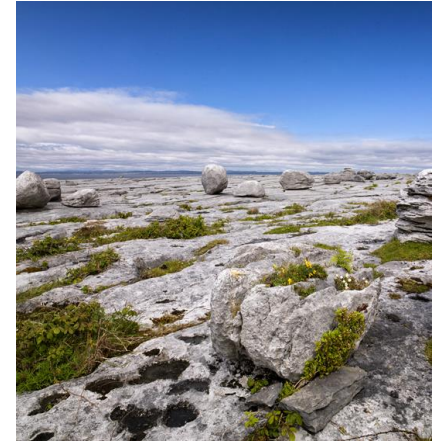




**BURREN AND  
CLIFFS OF MOHER**

**UNESCO Global Geopark**



# Burren Ecotourism Network

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ESPON - April 2021

# Who & What?



65  
Businesses

437 Full-time  
Employees

576 Part-time  
Employees

**Stretching from Ennistymon to New Quay from Doolin to  
Carron to Corofin**

**12 rural towns and villages**





Aim is to work collaboratively to build a sustainable tourism economy

Benefits:

- Social
- Environmental
- Economic

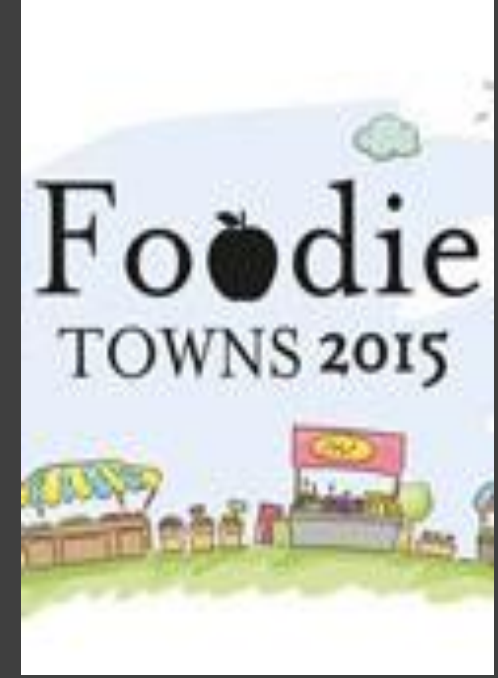




# Purpose

- Connect tourism enterprises and enable them work together.
- Provide training, networking, marketing, business development and partnership opportunities.
- Enable active contribution to conservation of natural and cultural heritage of the Burren Region.





# National & International Recognition



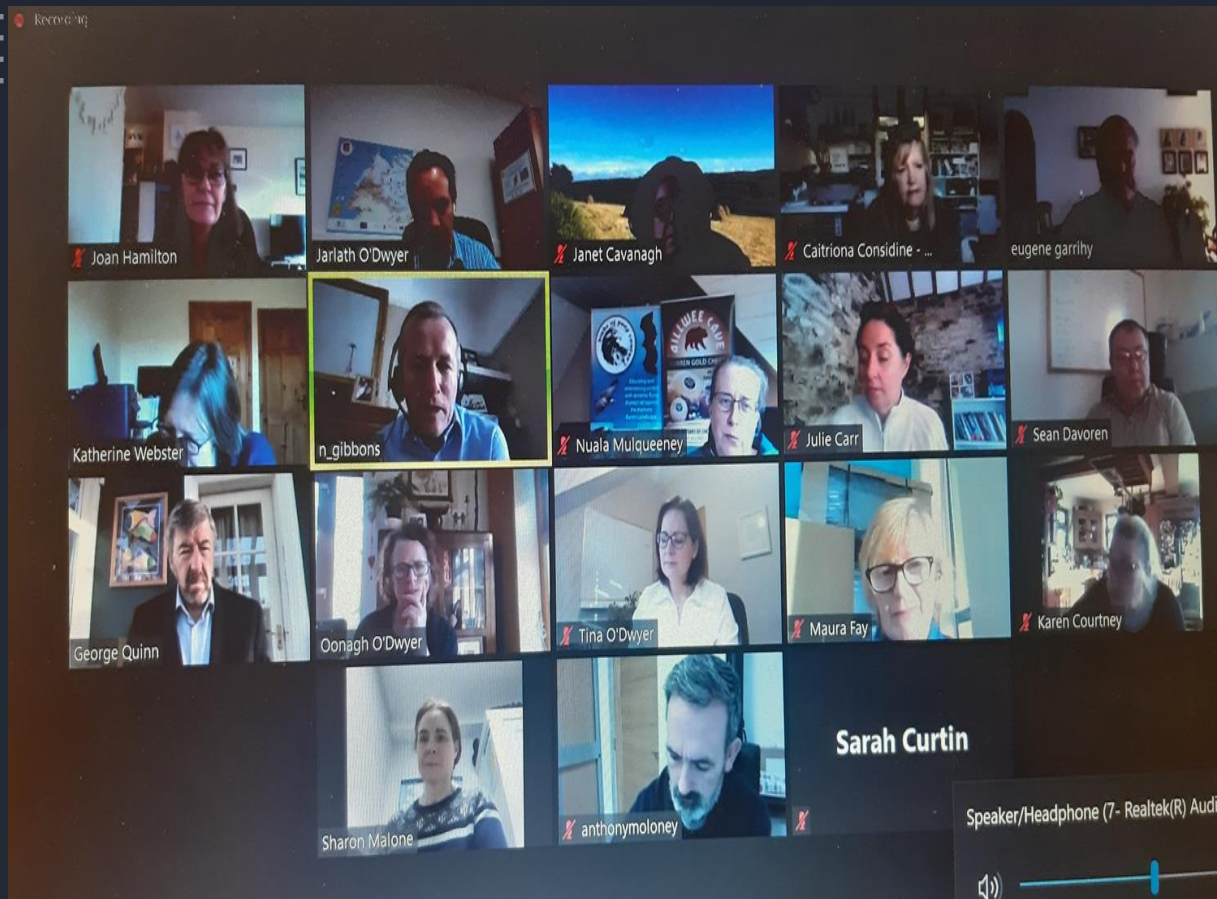


# Ongoing Management

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- Managing 4 Professional Services Contracts
- Member Recruitment & Retention
- Retention of the Geopark Code of Practice for Sustainable Tourism as a standard for membership
- Continued Destination Marketing Strategy using 'Burren & Cliffs of Moher UNESCO Global Geopark' as brand





# SUB-GROUPS

- Conservation Advocacy
- Burren Food Trail
- Networking & Referrals
- Finance
- Marketing
- Social Media
- Competitions
- E- Commerce
- PR

A day in the Life





# Covid 19 Response



## COVID 19 SAFE CHARTER

### OUR COMMITMENT TO OUR VISITORS

In line with World Health Organisation and HSE guidelines, the Burren Ecotourism Network has put the following measures in place to ensure health and safety of our visitors and an enjoyable experience for all. Our members will be the daily guardians of this charter and look forward to welcoming you to the Burren and Cliffs of Moher UNESCO Geopark.

Created by the Burren Ecotourism Network with the support of the Burren and Cliffs of Moher UNESCO Geopark



**BURREN  
ECOTOURISM**

## Visit the Burren

... when we travel again!

### *Gift Voucher*



[www.burren.ie](http://www.burren.ie)



**BURREN AND CLIFFS OF MOHER  
UNESCO  
GEO PARK**





# Videos Summer 2020

Visit the Burren

Edit Book Now Promote View as Visitor

**The Code of Sustainable Practices**  
4 weeks ago · 2.6K Views  
You and 54 others

**Autumn Breaks in the Burren & Cliffs of Moher Geopark**  
5 weeks ago · 4.3K Views  
You and 74 others

**The Burren from above**  
5 weeks ago · 1.5K Views  
You and 38 others

**Sheep Dog trials at Caherconnell**  
5 weeks ago · 602 Views  
You and 36 others

**Taste the Burren**  
10 weeks ago · 2.7K Views  
You and 46 others

**Break for the Burren**  
12 weeks ago · 4.7K Views  
You and 67 others

- Accommodation
- Attractions
- Visitor Experiences/Guides
- Food
- People
- Code of Practice



## Key Objectives of the plan

- Leverage the UNESCO Global Geopark brand
- Leverage the Code of Practice
- Targeted advertising
- Bank of Content



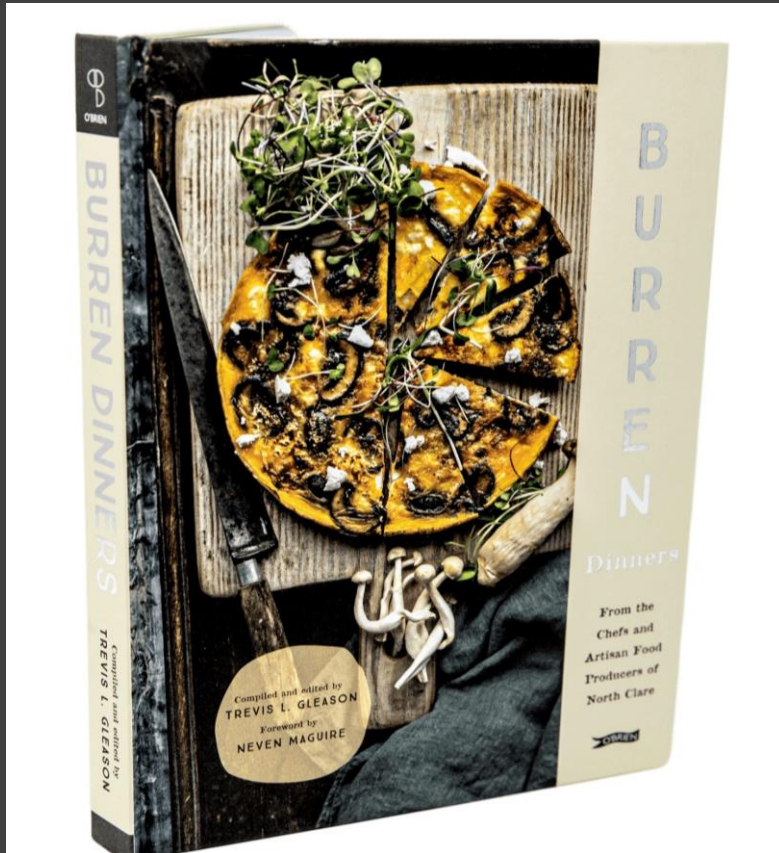




Meet your Hosts







# Burren Dinners

- Hardback Cookbook launched in October 2019
- Showcasing the farmers, producers and chefs of the Burren
- Branding & Tangibility



# Burren Slow Food Festival 2021



THE FERTILE ROCK  
**Thursday April 29**

**BURREN  
FOOD  
Trail**

MC: TINA O'DWYER, THE TOURISM SPACE

In conversation with the  
Producers of the Burren

INTRODUCTION BY JOHN McKENNA OF McKENNA GUIDES

Presentation by Dr. Eamon Doyle, Geologist, Burren Geopark

Traditional Irish Music by local performers



## The Chef and the Artisan Producer



Robbie McCauley (Head Chef)  
Gregan's Castle Hotel and  
Brigitta Curtin, Burren Smokehouse



An Roinn Talmhaíochta,  
Bia agus Mara  
Department of Agriculture,  
Food and the Marine

[burren.ie](http://burren.ie)







# Adopt a Hedgerow – The Burren

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# Funding

- Membership
- Strategic Partnerships
- Local Authority
- LEADER
- Sponsorships

# Our sustainability message

- Collaboration
- Caring for the landscape
- Commitment to the Code of Practice
- Supporting our members
- Destination Marketing
- Contribution to the wider community







THANK YOU!