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TOURISM
INDUSTRY FEDERATION

Kerry County Sustainable Tourism Strategy 2022-2025

Updated May 2024



“This collaborative strategy has been created following Sustainable Tourism development principles:
Inspiration, Passion, Respect and Partnership”



Foreword

Kerry County Sustainable
Tourism Strategy 2022-2025

As the two official bodies representing Business and Leisure Tourism within Kerry County, Kerry Convention Bureau (KCB) and Kerry Tourism Industry Federation (KTIF), with the support of key partners Kerry County Council (KCC) and Fáilte Ireland (FI), acknowledge the importance of working collaboratively to lead by example and create an actionable sustainable tourism strategy for the county.

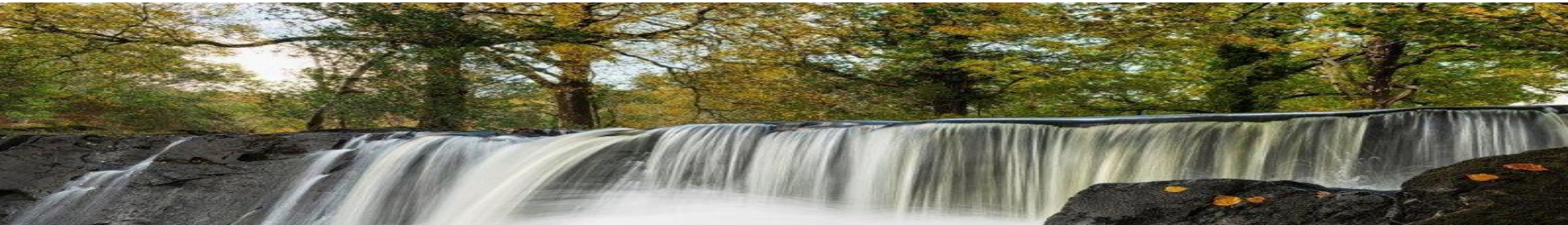
It is our role and responsibility to encourage, develop, establish and promote sustainable practices within the Kerry tourism sector, delivering benefit to both our visitors and all within our realms of influence, as well as best protecting the natural environment and communities around us.

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"We are committed to supporting event planners to host green events and taking proactive steps to ensure that business events held in Kerry result in positive social and environmental impacts, that are both sustainable and leave a legacy"
Becky Hargrove, Manager,
Kerry Convention Bureau

"Following the impact of COVID-19, it is a key KTIF priority to work collaboratively with our industry partners to develop and promote Kerry as a sustainable tourism destination of choice, for both domestic and international markets"
Pat O'Leary, Chairperson
Kerry Tourism Industry Federation



Vision & Mission

Kerry County Sustainable
Tourism Strategy 2022-2025

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Vision

Our shared vision is for the county of Kerry to be recognised as Ireland's leading business and leisure destination for sustainability, community, social entrepreneurship and responsible tourism.

Mission

Partner with respective membership and industry partners to enable development and implementation of sustainable tourism practices that align with both the UNSDG's and Irish Government's Sustainable Tourism Action Plan

The United Nations World Tourism Organisation

defines sustainable tourism as *"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"*

Who is managing this strategy?

This strategy was created by Kerry Convention Bureau and Kerry Tourism Industry Federation, and is managed by the Kerry Sustainability Committee.

Please refer to the appendices for detailed action and measurement plan, supporting this strategy

Long Term Goal

By 2030, we will have collectively undertaken a journey towards achieving wide-spread sustainable tourism practices within the county of Kerry, that positively impact local and global sustainable development.

Overarching Framework

Kerry County Sustainable
Tourism Strategy 2022-2025

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The strategy provides a framework to align our objectives with the
United Nations Sustainable Development Goals

From a county wide strategy perspective, we will be placing particular focus on the four goals below, with each goal aligned to at least one of the following:



Pillars

What are the key areas of action in this strategy?

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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.



Social

The tourism sector is Ireland's largest indigenous industry and as such has a responsibility to act ethically, to innovate and to respect people and place.



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.



Environmental

Goals and Indicators



Want to get involved and help make Kerry a more regenerative destination? Please get in touch.

Goal 1

Support Kerry's tourism industry to integrate more environmentally friendly practices

80 % of KCB and KTIF member businesses have formal written sustainability policy in place by 2025

60 % of member Kerry hotels have third party accreditation by 2025

Deliver annual sustainability workshop for KCB & KTIF members, along with wider tourism operators and partners

Goal 2

Communicate Sustainability better to visitors and event organisers

Communications tool kit to support sharing sustainability story available to industry partners

KCB & KTIF websites provide comprehensive information on sustainability actions and making sustainable choices

Enable development and promotion of sustainable tourism experiences which positively influence actions of visitors

Goal 3

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

KCB & KTIF to create reporting dashboard with score cards on environmental performance

Kerry to undertake third party destination sustainability accreditation process

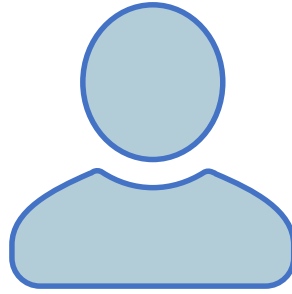
GOALS

INDICATORS

A detailed action plan can be shared upon request.

Social

Goals and Indicators



Want to get involved and help make Kerry a more regenerative destination? Please get in touch.

Goal 1

Drive social innovation and tourism growth through activity community engagement

Submit Kerry Sustainable Tourism Innovations for local, national and international annual awards

Collaborate on annual projects with Munster Technological University to advance innovation

Goal 2

Collate and deliver reliable, up to date and easy to access information that supports visitors with accessibility challenges

Kerry Accessibility Guide available on KCB, KTIF and KCC website by 2025

All members to adopt KTIF and KCB Diversity, Equality & Inclusion Policy & Principles by 2024

Goal 3

Facilitate impact and legacy outcomes for the community

Meet In Kerry Impact & Legacy programme established, developed in partnership with Failte Ireland by 2025

Provide visitors with ideas and resources to support local community environmental causes and social projects

GOALS

INDICATORS

A detailed action plan can be shared upon request.

Economic

Goals and Indicators



Want to get involved and help make Kerry a more regenerative destination? Please get in touch.

Goal 1

Become leading global sustainable destination by monitoring, measuring and evaluating key economic drivers

Identification and review of proposed research methodology and tools by 2024

Implementation of research project, with measurable results by 2025

Goal 2

Assess economic benefits from current visitation trends

Measure visitor numbers and employment in the tourism sector by 2024

Assess financial contribution of Tourism to the local economy in Kerry by 2025

Goal 3

Measure, monitor and report on economic performance within the Kerry tourism sector

KCB & KTIF to create reporting dashboard with score cards on economic performance by 2024

Information on economic performance available on KCB & KTIF websites by 2025

GOALS

INDICATORS

A detailed action plan can be shared upon request.

Get involved

Who are the different stakeholder groups?

- KCB and KTIF Members
- Kerry County Council
- Munster Technological University
- Business & Tourism Chambers / Alliances
- Fáilte Ireland
- Tourism Professionals
- Event Planners

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How can each stakeholder group contribute to the achievement of this strategy's goals?

- The Kerry Sustainability Team will ensure that there is open dialogue between all stakeholders, providing robust mechanisms for engagement and input. They will also provide information webinars on sustainability related matters to all members and stakeholders.
- By each stakeholder group actively engaging with the process, we can collectively develop, establish, promote and share sustainable practices within the Kerry tourism sector, which delivers benefit to both our visitors and all within our realms of influence, as well as best protecting the natural environment and communities around us.

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Strategy Background

Kerry County Sustainable
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What other strategies informed this one?



Who was involved in creating the strategy?

- Kerry Convention Bureau
- Kerry Tourism Industry Federation
- Kerry Sustainable Tourism Committee
- Kerry County Council
- Kerry Airport
- Kerry Branch of the Irish Hotels Federation
- Failte Ireland

How is the strategy managed and reviewed?

- An annual review enables the strategy and policies to adapt to changing circumstances, at a local, national and international level.
- However, to ensure continuous improvement, an interim review of the strategy will be held quarterly by KTIF & KCB, to check in on progress and adjust/revise actions accordingly, if required.



Conclusion

Kerry County Sustainable
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Communications

- Regular updates will be given to all key stakeholders.
- Relevant initiatives and supports will be shared and tourism providers will be invited to share updates on their own sustainability achievements.
- Discover Kerry Website will profile countywide sustainability initiatives and actions.
- These communications will serve to provide ongoing encouragement to all our stakeholders, reminding them to maintain their commitment to be more environmentally friendly and socially conscious in their businesses and keeping them fully informed regarding the supports that are available locally, nationally and globally.

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Sign Off

The preparation of the Kerry County Sustainable Tourism strategy has been overseen and approved by the following Senior Executives:

A handwritten signature in black ink, appearing to read 'Breffní Ingerton', written over a horizontal line.

Breffní Ingerton | Chair
Kerry Convention Bureau

A handwritten signature in blue ink, appearing to read 'Pat O'Leary', written over a horizontal line.

Pat O'Leary | Chair
Kerry Tourism Industry Federation

