



# YOUR GUIDE TO FÁILTE IRELAND SERVICES 2011



**Fáilte Ireland**  
National Tourism Development Authority

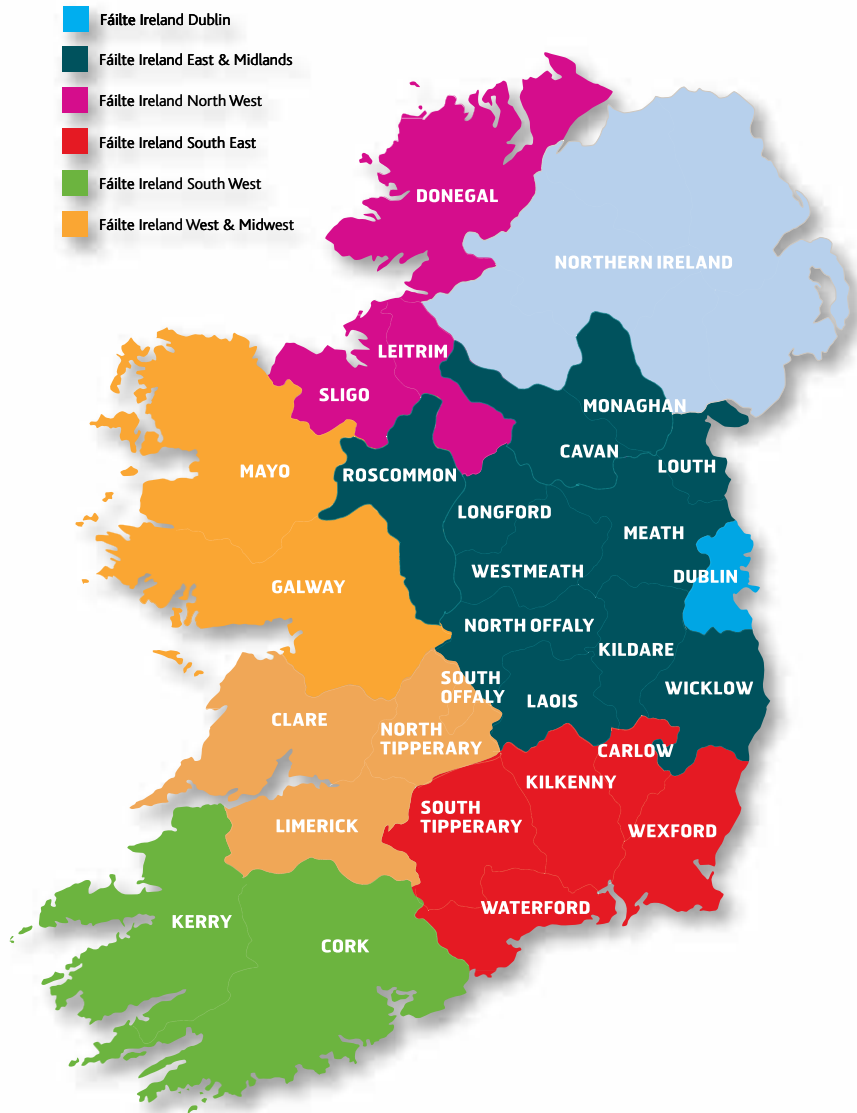
**YOUR GUIDE TO  
FÁILTE IRELAND SERVICES 2011**



# Table of Contents

YOUR LOCAL TEAM – Your First Stop	5
BUSINESS SUPPORTS	17
MARKETING SUPPORTS	27
DESTINATION DEVELOPMENT AND ADVICE	32
BUSINESS TOURISM	39
QUALITY AND STANDARDS	43
SUPPORTING INVESTMENT	44
HOW YOU CAN STAY UPDATED	46

# YOUR LOCAL TEAM



# WHERE TO GO FOR SUPPORT

## 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 2011.

Led by the Head of Operations, your local Fáilte Ireland team is here to provide anyone involved, or considering becoming involved in Irish tourism, with a one-stop-shop to meet their business and professional needs.

Your local team will work directly with you to:-

- **Assess your business**
- **Help you access the appropriate supports, and**
- **Explore ways in which we can work together to develop Irish tourism.**

From tailored financial advice, to direction on sales and marketing activities, and inclusion in all web development and participation in destination development activities, your local team is on hand to help you trade successfully through 2011.

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

# Meet The Team

## Fáilte Ireland in the East & Midlands

(Louth, Meath, Monaghan, Kildare, Wicklow, Cavan, Longford, Westmeath, Offaly, Laois, North Tipperary, Roscommon)

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

---

### Head of Operations

Kevin Kidney  
Tel: 044 9350111  
Mob: 087 9801035  
Email: [kevin.kidney@failteireland.ie](mailto:kevin.kidney@failteireland.ie)



---

### Client Services Manager (East)

Mark Rowlette  
Tel: 044 9350118  
Mob: 087 2342869  
Email: [mark.rowlette@failteireland.ie](mailto:mark.rowlette@failteireland.ie)



---

### Client Services Manager (Lakelands)

Damien J. Brennan  
Tel: 044 9350101  
Mob: 087 2320820  
Email: [damien.brennan@failteireland.ie](mailto:damien.brennan@failteireland.ie)



### ■ East & Midlands



## Meet The Team

---

### Client Services Officer (Lakelands Areas)

Michael Brady

Tel: 044 9350100

Mob: 087 9801040

Email: michael.brady@failteireland.ie

---



### Client Services Officer (Lakelands and East)

Martin Donnelly

Tel: 074 9121160

Mob: 086 0493061

Email: martin.donnelly@failteireland.ie

---



### Client Services Officer (East)

Martina O'Dwyer

Tel: 042 9352496

Mob: 087 9801044

Email: martina.odwyer@failteireland.ie

---



### Acting Client Services Officer (East)

Derek Dolan

Tel: 044 9348761

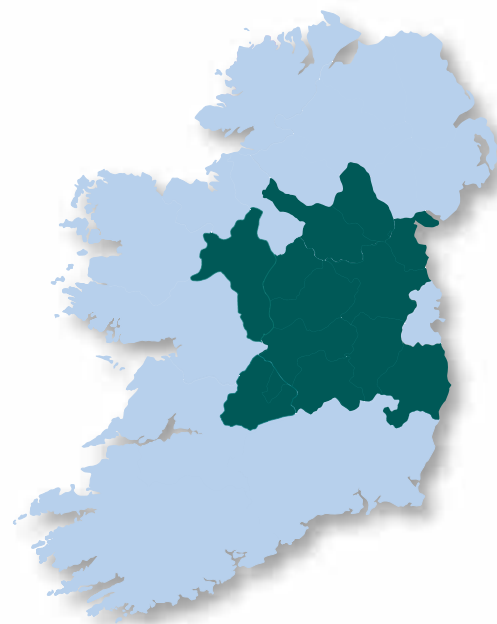
Mob: 086 0402286

Email: derek.dolan@failteireland.ie

---



■ East & Midlands





## Meet The Team

### Fáilte Ireland in the North West

(Donegal, Leitrim, Sligo)

Áras Reddan, Temple Street, Sligo  
Tel: (071) 9161 201, Fax: (071) 9160 360  
Web: [www.discoverireland.ie/northwest](http://www.discoverireland.ie/northwest)

---

#### Head of Operations

Paul McLoone  
Tel: 071 9161201  
Mob: 087 2222834  
Email: [paul.mcloone@failteireland.ie](mailto:paul.mcloone@failteireland.ie)



---

#### Client Services Manager (South Donegal /Sligo/Leitrim)

Martina Bromley  
Tel: 071 9159676  
Mob: 087 6454217  
Email: [martina.bromley@failteireland.ie](mailto:martina.bromley@failteireland.ie)



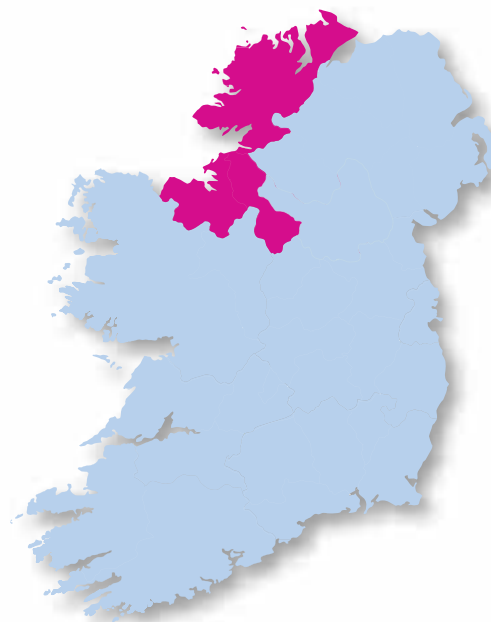
---

#### Client Services Manager (Donegal)

Joan Crawford  
Tel: 074 9121160  
Mob: 086 0443803  
Email: [joan.crawford@failteireland.ie](mailto:joan.crawford@failteireland.ie)



■ North West



## Meet The Team

---

### Client Services Officer (Donegal)

Máire Áine Gardiner

Tel: 074 9121160

Mob: 086 6057313

Email: [maireaine.gardiner@failteireland.ie](mailto:maireaine.gardiner@failteireland.ie)



---

### Client Services Officer (Sligo/Leitrim)

Noelle Cawley

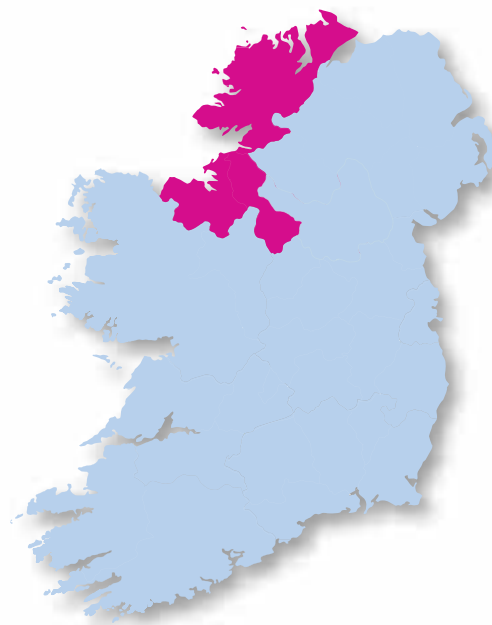
Tel: 071 9159672

Mob: 087 9783302

Email: [noelle.cawley@failteireland.ie](mailto:noelle.cawley@failteireland.ie)



■ North West



## Meet The Team

### Fáilte Ireland in the South East

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

4th Floor Wallace House, Maritana Gate, Canada Street, Waterford

Tel: 051 312700, Fax: 051 312710

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

---

#### Head of Operations

Gary Breen

Tel: 051 312711

Mob: 086 2253431

Email: [gary.breen@failteireland.ie](mailto:gary.breen@failteireland.ie)



---

#### Client Services Manager (Wexford)

Tara Kerry

Tel: 051 312702

Mob: 087 2798961

Email: [tara.kerry@failteireland.ie](mailto:tara.kerry@failteireland.ie)



---

#### Client Services Officer (Carlow, Kilkenny)

Amanda Horan

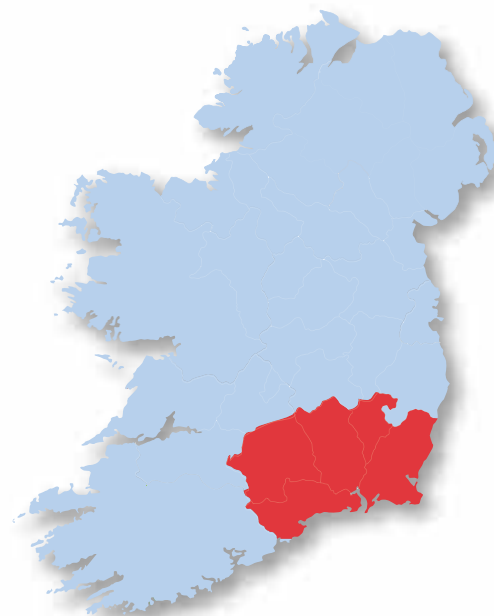
Tel: 056 7751500

Mob: 086 8034910

Email: [amanda.horan@failteireland.ie](mailto:amanda.horan@failteireland.ie)



■ South East



## Meet The Team

---

### Client Services Officer (Waterford)

Sinead McAuliffe

Tel: 051 312 701

Mob: 086 600 0614

Email: [sinead.mcauliffe@failteireland.ie](mailto:sinead.mcauliffe@failteireland.ie)



---

### Acting Client Services Officer (Tipperary South)

Eimear Whittle

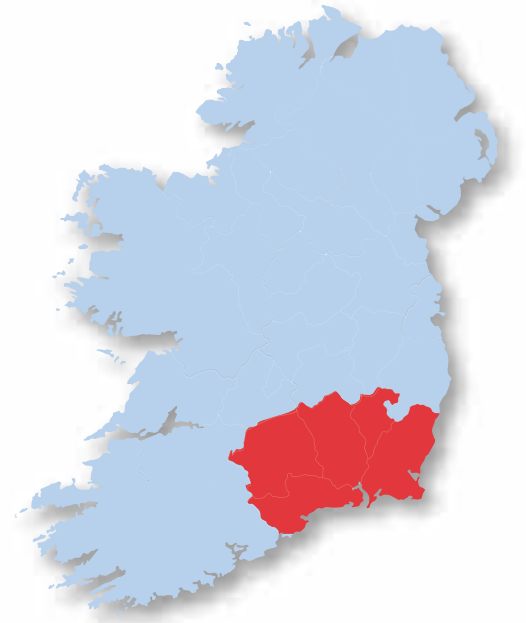
Tel: 051 312708

Mob: 086 600 0650

Email: [eimear.whittle@failteireland.ie](mailto:eimear.whittle@failteireland.ie)



■ South East



## Meet The Team

### Fáilte Ireland in the South West

(Cork, Kerry)

Áras Fáilte, Grand Parade, Cork

Tel: 021 4255 100

Fax: 021 4255 199

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

---

#### Head of Operations

Fiona Buckley

Tel: 021 4255171

Mob: 087 2892654

Email: [fiona.buckley@failteireland.ie](mailto:fiona.buckley@failteireland.ie)



---

#### Client Services Manager (Cork)

Josephine O'Driscoll

Tel: 021 4255172

Mob: 086 8099330

Email: [josephine.odriscoll@failteireland.ie](mailto:josephine.odriscoll@failteireland.ie)



---

#### Client Services Manager (Kerry)

Jenny De Saulles

Tel: 021 4255125

Mob: 086 7800110

Email: [jenny.desaulles@failteireland.ie](mailto:jenny.desaulles@failteireland.ie)



---

#### Client Services Manager (Cork/Kerry)

Oliver Sullivan

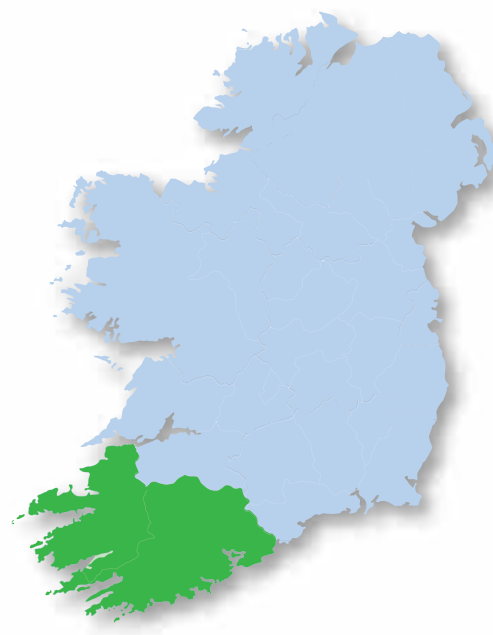
Tel: 021 4313006

Mob: 086 3883933

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



■ South West



## Meet The Team

---

### Client Services Officer (Dingle & North Kerry)

Martina Canty,

Mob: 086 0414 806

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



---

### Client Services Officer (Killarney & Ring of Kerry)

Declan Murphy

Mob: 086 173 9453

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



---

### Client Services Officer (Cork City & Environs)

Hilary Creedon

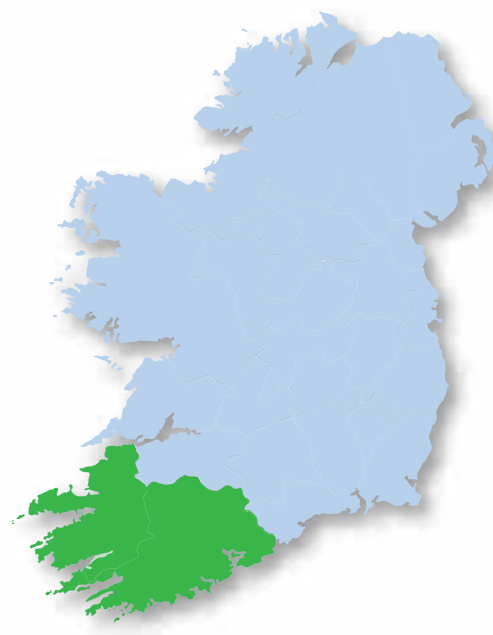
Tel: 021 4255116

Mob: 086 0412921

Email: [hilary.creedon@failteireland.ie](mailto:hilary.creedon@failteireland.ie)



■ South West



## Meet The Team

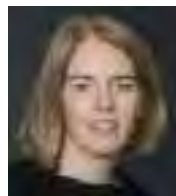
### Fáilte Ireland in the West

(Galway, Mayo, Clare, Limerick)

Áras Failte, Forster Street, Galway  
Tel: 091-537700, Fax: 091-537733  
Web: [www.discoverireland.ie/west](http://www.discoverireland.ie/west)

#### Head of Operations

Fiona Monaghan  
Tel: 091 537751  
Mob: 086 8253307  
Email: [fiona.monaghan@failteireland.ie](mailto:fiona.monaghan@failteireland.ie)



#### Client Services Manager (Westport/Clew Bay & Connemara)

Brian Quinn  
Tel: 098 25739  
Mob: 087 2598089  
Email: [brian.quinn@failteireland.ie](mailto:brian.quinn@failteireland.ie)



#### Client Services Manager (Western Lakes, Ballina, Roscommon)

Eva Dearie  
Tel: 091 537763  
Mob: 086 0455055  
Email: [eva.dearie@failteireland.ie](mailto:eva.dearie@failteireland.ie)

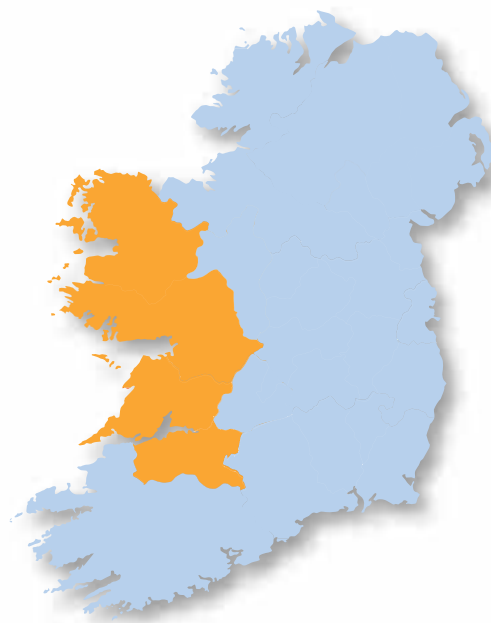


#### Client Services Manager (Limerick, Clare)

Dean Panter  
Tel: 061 400610  
Email: [dean.panter@failteireland.ie](mailto:dean.panter@failteireland.ie)



■ West



## Meet The Team

---

### Client Services Officer (Galway City and Environs)

Anne Melia

Tel: 091 537772

Mob: 087 2480384

Email: [anne.melia@failteireland.ie](mailto:anne.melia@failteireland.ie)



---

### Client Services Officer (Roscommon, East Galway)

Tony Dawson

Tel: 091 537773

Mob: 087 8119262

Email: [tony.dawson@failteireland.ie](mailto:tony.dawson@failteireland.ie)



---

### Client Services Officer (Connemara & Islands)

Ciara O'Mahony

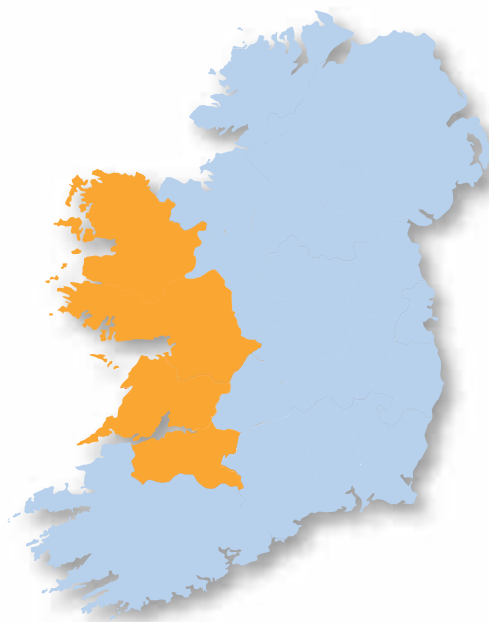
Tel: 091 537713

Mob: 086 1732720

Email: [ciara.omahony@failteireland.ie](mailto:ciara.omahony@failteireland.ie)



■ West





# Meet The Team

## Fáilte Ireland in Dublin

88 – 95 Amiens Street, Dublin 1

Tel: 01 8847700

Fax: 01 8556821

---

### Head of Operations

Kevin Moriarty

Tel: 01 8847753

Mob: 086 8099232

Email: kevin.moriarty@failteireland.ie



---

### Client Services Manager

Mary Hall

Tel: 01 8847756

Mob: 086 8254419

Email: mary.hall@failteireland.ie



---

### Client Services Manager

Peter Stocksborough

Tel: 01 8847850

Mob: 086 823 2130

Email: peter.stocksborough@failteireland.ie



---

### Client Services Officer

Mary Collins

Tel: 01 8847894

Mob: 086 7705016

Email: mary.collins@failteireland.ie



■ Dublin



## BUSINESS SUPPORTS

Fáilte Ireland is offering a range of business supports to help your business deal with current operational difficulties and achieve improved business performance.

Our range of supports in 2011 include:

- Sales Connect
- Mentoring
- Web Check
- Online Learning
- Professional Development Programmes
- Operational and Practical Support

From the power of internet marketing, advice on selling their local events, to the need to cut costs, Fáilte Ireland is committed to working with you in 2011 to help your business maintain that all important edge.

The first step to accessing business supports from Fáilte Ireland is to contact Your Local Team (see pages 4 - 16).



## Sales Connect

To support you to win more overseas business in 2011, we are introducing a suite of business supports designed to assist you to target and sell to Ireland's four key overseas markets – ***Germany, France, United States, and Great Britain.***

This new support package, Sales Connect, is designed in collaboration with Tourism Ireland, and focuses on giving you the skills, and the knowledge, you need to target and sell to overseas visitors effectively and efficiently.

Sales Connect is made up of four key elements -



1. **Sales Training Workshops** - focusing on selling to the overseas markets and covering topics including:

- Selling at overseas workshops and trade or consumer shows
- Packaging and bundling your product offering
- Sales missions preparation and follow-up



2. **Sales Toolkit** - A practical user-friendly guide offering hints, tips and information on selling to the overseas markets which will include:

- Market information and business intelligence on the top four markets
- How to match your business to each market
- Knowing what sales channels to use
- Building relationships and promoting your business overseas

# BUSINESS SUPPORTS



3. **Web Internationalisation** - Helping you tailor your website to your most important overseas consumers. This element includes workshops and other technical supports that will assist with translating your website, improving search engine optimisation and adaptating the key pages of your website to the most appropriate market.



4. **Specialist Overseas Mentoring and Overseas Sales Plan Support** –providing you with a step-by-step approach that will help you win more overseas business through:

- Identifying the 'best business prospects' for you
- Determining the most appropriate distribution channels to use
- Assisting you to develop an overseas sales plan

For further information on Sales Connect contact your local team (see pages 4 -16)



# BUSINESS SUPPORTS

## Mentoring

Fáilte Ireland, in 2011, are offering specialised mentoring support in a range of areas.

### Onsite Mentoring

Our panel of specialist mentors will work with your business to help you to identify and manage current business problems and help you meet your business objectives.

Following an initial face-to-face meeting with your mentor you will also receive follow-up support over a period of 4-8 weeks. You will receive confidential, practical, tailored advice and guidance in a range of key areas including:

- Business Planning
- Finance
- Environmental Management
- Kitchen Management/Menu Engineering
- Marketing
- HR
- Attraction Interpretation

### Mentoring Clinics

Fáilte Ireland will be holding a number of mentoring clinics across the country in 2011 providing two hour one-to-one sessions with specialist mentors in key areas including **Business Planning, Finance, and Marketing**.

For further information on our mentoring supports contact your local team (see pages 4 -16)

# BUSINESS SUPPORTS

## Web Check

New ways of using the internet to promote and market your business are constantly being developed. To help keep you up to date on what's happening, and more importantly how you can use e-business to build your business, Fáilte Ireland is providing a suite of e-business supports in 2011 including:

**Web Check** - A complete onsite review of your website which will help you identify which areas of your website require improvement and how you can carry out the necessary changes.

**Web Check PLUS** - A half day of onsite assistance to help your business further develop your social media and online marketing activity. Topics covered include email management, email marketing, Google Adwords, maintaining your blog, using YouTube and Google Analytics.

**Web Marketing** – Get marketing and web support through this programme by working with specialists who will help you identify your key target markets and develop a business plan that will support you to promote and sell packages to these markets. Also receive support on how you can develop and enhance your online marketing efforts addressing areas such as SEO, CRM and social media.

**Web Skills** – Fáilte Ireland will hold a number of practical, interactive workshops across the country in 2011, focussing on areas including, search engine optimisation, web content and design, selling on the internet, using social media to market your business and the mobile web.

**Web Gain** – A tailored business workshop targeted at smaller tourism businesses from all sectors to gain a stronger online presence and reach new markets via the web.

A full list of e-business programmes are available to view on [www.failteireland.ie](http://www.failteireland.ie)



# BUSINESS SUPPORTS

## Online Learning

### Business Tools

Fáilte Ireland's Business Tools website ([www.businesstools.failteireland.ie](http://www.businesstools.failteireland.ie)) provides tourism businesses, including start-ups, with FREE access to expert business guides, on topics such as cashflow, costs and sales, and a range of practical tools.

All of the information provided on business tools is in an easy to use format and most tools are tailor-made so that they can be easily applied to different sectors of the tourism industry including hotels, guesthouses, activity providers, start-up businesses and more.

Among the practical tools available on the Business Tools website are:

- Quick Business and Marketing Plan Wizard
- Business Plan Wizard for Start-ups
- Sales Action Plan Wizard
- Benchmarking Tool for Hotels

New interactive tools include:

Action Plan Tools	Business Health Check Tool
<p>Create effective action plans to help you to:</p> <ul style="list-style-type: none"><li>✓ Increase your profits</li><li>✓ Develop and implement innovative ideas</li><li>✓ Deliver an outstanding tourism experience</li></ul>	<p>Assess your business health against five key management areas:</p> <ul style="list-style-type: none"><li>✓ Financial</li><li>✓ Marketing</li><li>✓ Capability</li><li>✓ Product /Service</li><li>✓ Preparation for future changes and trends</li></ul>
 <p>provided by Fáilte Ireland</p>	<p>Each Health Check Tool includes a detailed <i>Recommended Actions Report</i>, together with practical tools and tips for implementing the recommended actions.</p>

# BUSINESS SUPPORTS

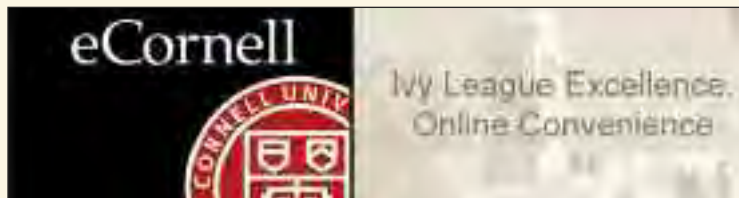
## eCornell Online Management Development Courses

No time to go back to college? You can now head to Cornell College from the comfort of your own office by participating in Failte Ireland's eCornell Online Management Development Courses.

You can choose from a range of business certificates available through our eCornell Online Management Development course and complete them in your own time and at your own pace. Simply select from a number of management courses / modules and build up credits and achieve a Cornell University business certificate.

The number of courses/modules can vary for each certificate, which can be achieved in the following areas:

- Leadership and Strategic Management
- Project Leadership and Systems Design
- Financial Management
- Human Resource Management
- Marketing
- Revenue Management
- Hospitality and Foodservice Management





## Professional Development Programmes

Fáilte Ireland will provide a range of programmes, workshops and seminars in 2011 designed to help businesses deal with some of the challenges our industry is facing today. New programmes are being constantly developed and some of those on offer this year so far include:

### Breakfast Seminars

A series of practical, interactive seminars providing an overview of current developments and trends, as well as an insight into how to implement new concepts into your business. These include:

- Social media and networking
- The role and impact of positive PR
- Conferences and weddings: How to drive maximum business from events, conferences and weddings
- Making business planning work
- Packaging and bundling products and services

### Specialist Workshops

Short intensive workshops offering businesses interactive access to specialists in a number of key areas including:

- How to win business at trade shows
- Business and marketing planning

### Business Finance Programmes

A selection of business finance programmes designed to help you to better manage and develop business finance functions of your business. Programmes include:

- Managing your room rate in line with changing trends
- Managing your banking relationship

# BUSINESS SUPPORTS

## Marketing and Sales Programmes

Designed to assist those in marketing and sales roles to maximise profit for the business. Programmes include:

- Front office: Selling, Upselling and Cross-Selling
- Food and Beverage: Service to Sales
- All You Need to Know About Conferences, Meetings & Events
- Why people Fail to Sell

## Departmental / Line Management Development

Providing opportunities to relevant staff members to take their management skills to the next level. Programmes include:

- Introduction to Supervision
- Accommodation Managers Workshop
- Profitable Food Costing
- Management / Supervisory Skills

For further information on Professional Development Programmes contact your local team (see pages 4 - 16)

## Operational & Practical Skills Support

Our team of skilled trainers can support your business by providing a wide range of workshops, in-company training and professional technical advice in all areas. Our expert team will work with your establishment to refresh craft skills and improve your business overall operational performance.

Supports available in 2011 include:

**Operational Review:** Have an assigned trainer review the operation of your business and outline where improvements can be made. Operational reviews are designed to help you make improvements in each of the following departments:

- Bar
- Culinary
- Restaurant
- Accommodation

**Practical Workshops:** Designed in line with the continuously changing nature of the industry, and with the aim of helping you to stay ahead of current trends and innovations.

Practical Workshops in the following areas will be available in 2011

- Culinary services (Refresher Chef programme, Pastry, Bread & Desserts, Deli/Lunch, Food Costing)
- Bed & Breakfasts (Cookery, health & safety, costing, room servicing, customer and more)
- Food & Beverage Service
- Customer Service
- Wine Service
- Food Costing
- Developing of 'Standard of Performance' Manuals

**For further information on any of the Fáilte Ireland Business Supports contact your local team (see pages 4 - 16)**

# MARKETING SUPPORTS

Fáilte Ireland will continue to promote Ireland as a destination of choice in 2011.

This year there are a number of marketing supports available for businesses looking to meet and sell to overseas markets, become involved in our Discover Ireland publicity campaign, and promote your business to the domestic market.

## Promote Your Business to International Markets

### International Publicity

Throughout 2011 Fáilte Ireland will host international media trips welcoming an average of 1,300 media from around the world to Ireland. These trips are designed to generate significant overseas publicity for Ireland as a destination showcasing all that we have to offer the overseas visitor.

Our visitor & trade engagement team will this year welcome media from our key overseas markets, and coordinate their itineraries to showcase Ireland around a number of key events, such as the St. Patricks Festival, the Tall Ships, The Irish Ladies Open and the Solheim Cup and Dublin's Culture night.

Other group press trips will also be arranged throughout the year focussing on the specialised and general tourism activities available in Ireland such as golf, angling, walking and outdoor activities, equestrian activities, contemporary culture and heritage such as our historic houses and gardens.

**Trade and Consumer Promotional Events** - Our visitor & trade engagement team will also hold a number of overseas trade and consumer promotional events and In-Ireland promotions in 2011 providing tourism businesses with a platform to promote their business to international buyers. We also host in excess of 500 travel agents and tour operators, we offer them first hand experience of the diverse tourism products on offer on the island of Ireland.



# MARKETING SUPPORTS

## In-Ireland Promotions

A number of In-Ireland Workshops will be organised in 2011 offering Irish tourism businesses the opportunity to showcase their offerings to international markets. Not only do these workshops offer the opportunity to showcase your offering but they also provide businesses the chance to hold a number of one to one meetings with overseas buyers in the one venue.

These workshops offer a cost effective platform through which tourism businesses can engage with overseas buyers without travelling overseas. Some of the In Ireland opportunities for 2011 which will include:

Meitheal

European Coach Tour Operators Workshop

US Group Travel Agents Workshop

UK Inbound Tour Operators Workshop

British Coach Tour Operator Workshop

North American Expo

NEW - Outdoor Activities Workshop

Further information on our In-Ireland and Overseas Trade and Consumer Shows can be found at [www.promotionsireland.ie](http://www.promotionsireland.ie) or for any queries please email [info@promotionsireland.ie](mailto:info@promotionsireland.ie)

The logo features the phrase "The Fun Starts Here" in a black, handwritten-style font. Below this, the words "DISCOVER IRELAND.IE" are written in a bold, sans-serif font. "DISCOVER" is in dark brown, "IRELAND" is in a vibrant green, and ".IE" is in dark brown.

The Fun Starts Here  
**DISCOVER IRELAND.IE**

# MARKETING SUPPORTS

## Promote Your Business to the Domestic Market

### Be Part of our Domestic Publicity Campaign

Fáilte Ireland's domestic consumer marketing team manage a year round publicity campaign to stimulate media coverage and promote home holidays via the discoverireland.ie platform. These activities include organising: TV, radio, and print promotions, news releases, press trips, online marketing initiatives, cooperative marketing campaigns and travel editorial.

The following opportunities are available for Irish tourism businesses to participate in these national and regional promotions:

- Get involved in Media Promotions:

As part of the home holiday marketing campaign a number of promotions will be run on national and regional TV, radio, print and online media during 2011. These promotions are an effective way of promoting the domestic holiday experience and regularly require a prize giveaway on behalf of discoverireland.ie. By supplying a prize, your business will be profiled in the script. This is a cost-effective way for you to get involved in national and regional media initiatives.

**Businesses looking to offer a prize for media promotions can email [publicity@failteireland.ie](mailto:publicity@failteireland.ie)**

*Please Note: The minimum prize value required for promotions is €500, however depending on the media platform the prize value is often higher. The larger the prize the greater the level of coverage, but we are limited to the amount of content we can include in scripts. We endeavour to, but can't always, guarantee final sign off on all scripts for prizes with each respective provider.*

- Have Your Events included in Discover Ireland News Releases:

The team issue regular national and regional news releases promoting a range of home holiday ideas using discoverireland.ie as the call to action. These include information of what's happening in the marketplace, interesting festival and events and new initiatives.

# MARKETING SUPPORTS

Businesses looking to feature newsworthy items 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 and impactful high-resolution image with your release.

## Be included in the Discover Ireland Special Offers Supplements

Fáilte Ireland's successful print and online Special Offers campaign from 2010 will continue into 2011 with another four editions of the Discover Ireland Supplement being produced - spring, summer, autumn and festive.

Each seasonal brochure will reach over 1.5 million Irish consumers and, with such a powerful reach, will deliver business to participating providers.

The offers included will also be available online on [www.discoverireland.ie](http://www.discoverireland.ie).

Full details of the Fáilte Ireland Discover Ireland Special Offers Campaign, including fees, feature on [www.Failteireland.ie/offers2011](http://www.Failteireland.ie/offers2011). You can also book your space and submit your offers via this website.







# DESTINATION DEVELOPMENT AND ADVICE

## Making sure Ireland can deliver

To make sure Ireland continues to deliver high quality, distinctive holiday experiences, Fáilte Ireland has a number of dedicated teams who are responsible for driving the development of the tourism destinations around the country by increasing visitor numbers and supporting profitable businesses and communities.

These teams work to develop and support the expansion and enhancement of the tourist activities, attractions, accommodation and events across the many different sectors of the tourism industry.

From activity breaks to cultural tourism holidays and initiatives the team offers the Irish tourism industry specialist advice to meet current and future consumer demands.



## Countryside and Marine Tourism

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 &

### **Countryside & Marine Tourism Manager**

Ethna Murphy

Tel: 01 8847 146

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

### **Angling**

Contact - Orla Woods

Tel: 01 8847 131

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

### **Equestrian, Adventure, EFL**

Contact - Fionnan Nestor

Tel: 01 8847 129

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

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

Contact - Deirdre Byrne

Tel: 01 8847 143

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

### **Walking and Cycling**

Contact - Ciara Scully

Tel: 01 8847 126

Email: [ciara.scully@failteireland.ie](mailto:ciara.scully@failteireland.ie)

marine, equestrian and EFL (English as a foreign language).

# DESTINATION DEVELOPMENT AND ADVICE

## Culture and Heritage

Culture 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 its people. The team in this area are responsible for the development and interpretation of these experiences for all visitors and holiday makers.

### Arts, Culture & Heritage Manager

Imelda Rey

Tel: 01 8847 114

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

### Cultural Tourism Officer

Contact - Helen O'Halloran

Tel: 01 8847 138

Email: [helen.ohalloran@failteireland.ie](mailto:helen.ohalloran@failteireland.ie)

### Heritage Officer

Contact - Maeve McKeever

Tel: 01 8847 136

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

### Natural Heritage Manager

Contact - Freya Watson

Tel: 01 8847 130

Email: [freya.watson@failteireland.ie](mailto:freya.watson@failteireland.ie)

### Culture and Heritage Co-Ordinators

Contact - Rosemary O'Neill and Anna King

Tel: 01 8847 141 / 01 8847 155

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

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



## Supporting Festivals and Events – Local, National and International

Festivals are an important part of Irish tourism, offering the opportunity to showcase our culture, people and places and enhance the overall visitor experience. Festivals give visitors the chance to get a real taste of Ireland adding to their experience.

### Local and National Events

To support this area of tourism Fáilte Ireland provides regional and national investment support to a number of attractive and sustainable festivals and events around the country which attract overnight visitors from both domestic and international markets, and enhance their experience.

Information on the various funding schemes can be found at [www.failteireland.ie/festivals](http://www.failteireland.ie/festivals) or you can contact your local Fáilte Ireland team (see pages 4 - 16) to discuss how Fáilte Ireland can support your event.

### International Events

Fáilte Ireland also supports a number of international events aimed at attracting major events with significant tourism potential to Ireland. These large scale events offer an attractive return on investment by attracting significant overseas visitors and raising awareness of the locality through media coverage, with a particular emphasis on overseas media coverage.

**For more information on this initiative, contact:**

**Keelin O'Rourke**

Tel: 01 8847133

Email: [keelin.orourke@failteireland.ie](mailto:keelin.orourke@failteireland.ie)

## Food in Tourism

Fáilte Ireland developed a Food Tourism framework for Ireland which is guided by the vision that Ireland will be recognised by visitors for the availability, quality and value of our local and regional food experiences evoking a unique sense of place, culture and hospitality.

Fáilte Ireland's food team will be working hard in 2011 to implement the range of measures designed to directly respond to the critical challenges and opportunities within food tourism at present including:

- Engaging with industry stakeholders to identify new demand-driven food experiences and to drive improvements in service quality
- Agreeing an integrated and consumer focused brand identity for food tourism which unifies current approaches and enhances Ireland's image as a food destination
- Advocating for, and promoting, initiatives which will address negative value perceptions and raise price competitiveness
- Using the '**Place on a Plate**' concept to develop, promote and deliver memorable food experiences
- Devising and delivering targeted business and sector supports

For further information on food tourism in Ireland, see [www.discoverireland.ie/food](http://www.discoverireland.ie/food) or contact:

**Yvonne Jackson**

Tel: 018847224

E-mail: [Yvonne.jackson@failteireland.ie](mailto:Yvonne.jackson@failteireland.ie)

# DESTINATION DEVELOPMENT AND ADVICE

## Golf

Ireland's top class golf product also provides visitors with a good reason to visit Ireland and to extend their stay here.

Our golf team offers the Irish tourism industry specialist advice and support in promoting their product both domestically and internationally. In addition, major golfing events such as The 2011 Solheim Cup and the Irish Open are supported through this team.

For further information contact any of the Golf Team:

**Michelle McGreevy**

Tel: 01- 8847171

Email: [michelle.mcgreevy@failteireland.ie](mailto:michelle.mcgreevy@failteireland.ie)

**Keelin O'Rourke**

Tel: 01 8847133

Email: [keelin.orourke@failteireland.ie](mailto:keelin.orourke@failteireland.ie)

**Aileen Healy**

Tel: 01 8847172

Email: [aileen.healy@failteireland.ie](mailto:aileen.healy@failteireland.ie)





# BUSINESS TOURISM

Business tourism is big business for Irish tourism with international visitors coming to Ireland on business spending three times more than their leisure counterparts.

With that in mind Fáilte Ireland's Business Tourism team works to develop Ireland's full potential as a business destination by encouraging and supporting both Irish and international businesses and associations to host their international meetings, conferences and incentives in Ireland through three key areas – ***Association Conferences, Corporate Meetings and Incentive Travel.***

This is achieved by offering the following supports:

## Bringing International Conferences to Ireland

Our Association Conference Team is here to encourage and support members of Irish Associations and Societies (known as Conference Ambassadors) to bid and host international conferences.

We provide Conference Ambassadors with the following support and assistance:

- Financial support to assist them in winning and marketing their international conference.
- Detailed impartial and practical assistance at every stage of the process
- Introductions to the Regional Convention Bureaux (as required, and in turn to relevant Trade Partners)

Information on the Conference Ambassador Programme is available on our website:

**[www.meetireland.com/conferenceambassador](http://www.meetireland.com/conferenceambassador)**

Here you can also access details on conference and meeting venues, and Professional Conference Organisers (PCO's) in Ireland at **[www.meetireland.com/Search-Plan/Search.aspx](http://www.meetireland.com/Search-Plan/Search.aspx)**

For further information contact:

**Orla Canavan**

Tel: 01 8847169

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

**Grainne McGuinness**

Tel: 01 8847118

Email: [grainne.mcguinness@failteireland.ie](mailto:grainne.mcguinness@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 and incentive travel.

We support the Irish trade in attracting business from this sector with the following:

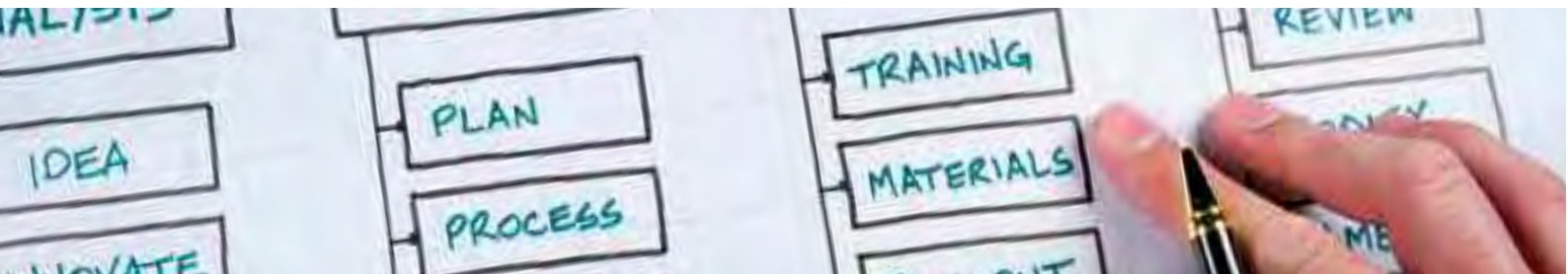
- Platforms and opportunities to meet potential buyers from international markets
- Financial trade support to Destination Management Companies (DMCs) in bringing site inspections to Ireland
- Financial support through the Corporate Meetings and Incentive Fund for meetings and incentives of over 300 international attendees
- Financial support sales calls to the US market
- Advice and support for Irish trade on the incentive and corporate meetings sector
- Marketing Ireland as a business destination through promotions and workshops overseas

For further information visit: [www.meetinireland.com/trade-support-forms.aspx](http://www.meetinireland.com/trade-support-forms.aspx)

**Alison Johnston**

Tel: 01 8847261

Email: [alison.johnston@failteireland.ie](mailto:alison.johnston@failteireland.ie)



# BUSINESS TOURISM

## Online Marketing and Development for Business Tourism

The specialist website [www.meetinireland.com](http://www.meetinireland.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.meetinireland.com/irishtrade](http://www.meetinireland.com/irishtrade) such as sample presentations, imagery from the business tourism online gallery, maps of Ireland, the business tourism promotional DVDs, and Meet In Ireland logo and branding resources.

Our team provides the business tourism sector with support via:

- Free listing on dedicated specialist website [www.meetinireland.com](http://www.meetinireland.com) for all relevant business tourism properties
- Business Tourism digital marketing campaigns driving traffic to the website
- Access to market research (via online Trade Section)
- Media and presentation online toolkits
- Ireland Inc. 'Meet in Ireland' brand collateral
- Statistical web measurement and analysis (via online Trade section)

For further information contact:

**Roisin Gaffney**  
Tel: 01 8847754  
Email: [roisin.gaffney@failteireland.ie](mailto:roisin.gaffney@failteireland.ie)

For further information on business tourism visit our website [www.meetinireland.com](http://www.meetinireland.com)





# QUALITY AND STANDARDS

## Raising Tourism's Quality and Standards

Fáilte Ireland's Quality Standards team is here to support you to meet, and exceed visitor's expectations, drive demand for your business and ensure your offerings are fit for market and competitively priced using our range of quality frameworks which we have developed across the tourism sector.

From accommodation to golf courses, spas, equestrian and pubs, Fáilte Ireland is offering a wide range of quality accreditation programmes to Irish tourism businesses eager to demonstrate their high levels of quality and standards to visitors.

Our quality and standards team can support you in:

- Registration and classification of your business to Fáilte Ireland standards
- Developing your standards, categorisation and online listings
- Meeting customer needs and demands
- Providing business supports tailor made to the needs of your business

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

For further information contact:

**Joyce McLeer**

Tel: 01 8847 810

Email: [joyce.mcleer@failteireland.ie](mailto:joyce.mcleer@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 Tourism Capital Investment Programme Fáilte Ireland offers tourism businesses the opportunity to apply for capital grant support schemes.

**The Attractions Fund** provides funding for the upgrading and further development of pay-for-entry visitor attractions. Attractions which fulfil a set of key criteria, set out in the Operational Guidelines available on our corporate website, [www.failteireland.ie](http://www.failteireland.ie), are invited to apply for funding, subject to the availability of budget.

**The Activities and Adventure Fund** is targeted at key pay-for-use activity products generally provided by the private sector. Examples include specialised water sports centres and other outdoor activity centres, facilities for activity and pastime learning, equestrian facilities and angling equipment, with, in all cases, a minimum eligible investment level of €250,000. Further details available at [www.failteireland.ie](http://www.failteireland.ie)

In addition to support for capital investment by trading enterprises, the development of "public good" facilities which do not charge the user on a commercial or cost-recovery basis is also supported.

**The Infrastructure Fund** focuses on progressing projects being undertaken by local authorities and statutory bodies providing non-direct revenue earning tourism infrastructure. The Fund supports the further development of Historic Towns and heritage as well as targeted additions to walking and cycling route facilities throughout Ireland, and selected environmental, coastal and waterway access developments.

Updates on funding availability and application processes will be announced on our corporate website:- [www.failteireland.ie](http://www.failteireland.ie)

**If you have an interest in exploring a development project, contact your local Fáilte Ireland team, who will offer appropriate advice and assistance**

# 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 wide range of qualifying tourism enterprises. BES companies, for example, can access up to €2million in tax-assisted investment. 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 also be found within the same section of the website or one can e-mail [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 on any of our schemes contact:

**Gordon Gaffney**

**Manager – Investment Services**

Tel: 01 8847255

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



# HOW YOU CAN STAY UPDATED

## HOW YOU CAN STAY UPDATED

Fáilte Ireland is committed to ensuring that the Irish tourism industry is kept up to date on all the latest developments within Fáilte Ireland.

From **online resources** to **email updates** and through our magazine **Tourism Matters** we aim to provide you with greater access to information on the latest research, our newest and innovative training courses, and new initiatives. Fáilte Ireland is undertaking to help develop tourism within your region or sector.

### Online Updates - The Latest Tourism Facts and Figures

Fáilte Ireland's Policy and Futures Division regularly publishes the results of research into the tourism sector on our corporate website - [www.failteireland.ie](http://www.failteireland.ie). From visitor numbers to visitor attitudes this research is designed to ensure that you can keep up to date on key information as it becomes available.

Research regularly updated and available online includes:

- **Tourism Fact Sheets**
- **Visitor Attitudes Survey**
- **Tourism Employment Survey**
- **Hotel Review Report**
- **Tourism Barometer**
- **Domestic Market Brief**
- **Visitor Attractions Survey**
- **Accommodation Occupancy Updates**

# HOW YOU CAN STAY UPDATED

## Email Updates – Straight to Your Inbox

Receive regular Fáilte Ireland updates by subscribing to Fáilte Ireland's regular email updates which are designed to keep you up to date on all the latest developments in **support, training and tourism development**.

Once subscribed, you will receive, **directly into your inbox**, regular updates on upcoming training courses, along with updates on the new and current initiatives and developments Fáilte Ireland is undertaking to develop tourism within your region and sector.

**SUBSCRIBE TODAY AT:** [www.failteireland.ie](http://www.failteireland.ie) or by emailing [businessupdate@failteireland.ie](mailto:businessupdate@failteireland.ie)

## Printed Updates – For all that matters in Tourism

Fáilte Ireland's newsletter **Tourism Matters** offers readers updates on the challenges for Ireland's tourism sector and Fáilte Ireland's role of guiding and supporting the development of a sustainable tourism sector. It also includes updates on the latest tourism research as well as interviews from prominent figures in Irish tourism.

For further information, or to be included on the mailing list email: [letty.cronin@failteireland.ie](mailto:letty.cronin@failteireland.ie) or contact:

**The Editor**  
**Tourism Matters**  
Fáilte Ireland  
88 -95 Amiens St  
Dublin 1









Fáilte Ireland,  
88 - 95 Amiens Street, Dublin 1

Tel: 1890 525 525  
(01) 884 7700  
Fax: (01) 855 6821

[www.failteireland.ie](http://www.failteireland.ie)  
[www.discoverireland.ie](http://www.discoverireland.ie)