



About the Safe Destination Kerry Programme

Background:

Kerry County Council, through our economic recovery team, is working with key tourism partners and business interests to prepare for the reopening of the tourism and retail sectors on a phased basis over the coming months.

Once the Country begins to reopen, people will want to know that both the county and destination they are visiting are safe and clean, that management and staff on the premises are trained in best practice protocols of customer safety, cleanliness, hygiene and infection prevention, that stakeholders are committed to the highest standards and that the accommodation and environment is being managed during their visit.

The '*safe destination badge*' as well as promoting Kerry as a safe destination will assure locals and holidaymakers that measures are being adopted to make their experience a safe and enjoyable one.

There is also an expectation on visitors that they will act responsibly and co-operate with and adhere to the hygiene and safe distancing measures to ensure that they remain safe and the destination remains safe and clean to receive other visitors.

The aim is to position Kerry as an international leader in terms of destination safety and cleanliness.

The Safe Destination badge is essentially a 'stamp of approval' to distinguish businesses which have made a commitment to the highest standards of safety and cleanliness and completed a comprehensive training programme, specifically designed with the Kerry Education and Training Board, the Irish Hotel Federation Kerry Branch, the tourism industry, the Kerry Business Chamber network and with support from Fáilte Ireland. The training informs companies on the hygiene requirements and cleaning measures which will demonstrate their commitment to the highest standards for the prevention and control of COVID-19, in line with HSE guidelines and protocols.

The training and badge registration process is free and valid for one year. Once businesses have completed the training and have met the commitment thresholds, they will be eligible to apply for the 'safe destination badge'. Once businesses submit their registration form indicating compliance with the award conditions (which will be cross-checked with Kerry ETB) and made a declaration of commitment to the Safe Destination Programme, they will be awarded the '*Safe Destination*' badge by Kerry County Council, which they can display on their premises and /or in their marketing material and digital platforms.

Accommodation providers must be registered with, or approved by, Fáilte Ireland, Irish Hotels Federation, B&B Ireland or Kerry Tourism Industry Federation.

Checks may be carried out on businesses which obtained the 'safe destination' badge, for quality assurances purposes. In a situation where establishments do not adhere to their commitments, the badge may be withdrawn.