

## **CODE OF PRACTICE FOR SUSTAINABLE TOURISM**

### **ENVIRONMENTAL POLICY STATEMENT**

**Hotel Doolin is dedicated to environmental stewardship and sustainable practices, striving to minimize our ecological footprint while providing exceptional guest experiences. Under the Burren Code of Practice, we adhere to several principles:**

#### **WORKING TOGETHER**

We actively engage with local community groups, conservation organizations, and tourism authorities to foster collaborative efforts aimed at promoting sustainable tourism in the Burren Geopark. Through regular dialogue and partnership initiatives, we contribute ideas, resources, and support to collective endeavours that prioritize the long-term preservation and enhancement of the Geopark's unique natural and cultural heritage.

#### **A CARED-FOR LANDSCAPE**

We go beyond mere participation by spearheading conservation projects within the Burren landscape. Through our dedicated green teams, we actively monitor our CO<sub>2</sub> footprint and protect the biodiversity of the area, implement sustainable landscaping practices on our property, and support local initiatives aimed at preserving the cultural heritage of the Burren. Through these efforts, we ensure that our actions contribute directly to the long-term care and preservation of this unique landscape for future generations to cherish.

#### **A WELL-UNDERSTOOD HERITAGE**

We take pride in offering guests not only comfortable accommodations but also an immersive experience that highlights the rich heritage and character of the Burren. By participating in BEN fam trips and guided tours and providing educational materials in our tourist info, and partnering with local experts, we ensure that guests gain a deep understanding of the Burren's geological wonders, diverse flora and fauna, and vibrant cultural history. By providing quality information and interpretation, we foster a connection between visitors and the land, inspiring appreciation and stewardship of this remarkable environment.

#### **VIBRANT COMMUNITIES**

Hotel Doolin is deeply committed to the vibrancy and well-being of our local community. We actively collaborate with community organizations and businesses to create opportunities for economic growth and social enrichment. Through initiatives such as sourcing local products, supporting cultural events, and offering employment opportunities, we strive to ensure that tourism not only enhances the experiences of our guests but also generates positive impacts that extend to the broader community, fostering a symbiotic relationship where both locals and visitors thrive together.

#### **STRENGTHENED LIVELIHOODS**

We actively foster economic growth within the local community by prioritizing local employment opportunities, sourcing goods and services from nearby businesses, and collaborate with regional partners to promote sustainable tourism initiatives. Through our commitment to supporting local artisans, farmers, and service providers, we not only bolster the economic resilience of the area but also cultivate a strong sense of community pride and cohesion. By working together with other businesses and organizations, we collectively showcase the Burren as a model for sustainable tourism, ensuring that our region remains a thriving and vibrant destination for years to come.

#### **SUSTAINABLE TOURISM MANAGEMENT**

Our commitment to sustainable tourism management is reflected in our comprehensive Environmental Action Plan, which outlines specific actions and targets for improvement across various aspects of our operations. We conduct annual reviews to assess our progress and adapt our strategies accordingly. Additionally, we have implemented robust systems for monitoring and managing waste, water, energy consumption, and travel impact, ensuring that we minimize our environmental footprint while maintaining high standards of service for our guests. Through continuous monitoring and proactive management, we strive to achieve our sustainability goals and contribute positively to the preservation of the Burren landscape.

***Through these initiatives, Hotel Doolin is committed to being a responsible steward of the environment and a positive force within the Burren community, ensuring that our operations align with the principles outlined in the Burren Code of Practice.***

CO2 as a total for the hotel has reduced from 461 tons in 2017 to 68 tons in 2021, to 26 tons in 2022, In 2023 our total CO2 emissions were 24 tons. The hotel is committed to planting 10 native trees per wedding, one tree offsets 1 ton of carbon in its lifetime and we have planted over 6000 trees to date with Hometree.ie since 2017. **Water:** We reduced water consumption by 5.4% per cover in 2023 and we aim to continuously reduce the amount of water that is used in the hotel. **Food Waste:** In 2020 we reduced our food waste by 28% per cover, in 2023 we reduced this again by a further 9%. **Energy:** Our energy consumption is down 30.4% per cover in 2023 for 2022. We installed a solar PV array in 2023 that is generating over 30% of the hotel's energy needs, the other 70% is 100% green energy.

#### **ACTIONS FOR 2024**

- To continue sound environmental practices across our entire operation.
- To produce an annual Environmental Plan setting out our Objectives, Targets and planned Actions.
- To comply fully with all relevant legislation.
- To minimise our waste and reduce our water consumption where possible.
- To reduce, Reuse, Recycle the resources consumed by our business wherever practical.
- To invite our customers, suppliers and contractors to participate in our efforts to protect the environment.
- To provide all employees with the training and resources required to meet our objectives.
- To openly communicate our policies and practices to interested parties.
- To monitor and record our environmental impacts on a regular basis and compare our performance with our policies, objectives and targets.

#### **MAJOR TARGETS & OBJECTIVES**

##### **1. ENERGY**

- To create 30+% of the hotel energy needs and only purchase green energy while not using fossil fuels.

##### **2. WATER**

- To reduce consumption of Mains Water by 5% per cover

##### **3. WASTE**

- To reduce the food waste by a further 30% per cover

##### **4. GREEN PURCHASING**

- To engage with our suppliers to reduce packaging by 10%
- To increase usage of recycled paper products to 20% of all paper/cardboards purchased

##### **5. COMMUNITY SOCIAL RESPONSIBILITY**

- To support a local school in their Green Flag Environmental Activities
- To engage more with Doolin Tidy Towns in village clean ups outside of Hotel grounds.
- To communicate quarterly our performance & achievements through the hotel website.