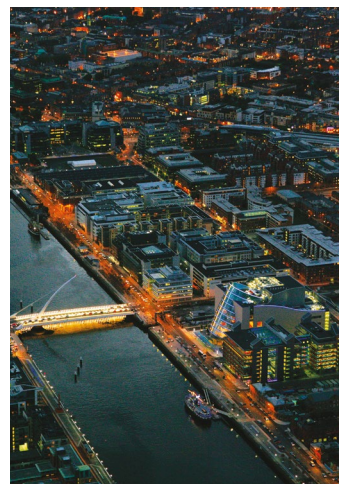
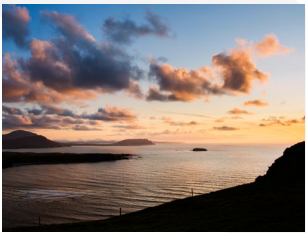


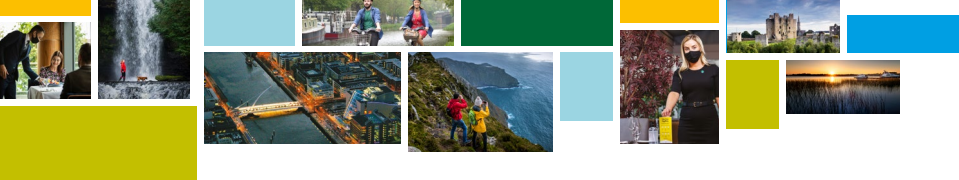


Fáilte Ireland
National Tourism Development Authority

SURVIVE *to thrive*

EVENT SUPPORT GUIDE





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Welcome

On February 1st, Fáilte Ireland was pleased to share its plans and priorities to support the tourism industry for the year ahead at a virtual industry event entitled 'Survive to Thrive'. Our plans will help support resilience and survival in the short term and recovery of the tourism industry in the long-term.



I want to thank the 5,000 operators, providers and employees from across the tourism sector that tuned in to watch the event and I hope you found it informative and useful.

If you were unable to attend, please find a link to watch it back [HERE](#).

In addition, we have compiled a **Fáilte Ireland Survive to Thrive Event Support Guide** for your reference which details Fáilte Ireland's current schemes, initiatives and business supports.

You will find information on:

- The €55m Tourism Business Continuity Scheme
- Our COVID-19 Support Hub
- New Fáilte Ireland Business Supports in 2021
- Our eLearning Hub
- The Fáilte Ireland COVID-19 Safety Charter
- Digital Transformation & Preparing for Recovery
- Building the Pipeline – Business Tourism Recovery Strategy
- Regional Update
- Key Fáilte Ireland contacts in your region

Paul Kelly

Paul Kelly
CEO, Fáilte Ireland



Fáilte Ireland
National Tourism Development Authority

Tourism Business Continuity Scheme

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The first phase of the €55million Tourism Business Continuity Scheme opens for applications on the 11th February 2021.

The scheme will support those tourism businesses that were not eligible for the COVID Restrictions Support Scheme (CRSS) payment or previous Fáilte Ireland continuity grant schemes.

The businesses included in Phase 1 of the scheme are:

- Outdoor activity providers (including bike tours, surf schools, kayaking tours, angling, boat tour operators, hop on/hop off bus tours, tour guides/walking tours, instructor led/guided tourism equestrian experience, and golf courses with a tourism offering)
- Visitor attractions not eligible for CRSS (e.g. charity/not-for-profit status or primarily outdoor attractions)
- Caravan and camping
- Cruise hire companies

Eligibility

- The monthly turnover of a business from October 2020 to January 2021 must be less than 25% of its average monthly turnover in 2019;
- the business must have a minimum annual turnover of €50,000 and minimum fixed costs of 10% of turnover;
- the business must not be eligible to apply for the COVID Restrictions Support Scheme (CRSS) or have received funding through the Fáilte Ireland Coach Tourism Business Continuity Scheme or Ireland Based Inbound Agents Business Continuity Scheme.

The minimum grant is €3,750 and the maximum grant is €200k.

Key Dates

Phase 1 of the scheme opens on 11th February and will close on 8th March. Full details and eligibility criteria will be available on www.failteireland.ie from the 11th February 2021.

Phase 2 of the scheme will be announced in March 2021.



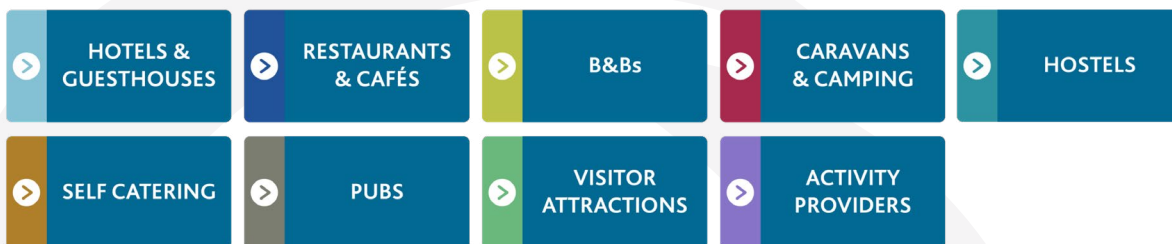
COVID-19 Support Hub

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As the industry continues to navigate ongoing challenges related to COVID-19, a key priority for Fáilte Ireland throughout 2021 is supporting businesses through survival into recovery.

Our COVID-19 Support Hub continues to be updated with the latest expert advice and supports that will help your business deal with many of the challenges posed by the COVID-19 crisis.

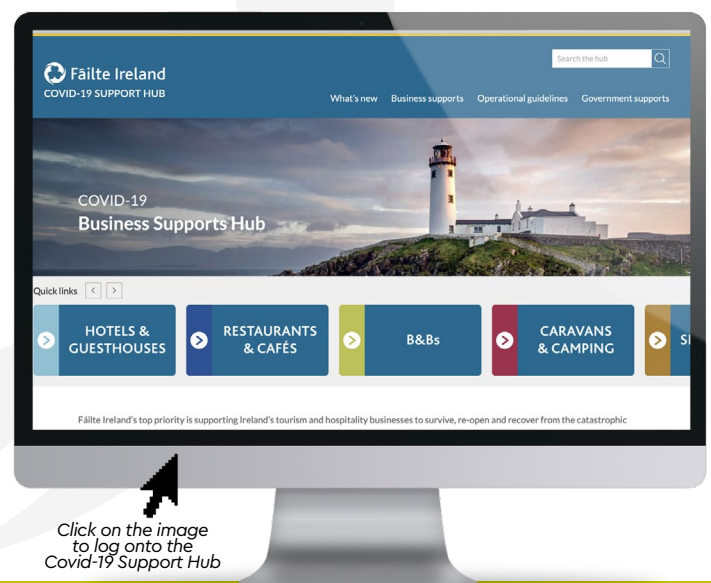
- [Financial Planning](#)
- [HR](#)
- [Operational Performance](#)
- [Optimising Domestic Sales / Revenue](#)
- [Accessing Government Supports Schemes such as EWSS and CRSS](#)
- [Employee Wellbeing](#)



New Business Supports in 2021

Keep up to date on our [COVID-19 Support Hub](#) for new and updated expert content. A new range of development resources through virtual workshops, webinars and podcasts will include:

- Financial Planning & Competence
- Breakfast Innovation Toolkit
- Podcast series on Innovating Foodservice
- Leadership and Management Development
- Sales and Marketing
- Revenue & Channel Management
- Driving Lean Food & Beverage Efficiencies
- Financial Metrics for Better Business Decisions (Restaurants & Cafés)



eLearning Hub

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Fáilte Ireland has been providing business development resources at our eLearning Hub.

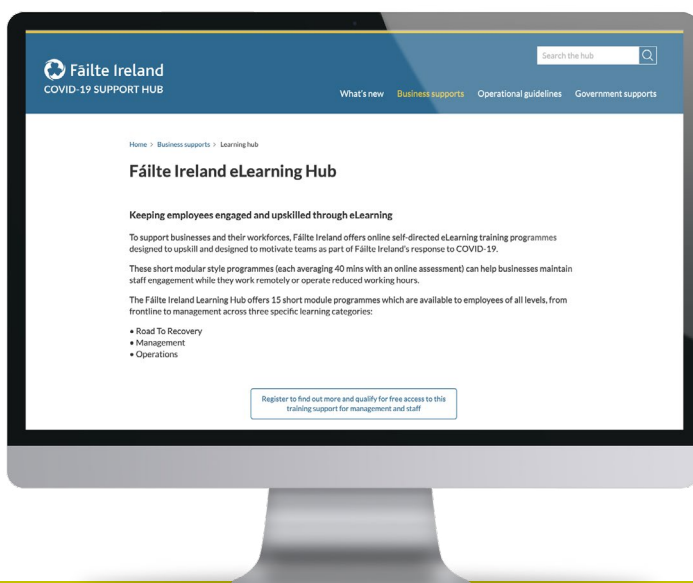
Our 2020 supports which are still available at the eLearning Hub include:

- Personal Development Courses
- Our Management Suite
- Operational Excellence including Service Excellence

This year, just some of the upcoming courses include:

- Ways to Build Revenue
- Takeaway and Delivery Success
- Conflict Resolution

Visit the [eLearning Hub](#) to register and find out more.



Click on any image to log onto the E Learning Hub

Fáilte Ireland COVID-19 Safety Charter

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Safety will continue to be a key priority for tourism businesses in 2021 and beyond. The COVID-19 Safety Charter is designed to give comfort and reassurance to employers, employees and customers that your business is ready to re-open safely.



Fáilte Ireland continues to issue sector specific guidelines for tourism and hospitality businesses to guide you in how best to meet the Government's public health advice; by signing up to this Charter, you and all your employees are agreeing to follow the recommended guidelines for your sector.

To be eligible to sign up to the COVID-19 Safety Charter, you must agree to adhere to the official guidelines for re-opening relevant to your sector and to ensure that all your employees take the official Infection Prevention Control for Tourism Businesses Course. Tourism and hospitality sectors eligible for the COVID-19 Safety Charter include sectors that received a set of Guidelines for Re-opening.

[View operational guidelines for all sectors](#)

For more information on the COVID-19 Safety Charter, please visit [HERE](#).



Click in the image for more information
on the COVID-19 Safety Charter

Digital Transformation & Preparing for Recovery

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There was a digital revolution in the global economy during 2020 – global acceptance and usage of digital technology has jumped as much in the last 8 months as it did in the previous 8 years.

In tourism, the increased need for reassurance means consumers are looking to book in advance across not just accommodation but also attractions and activities. To address this critical challenge, Fáilte Ireland will launch this project to support the digital transformation of the visitor experiences sector.

Over the next 3–5 years Fáilte Ireland aims to partner with 3,350+ businesses to deliver a step-change in their online presence and their distribution; delivering the information and the opportunities to purchase that the consumer is looking for in their digital environment.

The Digital that Delivers programme will provide practical, technical and financial support to enable the Irish visitor experiences sector to:

1. Secure direct bookings through having fully reservable experiences via their own websites
2. Distribute products via third party channels like online travel agents (OTAs) & aggregators
3. Drive operational efficiencies from new technologies
4. Target the consumer at key stages on path to purchase
5. Ensure world class content & connected distribution for accommodation sector
6. Evaluate and optimise their digital channel performance



Building the Pipeline - Business Tourism Recovery Strategy

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Business Tourism Recovery Taskforce

Fáilte Ireland established a Business Tourism Recovery Taskforce as a direct response to the challenges posed by the pandemic. The group consists of representatives from the key business tourism industry segments: Aer Lingus, AIPCO, IHF, ITOA, Regional Convention Bureaux, SITE, universities and venues. It is independently chaired by Stephen Meehan, CEO of The Convention Centre Dublin.

Business Tourism Sector Supports Programme & Action Plans

The taskforce has a number of projects to deliver under four workstreams – Business Survival and Sector Reboot, Driving Competitiveness, Driving Lead Generation and Driving Conversions. Survival of our industry is critical to future business levels; therefore Fáilte Ireland implemented a number of liquidity measures to support the sector.

Other outputs from these workstreams will deliver operational guidelines for controlled events, a calculator to help industry with planning and pricing around new socially distanced capacities & a review of the Business Events strategy.

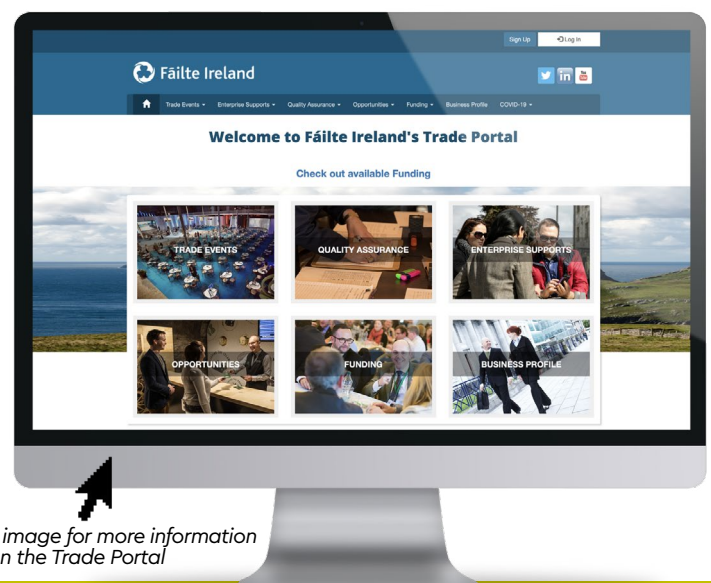
Gala Dinner Venues

A shortfall in our product offering for numerous years has been a lack of 'wow' gala dinner venues of scale. We will address this initially through a Gala Dinner Venues Small Grant Scheme with the aim to develop up to three venues in Dublin and one in each of the other business tourism hubs (Cork, Kerry, Shannon/Limerick and Galway). Simultaneously, we will issue an Expression of Interest to ascertain potential to build a Large Grant Scheme.

Industry Portal – Being Ready for International Market

Fáilte Ireland organises a number of in-Ireland leisure sales events annually – e.g., Meitheal, Golf Ireland Convention etc. Recruitment for these sales platforms is managed only through our Trade Portal so make sure you are registered HERE to receive notifications of all in-Ireland and in market Sales Events. These sales platforms will most likely take place virtually and Fáilte Ireland will be waiving registration fees for industry for 2021.

Meitheal 2021 will take place virtually this year on 13th, 14th, and 15th April.



Regional Updates

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Destination Recovery Taskforces

Fáilte Ireland established Destination Recovery Taskforces in 2020 to provide a tactical response to guide the reactivation of destinations following their closure to visitors due to COVID-19. Fáilte Ireland chairs or co-chairs **18 Destination Taskforces** across the country in partnership with the relevant Local Authority, and Fáilte Ireland personnel sit as active participants in others. Where Destination Experience Development Plan (DEDP) implementation groups existed, networks have pivoted towards recovery related priorities.

Our focus within these Taskforces is to ensure there is no systemic failure in each destination: everything the visitor might need remains in place; the required consumer safety measures are in place, and the destination offering remains credible and appealing to both consumers and buyers. Each County/ Destination is developing its own Destination Recovery Plan which will examine what successful recovery looks like for each destination and the priority actions required to achieve tourism resilience through increased levels of collaboration. A number of projects have already been completed through these taskforces and work will continue to ensure that destinations are ready to reopen and well placed to optimise opportunities from both domestic and international markets when they return.

Regional Tourism Plans

This year, Fáilte Ireland is preparing a suite of Regional Tourism Plans, one for each of the four Regional Experience Brands: Dublin, Wild Atlantic Way, Ireland's Ancient East and Ireland's Hidden Heartlands. The purpose of these plans is to identify the sustainable tourism development priorities that will help to unlock the commercial potential of the region.

The Regional Tourism Plans will also provide a strategic framework for a series of Destination and Experience Development Plans that are being prepared for a range of tourist destinations. The plans will be subject to Strategic Environmental Assessment.



Regional Updates

continued

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Destination Towns

Fáilte Ireland allocated approximately €15million to 'Destination Towns' which focuses on developing the tourism potential of a destination. Local Authorities match funded this initiative increasing the total national investment to €23,449,893. Up to €500,000 per area has been allocated by Fáilte Ireland to 28 Local Authorities. The process of identifying the towns that receive funding commenced in mid-2019, led out by Local Authorities in consultation with Fáilte Ireland.

A core focus of Fáilte Ireland's work is to drive a greater regional spread of visitors and revenue across the country. Initiatives like Destination Towns are critical help to achieve this by boosting the tourism appeal of destinations across Ireland and helping to ensure their survival post-COVID.

Tourism Account Management

Tourism account management is a business partnership between Fáilte Ireland and industry. This process forms a vital part of understanding individual business needs relative to their destination and responding to those needs with knowledge based and tailor-made solutions. We engage with over 1000 tourism businesses nationwide encouraging regular, consistent two-way communication and delivering solution-focused supports and agreed projects which are relevant to each business and provide a structure to work through critical issues. Over the next number of months, we will continue to proactively work with our tourism accounts to ensure that businesses will survive, recover and thrive.

Optimising Domestic Revenue

Through marketing campaigns and sales promotion programmes, Fáilte Ireland will again work with industry and third parties to provide opportunities for industry to drive domestic revenues.

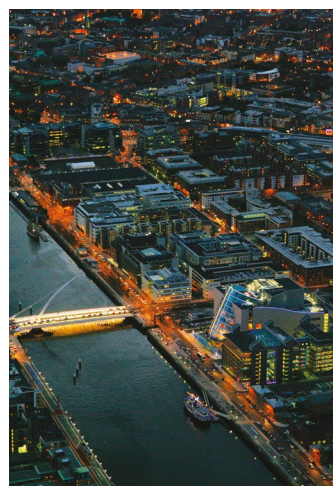
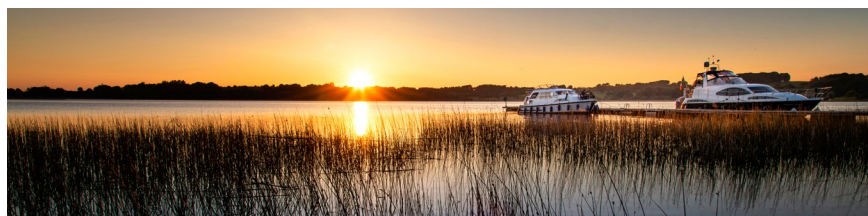
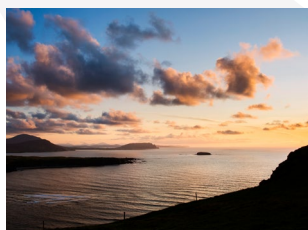


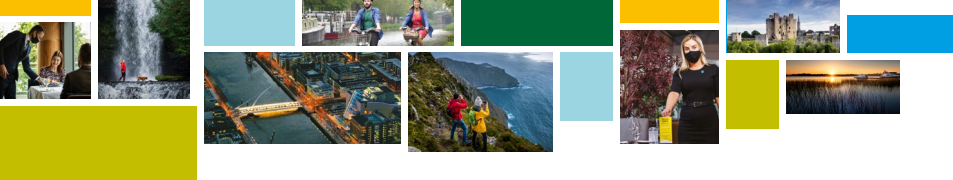


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WHO TO CONTACT





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Commercial Development: Meet the Team

Paul Mockler
Head of Commercial Development

E: paul.mockler@failteireland.ie
T: 086 6097317



Martin Donnelly
Manager - Product Sales & Distribution

E: martin.donnelly@failteireland.ie
T: 086 0493061



Oonagh Kelly
Manager - Trade Fam & Platforms

E: oonagh.kelly@failteireland.ie
T: 086 2605803



Ciara Gallagher
Manager - Meet In Ireland & Luxury

E: ciara.gallagher@failteireland.ie
T: 087 2771157



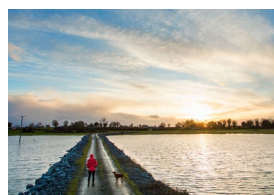
Sam Johnston
Manager - Convention Bureau of Ireland

E: sjohnston@dublinconventionbureau.com
T: 086 8258770



Brian Nevin
Manager - Product Sales & Distribution

E: brian.nevin@failteireland.ie
T: 087 249 2105



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Miriam Kennedy
Head of Wild Atlantic Way

E: miriam.kennedy@failteireland.ie
T: 086 772 6640



Joan Crawford
Manager - Donegal

E: joan.crawford@failteireland.ie
T: 086 044 3803



Eva Costello
Manager - Sligo & Mayo

E: eva.costello@failteireland.ie
T: 086 045 5055



Daithí Gallagher
Manager - Galway, Clare & Limerick

E: daithi.gallagher@failteireland.ie
T: 087 612 7214



Josephine O'Driscoll
Manager - Kerry & Cork

E: josephine.odriscoll@failteireland.ie
T: 086 809 9330



Liz Halpin
Head of Dublin Region

E: liz.halpin@failteireland.ie
T: 086 703 2153



Caroline O'Keeffe
Manager - Dublin Region

E: caroline.okeeffe@failteireland.ie
T: 086 777 7285



Helen Cole
Manager - Dublin Region

E: helen.cole@failteireland.ie
M: 086 787 0860



Heather Dowling Wade
Manager - Dublin Region

E: heather.dowlingwade@failteireland.ie
T: 086 035 7589



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**IRELAND'S
ANCIENT EAST®**
Wander Through Time

Brian O'Flynn
Head of Ireland's Ancient East

E: brian.oflynn@failteireland.ie
T: 086 033 3294



Derek Dolan
Manager - Kildare, Offaly & Wicklow

E: derek.dolan@failteireland.ie
T: 086 040 2286



Mark Mohan
Manager - Cavan, Louth, Meath, Monaghan &
Westmeath

E: mark.mohan@failteireland.ie
T: 086 013 7367



Justine Carey
Manager - Carlow, Kilkenny,
Laois & Tipperary

E: justine.carey@failteireland.ie
T: 087 914 0965



Mary Houlihan
Manager - Cork, Wexford & Waterford

E: mary.houlihan@failteireland.ie
T: 086 236 1172



Ireland's Hidden HEARTLANDS

Paddy Mathews
Head of Regional Development

E: paddy.mathews@failteireland.ie
T: 086 8542209



Mark McGovern
Regional Development Manager

E: mark.mcgovern@failteireland.ie
T: 086 780 7578



Sarah McCarthy
Regional Development Officer

E: sarah.mccarthy@failteireland.ie
T: 086 411 3375



Tony Dawson
Regional Development Officer

E: tony.dawson@failteireland.ie
T: 087 811 9262



Fiona Henshaw
Administrative Support

E: fiona.henshaw@failteireland.ie
T: 086 779 3970



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