



**Kerry County Sustainable Tourism Strategy 2022-2026
Final Report**

PILLAR	GOALS	OBJECTIVES	2026 STATUS	ACTIONS TAKEN	OBJECTIVE/TARGET FOR INCLUSION IN 2027 to 2031 FRAMEWORK/STRATEGY	
ALL	Partner with respective membership and industry stakeholders to enable development and implementation of sustainable tourism practices that align with both the UNSDG's and Irish Government's Sustainable Tourism Action Plan	Kerry Sustainable Tourism Group active and engaged with quarterly meetings	COMPLETED	Quarterly meeting invites sent out at start of year Pre meeting agenda issued and post meeting actions shared via SLACK channel	Maintain Kerry Sustainable Tourism Group meeting schedule and action plan	
		80% of KCB and KTIF member businesses have formal written sustainability policy in place by 2026	IN PROGRESS	All KTIF and KCB Members issued with a sustainability responsible tourism charter in 2023, to provide a template to be used in creation of sustainability strategy	Set target of 95% for 2026 +	
ENVIRONMENTAL Internationally, Ireland has a reputation as the Emerald Isle. Sustaining and nurturing this green image through the adoption of sustainable tourism practices is critical for future tourism growth	Support Kerry's tourism industry to integrate more environmentally friendly practices	60% of member Kerry hotels have third party accreditation by 2026	IN PROGRESS	67 % had third party accreditation in 2025	Set target of 80% for 2026 +	
		Support Kerry Airport to become net zero for carbon emissions by 2050	IN PROGRESS	Kerry Airport have signed up to Science Based Target initiatives (SBTI) on greenhouse gas emissions. - Commits to reduce Scope 1 and Scop2 GHG 46% by 2030 from its 2019 base and measure and reduce Scope 3 - Commits to reach net-zero GHG by 2040	Maintain support for Kerry Airport and promote its sustainability journey via Discover Kerry comms	
		Deliver annual sustainability workshop for KCB & KTIF members, along with wider tourism operators and partners	COMPLETED	Sustainability key theme of 2026 KTIF Industry Day, followed up by webinar on Business of Sustainability	One industry day and two webinars per annum	
		Communications toolkit to support sharing sustainability story available to industry partners	IN PROGRESS	- Discover Brand Guidelines widely shared, which include specific guidance on sustainability messaging - All members encouraged to share sustainability stories with Discover Kerry to be included in Discover Kerry blog posts - KTIF Quarterly Sustainability bulletin ezine provides content to share within member organisations and visitors	- Deliver communications webinar to KCB and KTIF members in 2026 on how to tell Kerry's Sustainability story - Continue to maintain delivery of quarterly bulletin	
	Communicate Sustainability better to visitors and event organisers	KCB & KTIF websites provide comprehensive information on sustainability actions and making sustainable choices	COMPLETED	https://www.kerryconventionbureau.com/sustainability/ https://www.discoverkerry.com/sustainable-kerry/	- Ensure content is regularly updated - Conduct annual review of key content and format - Implementation of Discover Kerry sustainability comms calendar for 2026 and beyond	
		KCB & KTIF websites provide accessibility guide	COMPLETED	https://www.discoverkerry.com/plan-your-visit/accessible-destination-accessibility-guide/	- Ensure content is regularly updated and aligns with national and international best practice	
		Enable development and promotion of sustainable tourism experiences which positively influence actions of visitors	ONGOING	Ongoing discussion between MTU and KCC on roll out of CE4RT programme (including Digital Sustainability Cert) to all tourism businesses in Kerry - Discover Kerry profiling sustainable experiences, community engagement and social impact activities on website and via social	Continue partnership with MTU with objective to implement new industry programme focused on regenerative tourism development	
	Implement processes and tools to measure, monitor and report on environmental performance	Action plan adapted to serve as measurement tool and track progress by 2024	COMPLETED	Climate Action Plan implemented and used to monitor progress from 2024 onwards	Ensure strategy is aligned with government climate action goals of 2030 and 2050	
		KCB & KTIF to create reporting dashboard with score cards on environmental performance	COMPLETED	Climate Action Plan implemented and used to monitor progress from 2024 onwards	Ensure strategy is aligned with government climate action goals of 2030 and 2050	
		Kerry to undertake third party destination sustainability accreditation process	COMPLETED	This was reviewed by KTIF and KCB in partnership with KCC and decision made at this time not to proceed	Undertaking of third party destination accreditation to be reviewed with KCC in 2026	
	SOCIAL The tourism sector is Ireland's largest indigenous industry and as such has a responsibility to act ethically and drive social innovation	Support Kerry's tourism industry to embed and integrate DEI practices in to their organisational culture	DEI Policy and Action Plan in place for KTIF and KCB	COMPLETED	DEI Policy and Action Plan implemented DEI training undertaken Progress reporting in place DEI Stories Section on Discover Kerry website	Annual review of policy and plan Stakeholder DEI training scheduled for 2026 Increase engagement around accessibility and DEI with industry partners
			Profile of all Kerry Cultural Events	COMPLETED	All Kerry cultural events profiled on Discover Kerry Website Inclusion of dual language information and social posts	Maintain profile of Kerry Cultural Events and engagement via Discover Kerry website and social platforms
Drive social innovation and tourism growth through active community engagement		Develop and promote sustainability awards for tourism in Kerry	COMPLETED	- Following consultation with Kerry tourism stakeholders and the availability of resources, decision taken to not proceed with development of KTIF/KCB Sustainability Award. - Instead, it has been decided to identify appropriate sustainability awards at a national/international level and communicate award opportunities to industry via KTIF sustainability bulletin	Promotion of Sustainability Award opportunities for industry to be shared 2 x per annum from Sep 25 onwards	
		Collaborate with MTU to advance social innovation within Kerry	COMPLETED	Collaboration between KTIF Sustainable Tourism Group and MTU to design content for courses on regenerative tourism	PHD research on sustainability and citizen science planned for 2025-2028	
		Event planners provided with ideas and resources to support local community social causes and projects when holding events in Kerry	ONGOING	- KCB provides information on website and within RFP and sales collateral - KCB encourages event organisers to consider inclusion of social impact activities into their programmes during initial discussion and site visits - KCB include showcase social impact activity in all familiarisation programmes - KCB supporting rollout out of national impact and legacy programme, with Kerry events included in pilot	- Maintain communication of social impact opportunities at all touch points with event planners - Implementation and adoption of national impact legacy and framework	
Implement processes and tools to measure, monitor and report on social impact and performance		Develop measurement and monitoring tools for social sustainability performance	ONGOING	- Reporting scorecard created and publicly available on website - Performance Report covering Kerry Sustainable Tourism Strategy deliverables and actions up to 2025 created	Development of new Sustainable Tourism Strategy/Framework and Action Plan will include measurement and monitoring dashboard	
ECONOMIC To successfully progress on the journey to becoming a leading global sustainable destination, key economic drivers need to be effectively monitored, measured, and evaluated	Implement processes and tools to measure, monitor and report on economic impact and performance	Develop process and tools to measure, monitor and report on economic impact within the Kerry tourism sector	IN PROGRESS	- KCB & KTIF undertook research on effective measurement tools - Decision to utilise Fáilte Ireland data and infographics - Ongoing collaboration with RDI Hub and KCC to develop Sustainability Reporting Infographics	- Refine infographic to include more sustainability elements Work with KCC and Fáilte Ireland to collate data	