

**KERRY**  
CONVENTION BUREAU



**KERRY**  
**TOURISM**  
INDUSTRY FEDERATION

# Kerry County Sustainable Tourism Strategy 2022-2025

Updated May 2022



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



# Foreword

Kerry County Sustainable  
Tourism Strategy 2022-2025

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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 around us.



***“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



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 below, with each goal aligned to at least one of the following:



# Pillars

What are the key areas of action in this strategy?



## 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 and drive social innovation.



## 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 2023

60 % of member Kerry hotels have third party accreditation by 2023

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 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 2022

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

Develop and launch Kerry Sustainable Tourism Innovation Annual Awards Programme

Collaborate on annual project 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

Accessibility audits for KCB & KTIF members facilitated through European Network for Accessible Tourism (ENAT)

### Goal 3

Facilitate impact and legacy outcomes for the community

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

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

Implementation of research project, with measurable results

### Goal 2

Assess economic benefits from current visitation trends

Identification and review of proposed research methodology and tools

Implementation of research project, with measurable results

### 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

Information on economic performance available on KCB & KTIF websites

GOALS

INDICATORS

A detailed action plan can be shared upon request.



# Get involved

Kerry County Sustainable  
Tourism Strategy 2022-2025



## Who are the different stakeholder groups?

- KCB and KTIF Members
- Kerry County Council
- Munster Technological University
- Fáilte Ireland
- Tourism Professionals
- Event Planners

## 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.
- By each stakeholder group actively engaging with the process, we can collectively develop, establish and promote 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 around us.



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# Strategy Background

Kerry County Sustainable  
Tourism Strategy 2022-2025

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## What other strategies informed this one?

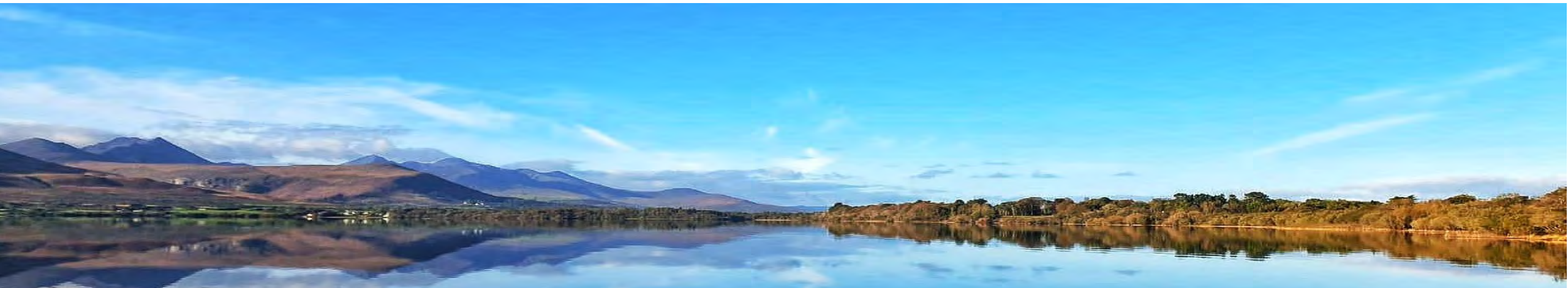


## Who was involved in creating the strategy?

- Kerry Convention Bureau
- Kerry Tourism Industry Federation
- Kerry Sustainability 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, 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.
- These communications will serve to provide ongoing encouragement to all our stakeholders, reminding them to maintain their commitment to be more environmentally friendly in their businesses and keeping them fully informed regarding the supports that are available locally, nationally and globally.

# 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 "Breffni Ingerton", written over a horizontal line.

Breffni 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

