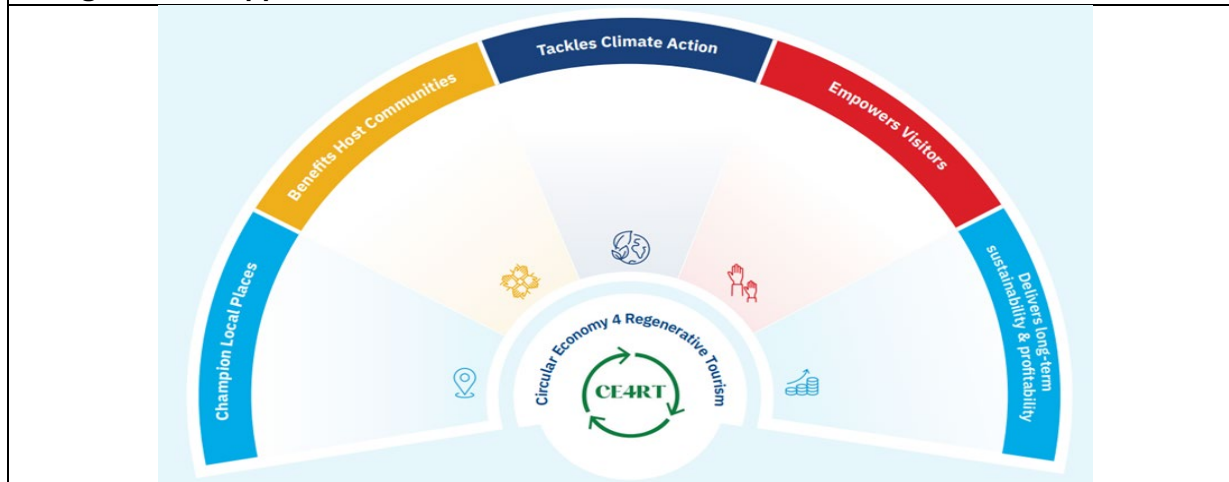


Country:	Ireland
Type of Business:	Visitor Experience, Cultural Centre, Future Distillery, Developing Woodlands
Business Name:	Portmagee Whiskey

A Regenerative Approach to Tourism



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

- Portmagee Whiskey as a whiskey tourism business at the very South Western edge of Ireland and was established by two fifth generation Portmagee brothers in 2017. From starting with clearing out a shed and a few thousand euros, the brothers are on a voyage to create Ireland’s most westerly whiskey distillery and set the conditions for the next six generations of the Murphy family to live and prosper in our home village of Portmagee.
- Portmagee Whiskey crafts small batches of Irish Whiskey for the world to enjoy. Our people are passionate and proud of Portmagee and together we seek to grow in harmony with our village, providing opportunity and adventure for future generations of our community.
- We celebrate the uniqueness of our village, from its origins as a smuggling haven to the present-day use of our traditional Seine Boat as a rowing sport in both our whiskey expressions and through our visitor centre and the events we run and help organise.
- At Portmagee Whiskey, our core values are:
 - Respect – For one another, our history, our community and our environment.
 - Loyalty – To each other and to Portmagee as a village community.
 - Integrity – To do the right thing always, even when it is hard to do it.
 - Adventure – To create and promote opportunities for adventure for people to enjoy.
 - Community – To provide opportunities and support to our community so that it may thrive into the future.

Regenerative Practices

Champions Local Places

- Our whiskey brand’s logo is the local traditional fishing boat called the seine boat. Every bottle of whiskey tells a little of the story of the village of Portmagee and we consider them brand ambassadors for the village.
- Our visitor centre is the first of its kind in Portmagee and tells the never before accessible story of the smuggling origins of the village under Captain Theobald Magee, the history and culture of seine boat fishing and racing.
- We made a successful bid to get Seine Boat building, Fishing and Racing officially recognised as an intangible cultural heritage item of Ireland and inscribed onto the national listing in 2021.
- We have submitted a similar bid to recognise the unique New Year’s celebrations that traditionally take place in the village involving a pageant and parade around midnight.

Benefits Host Communities

- We are active members and leaders of several local organisations and groupings including Skellig Coast Tourism Network, May The 4th Sci-Fi Film Festival group,

Portmagee Development Group, Portmagee Tidy Towns committee, Portmagee Regatta executive, Portmagee New Year's committee.

- We host the annual May the 4th Sci-Fi film festival at our visitor centre which is a free of charge event for families and fans alike.
- We host an annual 'Christmas at the Domes' celebration which creates South Kerry's only Christmas experience for local families to attend.

Tackles Climate Action

- Built our visitor centre experience elements based on geodesic dome structures, the most sustainable building method so far created by humankind to create the most useable floor space with least material resources to cover it.
- Planted a native Irish Woodlands of 5,430 trees on our farmland surrounding the distillery and visitor experience.
- Installed a micro wind generator and smart battery back-up system to reduce dependence on electrical grid.

Empowers Visitors

- Visitor experience includes immersive experience where visitors can row a real life seine boat in an augmented reality experience.
- Visitors are informed of the companies' sustainability goals and vision for the future.
- Special events hosted to cater for particular visitor needs and facilitate a community friendly approach to users as diverse as Star Wars fans, students, local business outings, family with children and active retirement groups etc.

Delivers Long term Sustainability and Profitability

- Certified Member of Bord Bia Origin Green program.
- Business supporter of All-Ireland Pollinator Plan.
- Member of STN and working through the 6 step program. Currently certified for Step 1 – Foundation level.
- Active member of the Failte Ireland Climate Action Program.

Future Journey for A Regenerative Tourism Approach

- Continue our Regenerative Tourism education and complete an MA in Regenerative Tourism
- Build a net zero micro distillery onsite.
- Experiment with barley varieties on site to select a viable strain that can be grown by local farmers to supply the future distillery with grain close to source.

Image that Represents Our Business and Place



Website, Social Media and Contacts

Website: www.PortmageeWhiskey.com
Instagram: <https://www.instagram.com/portmageewhiskey/>
Facebook: <https://www.facebook.com/PortmageeWhiskey/>
LinkedIn: <https://www.linkedin.com/company/portmagee-whiskey/>
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