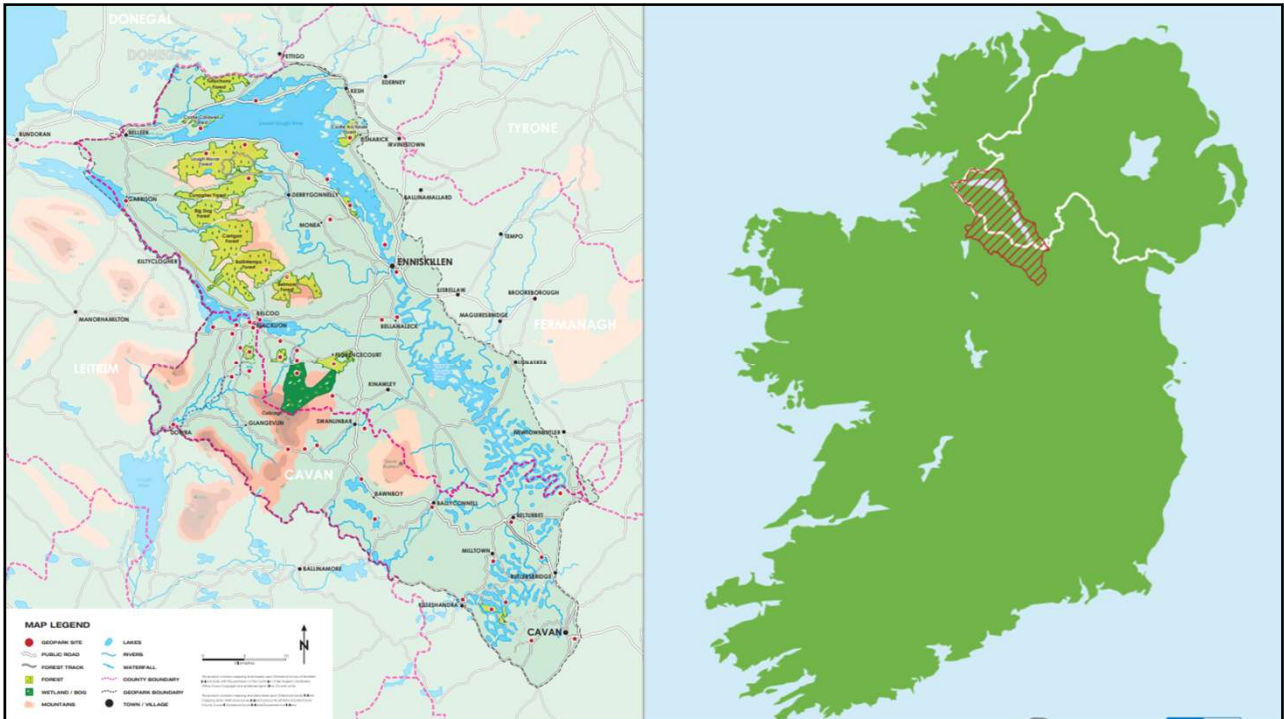




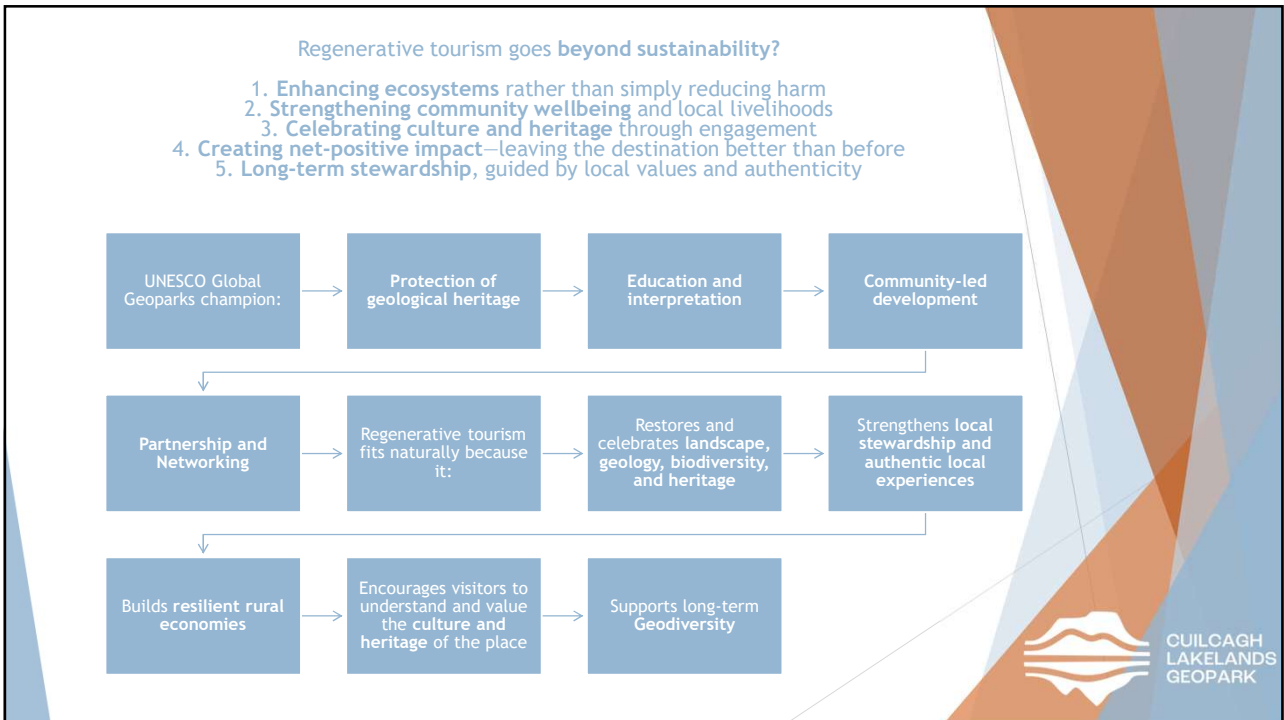
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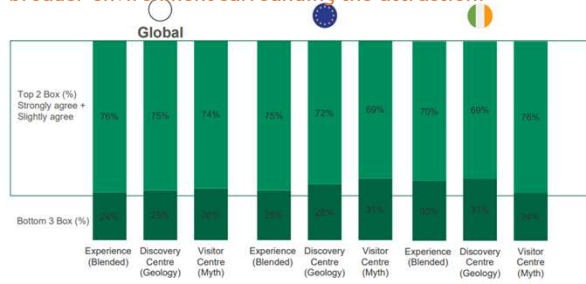
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4

Q: To what extent do you agree or disagree this experience is environmentally sustainable?

*'Consumers perceive the concept as sustainable due to explicit references to nature, the outdoors, and the use of terms like UNESCO geopark, establishing a connection to the broader environment surrounding the attraction.'*



Base GB (450), USA (450), France (450), Germany (450), Republic of Ireland (450), Northern Ireland (300)



Shannon Pot Discovery Centre



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## Regenerative Tourism - How does it really work?

- ▶ Regenerative Tourism in Rural Landscapes depends on **Networks** rather than standalone sites...
- ▶ Focus on Authentic Experiences
- ▶ Linked Trails
- ▶ Integrated Visitor Journeys
- ▶ Transport Connections
- ▶ Consistent Interpretation/Branding



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## The Evolution of our Network and Place Making

- ▶ Networks are usually place-led, not market-led.
- ▶ Networks depend on relationships



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## Tourism Networks Evolution Framework

- ▶ **STAGE 1 START:** A nucleus emerges or is convened around common interests and goals
- ▶ **STAGE 2 SHAPE:** Network solidifies its identity, expands its reach, has initial wins and impact
- ▶ **STAGE 3 STRENGTHEN:** Network strengthens its position and influence within the tourism ecosystem
- ▶ **STAGE 4 SUSTAIN:** Network is a recognised key player, operating professionally on a solid financial and managerial footing

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©Irish Road Trip

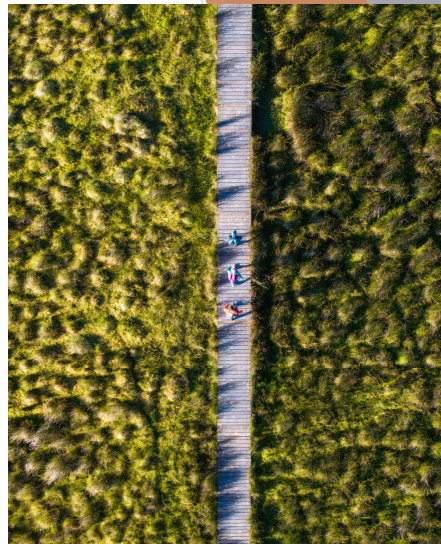
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### Regenerative Tourism Network

Cuilcagh Lakelands UNESCO Global Geopark Regenerative Tourism Network is a **cross-border network** dedicated to protecting our unique landscape, cultural heritage, and vibrant communities.

Through collaboration and innovation, we aim to create a sustainable sanctuary where **nature thrives**, our guests feel welcome, and **local communities flourish**.

Our members lead in regenerative practices, climate action, and accessibility, preserving the Geopark's rich geological and cultural heritage while enhancing its environment. By sharing knowledge and resources, **we inspire collective action**, to create a positive, lasting impact and legacy for future generations.



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**CUILCAGH LAKELANDS GEOPARK**



**EXPERIENCES, IT'S IN OUR NATURE**

**CUILCAGH LAKELANDS GEOPARK  
REGENERATIVE TOURISM BUSINESS NETWORK**

**A SHARED CODE OF PRACTICE**

**WHO WE ARE**  
Cuilcagh Lakelands Geopark Regenerative Business Network is a cross-border regenerative tourism network dedicated to protecting our unique landscape, cultural heritage, and vibrant communities. Through collaboration and innovation, we aim to create a sustainable sanctuary where nature thrives, our guests feel welcome, and local communities flourish.

Our members lead in regenerative practices, climate action, and accessibility, preserving the Geopark's rich geological and cultural heritage while enhancing its environment. By sharing knowledge and resources, we inspire collective action, to create a positive, lasting impact and legacy for future generations.

**SHARED PRINCIPLES**  
The following Principles and Actions reflect our collective commitment to Cuilcagh Lakelands as a Geopark and Destination recognised and valued for its unique qualities. These standards guide us in fulfilling our responsibilities to one another, our visitors / guests, our communities, and the precious environment we cherish.

**Our Shared Principles**

- A Regenerative and Collaborative Approach
- Supporting a Thriving Community
- Cherished Landscape and Protected Environment
- Living Heritage
- Education, Knowledge & Learning
- Accessibility & Inclusion
- Monitoring, Evaluation and Outcomes



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## Our Purpose Cuilcagh Lakelands Geopark Regenerative Tourism Business Network

Leading voice for sustainable and regenerative tourism practice

Communicate Geopark tourism projects and policies on a cross-border basis.

Develop common actions amongst businesses.

Share best practices and

Develop new tourism experiences amongst Members.

Develop relationships with Geopark Ambassadors to elevate offering

Encourage partnership between businesses and the Geopark

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- ▶ **The Network** is a collaborative partnership of local businesses in cross border region focused on sustainable and regenerative tourism.
- ▶ Members complete a **Business Sustainability Training Programme** to implement green practices, such as waste reduction and biodiversity conservation, benefiting from shared expertise and accredited status.
- ▶ Businesses complete a 14-week practical training covering energy, water, waste management, and biodiversity.



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**Geopark Sustainable Business Training Programme 2020 - 2026**

- ✓ Energy Conservation & Management
- ✓ Biodiversity in the Geopark
  - ✓ Water Conservation
  - ✓ Leave No Trace
  - ✓ Waste Management
- ✓ Accessibility and Inclusive Tourism
- ✓ Marketing the Geopark together

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**EXPERIENCES, IT'S IN OUR NATURE**



**OUR NETWORK, OUR IMPACT:  
GREEN TOURISM FOR A BETTER VISITOR EXPERIENCE**

**Towards Carbon Neutral**


Cuilcagh Lakelands Geopark Regenerative Tourism Business Network is made up of 40 businesses committed to environmental stewardship and sustainable tourism development.

- Emissions fell by **~29%** over 5 years
- On average **6.54%** annual reduction in emissions
- Belmore Court & Motel a massive **84.7%** reduction




**CUILCAGH LAKELANDS GEOPARK**

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**ENVIRONMENTAL STEWARDSHIP**

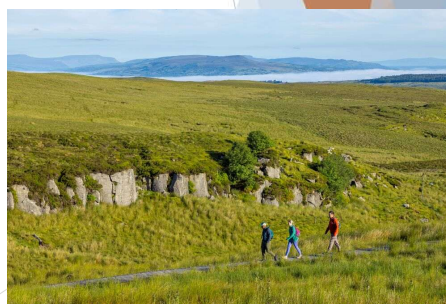
**COMMUNITY EMPOWERMENT**

**CULTURE AND HERITAGE**

**SMALL-SCALE, OFF THE BEATEN TRACK, AUTHENTIC EXPERIENCES**

**SUSTAINABLE TRAVEL CHOICES**

**CLUSTER**

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**BURREN BITES**  
A TASTE OF TIME

LIMITED TICKETS REMAINING

Guided by our Geopark Ambassadors

**COMMUNITY NURTURES HERITAGE**

**YOUR COMMUNITY YOUR SAY**

Cullcagh Lakelands UNESCO Global Geopark  
Community Drop-in Sessions

**Calling All Community Voices of the Geopark**

Cullcagh Lakelands Geopark spans across parts of Fermanagh and Cavan. Home to rivers, cliffs, woodlands and blanket bog. It encompasses 800 million years of geological heritage and natural heritage, and over 10,000 years of cultural and built heritage.

We're creating a brand-new Community Plan for Cullcagh Lakelands Geopark – and we want your voice at the heart of it.

This is your chance to tell us what matters most to you: local heritage, the environment, tourism, signage, future projects, community wellbeing – and everything in between.

Join us at our upcoming community drop-in sessions. Have your say. Shape the future.

Downa Courthouse - Friday 13<sup>th</sup> March 2026, 7 - 8:30PM  
 Tina's House, Swanlinbar - Wednesday 18<sup>th</sup> March 2026, 7 - 9PM  
 Johnston Central Library, Cavan - Monday 23<sup>rd</sup> March 2026, 10AM - 12PM  
 Ballyconnell Market House - Monday 23<sup>rd</sup> March 2026, 7 - 9PM  
 Bellefleur Public Library - Tuesday 24<sup>th</sup> March 2026, 2 - 4PM  
 Fermanagh House, Emskillen - Friday 27<sup>th</sup> March 2026, 7 - 8:30PM  
 The Courthouse Kesh - Monday 30<sup>th</sup> March 2026, 2 - 4PM  
 Cionnith Community Centre - Tuesday 31<sup>st</sup> March 2026, 7 - 9PM  
 Belleek Hub - Wednesday 1<sup>st</sup> April 2026, 11AM - 1 PM  
 Lisnabry Library - Thursday 9<sup>th</sup> April 2026, 10:30AM - 12:30PM  
 Derragranney Community Centre - Friday 10<sup>th</sup> April 10:30AM - 12:30PM  
 MacNeen Resource Centre, Blacklion - Friday 10<sup>th</sup> April, 7 - 8:30PM

Logos: Fermanagh & Cavan District Council, Cavan County Council, Created in Cavan, This is Cavan, Cullcagh Lakelands Geopark, UNESCO, Cavan County Council, Fermanagh & Cavan District Council, Cavan County Council.

Community Regenerative

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*In summary...*

- ▶ **Authenticity and consistency** in the embodiment and messaging of the network and Geopark.
- ▶ Bought in **collectively** to the place, the Geopark designation and the community.
- ▶ Communities through Ambassador and Tourism Networks are embodying being **leaders** in this regard.
- ▶ **Advocates** for geology & the natural environment
- ▶ **Connection** with people and communities.
- ▶ **Engaged** with the stories, the folklore, the geology, the culture, the landscape.
- ▶ All underpinned by a strong governance model
- ▶ **A nourished landscape and a flourishing community...**

**CULLCAGH LAKELANDS GEOPARK**

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