

Irish Experience Tours Sustainability Policy 2025

This document will be reviewed at the end of every touring season.



1. Company Mission

- At Irish Experience Tours we specialize in crafting unforgettable journeys that offer an authentic and immersive exploration of Ireland.
- Our mission is to preserve and celebrate Ireland's rich cultural heritage by delivering experiences that are not only engaging but also deeply rooted in the traditions of our homeland.
- Guided by passionate locals, our tours provide a unique opportunity to experience the true heart and soul of Ireland.
- We cater to travellers of all ages and fitness levels, ensuring an inclusive and supportive environment for everyone.
- Our flexible approach allows us to tailor each experience to customer preferences, with satisfaction being our top priority.

2. Company Sustainability Statement

At Irish Experience Tours we are deeply committed to promoting sustainable tourism and minimizing our environmental impact while providing memorable experiences for our guests. We recognize the responsibility we share in preserving the beauty and integrity of the fabulous Irish destinations we visit, and we aim to create enriching travel experiences for our visitors that contribute positively to both the local communities and the natural world.

Our sustainability efforts are guided by the following principles:

1. **Environmental Responsibility:** We strive to reduce our carbon footprint by operating a fleet of energy-efficient vehicles, incorporating sustainable practices into our itinerary designs, and promoting the use of eco-friendly accommodation options. We continuously assess our environmental impact and implement measures to reduce waste, conserve resources, and protect biodiversity.

2. **Supporting Local Communities:** We believe in the power of tourism to benefit local economies. We prioritize working with local suppliers, guides, and businesses to ensure that tourism spend stays within the communities we visit. Our tours highlight local culture, heritage, and traditions, fostering meaningful interactions between our guests and the people who call these destinations home.
3. **Promoting Responsible Tourism:** We encourage our guests to be mindful travellers by offering education on responsible tourism practices. This includes respecting local customs, reducing waste, supporting ethical businesses, and leaving minimal impact on the environments we explore.
4. **Eco-Friendly Tour Design:** We design our itineraries with sustainability in mind, prioritizing destinations and experiences that celebrate nature and culture in a way that maintains their integrity for future generations. By offering interesting off-the-beaten-path destinations, we help alleviate the pressure on over-visited areas, promoting sustainable travel habits.
5. **Collaboration and Advocacy:** We actively collaborate with industry partners, environmental organizations, and local authorities to stay informed about the latest sustainability practices and trends. We are advocates for the development of sustainable tourism policies and work to inspire others in the travel industry to adopt green practices.

Our commitment to sustainability is not just a part of our business—it is integral to who we are and how we operate. We continuously strive to improve our practices and invite our guests to join us in making travel a force for good.

Together, we can explore and enjoy the world responsibly and sustainably, ensuring that future generations can experience the same breathtaking destinations we cherish today.

3. UN Sustainable Tourism definition

- At Irish Experience Tours, we believe that *sustainable tourism is tourism that takes full account of its current and future economic, social, and environmental impacts while addressing the needs of visitors, the industry, the environment, and host communities* (UN Tourism, n.d.). We therefore aim to reduce our negative effects and increase our positive impacts.

4. Continuous improvement

- We aren't perfect yet, but we are committed to continuously improving our efforts. At Irish Experience Tours we will carry a yearly assessment on all of our activities via an annual group meeting.

- We have appointed a team to monitor sustainability measures and issues to develop the plan of improvement.
- This Sustainability Team will engage with all employees, tour guides, suppliers and communities to identify improvement actions to take.
- The agreed actions will be implemented through each year and effectiveness reviewed.

5. Measuring and reducing negative impacts

5a. Energy consumption

- We commit to *measuring* our electricity and diesel consumption throughout 2025 and do the following to *reduce* consumption:
 - Switching off lights and computers when they are not required
 - Training drivers to use Eco driving techniques
 - Ensuring newer buses have better fuel consumption efficiency
 - Reviewing alternative greener fuels and travel options
 - Planning our journeys to reduce fuel consumption
- Any negative impacts will be assessed and improved as we move into this sustainable journey for 2025 onwards.

5b. Water consumption

- We commit to *measuring* our water consumption that we currently need to wash the vehicles with and do the following to *reduce* consumption:
 - Installing a new rainwater harvesting system in the yard that will hold rainwater until it is required for use.
 - Using Eco friendly washing detergents where possible

5c. Waste production

- We commit to *measuring* our waste consumption every year from March 2025 and do the following to *reduce* consumption:
 - Reducing the amount of waste that is generated on a tour. i.e. Small Plastic water bottles usage will be reduced and a reusable water bottle system will be advised to all our customers via our website and tour guides.

- Separating the recyclable waste in the vehicles with an easy to use bag or bin system.
- Disposing of the waste along the journey and highlighting the recycling facilities to all our customers and drivers. What is not recycled on the road will be brought back to the yard once a week and appropriately disposed of.

5d. Pollution/Emissions standards

- The 3 newer vehicles that we purchased between the 2023 (IVECO Turas 700) and (Mercedes Sprinter) in 2024 have lower emissions that comply with stringent environmental standards.
- The Adblue chemical system also converts Nitrogen oxide (NOx) into harmless nitrogen and water vapour, significantly reducing air pollutants.
- As the business grows and the existing fleet ages we will be updating the fleet of vehicles on a regular basis ensuring more environmentally cleaner tourism for all.

6. Ethical purchasing

- When purchasing goods and services, we ensure that we will source, where possible, ethically sound and sustainable products / services to be used in our company.

In 2025 Irish Experience Tours will start this by defining and sharing with key suppliers a code of conduct on ethical and sustainable purchasing which entails:

- Signed commitments to ethical purchasing practices
- Questionnaire regarding sustainability commitments and plans
- Improved supplier selection processes to include consideration of sustainability criteria
- Measurement of key supplier sustainability metrics

7. Carbon management

- We aim to reduce our carbon footprint in 2025 by investigating the use of Bio Diesel to refuel our vehicles where possible to reduce our carbon emissions. Starting with MilesBIO HVO100 from Circle K, a fossil-free biofuel made from waste and by-products from the food industry.

- We are also currently looking to find a partner to offset our remaining emissions. We aim at having found this partner by March 2025.

8. Responsible sustainability marketing

- At Irish Experience Tours we commit to marketing our service ethically by Advertising the changes and improvements we make with photographic proof and a secondary screening process from the recommended authorising agencies.

9. Social responsibility

- We support our local community by bringing tours to local businesses: For example:
 - The West Kerry Sheepdog Demonstration in Tralee.
 - The Tralee Bay Wetlands Centre.
 These two businesses are dedicated to our cultural farming heritage and conservation education on our impact on places like Tralee Bay.
- All the towns and villages benefit from our business as we bring people with money to spend in these communities.
- Also by recommending the most ethical places to visit. Using hotels and B&Bs that comply to the basics of sustainable tourism policies which we will outline on our website.

10. Supporting Biodiversity & Conservation

- We support and conserve biodiversity by adding a new biodiversity tourism visit on our tours. The Tralee Bay Wetland Centre is an exciting new project that we will be taking part in.
- Community groups will also be taking part in this Sustainability project with Irish Experience Tours. Further Details coming soon....

Signed by:

----- Anthony Dawson 16/1/25
 General Manager Date Head of Sustainability Date