

Catherine O'Grady Powers

Owner of Glen Keen Farm



Glen Keen Farm and Visitor Attraction est. 2014

Located on the Wild Atlantic Way

Catherine O'Grady-Powers

June 2018

The Product is wonderful but the experience lasts a lifetime!

THE PRODUCT



THE EXPERIENCE



MARKETING

- MEITHEAL – ANNUAL EVENT - 2013
- ITOA
- WILD ATLANTIC WAY WORKSHOPS
- VISITOR EXPERIENCE WORKSHOPS
- SALEABLE EXPERIENCES
- TOUR OPERATOR WORK SHOPS
- SOCIAL MEDIA TRAINING EVENTS
- WEBSITE & BUSINESS SUPPORTS
- CHINA SALES MISSION 2018

PRODUCT DELIVERY

- China Ready Training Programme
- Payment Options for Chinese Visitors
- Market Research
- Adapting our products & experience to meet market demands
- Developing Partnerships with DMC's
- Communication channels – Wechat
- Chinese Student Internships at Glen Keen
- Translated Business Information

THANK YOU

WWW.GLENKEENFARM.COM

