

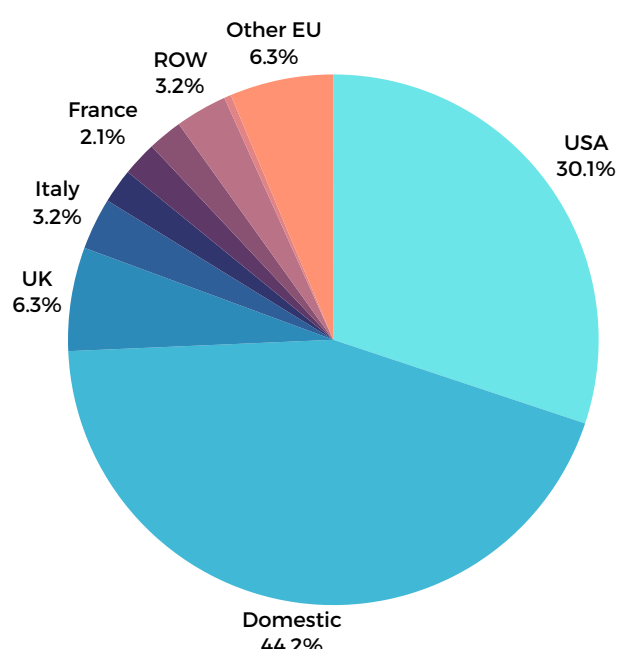
Evidence based destination planning

Methodologies used for indicator survey data collection



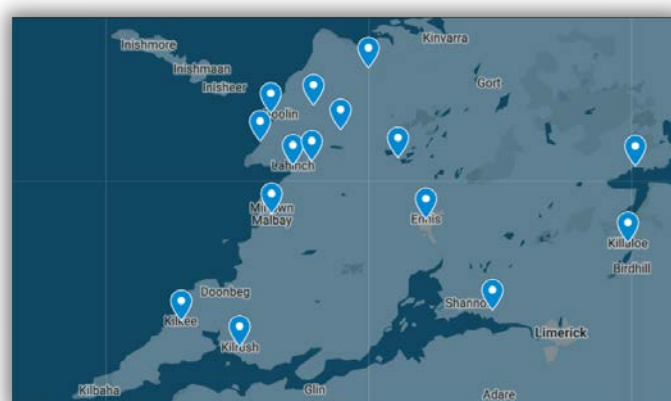
DEMOGRAPHIC AND TIMING OF THE VISITOR SURVEY

The visitor survey was completed in between June 2022-October 2022.



SAMPLING POINTS FOR THE VISITOR SURVEY

Survey was also available by scanning of QR distributed in further locations

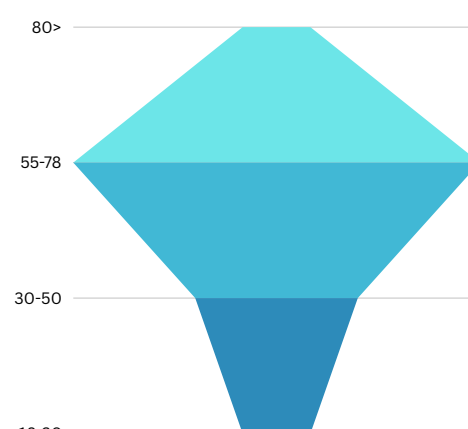


TOWNSHIPS CONTRIBUTING TO THE RESIDENT SURVEY

Survey was available online or by scanning of QR distributed in public media sources (e.g. the Clare Champion). To ensure all cohorts were captured, researchers also conducted on-street surveys.

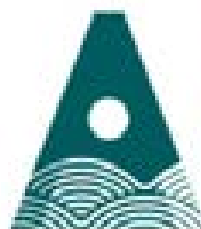


DEMOGRAPHIC OF THE RESIDENT SURVEY



STATISTICAL SOUNDNESS

- All surveys reached **geographical spread** across the county and have achieved a **95% confidence interval**. This means that results are considered to represent the true mean, with 95% confidence, of the population of Clare (127,938, CSO 2023).
- All surveys were conducted and results were analysed independently by the **Atlantic Technological University**

Atlantic
Technological
University

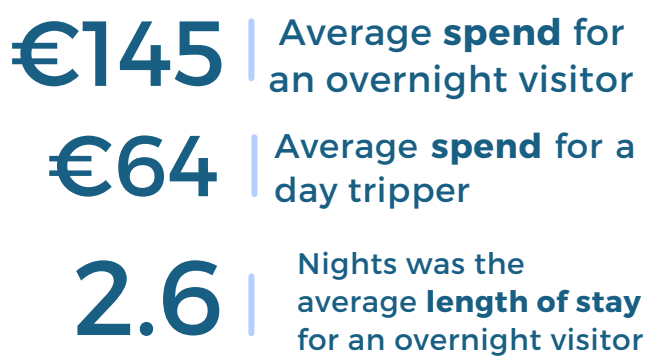
CLARE SUSTAINABLE TOURISM DASHBOARD

Evidence based destination planning

Visitor survey results (2022 - 2023)

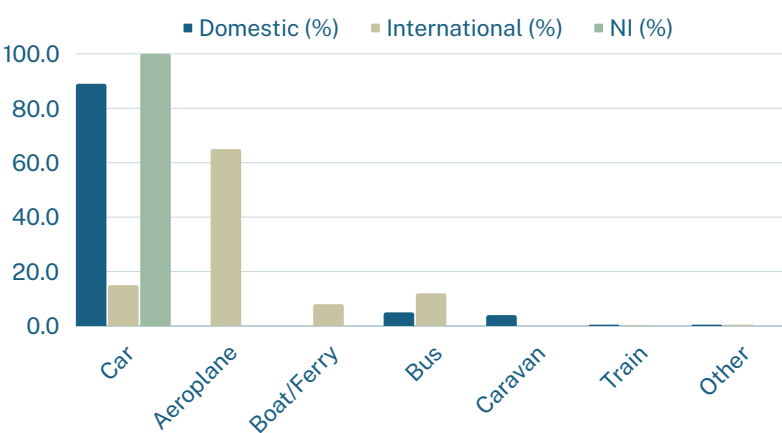


ECONOMIC SUSTAINABILITY

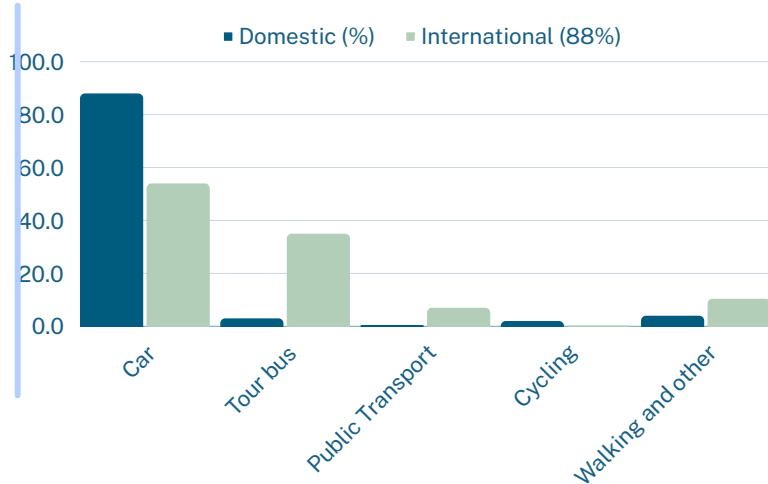


TRANSPORTATION

Visitors primary mode of transport to travel **to** Co. Clare



Visitors primary mode of transport to travel **around** Co. Clare

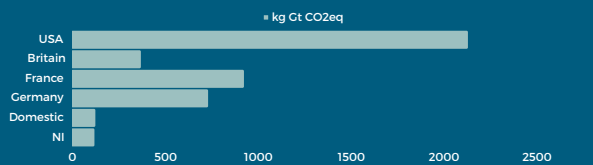


CLIMATE CHANGE- MEASURING AND MONITORING

VISITOR CARBON FOOTPRINTS

Average carbon footprint of visitors for a **return trip to Ireland**

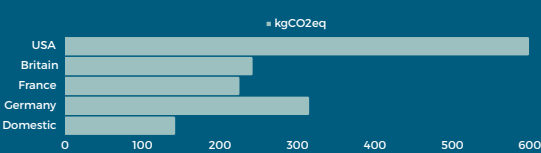
(based on tourism market)



Reference: Climate change and tourism : the carbon footprint of Irish tourism. Conefrey, A. Hanrahan J 2022

Average carbon footprint of visitors for their **trip around Co. Clare**

(based on average carbon footprint and average length of stay of tourism market in Co.Clare)



Reference: Climate change and tourism : the carbon footprint of Irish tourism. Conefrey, A. Hanrahan J 2022 and visitor survey results (2022)

OFFSETTING CARBON

14% of visitors offset their carbon emissions generated from their visit to Clare



Reasoning for not carbon offsetting

Reasoning for not carbon offsetting	Percentage
It wasn't offered to me	33%
I don't know how to do this	31%
I don't believe offsetting is a solution to emissions	9%
I don't trust the offsetting providers	4%
I offset in the past but I wasn't communicated the results	4%
I didn't offset but we actively reduced our emissions	3%

What did our visitors say in Clare about their experience in terms of sustainable practices?

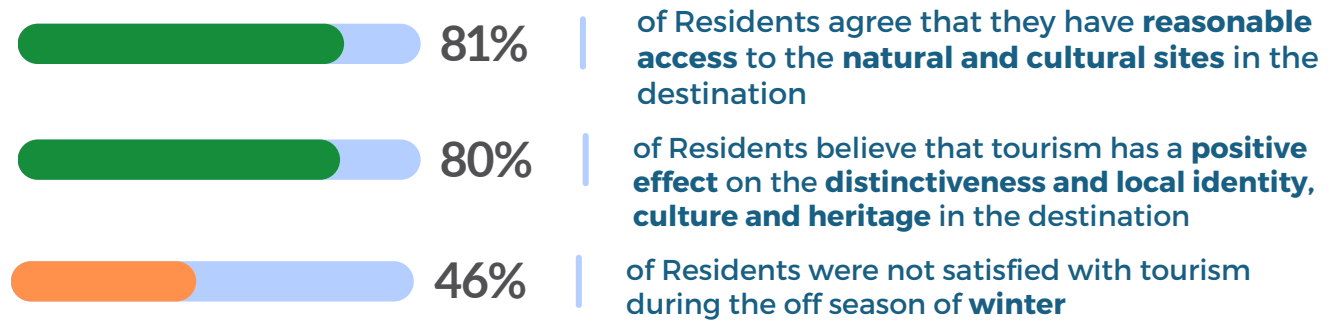
Most frequent comments	Percentage	Actual Examples
More bins needed (-)	13%	"We were picking up trash after others. There were no bins along the walk"
Lack of good public transportation (-)	13%	"Buses every 2 hours instead of every 20 mins like Germany"
Clare is very clean (+)	10%	"It's very very clean- no rubbish"
Landscape looks unspoilt (+)	5%	"Landscape looks unspoilt"
Good experience with locals and/or staff (+)	4%	"Most locals are extremely nice"
Good experience with heritage (+)	4%	"Heritage experiences has increased in recent years, very impressive"
More separation of waste needed (-)	4%	"Difficult to dispose of packaging in many communities- some trash bins but no public bins for recyclables or compost"
Lack of EV chargers (-)	3.4%	"No EV charge points so I was disappointed with that"



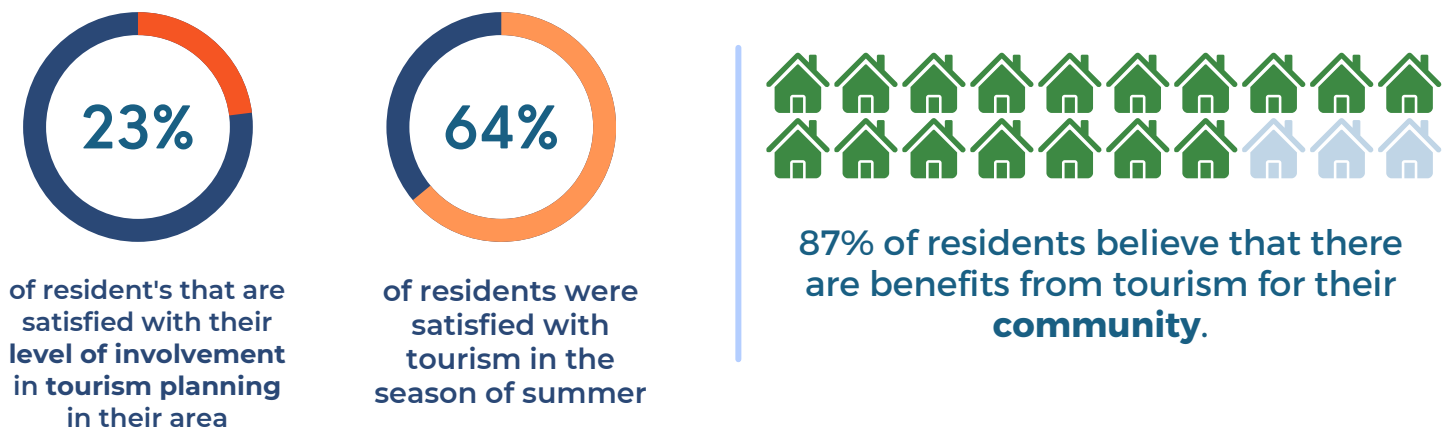
SUSTAINABLE TOURISM DASHBOARD

Evidence based destination planning

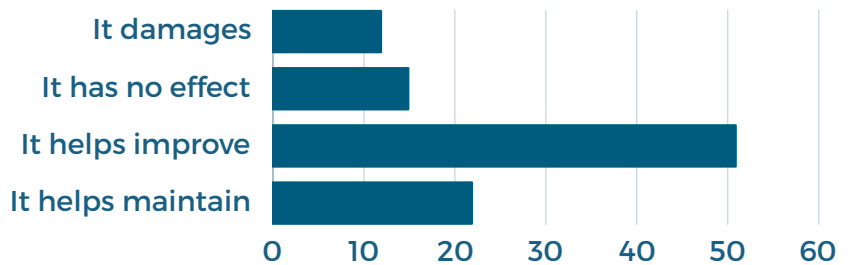
Resident Survey Results (2022 - 2023)



Resident satisfaction

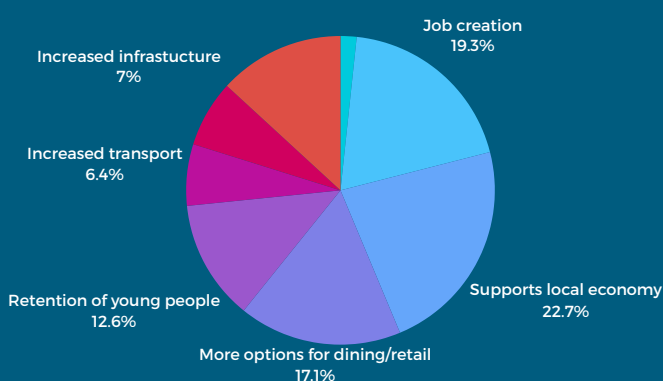


IMPACTS OF TOURISM TO RESIDENT'S QUALITY OF LIFE MEASURING AND MONITORING

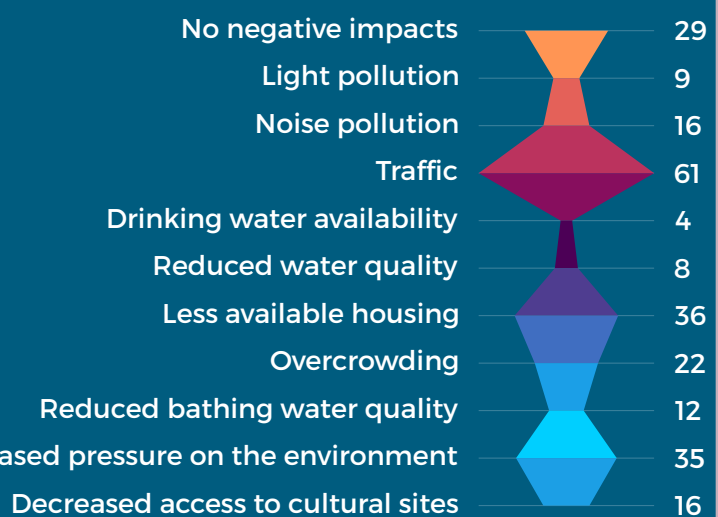


IMPACTS OF TOURISM TO RESIDENT'S DAILY LIFE

NOTED POSITIVE IMPACTS (%)



NOTED NEGATIVE IMPACTS (%)



Residents input on how tourism in Clare can become more sustainable for our economy, our environment and communities

Most frequent themes	Percentage	An example of a resident's concern
Traffic related concerns	30%	"More controls on day bus trips that bypass local towns and facilities so it's not just big buses passing through with no benefit to local businesses" Resident #405
Community Involvement and Benefits	17%	"The issue of second homes is causing problems for local people in recent years. People from cities can afford to buy up property and people living locally are priced out of the market. Priority should be given to locals so that towns retain their character and do not become soulless" Resident #96
Planning and management	12%	"We need commitment to consult, engage and co plan tourism with local communities" Resident #22
Accommodation	6%	"Big lack of availability of hotel accommodation for tourists in Clare" Resident #46
Industry	6%	"Encourage businesses who have sustainable certification and who do their part for sustainability. Give them something extra, more visibility and support" Resident #60

