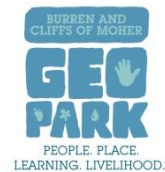


Visitor Communication Web & Social Media Award

Sea View House, Doolin

Geopark Sustainable Code of Practice Award Winner



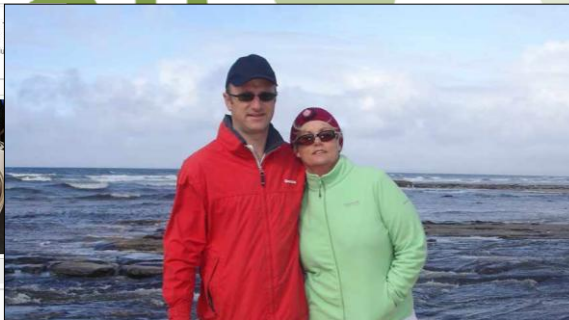
Our location in the Geopark at the edge of the Burren allows us take advantage of some of the best Burren produce. Jenken family provide us with wonderful True Burren Goats Cheese from their farm in the Burren National Park. The Burren smoke house in Lisdoonvanna supply us with delicious organic smoked salmon, while the Ailwee Caves produce the famous Burren Gold a goats type cheese which goes well with the grapes from our Polly tunnel.



Local Handmade Cheese part of our breakfast buffet



Making Wild Blackberry Jam



Click on the arrow above to Watch the Video

Who they are: Sea View House is a four star bed and breakfast based on a family farm in Doolin village. Niall and Darra Hughes have been running Sea view House in an environmentally conscious manor for many years. In 2014 they joined the Burren Ecotourism Network and through attending the Geopark Code of practice training they developed their sustainable message and to begun to communicate it to their guests through their website, in their marketing and also on the ground.

What they did: Recognising that the majority of their visitors book online, Niall and Darra designed their website to include details of the environmental policy, practices and achievements to give potential guests a good feel for Sea View Houses ethos. They Joined the TripAdvisor Green leaders programme and were certified Gold members, this distinction is included in their TripAdvisor online profile, on their own website and promoted through social media. Niall and Darra's real focus has been to communicate their ethos through their food story. By including the food mile on their menus, which feature on their website, they are drawing attention to their use of local and home grown produce. In 2014 Niall and Darra started a food blog to further share their recipes, to promote the use of local ingredients and to highlight their sustainability ethos. The content from their website and blog along with their awards successes are promoted through Facebook and Twitter.

Outcome: By promoting their sustainable ethos through their food message and focusing on the use of local ingredients Niall and Darra are showcasing their sustainable ethos in a palatable way. Critically, they are supporting this message with the Green Leaders programme and with policies on their website. This means that information is easily accessible for guests who want to know more, allowing them to easily understand and evaluate Sea View House's sustainable ethos and practice in advance of their stay.

Top Tip: Choose one initiative in your business to shout about in your social media and on your blog and make your it your USP, if customers want to delve deeper into your ethos ensure you have your policies embedded in your website

"The training we received from the Geopark has helped us bring everything together to get our sustainable message out to our guests through our website, marketing and to guests on the ground" **Niall Hughes, Sea View House Doolin**