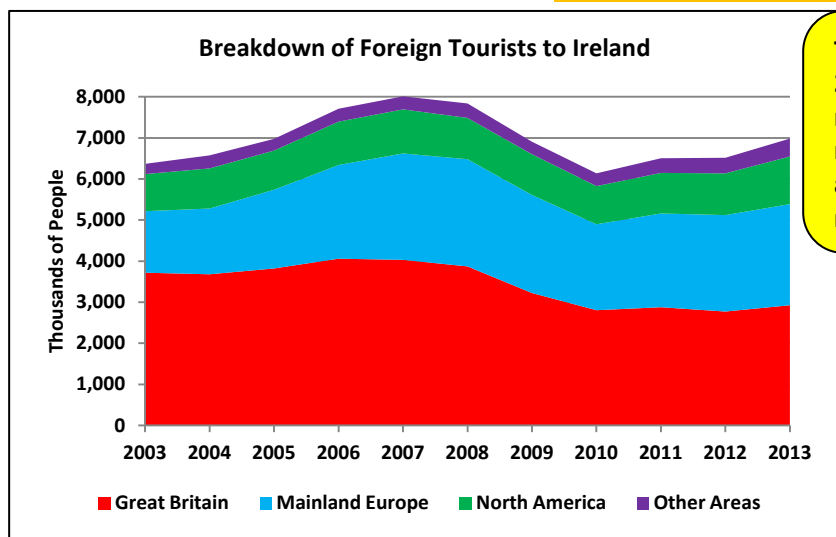
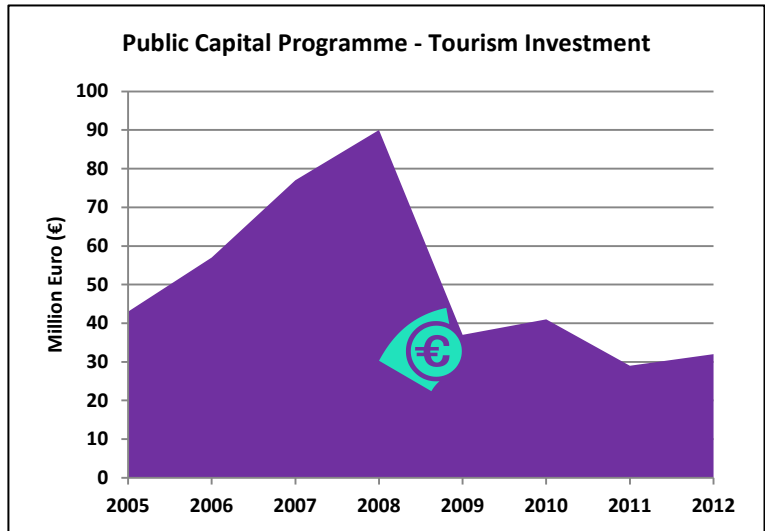
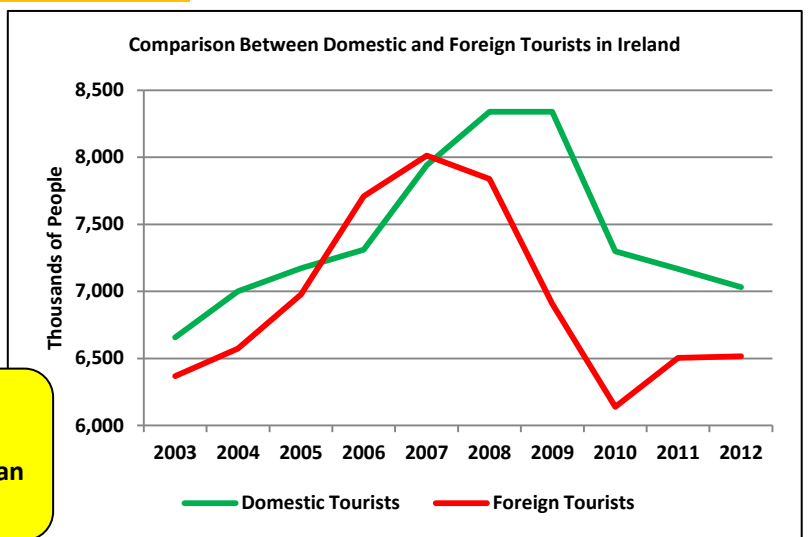


The Green Economy: Tourism

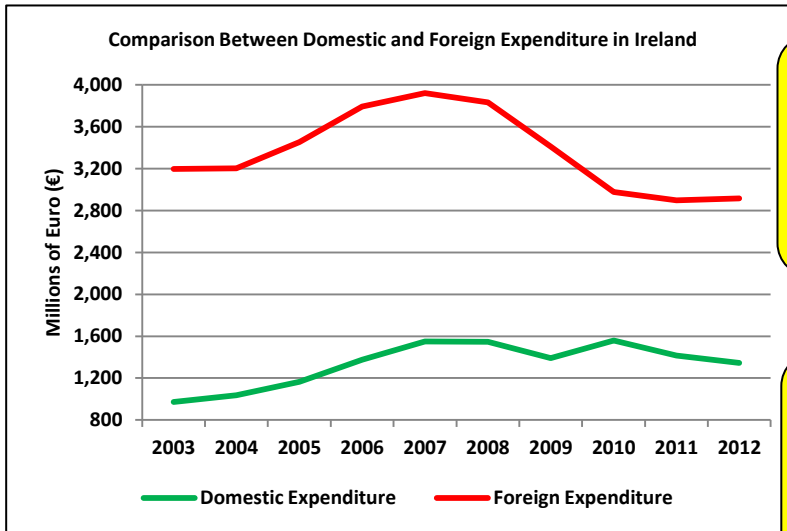
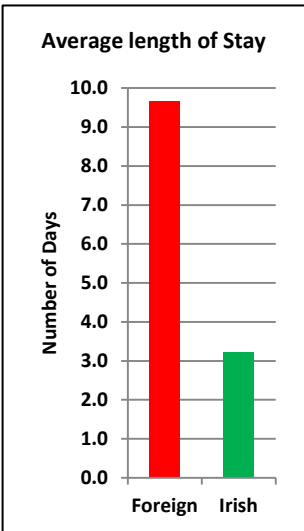


Tourism peaked in 2007, with just over 8 million visiting – recent years has seen a steady increase in numbers again.

Interesting comparison showing more Irish people 'holiday' here than foreigners.



There needs to be a concerted effort to invest more in tourism, with particular emphasis on eco-tourism and to continue to promote Ireland as a major player in the growing green economy.



Despite the higher number of Irish 'visitors' in Ireland.

Foreigners spend more on these shores, but the gap is shortening in recent years.

This can be explained by an approximate ratio of 3:1 in the average length of stay.

Eco-Tourism

- The **'Ecotourism Handbook for Ireland'** highlights a number of ways businesses can convert to an ecotourism business.
- Change lightbulbs to CFL (save 75% energy/last 10x longer)
 - Bring sunlight into the darkness with sun pipes
 - Make sure kitchen appliances are A rated for energy efficiency
 - Install a carbon counter (smart meter)
 - Properly insulated/ventilated buildings
 - One degree less on the radiator = 100 kg less carbon
 - Save water! Install a rainwater harvesting system
 - Reduce/Reuse/Recycle

Savings for a typical 100 bed hotel

- Shower flow controller (€5)** (reduce water use and save!)
 - Save: €7,300
 - Reduce: 9,800 kg CO₂
- Tap Aerators (€3)**
 - Save: €2,600
 - Reduce: 15L/min to 6 L/min
- 3 Day Bed Linen Change Policy**
 - Save: €3,700

Activity Holidays

Total number of people engaging in specific activities.

Breakdown of activities by nationality.

- Great Britain
- Mainland Europe
- North America
- Other Areas

Overseas Visitors Engaging in Specific Activities (2011)

Activity	Thousands of People
Angling	100
Hiking/Cross Country Walking	750
Cycling	200
Golf	150
Equestrian	100

Activity	Great Britain (%)	Mainland Europe (%)	North America (%)	Other Areas (%)
Angling	43	45	48	4
Hiking	18	32	43	6
Cycling	10	19	53	18
Golf	2	22	45	29
Equestrian	10	16	52	22

Tourist Attractions

Top 5 Tourist Attractions in Ireland (2012)

- Guinness Storehouse**: 1,087,209 Visitors
- Dublin Zoo**: 1,029,417 Visitors
- Cliffs of Moher**: 873,988 Visitors
- National Aquatic Centre**: 813,406 Visitors
- The National Gallery of Ireland**: 660,486 Visitors

Infrastructure

	Premises	Rooms	Beds
Hotels	835	57,632	133,473
B&B's	1,616	6,896	16,744
Guesthouses	253	3,119	6,767

	Premises	Beds
Total Hostels	121	8,424

	Premises	Pitches
Campsites	93	5,519

- Unsurprisingly, Dublin has the most Hotels with 151, - 18% of the total number.
- Kerry (263), Galway (205) & Cork (190) lay claim to the most B&B's in Ireland.
- Kerry is home to over 20% of the guesthouses in Ireland.
- Over 1/3 of the country's hostels are found in Kerry (22) & Dublin (19)
- Cork (16) and Kerry (15) between them account for 1/3 of campsites in Ireland.
- Carlow, Laois, Longford, Meath, Monaghan, Offaly & Westmeath have none.

The Great Western Greenway, Mayo

Finished in 2011, this world class facility allows walkers and cyclists the chance to escape the hustle and bustle of modern day urban life. At 42 km, the Great Western Greenway is the longest off-road walking and cycling trail in Ireland. The trail follows the route of the renowned Westport to Achill railway which closed in 1937 (Click [here](#) for more info). A prime example of investment in the green economy, with a particular focus on sustainability and emissions free activities.