



Our Approach

KTIF has appointed a subcommittee to develop the sustainability strategy of KTIF and to encourage sustainability - both from a business continuity and environmental sustainability perspective - remains at the heart of all strategic priorities and goals.

KTIF is aware of the impact tourism activities have on the environment and is committed to minimising any negative impact.

Our strategy is to continually progress to promote more environmentally friendly business practices and processes amongst our membership bodies and to have a business model that protects the environment as far as practicable.

Vision

Our vision is to develop, advocate for and communicate a sustainable strategy for the management and coordination of tourism throughout Kerry.

KTIF endeavours to adhere to the UNWTO definition of sustainable tourism ("Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities").

Reporting

The KTIF Sustainability subcommittee will report on progress and development at regular intervals to the Board of Directors. Representatives of the sustainability subcommittee will also be present at all strategy workshops to ensure the principals of sustainability are woven into all strategic priorities.

Purchasing

KTIF commit to buying products and services produced in a way that minimises social and/or environmental damage and to take the following steps to:

- Reduce packaging as much as possible
- Reuse and recycle all paper where possible
- Buy in bulk to avoid excess waste where possible

Suppliers

We will ensure we purchase from, where possible, local carbon-friendly suppliers and those with sustainability policies.

Board of Directors:





Limitations

We recognise that Ireland, as an island, has limitations in being sustainable. The high level of carbon emitted in flying is one example currently outside our sphere of influence. We aim to promote sustainable and carbon-friendly options wherever available.

KTIF commits to:

- Complying fully with all relevant legal requirements, codes of practice and regulations
- Assessing the environmental impacts of our operations, continuously seeking to reduce their impacts and improving our resource efficiency through reduction of energy, water use and waste
- Promoting environmental and energy awareness to our membership

This sustainability policy has been updated and is current from May 2024.


Pat O'Leary
Chair, Kerry Tourism
Industry Federation

Grainne Kelliher, Chair,
Kerry Tourism Industry Federation
Sustainability Sub Committee

Board of Directors:

Tracy Coyne, Gary Curran, John Edwards, Micheal McCarthy-Larkin, Mike Buckley, Katie Carroll, Collette O'Connor,
Patrick O'Donoghue, Pat O'Leary | Chairperson