



YOUR GUIDE TO FÁILTE IRELAND SERVICES



Fáilte Ireland

National Tourism Development Authority



INTRODUCTION

Supporting Your Business, Your Guide to Fáilte Ireland Services, is an easy to use reference point, allowing you to access information on the wide range of services and supports Fáilte Ireland has to offer.

So, whether you are looking for advice on direct business services, specialist advice on attracting visitors through local activities and events or seeking opportunities to promote your business, you will find it here.

The information in this brochure is just one part of our commitment to working with tourism enterprises. At local level, we have regional teams in place waiting for your call and ready to assist.

Our aim is to ensure that you can easily access your local Fáilte Ireland team who are ready to provide you with all the information and support you need.

We hope you find something in this guide that is helpful and appropriate to your business. If you do, do not hesitate to contact us.

We look forward to hearing from you.

YOUR LOCAL TEAM

Your local team is dedicated to developing and promoting tourism in your region and supporting your business.

So whether you are looking for information on Fáilte Ireland initiatives or seeking practical support and advice for your business, your local team is always there as your first point of contact.

Whatever your needs, your local team will be able to advise and support you.

Your Local Team

Working across five regions your local team provides you with a wide range of supports to help build and develop your business.

Led by a General Manager your local team promotes and markets each of the five regions through their annual marketing campaign. They also offer you practical support, advice and direction on marketing and promoting your business while also providing you with insight and advice on current market attitudes and trends.

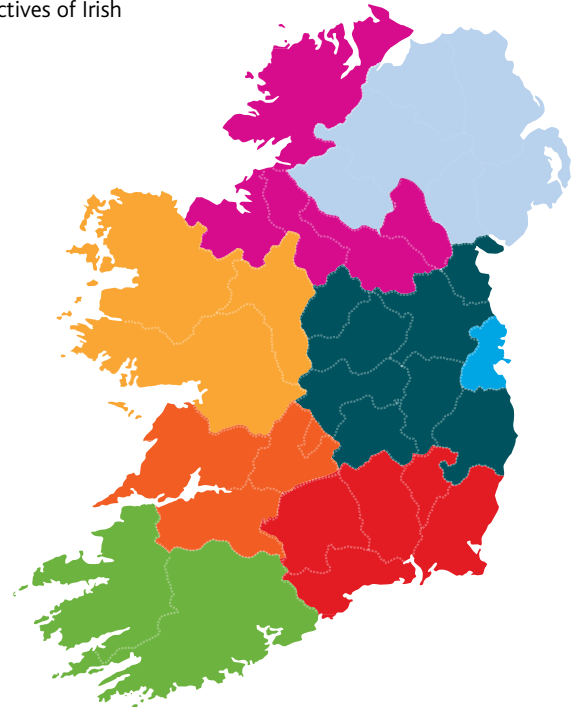
In addition to these marketing and promotional supports, your local team can also provide you with supports on **business** and **product** development to help identify opportunities that are practical, profitable and of high quality that will help you meet and exceed visitor expectations.

YOUR LOCAL TEAM CAN:

- Provide opportunities for the marketing and promotion of your business and the region.
- Develop and deliver a wide range of direct business supports to you.
- Develop local partnerships and networks which will create mutual benefit and competitive advantage.
- Offer secure, practical commitment and support to small and medium sized businesses in developing their product.
- Consult with you to identify and prioritise your training needs at both management and service levels.
- Provide advice, direction and support to investors who are considering developing regional tourism facilities.
- Provide necessary educational and career opportunities to the local tourism sector by working closely with local education providers.
- Engage with local authorities to agree and carry out local capital tourism works in line with regional and local goals.
- Promote the environmental goals and objectives of Irish tourism on a regional and local level.

REGIONS

	West
	Shannon Region
	South West
	South East
	East & Midlands
	Dublin
	North West



CONTACT YOUR LOCAL TEAM

EAST & MIDLANDS

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



General Manager: Kevin Kidney
Dublin Road, Mullingar, Co. Westmeath
M. 087 9801035
T. 044 9348 761 **F.** 044 9340 413
E. eastandmidlandsinfo@failteireland.ie
W. www.discoverireland.ie/eastcoast

SOUTH EAST

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



General Manager: Gary Breen
41 The Quay, Waterford
M. 086 2253431
T. 051 8758 23 **F.** 051 8773 88
E. southeastinfo@failteireland.ie
W. www.discoverireland.ie/southeast

SOUTH WEST

(Cork, Kerry)



General Manager: Fiona Buckley
Áras Fáilte, Grand Parade, Cork
M. 087 2892654
T. 021 4255 100 **F.** 021 4255 199
E. corkkerryinfo@failteireland.ie
W. www.discoverireland.ie/southwest

WEST

(Galway, Mayo, Roscommon)



General Manager: Fiona Monaghan
Áras Fáilte, Forster Street, Galway
M. – 086 8253307
T. 091 5377 00 **F.** 091 5377 33
E. irelandwestinfo@failteireland.ie
W. www.discoverireland.ie/west

NORTH WEST

(Donegal, Sligo, Leitrim, Cavan,
Monaghan)



Acting General Manager: Martina Bromley
Áras Reddan, Temple Street, Sligo
M. 087 6454217
T. (071) 9161 201 **F.** (071) 9160 360
E. northwestinfo@failteireland.ie
W. www.discoverireland.ie/northwest

DUBLIN & SHANNON REGION

Tourism enterprises in the Dublin and Shannon Regions can contact Fáilte Ireland in Dublin. You will find contact details for specific personnel in this brochure or you can contact our main numbers listed below.

Fáilte Ireland, Amiens St, Dublin 1	Fáilte Ireland, Baggot St, Dublin 2
T. 01 8847700	T. 01 6024000
F. 01 8556821	F. 01 6024100

W. www.failteireland.ie

DIRECT BUSINESS SUPPORTS

At a time when high quality service and value for money are becoming increasingly important to visitors, we remain conscious of the need to provide you with the supports you need to improve and grow your business. This is why we have dedicated teams offering practical supports to help develop your business and maintain high quality standards.

Building your business?

Whether you are looking for easy to access information or trying to get your business online, our team is here to provide you with all the assistance you need with our range of direct business supports.

If you are too busy to attend a training course or need access to information fast, **Performance Plus** could be what you need. An easy to use tool, Performance Plus provides you with access to cutting edge thinking, best practice business expertise and solid management advice. Developing your management skills and improving your business efficiency in the tourism and hospitality industry has never been easier with our:

- Online benchmarking tools to increase your competitive position
- Online best practice guides to improve your business performance
- Online solutions and specialised supports to help your business grow

Contact our Performance Plus Team

Leo McMorro

Tel: 01 8847761

Email: leo.mcmorrow@failteireland.ie

Website: www.performanceplus.ireland.ie

Whether you are looking to improve your online potential or simply trying to get your business online, our **E-business** Team can help you. Through our three step programme, our E-Business team are here to help you identify your E-Business needs and improve your online service.

STEP ONE: Web Check – Through telephone consultation and onsite support we will assess your online business needs and help you draw up an action plan to boost your website performance

STEP TWO: Web Build – We will then provide you with ongoing assistance to help you implement your agreed action plan

STEP THREE: Web Skills – Finally you can attend workshops to help you continue to develop your E-Business skills

Contact our E-Business Team

Stephen Dudley

Tel: 01 8847762

Email: stephen.dudley@failteireland.ie

Improve your business through networking.

Our Tourism Learning Networks can help you improve your business through networking. These networks offer you the benefits of networking with other members of the tourism industry. Here you can:

- Pool ideas
- Share information
- Offer each other support
- Learn from and gain mentoring support from industry experts
- Improve your skills in Finance, IT, Marketing, Business Planning

Contact our Tourism Learning Network Team

Brenda McNally

Tel: 01 8847758

Email: brenda.mcnally@failteireland.ie

Looking for Tailored Advice to improve your business?

Our Mentoring and Coaching Service offers you tailored advice that will help you improve your business. Through this service you can improve your business performance, learn about effective decision making and upgrade your business planning skills.

The Mentoring and Coaching Service offers you a range of supports including:

- Specialist, tailored support and advice
- Expert guidance on business and personal development needs
- Independent, confidential advice on all areas of business
- Practical on-site support
- A sounding board to help you make decisions

Contact our Mentoring and Coaching Service Team

Helen McDaid

Tel: 01 8847897

Email: helen.mcdaid@failteireland.ie

SPECIALIST HOSPITALITY SECTOR SUPPORTS

Our Hospitality Team can provide you with a programme of marketing and development supports to all members of the hospitality sector from B&B, self-catering, caravan and camping and hostels to small family run hotels and guest houses and the Irish food sector.

These supports aim to enhance the hospitality sector through:

- Assisting you increase sales by listing your business on tourism agency consumer websites
- Developing and enhancing your e-business supports and promotional opportunities
- Offering you tailored workshops aimed at helping you improve your business and customers' experiences
- Organising publicity initiatives and specific promotions
- Developing and marketing new packages and offers

Contact our Hospitality Team:

Ethna Murphy

Tel: 01 8847146

Email: ethna.murphy@failteireland.ie

LOOKING TO LEARN?

Whether you want to improve your management skills or develop a competent and confident workforce, Fáilte Ireland have the supports you and your business need to help you provide the level of service your customers expect.

Our **Management and Development Programmes** offer you two levels of learning:

The Executive Management Programme combines workshops, on-site visits and networking opportunities to improve management and innovation in your business.

The Mid-Management/ Supervisory Programmes, a series of one, two and three day professionally accredited workshops, offer you practical and profitable guidelines for effective supervision in the areas of Employee Relations, Law and Practice (CERLAP), Personnel Practice, Marketing and Finance.

Contact our Management and Development Team
Ruth Quinn
Tel: 01 8847766
Email: ruth.quinn@failteireland.ie

Our **Professional Development Service** provides training programmes aimed at meeting industry needs in skills and management development through providing flexible learning delivery in:

- Accredited development programmes
- Online learning & discussions
- Practical workshops & seminars
- Practical onsite learning and
- International site visits

Topics covered include Finance, Human Resources, Operations and Best Practice.

Contact your local team for information on our Professional Development Service (see YOUR LOCAL TEAM)

Our **Work Based Training Programmes** allow tourism sector employees to further develop and become upskilled through the "earn and learn" programmes.

These programmes are available in Institutes of Technology throughout the country where employees can study part-time and gain:

- A college education programme
- Support from a trained mentor
- Accelerated training programmes

The ultimate benefit of these programmes is a more effective business due to more skilled and knowledgeable employees.

Contact our Work Based Training Team
Joyce McLeer
Tel: 01 8847806
Email: joyce.mcleer@failteireland.ie

KNOWING YOUR MARKET

Staying up to date is important in any industry and as part of our direct business supports we are here to provide you with the help you need to continue to meet and exceed industry standards as well as keeping you informed on current industry research statistics and insights and environmental developments.

Meeting Industry Standards

just became easier. Our Industry Standards and Quality Development Team is here to support you in meeting all required tourism standards.

From statutory accommodation to non-statutory accommodation and product inspection our team will support you in:

- Registering and classifying your businesses
- Developing your standards, categorisation and online listings

We will then support you to build on these standards through our **Optimus Programme** enabling you to achieve a European standard in quality and efficiency.

Contact our Industry Standards and Quality Development Team
Laura Boyle
Tel: 01 8847887
Email: laura.boyle@failteireland.ie

Keeping up-to-date on research, statistics, information and insights from the tourism sector are key to ensuring your business survives and thrives in the tourism industry.

Our Research and Statistics Team are here to provide you with all the information your business needs including:

- Information and guidance on decision-making which will enhance the development, sustainability and competitiveness of your business
- Results from surveys of international and domestic tourists, surveys of tourism business sectors and statistics from relevant national and international bodies

Contact our Research and Statistics Team
Nessa Skehan
Tel: 01 6024257
Email: nessa.skehan@failteireland.ie

Our Environment and Planning

Team addresses Irish environmental issues in order to maintain the clean green image at the centre of the Irish tourism industry you operate in.

Our team are committed to:

- Providing environmental best practice guidelines to tourism sectors and individual enterprises
- Contributing to environmental policy at national and local level
- Providing input on Local Authority Development Plans and comments on selected planning applications

Contact our Environment and Planning Team
Jill Stewart
Tel: 01 6024323
Email: jill.stewart@failteireland.ie

LEISURE AND BUSINESS TOURISM

No business works in isolation, and Ireland's wide range of holiday experiences and business facilities provide tourism enterprises with countless opportunities to link their business with local activities and facilities.

In Fáilte Ireland we have number of dedicated teams specialising in key tourism areas that can help you develop new and interesting ways of developing, enhancing and marketing your product to a range of different customers.

Whether you want to hook the angler, direct the rambler or spur on the horse rider, we can assist and advise.

LEISURE TOURISM

Attracting visitors who wish to get away from it all

When you are trying to attract new visitors it is important that you can cater for what they are interested in.

Our Leisure Team comprises of executives specialising in key areas of Irish tourism. Each of these areas is promoted by our Leisure Team through an annual targeted marketing plan.

Our executives will provide you with one to one support on Marketing, Product Development, Promotion, Strategic Planning and Business Analysis, helping you assess the gaps in the market.

So, whether you are involved in a specific area of leisure, or you wish to 'theme' your business with a certain leisure activity or attraction, our team is here to help build and improve your business with support, advice and direction on business, marketing and product development.

Golf

Our Golf Team are here to help position Ireland as a leading golfing destination. This is done by enhancing the performance of Irish golf clubs by offering promotional and marketing opportunities as well as providing the golf sector with support on Marketing, Product Development, Promotion, Strategic Planning and Business Analysis.

Our Golf Team

Contact - Michelle McGreevy

Tel: 01 8847171

Email: michelle.mcgreevy@failteireland.ie

Country and Marine Pursuits

Outdoor activities provide visitors with extra reasons to visit and extend their stay. Our Country and Marine Pursuits Team can offer you specialist advice and support in the areas of walking, cycling, cruising & marine, equestrian and EFL (English as a foreign language).

Our Country and Marine Pursuits Team:

Angling

Contact - Orla Woods Tel: 01 8847131
Email: orla.woods@failteireland.ie

Cruising and Water Sports

Contact - Siobhan Reynolds Tel: 01 8847111
Email: siobhan.reynolds@failteireland.ie

EFL (English as a foreign language)

Contact - Fionnan Nestor Tel: 01 8847129
Email: fionnan.nestor@failteireland.ie

Equestrian

Contact - Fionnan Nestor Tel: 01 8847129
Email: fionnan.nestor@failteireland.ie

Walking and Cycling

Contact - Ciara Scully Tel: 01 8847126
Email: ciara.scully@failteireland.ie

Heritage

Experiencing Ireland's heritage is a major motivation for visitors. On average heritage holidaymakers will visit more than four heritage sites while on holiday. That's why our Heritage Team is on hand to provide you with specialist advice and support in this area.

Our Heritage Team:

Built Heritage includes all tangible heritage creations such as the OPW (Office of Public Works) sites, museums, historic towns, interpretive centres, historic houses and gardens.

Contact - Martina O'Dwyer
Tel: 01 8847130
Email: martina.odwyer@failteireland.ie

Natural Heritage focuses on the visitors experience and includes landscapes, wildlife, national parks, beaches, flora and fauna and ecotourism.

Contact - Maeve McKeever
Tel: 01 8847136
Email: maeve.mckeever@failteireland.ie

Arts and Culture

The heritage, arts and lifestyle of Irish people provide visitors with a number of reasons to enjoy their stay. Our Arts and Culture Team are here to provide specialist advice and support to help you cater for visitors who seek to experience Ireland in this way.

Our Arts and Culture Team:

Arts and contemporary culture includes performing arts, visual arts, shopping and crafts, film, literature, genealogy and urban tourism.

Contact - Arlene O'Brien

Tel: 01 8847163

Email: arlene.obrien@failteireland.ie

Traditional culture includes traditional music, song, dance, oral arts, the Irish language and Gaelic sports.

Contact - Helen O'Halloran

Tel: 01 8847138

Email: helen.ohalloran@failteireland.ie

Festivals and Cultural Events includes all festivals and cultural events.

Contact - Rory McCarthy

Tel: 01 8847150

Email: rory.mccarthy@failteireland.ie

Spa and Wellness

Our Spa and Wellness Team provide spa and wellness proprietors with the support they need to improve their business. They provide support on Marketing, Product Development, Promotion, Strategic Planning and Business Analysis.

Additionally they also produce the following industry supports:

- Bundled product offerings to promote Irish spa and wellness facilities
- The spa and wellness brochure which provides customers with up to date information on all health and wellness facilities available
- A dedicated Spa and Wellness website listing all health and wellness facilities

Our Spa and Wellness Team

Contact - Keelin Fagan

Tel: 01 8847128

Email: keelin.fagan@failteireland.ie

BUSINESS TOURISM

Attracting visitors who wish to get their work done

A large part of our tourism sector operates through encouraging businesses to use Irish facilities. This is done through promoting Ireland as a destination for international conferences. Our Business Tourism Team's specific focus is on developing Ireland's full potential as a business tourism destination.

Bringing international conferences to Ireland

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

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

- Financial support
- Detailed assistance with the bid process
- Marketing assistance
- Introductions to the Regional Convention Bureau (as required)
- Industry and Product Development
- Market Research
- Generating leads

We also produce the **Conference Alliance Brochure**, which outlines our supports in detail and the **Conference and Meeting Guide** which lists all the information you need, including a list of conference venues in Ireland.

The Business Tourism Forum (8 times a year) and a Working Group (6 times a year) are also organised through our Association Conference Team.

Contact our Association Conference Team

Orla Canavan Tel: 01 8847169

Email: irelandinspires@failteireland.ie

Incentive and Corporate Meetings

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

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

- Opportunities to meet potential buyers from international markets
- Assistance 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

Contact our Incentive and Corporate Meetings Team

Joyce McElroy

Tel: 01 8847134

Email: irelandinspires@failteireland.ie

Online Marketing and Development for Business Tourism:

The **www.irelandinspires.com** website works as a platform for marketing Ireland as a business tourism destination giving tourism enterprises the opportunity to enhance their visibility online. It does this by promoting conferencing and meeting venues and through its organiser finding capability.

Online resources are also available for trade and media to download, 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
- Online market research
- Media and presentation online toolkits
- Ireland Inc. brand collateral
- Statistical web measurement and analysis

Contact our Online Marketing and Development Team

Azeta Seery

Tel: 01 8847125

Email: irelandinspires@failteireland.ie

Promoting your business to both domestic and overseas customers is important and Fáilte Ireland is dedicated to ensuring that your business has as many opportunities to do this as possible. Our Trade Support Team works to help provide you with opportunities to develop your business overseas and the Discover Ireland Brochure and website can help your local business reach an all Ireland audience.

Support for Trade

Our Trade Services Team promotes Ireland as a destination to potential visitors and trade customers, both at home and abroad, by running a national and international marketing plan throughout the year. We also provide Irish trade with a platform to market themselves, both at home and overseas.

We provide the tourism trade with support and opportunities to promote themselves to overseas markets through **In-Ireland Promotions, Trade and Consumer Promotional events** and **Familiarisation trips**.

These promotions involve inviting key overseas travel agents and tour operators to Ireland where the Trade Support Team organise trips to familiarise them with both the specialised and general tourism facilities Ireland has to offer.

These trips are then followed by one day workshops, trade and consumer shows such as Meitheal, providing you with a platform to promote your business to international buyers.

Other platforms include the North American Destination Expo, the New and Developing Markets Workshop and the European Destination Expo.

Contact our Trade Support Team

Rosaleen Fitzpatrick

Tel: 01 8847184

Email: rosaleen.fitzpatrick@failteireland.ie

Discover Ireland Website

The Discover Ireland website (www.discoverireland.ie) works to showcase the Irish tourism industry through promoting Ireland as a destination with major holiday experiences to Irish people online.

The website provides consumers with up-to-date, accurate information on the holiday experiences that can be found in Ireland motivating Irish tourists to take a holiday at home. Small and medium sized tourism businesses and services are offered the opportunity to promote their services through the website, which is marketed to the island of Ireland through a large national marketing campaign.

Contact the Discover Ireland Website Team:

East & Midlands:**Teresa Heffernan****044 9350119****South West:****Síle Ní Mhurchú****021 4255154****North West:****Karolett Mulligan****071 9194200****South East:****Helen Fleming****051 875823****West:****Ester Carr****091 537771****Dublin & Shannon:****Jennifer Foley****01 8847123**

Email: webmaster@failteireland.ie

Discover Ireland Brochure

Additionally the annual Discover Ireland Brochure is aimed at increasing the number of holidays taken in Ireland through increasing consumer awareness and knowledge of Ireland and the holiday experiences it offers. It can be used a tool for tourism enterprises to promote their businesses and services through advertising special offers including leisure breaks, activity breaks and golden holiday breaks.

The brochure promotes opportunities for holidays and breaks in Ireland to the domestic market through listing a wide range of tourism businesses and services. The brochure is distributed through our regional tourist information offices, and through special promotions giving tourism businesses the opportunity to advertise their products to a national audience. A number of Discover Ireland supplements are also produced throughout the year and distributed through national media.

Contact the Discover Ireland Brochure Team

Sheena Doyle**Tel: 01 6024155****Email: sheena.doyle@failteireland.ie**

SUPPORTING INVESTMENT

Advice on grants, funding and tax relief

Our Product Investment Team offers a range of funding and advisory supports to tourism enterprises. In line with Fáilte Ireland's Product Development Strategy a range of product development and investment supports are available through Capital Investment Grant Support, Tax Based Incentive Schemes and through advisory supports on development and investment.

Capital grant support

Under the National Development Programme, we offer tourism businesses the opportunity to apply for **capital grant support**. These schemes are available to apply for at varying stages and many of the schemes are currently underway.

The Infrastructure Fund has focussed on progressing projects being undertaken by local authorities and public bodies providing non-direct revenue earning tourism infrastructure. In 2009 the Fund will support the development of Historic Towns and walking facilities throughout Ireland.

The Attractions and Activities Fund provides funding for the upgrading and refurbishment of attractions and activities in Ireland. Applications were received in mid 2008 and the focus in 2009 will be on assessing the current applications. Any new call for proposals will be advertised on our corporate website.

Further information on these funds, and other funding supports, are available on the Fáilte Ireland website www.failteireland.ie or you can **contact our Product Investment Team:**

Beverly Sherwood

Tel: 01 6024365

Gordon Gaffney

Tel: 01 6024283

Email: taxschemes@failteireland.ie



Fáilte Ireland

National Tourism Development Authority

Fáilte Ireland,
Amiens Street, Dublin 1
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Tel: 1890 525 525
(01) 602 4000 / 884 7700
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