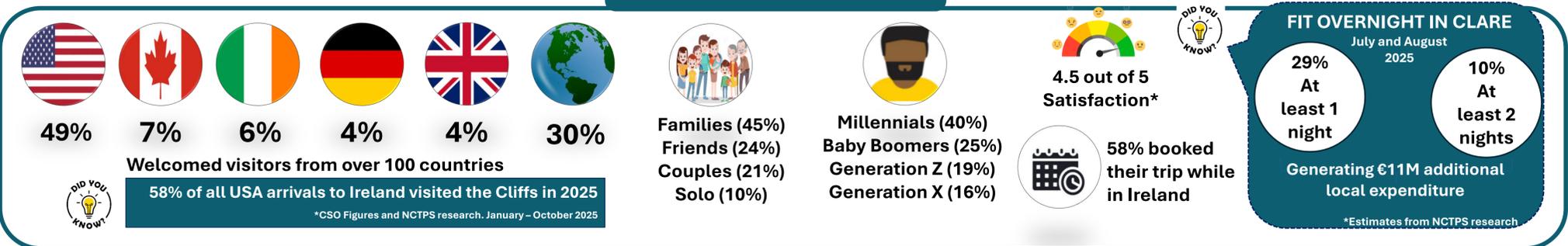
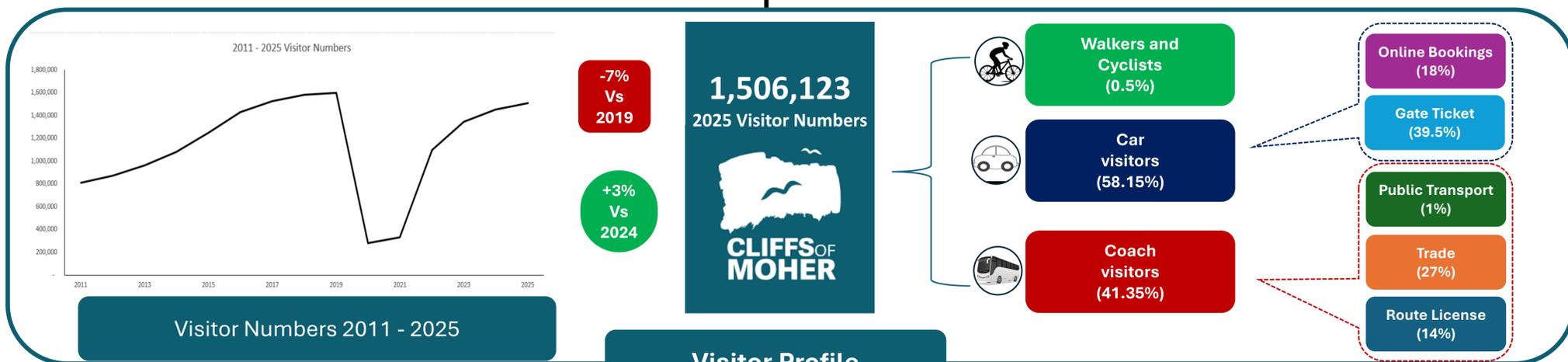


CLARE COUNTY COUNCIL

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

Cliffs of Moher Experience

Clare Tourism Development DAC is the host employer set up to manage the Cliffs of Moher Experience (COME) and other tourism sites under the authority of Clare County Council (CCC), with Clare Tourism Development DAC acting solely as its appointed agent.



Economic Responsibilities

Admission income generated is Clare County Council income, this is used to operate, maintain and invest in the site. There is a clear remit and commitment to community based economic growth through various activities.

Clare County Council distributes the remaining surplus to the Tourism Department of Clare County Council / Tourism Strategy 2030; Ongoing development and maintenance of the Cliffs of Moher Coastal Walk and other tourism sites; The Burren Ecotourism Network and other relevant projects identified by the local authority.

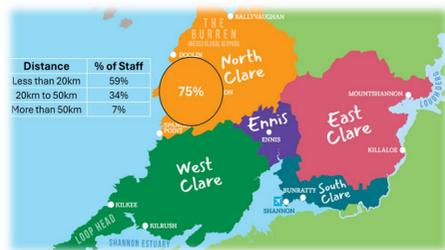
Site Improvements

- Improved Pathways
- Publication of the Cliffs of Moher Coastal Walk Management Plan
- Kiosk refurbishment offering additional food & beverage options.



80 Staff are employed by Clare Tourism Development DAC at the Cliffs of Moher Experience at peak season

- 58% earn above the living wage
- 75% reside in North Clare Communities contributing to the local economy
- 59% lives within 20km from the site



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

Non-Clare County Council Income

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.

- Fundraised for nominated charity along with 138 Free Access Pass
- 200 Local Students in 8 Schools engaged in the Junior Achiever Program and Christmas Community outreach.
- 37 Free Access Days to 3809 County Clare Residents
- 15 Annual Busking Licenses and 99 Day-Licenses, 11 evenings of local musicians performing in the café.
- 5 Transition Year students from Local Schools
- Funding and support for the Burren Ecotourism Network and Participated in 7 community clean up events.
- Providing access and support to visitors with additional needs.
- Collaboration with the Emergency Services including training for staff members on First Aid (40% ops trained) and Suicide Intervention Skills Training (48% ops trained).

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 also a main Geosite of the Burren and Cliffs of Moher UNESCO Global Geopark.

Habitat management



Geo-physical Report



Green Procurement



Visitor Management



Education on Responsible Tourism



Bird Surveys



- The Burren & Cliffs Explorer Shuttle Bus was launched on 1 May 2025 as a pilot initiative under the North Clare Traffic and Transport Plan, the Cliffs of Moher Strategy 2040, and Clare's Sustainable Destination Action Plan.
- The shuttle recorded 46,742 passengers between May and August 2025.
- 7 Routes connected Miltown Malbay, Lahinch, Liscannor, Doolin, Lisdoonvarna, Kilfenora, Ballyvaughan, and the Cliffs of Moher Experience, with additional integration of two National Parks and Wildlife Service (NPWS) routes serving the Burren National Park and Carron.
- A total of 14,248 passengers availed of complimentary entry to the Cliffs of Moher Experience through shuttle usage.
- Public Consultation including 3 public information events, Feedback and Surveys

Actions taken by the COME management led to:



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

