

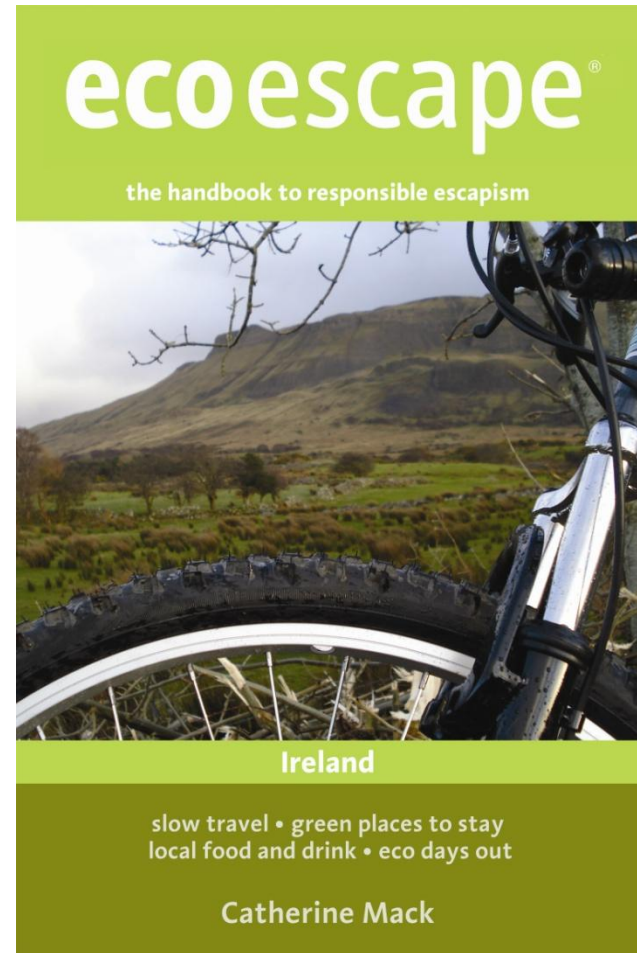
Responsible tourism in Ireland

What's the story?

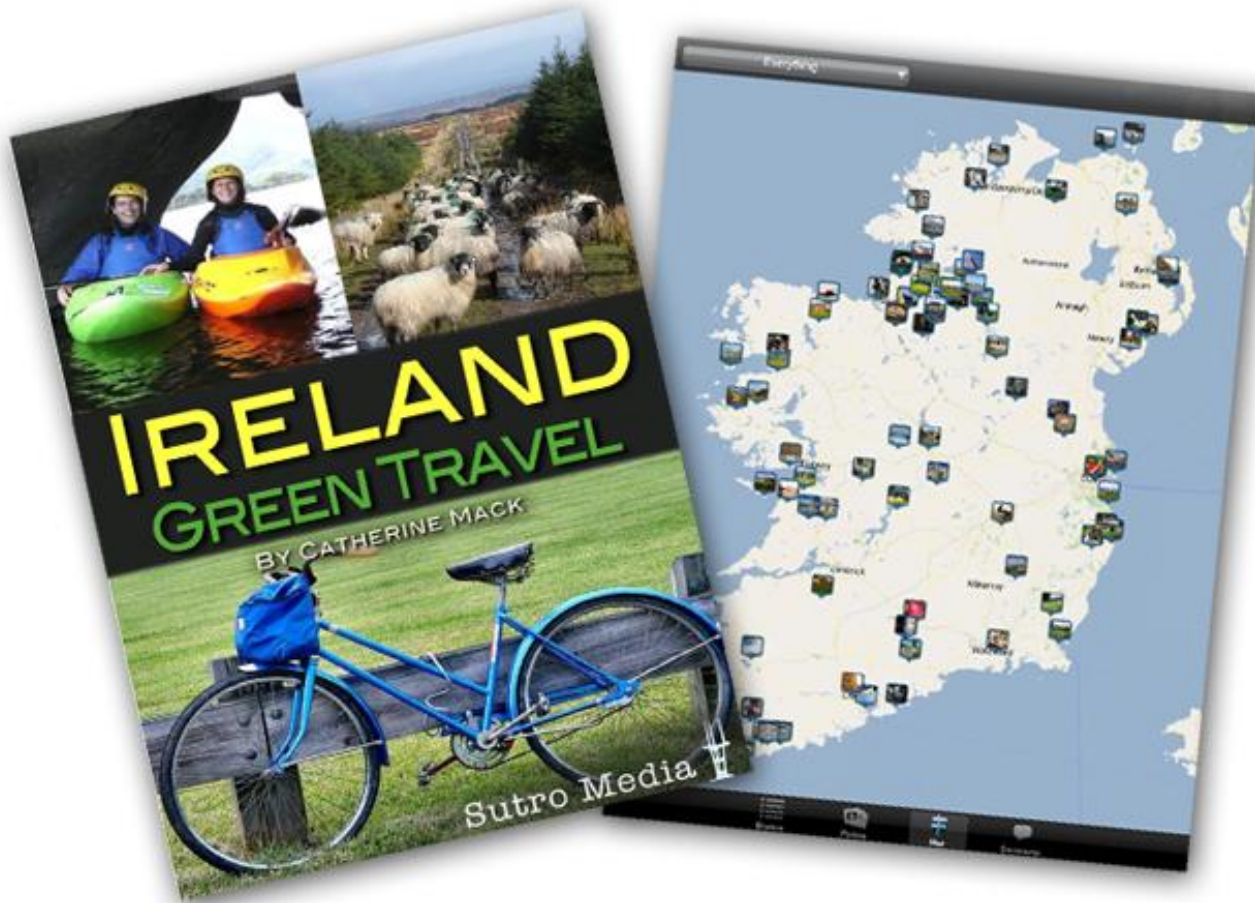
My story

Ecoescape Ireland

- Ethical Traveller, Go , Irish Times
- The Observer, The Guardian, Daily Telegraph, Metro
- ethicaltraveller.co.uk



Ireland Green Travel



#Globalgreening







But green has gone global now

- It has gone from niche to norm
- It is no longer about changing our lightbulbs
- It's a destination do or die thing to be responsible
- It's all about the big picture
- 42% European and US travellers take part in an activity – research by Adventure Travel Trade Association out today

Responsible tourism is not scary

- It is common sense
- So many people are already doing it in Ireland – Burren, Inishowen and Loop Head – award winners
- They just aren't shouting about it
- Or, they are shouting, but noone is stopping to listen
- Or they don't even realise they are doing it.

The stories I love to share

What a green writer needs

- A good story – bulbs are boring!
- A real story - Greenwash is out
- Worthiness is out
- Good website with detailed responsible tourism policy, stories and an authentic knowledge
- **Inspiration**

Tourism which benefits everyone and everything

- The local community
- The local environment
- The local economy
- The local culture



The environment



[The Three Towers at Slieve Aughy](http://www.thethreetowers.com)
[Riding Centre, East Galway](http://www.thethreetowers.com)
www.thethreetowers.com



**The local
community:**
Creevy Cooperative,
Donegal

- Electric bike hire
- Weekend package using local accommodation
- Cycling guide
- Picnics with local food
- Photography and cycling
- Paddle and pedal
- Superb service
- Funky cycle hats
- Corporate trips
- Leave No Trace
- This is a great travel article



Mulranny Park Hotel

- Greenway Adventures Network
- Gourmet Greenway
- Walking breaks
- Walking guides
- Picnic lunches
- All inclusive activity packages
- Cycle over bridges & playing bridge
- All midweek
- Weddings at weekends
- Partnerships with local conservationists



Slowing our visitors down

- Walking trails
- Have maps available
- Stop off points
- Local taxi number
- Public transport
- Sheeps Head Way



Local environment and beyond



www.ecotourismireland.ie



www.nativewoodlandtrust.ie



www.iwt.ie



www.leavenotraceireland.org

Local culture

....On the Strand
At Lough Beg



Laurel Villa Guesthouse, Magherafelt

Catch and cook – all things wild



www.dulra.ie

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Food in Ireland

[Things To Do](#) « Home

[Food fairs & festivals](#)
[Eating out guide](#)
[Irish food trails](#)
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Take time out to savour Irish cuisine...

Take time out to savour some truly local and regional food and enjoy the best of Ireland's flavours and culinary creativity.

Pop into any one, or all, of Ireland's food trail venues to tempt the taste buds.

► [Browse all food trails](#)



Burren Food Trail



Dingle Food



Kilkenny Food Trail



Gourmet Gr

This Week

Coming Up

APR 10 - APR 13 West Waterford Festival of Food



APR 11 - APR 13 4th All Ireland Chowder Cook-Off



APR 17 - APR 21 Galway Food Festival



Search for restaurants in

All Destinations ▼

Discover Irish Cuisine

This spring, delight your taste buds by sampling some of Ireland's specialty foods.

Ask for local foods in our restaurants, cafes, pubs, specialty food shops, at food festivals and





[Marlfield House](#) > [Discover the Hotel](#) > [Activities](#)

Activities and Things to do in Wexford

As the residence of the Earls of Courtown, in its day Marlfield 4 star luxury hotel in Wexford welcomed the gentry in their pursuit of leisure. The Bowe family have maintained the traditions of country pursuits and today guest can enjoy the luxury accommodations of the house and a host of activities. We also have a croquet lawn and tennis court on the grounds and many different breeds of duck and geese and black swans on the lake. County Wexford is famous for its long white sandy beaches, pretty fishing villages, abbeys and castles and lush rolling countryside, the sunny south east is awaiting discovery.

Croquet Lawn and Tennis Court

We have tennis and croquet on the grounds.

Serenity Beauty Treatments

Re

o

Discover

Video T

Virtual T

Gallery

Activit

Serenity

Think global greening

- Transport and infrastructure
- Change template of all accommodation listings
- Tie food into tourism – a road map/an app
- Local activities
- National Parks
- Walking routes /cycling routes

Think island wide

- Get an Ireland wide, sector wide certification supported at government level with good quality third party verification such as GSTC Global Sustainable Tourism Council
- Global greening on a corporate scale

Comms and content

- Getting comms and PR on board – change of mindset
- It's sometimes just telling people that creates change

■ ■ ■ ■ Colours in Glenbower Wood, Co.Cork, Ireland

Play Green

[« Green](#) [« Things To Do](#) [« Home](#)

[Green Holidays in Ireland](#)[Stay Green](#)[Play Green](#)[Go Green](#)[Taste Green](#)[Green TV](#)[Green Map](#)

Play Green

Ireland really is a fantastic place to visit, no matter what time of the year. From seafood to wintery walks along deserted Atlantic beaches, this slice of Ireland has so many things to see and do.

And now, with over 200 eco-certified tourism businesses there are more eco-activities on offer than ever before. From horseback treks to mountain hikes, from gentle garden visits to calf-busting cycling tours along the mountainous



Walking & Hiking Ireland

Ireland's online walking and outdoor pursuits magazine



Headline

Walking Ireland's Iconic Mountains – Number 3: Slieve Binnian

[22 Nov 2012 | No Comment |]



This entry is part 2 of 3 in the series [Walking Ireland's Iconic Mountains](#)

In the third article exploring the Iconic Mountains of Ireland, Paul O' Connor takes a trip up North to the Mourne Mountains to explore Slieve Binnian. Often overlooked for other mountains in the Range, Binnian is undoubtedly a classic and is renowned for its mighty summit Tors and majestic views.

[Read the full story »](#)

Featured



[View From The Summit
Images from the Mountain
Ireland](#)

[19 Nov 2012 | 3 Comments |]



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[Truly Amazing Errigal Mountain](#)

[12 Nov 2012 | No Comment |]



[Walk Safely in the Irish
countryside](#)

[17 Aug 2012 | No Comment |]



[The County Tops – Nun
Knockmealdown, County
Waterford](#)

[4 Oct 2011 | No Comment |]



[The Classic Walks of Ireland
The struggle to tame the](#)



Guide to Walking on the North Coast

The beauty and variety of the Northern Ireland landscape, the compact distances and ever-changing vistas make this a wonderful place to explore on foot. This is your definitive guide to walking in Northern Ireland.



Search by County



Walks up to five miles

Short Walks

Long Walks

Walks over twenty miles

Walks from five to twenty miles

Medium Walks

Ulster Way

Circular Route around NI

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CanoeNI

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Welcome



Canoe Trails

Explore Northern
Ireland's Unique
Canoe Trails



Have a Go

Everything you need
to give canoeing a
go.



Canoe Hire



Ireland? – what's the story?

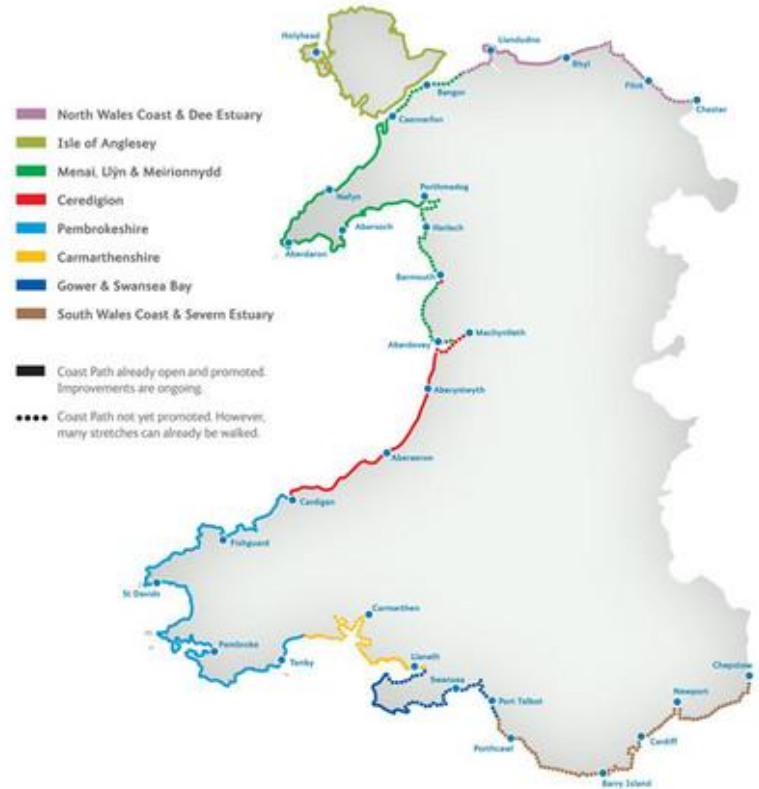
- So much product that inspires
- So many people who inspire
- So many stories that inspire
- National not Nano anymore
- So, let's do it and really let us see that
- #IrelandInspires
- #GreenIrelandInspires

Green is not just for St Patrick's day

- Nor is it just for the Wild Atlantic Way
- It is for life
- You have to think big to be truly responsible

Wales Coast Path

- **870 mile-long public footpath**
- In the first year, 2012 – 13, 2.8 million people walked stretches of the Wales Coast Path contributing £16 million to the Welsh economy.
- More than 800,000 visitors to the path also stayed the night in one of the many guesthouses, b&bs and hotels located along the way.
- Excellent transport links






WALKING 

Adventure beckons all along the coast.

Walking

LATEST 

- 1 WCP Temporary Diversions
- 2 Santes Dwynwen - Love to Walk

Map



I know where I want to go

Location Selection

North Wales & ...

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ECUADOR



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A microcosm of sensations and flavors in the center of the world: that is Ecuador. A unique country where the peoples and landscapes of Latin America form the most perfect perfume world.

Ecuador is the place where life has expressed its majesty through a variety of colors, sounds, smells and taste. Here in the center of the world, the people who make this small country, have decided that the way to keep a sustainable paradise is in their hands. The commitment goes beyond trying to reduce waste and conserve the environment.

This small country is located in the northwest of Southamerica, and is crossed by the equator. It is divided into 4 regions: Galapagos, Coast, Andes and Amazon.

It is one of the 17 world's most diverse countries where you can practice adventure sports or relax at a spa. You can attend a festival or taste a typical dish on heritage. It is a place surrounded by mountains and glaciers, jungles, and a wide variety of species of flora and fauna, beaches and sunsets. The place where you really learn how to live.





About Finland



Facebook



I wish I was in Finland

Like 380,503



Holland. The Original Co

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New York State responsible travel guide



New York to Boston camping tour

Highlights of America's east,
from cities to mountains,
from £549 - £679 (7 days)
ex flights



New York to Niagara Falls tour, 3 days

Niagara Falls & upstate New
York short break from nyc,
from £355 (3 days) ex flights