Sustainable Tourism Dashboard

Evidenced-Based Destination Planning

Inis Meáin Visitor Survey Results

Geographical location of Survey Responses

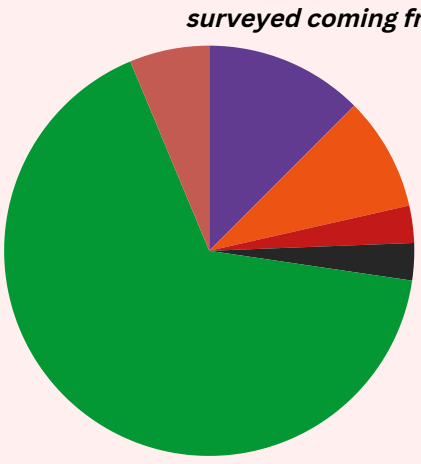
85% Visitors ***satisfied*** *with their* ***overall experience on Inis Meáin***

92% Visitors ***satisfied*** with the delivery of ***heritage*** experiences on ***Inis Meáin***

95% Visitors **believed** that the destination is **sustainable**

31% Percentage of **return** visitors to **Inis Meáin**

Where are our visitors that were surveyed coming from?

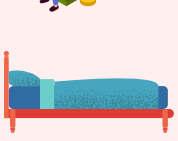


Domestic	65.4%
USA	12.5%
N.Ireland	7.3%
Britain	9.9%
France	2.9%
Germany	2.9%

What do our visitors contribute to Inis Meáin?
ECONOMIC SUSTAINABILTY

€246 ***Average spend for an overnight visitor***

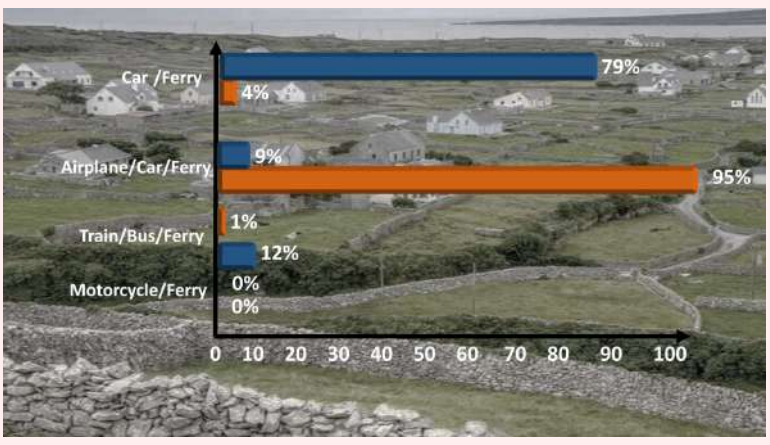
€56 ***Average spend for a day tripper***


3 ***How Many Nights is the average length of stay for an overnight visitor***

Transportation

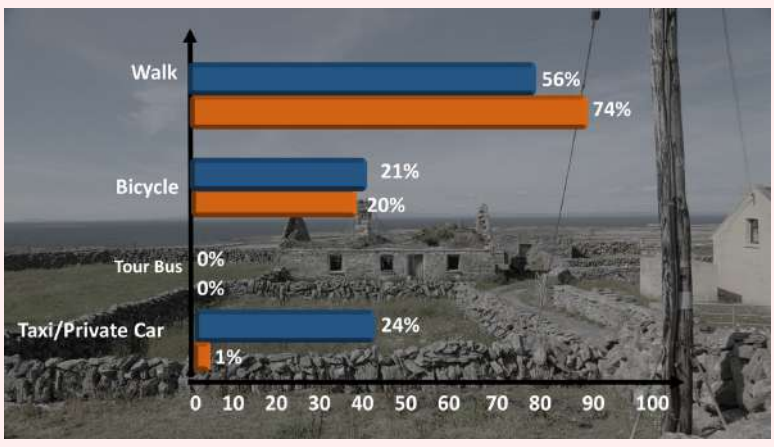
Visitors' primary mode of transport to travel to Inis Meáin

Domestic **International**



Visitors' primary mode of transport to travel around Inis Meáin

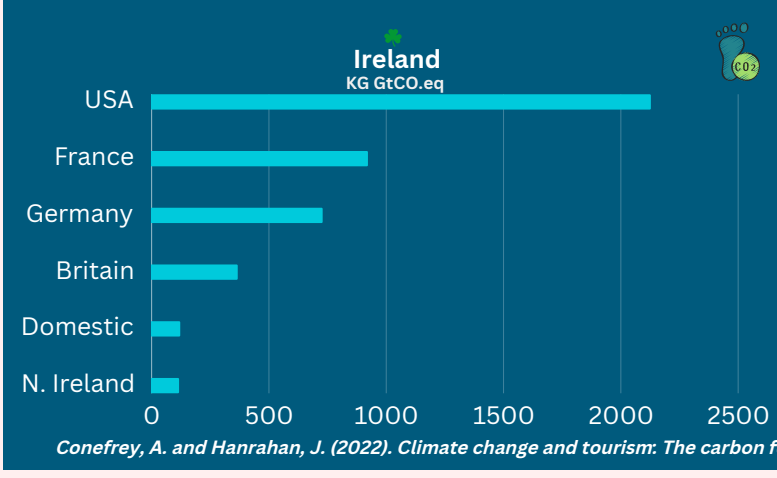
Domestic **International**



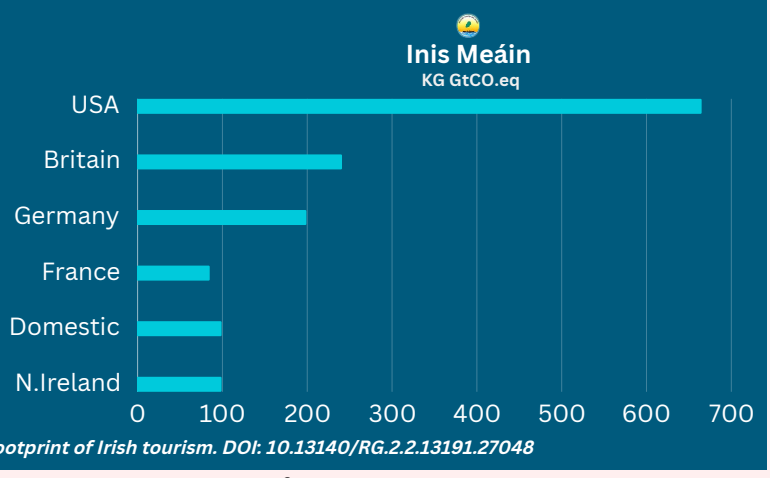
Climate Change-Measuring and Monitoring

VISITOR CARBON FOOTPRINTS

Average carbon footprint of visitor for a return trip to:



Based on Average carbon footprint and Average Length of Stay of Tourism Market:



Conefrey, A. and Hanrahan, J. (2022). Climate change and tourism: The carbon footprint of Irish tourism. DOI: 10.13140/RG.2.2.13191.27048

What did our visitors say on Inis Meáin about their experience in terms of sustainable practices?

Positive	
Good Information on Flora and Fauna	40%
Natural habitat is pristine	30%
A Very Sustainable Island	5%

Negative	
No free water bottle filling station.	30%
Road signage poor on the walkway	20%
Not enough recycling bins on the islands	50%

Off-Setting Carbon

8% ***of visitors offset their carbon emissions generated from their visit to the destination.***

Reason for not off-setting	Percentage
Prefer not to say	65%
It was not offered to me	15%
Don't know how to do this	8%
I didn't off-set but we actively reduce our emissions	5%
I do not trust carbon off-setting providers	7%

ATU and Inis Meáin working towards the sustainable development goals.

Sustainable Tourism Dashboard

Evidenced-Based Destination Planning

Inis Meáin Resident Survey

*Over 43% of our tourism managerial positions are held by **women***

*2 in every 5 workers involved with tourism are employed in **Part-time** positions*

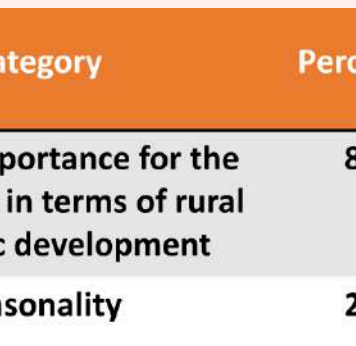
85%

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

87%

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

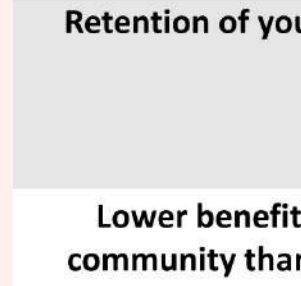
Resident Satisfaction

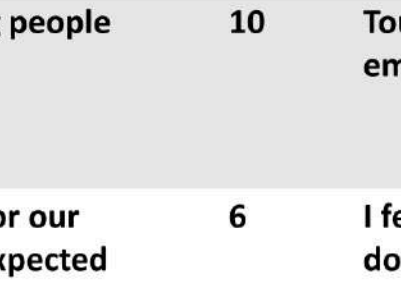


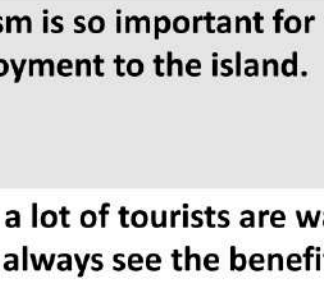
of residents that are satisfied with their level of involvement in planning

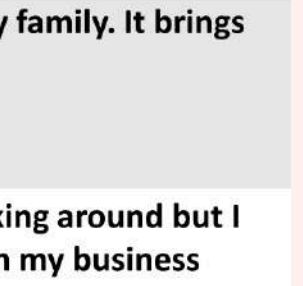
of residents believe that there are benefits of tourism for their community.

8 in 10 residents on Inis Meáin are satisfied with tourism during the summer

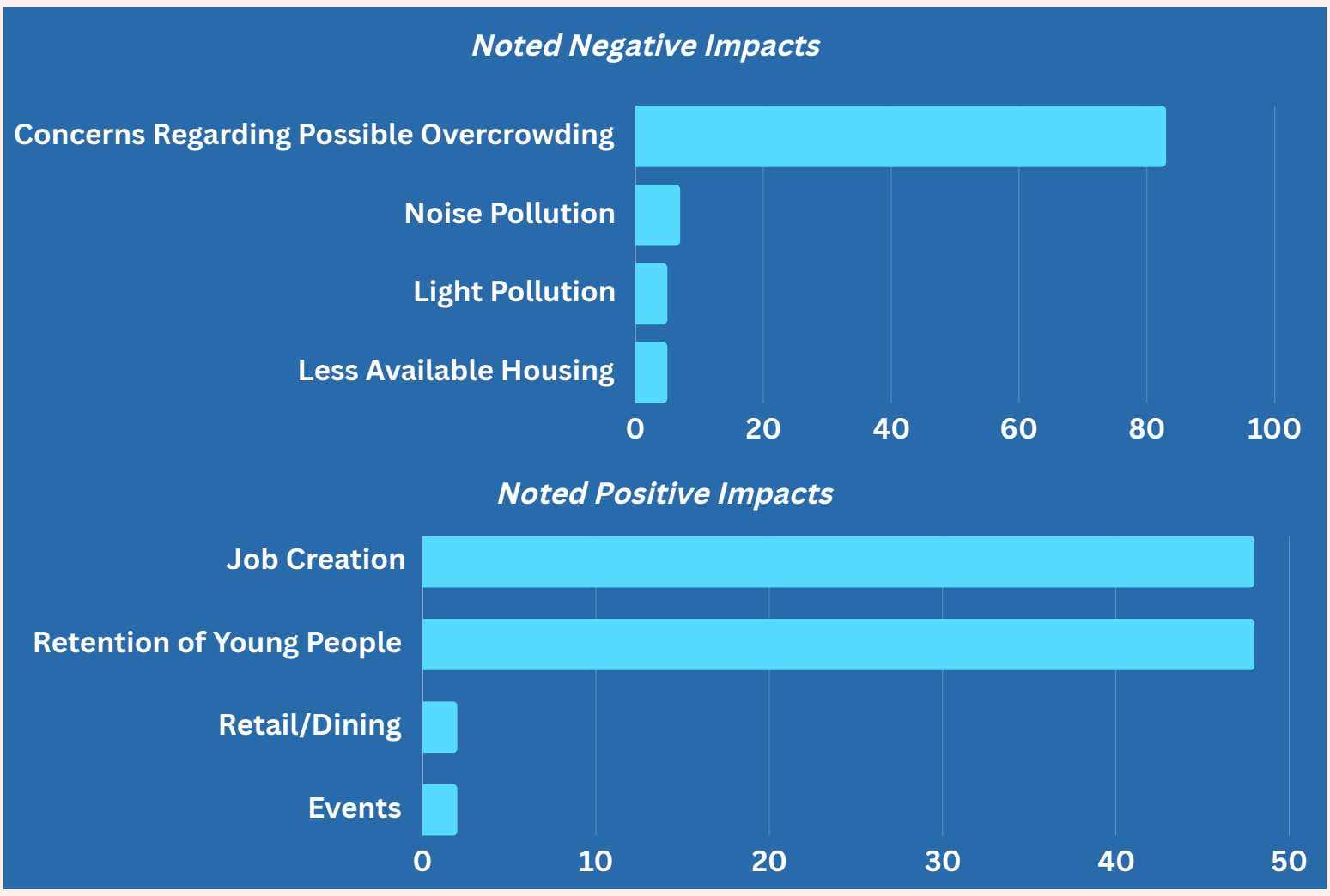








IMPACTS OF TOURISM ON RESIDENT DAILY LIFE



Resident Viewpoints:

Category	Percentage	Most Frequent Comments
Tourism importance for the community in terms of rural economic development	89	Tourism is essential for my area. Without it the island would be empty right now
Seasonality	27	In the summer the level of tourism is about right but in the winter it feels like the island dies.
Retention of young people	10	Tourism is so important for my family. It brings employment to the island.
Lower benefits for our community than expected footfall numbers of tourists	6	I feel a lot of tourists are walking around but I don't always see the benefit in my business

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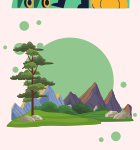
Evidenced-Based Destination Planning

Inis Meáin Enterprise Survey

31% is the percentage of locally produced food, drinks, goods and services sourced by the destination's tourism enterprises

20% of rooms in commercial accommodation establishments were reported to be not accessible for people with disabilities

94%

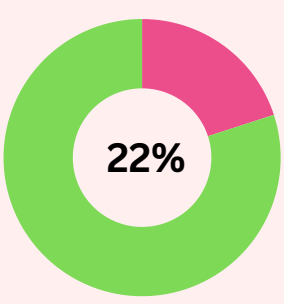


96%

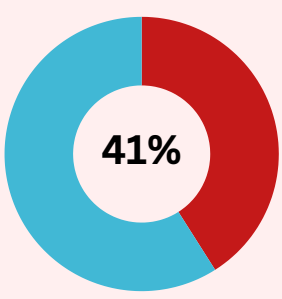
Percentage of tourism enterprises separating different types of waste

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

Climate Change



Percentage of tourism enterprises involved in climate change adaptation schemes such as: storm protection

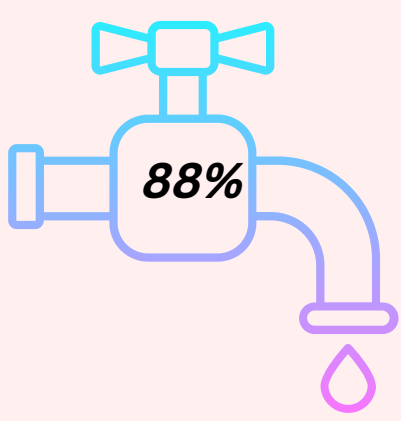


Percentage of tourism enterprises involved in climate change mitigation schemes

99%

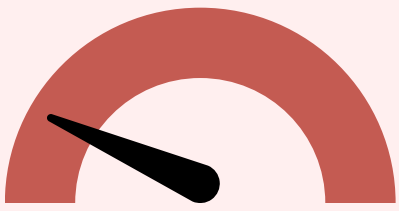
Percentage of tourism accommodation and attraction infrastructure in perceived 'vulnerable zones' - are particularly affected by storms, erosions, floods

Water and Energy Management



of Enterprises engaged with Water Management

Energy use- measuring and monitoring

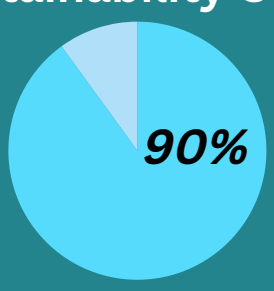


16%

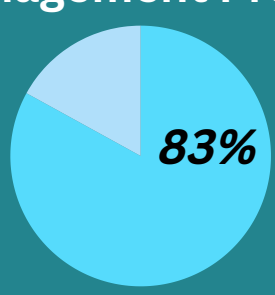
of enterprises benefit from renewable energy sources (e.g., solar panels, biomass, wind turbines, etc.)

of Enterprises have taken actions to manage energy consumption

Sustainability Certification and Management Programs



of Enterprises have a single use plastic management program



of Tourism Enterprises using a voluntary certification for sustainability measures

Barriers that prevent Enterprises from transitioning to a more sustainable business

Category	Percentage	Most Frequent Comments
Cost Restraints	88	I can't afford to transition to another energy, it is still out of reach.
Lack of Training	80	I wouldn't know where to start to make my business more sustainable
Funding	70	I am an SME and the current high upfront investment, grant and funding process doesn't really suit my business
Lack of Incentives	35	it might be good for the government to offer incentives

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