

Lucianne Hare

Nourished in Nature Ireland



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Originally from Yorkshire in the north of England, Lucianne Hare was working as an adventure consultant for a travel company in Sligo when she was made redundant because of the Covid-19 pandemic.

Treating this setback as an opportunity, Lucianne founded her own adventure travel company, Nourished in Nature Ireland, in her adopted home of Strandhill, Co Sligo, in June 2021.

Nourished in Nature Ireland offers one-to-five-day wellness and adventure retreats which combine wellness activities such as yoga and meditation with adventurous pursuits such as hiking and surfing. Separate to the retreats, it also offers full-day hikes and farm and foraging tours at its base on Knocknarea Farm.

The company is focused on domestic tourism for Irish people and visitors from the UK. Its mission is to enable those who may be unfamiliar with nature to feel more comfortable in the wilderness.

Lucianne says that getting the business started was primarily a question of going for it and that each trip that sells out is a business milestone.

She says that setting up a business on your own can be a very lonely experience, and she found people in a similar situation among the participants on the ACORNS programme. Lucianne says people were very open and everyone shared their highs and lows together. She also says the programme itself was invaluable in helping with all aspects of running a business.

Lucianne hires people with relevant expertise to help her with the activities for each event. As the business evolves, she hopes to take on more employees and a business partner. She also hopes to develop her own retreat centre in the longer term and to offer the opportunity of adventure to children from deprived backgrounds.

Providing early stage female entrepreneurs, living in rural Ireland, with the knowledge, support and networking opportunities to meet and even exceed their current aspirations.



An Roinn Talmhaíochta,
Bia agus Mara
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