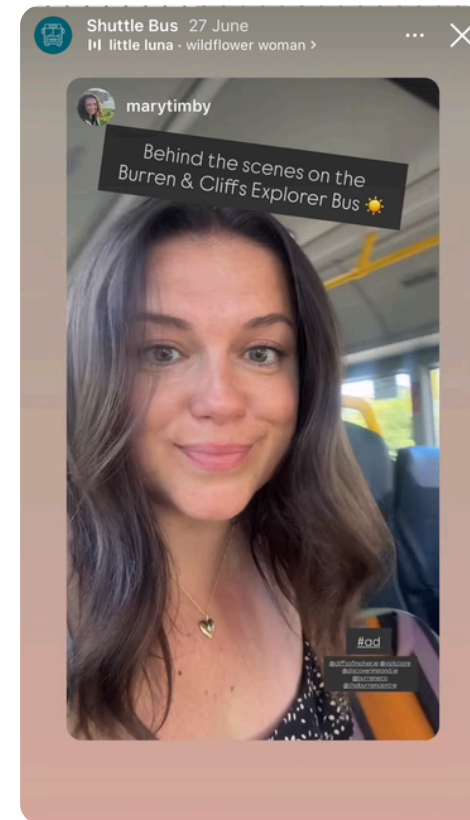
Some Organic Story Content

Stories 75

Reel



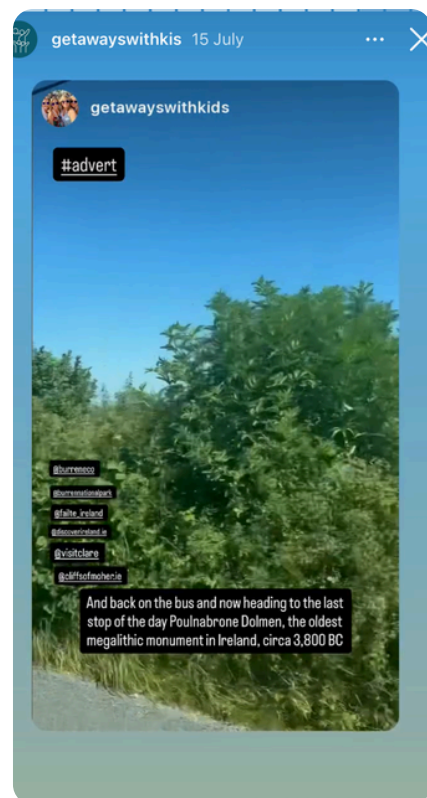
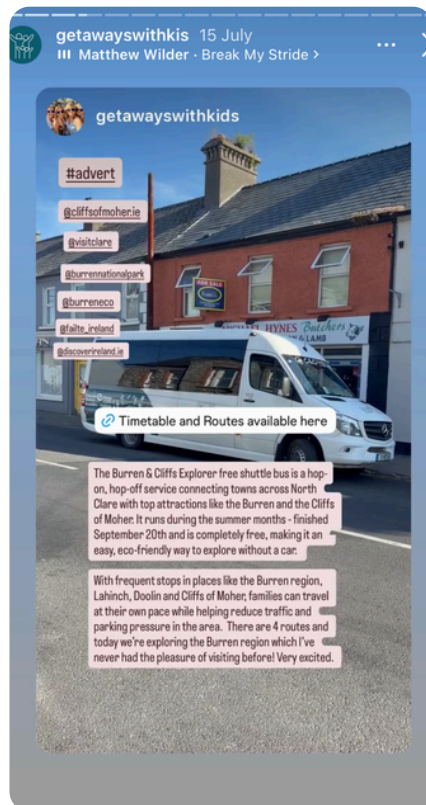
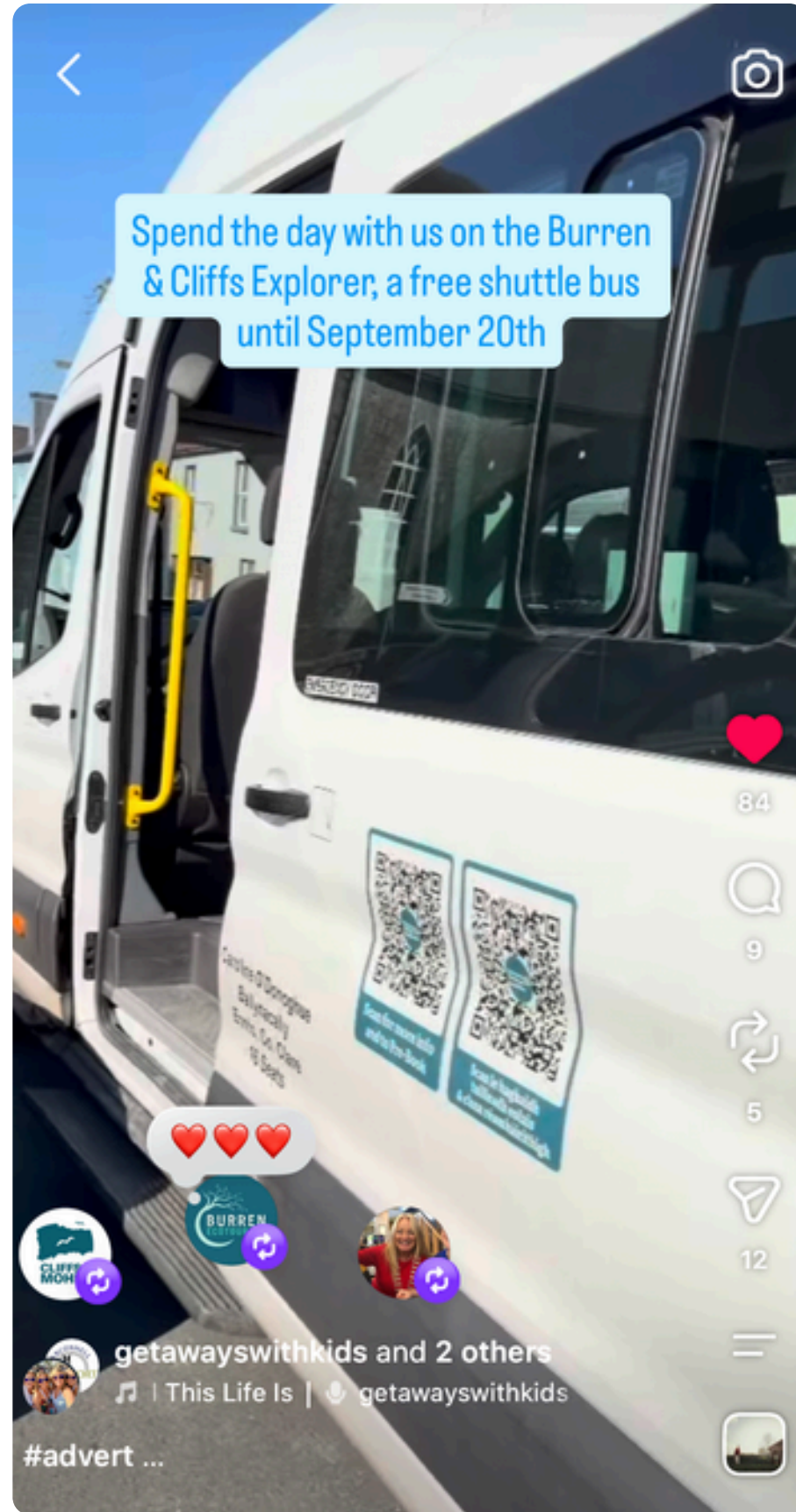
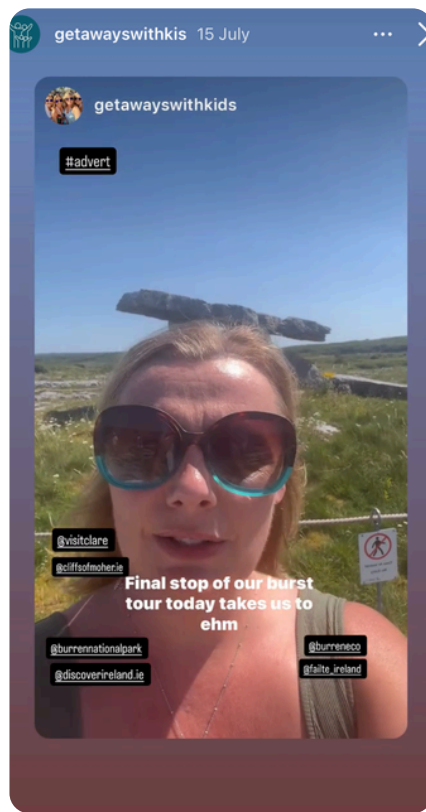
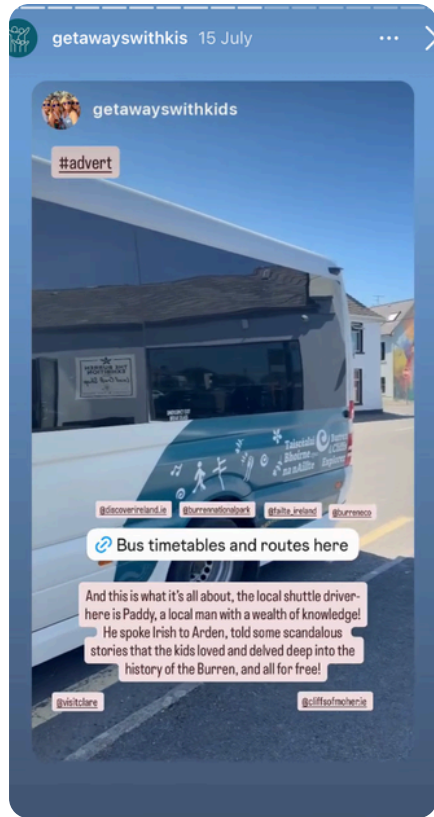
Stories



SOCIAL MEDIA Influencer: Mary Timby

(38.6k Instagram Followers)

- Posted: 27th June 2026
- 1 Reel
- 5 Stories
- 11.7K Views
- 8.1K Reach
- 438 Interactions



SOCIAL MEDIA Influencer: April Drew

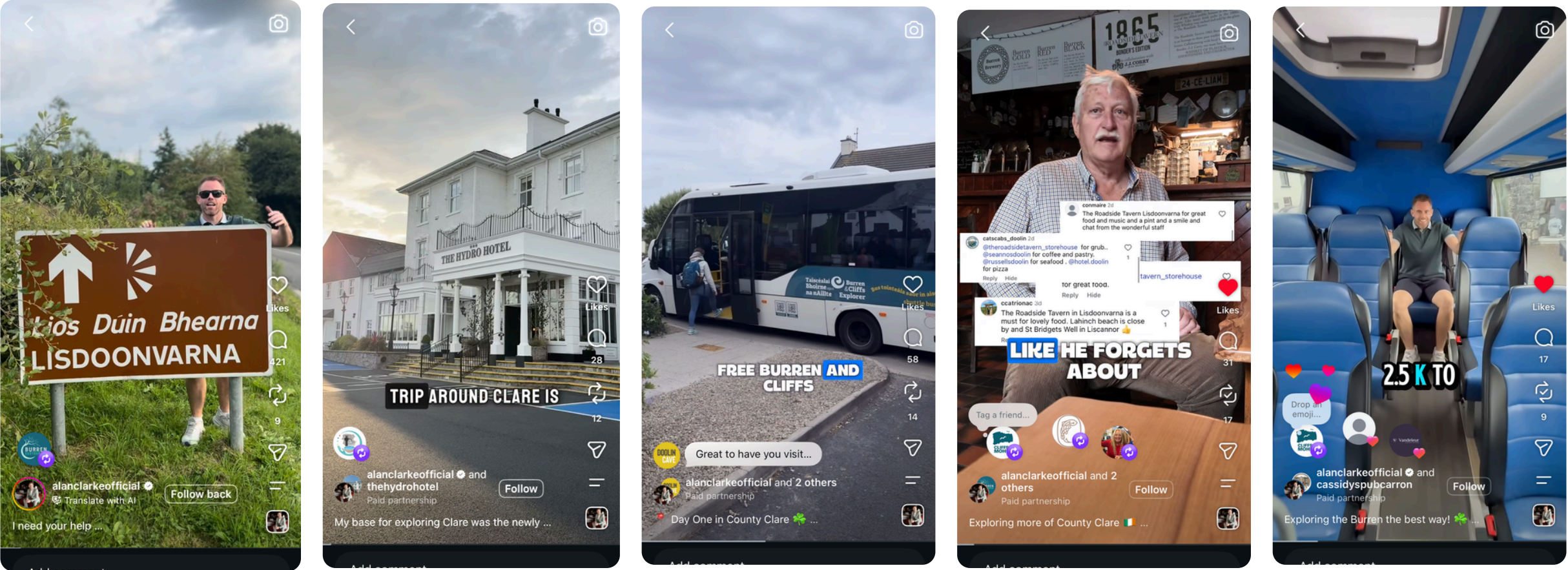
(55.7k Instagram Followers)

- Posted: 15th July 2026
- 1 Reel
- 16 Stories
- 10.6K Views
- 8.2K Reach
- 106 Interactions

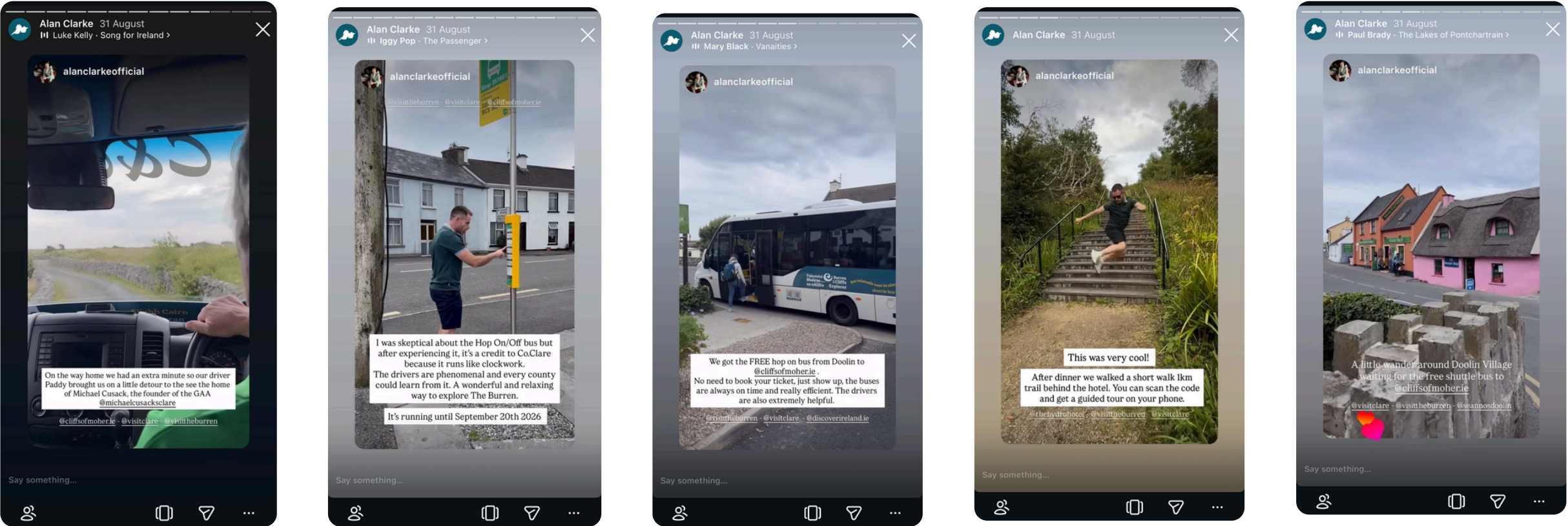
Stories

Reel

Reels



Stories



SOCIAL MEDIA
Influencer:
Alan Clarke

247k Instagram Followers
98.5K TikTok Followers
95k Facebook Followers

- Posted: 24th - 31st August 2026
- 6 Reels
- 1 static posts
- 10 Stories
- Feed Views: 668,506
- Stories Views: 311,693

SOCIAL MEDIA

External Posts

Tourism Ireland's Post

**Tourism Ireland** July 20 at 8:35 AM · 🌐

Esplora il Burren e le Cliffs of Moher in modo semplice, sostenibile e gratuito con [Cliffs of Moher Experience](#) 🇮🇪 🇨🇪

Se stai programmando un viaggio nella contea di Clare lungo la Wild Atlantic Way, c'è un modo ancora più comodo per scoprire alcune delle sue meraviglie più iconiche.

Dal 21 maggio al 20 settembre 2026, il Burren & Cliffs Explorer Shuttle Bus ti permette di raggiungere gratuitamente le Cliffs of Moher Experience, il Burren National Park e tante affascinanti località della zona, senza pensare all'auto o al parcheggio.

✨ Sali a bordo, lasciati guidare attraverso alcuni dei paesaggi più spettacolari d'Irlanda e vivi un'esperienza di viaggio più responsabile e rilassata.

📅 Per organizzare la tua visita e prenotare l'esperienza alle Cliffs of Moher, scopri tutti i dettagli qui: <https://go.irlnd.co/cliffsofmoher26>

See translation



 Comment as Cliffs of Moher Experience 

Tourism Italy

👍 189

💬 9

➡ 10

Tourism Italy

2026 Burren & Cliffs Explorer
PRESS COVERAGE



14 May 2026

Burren & Cliffs Explorer Shuttle Bus Service Launches for 2026 Season

The Burren & Cliffs Explorer shuttle bus service is returning for the 2026 season with an expanded offering, connecting towns, villages and key visitor attractions across North and West Clare.



Relaunching on Thursday, May 21, 2026, this season marks the second year of the pilot scheme.

A joint initiative of Clare County Council and the National Parks and Wildlife Service (NPWS), supported by Fáilte Ireland, the service will run until Sunday, September 20, 2026, providing locals and visitors with a sustainable and convenient transport option throughout the region.

The shuttle bus will serve Ballyvaughan, Corofin, Carran, Kilfenora, Doolin, Liscannor, Lahinch, Lisdoonvarna, Ennistymon, Miltown Malbay and Spanish Point, while continuing to connect passengers with major visitor attractions including the Burren National Park and the Cliffs of Moher Experience.

PRESS COVERAGE Press Release

14th May 2026



Virgin NEWS

Tourists Ditch Cars For New Free West Coast Shuttle Bus



21st May 2026

TV COVERAGE
Virgin Media News

2026 Burren & Cliffs Explorer RADIO COVERAGE

Expanded Burren & Cliffs Explorer To Return Next Week

16 MAY 2026



Photo (C) Eamon Ward

NEWS TOURISM TRANSPORT

An expanded free of charge shuttle bus service for tourists in North Clare returns next week.

The Burren and Cliffs Explorer which carried over 46,000 passengers last year will now serve Spanish Point and Ennistymon for the first time.

- Advertisement -

advertisement

CATCH-UP



Clare FM Sideline View Friday
September 11th
11 SEPTEMBER 2026



David Geraghty – Irish Artist Of
The Week
11 SEPTEMBER 2026



Sports Preview – 11th
September 2026
11 SEPTEMBER 2026

Above Image: Clare FM Coverage of Burren & Cliffs Explorer Launch of 2nd Season

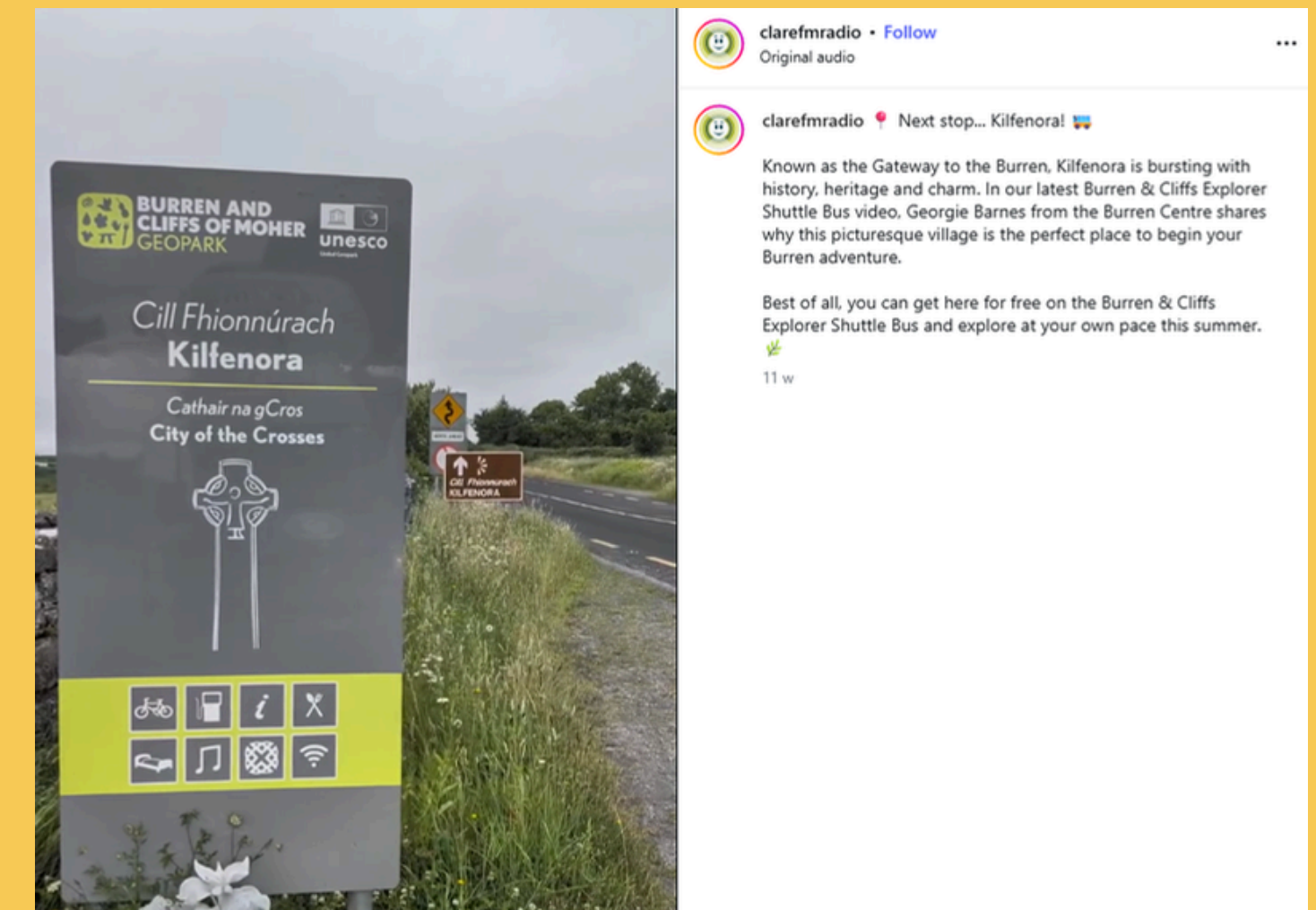
RADIO COVERAGE

Clare FM



Clare FM's Extensive Coverage

Clare FM ran a series of Facebook and Instagram reels on the Burren & Cliffs Explorer Shuttle Bus, which highlighted the towns and villages along the route.



2026 Burren & Cliffs Explorer EMAIL MARKETING

Taiscéalái Bhoirne agus na nAillte  Burren & Cliffs Explorer

You are cordially invited
to
the 2026 launch of
The Burren and Cliffs Explorer Shuttle Bus

 May 21st 9.30am
at The Cliffs of Moher Experience

The Burren and Cliffs Explorer will run for the first year of its pilot project from the 21st of May - 20th September 2026. The launch for the 2026 season will take place at the Cliffs of Moher Experience on May 21st. The event will be followed by tea, coffee and cake in the cliff top visitor centre.

Please RSVP here -
www.cliffsofmoher.ie/burren-and-cliffs-explorer

   NPWS A National Parks and Wildlife Service  We are a proud partner of the Burren and Cliffs of Moher UNESCO Global Geopark  visit CLARE  Clare Tourism

RSVP HERE

 **Burren & Cliffs Explorer Shuttle Bus**
Public Information Evenings
Register Your Interest

The Burren & Cliffs Explorer shuttle bus, linking towns, villages and visitor attractions throughout

demonstrations on weaving & wool, speaking the Irish Language, Habitats & Landscapes, Hurley Making and Blacksmithing & Woodworking.

LEARN MORE



Burren & Cliffs Explorer Shuttle Bus

Did you know that the FREE Burren & Cliffs Explorer has 21 pickup locations across North & West Clare? We have created some fun itineraries for you! Don't forget to always [check the timetables!](#)

EXPLORE MORE HERE



The Burren & Cliffs Explorer Shuttle Bus Returns May 21st

The Burren & Cliffs Explorer free shuttle bus will offer visitors a relaxing, eco-friendly adventure during the summer of 2026. With convenient stops, visitors have the freedom to explore the stunning Burren and Cliffs of Moher without the hassle of driving. The Burren & Cliffs Explorer shuttle bus is set to **commence on Thursday, May 21st, and will run until Sunday, September 20th 2026**. Visitors will have the opportunity to travel hassle-free to **Ballyvaughan, Corofin, Carran, Kilfenora, Doolin, Liscannor, Lisdoonvarna, Ennistymon, Miltown Malbay, Spanish Point, and Lahinch**. Whether enroute to the **Burren National Park** or soaking in the stunning views at the **Cliffs of Moher Experience**, this shuttle makes it simple to explore at one's own pace.

LEARN MORE ON OUR WEBSITE



Burren & Cliffs Explorer Public Information Evenings

Wednesday, 22nd of April & Thursday, 23rd of April from 5.30-6.30pm

Burren & Cliffs Explorer Shuttle Bus Public Information Evenings

Register Your Interest

The Burren & Cliffs Explorer shuttle bus, linking towns, villages and visitor attractions throughout

Path, as it is hazardous.



The Burren & Cliffs Explorer Shuttle is here!

Are you staying in the following towns or villages?

- Miltown Malbay
- Liscannor
- Doolin
- Kilfenora
- Lisdoonvarna
- Corofin
- Ballyvaughan
- Ennistymon
- Lahinch
- Spanish Point

Enjoy a **free Hop-on, Hop-off Burren & Cliffs Explorer Shuttle Service!** Leave the car behind, **don't worry about finding a parking space**, and enjoy a smooth, convenient journey. Our shuttle offers access to the Cliffs of Moher Experience from key towns including Doolin, Liscannor, Lahinch, Miltown Malbay, Lisdoonvarna, Ennistymon and Ballyvaughan.

Free note: This is a **free service** designed to help reduce traffic on Clare's roads and support the communities in which we operate. We truly appreciate your help in making this initiative a success. Hop on and explore at your own pace!

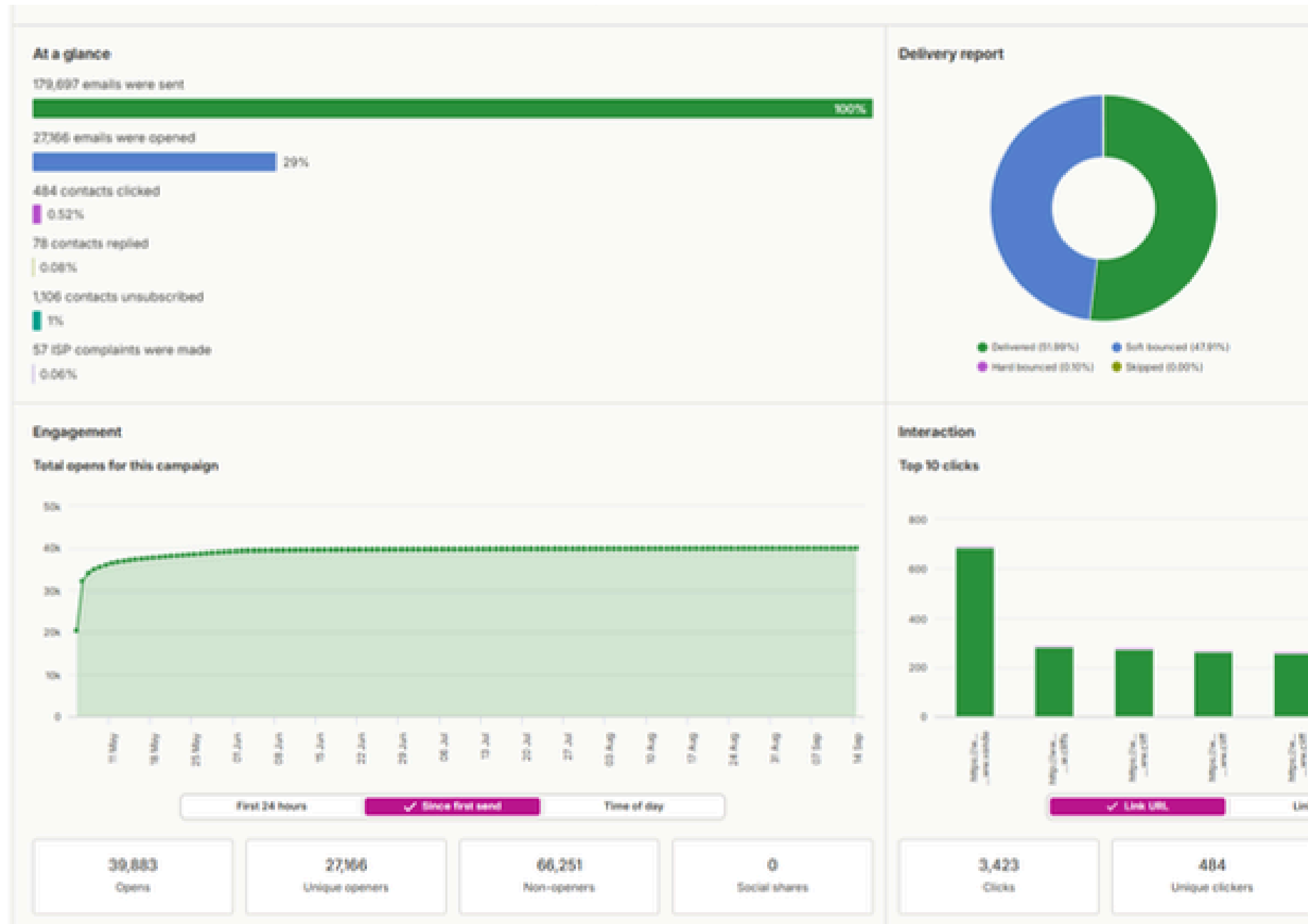
LEARN MORE

Above: a few screenshots of various ezine campaigns throughout the season, including the Launch of the Shuttle, Pre-arrival emails, and monthly ezine spots.

EMAIL MARKETING

Ezines from DotDigital

EMAIL MARKETING Ezine Information



Above: At A Glance Insights for May Shuttle Launch Ezine

May Monthly Ezine (Shuttle Bus Focus)

Emails Sent: 179,697
Opens: 27,166
Clicks on Shuttle Link: 254

Invitation to Shuttle Bus Launch

Emails Sent: 789
Opens: 303
Clicks on Shuttle Link: 81

Pearrival Emails

Total Campaigns Sent: 81
(Number of emails sent per
campaign varied by date)

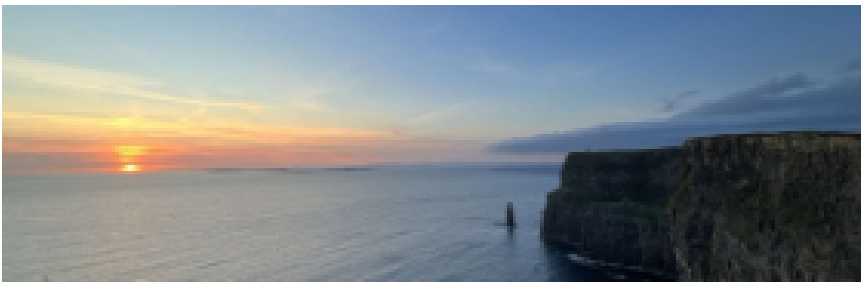
EMAIL MARKETING

Pre-arrival Emails

Cliffs of Moher Experience | [View in browser](#)



[About the Cliffs](#) [Explore the Views](#) [Visiting the Cliffs](#) [Book Now](#)



Good afternoon,

Thank you for booking online to visit the Cliffs of Moher Experience. We hope you have an incredible time exploring and taking in the breathtaking views! Check

[LEARN MORE](#)



The Burren & Cliffs Explorer Shuttle is here!

Are you staying in the following towns or villages?

- Miltown Malbay
- Liscannor
- Doolin
- Killybeggs

Pre-arrival Emails

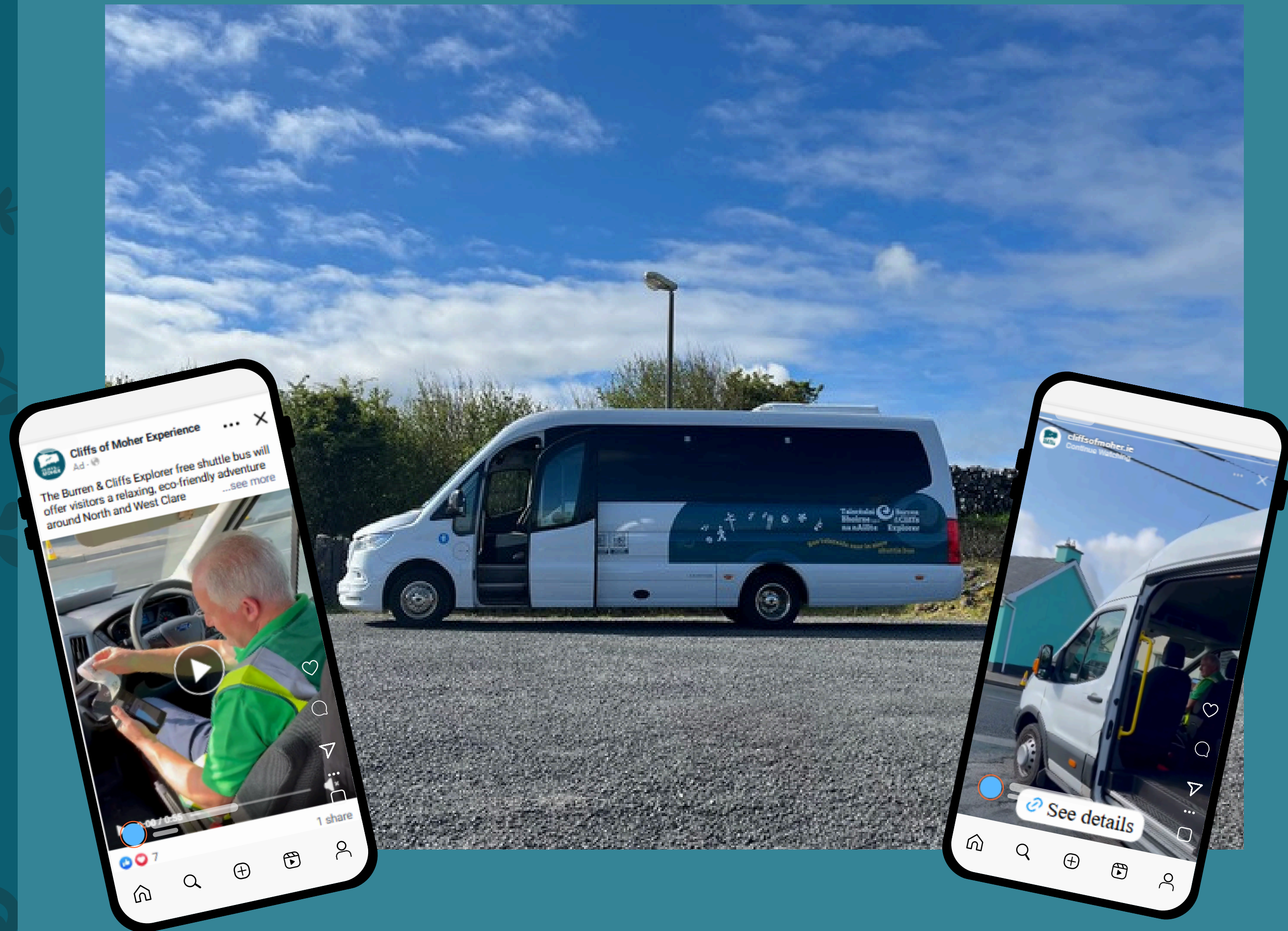
Pre-arrival Emails are roughly sent twice daily to people who have booked the Cliffs of Moher Experience online during the peak season.

Throughout the summer months, the Burren & Cliffs Explorer was promoted in these daily prearrival emails to those who had booked online.

Around 81 campaigns, each of which are sent to between 150-200 email addresses, were sent throughout the Burren & Cliffs Explorer's second season.

The pre-arrival emails encouraged visitors to explore the county car-free and listed the towns and villages on the routes. Visitors were then directed to learn more on our website.

2026 Burren & Cliffs Explorer
GOOGLE & META
PAID ADS
CAMPAIGNS



Shuttle Bus Ad Performance

PAID AD CAMPAIGNS
Google Ads

July

Impressions: 3,944

Clicks: 784

Click-through Rate: 19.88%

August

Impressions: 7,273

Clicks: 2,442

Click-through Rate: 33.58%

Keywords

+ Add keyword

Summary of how your keywords are performing

	Cost	Clicks	CTR
"cliffs of moher shuttle bus"	€107.02	544	31.14%
"west irish coast"	€40.07	96	7.27%
[bus to cliffs of moher]	€15.05	62	30.10%
"doolin to cliffs of moher"	€11.97	31	11.83%
[bus from doolin to cliffs of moher]	€4.97	29	40.28%

Keywords

Negative keywords

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Shuttle Bus Ad Performance

PAID AD CAMPAIGNS Meta Ads

May

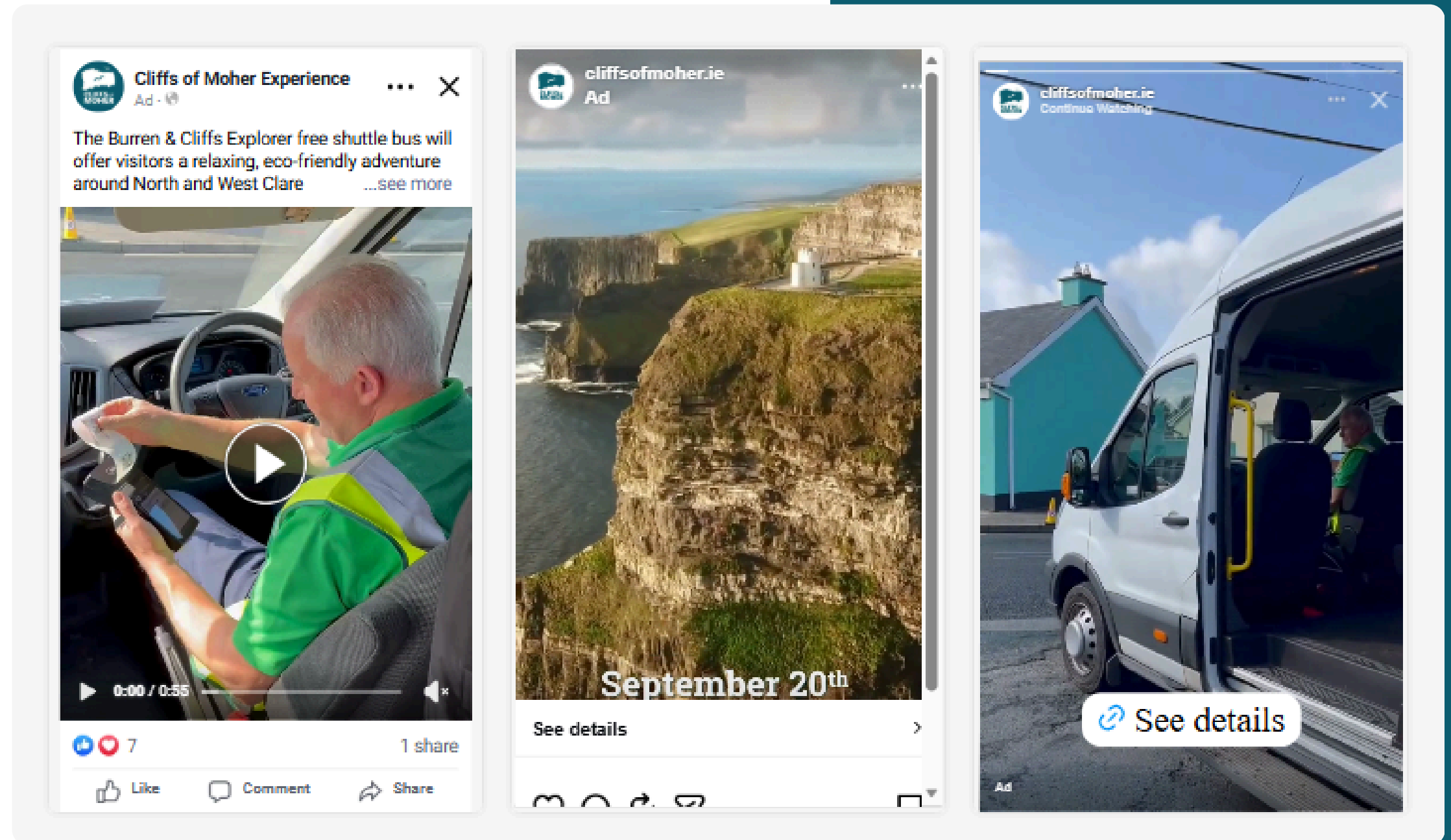
Reach: 74, 576

Cost Per Result: €0.77

June

Reach: 137,454

Cost Per Result: €0.91



Shuttle Bus Ad Performance

PAID AD CAMPAIGNS Meta Ads

July

Reach: 137,142

Cost Per Result: €0.92

August

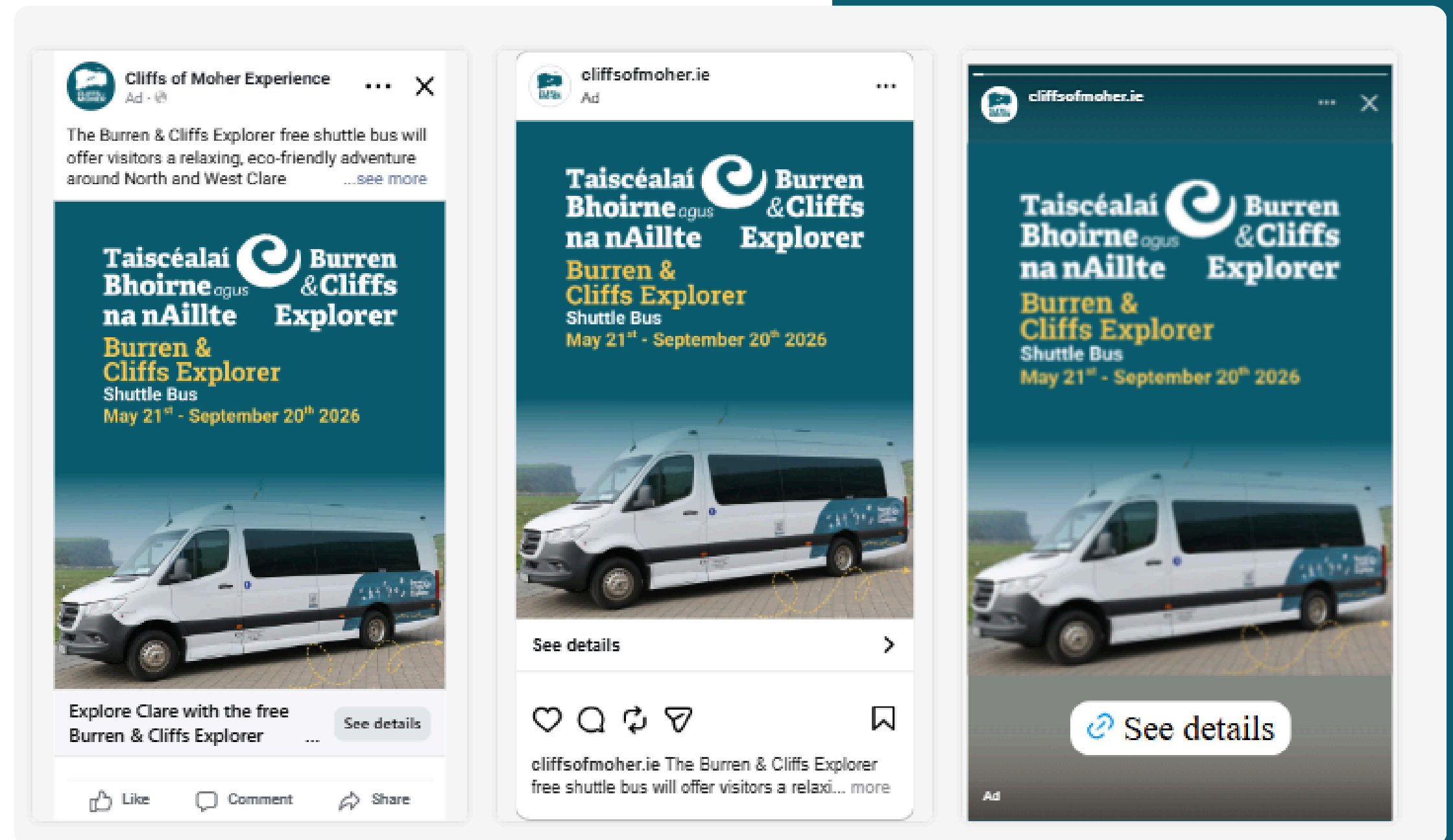
Reach: 132,147

Cost Per Result: €0.92

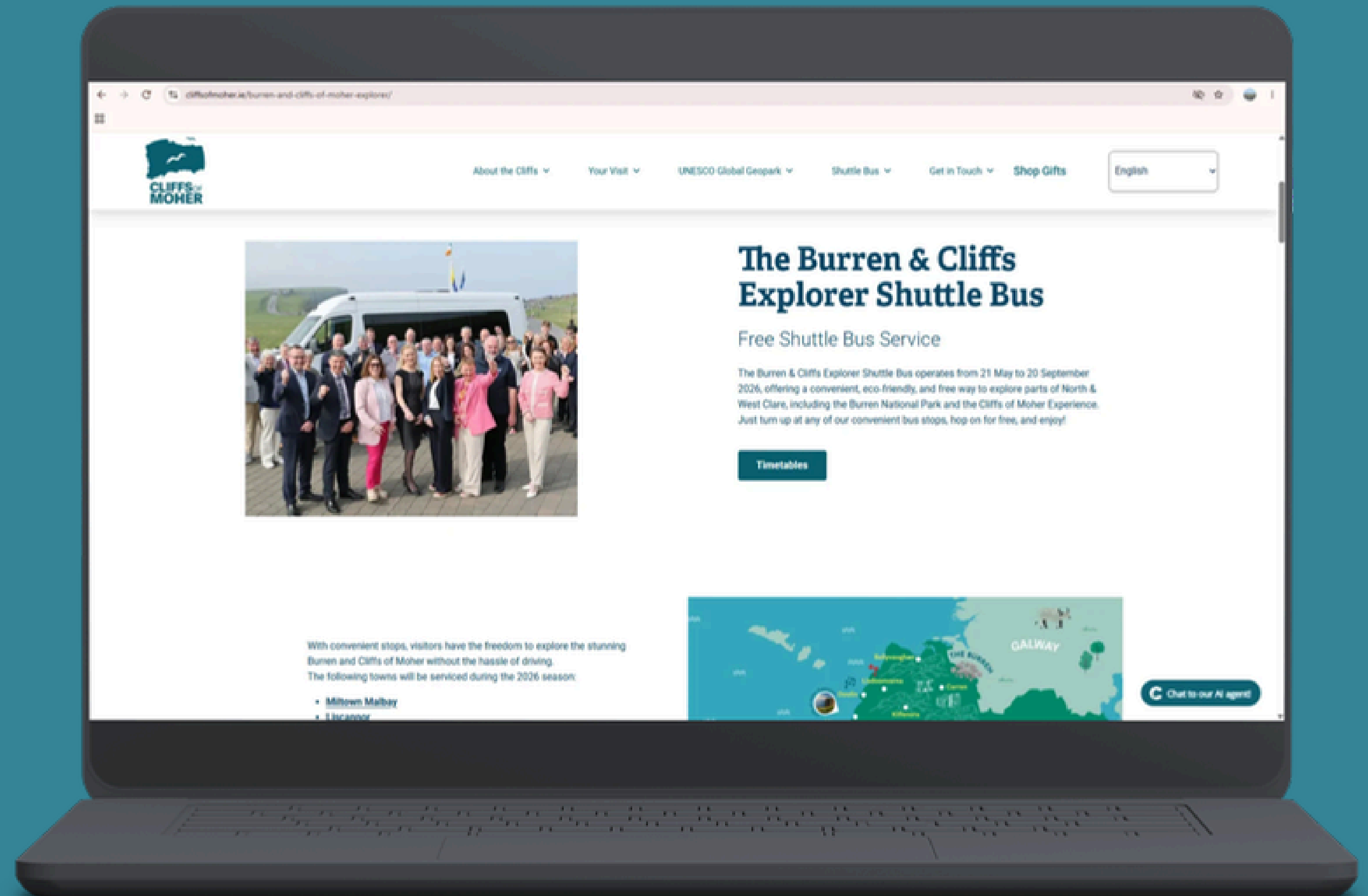
September (1st-20th)

Reach: 65,349

Cost Per Result: €0.77

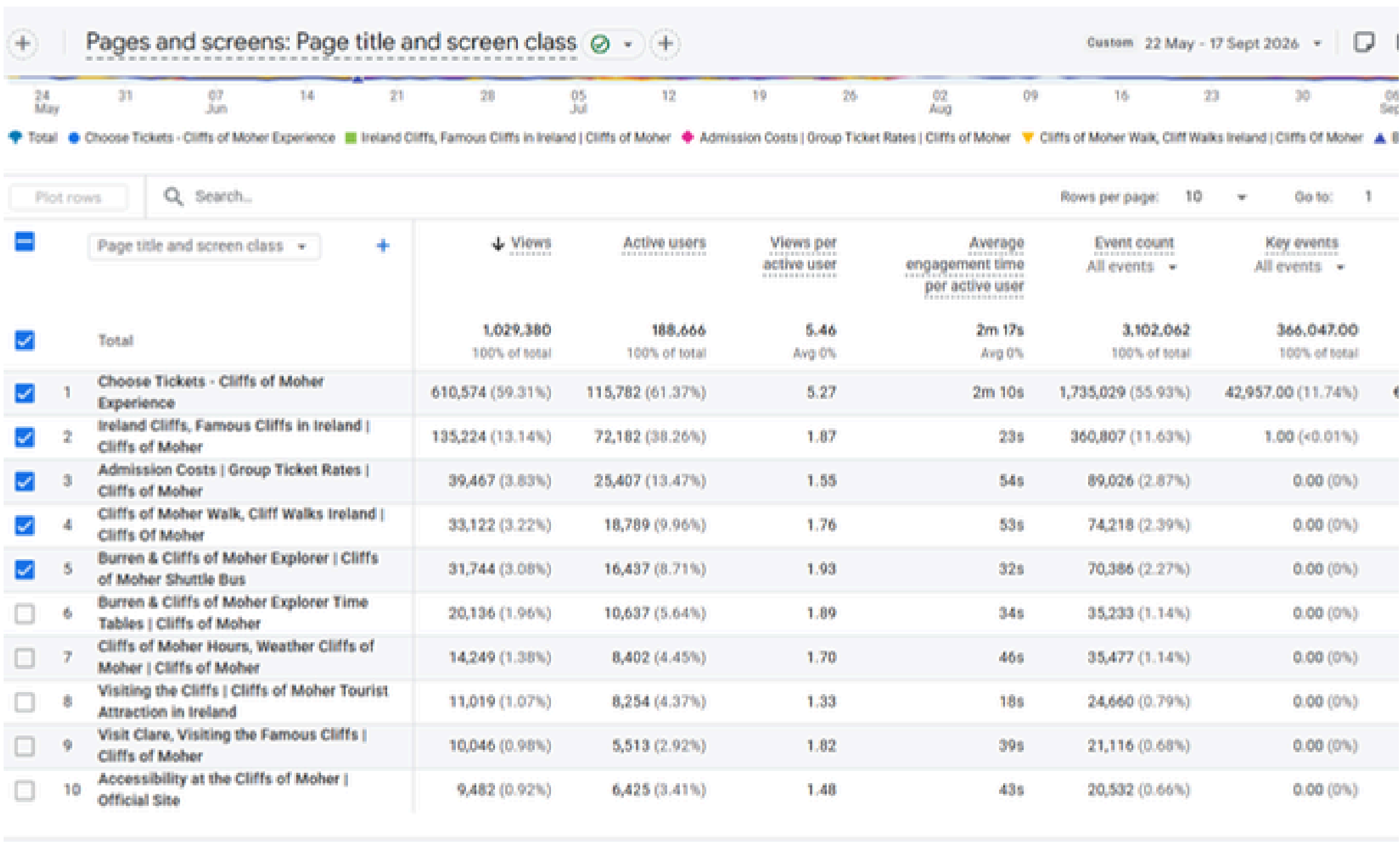


2026 Burren & Cliffs Explorer WEBSITE ANALYTICS



A More In Depth Look...

ANALYTICS Website Stats



Landing Page

- The BCE landing page was the **fifth most-viewed page** on the COME website from May to September 2026.
- **Views:** 31,744
- **Active Users:** 16,437
- **Views per User:** 1.93
- **Avg. Time per User:** 32s

2026 Burren & Cliffs Explorer FEEDBACK

Taiscéalái Bhoirne agus na nAillte

Burren & Cliffs Explorer

BURREN & CLIFFS EXPLORER

Passenger Information Card

Thank you for using the free shuttle service! Your feedback helps us improve sustainable transport in Clare. This short card takes less than 2 minutes to complete.

ABOUT YOUR VISIT

1. WHERE ARE YOU VISITING FROM TODAY?

☐ Clare. Town name if known: _____

☐ Elsewhere in Ireland

TODAY'S DATE:

DAY MONTH YEAR

2.(a) WHERE ARE YOU FROM?

☐ USA☐ Canada☐ Ireland☐ UK

☐ Spain☐ Germany☐ France☐ Italy

☐ Australia☐ Other (please specify): _____

2.(b) DO YOU LIVE IN IRELAND?

☐ Yes☐ No

3. PLEASE PROVIDE THE NAME OF THE TOWN, HOTEL OR AIRBNB, ETC. IN THE FOLLOWING THREE QUESTIONS

☐ Where did you stay last night? _____

☐ Where are you staying tonight? _____

☐ Where will you be staying tomorrow night? _____

ACCESS TO THE SHUTTLE STOP

4. HOW DID YOU HEAR ABOUT THE SERVICE?

☐ Social media☐ Word of mouth☐ Signage☐ I took it last year

☐ Accommodation provider☐ Other (please specify): _____

5. HOW DID YOU TRAVEL TO THE SHUTTLE STOP TODAY?

☐ Walk☐ Bicycle / e-bike☐ Private car☐ Rental car

☐ Public bus☐ Tour bus☐ Taxi☐ Dropped off

☐ Other (please specify): _____

6. WHERE DID YOU PARK YOUR CAR TODAY?

☐ On-street nearby☐ Paid car park☐ At my accommodation

☐ Other (please specify): _____

Taiscéalái Bhoirne agus na nAillte

Burren & Cliffs Explorer

WE'D LOVE YOUR FEEDBACK

HELP US MAKE TRAVEL MORE SUSTAINABLE IN THE AREA!

PLEASE TAKE OUR SURVEY

Take a paper survey from your driver
or
Scan here to complete our survey online

Thank you for your feedback!



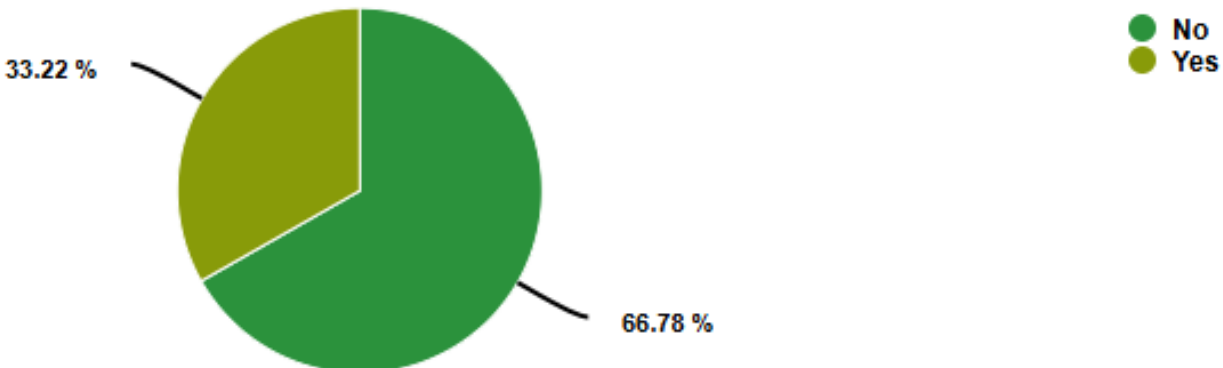
FEEDBACK

Survey Feedback

968 RESPONSES



Do you live in Ireland? 897 responses



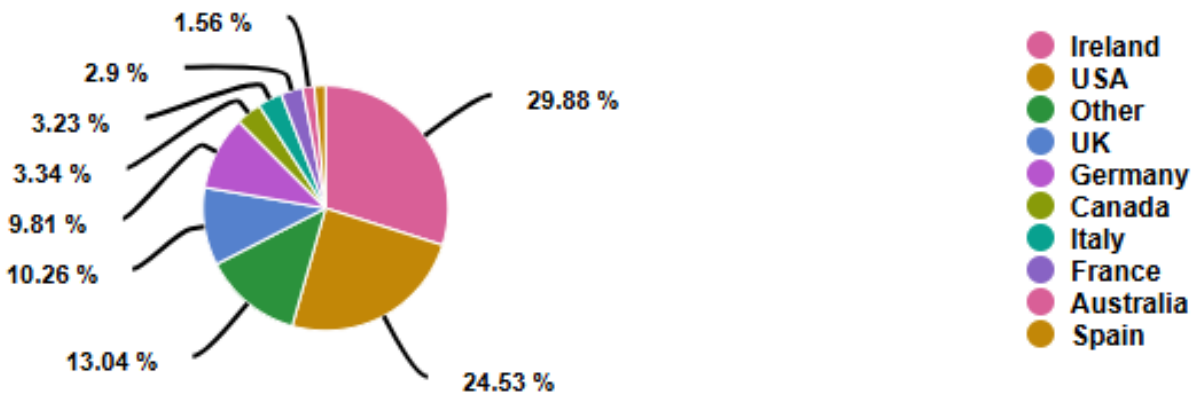
Many responses commend the quality of service, particularly the friendliness and helpfulness of drivers. This aspect plays a crucial role in user satisfaction.

Friendly and Helpful Drivers

Respondents consistently praise the drivers for their friendliness and willingness to assist passengers with information and local knowledge.

"The drivers were excellent."

Where are you from? 897 responses

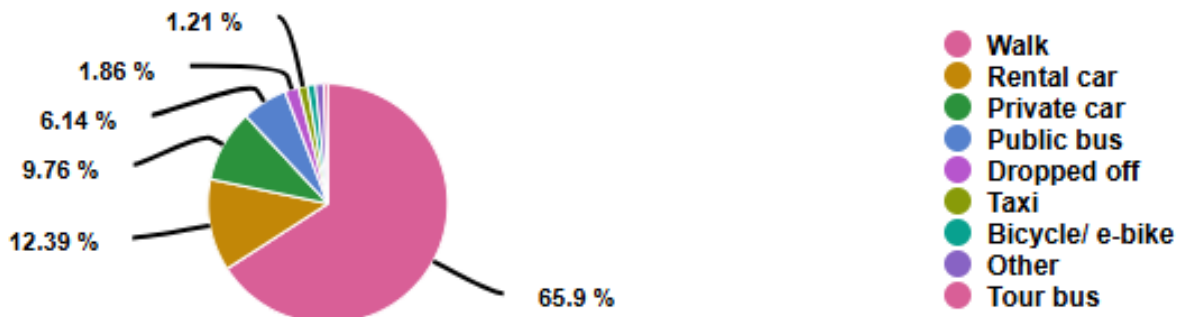


Positive User Experiences

Several comments reflect a strong overall satisfaction with the service, highlighting enjoyable experiences and the ease of travel.

"It was perfect. Punctual and very friendly staff."

How did you travel to the shuttle stop? 912 responses



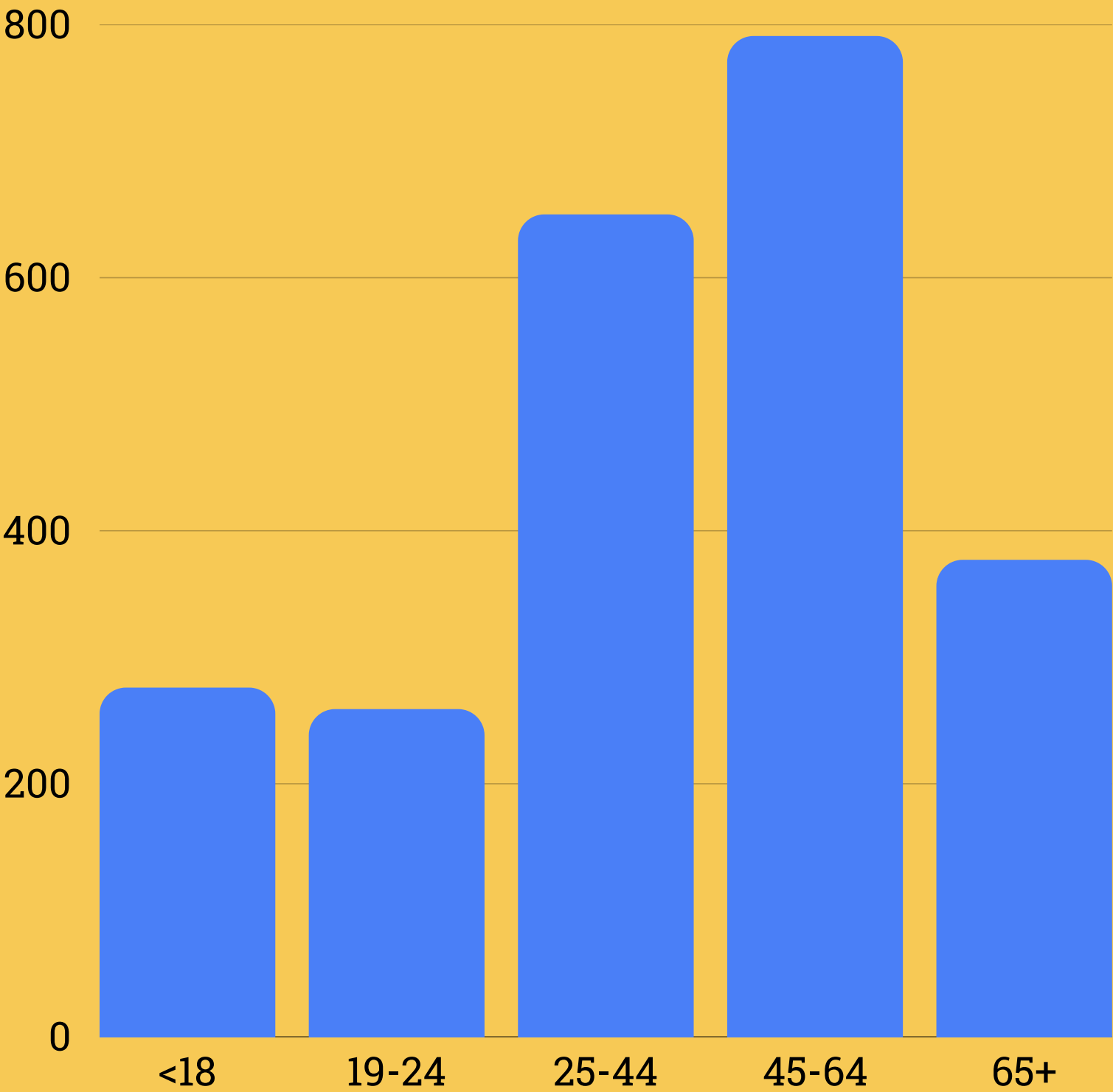
Community Engagement

Users appreciate the local knowledge shared by drivers, which adds to the overall experience and connection with the area.

"So happy as it is a wonderful service."

Survey Feedback

968 RESPONSES



Passenger ages according to survey responses

Many respondents highlighted the need for increased frequency of bus services, as well as better accessibility to schedules and routes. This includes suggestions for later operating hours and more frequent stops.

Increased Frequency

A significant number of participants expressed a desire for the buses to run more frequently, suggesting that this would enhance their overall experience and accessibility to various destinations.
"More frequent buses."

Later Operating Hours

Several respondents requested that the service extend its operating hours into the evening, allowing for more flexibility in dining and nightlife options.
"Running a little later into the evening/night.."

POSITIVE FEEDBACK

Comments on Social Media





Kathy Jochman McKenna · 3w ·  by author

We stayed in Lahinch without a car for a week exclusively using the shuttle and never ran out of things to do! A great asset for County Clare!!

Reply

 2







elizas.expeditions 4w ·  by author

So glad to have green transportation options through the geopark 😊

Reply

Reply with a reel

Hide

 1



designbank_miltown 7w ·  by author

Fantastic service!! 🙌❤️

Reply

Reply with a reel

Hide

 1



castledarcy_glamping 7w ·  by author

Great service 🙌

Reply

Reply with a reel

Hide

 1



thetailorscottage 5w ·  by author

Heard great reviews of this bus service. Will recommend.

Reply

Reply with a reel

Hide

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rathbaunhotel 6w ·  by author

Excellent service 🙌

Reply

Reply with a reel

Hide

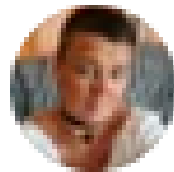
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ocean_view_park_bar_and_bistro 7w ·  by author

POSITIVE FEEDBACK

Comments on Social Media



Aileen Lyons · 2d ·  by author

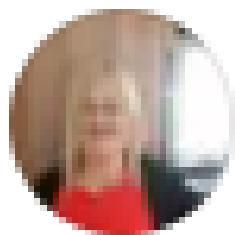
As someone who doesn't drive and works locally, I found it to be a great service. Such a pity it doesn't run throughout the year. I think a lot more than me would benefit from it. Even if we had to pay a few euro per journey, which I'd have no problem with, it would be very much worth it. Maybe something to think about.....



Reply



8



Susan Madigan · 2d ·  by author

Absolutely fantastic service, we enjoyed a trip to Cliffs of Moher and Doolin..



Reply



2



The Seabrook Clinic · 5d ·  by author

Absolutely amazing service all summer long. Huge boost for the area. Told so many visitors and they all availed of the bus routes. Massive well done on providing this much needed service to the West 🍷🍷



Reply



3

POSITIVE FEEDBACK

Email Feedback



Hi, not sure if this is the correct place for this but anyway. Thanks to the shuttle bus driver Willy for getting my cell phone back to me in Doolin. He went above and beyond and was kind and informative. Thanks also to any other staff that helped. This meant a lot.

Heather

Subject: Shuttle bus service

A friend and I stayed at the Wild Atlantic Lodge from 6/13-17/26. Being in Ballyvaughan was a highlight of our trip. When we checked in, the front desk gave us the brochure about the free shuttle bus service. We used only trains and buses for our trip so this was a wonderful surprise. We used it to get to the Cliffs, Doolin, Lisdoonvarna and Kilfenora. Because of this service, we were able to enjoy many more places than we thought. I've been adding my experience on social media because I think this isn't well known, especially here in the US. Special mention has to be made of our driver, Willy. We enjoyed his company and conversation during our exploring, especially his suggestions for things to see.

I was in Ireland from 6/3-23, in Killarney, Westport, Ballyvaughan, Dublin and Ennis.

Sent from my iPhone

We were in Doolin last week for a couple of days from Florida, USA. Had gone to the Cliffs on Thursday, June 11 - it was a rainy day and too thick with mist to see much of anything. My daughter and I decided to catch the shuttle in Doolin to see what we could of County Clare.

I want to tell you how much we appreciated your driver- I believe his last name is O'Hefron. He provided historical info about the area and people. It was absolutely great. He also helped me with some Gaelic pronunciation and set me up to play a joke on any Irishman who told me they couldn't speak Irish. Unfortunately, everyone I met admitted to speaking Irish so I didn't have the opportunity to try out the joke. It is probably just as well, since I have no idea what he taught me to say - LOL.

Again, I just wanted to say thank you and that he salvaged our day in County Clare. It was grand.

We received several lovely emails about the Burren & Cliffs Explorer Shuttle Bus throughout the season from both locals and visitors from abroad.

To the left, you will find a short selection of positive feedback via email.

PREPARED FOR CLIFFS OF MOHER EXPERIENCE

Burren & Cliffs Explorer — AI Assistant Season Report

How the Cura AI Agent on cliffsofmoher.ie handled visitor questions about the shuttle bus across the 2026 season, from the first day of service on 21 May to 17 September. It sets out how the assistant performed, what visitors asked most, and what those questions reveal about how people plan a shuttle journey to the Cliffs.

Across the same period the assistant handled 2,584 visitor conversations in total. One in four of them concerned the shuttle bus.

Prepared by Perpetual AI

Reporting period: 21 May – 17 September 2026

17 September 2026

PERPETUAL AI

Trends & Insights

A Few Key Points

- 650 total shuttle bus conversations, which is one in four of everything asked.
- The evening before is when the journey gets planned.
- Visitors are treating the Explorer as a park and ride. 47 conversations asked about parking at a stop, most often Lahinch and Doolin, typically from visitors with a car who wanted to leave it in a town and take the shuttle for the day.
- Visitors want to know about the next bus, not the full timetable. 136 conversations asked about departure times, and the phrasing was frequently 'what time is the next bus from Doolin' or 'how long until the next shuttle'. Several of these were sent from the stop itself.

650

Shuttle bus conversations this season

25.2%

Share of all visitor conversations

92.9%

Answered fully from the information provided

54.0%

Conversations outside 9am – 5pm

209

Conversations given specific departure times

1

Request to speak to a person

02 — CONVERSATION VOLUME

Volume tracked the tourist season

Shuttle bus conversations by month, with the daily average for each month. May covers 21 – 31 May and September covers 1 – 17 September.

MONTH	CONVERSATIONS	DAILY AVERAGE
May 2026 (from 21 May)	76	6.9
June 2026	138	4.6
July 2026	174	5.6
August 2026	183	5.9
September 2026 (to 17 Sept)	79	4.6
Season total	650	5.4

PERPETUAL AI

Trends & Insights

A Few Key Points

- Shuttle bus conversations cluster in the early evening and on Sundays, which is when visitors are sitting down to plan the following day's trip. There is also a steady stream late at night and before 8am, largely from overseas visitors in other time zones and from people checking arrangements before setting off.
 - **Busiest window: 5pm – 9pm**, accounting for 27% of all shuttle conversations
 - **Busiest day:** Sunday (118 conversations), followed by Thursday and Friday
 - **146 conversations** (22%) arrived between **9pm and 6am**
 - **Non-English conversations: 55 (8.5%)**, led by French (16), German (14), Spanish (11) and Italian (7)
- More than half of shuttle questions arrived outside office hours:
 - **351 Conversations** outside business hours, which accounts for **54% of all shuttle bus conversations**.
- Beyond answering the question asked, the assistant routinely gave visitors the practical nextstep: the exact departure times for their stop, a map pin for the pick-up point, or the link to thelive timetable.

Visitors ask how to use the service, not what it is

Shuttle bus topics ranked by how often they came up. A conversation can touch more than one topic, so the percentages overlap. The share is of the 650 shuttle bus conversations.

QUERY CATEGORY	CONVERSATIONS	% OF TOTAL
Getting to the Cliffs from a named town or stop	156	24%
Departure times and timetable	136	20.9%
Cost and whether the service is free	120	18.5%
Booking and tickets	109	16.8%
Where the stop or pick-up point is	99	15.2%
Connecting from outside the network (Galway, Ennis, Dublin, Bus Éireann)	90	13.8%
Routes and which towns are served	72	11.1%
Parking at the stops	47	7.2%
Rules and accessibility (dogs, bikes, luggage, wheelchairs)	27	4.2%
Journey duration	21	3.2%

Categories are non-exclusive, as a single conversation may cover multiple topics.



Thank you!

