



# Measuring Sustainable Tourism at a Destination Level

**Paddy Mathews, Fáilte Ireland**

Happy tourists  
+  
Happy locals  
+  
Profitable businesses  
+  
High quality environment

- Sustainable Tourism Development: Towards the Mitigation of Destination Impacts (2004-2007), funded by EPA
- Putting the DIT-ACHIEV model into practice (2009-2011), co-funded by EPA and Failte Ireland:

**Administration**

**Community**

**Heritage**

**Infrastructure**

**Enterprise**

**Visitor**

**Killarney**

**&**

**Carlingford**



- European Tourism Indicators System: for Sustainable Management at Destination Level (Feb 2013)
- Two pilot phases: first from 15 July 2013 to 15 April 2014  
second from 1st April 2014 to 31 Dec 2014
- The Burren Geopark is participating in the pilot

- Memorable tourism experiences
- *Product + Service + Story + Narration*
- Looking at what a destination offers from the visitors' perspective
- The largest segment of the market will notice you primarily because you are interesting and different, not because you are green



# GREEN MARKETING TOOLKIT:

how to market and communicate  
your green credentials



**Fáilte Ireland**

National Tourism Development Authority



- Certification schemes make improvements
- They achieve quantifiable results and are a good measure of our progress towards sustainability
- They lend credibility to our claims as a clean, green destination

# Ireland's Eden

European Destinations of Excellence  
Discover Ireland's Hidden Treasures

sustainable  
cultural  
authentic  
excellent  
undiscovered

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Explore  
Eden!

Cavan Town

Mulranny & the  
Great Western  
Greenway

Loop Head  
Peninsula

Sheep's Head  
Peninsula

Carlingford & The  
Cooley Peninsula

Clonakilty  
District, West  
Cork



Explore  
Europe

Carlingford &  
The Cooley Peninsula



Mulranny & The Great  
Western Greenway

THIS IS  
CAVAN!



Cavan Town

2013 EDEN Winner –  
Accessible Tourism

THIS IS  
CAVAN!

Videos







# WILD ATLANTIC WAY

SLÍ AN ATLANTAIGH FHIÁIN







“

The Gathering project  
has surpassed itself  
by energising  
communities all over  
Ireland.

Carmel Barry









# Revised standards for 'alternative' accommodation



**Fáilte Ireland**  
National Tourism Development Authority





An Taisce



*Promoting responsible  
use of the outdoors*



- Preparation of Environmental Guidelines for Large Scale Outdoor Recreational Events



# Thank you

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