

Case study

Drumhierny Woodland Hideaway, Leitrim, Ireland

Drumhierny is a sanctuary of wellness in a woodland hideaway on a 100 acre estate. It offers 16 lodges nestled within their own private area of the woodland with 5km of tracks & trails throughout the Estate leading you to hidden fairy forts and on all sorts of adventures. Drumhierny Woodland Hideaway Estate is predominantly covered by forest and woodlands with both broadleaf and conifer trees growing within the grounds but the highlight of our Estate is most definitely an ancient area of protected oak woodland which is extremely rare in Ireland. This is located overlooking both the Shannon Blueway and the River Shannon and can be reached via The Woodland Trail.

<https://www.drumhiernyhideaway.ie/>



Habitat Lodges



Birds of a Feather Lodges



Wild Flower Lodges



ReTREEt Lodges

Traditional lodge style lodges, there are 5 in total in this style, all named after birds common to the Estate.

Birds of a Feather Lodges

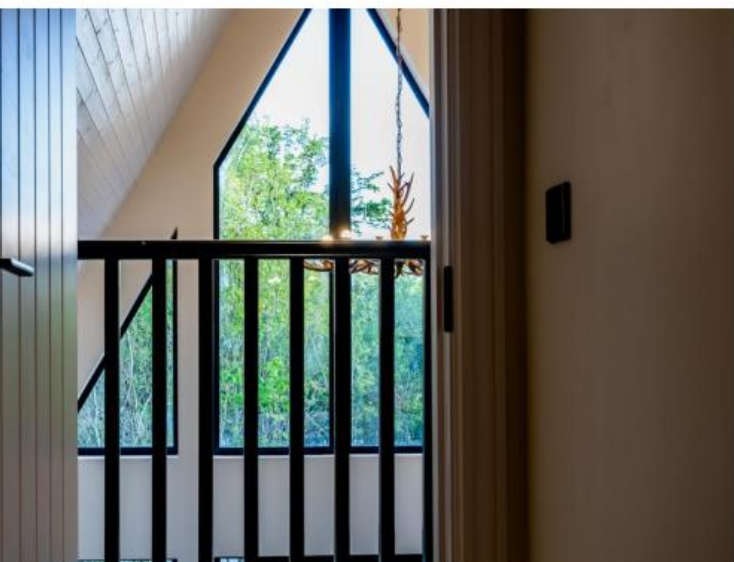
<https://www.drumhiernyhideaway.ie/en/birds-of-a-feather-lodges/>



Habitat Lodges

'A Frame' style lodges designed to impress. There are a total of 6 lodges in this style, all named after local wildlife & their habitat.

<https://www.drumhiernyhideaway.ie/en/habitat-lodges/>



Rest & Relax

Reduce stress, anxiety and depression, improving sleep.



Disconnect and Reconnect

Deepen your connection with nature and the forest and reap the benefits



Revive

Increase circulation, wellbeing, detox and time out with wellbeing therapies



OUR VISION

To enhance the well-being of our customers, employees, locality, and community, in the most environmentally sustainable way possible, through the development of an inspirational woodland hideaway that collaborates with local partners.

Drumhierny Woodland Hideaway is owned by true country people, living locally, all of whom are emotionally, physically, and personally invested in securing the estate for future generations while collaborating with and developing working relationships to enrich the local community and environment. As part of our long-term vision, we see 4 phases to the full realization of the estates potential:

DISCONNECT & RECONNECT

Our mission is to help you achieve a state of wellbeing (often quite simply the 'Disconnect/Reconnect') by engaging with all the estate has to offer, while regenerating our locality with sustainability in mind - right here in Leitrim.

The pace and strain of our world can leave an ever increasing pressure. Pressure to succeed, to compare, to obtain, to do more, to be better, to always be online and available. At Drumhierny Woodland Hideaway we believe that it is time to simplify, to disconnect from our daily lives while reconnecting with ourselves, our loved ones & nature. Discover the authenticity that nature has to offer. Interact on a meaningful level with friends and family. Detox oneself from hectic reality. Slow down and kick stress and anxiety to the curb in our unique woodland hideaway nestled in Ireland's Hidden Heartlands.

SEAWEED BATHS



SEAWEED BATHS

Our Seaweed baths are filled with natural hand-harvested seaweed, sustainably sourced from VOYA in Strandhill, Co. Sligo.

- Soak your stresses away, feel rejuvenated
- Relax and unwind in our woodland baths
- Benefits – increased circulation, moisturized skin, deep relaxation, well-being

HOT TUBS



HOT TUBS

Soak up the atmosphere in our wooden-clad outdoor hot tubs. A fantastic experience for soaking away tensions whatever the weather & a great place to catch up with friends and loved ones without the usual distractions of everyday life. The oak-tree canopy provides great shelter as do the old historical walls of the original walled garden of the Estate.

SAUNA



SAUNA

When you soothe your body physically, often the mind and the emotions follow suit. The effect is long-lasting and helps promote well-being. It may even help you get a better night's sleep. The sauna uses dry heat produced from a stove to escalate the room temperature up to 195°F (90.5°C) with very low humidity. Relax and unwind in this warm cocoon.

<https://www.drumhiernyhideaway.ie/en/wellbeing/>

CARBON FOOTPRINT MANAGEMENT



Keep our carbon footprint low from the beginning and committing to our ‘Plant a Tree’ Campaign whereby we will plant one tree for each direct booking we receive. Gift vouchers can be purchased to plant additional trees, a personalised certificate will be sent to the recipient once the tree has been planted.

Trees will be planted within the estate and over time, we will rejuvenate native Irish trees and the tree species and organisation name will be displayed. This project will create an attractive and meaningful feature, harmonious with the natural surroundings of the estate and the beautiful area that we call home.

<https://www.drumhiernyhideaway.ie/en/sustainable-policy/>

SUSTAINABILITY



At Drumhierny Woodland Hideaway our core values revolve around the wellbeing of our visitors, the regeneration of our estate, and the economic contributions this encompasses to the existing locality while protecting and sustaining our natural woodlands for future generations. We recognize the impact of our operations on the environment and are committed to identifying and minimizing any detrimental effects that may occur. By working together we can contribute to a cleaner and safer environment and ensure environmental issues remain a focal point and receive proper attention. We recognize that commerciality and the environment need to work hand in hand and we at Drumhierny Woodland Hideaway are committed to doing so.

<https://www.drumhiernyhideaway.ie/en/sustainable-policy/>

Key Consumption Measures

Water
Materials
Wood Resources
Waste
Suppliers
Electricity

Supporting the Sustainability Commitment

Environmental Policy

CSR Commitment

Carbon Footprint Management

Ethical Purchasing

Responsible Sustainable Marketing

CSR COMMITMENT

Sustainability is a journey of continuous improvement, and we are aware that we have a lot to learn and are far from being perfect yet. This is just the start for us and **at Drumhierny Woodland Hideaway we are committed to having a positive impact on the environment and the community** in which we are located while simultaneously ensuring an exceptional guest experience at all times.

KEY ENERGY CONSUMPTION MEASURES

- Measure our electricity consumption regularly and do the following to reduce consumption:
- Communicate our policy and relevant environmental control to employees, suppliers and guests.
- We seek to conserve natural resources through the responsible use of energy, water and materials with timber harvested from the estate for re-use in bespoke furniture in our lodges and 'The Cedaroo', our outdoor seating & relaxation area.
- Monitoring water usage while encouraging water conservation in doing the following to reduce consumption:
- Low Flow Shower Heads, Taps & Toilets with a flow rate of no more than 2gpm.
- Monitor with constant improvisation on our recycling in areas such as energy consumption, reduction of waste material and water consumption and educate our guests on how to adhere to our policies accordingly.
- Working with our suppliers to reduce carbon footprint and reduce the waste generated and minimize waste collections.

ETHICAL PURCHASING – SOURCING RESPONSIBLY AND LOCALLY



- Sourcing products and services locally wherever possible to encourage local businesses and craftspeople, create authenticity, and cut down on energy used for transport and distribution.
- Reducing consumption and buying only what we need.
- Buying in bulk where possible to reduce the amount of packaging and energy used for deliveries.
- Working with growers and suppliers locally to overcome the necessity to import, and where imports are essential importing 'fair trade' products.
- Ensuring that all suppliers adhere to safe and ethical working practices.

RESPONSIBLE SUSTAINABLE MARKETING



We know we can't always get things right the first time. We therefore commit to honestly communicating where we are on our journey and our improvements. We commit to marketing ethically by:

- Being open & transparent.
- Ensuring equality & inclusion.
- Ensuring our digital marketing is ethical – always comply with the highest level of regional compliance regarding data usage and privacy.
- All promotions including product, pricing, and purpose will be displayed accurately and truthfully.
- SEO is done ethically and on merit, based on genuine relationships and partnerships. We will not purchase links or engage in otherwise unethical behaviors as outlined in Google's webmaster guidelines.

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