



YOUR GUIDE TO FÁILTE IRELAND SERVICES 2012



Fáilte Ireland

National Tourism Development Authority

**YOUR GUIDE TO
FÁILTE IRELAND SERVICES
2012**



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WHO WE ARE



As the national tourism development authority Fáilte Ireland is responsible for providing strategic and practical support to develop and sustain Ireland as a high-quality and competitive tourist destination.

An important contribution to the Irish economy, Irish tourism attracted 5.9m overseas visitors to Ireland in 2010 generating approximately €3.4bn for the Irish exchequer. *(Estimates based on preliminary 2010 CSO figures).*

What drives these visitors to Ireland is our ability to galvanise a community and ignite a powerful collaborative spirit through tourism. Through harnessing a relentless energy that truly welcomes the visitor and delivering an unforgettable visitor experience a unique “sense of place” can be created which will put Ireland on the map as a must see destination.

To do this well so that visitors enjoy their stay, generate revenue and more importantly wish to return to our shores, certain elements of what we offer our visitors must be right.

This means tourism businesses across Ireland must have the supports they need to run efficient and appealing businesses that can compete successfully to attract domestic and overseas visitors to our shores. This is Fáilte Ireland’s priority for tourism in 2012, and into the future.

Read on to find out how we plan to help you achieve this in 2012.

YOUR LOCAL TEAM

YOUR LOCAL TEAM – Your First Stop

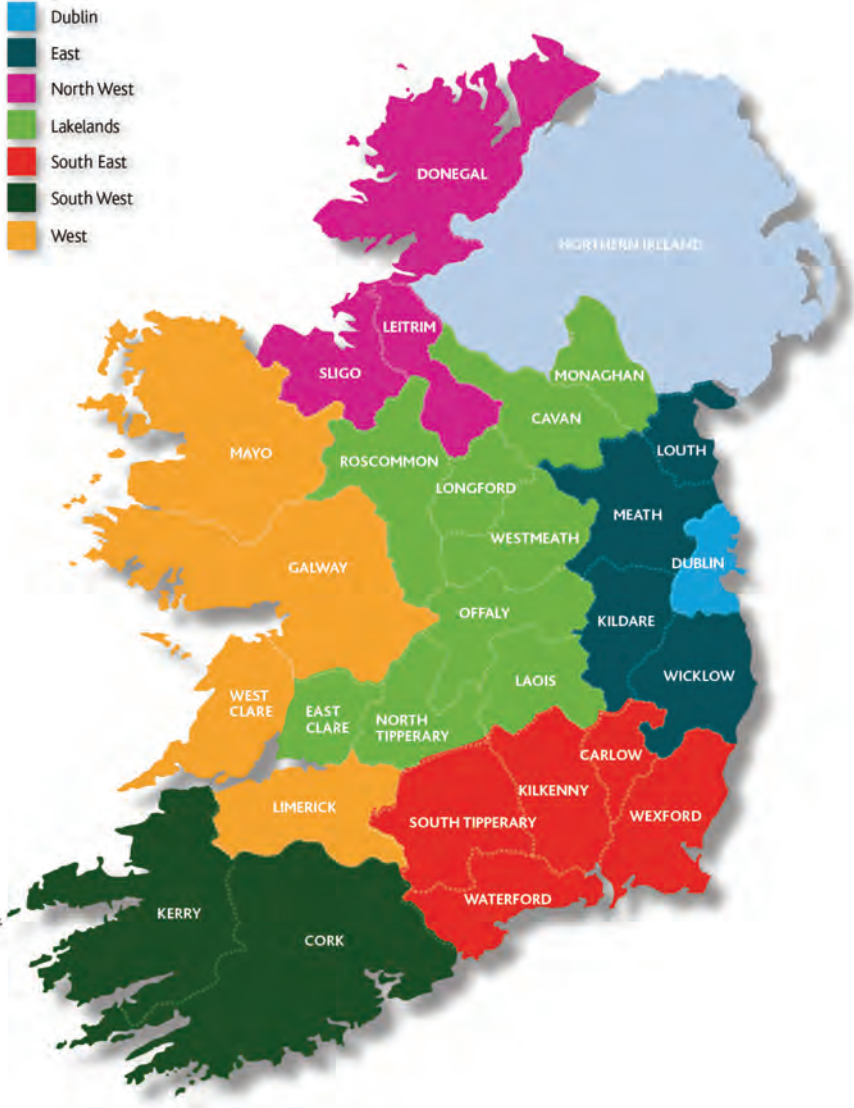
Whatever your needs, your local team is here to advise and support you.

Your local Fáilte Ireland team is the first port of call for any tourism businesses seeking to build and develop their business.

They will advise you on the wide range of supports available through Fáilte Ireland and work with you to assess the needs of your business and help you access the appropriate supports. From tailored financial advice, to direction on sales and marketing activities, your local team is on hand to help you trade successfully through 2012.

Find contacts for your team on pages 8 - 19

WHERE TO GO FOR SUPPORT



Meet the Team

East

(Louth, Meath, Kildare, Wicklow)

Dublin Road, Mullingar, Co. Westmeath

Tel: 044 9348 761, Fax: 044 9340 413

Email: eastandmidlandsinfo@failteireland.ie

Head of Operations

Kevin Moriarty

Tel: 01 8847753

Mob: 086 8099232

Email: kevin.moriarty@failteireland.ie



Client Services Manager

Mark Rowlette

Tel: 044 9350118

Mob: 087 2342869

Email: mark.rowlette@failteireland.ie



Client Services Officer (Lakelands)


Deirdre Cole

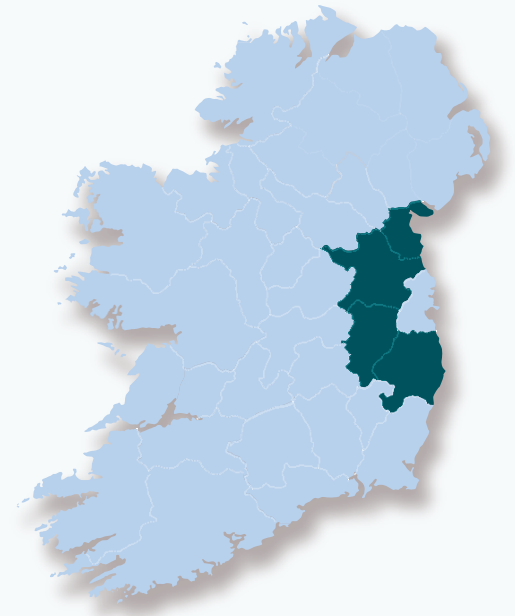
Tel: 044 9348761

Mob: 087 9807040

Email: deirdre.cole@failteireland.ie



 East



Meet the Team

Client Services Officer

Martina O'Dwyer

Tel: 042 9354296

Mob: 087 9801044

Email: martina.odwyer@failteireland.ie



Client Services Officer

Derek Dolan

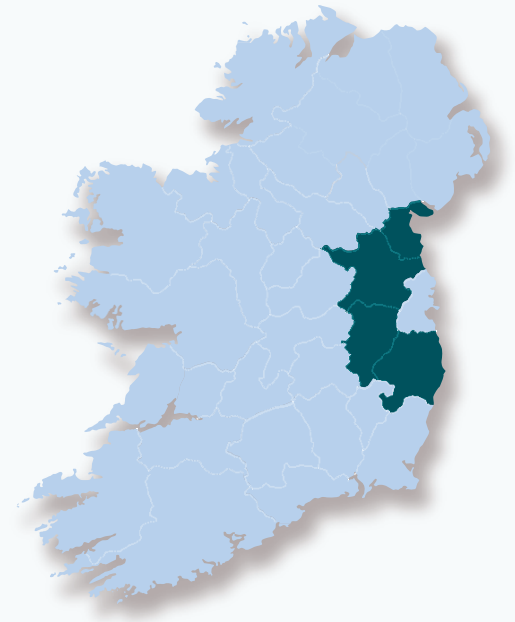
Tel: 044 9348761

Mob: 086 0402286

Email: derek.dolan@failteireland.ie



■ East



Meet the Team

Lakelands

Lakelands comprises the catchment area along the river Shannon from Limerick to Fermanagh and including Lough Derg, Lough Ree and Lough Allen.
(Monaghan, Cavan, Roscommon, Longford, Westmeath, Offaly, North Tipperary, East Clare, Laois)

Dublin Road, Mullingar, Co. Westmeath
Tel: 044 9348 761, Fax: 044 9340 413

Head of Operations

Fiona Monaghan
Tel: 091 537775
Mob: 086 8253307
Email: fiona.monaghan@failteireland.ie



Client Services Manager

(Lough Ree & Environs, Carrick on Shannon)
Damien J. Brennan
Tel: 044 9350114
Mob: 087 2320820
Email: damien.brennan@failteireland.ie



Client Services Officer (Cavan, Monaghan)

Martin Donnelly
Tel: 074 9121160
Mob: 086 0493061
Email: martin.donnelly@failteireland.ie



Client Services Officer (Lakelands)

Marie McCormack
Tel: 044-9348761
Mob: 087 1343735
Email: marie.mccormack@failteireland.ie



Client Services Officer (Offaly, Longford, Laois)

Michael Brady
Tel: 044 9350100
Mob: 087 9801040
Email: michael.brady@failteireland.ie

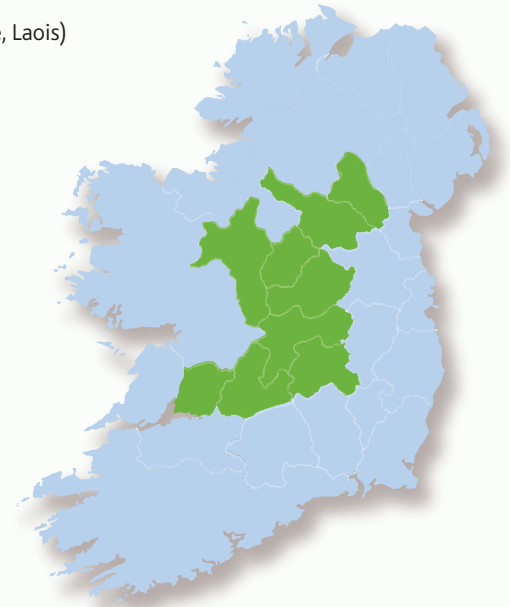


Client Services Officer (Roscommon, Lough Derg)

Tony Dawson
Tel: 091 537773
Mob: 087 8119262
Email: tony.dawson@failteireland.ie



Lakelands



Meet the Team

North West

(Donegal, Leitrim, Sligo)

Áras Reddan, Temple Street, Sligo
Tel: (071) 9161 201, Fax: (071) 9160 360
Email: northwestinfo@failteireland.ie

Client Services Manager (Sligo, Leitrim)

Martina Bromley
Tel: 071 9159676
Mob: 087 6454217
Email: martina.bromley@failteireland.ie



Client Services Manager (Donegal)

Joan Crawford
Tel: 074 9121160
Mob: 086 0443803
Email: joan.crawford@failteireland.ie



Client Services Officer (Donegal)

Máire Áine Gardiner
Tel: 074 9121160
Mob: 086 6057313
Email: maireaine.gardiner@failteireland.ie

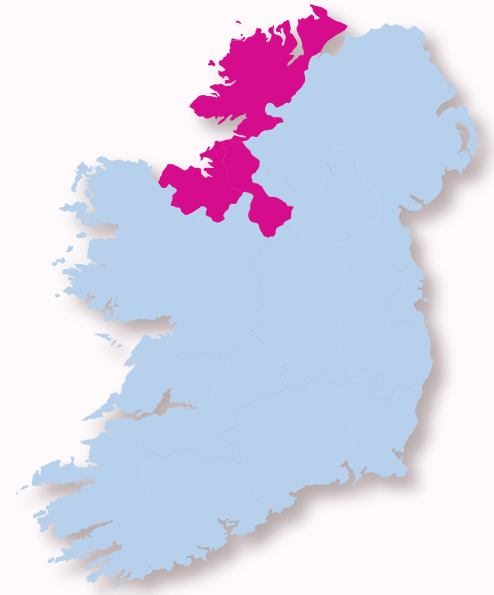


Client Services Officer (Sligo, Leitrim)

Noelle Cawley
Tel: 071 9159672
Mob: 087 9783302
Email: noelle.cawley@failteireland.ie



North West



Meet the Team

South East

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

4th floor Wallace House, Maritana Gate, Canada Street, Waterford
Tel: 051 312700, Fax: 051 312710
Email: southeastinfo@failteireland.ie

Head of Operations

Gary Breen

Tel: 051 312711

Mob: 086 2253431

Email: gary.breen@failteireland.ie



Client Services Manager (Waterford, Wexford)

Tara Kerry

Tel: 051 312702

Mob: 087 2798961

Email: tara.kerry@failteireland.ie



Client Services Officer (Carlow & Kilkenny)

Amanda Horan

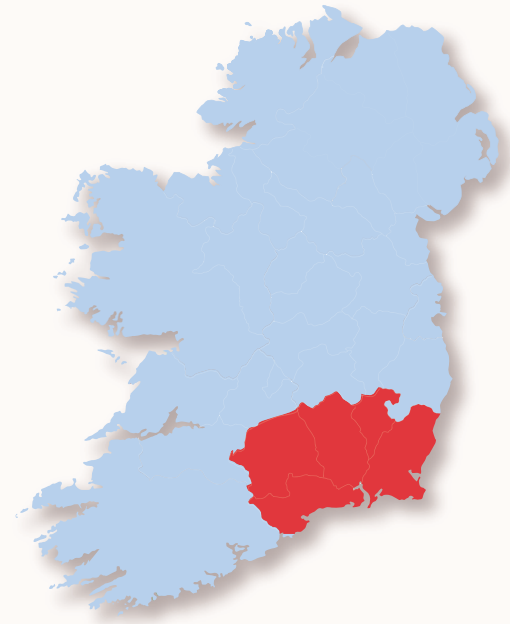
Tel: 056 7751500

Mob: 086 8034910

Email: 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



Client Services Officer (South Tipperary)

Eimear Whittle

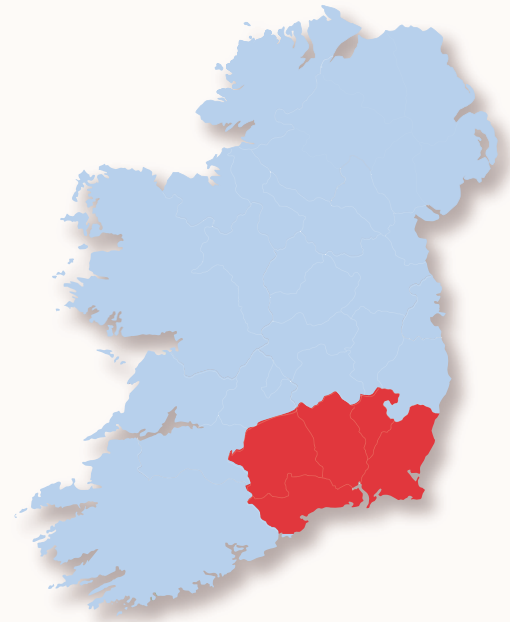
Tel: 051 312708

Mob: 086 600 0650

Email: eimear.whittle@failteireland.ie



■ South East



Meet the Team

South West

(Cork, Kerry)

Áras Fáilte, Grand Parade, Cork

Tel: 021 4255 100, Fax: 021 4255 199

Email: admincorkandkerry@failteireland.ie

Head of Operations

Fiona Buckley

Tel: 021 425 5171

Mob: 087 2892654

Email: fiona.buckley@failteireland.ie



Client Services Manager (Cork)

Josephine O'Driscoll

Tel: 021 4255172

Mob: 086 8099330

Email: josephine.odriscoll@failteireland.ie



Client Services Manager (Kerry)

Jenny De Saulles

Tel: 021 4255125

Mob: 086 7800110

Email: jenny.desaulles@failteireland.ie



Client Services Manager

Oliver Sullivan

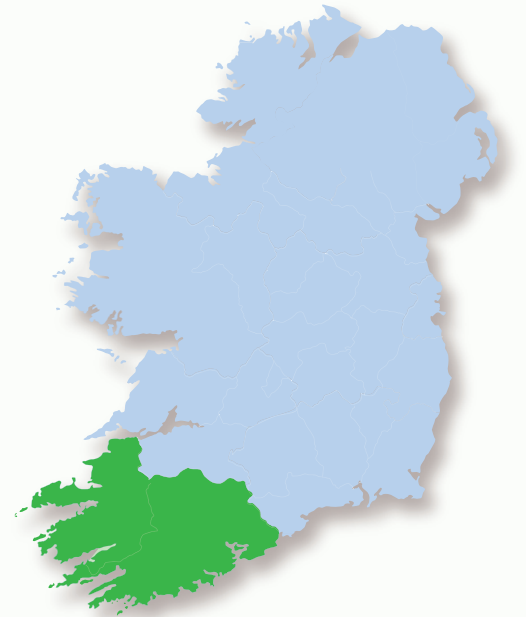
Tel: 021 4313006

Mob: 086 3883933

Email: oliver.sullivan@failteireland.ie



■ South West



Meet the Team

Client Services Manager

Peter Stocksborough

Mob: 086 823 2130

Email: peter.stocksborough@failteireland.ie



Client Services Officer (North & West Kerry)

Martina Canty

Mob: 086-0414 806

Email: martina.canty@failteireland.ie



Client Services Officer (Killarney & Ring of Kerry)

Declan Murphy

Mob: 086 173 9453

Email: declan.murphy@failteireland.ie



Client Services Officer (Cork City & Harbour)

Hilary Creedon,

Tel: 021 4255116

Mob: 086 0412921

Email: hilary.creedon@failteireland.ie



Client Services Officer (North & West Cork)

Marie Healy

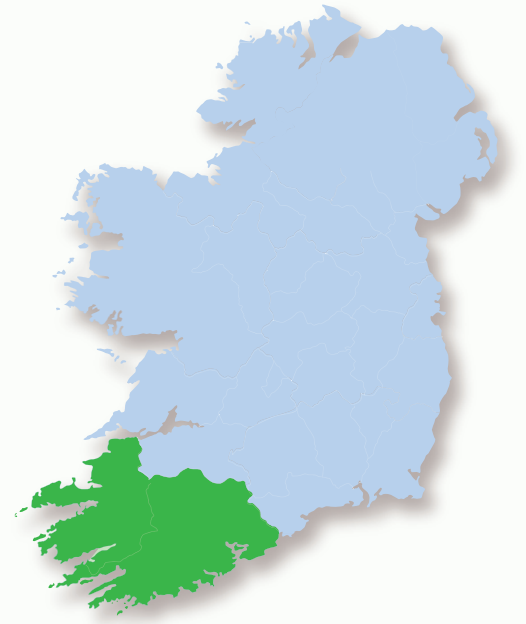
Tel: 021 4255106

Mob: 087 9140877

Email: marie.healy@failteireland.ie



■ South West



Meet the Team

West

(Galway, Mayo, Limerick, West Clare)
Áras Fáilte, Forster Street, Galway
Tel: 091 537700, Fax: 091 537733
Email: Irelandwestinfo@failteireland.ie

Head of Operations

Fiona Monaghan
Tel: 091 537775
Mob: 086 8253307
Email: fiona.monaghan@failteireland.ie



Client Services Manager (Connemara, Clew Bay)

Brian Quinn
Tel: 098 25739
Mob: 087 2598089
Email: brian.quinn@failteireland.ie



Client Services Manager (Galway City, Mayo)

Eva Dearie
Tel: 091 537763
Mob: 086 0455055
Email: eva.dearie@failteireland.ie

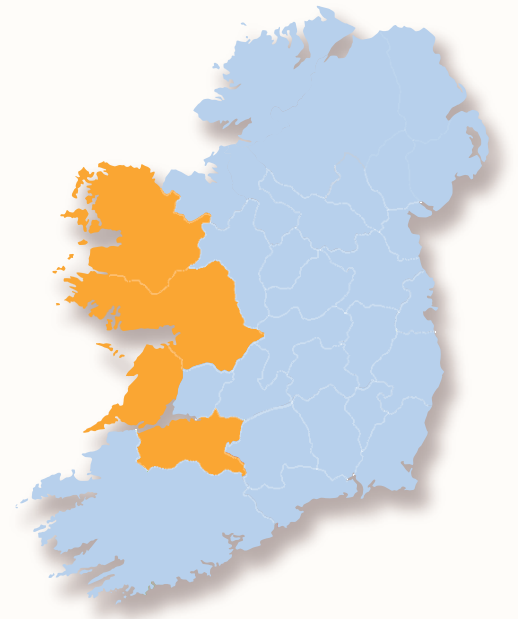


Client Services Manager (Clare & Limerick)

Dean Panter
Tel: 061 400610
Email: dean.panter@failteireland.ie



 West



Meet the Team

Client Services Officer (Galway Bay)

Anne Melia

Tel: 091 537772

Mob: 087 2480384

Email: anne.melia@failteireland.ie



Client Services Officer (Galway Bay, Connemara)

Ciara O'Mahony

Tel: 091 537713

Mob: 086 1732720

Email: ciara.omahony@failteireland.ie



Client Services Officer (Clare & Limerick)

Sinéad Walsh

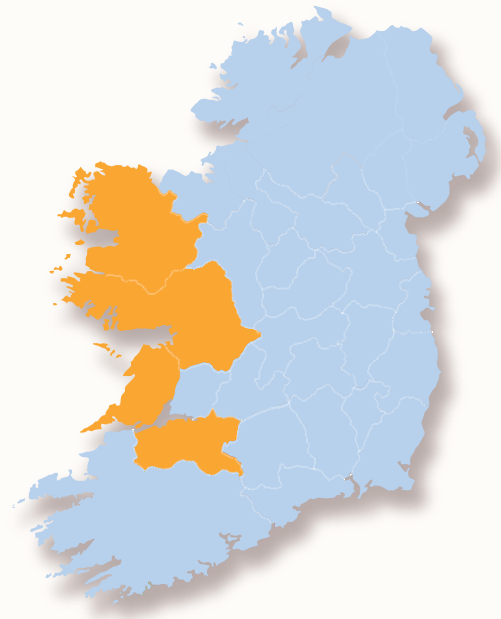
Tel: 061 400610

Mob: 086 1611891

Email: sinead.walsh@failteireland.ie



■ West



Meet the Team

Fáilte Ireland Support Services in Dublin

88 – 95 Amiens Street, Dublin 1
Tel: 01 8847700, Fax: 01 8556821
E: clientservicesdublin@failteireland.ie

Client Services Manager

Mary Hall

Tel: 01 8847756

Mob: 086 8254419

Email: mary.hall@failteireland.ie



Client Services Officer

Mary Collins

Tel: 01 8847894

Mob: 086 7705016

Email: mary.collins@failteireland.ie



Client Services Officer

Nicola O' Riordan

Tel: 01 8847770

Mob: 086 7811533

Email: nicola.oriordan@failteireland.ie



 Dublin



Meet the Team

Client Services Officer

Caragh Curran

Tel: 01 8847225

Mob 086 7966273

Email: caragh.curran@failteireland.ie



Client Services Officer

Maria Christie

Tel: 01 8847749

Mob 087 9316205

Email: maria.christie@failteireland.ie



■ Dublin



HOW WE CAN HELP YOU...



BUILD YOUR BUSINESS



- Selling to Overseas Markets
- Training and Workshops
- Direct Business Supports

Working towards maintaining or sustaining growth will be the focus for many tourism businesses this year. With that in mind, Fáilte Ireland, in 2012, is providing a range of direct business supports aimed at making sure tourism businesses are receiving the right supports for their business.

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 2012 to help your business maintain that all important edge.

Selling to overseas Markets

Sales Connect

Sales connect is a suite of business supports, designed by Fáilte Ireland, to assist tourism businesses to target and sell to Ireland's four key overseas markets – Germany, France, United States, and Great Britain.

Some of the supports include:

- **Sales Connect Toolkit:** a practical user-friendly guide which was designed in conjunction with Tourism Ireland, the toolkit includes key market intelligence information, presentation resources, key contacts and practical information on choosing the appropriate channels to market for your business. Copies of the toolkit can be downloaded from www.failteireland.ie.
- **Sales training workshops** covering topics such as packaging and bundling for the overseas markets, preparing for overseas sales missions, selling at overseas promotions and adapting your website for the overseas markets.
- **Assistance in developing overseas sales plans in areas including:**
 - Researching and reviewing the markets
 - Matching tourism products to the markets
 - Exploring 'best business prospects' and opportunities
 - Designing appropriate packages and pricing strategies
 - Identifying appropriate innovative promotional tools and 'channels to market' to support access into the key markets

You can download the full Sales Connect Toolkit at www.failteireland.ie

Executive Development

The tourism industry is increasingly being challenged on its service quality and cost efficiency as both competition and operating costs increase. Many tourism businesses are currently operating in survival mode, and managers face a continuous struggle – both internally and externally - for money, people, and time to perform in the short run as well as trying to keep focused on growing the business for the future. Never before has there been such a need for strategic thinking, strategic planning and leadership in business.

Fáilte Ireland's range of executive development programmes for senior and middle managers are designed to enhance business performance by developing management competencies in these areas. They aim to provide senior managers with the knowledge, skills and tools to help them focus on the overall business strategy and to ensure that each business unit's plans and activities are aligned with this overall strategy, particularly in a challenging and changing environment.

Programmes are customised to meet participants' specific needs and include the following:

- **Management briefings** – a series of short briefings to keep managers apprised of the latest trends, developments and ideas relevant to the tourism industry, particularly in relation to international benchmarking, application of new methods and technologies, and examples of good practice
- **Strategic business planning** – designed to support managers to prepare an organisational strategy and ensure that organisational plans and activities are (re-)focused in accordance with this strategy
- **Managing change** – helping businesses to manage change rather than react to change, through thoughtful planning, sensitive implementation, and consultation with, and involvement of, the people affected by the changes
- **Organisation development** – how to implement a strategy that will bring about change in the beliefs, attitudes, values and structure of an organisation so that it can better adapt to new technologies, markets, challenges, and the never-ending rate of change itself
- **Leadership and team development** – how to develop leaders and leadership as a process, including personal attributes and ways of behaving desired in a leader, and the interpersonal relationships and team dynamics between the leader and his/her team

Training and Workshops

Training Programmes

Fáilte Ireland provides a range of programmes that are designed to help businesses anticipate and deal with some of the challenges facing the industry.

Key areas of support include:

Business Finance and Planning

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

Programmes in this area include:

- *Managing Sales, Marketing and Revenue for Profit*
- *Managing Your Banking Relationship*
- *Business Planning*

Marketing and Sales

Programmes designed to assist those in marketing and sales roles to maximise profit for the business.

Programmes in this area include:

- *Front Office: Up-selling and Cross-selling*
- *Food and Beverage: Service to Sales*
- *Why People Fail to Sell*

Departmental/Line Management Development

Programmes that provide opportunities to relevant staff members to take their management skills to the next level.

Programmes in this area include:

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

Direct Business Supports

Training for Internship

Tourism businesses offering marketing Internships via JobBridge, the government's National Internship Scheme, can now benefit from a number of supports from Fáilte Ireland including a new resource guide to steer them through the Internship process and a free five-day tourism marketing training programme for marketing Interns which focuses on understanding Ireland's key overseas markets, what they are looking for, and how to market them effectively.

Business Mentoring

Businesses in need can benefit from one-to-one support from specialist mentors, either onsite or at special mentoring clinics.

Onsite Mentoring

The onsite mentoring service involves a specialist mentor working onsite on a one-to-one basis with businesses to identify and manage current business problems and meet business objectives.

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

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

For further information on onsite mentoring contact your local team (see pages 8 - 19).

Mentoring Clinics

Fáilte Ireland will also be holding a number of mentoring clinics throughout the country in 2012 providing two hour one-to-one sessions with specialist mentors in a range of areas including business planning, finance, and marketing.



Direct Business Supports

Web Supports

No matter the time of day new ways of using the internet to promote and market your business are 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 web supports to include:

- **Website reviews** which will help you identify which areas of your website or social media activity that require improvement, including email management, email marketing, Google Adwords, maintaining your blog, YouTube and Google Analytics.
- **Practical workshops** which include topics such as:
 - o Online reputation management
 - o The mobile web
 - o Email marketing
 - o Facebook for your business
 - o Digital marketing strategy
 - o Working with overseas travel agents
- **Webinars and Web Conferences** on key relevant and current topics of interest to the tourism industry and delivered by a panel of guest speakers.
- **Online Support Materials** including 'how to guides' accompany all of the supports and are available online, at www.failteireland.ie/websupports.

Direct Business Supports

Online Learning and Information

Fáilte Ireland's corporate website www.failteireland.ie provides tourism businesses, including start-ups, with **FREE** access to a range of expert business guides and top tips to support business development. The resources are in an easy-to-use format with most tools tailor-made so that they can be easily applied to different sectors in the tourism industry including hotels, guesthouses, activity providers, start-up businesses and more.

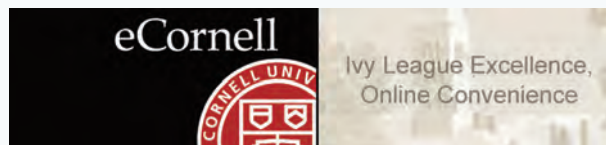
These practical resources cover topics such as cashflow, costs, sales, marketing and action planning, and they include the following:

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

Online management development programmes, are also available on the Fáilte Ireland website. You can apply for a range of business certificates 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, and can be achieved in the following areas:

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



Direct Business Supports

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 2012 include:

- **Operational review:** Have an assigned trainer review the operation of your business, (workflow, costing, design, layout) and outline where improvements can be made. Operational reviews are designed to help you make improvements in each of the following departments:
 - o Bar
 - o Culinary
 - o Restaurant
 - o Accommodation

- **Practical workshops:** Designed in line with the continuously changing nature of the industry, and with the aim of helping you stay ahead of current trends and innovations.
 - o Culinary services (Refresher Chef programme, Tapini, Pastry, Deserts, Deli/Lunch, Food Costing)
 - o Bed & Breakfasts (Cookery, health & safety, costing, room servicing, customer and more)
 - o Guest Chefs workshop
 - o Customer Service
 - o Wine Service
 - o Food Costing
 - o Developing of 'Standard of Performance' Manuals

For further information on any of the Fáilte Ireland Business Supports contact your local team (see pages 8 -19)

PROMOTE YOUR BUSINESS TO DOMESTIC AND INTERNATIONAL MARKETS



Promote Your Business to...

- International Markets
- Domestic Markets
- Visitors to Ireland's Tourist Information Offices

Fáilte Ireland is offering a range of supports to businesses seeking to reach and sell to international and domestic markets in 2012. There will be a number of opportunities to meet with overseas travel operators throughout the year, promote Ireland at trade events and host overseas media.

Fáilte Ireland will also continue to promote Ireland to the home holiday market in 2012 through the Discover Ireland brand. A significant media campaign will run throughout the year and we will be promoting special offers through www.discoverireland.ie.

Promote Your Business To International Markets

Reach International Markets

Fáilte Ireland will host international media trips in 2012 welcoming over of 1,500 broadcast and print media from 22 different countries. These bespoke trips are designed to generate significant overseas publicity for Ireland as a destination showcasing the diverse range of tourism experiences 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 Titanic Experience, Volvo Ocean Race, Dublin Festival Season and much more.

Other themed group press trips will also be arranged throughout the year focussing on the specialised and general tourism activities available in Ireland such as golf, 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 63 overseas trade and consumer promotional events and In-Ireland promotions in 2012 providing tourism businesses with a platform to promote their business to international buyers.

In conjunction with these In-Ireland promotions we will host in excess of 500 travel agents and tour operators, offering them first-hand experience of the diverse tourism products on offer on the island of Ireland.

In-Ireland Promotions

A number of In-Ireland Workshops will be organised in 2012 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. Some of the workshops taking place in 2012 include:

- Meitheal
- European Coach Tour Operators Workshop
- New Online Workshop
- UK Inbound Tour Operators Workshop
- British Coach Tour Operator Workshop
- North American Expo
- New German Tour Operator Workshop
- Outdoor Activities Workshop

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

Promote Your Business To Domestic Markets

Domestic Publicity and Promotional Marketing Opportunities

Fáilte Ireland's domestic marketing team manage a year round campaign to stimulate media coverage and promote home holidays via the discoverireland.ie platform. Regular activities include TV, radio, print and online promotions, news releases, media visits, 'what's on' event guides, cooperative marketing and supplying the media with travel editorial and images.

Businesses can participate in these national and regional promotions by:

Getting involved in media promotions:

In 2012 we will run a number of national and regional promotions as part of the home holiday marketing campaign. These promotions will run on TV, radio, print and online media throughout the year. They are an effective way of promoting the domestic holiday experience, however in return the media require a prize giveaway on behalf of discoverireland.ie. **If you would like to feature in our campaign, simply provide us with a free holiday prize. We will use the prize to gain profile for both your business and the Discover Ireland message.**

Businesses looking to offer a prize for media promotions can find out more information on upcoming campaigns and input their prize into the Discover Ireland Prize Bank at www.discoverirelandprizes.com

Have Your Events Included in Discover Ireland News Releases & Travel Editorial:

We issue weekly news releases and editorial to media promoting a range of home holiday experiences with the www.discoverireland.ie call to action. These news releases include information on timely content e.g. Valentines, Easter, Halloween etc., plus interesting festival and events and new trends/ initiatives.

Businesses looking to be included in these news releases can send their information and images to media@discoverireland.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.

Promote Your Business To Domestic Markets

Promote Your Business To Visitors Once They Have Arrived In Ireland

Tourism businesses can now promote themselves and their events through new display spaces and e-ticketing service which are now available in our network of Tourist Information Offices around the country.

Let Us Sell Tickets to Your Events

Our new e-ticketing facility allows all approved events, tours and attractions sell tickets in the tourist information offices making it quick and easy for visitors to enjoy some of the many interesting and exciting events taking place across the country. Benefitting businesses and the visitors alike the new service enables staff to assist and help visitors pre-plan their trips while allowing businesses showcase their events and attractions throughout the national tourist information office network.

Tourism business interested in availing of this facility can contact Ticketsolve Ltd, to discuss uploading their product or service on the system for sale in the network of offices. For more information please contact Paul Hanly at phanly@ticketsolve.com or phone 01 4151294.

Display Your Business Onsite

Businesses can now also promote their offerings to visitors as they come into the Tourist Information Offices by taking advantage of our new onsite display areas.

This new facility, which is available in all centres across the country, is a great value publicity opportunity for local businesses to promote all that they have to offer to visitors to the information centres – particularly in the lead up to local festivals and events.

Display areas will be made available on a weekly basis and information on availability of free display area is available from your local Discover Ireland Centre or Tourist Information Office.

Contact your local team for more information or to book your spot. (see pages 8 - 19)

DESTINATION DEVELOPMENT AND ADVICE



Get Specialist Advice in...

- Adventure Tourism
- Cultural Tourism
- Golf
- Angling Tourism
- Festivals and Events
- Accommodation
- Spas

To ensure that we can support the sustainable development of tourism destinations around the country, Fáilte Ireland has a number of teams which focus on developing specific areas of Irish tourism so that we can deliver high quality, distinctive holiday experiences that will increase visitor numbers, support profitable businesses and communities, and protect the environmental and cultural resources upon which Irish tourism is based. This is a key focus for Fáilte Ireland in 2012.

Develop Your Destination

Aside from providing direct business and marketing supports Fáilte Ireland, also works in partnership with the tourism industry and provides an extensive range of support services and business solutions designed specifically to develop and sustain Ireland as a high-quality and competitive tourism destination.

These teams work to develop and support the expansion and enhancement of Ireland's tourist activities, attractions, accommodation and events across the many different sectors of the tourism industry. Throughout 2012 they will also focus on how Fáilte Ireland can:

- Strategically implement new developments in these areas
- Advocate for, and promote initiatives in these areas
- Devise and deliver targeted business and sector supports to enhance skill capability and encourage innovation
- Carry out research and benchmarking to ensure that decisions are being made with up to date and accurate information

No matter what type of tourism experience you are offering visitors; our teams are available to offer specialist advice and assistance to help you meet current and future consumer demands.

Adventure Tourism

Allowing visitors to enjoy Ireland's scenic landscapes, coastlines, rivers and lakes adventure tourism provides visitors with extra reasons to visit and extend their stay in Ireland. Walking, for example, is one of the most popular outdoor activities for visitors coming to Ireland. Our team has specialist knowledge and expertise in the activities that make up adventure tourism including walking, cycling, cruising, marine activities, equestrian and more.

Angling

An estimated 123,000 of overseas anglers engaged in angling while in Ireland in 2010. With a tendency to return to Ireland, two thirds of these visitors are repeat visitors to Ireland.

Fáilte Ireland undertakes a range of activities to promote all disciplines of angling in Ireland – coarse, pike, game & sea fishing. These include investment in infrastructure, support for journalist's visits, angling press promotions, brochures, attendance at overseas angling shows and marketing support and training to the industry.

Develop Your Destination

Cultural Tourism

Cultural tourism embraces the full range of experiences on offer to visitors that serve to distinguish one destination from another. These experiences are defined by the lifestyle, heritage, landscape, arts, food, crafts, traditions and customs of that destination and its people. Our team have the knowledge and expertise in the development and interpretation of these experiences for all visitors and holidaymakers.

For specialist advice and support in any of the above areas contact:

Yvonne Jackson

Tel: 01 8847224

E: yvonne.jackson@failteireland.ie

Lorraine Durston

Tel: 01 8847114

E: lorraine.durston@failteireland.ie

Deirdre Byrne

Tel: 01 8847143

E: deirdre.byrne@failteireland.ie

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 specialist advice and support in this area contact:

Michelle McGreevy

Tel: 01 8847171

E: michelle.mcgreevy@failteireland.ie

Aileen Healy

Tel: 01 8847172

E: aileen.healy@failteireland.ie

Develop Your Destination

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. No matter how big, or small, the event festivals give visitors the chance to get a real local taste of Ireland adding to their experience.

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 to enhance local tourism, and attract overnight visitors from both domestic and international markets.

Information on the various funding schemes can be found at www.failteireland.ie/festivals or you can contact your local Fáilte Ireland team to discuss how Fáilte Ireland can support your event.

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.

Events recently sponsored under this initiative include The Volvo Ocean Race and The Solheim Cup.

For specialist advice and support in this area contact:

Keelin O'Rourke

Tel: 01 8847133

E: keelin.orourke@failteireland.ie

Develop Your Destination

Accommodation

Fáilte Ireland is committed to developing and supporting the small and medium enterprise (SME) accommodation sectors. The types of accommodation supported by Fáilte Ireland in this sector include:

- Bed & Breakfast
- Guesthouse
- Self-catering
- Caravan & Camping
- Hostels

A key priority in 2012 is to work in partnership with key industry stakeholders and approved operators, in the development of sector specific strategic plans. This strategic development will focus on:

- Product development
- Sector Development
- Marketing & Promotion
- Quality & Standards
- Business Performance

For specialist advice and support in this area contact:

Gemma Shannon
Tel: 01 8847139
E: gemma.shannon@failteireland.ie

Spa & Wellness

The Irish Spa & Wellness product is world class. The 'Naturally Inspiring Wellness' strategy, guides the promotion and development of Spa and Wellness facilities around Ireland and provides a framework for Fáilte Ireland to support operators in the current environment.

For specialist advice and support in this area contact:

Gemma Shannon
Tel: 01 8847 39
E: gemma.shannon@failteireland.ie



BRING IN BUSINESS TOURISTS



Attract Business Tourists through...

- Bringing International Conferences to Ireland
- Incentive and Corporate Meetings
- Online Marketing and Development for Business Tourism

Fáilte Ireland's Business Tourism team works to develop Ireland's full potential as a professional 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*.

Business Tourism

Our Business Tourism team is offering the following supports in 2012:

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 in Ireland.

They provide assistance and financial support to national and international associations, who have the potential to act as Conference Ambassadors, by offering them:

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

Information on the Conference Ambassador Programme is available on our website www.meetinireland.com/conferenceambassador. Here you can also access details on conference and meeting venues, and Professional Conference Organisers (PCO's) in Ireland at www.meetinireland.com/Search-Plan/Search.aspx

For further information contact:

Orla Canavan	Ruth Watkins
Tel: 01 8847169	Tel: 01 8847763
E: info@meetinireland.com	E: info@meetinireland.com

For information regarding financial support, contact:

Geraldine Jeffers
Tel: 042 9339748
E: info@meetinireland.com

Incentive and Corporate Meetings

Our Incentive and Corporate Meetings team works to position Ireland as a world class destination for international conferences, incentives and corporate events.

Through its Corporate Champions Programme, Fáilte Ireland offers a programme of assistance, advice and financial support to Irish based companies that are part of an international network; encouraging key influencers within those companies to bring their international meetings and incentive trips to Ireland.

In addition, we support the Irish trade in attracting business from this sector with the following:

- Platforms and opportunities to meet potential buyers from international markets via www.meetinirelandpromotions.com
- Trade support to Destination Management Companies (DMCs) in bringing site inspections to Ireland
- Financial support to attract larger Corporate Meetings and Incentives trips to Ireland (in excess of 300 delegates).
- Advice and support for Irish trade on the incentive and corporate meetings sector
- Marketing Ireland as a business destination through promotions and workshops both overseas and within Ireland

For further information on Incentives contact

Alison Johnston

Tel: 01 8847261

E: info@meetinireland.com

Roisin Gaffney

Tel: 01 8847754

E: info@meetinireland.com

For information regarding corporate meetings financial support, contact:

Geraldine Jeffers

Tel: 042 9339748

E: info@meetinireland.ie



Online Marketing and Development for Business Tourism

The specialist website www.meetinireland.com provides tourism businesses with the opportunity to enhance their global visibility. The website actively promotes listed conference, meeting & 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 such as market research, sample presentations, imagery from the business tourism online gallery, maps of Ireland, the business tourism promotional videos, 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 for all relevant business tourism properties
- Business Tourism digital strategy driving traffic to the website including MeetinIreland Blog, Twitter, Facebook and LinkedIn accounts
- 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:

E: info@meetinireland.com

For further information on business tourism visit our website www.meetinireland.com

MEET AND EXCEED VISITORS EXPECTATIONS



Raise Tourism's Standards in...

- Accommodation
- Spas
- Equestrian
- Golf
- Pubs and Licensed Premises
- Coach Tourism

Fáilte Ireland's range of quality frameworks support Irish tourism businesses to meet, and exceed visitor's expectations, drive demand and ensure their offerings are fit for market and competitively.

Meet and Exceed Visitors Expectations

From accommodation to golf courses, spas, equestrian and pubs, Fáilte Ireland provides a national Quality and Standards Recognition Scheme to Irish tourism businesses for the benefit of the consumer and the operator.

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 8847810

E: joyce.mcleer@failteireland.ie

Suzanne Murphy

Tel: 01 8847765

E: suzanne.murphy@failteireland.ie

INVEST IN DEVELOPING TOURISM

Investing in tourism

Fáilte Ireland's Product Investment team offers tourism businesses a range of investment advice and supports in a number of areas including capital and tax based incentive schemes. This team is also on hand to offer specialist advisory support to tourism businesses seeking investment.

Further information on all funding supports currently available can be found on Fáilte Ireland's website www.failteireland.ie

Alternatively contact our team:

Jo Armstrong

Tel: 01 8847258

E: jo.armstrong@failteireland.ie



HOW YOU CAN STAY UPDATED



Receive Updates...

- By Email
- By Post
- Online

Fáilte Ireland produces online resources, email updates and *Tourism Matters* as a way of keeping you up-to-date on all the latest developments in Fáilte Ireland and tourism.

These resources 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.

How You Can Stay Updated

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. 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

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/Information-Centre/Ezines or by emailing 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, contact:

Laoise Bray - The Editor
Tourism Matters
Fáilte Ireland
88 -95 Amiens St
Tel: 01 8847195
E: laoise.bray@failteireland.ie



Fáilte Ireland

National Tourism Development Authority

Fáilte Ireland,
88 - 95 Amiens Street, Dublin 1

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

www.failteireland.ie
www.discoverireland.ie