

WEBINAR WILL BE STARTING SHORTLY



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Tionól Reigiúnach Oirthir agus Lár-Tíre
Eastern and Midland Regional Assembly



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EU Just Transition Webinar: Innovations in Regenerative Tourist Accommodation



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Learning Outcomes

At the end of this session, you will:

- Appreciate the social and legal context for your accommodation development
- Understand the key principles and goals of Regenerative Tourism
- Appreciate the role of sustainable accommodation in the wider regenerative tourism ecosystem
- Know the key characteristics of a regenerative tourism accommodation project in the Just Transition Region
- Be eager to hear details of how to apply these principles in your own projects, with inspiration from Irish and international case studies.



Housekeeping



Thank you for attending this session. Please make yourself comfortable, relax and listen.



All attendee videos and audios are muted.



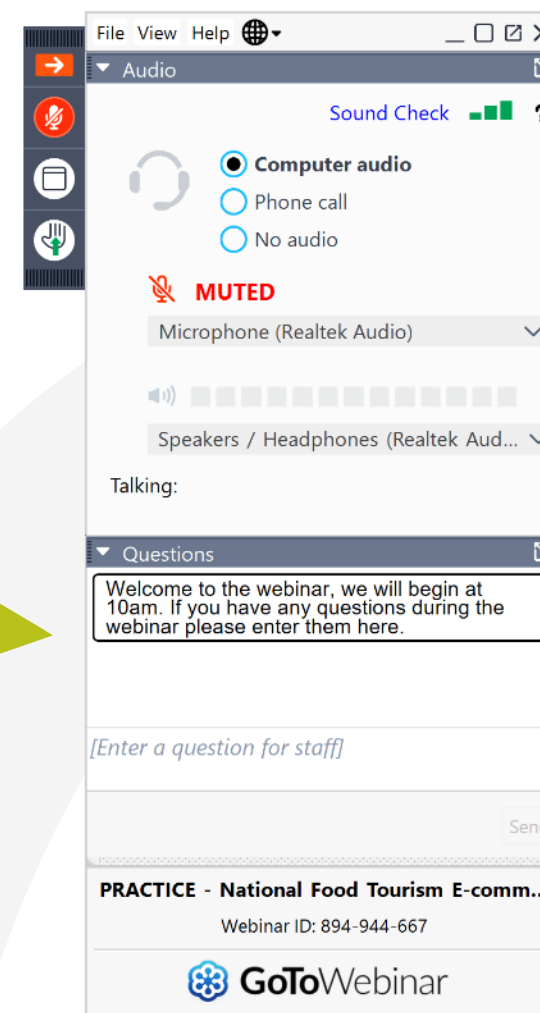
During the presentation, please use the Questions panel on the right of your screen. We will answer as many as we can during the live Q&A at the end.



This Session is being recorded



The Webinar recording, slides and other resources will be shared after the event via a follow-up email.



The screenshot shows a window titled 'Audio' with a 'Sound Check' indicator. The audio settings are set to 'Computer audio'. Below this, a 'MUTED' status is displayed with a red microphone icon. The microphone is identified as 'Microphone (Realtek Audio)'. The volume level is shown as a series of bars. Below the audio settings, there is a 'Questions' panel. The panel contains a text box with the message: 'Welcome to the webinar, we will begin at 10am. If you have any questions during the webinar please enter them here.' Below the text box is a placeholder '[Enter a question for staff]' and a 'Send' button. At the bottom of the window, the title bar reads 'PRACTICE - National Food Tourism E-comm...' and the Webinar ID is '894-944-667'. The GoToWebinar logo is visible at the bottom.

Today's speakers



Tina O'Dwyer

The Tourism Space



Edward Busby

Crown & Canopy

Part 1

Setting the scene & regenerative tourism



Part 1: Key Topics

1. The transition in tourism
2. The wider context for tourism accommodation
3. What is Regenerative Tourism?
4. The special role of accommodation in the tourism ecosystem
5. Approaching your project regeneratively

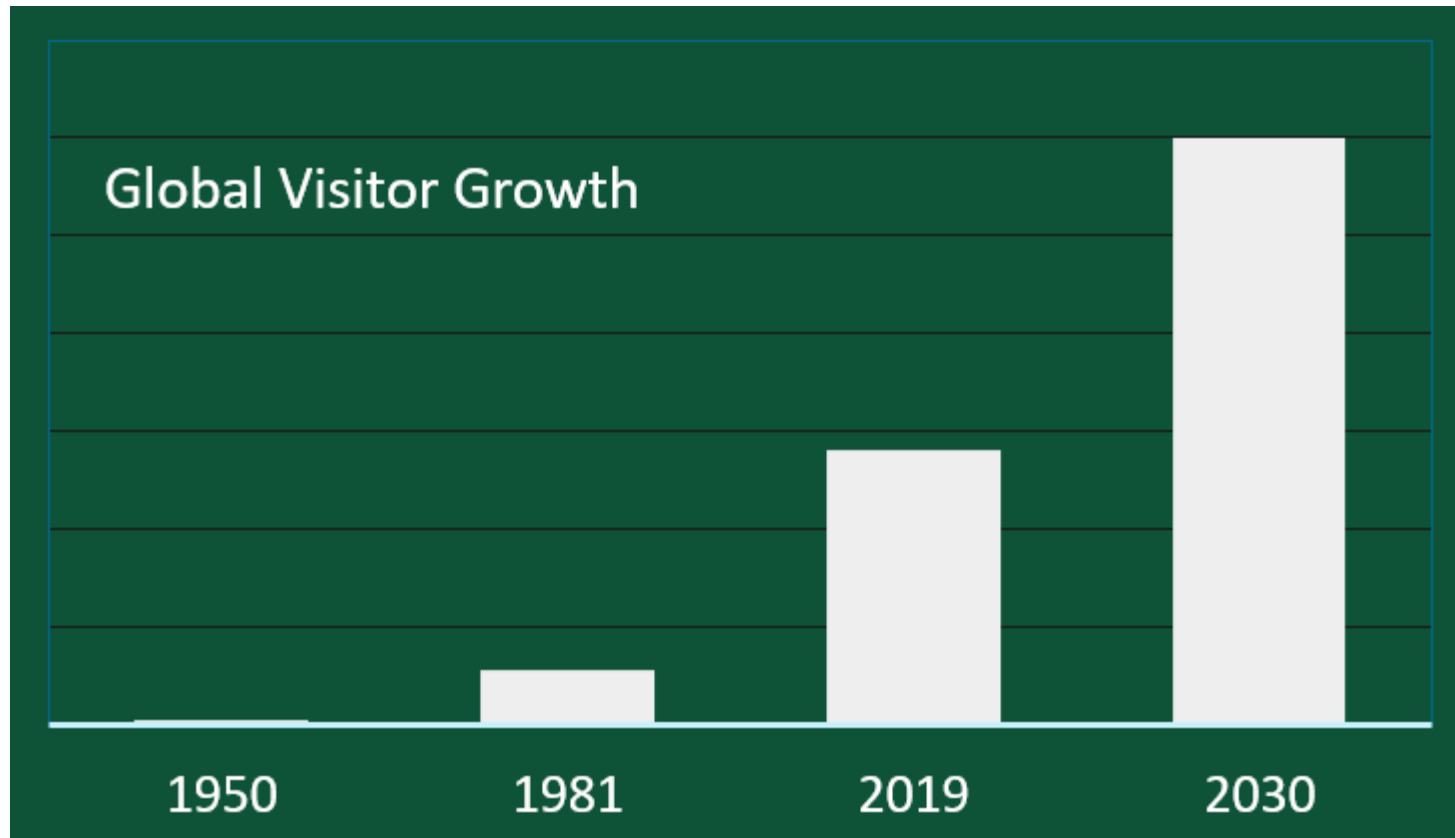


Topic 1

The Transition in Tourism



The Tourism Phenomenon



Until...

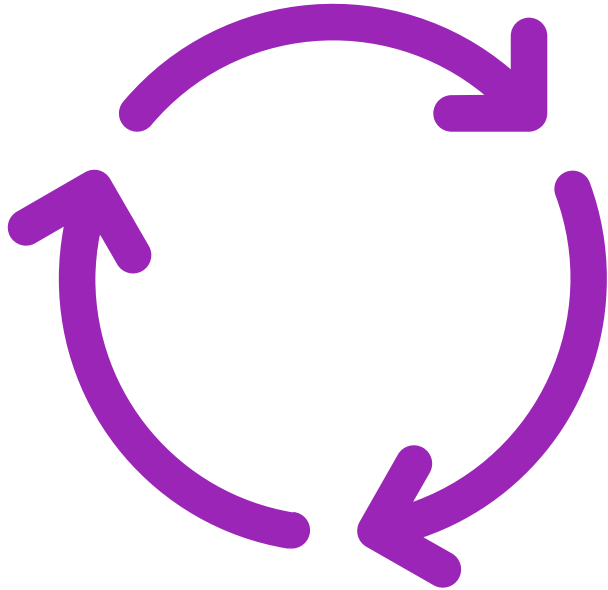


A Period of Transition



Tourism that grows economic benefit (jobs, GDP) through growing visitor numbers

A Period of Transition



Tourism that grows economic, social and natural value through

- Delivering profitable, local businesses
- Achieving Low/No Carbon Emissions
- Caring for Local Places
- Enriching Host Communities
- Empowering the Visitor

Topic 2

The Wider Context for Tourism Accommodation



Four Emerging Priorities for Policy and Society



Carbon
Footprint

Biodiversity

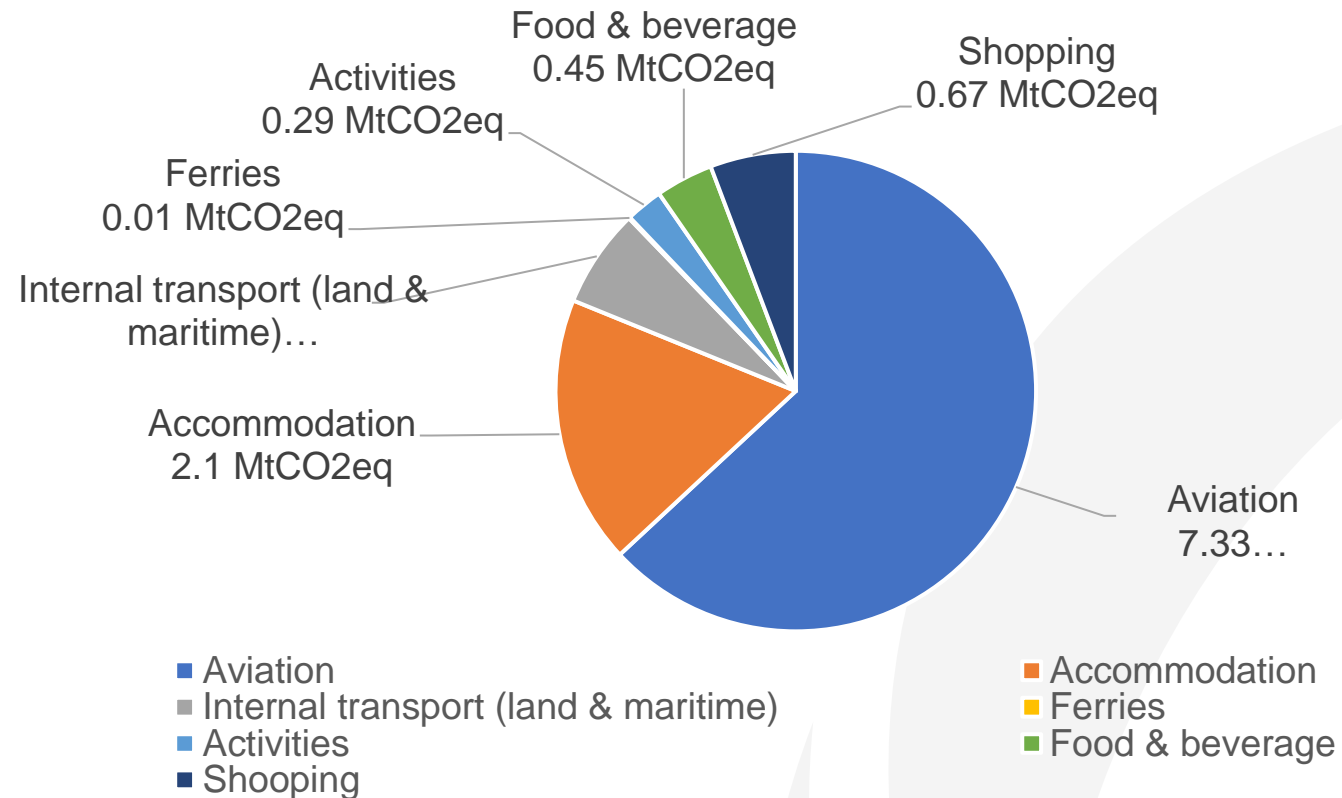
Accessibility &
Inclusion

Community

Ireland's Tourism Carbon Footprint 2019



Total tourism emissions 11.62 MtCO₂eq, including international travel except cruise ships
(Overseas, domestic, Northern Ireland)



Source: Sustainable Tourism Observatory,
Atlantic Technological University (ATU)

Accommodation and Tourism Carbon Footprint



What does this mean for your accommodation?

- Minimise energy consumption
- Maximise energy efficiency
- Avoid fossil fuels – use renewable energy sources
- Adopt new technologies and innovations
- Empower visitors to make more sustainable choices

Biodiversity Focus in Europe and Ireland

Q&A: What does the EU 'nature restoration' law mean for climate and biodiversity?

The EU's law to restore nature was given the go by parliament this week.



- Almost 33% of EU Protected Species and 85% of EU Protected Habitats are in 'unfavourable status'.
- More than half of Irish species are in decline and 48 are in danger of extinction
- It's not enough to protect nature. Where it has been lost, we have to bring it back

Some examples of how to support and enhance biodiversity

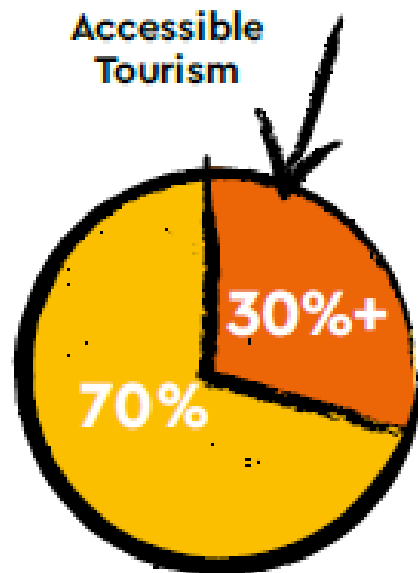
- Identify and protect habitats and wildlife corridors during construction
- Retain wild areas, hedgerows, thorny plants, native shrubs and dead wood piles
- Make safe holes in your boundaries to allow wildlife to pass through
- Develop landscape plans so they result in diverse, native plant communities
- Create water sources for wildlife such as wildlife ponds, bird baths and butterfly drinking stations
- For new driveways, create underpasses that allow animals retain their existing routes
- Fit lighting installations in line with Dark Skies Guidelines

Essential Principle: protect, restore and enhance habitats and wildlife

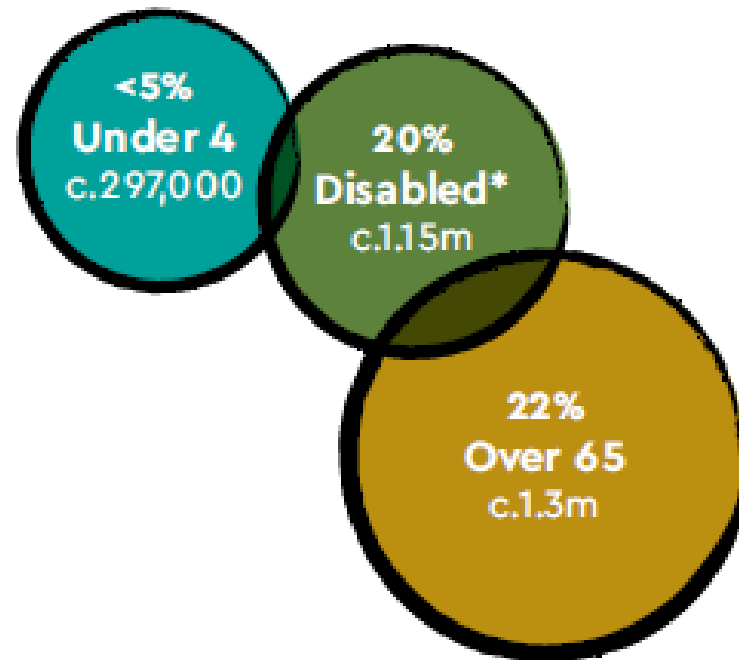


Accessibility & Inclusivity

**2030: Expected
% size of Accessible
Tourism market**



**2040: Potential % of
Irish population with
accessibility challenges**



At least 20% of the travelling public have a direct access need.

Their travel choice, and that of their travelling companions, is determined by

- the ability of your accommodation to host them
- how well you communicate that to them in advance.

Social Licence and Community Inclusion



- The support and consent of residents for tourism developments
- Obtain meaningful participation from local communities
- Decision-making and sharing of benefit

Topic 3

So, what is Regenerative Tourism?



Regenerative Tourism

A concept that goes beyond sustainable tourism, aiming not only to minimise negative impacts but also to actively contribute to the restoration and regeneration of ecosystems, communities, and cultural heritage.

Regenerative tourism focuses on fostering positive relationships between tourists, host communities, and the natural environment, while also promoting long-term resilience and well-being for all stakeholders involved.

Regenerative Tourism



1. Think about the good of the place and all those who live there
2. Aim to achieve balance and harmony between the needs of the visitor, industry, community and environment
3. Collaborate meaningfully to achieve and maintain this balance

Ensuring the visitor economy delivers a **net positive benefit** for communities, the environment, the visitor and the business

The special role of accommodation in the Tourism Ecosystem



- A keystone business
- Accommodation connects many living communities in one place
- Potential to create and trigger net positive benefit for all



How can you open up the destination for your visitor?

Topic 4

Approaching your project regeneratively



To Regenerate...

- to give new life
- to revitalise
- to realise new potential
- to create the fertile conditions for 'the new' to thrive and evolve
- to live by nature's rules

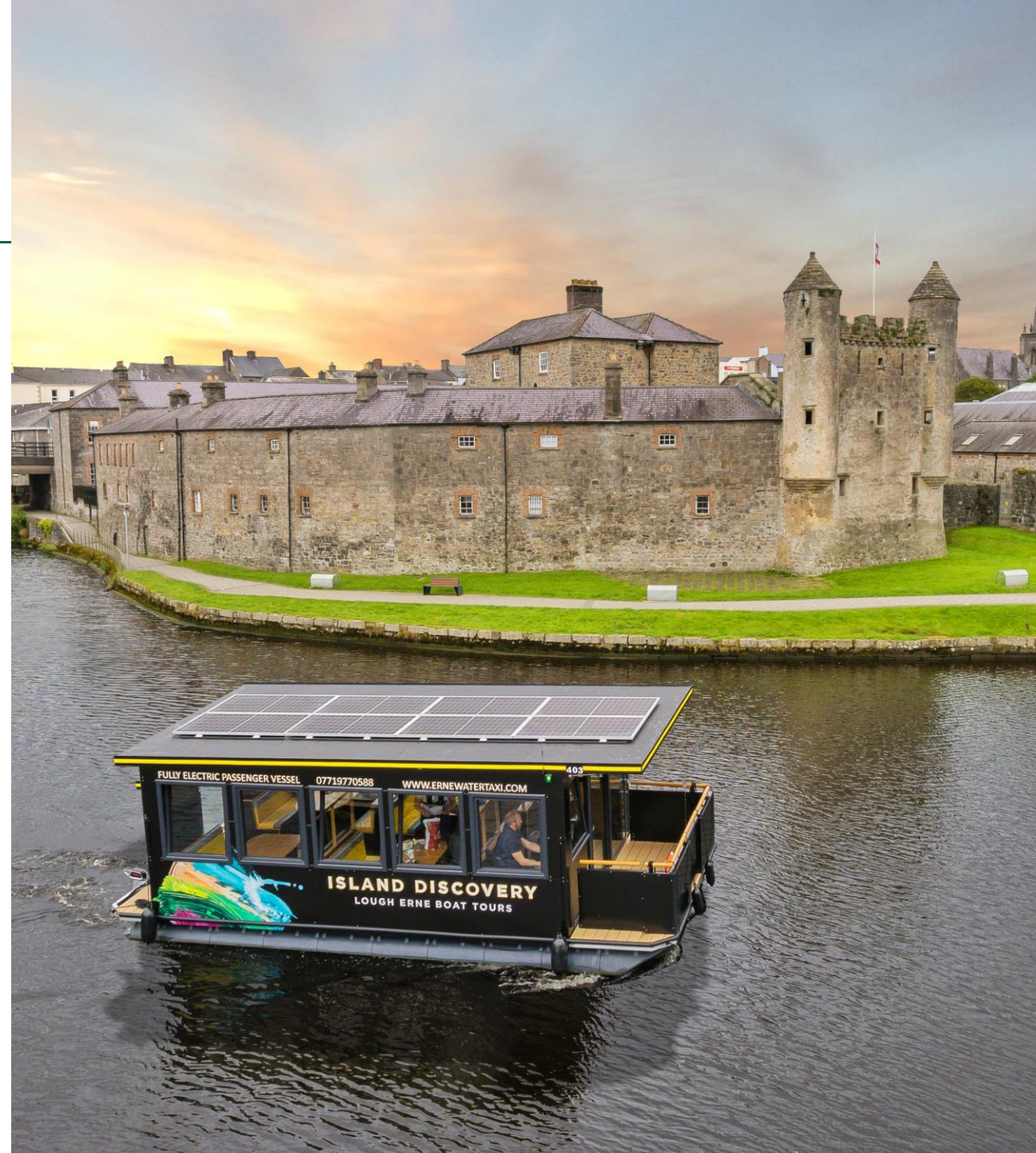


Source: Conscious Travel

Thinking differently

Custom-built with regenerative principles in mind:

- Solar-powered
- Universal access
- Minimal disruption to wildlife
- Minimal noise pollution
- Connection to nature
- Lifestyle



A Regenerative Business

- Is firmly rooted in the place
- Generates profits and is robust over the long term
- Minimises or eliminates carbon emissions
- Enriches and empowers local communities; is part of the community
- Has a long-term positive impact on local nature, culture and heritage; is not separated from nature
- Empowers visitors to experience and treasure the essence of the place
- Is accessible and Inclusive
- Collaborates widely



Part 2

Innovative Architecture & Design



Part 2: Key Topics

1. Create a successful regenerative business model
2. Developing in harmony with the landscape
3. Build ethically and sustainably
4. Design spaces that enhance and benefit nature
5. Appeal to all with inclusive design.



Topic 1

Create a successful regenerative business model



Create a strong business model, future proof investment



Business planning

- Everything starts with a good plan
- Do your research
- Seek advice where necessary

Make informed decisions

- Entering a developed marketplace
- Consider the competition (local, national, global)
- Create a unique business case



What to Build

New build outdoor accommodation

- What are the options?

Retrofit and renovation

- Innovation is key
- All options are still available

Design and build with policy

- What's achievable
- Check proposals with pre-apps

Where the best opportunities lie

- Go bespoke and be creative
- Creative features get places noticed
- Great images are key
- 1 unit can generate the income of 5

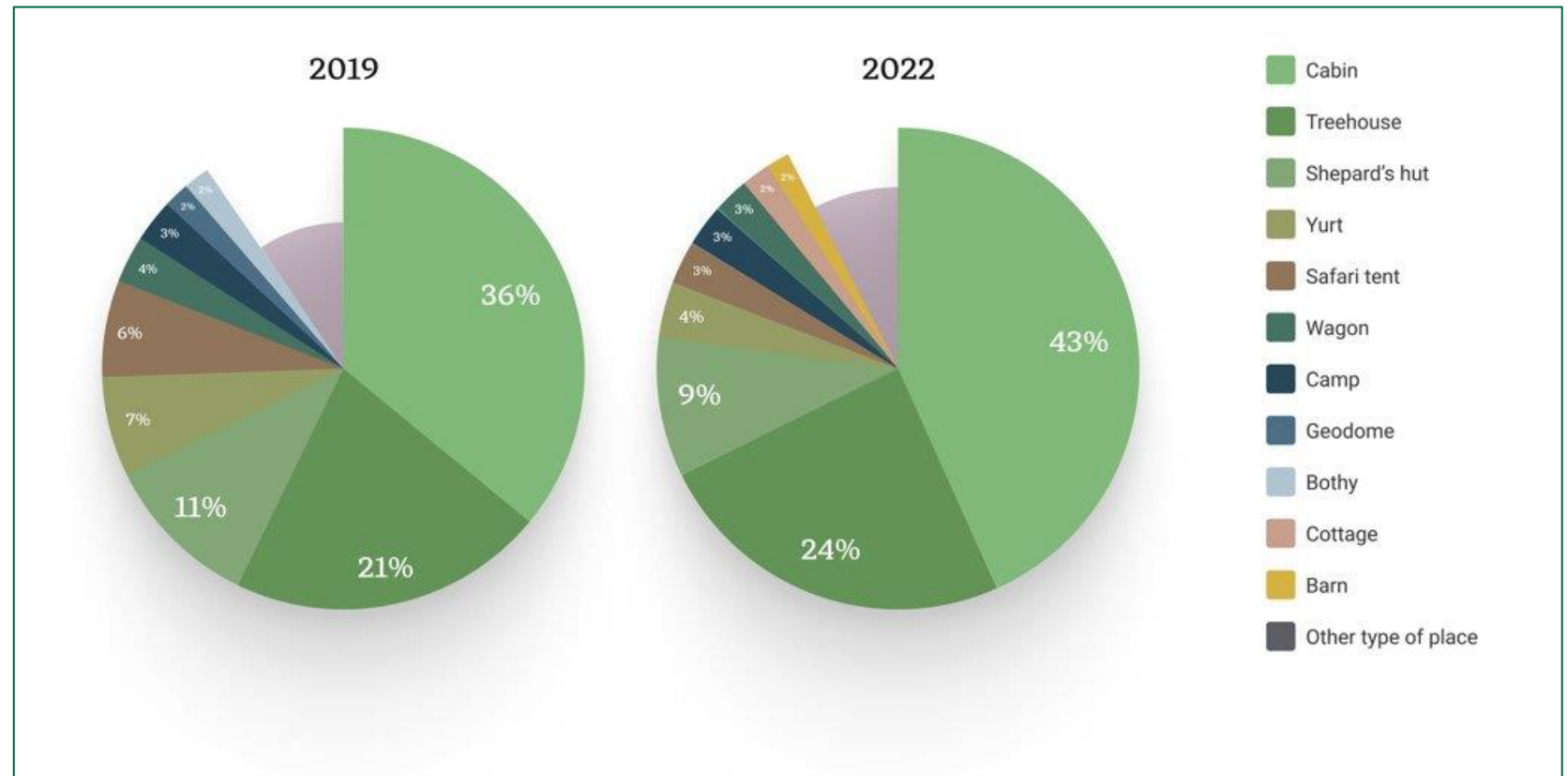


What to Build

Outdoor based self-catered accommodation:

67% of Canopy and Stars revenue is now generated by cabins and treehouses

- Dramatic shift away from canvas origins
- Increasing demand for year-round spaces



Set yourself apart

Go above and beyond

- Accommodation must be more than a place to sleep

Additional experiences and features are key

- What can you create on site
- Connect with local businesses
- Connect with local activities

Surprising & unusual

- Guests are seeking something out of the ordinary
- Places need to feel authentic and have character
- Thoughtful touches and unexpected extras

Flexibility

- Make it easy
- Convenience is everything
- Guests want to book what they want, when they want.



Top Trend 1: Going Green – A Major Shift



- Consumers are increasingly turning their attention towards how brands are conducting themselves in terms of sustainability
- Booking agencies have begun to launch eco collections
- A recent Mintel travel report sited 75% of UK travellers expressed an intention to minimise their environmental impact in 2023
- Recent survey data from Booking and Expedia sited 80% of consumers say travelling sustainably is important to them and 60% say they have chosen sustainable stays in the past 2 years
- 58% of guests in a recent Canopy and Stars agency survey said buying from an ethical brand is important to them

Top Trend 2: The Future is Wellness



- Wellness tourism is expected to grow more than any other wellness sector, increasing almost a quarter and reaching \$1.3 trillion in value by 2025 (The Global Wellness Institute)
- Wellness was the most popular travel motivator in 2023. 38% of British adults say they'll make space for relaxation and wellbeing this year (YouGov)
- 85% of leading outdoor holiday agency Canopy and Stars top performing spaces have outdoor bathing features
- Hot tubs have consistently ranked the highest search term in the self-catering sector YoY



Elmore Court

A project that's earned national recognition for its efforts

Can you tick all the boxes?

- A historic events venue
- A 250-acre rewilding project
- A suite of unique treehouses
- A wild swim club
- A working farm



Topic 2

Develop in harmony with the landscape



Landscape Impact

Develop sensitively in natural landscapes

What to consider

- Landscape visual impact
- Work with existing features
- Work with topography
- Local vernacular



Impact on Environment

Tread lightly on the ground

- Do No Significant Harm - DNSH

Level of foundation

- Removable solutions
- Hand dug approach

Low impact infrastructure

- Utilise existing infrastructure where possible

Low impact solutions

- None dig solutions - Geocell
- Natural and local material choices – Use local stone (PH)



Use of materials and sympathetic choices



Think local buy local

- Visitor industry community environment - VICE

What's commonly found in your area

- Let your landscape inspire your choices

Source local materials where possible

- Local is low carbon
- Local is befitting
- Local supports your community

Natural choices

- Untreated high-quality native timber
- Sheep's wool and wood fibre products
- Local artisan products.

[Click here](#) for Public Procurement Guidelines



Blackhill Farm

Working within protected landscapes

- A barn and suite of yurts
- Set within a national park
- Working in a special area of conservation
- Part of a dark sky reserve
- Developing with a light touch on the ground



Topic 3

Build ethically and sustainably



Sustainable building

Incorporating renewable energy sources, low carbon construction, smart solutions for water saving and waste processing

What to consider - New build, retrofit and renovation

- Energy efficiency (working to building regulation)
- Renewable energy (on and off grid)
- Low carbon materials (reduce use of steel and concrete)
- Water harvesting and saving systems
- Ecological waste systems



The Carn



Canopy and Stars most popular space launch of 2023

An all-round good approach

- Off grid renewable energy
- Rainwater collection
- Locally sourced native timber
- Reclaimed materials
- Ecological waste system
- Habitat creation and landscape enhancements



Hotel Centorizzonti

Urban development through re-use and restoration

- Can appeal to a different audience types
- Dispersed hotel concept
- Mixture of self-catered houses and apartments
- Sympathetic and honest conversion of historic buildings
- Preservation and enhancement of historic features



Topic 4

Design spaces that enhance and benefit nature



Biodiversity Net Gain (BNG)

The benefits of nature enhancement

- The business case
- The planning case
- Synergies, rewilding and BNG

Design spaces that integrate with nature

- Enhance the guest experience
- Enrich the environment

The right approach to landscape enhancement

- Replicate nature, nature is not formal
- Low maintenance
- Build in habitat



Southcombe Barn

For environment and community

- Outdoor spring fed baths
- Nature ponds with wild swimming
- Wildflower meadows
- Wellbeing sessions
- Local events
- Conversion of historic buildings
- Designed around nature



Topic 5

Appeal to all with inclusive design



Appeal to all - The 7 Principles of Universal Design



Challenge yourself in design - Inclusive considerations when designing a space for everyone to use

1. **Equitable use** - The design is marketable to people with diverse abilities
2. **Flexibility in use** - Design accommodates a wide range of individual preferences and abilities
3. **Simple and intuitive use** - Design is easy to understand regardless of user experience, language, knowledge or skill
4. **Perceptible information** - The design communicates necessary information effectively to the user, regardless of ambient conditions or the user's sensory abilities
5. **Tolerance for error** - The design minimizes hazards and the adverse consequences of accidental or unintended actions
6. **Low physical effort** - The design can be used efficiently and comfortably and with a minimum of fatigue
7. **Size and space for approach and use** - Appropriate size and space is provided for approach, reach, manipulation, and use regardless of user's body size, posture, or mobility

Click [here](#) for further information on Accessible Tourism

Q&A



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