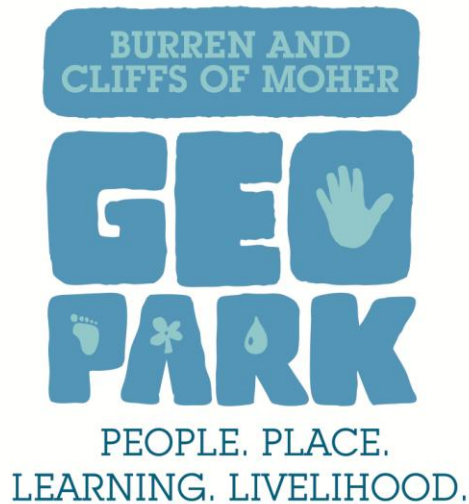


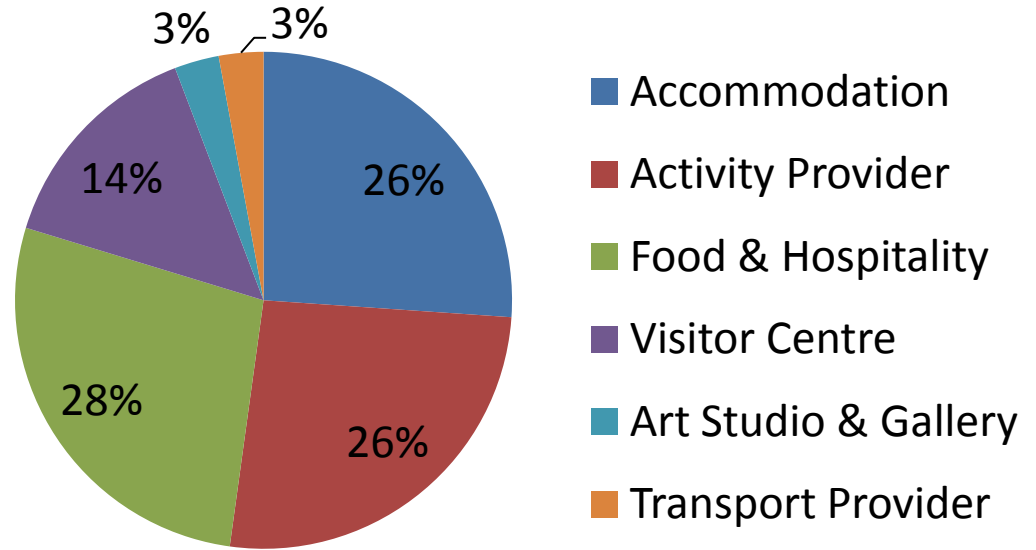
Enterprise Survey 2014



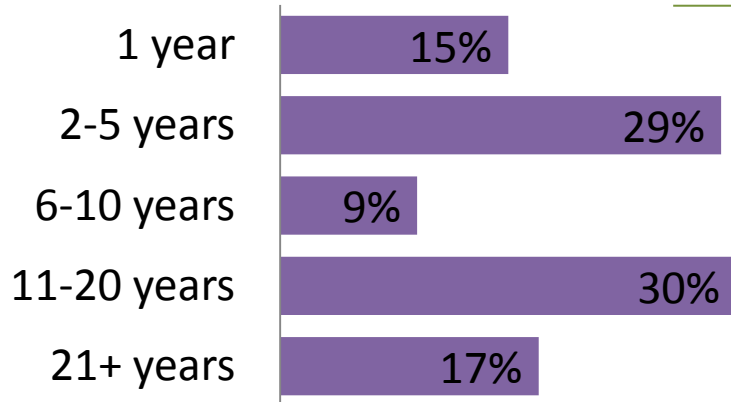
46 Participants
June 2014

Network Profile

Network members provide



Network members have been in business

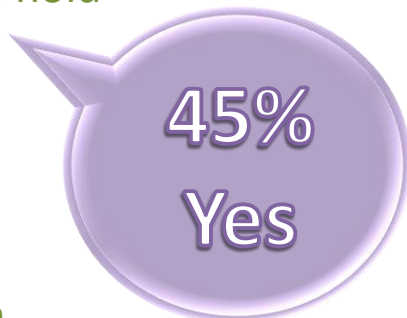


Network members employ

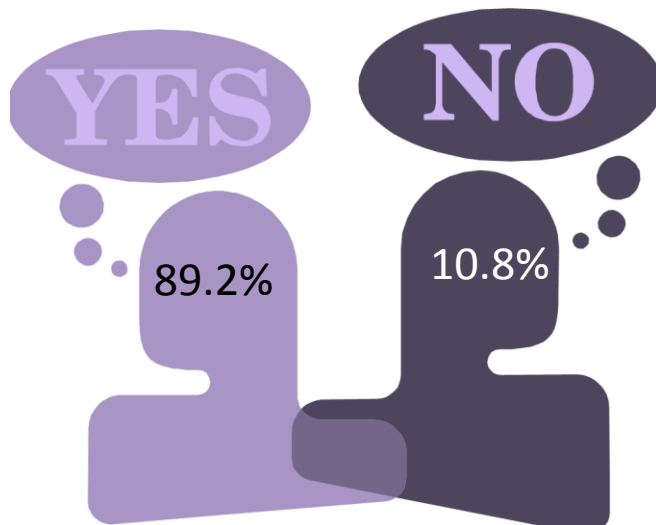


Standards and Certification

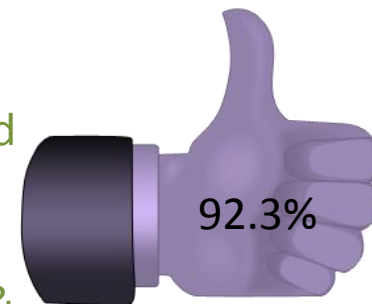
Does your business hold Eco Certification?



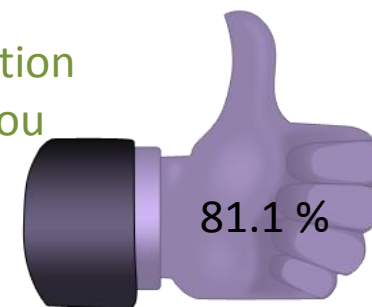
Are you interested in obtaining or renewing certification in the future?



In your view, is the Geopark Sustainable Code of Practice for Tourism a useful and effective standard of environmental good practice in the Burren & Cliffs of Moher Geopark?

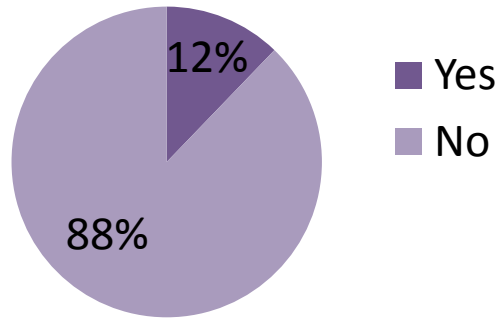


Did you find the independent evaluation and feedback that you received on your Code of Practice submission useful?

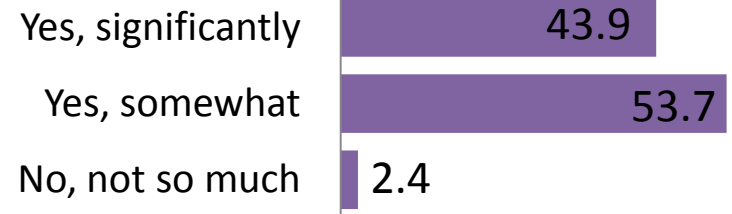


Environmental Management Systems

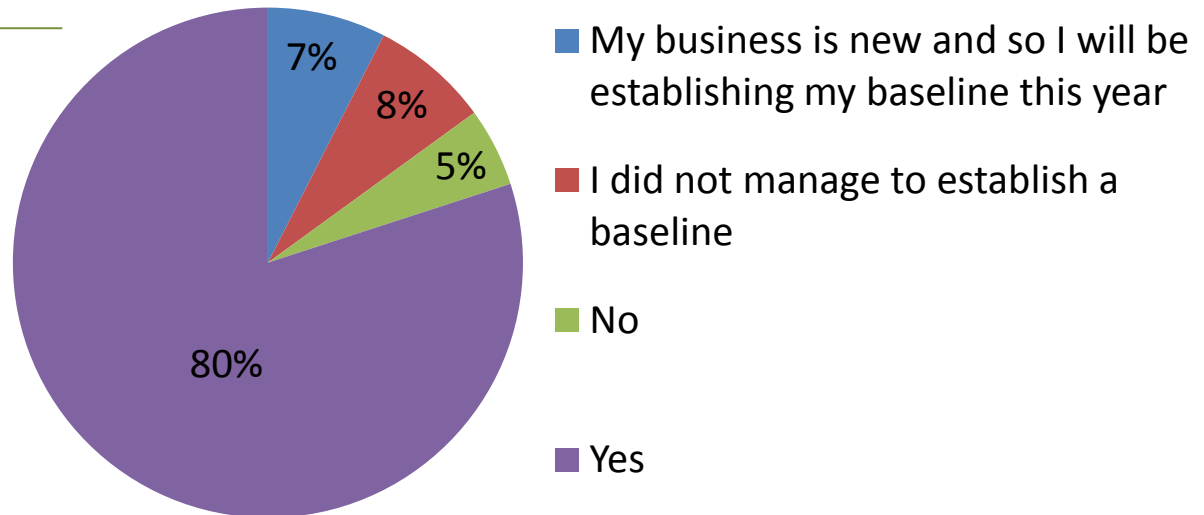
Prior to the training, were you aware that support was available through the Environment Section of Clare County Council?



Did the programme enhance your awareness of environmental management techniques and resources?



You were asked to establish baseline data as part of the Geopark Code of Practice. Did you find that establishing baselines was a useful management exercise for you?



Environmental Management Systems

Did this list of environmental management a) exist in your business pre-training
b) exist now in your business post-training

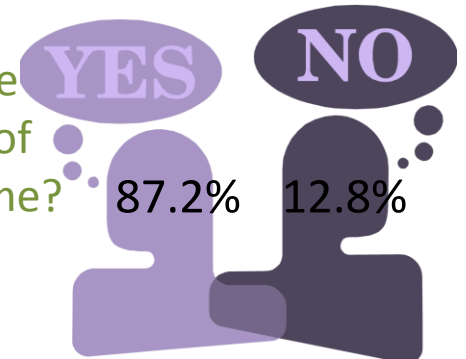
	a) Already existed pre-training	b) Exists now post training
Waste Measurement & Monitoring System	43.24%	59.46%
Water Measurement & Monitoring System	26.47%	73.53%
Water Protection Management Plan	39.39%	60.61%
Energy Measurement & Monitoring System	36.84%	63.16%
A documented Environmental Policy	34.15%	68.29%
A current Environmental Action Plan	24.39%	78.05%
A documented Green Purchasing Policy	33.33%	71.79%
A Sustainable Transport information section on your website	24.32%	75.68%
A Leave No Trace message on your website	16.22%	83.78%

Environmental Management Systems

Specifically, did the programme lead to changes or improvements in:

	Yes	No
how you manage resources within your business	77.50%	22.50%
how you communicate with your staff	54.05%	45.95%
the information you provide to visitors pre-visit	63.41%	36.59%
how you communicate with visitors when they are with you	63.41%	36.59%
how you manage visitors when they are with you	48.78%	51.22%
how you plan for your business	62.50%	37.50%
your bottom-line costs (e.g. energy bills, waste bills)	68.29%	31.71%

In general, do you feel your business has lessened its environmental impact as a result of your participation in the Sustainable Code of Practice programme?



Have you measured and recorded specific savings (costs and reduction in consumption) since the training programme began?



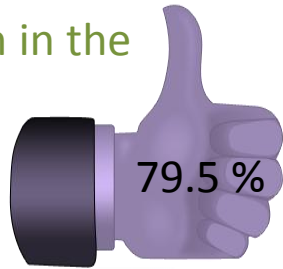
Environmental Management Systems

What areas of sustainable practice would you like more support with in the future?

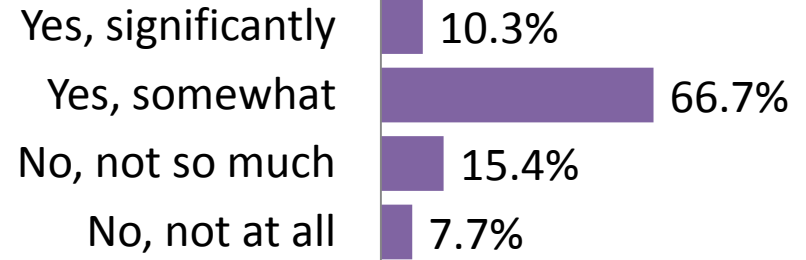
	Response
Interpretation for Visitors	44.7%
Contribution to Conservation	42.1%
Visitor Education	39.5%
Visitor Management	26.3%
Engagement with the local community	47.4%
Behaviour in the landscape	31.6%
Improving my knowledge of the Geopark & the Burren	60.5%
Energy Management	28.9%
Water Conservation	23.7%
Water Protection	23.7%
Waste Management	10.5%
Green Purchasing	18.4%
Environmental Action Plans (setting baselines and targets)	31.6%
Writing and formulating an Environmental Policy	18.4%

Business Sentiment

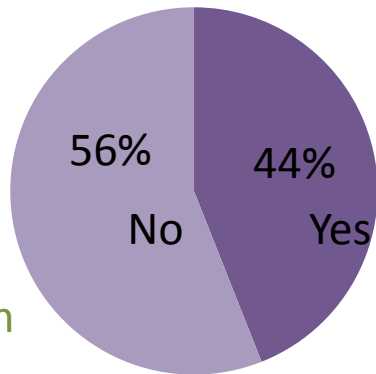
Do you feel your business has been generally strengthened as a result of your participation in the Sustainable Code of Practice programme?



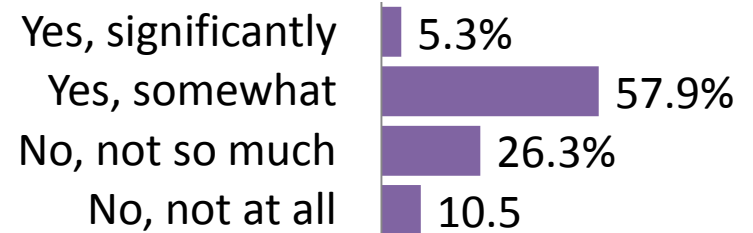
Do you feel that LOCAL awareness of your business has increased as a result of your participation in the B.E.N. over the last year?



Did you engage in any new commercial activity in the last year as a result of your participation in the B.E.N.?

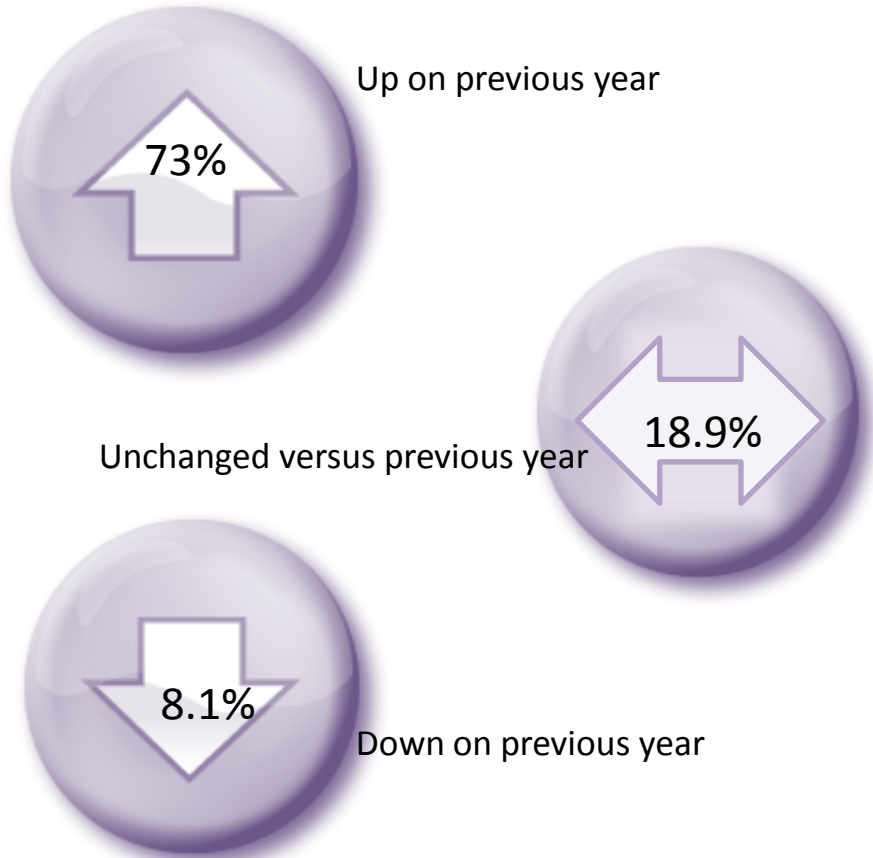


Do you feel that NATIONAL or INTERNATIONAL awareness of your business has been enhanced as a result of your participation in the B.E.N. over the last year?



Business Sentiment

How would you describe your level of business activity in 2013 compared to previous year?



What are your expectations for your business performance in 2014?

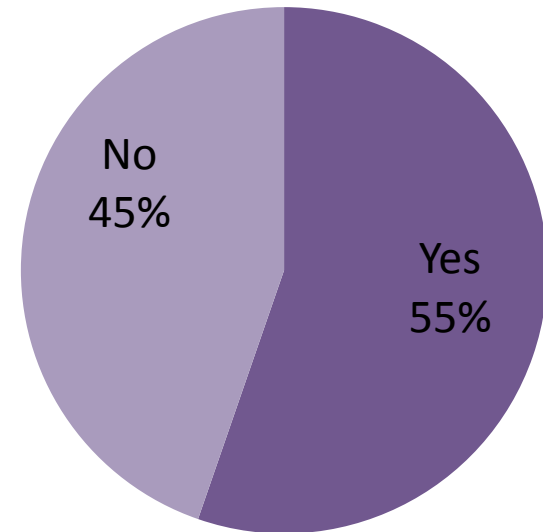
Choices	Responses
We expect an increase in business versus last year	72.5 %
We expect a decrease in business versus last year	5 %
We expect approximately the same level of business as last year	10 %
We are unable to assess this at this point in time	12.5 %

Business Sentiment

At this time, how confident are you in the long-term sustainability of your tourism enterprise?

Choices	Responses
Very confident	45%
Fairly confident	32.5%
Find it difficult to gauge at the present time	17.5%
Not very confident	2.5%
Not at all confident	2.5%

Do you have a documented business plan for your tourism enterprise?



Destination Profile

In your view, has general awareness of the Burren & Cliffs of Moher Geopark region as a visitor destination increased as a result of the joint marketing programme executed by B.E.N. & the Geopark?

