



COMHAIRLE | CLARE  
CONTAE AN CHLÁIR | COUNTY COUNCIL

6<sup>th</sup> December, 2023

**Notice of Motion submitted by Cllr C Murphy:**

"That Clare County Council develop, on a cross directorate basis, including but not limited to, Tourism, Rural Development, Planning, Environment and the LEO, a pilot approach to address the challenges associated with the tourism accommodation shortages throughout the County through the provision of additional serviced pods (glamping), to a maximum of two subject to all other planning considerations, on farms in our rural and coastal areas with a view to providing a farm based visitor experience that will support rural farm diversification and wider local economic benefits associated with longer staying independent travellers."

**Reply:**

The lack of accommodation and over-night stay capacity in Clare is a key challenge and objective to be addressed as part of the delivery of the 'Clare Tourism Strategy 2030'.

In order to establish baseline facts, a comprehensive assessment on the motorhome and campervan service provision in Clare has been completed, with key recommendations to be addressed during 2024.

In addition, Fáilte Ireland have commissioned and funded the completion of an Accommodation Audit for County Clare, with the report to be widely shared and presented to all Elected Members in January 2024.

This report has focused on the Accommodation Supply, Gap Analysis and Recommendations for County Clare through the following methods:

- Analysis of the current accommodation supply in the county.
- Completion of a gap analysis to quantify the supply growth required to meet demand to 2030.
- Identification of the appropriate product required to fill these gaps and where they could be developed.
- Provision of strategic recommendations to drive the development of this additional supply by 2027.

It is widely acknowledged that there has been extensive Tourism and Economic Development throughout County Clare, which should also serve to attract investment in the form of providing for additional bed-night capacity within the county. However, the hotel accommodation investment has not yet occurred. Other options are needed.

...../...



Roinn Turasóireachta  
Stúirthóireacht Forbairt Turasóireachta  
Áras Contae an Chláir, Bóthar Nua, Inis, Co. an Chláir, V95 DXP2

Tourism Department  
Tourism Development Directorate

Áras Contae an Chláir, New Road, Ennis, Co. Clare, V95 DXP2

One of the suggested approaches to this significant challenge is the provision of non-traditional forms of accommodation throughout the County, which would complement the existing current or planned traditional stock e.g. Hotels, Bed and Breakfasts etc.

This motion proposes a pilot approach through the provision of additional service pods (glamping), to a maximum of two, subject to all other planning considerations on farms in our rural and coastal areas. The Tourism and Economic Directorates will work on a cross-directorate basis to research and provide planning guidance to enable education and information to potential investors on best practice guidelines for the provision of such glamping accommodation.

This will be designed in a way that, in so far as is reasonably practicable, will guide such innovative investment and development of additional accommodation capacity within the county within Planning Policy.



**Leonard Cleary**  
**Director of Tourism Development and**  
**West Clare MD**