



# YOUR GUIDE TO FÁILTE IRELAND SERVICES 2010



**Fáilte Ireland**

National Tourism Development Authority







**YOUR GUIDE TO  
FÁILTE IRELAND SERVICES 2010**

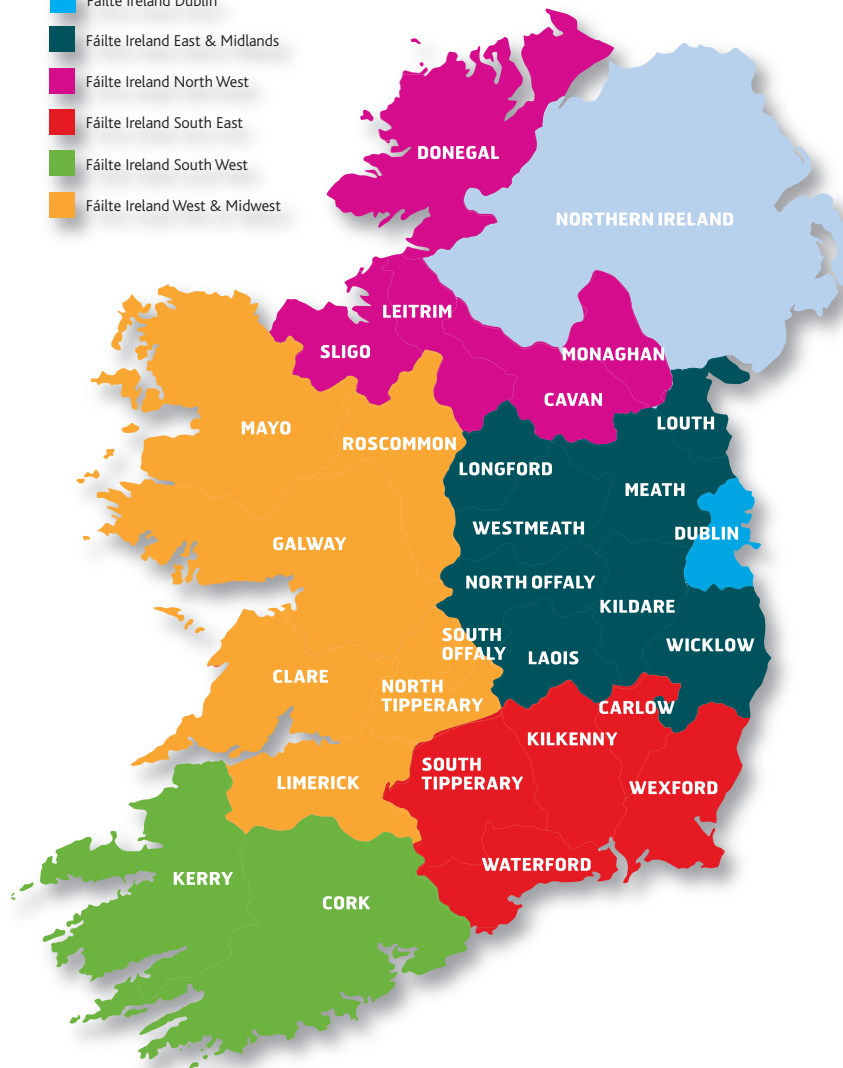


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# Fáilte Ireland - Local Teams

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## YOUR LOCAL TEAM – Your First Stop

**Whatever your needs, your local team is here to advise and support you.**

Your local team is the first port of call for tourism businesses seeking to build and develop their business in 2010.

Led by the Head of Operations, your local team is here to advise you on the wide range of supports available through Fáilte Ireland.

Your local team will work with you to assess the needs of your business and help you access the appropriate supports. From tailored financial advice, to direction on sales and marketing activities, your local team is on hand to help you trade successfully through 2010.

**Contacts for your local team are available overleaf.**

# Your Local Team

## Fáilte Ireland East & Midlands

(Louth, Meath, Longford, Westmeath, North Offaly, Laois, Kildare, Wicklow)

Dublin Road, Mullingar, Co. Westmeath  
Tel: 044 9348 761, Fax: 044 9340 413  
Email: [eastandmidlandsinfo@failteireland.ie](mailto:eastandmidlandsinfo@failteireland.ie)  
Web: [www.discoverireland.ie/eastcoast](http://www.discoverireland.ie/eastcoast)

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### Head of Operations

Kevin Kidney  
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### Client Services Manager

Mark Rowlette  
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Mob: 087 2342869  
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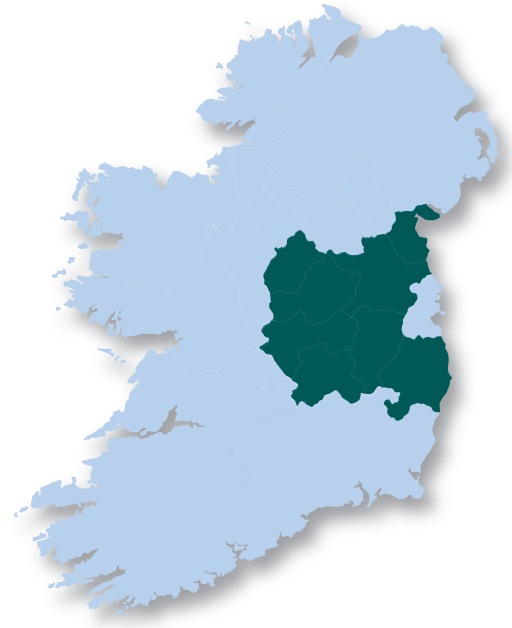
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### Client Services Manager

Damien J. Brennan  
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Mob: 087 2320820  
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### ■ East & Midlands



## Your Local Team

### Fáilte Ireland North West

(Cavan, Donegal, Leitrim, Monaghan, Sligo)

Áras Reddan, Temple Street, Sligo

Tel: (071) 9161 201, Fax: (071) 9160 360

Email: [northwestinfo@failteireland.ie](mailto:northwestinfo@failteireland.ie)

Web: [www.discoverireland.ie/northwest](http://www.discoverireland.ie/northwest)

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#### Head of Operations

Paul McLoone

Tel: 071 9161201

Mob: 087 2222834

Email: [paul.mcloone@failteireland.ie](mailto:paul.mcloone@failteireland.ie)



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#### Client Services Manager

Martina Bromley

Tel: 071 9159676

Mob: 087 6454217

Email: [martina.bromley@failteireland.ie](mailto:martina.bromley@failteireland.ie)



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#### Client Services Manager

Joan Crawford

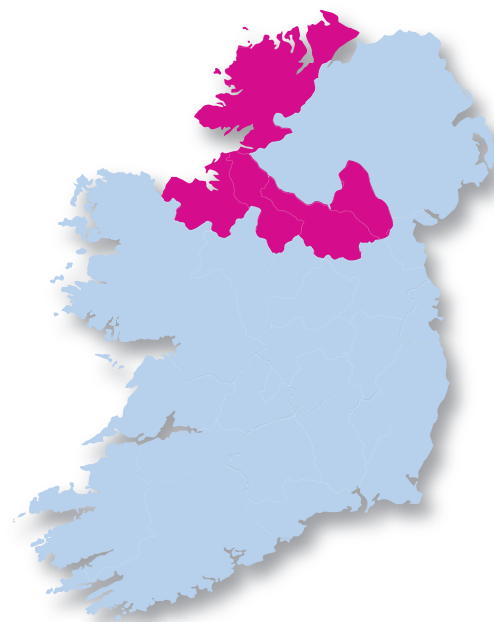
Tel: 074 9121160

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#### North West





# Your Local Team

## Fáilte Ireland South East

(Carlow, Kilkenny, Tipperary South, Waterford, Wexford)

41 The Quay, Waterford

Tel: 051 8758 23, Fax: 051 8773 88

Email: [southeastinfo@failteireland.ie](mailto:southeastinfo@failteireland.ie)

Web: [www.discoverireland.ie/southeast](http://www.discoverireland.ie/southeast)

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### Head of Operations

Gary Breen

Tel: 051 860980

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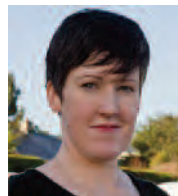
### Client Services Manager

Tara Kerry

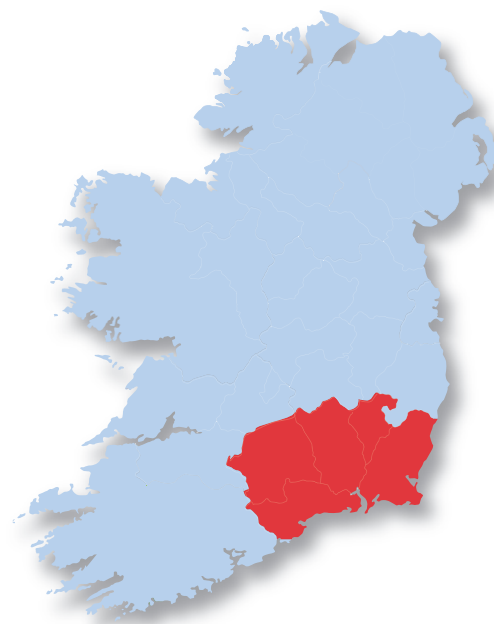
Tel: 051 860 981

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■ South East



## Your Local Team

### Fáilte Ireland South West

(Cork, Kerry)

Áras Fáilte, Grand Parade, Cork

Tel: 021 4255 100

Fax: 021 4255 199

Email: [corkkerryinfo@failteireland.ie](mailto:corkkerryinfo@failteireland.ie)

Web: [www.discoverireland.ie/southwest](http://www.discoverireland.ie/southwest)

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#### Head of Operations

Fiona Buckley

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#### Client Services Manager

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#### Client Services Manager

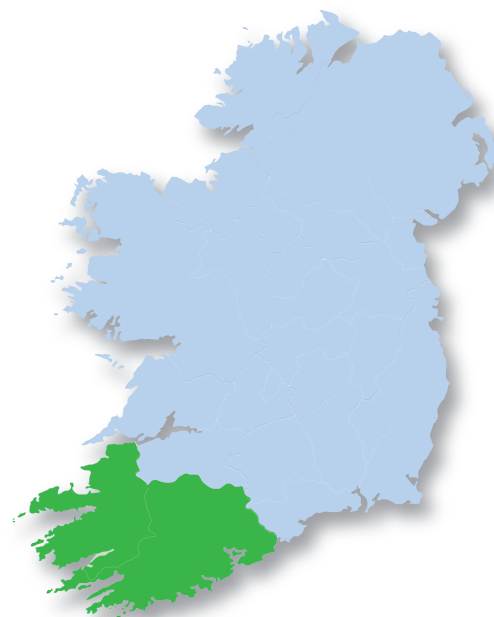
Oliver Sullivan

Tel: 021 4313006

Email: [oliver.sullivan@failteireland.ie](mailto:oliver.sullivan@failteireland.ie)



■ South West



## Your Local Team

### Fáilte Ireland, West & Midwest

(Galway, Mayo, Roscommon, South Offaly, Tipperary North, Clare, Limerick)

Áras Fáilte, Forster Street, Galway

Tel: 091-537700, Fax: 091-537733

Email: [Irelandwestinfo@failteireland.ie](mailto:Irelandwestinfo@failteireland.ie)

Web: [www.discoverireland.ie/west](http://www.discoverireland.ie/west)

#### Head of Operations

Fiona Monaghan

Tel: 091-537751

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#### Client Services Manager

Brian Quinn

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#### Client Services Manager

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#### Client Services Manager

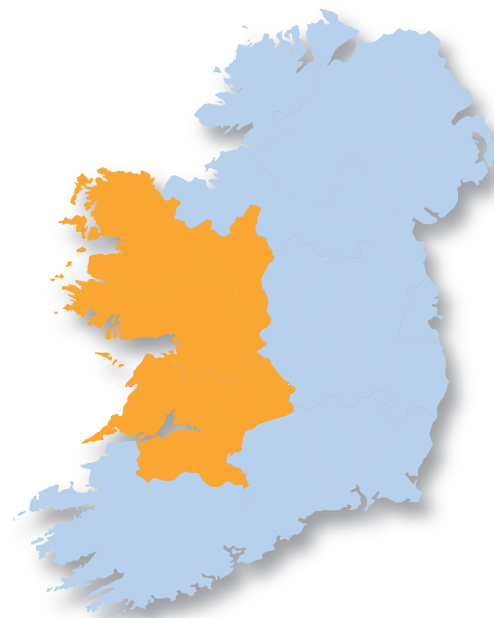
Dean Panter

Tel: 061 400610

Email: [dean.panter@failteireland.ie](mailto:dean.panter@failteireland.ie)



West & Midwest



## Your Local Team

### Fáilte Ireland Support Services in Dublin

88 – 95 Amiens Street, Dublin1

Tel: 01 - 8847700

Fax: 01 - 8556821

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#### Head of Operations

Kevin Moriarty

Tel: 01 8847753

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#### Client Services Manager

Mary Hall

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#### Client Services Manager

Peter Stocksborough

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Email: peter.stocksborough@failteireland.ie



■ Dublin



# BUSINESS SUPPORTS

Fáilte Ireland is offering tourism businesses a wide range of practical business supports in 2010. Whether it's the power of internet marketing or the need to cut costs, we have the supports required to help businesses maintain that all important edge in the year ahead.

## Biz Check - Business Mentoring & Advisory Services

Fáilte Ireland's Biz Check service provides tourism businesses with practical advice and support to help improve business performance across a range of areas critical to the success of their business. Specifically our confidential business advisory services can offer you access to:

**Biz Check Clinics:** A one-to-one session with a business mentor who will give you practical tailored advice to help deal with your business challenges and boost your business. Biz Check clinics are held nationwide and focus on key business functions including managing your finances, cashflow, business planning, marketing and e-marketing.

**Specialist Mentoring:** This service provides additional mentoring support over a longer period (4-8 weeks) allowing a targeted response to specific business needs. Business mentors can provide tailored support across a range of areas critical to your business success including finance, cashflow management, bank reporting, business planning and marketing.

For further information contact:

Name: Edel Mitchell or Mary Collins

Tel: 01 8847 879/ 01 8847 894

Email: [businessmentoring@failteireland.ie](mailto:businessmentoring@failteireland.ie)

Website: [www.BizCheck.ie](http://www.BizCheck.ie)



# BUSINESS SUPPORTS

## Online Business Tools

Fáilte Ireland's new Business Tools website offers an alternative solution to those too busy to attend training courses by providing access to a whole range of easy-to-use online resources available on our new website [www.businessstools.failteireland.ie](http://www.businessstools.failteireland.ie)

Through this new website, owners and managers can access practical online advice and guidance on essential business issues right from their desks. Business Tools deals with issues such as:

- How to prepare a really useful business and marketing plan
- Knowing your break-even point
- Managing your cash flow
- Pricing considerations
- Controlling costs

The Business Tools website has been designed for ease of use and access, with no need for passwords or PIN numbers, and will include a selection of easy-to-use downloadable Word and Excel templates.

For further information contact:

**Name:** Leo McMorrow

**Tel:** 01 8847 761

**Email:** [leo.mcmorrow@failteireland.ie](mailto:leo.mcmorrow@failteireland.ie)

**Website:** [www.businessstools.failteireland.ie](http://www.businessstools.failteireland.ie)

**business tools**  
provided by Fáilte Ireland

# BUSINESS SUPPORTS

## E-Business Supports

Whether you are looking to improve your online potential or need assistance in enhancing your e-marketing capabilities, Fáilte Ireland's suite of e-business supports can help you. E-Business and web supports available in 2010 include:

**Web-Check:** Tourism businesses can avail of a tailored critique and review of their website as well as benefit from an onsite face-to-face visit where specific e-business goals are identified to assist in the development of an e-business strategy.

**Web-Check PLUS:** Provides the practical information needed to develop and implement a successful e-marketing strategy. Web Check PLUS focuses on using e-marketing and social media related tools to develop tourism businesses marketing strategies.

**Web Mentoring:** One-to-one mentoring sessions with e-business experts are available in the area of e-marketing and web strategy. This service assists businesses in addressing the more fundamental e-marketing related issues that are core to developing a successful online profile and identifying practical solutions to enhance and integrate e-business into the enterprise.

**Web Skills Programmes:** A new series of regional Web Skills Workshops will be rolled out in 2010 and will focus on developing your business's capabilities to enhance its business profile and implement techniques to optimise online sales. A full timetable can be found at: [www.iaa.ie/failte-ireland](http://www.iaa.ie/failte-ireland)

**Online Supports:** This collection of online resources provide easy to follow audio-visual step-by-step "how to guides" and reference materials for carrying out a number of simple e-business actions like posting a video online and setting up a Facebook page.

For further information contact:

**Name:** Stephen Dudley

**Tel:** 01 8847 762

**Email:** [webdevproject.registration@failteireland.ie](mailto:webdevproject.registration@failteireland.ie)

**Website:** [www.iaa.ie/failte-ireland](http://www.iaa.ie/failte-ireland)



## Professional and Business Development

### Improving Efficiency & Productivity Programmes

Our Professional Development Service provides a number of training programmes and workshops aimed at improving operational efficiency and productivity whilst also ensuring that visitors / customers are provided with a better value experience. These include:

**Chefs Workshop:** This one day workshop is aimed at chef patrons, senior chefs, food and banqueting managers, restaurateurs and hoteliers and addresses efficiencies in purchasing, menu costing, managing kitchen costs and menu engineering for value and profit.

**Selling, Upselling & Cross-Selling for Front Office:** A one day programme tailored specifically to your business - We will help your front office staff to become true sales people, not by harassing the customer, but by giving them the key skills needed to add value to your customers' experience while increasing sales for your business.

**Accommodation Management Workshop:** This two day workshop, which includes a work-based project, will help you interpret accommodation financial reports, prepare budgets, control costs and better manage your department.

**From Service to Sales:** A tried and tested half day in-company programme for managers and staff, *From Service to Sales* will show you how to increase food and beverage sales by at least 5%. This innovative results driven programme will help your service staff go from order takers to food and beverage advisors.

**Finance for Small Tourism Enterprises:** This one day workshop will provide you with an overview of finance, and will assist you with basic financial statements, costs, breakeven point, pricing and cash flow.



# BUSINESS SUPPORTS

**Maximising Your Room Rate:** This half day workshop will show owners and managers how they can halt the decline, add value and maximise their room rates.

**Dealing with Your Bank:** This programme offers guidance on how to prepare and deal with your bank to survive and grow your business.

For further information contact:

**Name:** Amanda Horan

**Tel:** 01 8847 754

**Email:** amanda.horan@failteireland.ie

## Management Programmes

Fáilte Ireland will run a number of professional and business development programmes in 2010 including: **Executive Management Development Programme** offering owners and senior managers the opportunity to gain a professional qualification from Cornell University and develop their management, business and networking skills. A new revised structure was recently introduced which includes more online learning modules giving participants increased flexibility and control in terms of time away from office.

For further information contact:

**Name:** Mary Hall

**Tel:** 01 8847 756

**Email:** mary.hall@failteireland.ie

Recognising the new business environment our **Management and Supervisory Skills Programme** offers a flexible learning approach to developing your management skills at your own pace. The programme is made up of 10 short management skills courses, ranging from Finance, Employment, Marketing to Customer Communication. Participants may complete as many or as few courses as they like.

For further information contact:

**Name:** Amanda Horan

**Tel:** 01 8847 754

**Email:** managementdevelopment@failteireland.ie

**Website:** www.futuretourismleaders.ie

## Marketing Programmes

**Marketing Management in Action:** Delivered in association with Boston College, this new innovative marketing management programme is designed for senior managers in the industry with a responsibility for marketing. This modular 10-day programme offers a practical step-by-step approach for businesses to make smarter tactical decisions in the short-term and develop a comprehensive marketing plan for long-term growth.

For further information contact:

**Name:** Marion O'Connor

**Tel:** 01 8847 736

**Email:** marion.oconnor@failteireland.ie

A series of marketing management workshops will also be made available covering a range of topics critical to business survival and growth, including:

- The key elements of your marketing plans
- How to prepare, increase and maximise your impact at trade shows / exhibitions
- Marketing and the use of social media

For further information contact:

**Name:** Colm Breheny

**Tel:** 01 8847 771

**Email:** colm.breheny@failteireland.ie

# BUSINESS SUPPORTS

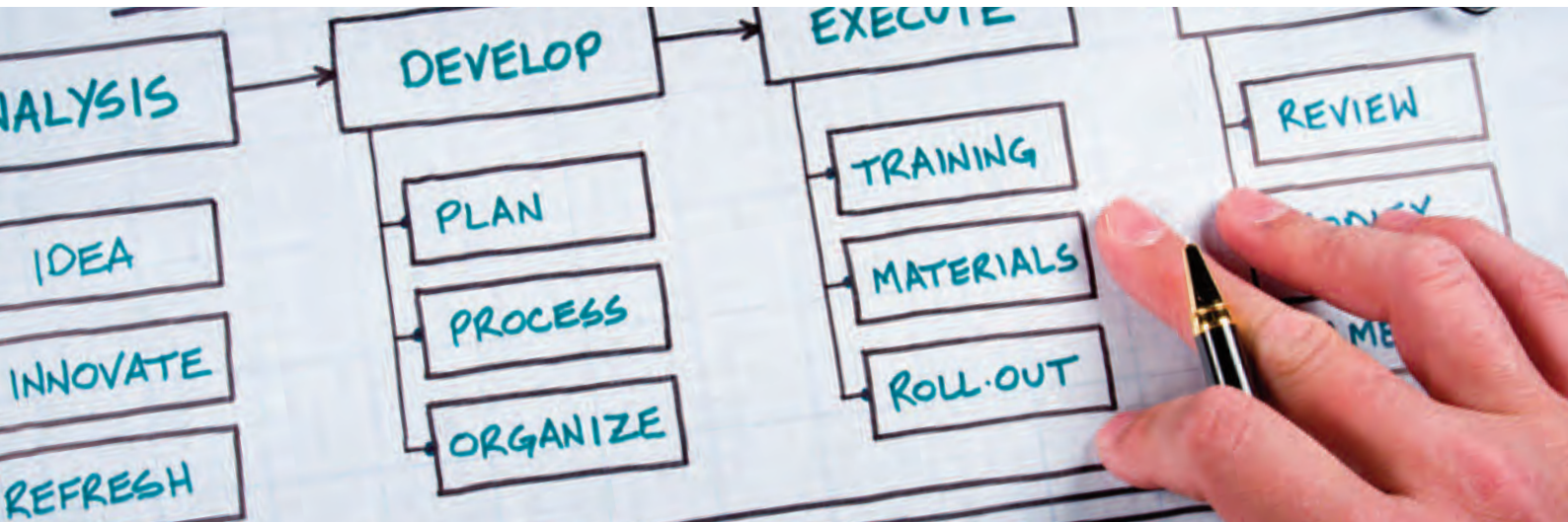
## Customised Programmes

As well as the above programmes, customised training for individual tourism enterprises and groups can be designed and delivered in association with Fáilte Ireland in response to industry needs. Our specialist instructors can provide on-site skills training for your staff in all operational areas e.g. bar, kitchen, restaurant etc. The instructors can assist employees to improve their skills, by heightening their awareness of costs, increasing sales and generating repeat business. This on-the-job training at your business will ensure minimum disruption as the training is integrated into your daily routine.

Further information on all the above supports / programmes and workshops go to:

<http://www.failteireland.ie/Business-Supports>

or contact your local Client Services Manager for more details (see your local team page 5-11)





# MARKETING SUPPORTS

In 2010 Fáilte Ireland will launch its biggest ever home holiday marketing campaign to promote Ireland as a destination.

As part of this, our Visitor and Trade Engagement Team is offering tourism businesses the following opportunities to promote themselves to international and domestic markets.

## Promote Your Business to International Markets

**International Publicity** – Throughout 2010, Fáilte Ireland will carry out a number of international press trips generating overseas publicity for Ireland as a destination. In total, we aim to bring over 1,300 overseas media to Ireland. These trips will involve welcoming media from our various key markets and coordinating their itineraries to showcase all that Ireland has to offer. These press trips will be arranged around a number of key events, such as the St Patrick's Festival, the Tour of Ireland and the Irish Ladies Open.

Other group press trips will also be arranged focussing on the range of both specialised and general tourism products available in Ireland such as golf, angling, walking, outdoor activities and more.

For further information on press trips in 2010 contact:

**Gillian Binchy**

**Trade Marketing Officer**

**Tel: 01 8847119**

**Email: [gillian.binchy@failteireland.ie](mailto:gillian.binchy@failteireland.ie)**

# MARKETING SUPPORTS

## Trade and Consumer Promotional Events

Our Visitor and Trade Engagement team will hold a number of trade and consumer promotional events and In-Ireland promotions in 2010 providing tourism businesses with a platform to promote their business to international buyers.

### In-Ireland Promotions

Ten In-Ireland workshops will be held in 2010 giving Irish tourism businesses an opportunity to showcase their offering to international markets. These will include:

March 2010	German Back2Back Coach Operators Workshop US Group Travel Agents Workshop
April 2010	Meitheal (20th - 21st April 2010)
May 2010	British Coach Tour
October 2010	North American Expo New and Developing Markets Workshop

### Trade and Consumer Promotional Events

A full list of trade and consumer promotional events can be found at [www.promotionsireland.ie](http://www.promotionsireland.ie)

For further information contact:

**Michael Fitzsimons**

Trade Marketing Executive

Tel: 091 537 700

Email: [michael.fitzsimons@failteireland.ie](mailto:michael.fitzsimons@failteireland.ie)



# MARKETING SUPPORTS

## Be Part of our Domestic Publicity Campaign

Throughout 2010 our domestic consumer publicity team will carry out a number of initiatives to stimulate media coverage and promote holidays at home. These activities include: TV and radio promotions, competitions, cooperative marketing campaigns, press releases and online marketing initiatives.

### Have Your Events included in our News Releases:

We will issue national and regional news releases promoting holiday options available in Ireland through [www.discoverireland.ie](http://www.discoverireland.ie) throughout the year. These include listings of what's happening in the marketplace, interesting events and quirky new initiatives.

Businesses looking to be included in these news releases can send their information to [publicity@failteireland.ie](mailto:publicity@failteireland.ie).

When sending your information please ensure:

- Information is sent as early as possible – for example news releases for magazines and supplements are often issued at least eight weeks in advance of an event.
- If possible please include a relevant high-resolution image with your release.



# MARKETING SUPPORTS

## Get involved in our Media Promotions:

As part of our home holiday campaign a number of promotions and competitions will be placed on national and regional TV, Radio, Print and Online Media during 2010. These promotions are an effective way of promoting the domestic holiday experience and regularly require a prize giveaway on behalf of [www.discoverireland.ie](http://www.discoverireland.ie).

Businesses looking for publicity and willing to offer a prize giveaway can email [publicity@failteireland.ie](mailto:publicity@failteireland.ie)

For further information contact:

**Sheena Doyle**

Trade Marketing Officer

Tel: 01 8847260

Email: [sheena.doyle@failteireland.ie](mailto:sheena.doyle@failteireland.ie)

**Theresa Byrne**

Trade Marketing Assistant

Tel: 01 8847187

Email: [theresa.byrne@failteireland.ie](mailto:theresa.byrne@failteireland.ie)

## Be Included in the Discover Ireland Supplements

Fáilte Ireland's print and online special offers campaign for 2009 will continue into 2010 with another four editions of the Discover Ireland Supplement being produced: spring, summer, autumn and festive & romantic.

Each of these print brochures will be distributed to over 1.5 million people, through national and regional press and through our tourist information offices.

The offers included will also be available online on [www.discoverireland.ie](http://www.discoverireland.ie), and they will be promoted in international markets by Tourism Ireland, online and more.

Details on how to include your offers in the Discover Ireland Brochures are issued by email.

To ensure you are included you can contact your local team (see pages 5-11).





# DESTINATION DEVELOPMENT AND ADVICE

## Business or pleasure, Ireland can deliver

Fáilte Ireland's Leisure, Insights and Innovation Department have a number of dedicated teams responsible for the development of Ireland's leisure tourism sectors. These teams work with Irish industry to further develop key areas of Irish tourism to ensure that the visitor experience on the ground is an enjoyable one.

From activity breaks to cultural tourism holidays, our teams are equipped to offer Irish industry specialist advice, key business supports and assistance to develop their businesses to meet consumer demands and expectations in these areas.

Some of the supports available include;

- Access to match-funding support towards development, marketing and promotional activity.
- Advice and guidance in developing and marketing your business.
- Insights on best practices both at home and abroad.
- Insights on consumer demands and expectations.



## Countryside and Marine Tourism Team:

Outdoor activities provide visitors with extra reasons to visit and extend their stay. With walking, for example, being one of the most popular outdoor activities that overseas tourists engage in, our Country and Marine Pursuits Team can offer you specialist advice and support in the areas of walking, cycling, cruising, equestrian, family fun and adventure.

### **Manager – Countryside and Marine Tourism**

Ethna Murphy

Tel: 01 8847 146

Email: [ethna.murphy@failteireland.ie](mailto:ethna.murphy@failteireland.ie)

### **Adventure, Cruising and Family Fun**

Siobhan Reynolds

Tel: 01 8847 111

Email: [siobhan.reynolds@failteireland.ie](mailto:siobhan.reynolds@failteireland.ie)

### **Equestrian**

Fionnan Nestor

Tel: 01 8847 129

Email: [fionnan.nestor@failteireland.ie](mailto:fionnan.nestor@failteireland.ie)

### **Walking and Cycling**

Ciara Scully

Tel: 01 8847 126

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### **Angling**

Orla Woods

Tel: 01 8847 131

Email: [orla.woods@failteireland.ie](mailto:orla.woods@failteireland.ie)

### **Countryside and Marine Tourism Co-Ordinator**

Deirdre Byrne

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# DESTINATION DEVELOPMENT AND ADVICE

## Culture and Heritage Team

Cultural tourism embraces the full range of experiences on offer to visitors that serve to distinguish one destination from another – experiences that are defined by the lifestyle, heritage, landscape, arts, traditions and customs of that destination, and not least by interaction with its people.

The Culture & Heritage Team here in Fáilte Ireland is responsible for the development and interpretation of these experiences and is here to provide specialist advice and support to help tourism business cater for visitors who seek these types of experiences.

### Manager – Culture and Heritage

Imelda Rey

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Email: [imelda.rey@failteireland.ie](mailto:imelda.rey@failteireland.ie)

### Heritage Officer

Maeve McKeever

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Email: [maeve.mckeever@failteireland.ie](mailto:maeve.mckeever@failteireland.ie)

### Cultural Tourism Officer

Helen O'Halloran

Tel: 01 8847138

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### Culture and Heritage Co-Ordinators

Rosemary O'Neill and Anna King

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Email: [rosemary.oneill@failteireland.ie](mailto:rosemary.oneill@failteireland.ie)  
[anna.king@failteireland.ie](mailto:anna.king@failteireland.ie)



# DESTINATION DEVELOPMENT AND ADVICE

## Festivals and Events

Festivals are an important component of Irish tourism, offering the opportunity to showcase our culture, people and places and enhance the overall visitor experience.

To support the distribution of visitors and visitor spend to key destinations Fáilte Ireland provides investment support to a number of attractive and sustainable festivals and events around the country to enhance local tourism, and attract overnight visitors from both domestic and international markets.

For further information contact:

**Rory McCarthy**

**Tel: 01 8847166**

**Email: [rory.mccarthy@failteireland.ie](mailto:rory.mccarthy@failteireland.ie)**



# STANDARDS, HOSPITALITY AND FOOD SUPPORTS

Meeting standards just became easier. Our Food, Hospitality and Standards Team is here to support you in meeting all required tourism standards of excellence and is committed to liaising with the food, hospitality, accommodation and activity sectors to help you develop capability and professionalism, drive demand and ensure the offerings available to visitors are fit for market and competitively positioned.

## Industry Standards and Quality

From accommodation to golf courses, spas to equestrian centres our team can support you in:

- Approving your business to Fáilte Ireland standards
- Developing your standards, categorisation and online listings
- Meeting customer needs and demands.

We can then support you to build on these standards through our Optimus Programmes enabling you to achieve a European standard in Quality Management and Business Excellence.

For further information contact:

**Contact: Denise McCann**

**Tel: 01 8847 721**

**Email: [denise.mccann@failteireland.ie](mailto:denise.mccann@failteireland.ie)**

## Food in Tourism

Quality local food has rapidly emerged as a key driver for visitors in both choice of destination and where to spend their money within that destination.

In response, Fáilte Ireland in 2010 will develop a national Food in Tourism strategy in conjunction with key stakeholders, to ensure visitor needs are addressed.

For further information contact:

**Contact: Yvonne Jackson**

**Tel: 01 8847 224**

**Email: [yvonne.jackson@failteireland.ie](mailto:yvonne.jackson@failteireland.ie)**



# SUPPORTING INVESTMENT

As part of Fáilte Ireland's Product Development Strategy our Product Investment Team offers tourism businesses a range of product development and investment supports through **Capital Investment Grant Support**, **Tax-Based Incentive Schemes**, and through offering **Advisory Support** on development and investment.

## Capital Investment Grant Support

Under the National Development Programme, Fáilte Ireland offers tourism businesses the opportunity to apply for capital grant support schemes at various times of the year, with some currently underway.

**The Infrastructure Fund** has to date focussed on progressing projects being undertaken by local authorities and public bodies providing non-direct revenue earning tourism infrastructure.

In 2010 the fund will support the further development of historic towns and targeted additions to walking and cycling route facilities throughout Ireland, together with selected coastal and waterway access developments.

**The Attractions Fund** provides funding for the upgrading and refurbishment of pay-for-entry visitor attractions. Attractions which fulfil a set of key criteria have been invited to apply for funding, and an increased allocation for capital development in 2010 is now allowing us to reactivate this fund.

*All calls for proposals will be advertised on our corporate website - [www.failteireland.ie](http://www.failteireland.ie)*

# SUPPORTING INVESTMENT

## Tax Based Incentive Schemes

Apart from capital grants supports, the tax incentives available under the Business Expansion Scheme (BES) and the related Seed Capital Scheme (SCS) can prove invaluable for companies seeking to raise fresh capital for investment in a range of qualifying tourism enterprises. Full details on the operation of these schemes, together with the more geographically restricted accelerated capital allowances provisions of the Mid-Shannon Corridor Tourism Infrastructure Investment Scheme can be found at [www.failteireland.ie](http://www.failteireland.ie) or by emailing [taxschemes@failteireland.ie](mailto:taxschemes@failteireland.ie) for further details.

## Advisory Services

Further information on these supports and on other funding supports is available on the Business Supports section of the Fáilte Ireland Website [www.failteireland.ie](http://www.failteireland.ie) or you can contact our team:

For further information contact:

**Gordon Gaffney**

**Manager – Investment Services**

**Tel: 01 8847255**

**Email: [gordon.gaffney@failteireland.ie](mailto:gordon.gaffney@failteireland.ie)**





# BUSINESS TOURISM

Our Business Tourism Team works to encourage and support Irish businesses and associations to host international meetings and conferences in Ireland.

This is done through promoting Ireland as a destination for international conferences, corporate meetings and incentive travel. Our Business Tourism Team's specific focus is on developing Ireland's full potential as a business tourism destination and this is done by offering Irish businesses the following supports:

## Bringing International Conferences to Ireland

Our Association Conference Team is here to encourage and support members of Irish Associations (known as Conference Ambassadors) to bid for international conferences to be held here in Ireland.

We provide assistance and support to national and international associations, with the potential to act as conference ambassadors, by offering them:

- Financial support
- Detailed assistance when bidding to hold a conference
- Assistance with site inspections
- Marketing assistance
- Introductions to the Regional Convention Bureaux (as required, and in turn to trade partners).

Information on the conference ambassador programme is available on our website [www.irelandinspires.com/conferenceambassador](http://www.irelandinspires.com/conferenceambassador). Here you can also access a copy of Fáilte Ireland's Conference and Meeting Guide which lists all conference venues and professional conference organisers (PCOs) in Ireland.

For further information contact:

**Orla Canavan**

**Tel: 01 8847169**

**Email: [irelandinspires@failteireland.ie](mailto:irelandinspires@failteireland.ie)**

**Grainne McGuinness**

**Tel: 01 8847118**

**Email: [irelandinspires@failteireland.ie](mailto:irelandinspires@failteireland.ie)**

# BUSINESS TOURISM

## Incentive and Corporate Meetings

Our Incentive and Corporate Meetings Team works to position Ireland as a leading destination for international meetings, incentive trips and exhibitions.

We provide businesses interested in attracting business tourists with the following supports:

- Opportunities to meet potential buyers from international markets
- Trade support to Destination Management Companies in bringing site inspections to Ireland
- Advice and support for Irish trade on the conference and meetings sector
- Marketing Ireland as a business destination through promotions and workshops both overseas and within Ireland
- Generating leads through Tourism Ireland offices and promotions
- Advice to trade on how to run green meetings and events.

For further information contact:

**Alison Johnston**

**Tel: 01 8847261**

**Email: [irelandinspires@failteireland.ie](mailto:irelandinspires@failteireland.ie)**



## Online Marketing and Development for Business Tourism

The specialist website [www.irelandinspires.com](http://www.irelandinspires.com) provides tourism businesses with the opportunity to enhance their global visibility. The website actively promotes listed conference, meeting and incentive venues and event organisers through its online search and other e-marketing mediums.

Online resources are also available for trade to download from our dedicated trade section: [www.irelandinspires.com/trade](http://www.irelandinspires.com/trade), such as sample presentations, imagery from the business tourism online gallery, maps of Ireland, the business tourism promotional DVD, and Ireland Inspires branding resources.

Our team provides the business tourism sector with support via:

- Business tourism eMarketing campaigns driving traffic to the website
- Access to market research (online trade section)
- Media and presentation online toolkits
- Ireland Inc. brand collateral
- Statistical web measurement and analysis (online trade section)

For further information contact:

**Azeta Seery**

Tel: 01 8847125

Email: [irelandinspires@failteireland.ie](mailto:irelandinspires@failteireland.ie)

[www.irelandinspires.com](http://www.irelandinspires.com) (consumer/buyer)

[www.irelandinspires.com/trade](http://www.irelandinspires.com/trade) (trade section)





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