

Sustainability Initiatives & Achievements 2024

Participation in 2024
Global Destination
Sustainability Index

Ongoing implementation of
Kerry County Sustainable
Tourism Strategy
2022-2025

55% Kerry hotels are third
party accredited, up 13% on
2023

KCB and KTIF actively
promote Fáilte Ireland new
Carbon Calculator: Climate
Toolkit 4 Business to Kerry
tourism and business sectors

GDS Index Ranking Asset
Suite shared across Kerry
tourism providers to endorse
& underpin Kerry's position
as #1 Sustainable Tourism
destination

Munster Technological
University offer Master of Arts
in Regenerative Tourism; first
online MA Regenerative
Tourism programme
worldwide

New MTU Masters - MBus in
Sustainability for the Service
Industry created by MTU with
KTIF module to launch in Sep
2024

With support of MTU, 10
tourism SME's have achieved
Regenerative Tourism Digital
Badge and Regenerative
Tourism for SMEs micro-
credential available and
funded by HEA

Killarney Coffee Cup Project
implemented. Has over 50
businesses on board & will
remove est 1m disposable
cups or 18.5 tonnes of waste
per year from environment

Killarney Coffee Cup project
recognised with 7 national &
international awards

Killarney launches project to
become Autism Friendly Town
in Feb, with 60 businesses on
board to date

Kerry Food Share rescued 25
tonnes of food from being
wasted & distributed
equivalent of 61,355 meals to
19,000 individuals
experiencing food poverty

Kerry Food Share & European
Social Fund deliver over 7
tonnes of food and 3,489
school packs to 35 community
organisations | Six breakfast
clubs supported 559 children
with 3354 meals

Free Savor Food e-training
course offered throughout
Kerry, providing certification
in Food Waste Reduction for
hospitality industry

Savor Food training converted
into digital badge for MTU
students, linked to work
placements

Case studies for Renewable
Energy conversion in hotels and
roll out of coffee cup initiative
being finalised with Industry &
MTU - will be used for peer
learning and to enable similar
change county wide

Quest Ireland Adventure
Series switch to 2GoCup
initiative for their events,
launch Responsible Events
charter with DPTA, & deliver
free four-week kids bike safety
programme in Kenmare

Circular Economy /
Regenerative tourism project
CE4RT with MTU and DPTA
hold International
Regenerative Tourism
Conference on the Dingle
Peninsula

Sustainable Energy Community
(SEC) Project runs in
conjunction with Dingle Hub,
Kerry County Council & Údarás
na Gaeltachta with 120 trade
members. Energy monitoring
installed in 16 businesses

Webinar and roadshow for
KTIF members re Woodland
conservation scheme and now
being implemented by 3
hotels

Sustainability Initiatives & Achievements 2023

Participation in 2023
Global Destination
Sustainability Index

Implementation of Kerry
County Sustainable Tourism
Strategy
2022-2025

37% member Kerry hotels
are third party accredited
with 15 more in the process
of obtaining accreditation

KTIF launch third party
accreditation project, with
member deals agreed with
four key accreditation
providers

Kerry Sustainable Tourism
Group launch collaborative
innovation Sustainability
Reporting project with
Munster Technological
University

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destination

Munster Technological
University launch Master of
Arts in Regenerative Tourism;
first online MA Regenerative
Tourism programme
worldwide.

Kerry Food Share rescued
24 tonnes of food from
being wasted & distributed
equivalent of 57,000 meals
to 10,000 individuals
experiencing food poverty

The Killarney Park
wins Gold in World
Responsible Tourism
Awards for
Decarbonising Travel
& Tourism

Tralee Cup To Earth initiative:
repurposing coffee grounds
from hospitality businesses
into compost for the town

Free Savor Food e-training
course launched, providing
certification in Food Waste
Reduction for hospitality
industry

KCB Members Killarney Plaza
Hotel offer educational tours
& bespoke MICE experiences
at Ireland's first urban
Hydroponic Farm

Member hotels add Electric
Charging Points, change to
LED lighting & focus on
reducing food miles by using
local suppliers & produce

Circular Economy /
Regenerative tourism
launches project with MTU
and DPTA on the Dingle
Peninsula

Sustainable Energy
Community (SEC) Project
launches in conjunction with
Dingle Hub, Kerry County
Council & Údarás na
Gaeltachta with 120 trade
members

Sustainability Initiatives & Achievements 2022

Participation in 2022 Global Destination Sustainability Index

Maintained Ranking: #1 in Ireland | #9 in Europe | #13 globally

Revision of Kerry County Sustainable Tourism Strategy 2022-2025

Goals & Objectives aligned to UN Sustainable Development Goals

The Rose Hotel and The Killarney Park achieve Gold Level accreditation on Green Business programme

34% member Kerry hotels are third party accredited with 14 more in the process of obtaining accreditation

Kerry Biosphere offer Responsible Tourism training course to Kerry's frontline hospitality staff

Kerry Food Share rescued 15 tonnes of food from being wasted & distributed equivalent of 220,000 meals to 10,000 individuals experiencing food poverty

New KCB Corporate Social Responsibility partnerships established

Launch of Tralee Cup To Earth initiative: repurposing coffee grounds from hospitality businesses into compost for the town

Head Chef at The Rose Hotel becomes first person in world to complete new brand-new qualification for Environmental Sustainability Management Hospitality

KCB Members Killarney Plaza Hotel launch educational tours & bespoke MICE experiences at Ireland's first urban Hydroponic Farm

Member hotels add Electric Charging Points, change to LED lighting & focus on reducing food miles by using local suppliers & produce

Kerry County Council install outdoor contactless water bottle filling stations in Listowel, Killarney & Tralee

Kerry County Council embarks on region wide project to change all street lights to LED

Sustainability Initiatives & Achievements 2021

Participation in 2021 Global Destination Sustainability Index
Ranked #1 in Ireland | #9 in Europe | #13 globally

Creation of Kerry County Sustainable Tourism Strategy 2021-2023
Goals & Objectives aligned to UN Sustainable Development Goals

Several hotels within Killarney Hotels Sustainability Group achieve goal of reducing emissions by 25% and removing 'Single Use Plastic' from their operations

KCB Members Killarney Plaza Hotel open Ireland's first urban Hydroponic Farm

KCB Members Randles Hotel open Kerry's first Carbon Neutral swimming pool

KCB Members The Europe Hotel & Resort introduces onsite CSR activity, planting trees in 'Avenue of Appreciation'

New KCB Corporate Social Responsibility partnerships established

Launch of Tralee Cup To Earth initiative: repurposing coffee grounds from hospitality businesses into compost for the town

One KCB member hotel completes third party accredited Green Business Programme

14 Kerry hotels sign up to third party accredited Green Business Programme

Member hotels add Electric Charging Points, change to LED lighting & focus on reducing food miles by using local suppliers & produce

Kerry County Council install outdoor contactless water bottle filling stations in Dingle & Sneem

Three Goby & Marine Life Identification boards installed at Derrynane Beach, encouraging collection of marine litter

Sustainability Initiatives & Achievements 2020

Participation in 2020 Global Destination Sustainability Index

Implementation of Kerry Business Tourism Destination Marketing Roadmap 2020 – 2023
Goals & Objectives aligned to UN Sustainable Development Goals

Several hotels within Killarney Hotels Sustainability Group achieve goal of reducing emissions by 25% and removing 'Single Use Plastic' from their operations

New KCB Corporate Social Responsibility partnership established

One 'Plastic & Paper Free' KCB Familiarisation Program, including CSR activity

Re-usable #MeetInKerry Water Bottles sourced for Fam Programs and Events

KCB hold member event with sustainability & CSR activities

Failte Ireland hold national Sustainability workshop, with Kerry trade in attendance

KCB Manager completes 'How to Become A Green Leader' training

KCB Manager joins global leadership team of Sustainable Events Alliance

Member hotels add Electric Charging Points, change to LED lighting & focus on reducing food miles by using local suppliers & produce

KCB Members The Europe Hotel & Resort moves to 100% renewable energy

Kerry County Council install Water Bottle Refill Stations in Kenmare, Killorglin & Waterville

Sustainability Initiatives & Achievements 2019

Participation in 2019 Global Destination Sustainability Benchmarking Program

Ranked #20

#1 Most Improved Destination

Joint winners of 'Most Improved Destination Award' with fellow Convention Bureau of Ireland partners

Creation of Kerry Business Tourism Destination Marketing Roadmap 2020 – 2023

Goals & Objectives aligned to UN Sustainable Development Goals

Launch of Killarney Hotels Sustainability Group

22 Hotels sign charter committing to reducing emissions by 25% and becoming 'Single Use Plastic' free in operations by 2020

New KCB Corporate Social Responsibility partnership established

One 'Plastic & Paper Free' KCB Familiarisation Program, including CSR activity

Member hotels begin working with Repak, 'Clean the World' & 'Stop Food Waste'

Member hotels participate in Green Hospitality Certification workshop

Member hotel Killarney Park move to 100% Green Electricity and BioLPG as primary fuel source

Fáilte Ireland introduce compost waste management system, increasing office waste segregation from 3-part system to a 4 part system which includes Compost

Kerry County Council install four Water Bottle Refill Stations in Tralee, Killarney, Dingle & Listowel

Kerry County Council work with hotels & restaurants on food & waste reduction initiatives & with Dingle Food Festival & Killarney Mountain Festival on litter prevention & single use plastic reduction

44 Kerry towns participate in national Tidy Towns competition. Listowel, Killarney, Kenmare and Tralee win gold & bronze medals awarded to Sneem, Portmagee and Knightstown

More than 6,500 bags of waste collected by an estimated 5,500 volunteers, from 300 community groups on County Clean Up Day