

DONEGAL SUSTAINABLE TOURISM DASHBOARD

Evidence based destination planning

Visitor Indicator results (2018)

97%

Visitors **satisfied** with their **overall experience** in Donegal

36%

Percentage of **return** visitors to Donegal (within the last 5 years)

0%

Percentage of tourists who register a complaint with the police



ECONOMIC SUSTAINABILITY

€104

Average **spend** for an overnight visitor

€56

Average **spend** for a day tripper

4.4

Nights was the average **length of stay** for an overnight visitor

234,332 Number of tourist nights per month

30,833 Number of same day visitors per month



TRANSPORTATION

65%

Percentage of tourists and same day visitors using different modes of transport to arrive at the destination

15%

Percentage of tourists and same day visitors using local public transport to get around the destination

1,815

Average travel (km) by tourists and same day visitors from home to the destination

CLIMATE CHANGE- MEASURING AND MONITORING VISITOR CARBON FOOTPRINTS

550 kgCO₂

Average carbon footprint of international tourists and same day visitors travelling from home to Donegal (return trip)

316 kgCO₂

Average carbon footprint of all tourists and same day visitors travelling from home to Donegal (return trip)



SUSTAINABLE TOURISM DASHBOARD

Evidence based destination planning

Resident Indicator Results (2018)



74% Percent of residents who are satisfied with tourism in the destination (per month/season)



8%

Direct tourism employment as percentage of total employment in Donegal



81%

of Residents agree that they have **reasonable access** to the **natural and cultural sites** in the destination



79%

of Residents believe that tourism has a **positive effect** on the **distinctiveness and local identity, culture and heritage** in the destination



48%

Percentage of the Donegal's events that are focused on traditional/local culture and heritage

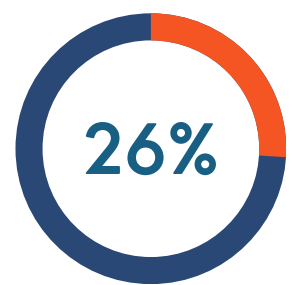


IMPACTS OF TOURISM TO RESIDENT'S QUALITY OF LIFE MEASURING AND MONITORING

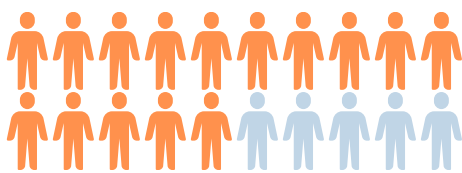


18.4

Number of second homes per 100 homes in Donegal (ETIS Indicator C.1.4)



Percentage of jobs in tourism that are seasonal in Donegal



There were 380 tourists per 100 residents in Donegal



Waste production per tourist night compared to general population waste production per person (kilos)

0.37 kg Donegal resident

0.77 kg Visitor to Donegal



SUSTAINABLE TOURISM DASHBOARD

Evidence based destination planning

Donegal Enterprise Indicator Results (2018)



39% is the percentage of **locally produced food, drinks, goods and services** sourced by the destination's tourism enterprises



46% of rooms in commercial accommodation establishments were reported to be **accessible for people with disabilities**



73%

Percentage of tourism enterprises **separating different types of waste**



17%

Percentage of enterprises that support **local biodiversity, landscape protection or conservation** and management



37%

Percentage of tourism enterprises where the **general manager** position is held by a **woman**



55%

Percentage of **women** employed in the tourism sector

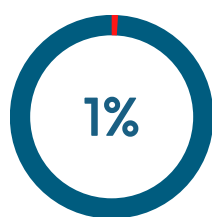


41%

Occupancy rate in commercial accommodation establishments per month and average for the year

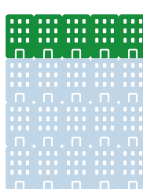


Climate change



Percentage of tourism enterprises involved in climate change adaptation or mitigation schemes

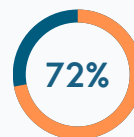
18%



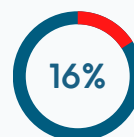
Percentage of tourism enterprises that take actions to reduce energy consumption

Water management

Percentage of sewage from the destination treated at least at secondary level prior to discharge



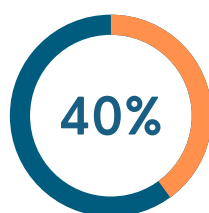
Percentage of tourism enterprises taking actions to reduce water consumption



4.4% (N)

Relative contribution of tourism to the destination's economy (% GDP)

(ETIS indicator B.1.3, National figure)



Percentage of tourism enterprises in Donegal using a voluntary certification for sustainability measures

