

# Mizen Courses    Short Breaks - a Little Out of the Ordinary

## Pricing Strategies

Mizen Courses have been designed as 1, 2 and 3 day courses. Please find attached pricing chart with names and projected prices of Courses. They will be sold as standalone activities and also in a package with accommodation. Mizen Head Signal Station attracts visitors from a wide area of Cork and adjoining counties, but for the purposes of the Courses a radius of 50 miles has been identified as suitable for overnight accommodation in conjunction with a course. The attached approved premises have expressed an interest in being linked with Mizen Courses. Other premises contacted, that do not use email regularly, will be approached by mail. The majority of the premises offer discounted accommodation. In the immediate area there are five approved premises - three of which give discounted prices (16 bedrooms). However, Mizen Courses will be suitable for approved premises in an arc from Glengarriff to Clonakilty.

The Mizen Courses package will be priced with and without discounted accommodation, as indicated on the pricing chart. Mizen Courses will be sold through tour operators (such as Sceptre Tours, who have an extensive winter programme), through publications (such as Discover Ireland, special interest magazines etc.), through specialised groups (such as Clubs and Associations for Yachts and Sailing, Birding, Ham Radio, Whalewatching, Archaeology, Walking etc.), through corporate bodies and online through our websites [www.mizenhead.ie](http://www.mizenhead.ie) and [www.mizenhead.com](http://www.mizenhead.com)

## Names of Courses

1. Introduction to European Navigation
2. Navigation with Electronic Instruments
3. Introduction to Radar
4. Introduction to ECD & Info Systems
5. Passage Planning in Europe
6. Basic Ship Handling
7. Intro to Blind Navigation
8. Corporate Team Building in Simulated Marine Environment
9. GPS in Marine Navigation
10. Cetacean Identification Whale Watching
11. Geology and Geomorphology at Mizen Head
12. Mizen Environment/Ecology
13. Bird Watching
14. Amateur Radio
15. Weather, Tides & Currents
16. Communications - from Marconi to 2004
17. Mizen Archaeological Course

Courses 1-9 are specialised courses run by CharterNav Ltd. to use the Navigational Aids Simulator  
Courses 1 and 5 will be marketed to non-European sailors.

Courses 2,3,4,6,7 will be marketed to all boating enthusiasts

Course 8 will be marketed to companies in Ireland and

UK

Courses 10 - 17 will be marketed to companies such as Sceptre

Tours

They are particularly useful for go-as-you-please

holidays.

The courses are useful for specialist groups as well.

Courses 15-17 to be arranged in-house

Where transport is needed there will an extra charge e.g. afternoon's use of bus

locally (for up to 15 people) €45; 4 hours use of boat €200

Transport by coach from Cork station for up to 15 people €300

return

There are also long-term Irish Sailing Association training courses, which can be arranged in conjunction with CharterNav, using the Navigational Aids Simulator.