



City North Hotel

Robbie Tiernan

Meetings & Events Manager

CityNorth Hotel & Conference Centre

CHINA READY WELCOME PROGRAMME

Presented by Robbie Tiernan



Our Journey Collaboration with Tara Kerry of “The Pilot Hotel” Fáilte Ireland



Fáilte Ireland

National Tourism Development Authority

Training - COTRI

- Chinese Culture
- Language
- Food
- Marketing
- Social Media
- Payment



Internal Implementation

Following training, an implementation document for all departments was issued. Follow up training was then provided by myself and our DOS, Catherine McGovern

For example:

- Reception
- Accommodation
- Kitchen
- Front of House

Social Media

- Student Intern from Jiangsu Province, China - Joy
- Weibo and WeChat account managed by media company Emerald Media
- Chinese Page on our own Website with content and a booking engine



城北酒店喜获2018年“欢迎中国游客奖”营销类铜奖

都柏林城北酒店 1周前



我们很高兴地宣布，城北酒店获得在上海举办的2018年“欢迎中国游客奖”（The Chinese Tourist Welcome Award）的营销类铜奖！



China Red Event Celebrating Year of the Dog



COTRI Awards

We were delighted to win an award in the same category as Tourism Ireland who scooped the gold award in marketing from COTRI. James Kenny collected the award at the Chinese Tourism Welcome Awards in Shanghai on our behalf.



Target Chinese Business

- Meitheal
- China Mission
- Ctrip
- Irish based Chinese DMCs
- UK Tour operators: Miki Travel, CHR, Jac-Travel

Conclusion

On behalf of the CityNorth Hotel, we extend a very sincere
'Xie Xie' to you all.

谢谢

 CityNorth Hotel^{M1}
★★★★