

SUSTAINABLE TOURISM DASHBOARD

Evidence-based destination planning within
Ireland's Hidden Heartlands

Visitor survey results (2022 - 2023)

99%

Visitors **satisfied** with their **overall experience** in the Hidden Heartlands

49%

Visitors **believed** that the Hidden Heartlands is considered sustainable

59%

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



ECONOMIC SUSTAINABILITY

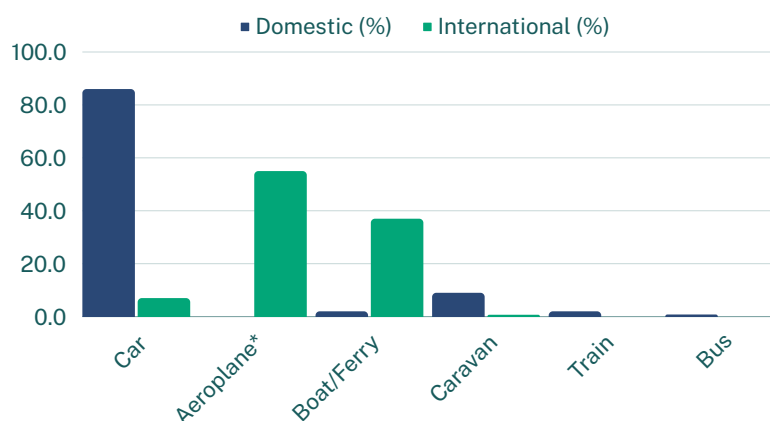
€103 | Average **spend** for an overnight visitor

€67 | Average **spend** for a day tripper

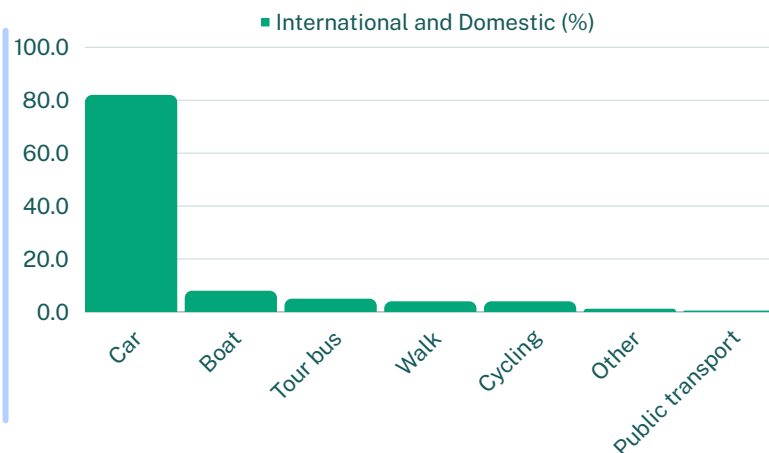
4.5 | Nights (average **length of stay** for an overnight visitor)

TRANSPORTATION

Visitors primary mode of transport to travel
to Ireland's Hidden Heartlands



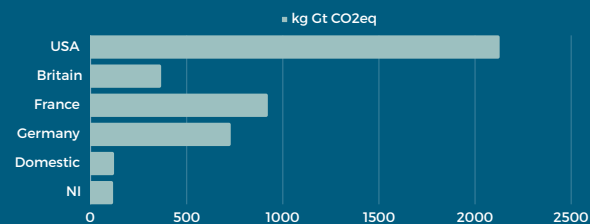
Visitors primary mode of transport to travel
around Ireland's Hidden Heartlands



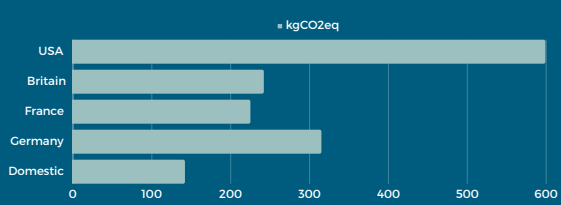
CLIMATE CHANGE- MEASURING AND MONITORING

VISITOR CARBON FOOTPRINTS

Average carbon footprint of visitors for a return trip
to Ireland (based on market)



Average carbon footprint of visitors generated during
their trip around Ireland's Hidden Heartlands



Reference: Based on Conefrey, A. Hanrahan, J. 2022 standards and the average length of stay of markets within Ireland's Hidden Heartlands

OFFSETTING CARBON

6%

of visitors offset their carbon emissions generated from their visit to Ireland's Hidden Heartlands



Visitor reasoning for not offsetting carbon emissions	Percentage
It wasn't offered to me	35%
I don't know how to do this	13%
I don't know what this means	11%
I don't trust the offsetting providers	11%
I prefer not to say	7%
I didn't offset but we actively reduced our emissions	5%

What did our visitors say in the Hidden Heartlands about their experience in terms of sustainable practices?

Most frequent visitor comments within Ireland's Hidden Heartlands	Percentage of sample	Examples
Good experience in destination (+)	5%	"...best campsite site we've visited. Access to water / quietness"
More bins and/or more waste separation needed (-)	4.5%	"Recycling is inadequate"
Lack of good public transport (-)	3%	"We rented a car because we had no public transport options"
Not enough knowledge of sustainability to answer (-)	2.7%	"I'm not sure about sustainability"
Destination was considered clean (+)	2.2%	"The place is spotless"
More heritage experiences needed (-)	1.5%	"There should be more cultural music while staying in the area.."
Lack of EV chargers (-)	1.5%	"There needs to be more electric car charger points"



Working towards the Sustainable Development Goals (SDGs)