

Criteria for Inclusion in the New Clare Guide to Visitor Attractions and Activities 2025.



To maintain the quality and relevance of the Clare Guide to Visitor Attractions and Activities, all businesses included must meet the following criteria:

Who Can Feature?

To be eligible, your business must be a **managed visitor attraction or activity** offering experiences that visitors can engage in.

What is Excluded?

The following businesses are **not** eligible for inclusion in this guide: Shops, Gift shops, Craft outlets (unless they offer an experiential element, such as pottery-making and thereby qualify as an activity) and Golf courses (which have their own dedicated Visit Clare guide).

Operational Requirements

To be considered for inclusion, your business must:

- Be **physically based in County Clare** and offer attractions or activities accessible to visitors in Clare.
- Be **actively operating**, either on a year-round or a full seasonal basis.
- Businesses that operate exclusively online or outside Clare are **not** eligible.

Compliance and Standards

All businesses featured in the guide must:

- Hold valid public liability insurance.
- Comply with all regulatory guidelines, conditions, and approvals relevant to their sector.

Visit Clare Website Requirement

To be included in the Clare Visitor Guide, your business must either:

- Already be featured on the Visit Clare website and meet its inclusion criteria, or
- Apply and be accepted for inclusion on the Visit Clare website before being considered for the guide.

Entry Submission

- Businesses offering one experience or multiple variations of a similar experience (e.g. guided walks) should submit a single entry.
- Businesses offering distinctly different experiences may submit more than one entry. For example:
 - A ferry service to the Aran Islands and a boat trip under the Cliffs of Moher, operated by the same company, would be considered separate experiences and may be submitted as separate entries.

Selection, Editing, and Space Allocation

- Inclusion in the guide and the level of profile provided to any business is at the sole discretion of Clare County Council's Tourism Department.
- Visit Clare, or its designated representatives, reserve the right to edit submitted entries in the interest of brevity, accuracy, consistency, context, or style.