

Sustainable Destination Certification goes beyond a simple checklist or one-dimensional assessment. Clare County Council, as the local authority for County Clare, is committed to supporting the county in its pursuit of becoming Ireland's first formally certified Sustainable Destination. To illustrate to communities, DMOs and stakeholders who may be interested in the process, the following infographic demonstrates the full breadth of the process—its timeline, collaborative efforts, budget considerations, long-term commitment, in-depth data collection and continual process of improving on internationally recognised, third-party verified sustainable tourism indicators.

