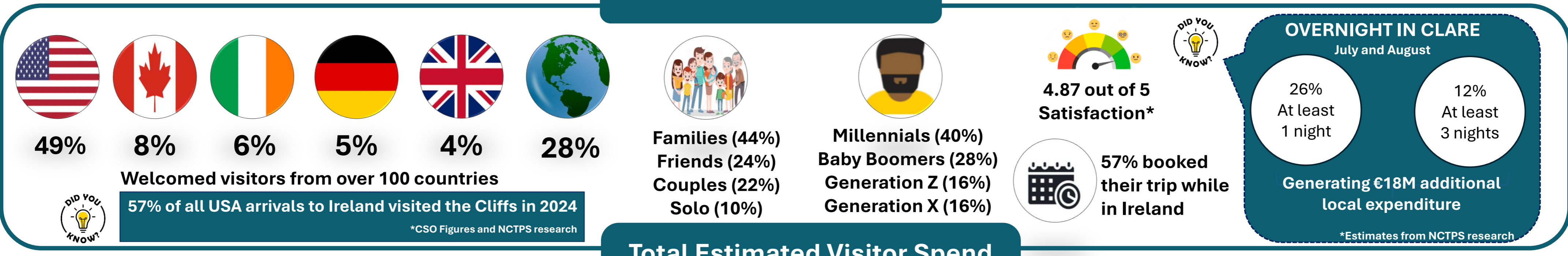
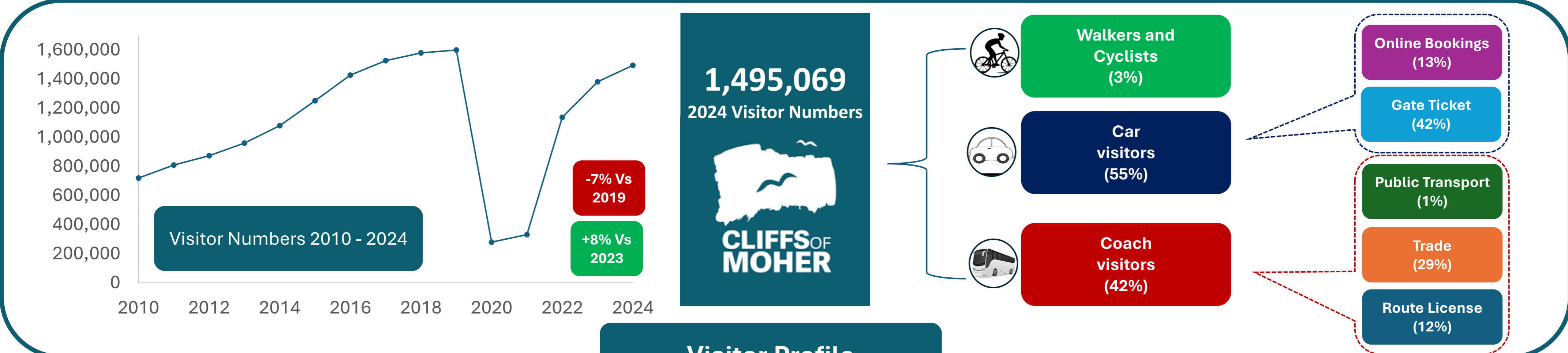


## CLARE COUNTY COUNCIL

The COME works under a Service Level Agreement (SLA) that obliges management to work in the "Public Good" meeting local government statutory and compliance requirements and the objective of delivering World-Class Experiences and the pillars of Com Strategy 2040

### Cliffs of Moher Experience

Clare Tourism Development DAC is the new host employer set up to manage the Cliffs of Moher Experience (COME) and other tourism sites under The Clare Collection brand on behalf of Clare County Council (CCC). The Cliffs of Moher Centre DAC Board provides an advisory function to the Cliffs of Moher 2040 Strategy



**Total Estimated Visitor Spend € 19M\***

\*Based on customer surveys

Admission income generated at the Cliffs of Moher Experience is Clare County Council income, there is a clear remit and commitment to community based economic growth through activities.

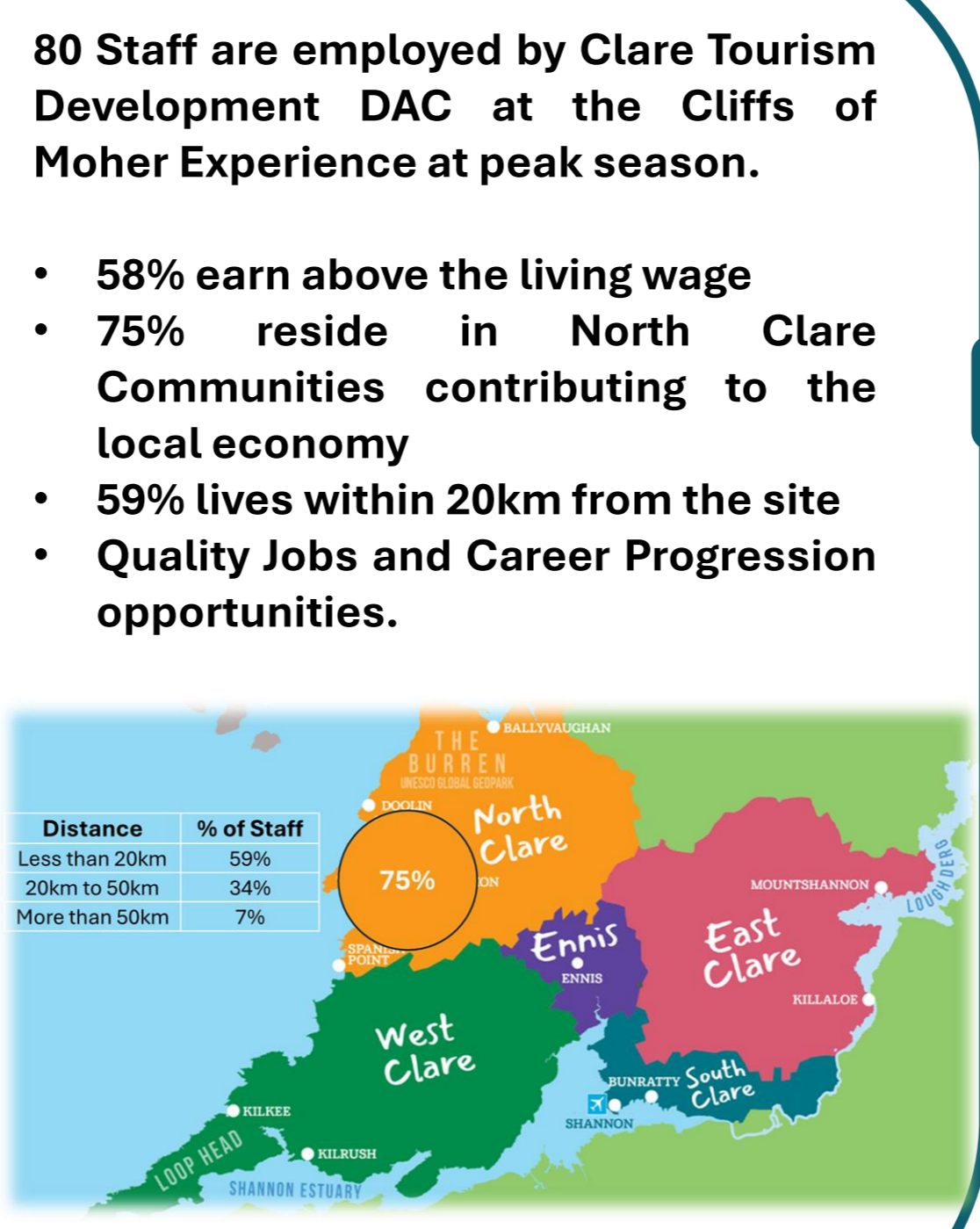
Establishment of Tourism Directorate and tourism product development and promotion within Co. Clare.

268 suppliers benefit from procurement of services  
41% Co. Clare 57% Munster

Progression of Key Initiatives

- ✓ Cliffs of Moher Strategy 2040
- ✓ Cliffs of Moher Coastal Walk Management Plan
- ✓ Burren and Cliffs of Moher Explorer Shuttle

Open 362 days a year and operate for 13 hours May to August



Retail, café, restaurant and craft workers operate on-site employing an estimate of 94 people at peak season.

Indirect expenditure supports up to 45 County Clare craft suppliers, along with musicians, artists, cultural and heritage activities and 15 food and drink suppliers.

**Social Responsibilities**

Income generated supports activities with a social dimension during the year.

- Collaboration with the Emergency Services including training for staff members on First Aid and Suicide Intervention Skills Training
- Marketing and Promotion of Local Businesses and Events
- Funding and support for the Burren Ecotourism Network
- Providing access and support to visitors with additional need.
- Fundraised €6,000 for charities along with 126 Free Access Pass
- 187 Local Students in 7 Schools engaged in the Junior Achiever Program and Christmas Community outreach
- 37 Free Access Days to 3263 County Clare Residents
- 15 Annual Busking Licenses and 88 Day-Licenses
- 5 Transition Year students from Local Schools

**Environmental Responsibilities**

The COME as an entity fully owned by CCC is obliged to operate within the vast array of international, national and local legislation enshrined in law and approved by the Irish legislature. The Cliffs of Moher is an EU designated Special Protection Area, Natura 2000 site with six protected bird species. Such status brings significant obligations in relation to the conservation of the environment. It is a main Geosite of the Burren and Cliffs of Moher UNESCO Global Geopark.

**Visitor Management Actions:** Bird Surveys, Geo-physical Report, Visitor Management, Geopark Training, Habitat management, Green Procurement, Education on Responsible Tourism.

The Cliffs of Moher is committed to adopt the Geopark Code of Practice for Sustainable Tourism. Actions implemented since 2018 demonstrate significant reductions in waste, water, energy and gas usage per visitor and an increase in the proportion of recycled waste.

KPIs	2018	2019	2020	2021	2022	2023	2024
Waste(gm)/ Visitor	64	55	92	78.5	68.4	64	55.3
Water(litre) / Visitor	7.4	6.8	6.9	5.7	5	5.6	5.1
Energy(kwh) / Visitor	0.4	0.4	1.8	1.37	0.5	0.42	0.35
Gas LGP (litre) / Visitor	0.01	0.01	0.03	0.04	0.01	0.01	0.01
Recycled Waste (%)	55%	47%	41%	55%	58%	66%	71%

Visitor Management actions have led to:

- 8,200 Less Coaches vs 2019
- 33 onboard passengers versus 26 in 2019

Visitor distribution and capacity management are key objectives of the management of the site and wider hinterland focusing on moving FIT and Coach visitors away from the peak hours.

THE ACTIONS DESCRIBED ABOVE HIGHLIGHTS THE CONTRIBUTIONS OF THE COME TO ELEVEN OF THE SUSTAINABLE DEVELOPMENT GOALS

