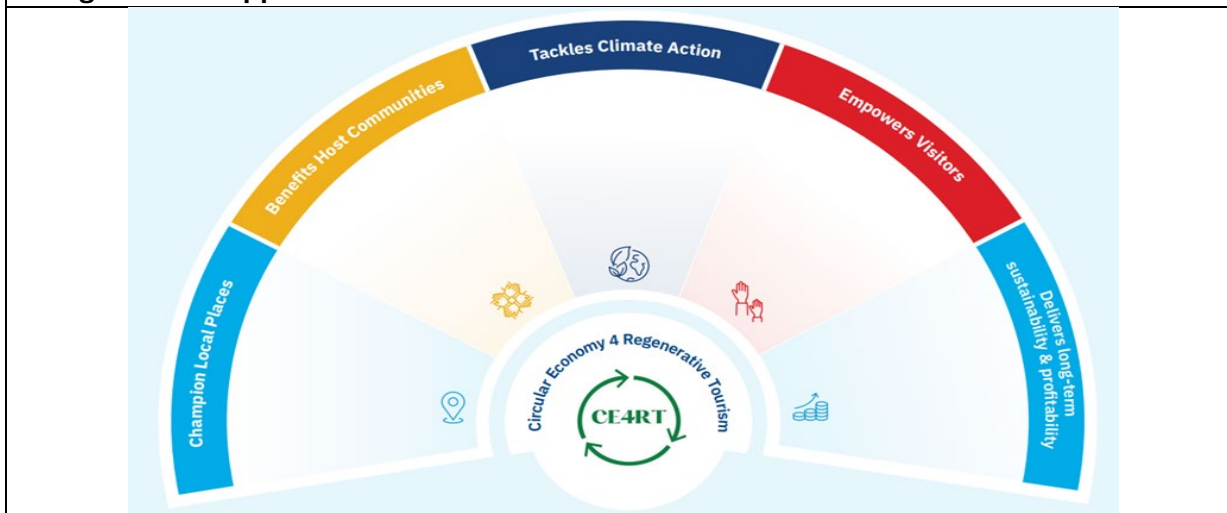


| | |
|--------------------------|------------------------|
| Country: | Ireland |
| Type of Business: | Hotel |
| Business Name: | Dromoland Castle Hotel |

A Regenerative Approach to Tourism



Our Story and Journey – The people, place, uniqueness and values.

Located in the heart of County Clare along the Wild Atlantic Way, the ancestral home of the O'Briens of Dromoland, whose lineage dates back 1,000 years to Brian Boru, one of the last High Kings of Ireland where now resides Dromoland Castle Hotel.

The Castle has a rich history dating back to the 16th century and we are surrounded by woodlands, heritage and lakes on a 500-acre resort. We have implemented a robust and ever evolving plan to drive the business forward with a commitment to sustainability and protecting the environment in our surroundings.

Achieving our sustainable goals is a team effort at Dromoland Castle and we commit to improve the sustainable performance of our tourism business between now and 2030 by reducing our carbon emissions.

Regenerative Practices (2 or 3 bullet point per theme)

Champions Local Places

- Confirmation e-mails sent to guests promote local attractions & things to do in the immediate area supporting our local economy
- Partnerships with local suppliers for example Burren Perfumery visit attraction and receive discounts. Local crafts & clothing sold in our in-house boutique with connections to the area & the Burren

Benefits Host Communities

- 62% of our employees are from within a 50km radius providing employment locally
- We pay a living wage to all employees
- The Resort is rich in Biodiversity and has hundreds of trees which we add to each year and benefits the local environment we live in and the community
- 72% of our suppliers are local and we promote the use of local produce to our guests
- We have a well being team in the Hotel for the benefit of all employees. This team plans health talks, wellness & nature activities for the team.

Tackles Climate Action

- We calculate our carbon footprint and have targets on reducing this. In 2023 we reduced by 5% and plan to further reduce by 10% in 2024. We have calculated our Scope 1, 2 & 3 emissions.
- We are converting our food waste into compost and using in our gardens to produce fresh produce for our Kitchens.
- We have an abundance of wildflower areas on the estate and on the Golf Course have numerous no mow areas to help pollination
- We monitor all energy using services, waste & water

Empowers Visitors

- We are constantly monitoring our usage and market developments that may enhance our performance on sustainability across all sectors of the Resort where we engage with our guests, suppliers & employees.
- We promote the use of local transport to guests and provide a shuttle service for our staff to the local town. Bikes & walking trails are on the estate to help with the enjoyment of our vast forest areas
- Guest are encourage to make donations to Leave No Trace Ireland who work to preserve our environment.

Delivers Long term Sustainability and Profitability

- By the 4th Quarter of 2024 we will have installed a 180kw Solar Power system contributing to our renewable energy commitment & future profitability of the Hotel.
- We have 97% LED on the Estate
- In our purchasing policy we have committed to going green on our fleet. This year we have purchased an Electric transit to transport our guests on the resort and have commenced on the journey with the purchase of a

Future Journey for A Regenerative Tourism Approach

- We have a list of single use items on the property and are working one by one to eliminate. By Oct 2024 we will have no single use plastics in our guest rooms.
- We have history tours, walled garden tours and introduction to the Irish Language class available to our guests as activities to promote our culture & history which is so rich on the estate.
- We have booked an detailed ecological survey of the Resort for May 2025 which will give us an action plan on further enhancing the habitat and flora on the estate.
- Changing the mindset of how we do things to give the guest the regenerative approach without impacting on the enjoyment and fulfilment of the Estate. Ie no plastic water bottles sold, no disposable coffee cups available, ac turns off when you open the window to name but a few.
- Meeting the Government 2030 climate action commitments and continually aspiring year after year to reducing our carbon emissions but budgeting and planning for this.

Image that Represents Our Business and Place



Website, Social Media and Contacts

[Sustainability At The Castle | Dromoland Castle Hotel](#)

www.facebook.com/dromolandcastle/

[Dromoland Castle Hotel \(@dromolandcastlehotel\) • Instagram photos and videos](#)

[\(7\) Dromoland Castle Hotel & Country Estate: Posts | LinkedIn](#)

Newmarket On Fergus, Co. Clare, Ireland

061-368-144

Fiona.osheastack@dromoland.ie