

The background is a solid teal color with a pattern of thick, hand-drawn orange wavy lines that resemble topographical map contours or abstract organic shapes. These lines are scattered across the entire frame, creating a textured, artistic effect.

DR TART SHINE

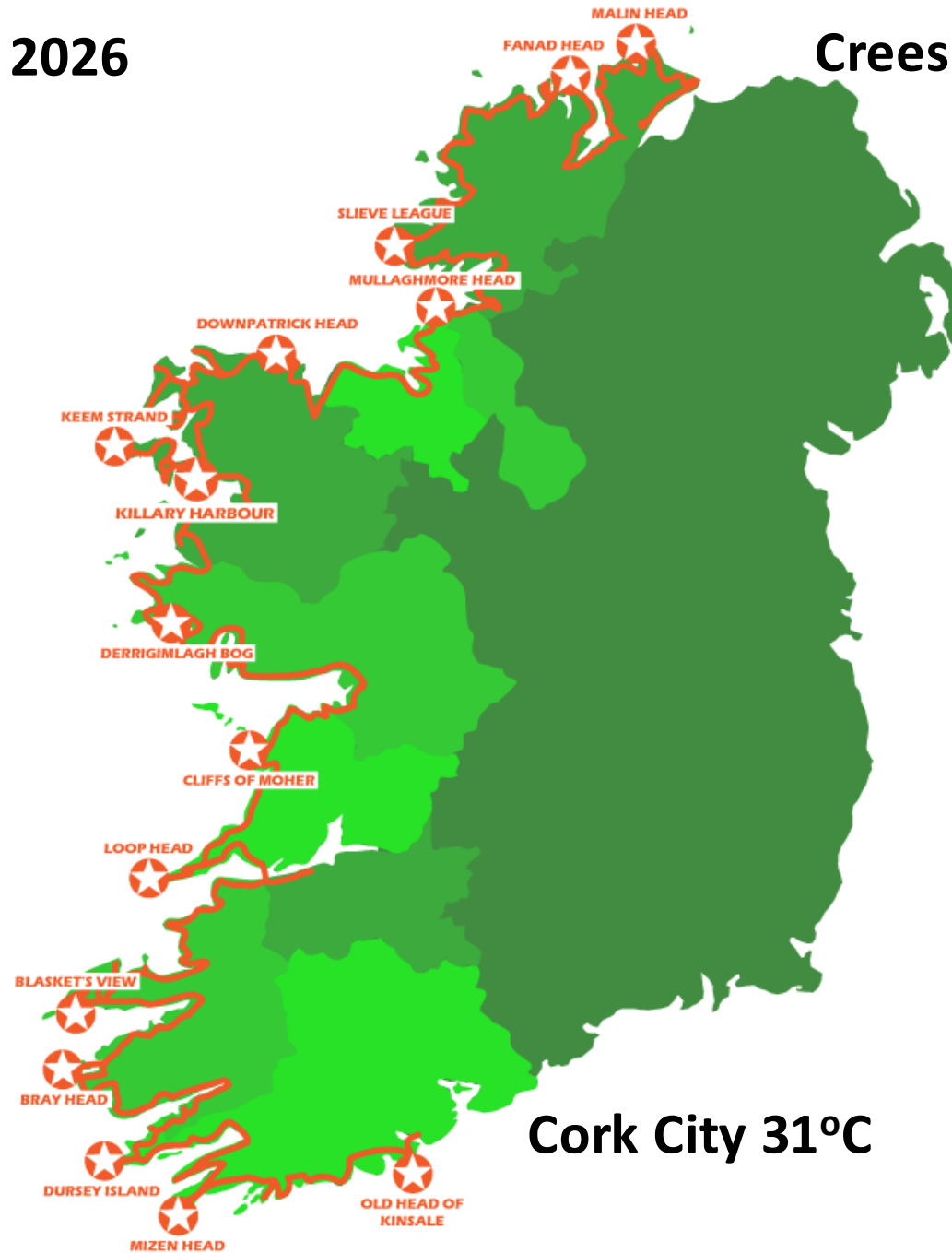
It's Hip to be Cool

Hospitality Exchange, Tasting Tourism | 14 October 2026

Summer holidays 9th July 2026

Kinsale, Co. Cork to
Creeslough, Co Donegal

Creeslough 18°C



Cork City 31°C

Wildfires drive what may be France's biggest peacetime evacuation as fresh heatwave hits Bordeaux



Clouds from the fires filled the sky, watched by people on a beach at Lacanau near Bordeaux © Mathias Monseigne



Over 1,000 evacuated in Croatia due to wildfire

Source: Xinhua | 2026-08-14 14:04:00 | Editor: huaxia



This photo taken on Aug. 13, 2026 shows a massive wildfire near the coastal town of Omis, Croatia. At least 1,000 residents and tourists have been evacuated after a massive wildfire spread into the coastal town of Omis in southern Croatia, local media reported early Friday. (Zvonimir Barisin/PIXSELL via Xinhua)

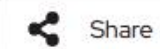
THE HILL



Local residents try to reach their houses in Benijos village as police block the area as fire advances in La Orotava in Tenerife, Canary Islands, Spain on Saturday, Aug. 19, 2023. Firefighters have battled through the night to try to bring under control the worst wildfire in decades on the Spanish Canary Island of Tenerife, a major tourist destination. The fire in the north of the island started Tuesday night and has forced the evacuation or confinement of nearly 8,000 people. (AP Photo/Arturo Rodriguez)

2 MONTHS AGO

AFP



The forest infernos, raging for days unchecked in France's southwest and in central Spain near Madrid, were among the worst each nation has seen in peacetime.



Locals and tourists evacuated from villages threatened by wildfires rest at the Bordeaux Exhibition Centre in Bordeaux, southwestern France. (EPA Images pic)



JEAN AYISSI/AFP



**A 2025 study found that 81% of Europeans
had already adjusted their summer travel
plans due to climate change.**

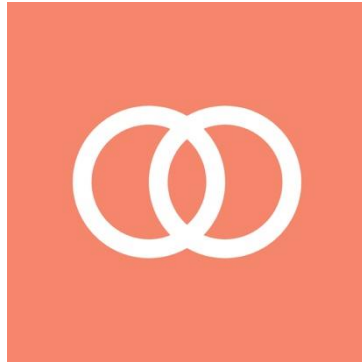
Extreme heat is starting to change the way we holiday, BBC News

STATS



Tourism Ireland

One third of overseas visitors to Ireland have changed holiday decisions to avoid extreme heat.



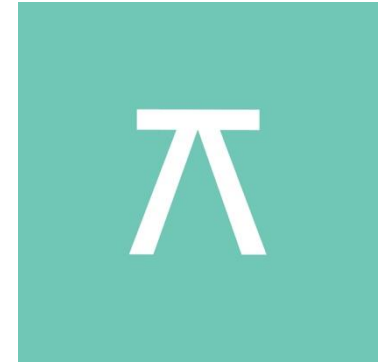
European Travel Commission

People who change holiday plans:
16% actively seek destinations with milder temperatures
15% avoid destinations prone to extreme heat.



Trip.com

Searches for "coolcations" up 237% year-on-year during the summer peak 2026.



UK Met Office

Likelihood of summer like 2026 is now around 130 times more likely because of climate change.



Searches for Ireland up 33% in 2026

From a survey of Europe's **most searched and booked destinations** for 2026

Note searches did not convert to bookings

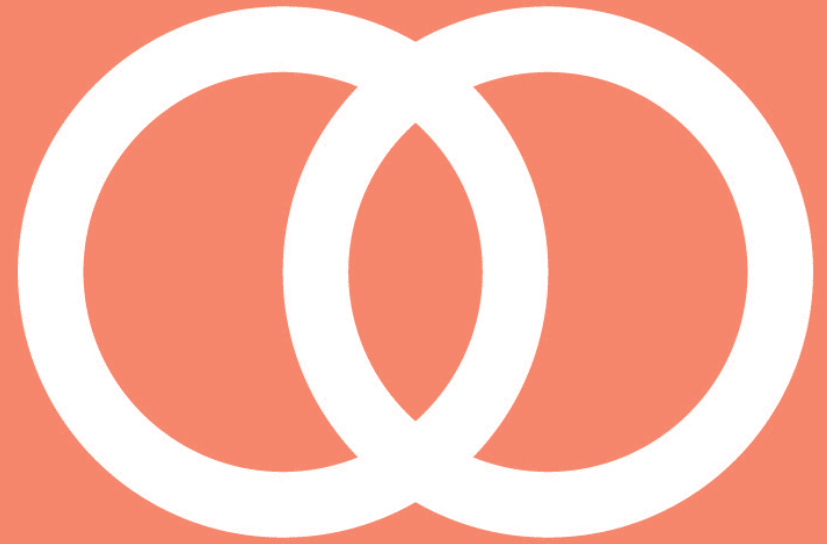
Spain, Italy, Portugal and Greece still lead in terms of absolute volume of bookings

Central and Northern European countries show the **fastest year-on-year growth**

GAP between online searches and bookings for Ireland in latest Amadeus/UN survey

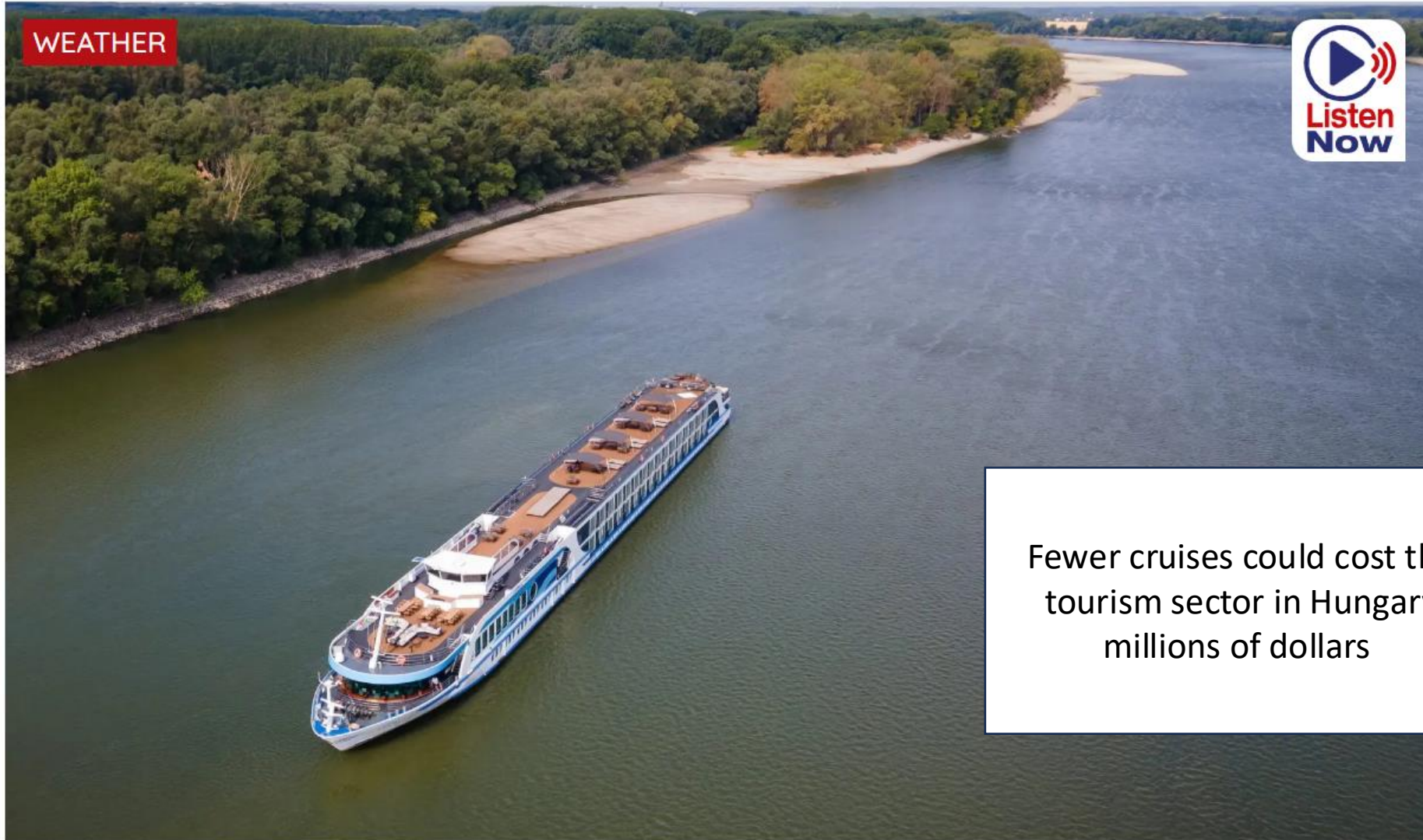


**Is this an opportunity
for Northern Ireland?**



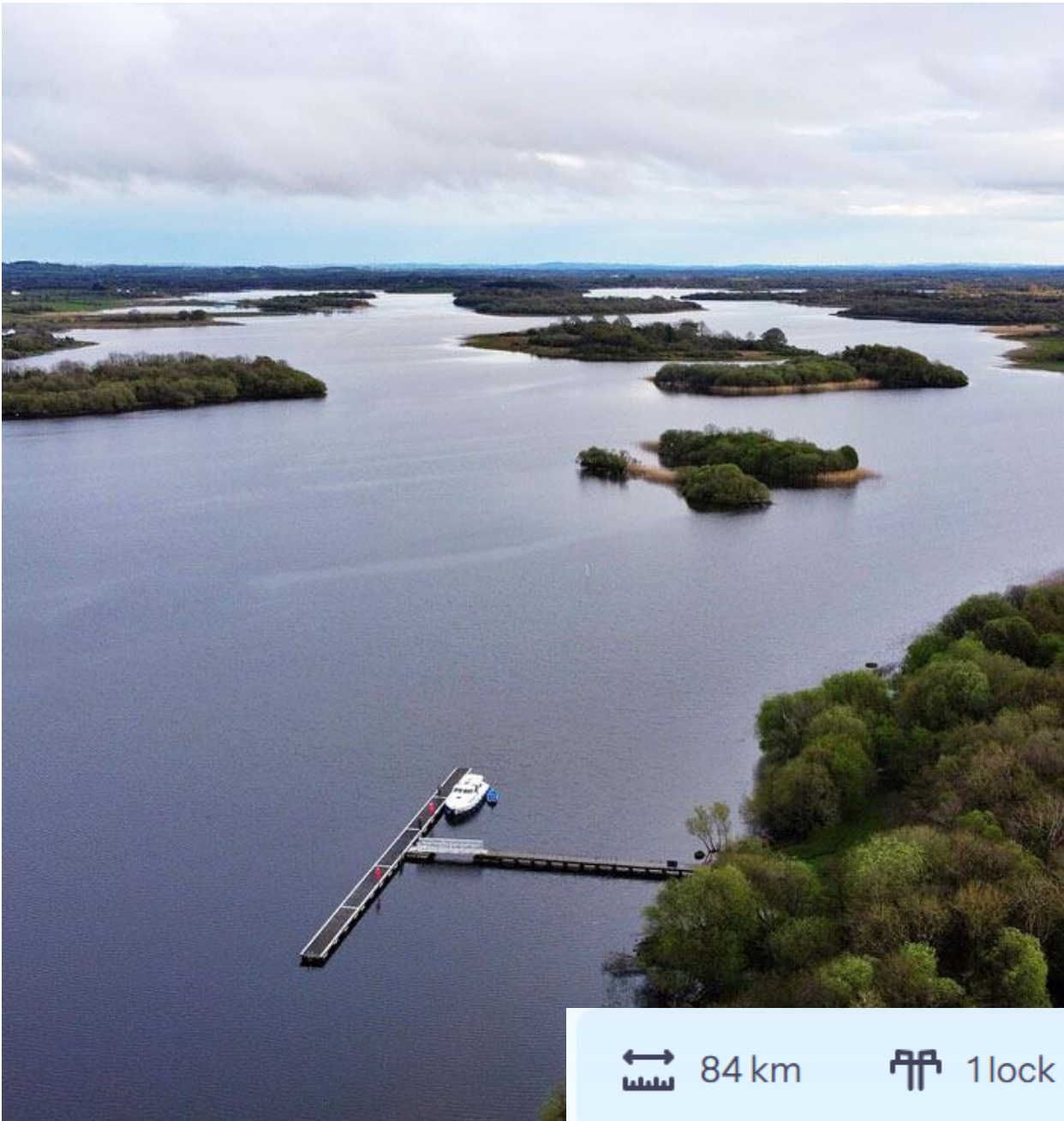
RIVER CRUISES

About 15 Hotel Ships Stranded on Hungarian Danube Amid Record-Low Water

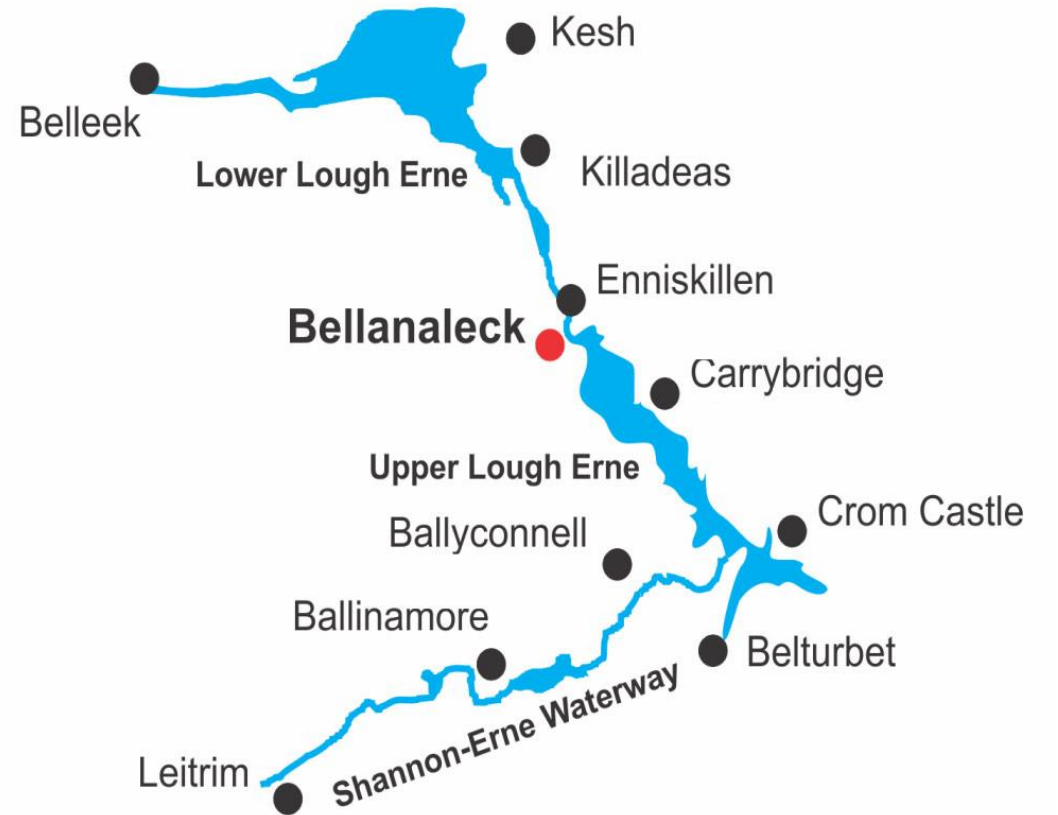


Fewer cruises could cost the tourism sector in Hungary millions of dollars

A drone image shows a stranded Swiss hotel ship on the Danube near Gönyű on July 28, 2026. The vessel, which ran aground because of the river's low water level, is stranded outside the shipping channel in water less than 1.5 meters deep. Only crew members remain on board, as the passengers were disembarked earlier. (Photo by MTI/Csaba Krizsán)



Erne System



84 km



1 lock



2 lakes



5 towns



77 moorings



The number of boats registered on the Erne System has doubled since 2000

The number of vessels using Lough Erne continues to expand.

Green boating could boost Lough Erne tourism

COOL SLEEPS

HOTELS

European hotels test cool ideas so travelers can weather the summer heatwave

By Christina Jelski   | Jul 02, 2026

TRAVEL WEEKLY
BY NORTHSTAR

The AC Bill Is Coming for European Hotels



Tasmin Lockwood

AUGUST 3RD, 2026 AT 11:50 AM EDT

Skift.





Northern
Ireland for
cool sleeps

ACTIVE HOLIDAYS



Camino de Santiago All Routes · [Join](#)

Neil-Allan Walsh · June 15, 2022 · 🌐

Made it to Logroño, the heat over the last few days has been unbearable, and a few more days of this heatwave to go, now leaving at 5 in the morning to avoid this weather. Please stay hydrated and continue to enjoy your Camino safely! Beun Camino!— in **Logroño, Spain**.



Camino de Santiago All Routes · [Join](#)

Greg Canning · July 6, 2023 · 🌐

For anyone walking the Camino this weekend into next week please make sure you wear sunblock, stay hydrated and try to finish each day before lunchtime. Forecasts of up to 44 Centigrade.



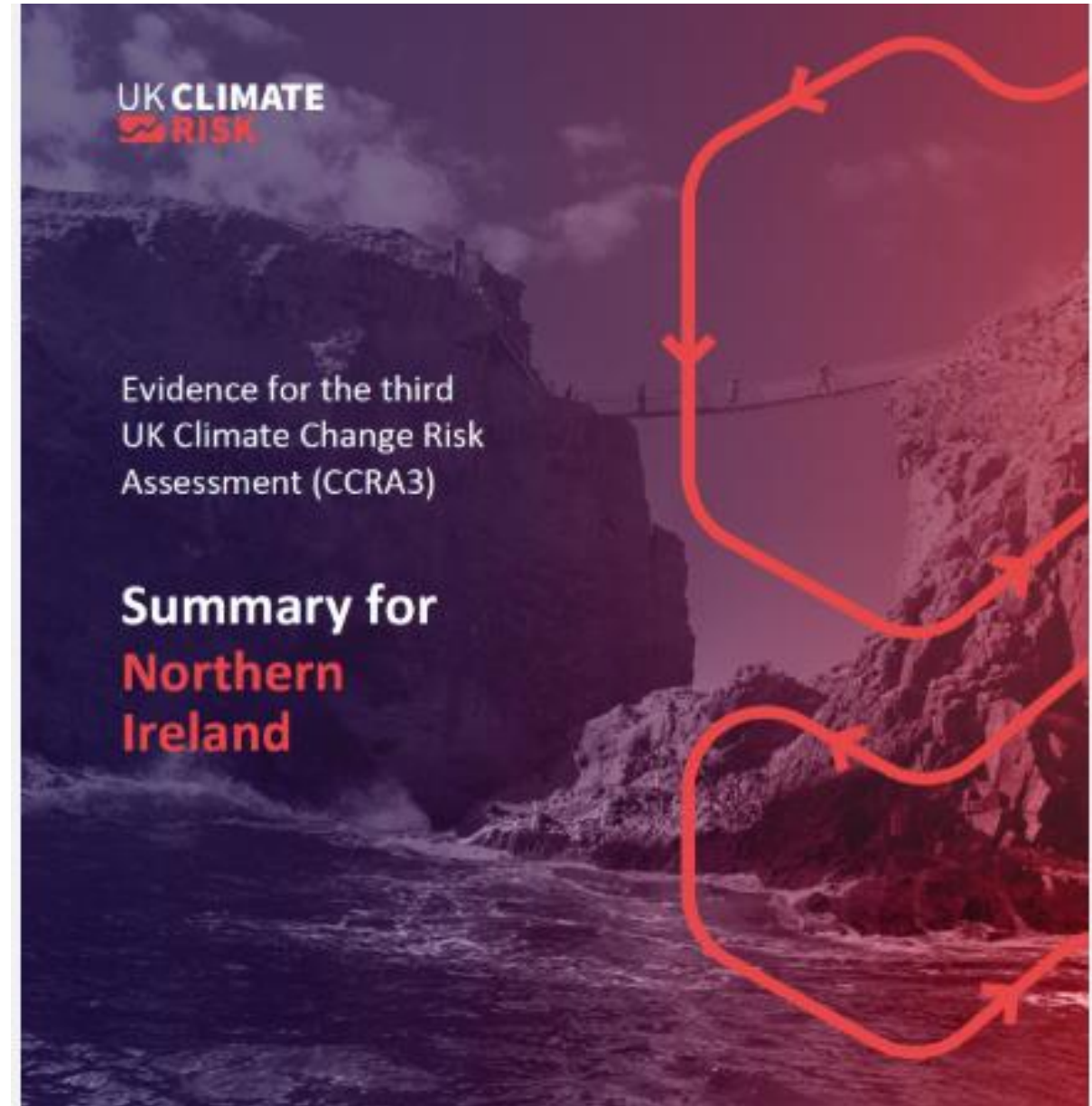
Cool Walking Holidays – Causeway Coast





Warning! We are not immune....

**Northern Ireland will experience
hotter, drier summers, with
greater extremes**



Planning for the future

- **Access new markets for ‘coolcations’**
- **Reduce energy and water consumption**
- **Develop your sustainable offering to guests**
- **Engage your employees**
- **Be transparent about your actions**



'We have forgotten how to be good guests, how to walk lightly on the earth as its other creatures do.'

Barbara Ward, 1972





Thank you

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