

February / March 2017 Edition



Fáilte Ireland



Your Latest Update from Fáilte Ireland

February was a busy month for us here in Fáilte Ireland - our new CEO, Paul Kelly, shared his initial thoughts and **perceptions on tourism** at the IHF Conference last week and we are delighted to introduce our handy suite of intelligence, with supporting **podcasts**, on the three market segments (**Social Energisers**, **Culturally Curious** and **Great Escapers**) that offer Ireland the greatest opportunities for growing visitor numbers.

Our signage initiatives continue to gain traction across **Ireland's Ancient East** and the **Wild Atlantic Way** and our Champion Programme is up and running in **Dublin** providing lots of opportunities for you to learn more about bringing your local visitor experiences to life.

Hear more about our recent **Food Workshop in Cork**, as well as how we capitalised on the **Dublin Tech Summit**.

Paul Kelly Shares his perceptions at 2017 IHF Conference

Paul Kelly, Chief Executive of Fáilte Ireland, addressed the IHF Conference this week, outlining his initial thoughts on tourism and some perspectives on its future. [You can view a copy of his speech here.](#)



Get to Know Your International Markets

You can now access a full suite of intelligence on the three market segments that offer Ireland the greatest opportunities for growing visitor numbers – **Social Energisers**, **Culturally Curious** and **Great Escapers**. Learn what they're looking for and more importantly how you can exceed their expectations by downloading our new Fáilte Ireland Market Segment Guides and listening to our **Know Your Market Podcasts**.



Dublin Champions will Uncover Hidden Stories for Dublin for Visitors

Almost 140 front line tourism representatives across Dublin City and county can now call themselves **'Dublin Champions'** after successfully completing the Dublin Champions Programme. The latest group of Champions are now armed with all the information they need to help visitors uncover some of Dublin's hidden stories and experiences



Youghal Clock Tower Dials Up the Visitor Experience

Fáilte Ireland, along with Cork County Council, have officially marked the completion of over a decade of works at **Youghal's Clock Gate Tower** which will see the iconic building open as a visitor experience bringing the historical story of Youghal and the 'Ireland's Ancient East' brand experience to life.



Wild Atlantic Way Panels Continue to Go Up

New engaging interpretation panels are now installed at all seventeen **Wild Atlantic Way Discovery Points in County Clare** and 30 **Wild Atlantic Way Discover Points in Kerry**. The panels bring each of the existing discovery points in the county to life by featuring local stories chosen by local people.



Food for Thought in Cork

We joined forces with Taste Cork recently to **encourage food operators in North Cork to tell their story** and help them stand out in the international food tourism landscape. The workshop addressed the growing expectations of visitors around food experiences as well as providing tips on how to leverage Ireland's Ancient East to promote and deliver a connected food offering.



Tapping into Tech

We were using the inaugural Dublin Tech Summit in the Convention Centre Dublin this week to create a strong calling card for Ireland as a business tourism event destination last month.

Find out what supports and promotion we provided to delegates during the event.



Explore Ireland's Ancient East

Visitor Orientation Signs continue to be installed across Ireland's Ancient East with five new signs now in place at **key visitor sites in Co. Laois** and in **Cork City and County**. The signs encourage visitors to stay longer in the area, highlighting the many complementary things to see and do in the surrounding area and signs will be available in up to 80 sites in the coming months.



MEET THE FÁILTE IRELAND TEAM

An easy guide to who you can contact in Fáilte Ireland



Meet the Fáilte Ireland Team

If you're looking for support in the area of Enterprise or Business Development; you want to work closer with our Dublin, Ireland's Ancient East and Wild Atlantic Way teams; or you if you have a conference, meeting or event you would like to bring to Ireland, you can find details for who to contact in our easy guide to who you can contact in Fáilte Ireland.

Download your copy of 'Meet the Fáilte Ireland Team' today

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