

Margaret Leahy

Fable Tours

CONTACT DETAILS

T: +353 87 958 2004
E: info@fabletours.com
Instagram @fabletours
W: www.fabletours.com



When Margaret Leahy founded Fable Tours in 2022, she wasn't simply launching a tourism business; she was creating a new way for visitors to experience the West of Ireland through its food, landscapes, people and stories.

Drawing on more than 30 years' experience in community development, organic farming and rural enterprise, Margaret combined her passion for sustainable food and farming with her love of rural Ireland and its rich cultural heritage.

Fable Tours offers immersive food tours in Connemara, the Burren and Mayo, combining visits to farms and artisan food producers with plenty of chat and craic. The popular Clifden Bites & Sights Tour blends local food tastings with the history, culture and colourful characters of Connemara's capital. In 2026, Margaret also introduced guided Wild Walks, sharing her knowledge of Ireland's native edible plants, seaweeds, medicinal herbs and folklore.

"My aim is to help guests experience Ireland through all of their senses," says Margaret. "Whether we're sharing stories over a meal, collecting edible seaweeds or meeting the people who produce our food, every experience is about creating genuine connections."

Each itinerary is personally curated for small groups of families, friends or corporate clients, allowing guests to discover exceptional producers, hidden places, local traditions and memorable encounters that cannot be found in a guidebook.

At the heart of Fable Tours is a commitment to slow tourism—encouraging visitors to spend longer in local communities, support independent businesses and tread lightly on the environment. Margaret's experience in sustainable farming, biodiversity and local food systems helps guests understand not only where their food comes from, but why protecting Ireland's natural environment matters.

Margaret has become a recognised voice for sustainable food and rural living through regional and national radio, her regular *Irish Country Living* column, and television cookery appearances showcasing seasonal Irish ingredients and foraged foods.

She credits the ACORNS programme with helping her refine her vision and build the confidence to grow a distinctive tourism business. As Fable Tours continues to evolve, Margaret remains committed to creating memorable experiences that celebrate local food, protect the environment and leave visitors with a deeper appreciation of Ireland's people, places and traditions.

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
Department of Agriculture,
Food and the Marine