



annual report 2003



Bank of Ireland Group 



Representing, Lobbying

- The Federation promotes and defends the interests of its members by providing a strong voice for hotel and guesthouse proprietors on issues which impact on their business.
- The Federation is officially recognised by government and state agencies as representing the industry, and serves as the voice for hotels and guesthouses with both local and national government. It is frequently called on to give the industry view and to participate in a wide range of bodies set up to consider future policy and/or legislation.
- The Federation protects the interests of its members at European level by its active involvement in HOTREC, the European representative body for hotels and restaurants.
- The Federation monitors trends and events internationally through participation in the activities of the International Hotel & Restaurant Association (IH&RA).

Marketing Promoting

- The Federation produces the annual "Be-Our-Guest" guide, Ireland's major full colour illustrated guide to hotels and guesthouses, with an annual print run of 400,000. Distributed overseas through Tourism Ireland offices, Be-Our-Guest is also available through all Fáilte Ireland and Northern Ireland Tourist Board Information Offices. Entry to the guide is offered at a reduced rate to members.
- irelandhotels.com is the Federations website for Be-Our-Guest. Through this site, Be-Our-Guest entrants have an online reservation facility, enabling them to obtain bookings through global and internet distribution systems. It also provides the opportunity to promote their special offers and to sell gift vouchers online. This site is linked to other websites and promoted by the Federation in media advertisements and at industry trade shows.
- Working closely with Fáilte Ireland and Tourism Ireland, the Federation has a major input into how members' hotels and guesthouses are marketed both at home and overseas.
- The Federation has representation on Fáilte Ireland's Tourism Marketing

Partnership (TMP) and on the Board of Tourism Ireland Ltd., the new All Ireland Tourism Company promoting the entire island of Ireland.

- The Federation regularly provides members with opportunities to advertise and promote their business on a co-operative basis.
- The Federation, its marketing committee and members participate in seminars and workshops, which address specific marketing issues.
- The Federation provides advice and assistance to members on their sales and marketing activities.

Travel Concessions

- The Federation operates a concession travel arrangement with Aer Arann Express for domestic flights by members.

Corporate Insurance Schemes

- INNSURE is the IHF branded commercial insurance facility for members, covering all hotel assets, earnings, and liabilities. This product is available through members own local brokers and is managed by Coyle Hamilton, in conjunction with a specialist Hotels & Leisure Insurer.
- A proven Risk Management programme is available to all Innsure members.
- Guestsure is a specifically designed Insurance package to meet the requirements of those members running guesthouse businesses. This facility is also available through your broker or direct from Coyle Hamilton.
- A collective insurance policy for members is available with Coyle Hamilton, which protects members who act as package providers under the Package Holidays and Travel Trade Act 1995.
- Employment practices liability from Coyle Hamilton covers liability arising under the Equality Act 1998 in respect of harassment, discrimination and unfair dismissals in the workplace.
- An excess public liability scheme is run by the Federation in conjunction with FBD Insurance Company.

Health Insurance Schemes

- A group scheme for Federation members is in place with Voluntary Health Insurance Board (VHI) and BUPA.

Communications

- The Federation circulates a monthly newsletter to all members and associate members free of charge. Through it, members and associates are kept fully up-to-date with all important developments in the industry
- An "Alert" System is operated, warning members about "Walk-Outs" and other fraudulent guests.
- Members Memos and fact sheets are circulated on specific pieces of legislation advising members on specific items of interest to them.
- The Federation has a website for members, providing current extracts from these communications and other useful information on Federation activities.

Advice, Information Service

- The Federation assists members on economic, legal and technical matters, including grading, copyright, safety legislation, fire precautions, liability insurance, labour relations, licensing, taxation, suppliers and information technology.
- In conjunction with associate members, the Federation provides information on the availability of products and services related to the hotel industry.

Quality Employer Programme

- Through this programme, launched in November 1996, the Federation assists members to adopt and maintain the highest standards of employment.
- The programme outlines a code of practice with standards covering all areas of employment, including recruitment and selection, contracts of employment, training and exit interviews.
- Full assistance is provided, free of charge, to all members wishing to be accredited to this programme.

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Bank of Ireland Group 

Mission Statement:

"To express and implement the collective wishes of the members and optimise their trading environment."

Founded in 1937, the Irish Hotels Federation (IHF) is the national organisation of the hotel and guesthouse industry in Ireland. The primary functions of the Federation are to promote and defend the interests of its members.

In addition to the achievements of a satisfactory taxation and investment climate for the industry, the Federation has a positive role in developing business opportunities for members.

It is officially recognised by government and state agencies as representing the industry. Through its participation in a wide range of bodies, the Federation provides a strong voice for hotel and guesthouse proprietors and for other associated organisations which have an interest in the successful development of this sector of Irish industry.



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Contents

President's Overview	2
Chief Executive's Review	6
Marketing Report	18
Employment Report	22
National Council, Executive and Committees	26
IHF Associate Members	28



Donal O'Meara Sec/Treasurer IHF and
Joe Redmond Head of First Rate Ireland.



IHF President, Jim Murphy

As my Presidency of the Federation draws to a close I have been reflecting on the many events that have occurred, it seems no length of time since I took office and I wonder where the last two years have gone. 2002 and 2003 were years dominated by great uncertainty in international affairs on the one hand, and consolidation and major challenges facing the Irish economy on the other.

The after effects of 11 September 2001, the war on terror and the threat of a SARS epidemic all impacted substantially on international tourism. Here in Ireland the economy and the business environment adjusted to reduced growth in GNP and a severe erosion of competitiveness.

While no one expected the 10% GNP growth rate of 1997 – 2000 to continue indefinitely, the more modest growth rate of approximately 2.5% in 2003 takes some getting used to. Perhaps the most sobering and frightening statistic is that when I took office in March 2002 the Euro was worth US\$0.87 but as I write its value is around US\$1.26, an appreciation of 44% in 2 years. In the same period the Euro has also strengthened against sterling from 61.5p to 68p, an 11% increase. Exchange rate fluctuations are a cause of concern for 2004 when you consider that almost 65% of our overseas tourism revenue comes from outside the Eurozone.

At the outset no one doubted that 2003 would be anything but challenging and eventful. The inevitability of a war in Iraq and the evolving SARS scare created uncertainty, but as the year progressed the resilience of our industry once again became evident.

The highlight of the year for me, from both a national and a tourism perspective, was the Special Olympic World Games held in Ireland during June. The manner in which the whole island came together to host a world class sporting event is evidence of what can be achieved when there is a strong vision and all available resources are utilised to implement that vision.

Early indications for 2003 are that Irish tourism achieved growth of approximately 4% while domestic activities appear to have increased by 5%. As in previous years there are substantial variances in the performances of the different regions. Overall room occupancy in 2003 was on a par with 2002 at just under 60% and there is substantial evidence that room yields are at best the same as in previous years but in many cases are reducing. The Central Statistics Office figures show that there was no inflation whatsoever in accommodation services in 2003. This result was no doubt driven by the availability of good value special offers in hotels and guesthouses. It is clear that the profitability of the hotel and guesthouse sector has been eroded during the year when substantial increases in the cost of doing business in Ireland are taken into account, most notably in the areas of insurance (+ approximately 20%), energy (+ 6%), wages (+ 5 – 7%) and local authority charges (anything up to 30%).



Alfie Lydon, Managing Director, Coca Cola Bottlers (Ireland), Minister John O'Donoghue T.D. Minister for Arts, Sport and Tourism, Jim Murphy, President, Irish Hotels Federation at the IHF's 65th Annual Conference in Galway

2003 saw a number of major strategic developments in the tourist industry that will impact on our development in the years ahead. Fáilte Ireland was established as the National Tourism Development Authority consolidating the functions previously carried out by Bord Fáilte and CERT. I wish the Chair of Fáilte Ireland Gillian Bowler, her Chief Executive Shaun Quinn and Board every success in the challenges that lie ahead.

The Tourism Policy Review Group, whose creation we welcomed in 2002, published its report "New Horizons for Irish Tourism – An Agenda for Action". The report of the independent group acknowledged the importance of Irish tourism to our economy. Contributing over 4.4% of GNP, being a major instrument of national regional development and going forward a sector of major opportunity. It stated that Irish tourism is arguably the most successful sector of Irish owned enterprise since the foundation of the State and while it enjoyed strong successes in the 1990's recent years have seen a significant loss of competitiveness. It highlighted that the loss of competitiveness has been driven to a large extent by the high cost of doing business, which if unredressed will undermine our capacity to

benefit from the strong growth envisaged in international tourism.

The report identifies 9 key strategic drivers of success for Irish tourism going forward to 2012: business environment, competitiveness and value for money, access transport, information & communication technologies, product development and innovation, marketing and promotion, people in tourism, Government sector and information, intelligence and research. It focuses attention on the actions to be implemented for each driver on a two year rolling action plan basis.

At the time of writing I have just been appointed, by the Minister for Arts, Sport and Tourism, to a high-level implementation group to drive forward, monitor and report on progress on the recommended actions. The tourism industry representative bodies, of which the Federation is a major one, are identified as having a leading roll to play in 19 of the 74 recommendations of the report. Effectively participating in the implementation of those recommendations will have a substantial impact on the resources and activities of the Federation in the years ahead.

The Finance Act 2003 brought to an end Capital Allowances in respect of hotel development. The requirement to submit a valid planning application prior to 31 May 2003 with the expenditure incurred prior to 31 December 2004 phased in the termination of the scheme. In his 2004 Budget Statement the Minister for Finance extended the completion date of the investment to 31 July 2006. However we were concerned that capital projects not requiring planning permission may not qualify for the same level of capital allowances and we are pleased that this matter has been dealt with in the Finance Bill 2004. The Federation recognises that it is vital that reinvestment is maintained in the capital stock of Irish tourism and we will continue to lobby for the retention of tax relief for capital expenditure

The cost of insurance continues to be the scourge of our industry. During 2003 we closely aligned ourselves with the Alliance for Insurance Reform, made a submission to the Joint Oireachtas Committee on Enterprise and Small Business and used every possible opportunity to highlight the issue. I welcomed the commitment shown by Ms Mary Harney, the Tánaiste and Minister for Enterprise, Trade and Employment, Mr Michael McDowell, the Minister for Justice, Equality and Law Reform, Mr Donie Cassidy, the Chairman of the Joint Oireachtas Committee to reduce the cost of insurance. But must be highly critical of the reluctance of insurance companies to reduce premiums.

Much discussion and a number of meetings with the Minister for Health and Children, Mr Micheál Martin took place during the year on the proposed ban on smoking in the work place. While

we publicly supported the objective of creating a safer working environment and acknowledged the damage caused by environmental tobacco smoke, we expressed the view that the ban should be phased in and alternatives to a total ban should be fully explored. We expressed serious concern at misleading statements and information issued by anti-tobacco organisations and Government bodies particularly in respect of the extent of restrictions in other jurisdictions and the economic impact of those restrictions. However we accept that the smoking of tobacco products and exposure to environmental tobacco smoke are injurious to health. Having considered the Government's determination to introduce the ban, the existence of a ban in a number of other countries and indications that a number of European countries will also introduce a ban we concentrated our efforts on ensuring that hotel and guesthouse bedrooms would be exempt from the restrictions and in these efforts we succeeded.



Mr. Niall Reddy, Acting Chief Executive, Bord Fáilte, Mr. John O'Donoghue TD Minister for Arts, Sport and Tourism, Ms. Glenda Gilson, Mr. Tom Mythen, President, Restaurants Association of Ireland, Mr. Jim Murphy, President, Irish Hotels Federation at the launch of the Value Menu Guide

Over the course of the many meetings we had with Mr John O'Donoghue TD, the Minister for Art, Sports and Tourism we reiterated the issues impinging on the industry. I wish to acknowledge the notable achievements of the Minister and his Department in the establishment of Fáilte Ireland, ensuring that the report of the Tourism Policy Review Group was published and also publicly committing to ensuring that its recommendations will be pursued. In a year of major constraints in the public finances the Minister procured an increase of 6% in the estimates to bring the tourism allocation to €114 million. For many years the Federation has called for the development of a state of the art national conference centre. The proactive steps taken by the Minister to place this high in his priorities and his invitation for expressions of interest in its provision encourages us.

In the wake of the tragic events of 11 September 2001 the US Ireland Alliance approached the Irish Government, Tourism

Ireland, the Hotels Federations North and South, the Car Hire Council of Ireland and Aer Lingus to support a scheme to provide a holiday in Ireland for the bereaved families of members of the Fire Department of New York, New York Police Department and the Port Authority. I was proud of the willingness of Council and the general membership of the Federation to offer complimentary accommodation to such well deserving families. 543 individuals travelled and all of them experienced the enormous generosity of the Irish hospitality sector. In addition many of our Dublin branch members provided hospitality for 60 members of the New York Fire Department and their partners during 2002.

Ireland as an island is totally dependent on good access by air and sea to facilitate and encourage the growth of international tourism. It is essential that the principal carriers to this country continue to prosper and grow. The success of the restructuring and refocus at Aer Lingus, including the welcome reinstatement of the Baltimore route to Shannon and Dublin and planned additional new routes to Europe for 2004 is reassuring. Capacity on the North American routes have returned to pre 11 September levels as a result of Aer Lingus's actions and the entry of US Airways into the market. The opening up of new routes to Europe by Irish carriers Aer Lingus, Ryanair and Aer Arann and the entry of Hapag Lloyd Express and Basiq Air for next year is also encouraging. However, there is more to be done. We welcome the commitment of the Minister for Transport, Mr Seamus Brennan on his appointment to procure the development of additional competitive fast turnaround terminal facilities at Dublin Airport and to review the Irish – US Bi-lateral Air Agreement. The Federation firmly believes that that the renegotiation of the agreement in advance of an EU-US aviation agreement could remove US gateway constraints and maximise the benefits to Ireland from additional air services and enhanced visitor flows. Decisive and immediate progress on those two issues would be of substantial benefit to Irish tourism and to the Irish economy as a whole.



Jim Murphy President Irish Hotels Federation,
John Gilmore Sales Director Guinness UDV at the Be Our Guest launch

Irelandhotels.com and Be Our Guest continue to be strong brands promoting our products. The website and its on-line reservations system has been in existence for two years. During 2003 the look of the website was redesigned and a major review of its function and effectiveness is underway. I am confident that the review will result in further improvements on the site with additional facilities being introduced early in 2004. Be Our Guest is still by far the most popular and sought after guide for Irish hotels and guesthouses. Almost 400,000 copies have been printed and are currently being distributed throughout the world for the 2004 season.

The Quality Employer Programme has been in existence for 7 years and in late 2003 a review of its effectiveness and structure was completed. Plans are now being implemented to update the programme and to make its delivery cost effective through the use of technology. The programme has been a useful tool in confirming that hotels and guesthouses are good employers using modern human resource practices. To maintain the success of the programme and to ensure that employees and employers alike are made aware of its core values we must make greater use of technology and the Internet.

In 1997 we set up the Irish Hotels Federation pension scheme to facilitate members who wanted to make pension schemes available to their staff. However the Pensions (Amendment) Act 2002 placed such onerous responsibilities on the trustees of pension schemes that it was decided to terminate it and to facilitate the creation of individual schemes for participating members. The development of Personal Retirement Savings Accounts (PRSAs) is an alternative for small employers wishing to make pension arrangements for their staff and the Federation provided advice to members on the implications of PRSA schemes.

Throughout the year we continued to build alliances with other organisations to increase the impact of lobbying activities. These organisations include the Alliance for Insurance Reform, the Restaurants Association of Ireland, Feile Bia and the Chambers of Commerce of Ireland. In addition the council of the Federation endorsed the White Flag Award, a quality award for leisure facilities promoted by ILAM with the assistance of An Taisce.

The issue of local authority charges continues to be high on the Federation's agenda. During the year, in conjunction with the Chambers of Commerce of Ireland we met the Minister for the Environment and Local Government, Mr Martin Cullen TD, and outlined our concerns on this serious issue. The Minister intends to carry out a review of the funding of local authorities in 2004 and the Federation will prepare a submission for that review.

Following discussions with Fáilte Ireland (formerly Bord Fáilte) the registration regulations for hotels and guesthouses were updated and the changes came into effect on 1 May 2003. These regulations replace those in place since 1988. The report of the Tourism Policy Review Group recommended updating the classification system and making it mandatory for all hotels and guesthouses. We have indicated that this matter should proceed with care and that the task is much greater than merely upgrading the existing classification system. The development of electronic distribution poses the threat that hotel accommodation will be viewed as a commodity in the same way that competition in airline seats is almost solely on price. An updated classification system should build brands rather than continue a generic 1 to 5 star system. This matter will be the subject of special attention in 2004.



Jim Murphy being presented with the Hibernia College Award for Excellence in Education by Dr. Sean Rowland, Executive Chairman of Hibernia College.

Further building on the recommendations of our 'Strategic Review – A Blueprint for the Future' has taken place, an online Masters in Hospitality Management Programme developed by Hibernia College and accredited by HETAC is now being delivered. Executives within the industry are striving to achieve this highly valuable qualification. The programme offers participants the flexibility to pursue the course using the Internet negating the need to travel away from work and home. The course has potential for future development in Ireland and overseas.

The on-going dispute with Phonographic Performance (Ireland) Limited to arrive at a level of equitable remuneration for the public use of recorded music is scheduled for hearing in the High Court in early February. A ring-fenced fund has been established to finance the case and to ensure that we are in a position to engage the most effective legal experts to ameliorate the potentially disastrous effects of the findings of the arbitrator who, in 2002, issued a ruling on the level of equitable remuneration. We believe the outcome will have a major impact on the fees members will pay in the future for the use of copyright protected music.

Tourism Ireland Limited, in 2003, completed its second year of marketing Ireland overseas. Wherever possible we participated in promotions organised by Tourism Ireland. One of the most successful initiatives during the year was the German roadshow that toured the country for 8 days last March. A similar roadshow will take place in 2004 and it is our intention to participate again as it coincides with the introduction of additional air routes from Germany.

The Federation continues to be actively involved in the activities of HOTREC. In October Tom Mythen, President of the Restaurants Association of Ireland and I had the honour of jointly welcoming the HOTREC General Assembly to Dublin. This general assembly was held in conjunction with a HOTREC seminar on Copyright and Collecting societies. We were delighted and proud that Mr David Byrne EC Commissioner for Health & Consumer Protection addressed the General Assembly. The Chief Executive and I also attended a General Assembly in Sicily in April, which included a seminar focussed on the challenges of EU enlargement.

My term of office has come to an end very quickly. As I reflect on it I wish to express my appreciation to all those who assisted me. Whenever and wherever I sought support it was always forthcoming. I am honoured to have been President of the Federation. I wish to thank all those who helped and guided me, in particular my Vice Presidents, Management Committee and Council members. Thanks are also due to members in general who gave so much to ensure that the Federation had an impact when and where it mattered most. The Chief Executive and staff at Northbrook Road gave unlimited and willing support. I wish every success to our incoming President who I know, with the support of Council and members will continue to lead our hotel and guesthouse industry.



HOTREC General Assembly Dublin – David Byrne EU Commissioner for Health & Consumer Protection, Annette Whyte, Jim Murphy President Irish Hotels Federation



IHF Chief Executive,
John Power

Preliminary figures for 2003 indicate that overseas visitors increased by 4% to 6.1 million with revenue, including Irish carrier receipts, totalling €4.1 billion. Revenue from the all important home market increased by approximately 5% to €1.1 billion, bringing the total tourism contribution to the Irish economy to €5.2 billion, with the Exchequer netting approximately €2.3 billion. Tourism accounts for approximately 4.4% of GNP.

Membership

The Irish Hotels Federation has 953 members made up of 660 hotels and 293 guesthouses.

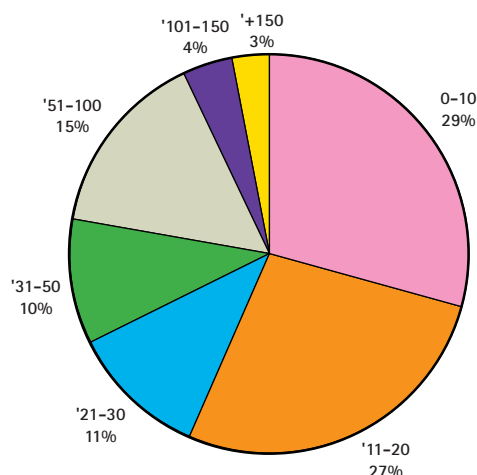
Irish Hotel and Guesthouse Industry

There are at present 858 hotels with 43,508 bedrooms and 486 guesthouses with 5,357 bedrooms on the statutory register. 57,000 people are employed in hotels and guesthouses.

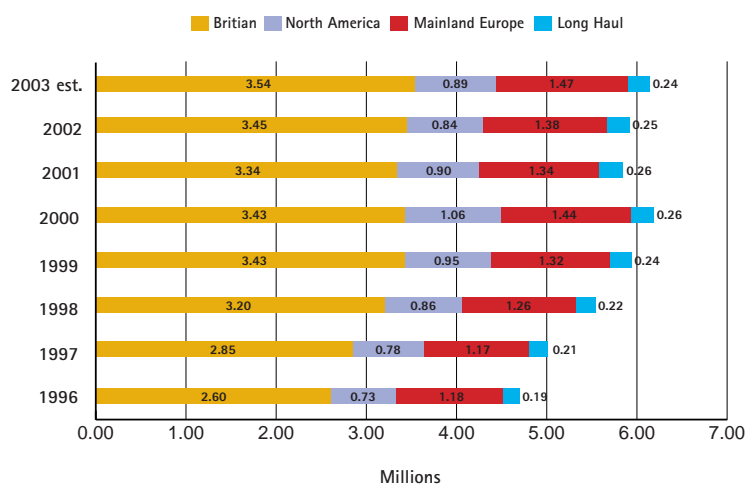
Employment Issues

While further details of the activities of our Employment Services Department are set out elsewhere in this report a number of areas warrant inclusion in this review. A new social partnership agreement – Sustaining Progress was entered into early in 2003. The private sector pay element of this involved, 3% of basic pay for the first nine months of the agreement, 2% of basic pay for the next six months and 2% of basic pay for the final three months of the agreement. A new Employment Regulations Order (JLC) came into effect in February 2004 implementing the first phase of the agreement. The increase in the national minimum wage to €7 an hour, with appropriate adjustments for job entrants and structured training programmes comes into effect on 1 February 2004. The JLC takes account of

Hotels and Guesthouses
by Number of Bedrooms



Overseas Visitors (millions)



any obligations to comply with the national minimum wage. For the first time the JLC included a provision that employers include in conditions of employment procedures to deal with issues of grievance, harassment and bullying. A detailed members' memo on compliance with these requirements has been circulated.

Due to recent pension legislation placing impractical obligations on the Federation, it was decided to formally wind up the IHF members pension scheme. Arrangements were made to transfer the contribution of members and their employees into individual pension schemes and in that way fully protect such funds.

Arrangements were also set up to ensure that members fully complied with their obligations to put in place personal retirement saving account schemes (PRSAs) and members' memos giving guidance and advice on the issue were circulated during the year. Advice was also given to members on the changes in the benefit in kind regulations brought into effect by the Finance Act 2003 and particular attention was drawn to the necessity to regularise the documentation and conditions of employment of staff to whom accommodation is provided to avoid it being subject to tax as a benefit in kind.

Quality Employer Programme

The Quality Employer Programme has been in operation since 1997 and covers over 60% of all staff employed in our sector. The employment sub-committee of the council, with assistance from the Tourism Research Centre of the Dublin Institute of Technology, carried out a review of the programme. Developments in employment legislation since 1997 have made many of the requirements for membership of QEP mandatory. It has been decided by Council that modern technology will be utilised to ensure that members continue to adhere to the programme and strong support systems will be put in place to ensure that the sector maintains its status as a quality employer. The activities of the Employment Services Department will also be deployed to achieve the objectives in respect of human relationship management set out in the Tourism Policy Review Group report.

Irelandhotels.com and Be Our Guest

There were almost one million visits to the irelandhotels.com website in 2003, with the average length of visit being just under 12 minutes. A redesign of the site took place during the year as well as a review of the contract for the provision of the on-line reservations system. Submissions were sought from a number of interested parties for the provision of the service and a decision will shortly be made on whether to continue with our existing contractor or to enter into a new arrangement.

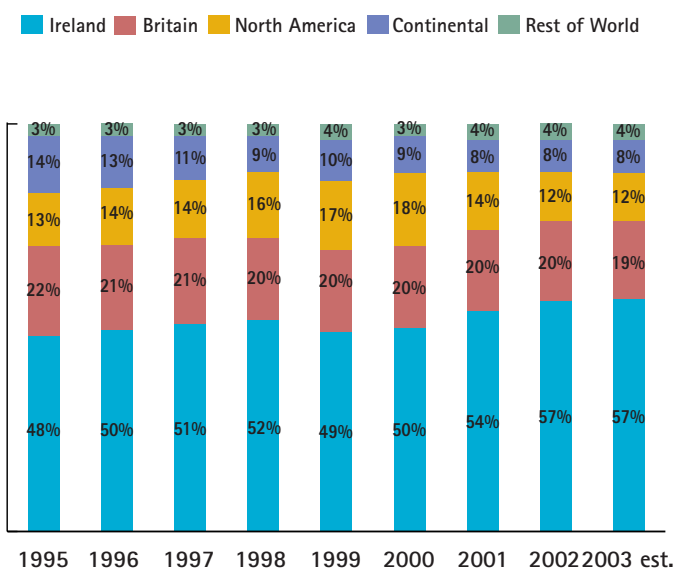
Almost 400,000 copies of the 2004 Be Our Guest guide have been printed and are in the process of being distributed throughout the world. Entry into the guide ensures automatic appearance on the irelandhotels.com website and the on-line reservations system. Further details on these activities are contained in the marketing section of this report.

Tourism Ireland

Tourism Ireland completed its second year as the overseas marketing organisation for the island. Visitors from Britain, at

approximately 3.54 million showed a slight increase on 2002. The American market increased by approximately 6% to 890,000 and European arrivals at 1.47 million increased by 6%. It would appear at this stage that the national level of room occupancy in 2003 was 59% with Irish customers making up 57% of all bed nights.

Nationality of Hotel Guests 1995–2003



Tourism Ireland draws up its marketing programmes in conjunction with the tourist boards and the industry north and south. The marketing budget for 2003 was €34 million and was augmented by an additional €5 million from the two tourist boards to internationally market product and regional activities. Marketing expenditure is divided among the main market regions as follows: Great Britain 35%, North America 27%, Europe 32% and other markets 6%. Approximately 63% of all expenditure goes on advertising, 20% on print distribution and direct marketing activities. The balance is spread over trade support, promotion and publicity. Tourism Ireland's E-marketing objective continues to strive to be the website of choice for international visitors gathering information about holidaying in Ireland. It is provided by offering consumers a diverse mix of products from industry both north and south on a range of websites.

At the end of the year Tourism Ireland launched its marketing strategy for 2004 – 2006 and operating plan for 2004. The objective is to secure the ambitious targets set by the reports of the Tourism Policy Review Group and Northern Ireland Tourist Board Tourism Strategy Group. The target is to increase the

number of visitors to the island by 4.4% in 2004, 5.4% in 2005 and 6% in 2006; this would mean increasing the number of visitors, to the island of Ireland, to 8.6 million in 2006. In meeting this target Tourism Ireland has highlighted the following challenges: competitiveness, changes in consumer behaviour in which the Internet continues to revolutionise the travel and tourism industry, and in the case of inbound air access our loss of competitive advantage as low cost air services between Great Britain and Germany and other European countries grows strongly. It reiterates the need for an additional competitive fast turnaround facility at Dublin airport and retention of the current Ireland – US Bi-lateral agreement for the expansion of air capacity on the North Atlantic.

Fáilte Ireland

Fáilte Ireland was established under the National Tourism Development Authority Act 2003 and commenced operation in May 2003. It brings together, and builds on, the functions previously carried out by Bord Fáilte and CERT. The aim of the new organisation is to provide strategic and practical support to develop and sustain Ireland as a high quality and competitive tourist destination.

The Chair of Fáilte Ireland is Gillian Bowler and among the other directors are eminent hoteliers Mary McKeon, Noel O'Callaghan, Patrick O'Donoghue and Eithne Scott-Lennon.

The Federation continues to work in strategic partnership with Fáilte Ireland and many meetings took place during the year on a number of issues.

Having been agreed with the Federation, new hotel and guesthouse regulations came into effect on 1 May 2003.

In excess of €2 million was spent on the promotion of home holidays including corporate advertising initiatives through the peak summer months. In 2004 the integrated home holiday marketing programme will be aimed at further stimulating demand for short breaks in Ireland. This activity is in line with an overall objective of increasing domestic holiday trips from 3 million in 2002 to 3.6 million in 2006. The promotion will combine a strong motivational element to promote brand values building on the Discover Ireland brochure and website usage. A spring advertising campaign will run from March to May. The Federation will maintain close contact with these activities and suggest amendments as the season unfolds.

During 2003 a comprehensive review of promotions was carried out and the programme for 2004 has been refined. Fáilte Ireland continues to link the home-based trade with the overseas

activities of Tourism Ireland. The Irish Travel Trade Workshop was held in Killarney in May and was attended by 330 overseas tour operators.

As part of the promotion of the Value Menu Programme a series of workshops for chefs and kitchen managers were held throughout the country to give advice on how to provide value for money without diminishing the quality or range of the produce on offer.

The Go Places in Tourism roadshow, in which many members actively co-operated, promoted tourism as a first choice career for over 10,000 school leavers. In a new initiative research was commissioned to analyse the process of recruiting school leavers to Fáilte Ireland courses and the findings will play an important part in the recruitment marketing campaigns for 2004. A €1.4 million state of the art centre was opened in Cork to provide training and consulting services to tourism and hospitality businesses in the Cork Kerry region.

The Federation is participating in a Fáilte Ireland initiative to address the cost of insurance across the tourism sector and to examine the feasibility of developing credit insurance to protect against exposure to creditors. The need for this became most apparent during 2003 with the collapse of the Far & Wide Group, which resulted in losses of approximately €2 million among members.



John O'Donoghue TD Minister for Arts, Sport & Tourism, John Power Chief Executive Irish Hotels Federation at the launch of Get a Life in Tourism

Fifty companies from a range of sectors across the industry achieved an Ireland's Best Award during 2003 and twenty companies commenced the implementation of the best practice system. Fáilte Ireland supported the Irish Hotels Federation and Gemma Publications in the publication of "Get a Life in Tourism" which had a print run of 25,000.

Convention Bureau of Ireland

The Federation has four representatives on the council of the Convention Bureau of Ireland – Niall Geoghegan, Matthew Ryan, Pat Chawke and I. During 2003 a review of the effectiveness of the marketing plans for the bureau for the years 1999 – 2002 was carried out. It identified priority markets for the next 3 years and the bureau and its Council are considering the findings and recommendations of the review. During the year the Convention's website www.conference-ireland.ie was also updated.

A new Conference and Meeting Guide 2004 – 2005 was completed and is ready for distribution. In addition a new incentive brochure with supporting CD Rom in a number of languages was developed and is also available. With the advent of the Dublin Convention Bureau, Cork Convention Bureau and the Meet Limerick Shannon Promotion Bureau the Federation believes that it is essential that relationships are developed between the Convention Bureau of Ireland and these bureaux to ensure their efficient and effective operation and discussions are presently taking place with Failte Ireland on this issue.

Dublin Convention Bureau

The Dublin Convention Bureau, a joint initiative funded by IHF Dublin branch, the Association of Irish Professional Conference Organisers, Dublin City Council and Dublin Tourism commenced operation in March. The Federation has three representatives on the board – Niall Geoghegan, Matthew Ryan and I. The objective of the bureau is to position Dublin as one of the leading meeting, conference and event destinations in the world. It offers its services to any national or international conference organisers free of charge. It has developed an effective website www.dublinconventionbureau.com and has published and distributed a conference and meeting planner. It is estimated that the bureau procured €3 million worth of business in its first nine months of operation.

National Conference Centre

The Federation continues to lobby Government for the development of a national conference centre. Its development is a key recommendation in the report of Tourism Policy Review Group and in public statements made by Tourism Ireland and Fáilte Ireland. During the year the Government agreed in principle to its provision and a steering group was established to agree the parameters of the procurement process and to review the specification and operational requirements of the project. The Office of Public Works issued a notice inviting expressions of interest from private investors in November and four responses were received.

Budget 2004

The Federation made a submission to the Minister for Finance in advance of the 2004 Budget. It focussed on our fear of on-going taxation charges and price increases in the absence of specific measures to the contrary. We highlighted our concerns in areas of international currency movements and substantial cost increases to the sector in areas outside of our control. The Federation sought the reduction of VAT from 13.5% to 10% and its treatment as an input for registered businesses. We also called for the restoration of the pre-budget 2003 excise rate on spirits, a cap on local authority commercial rate charges and the allocation of an additional €40 million to domestic and international marketing over 3 years.

When the budget statement was issued we were relieved that there was no increase in either VAT or excise duties, additional resources were made available to local authorities to give them some flexibility in ensuring that the full impact of the benchmarking wage costs were not passed on to rate payers and that there was an increase of 6% in the allocation to tourism. In many discussions with the Department of Finance we expressed concern about the impact that the 31 December 2004 cut off date for capital expenditure on hotels qualifying for Capital Allowances would have on a large number of new properties coming on stream. Consequently we were relieved that the cut off date was extended to 31 July 2006 and a provision has been included in the Finance Bill which allows capital expenditure, for which planning permission is not required, also to qualify for the accelerated system of Capital Allowances provided definite plans and commitments are in place by 31 December 2004.



Mr Donie Cassidy TD Chairman Joint Oireachtas Committee on Enterprise and Small Business, John Power Chief Executive Irish Hotels Federation

Insurance

As indicated last year tackling the issue of insurance was going to be one of the priorities for 2003. We prepared a detailed submission to the Joint Oireachtas Committee on Enterprise and

Small Business in which we outlined that the average insurance premium in our sector rose by a massive 351% between 2000 and 2003, and that this level of increase if continued would force many hotels and guesthouses out of business. We stated that there is insufficient competition in the insurance market to bring down costs, that fraudulent and exaggerated claims are an endemic problem, that legal and professional fees are an unnecessarily high driver of costs. These underpin increases in claim costs in addition to Ireland having a higher compensation cost than any other European country.

Mr Donie Cassidy TD, a member of the Federation, is chairman of the committee, and ensured that a high profile was given to this issue and the publication, in August, of the interim report of the committee acknowledged many of the points made by the Federation. Among the recommendations were the speedy establishment of the Personal Injuries Assessment Board and the extension of its remit to include public liability claims within six months of its establishment, the acknowledgement of the lack of competition in the Irish insurance market, a proposed quantum group to recommend on the level of awards appropriate to Ireland, specialist training for Judges in relation to insurance issues and reference to a book of quantum in deciding the level of awards, transparency in how insurance premiums are calculated and that policy holders should see clear evidence of the benefits of being claim free.

The Joint Oireachtas Committee continues to sit and it is anticipated that the Federation will make a further submission based on the experiences of members in renewals for 2004.

There have been a number of positive developments in the insurance market during 2003. The rise in insurance premiums appears to have stopped and members are reporting some reductions particularly where they seek alternative quotes. The Personal Injuries Assessment Board has been established on a statutory basis and is considering employer liability claims. The Minister for Justice, Equality and Law Reform has published a draft Civil Liabilities and Courts Bill, details of which were circulated to members, which when enacted will go a long way towards dealing with present abuses in personal injury claims. Areas addressed include notification of a claim to be made within two months of the incident, documentation for proceedings to contain full details of the injury, medical history and details are exchanged before a hearing comes to court and that evidence should be supported by affidavit. There is also provision for a mediation conference and heavy penalties for lodging or promoting fraudulent or excessive claims.

Research is being carried out among members to determine the feasibility of establishing a self-insurance fund. It is essential that the information requested is provided to evaluate the feasibility of such a proposal. As mentioned in the section of Fáilte Ireland the feasibility of providing a credit insurance scheme for members to protect against the failure of tour operators is also being evaluated.

Liquor Licensing

Following the publication of the final report of the Commission on Liquor Licensing the Minister for Justice, Equality and Law Reform introduced the Intoxicating Liquor Act 2003. The overall thrust of the Act was to combat the abuse of alcohol, rowdy behaviour, underage drinking and to transfer, to the District Court, the hearing of complaints, under the Equal Status Act, in respect of liquor licensed activities. The Federation was of the opinion that some of the provisions introduced would create particular difficulties for members consequently we asked members to actively lobby their local representatives for changes. We are still concerned that the ban on under 18's in licensed premises after 9pm, even when accompanied by their parents, is presenting difficulties to many hotels particularly those specialising in family holidays and in resort locations. We are also concerned at the requirement for persons aged between 18 and 21 to produce documentary evidence of age.

There were positive aspects to the Act including the transfer of Equal Status Act claims to the District Court and allowing licensees to adopt a policy of refusing to serve liquor to any person below a specific age (which must be over 18) that we welcomed.

The Minister for Justice, Equality and Law Reform has indicated his intention to introduce, during 2004, a codified Liquor Licensing Act. The Federation made a submission highlighting ten areas that should be given priority in this new legislation. These included allowing persons under 18 accompanied by their parents to be in licensed premises after 9pm, issuing of an annual extension for nightclubs, allowing music and dancing during drinking up time, allowing guesthouses to supply alcohol to residents and introducing a national identity card system. We anticipate that further discussions with the Minister and his department will take place during 2004 as proposed legislation is introduced.

Tourism Policy Review Group

The Tourism Policy Review Group invited interested parties to submit their views on the long-term strategic development of

tourism in Ireland. The Federation's strategic review committee, under the chairmanship of our President, made a submission in line with the objectives set out in our own strategic review document 'Blueprint for the Future' comprising the following key points:

- a) Necessary resources must be allocated for tourism to be a driver of national economic growth;
 - Status of tourism and government resources allocated must reflect the importance of tourism.
- b) Profitability in the industry must be restored to make investments attractive;
 - Fiscal environment must be made more favourable in respect of capital allowances and VAT
 - Local authority property rates must be spread wider to include Government buildings, educational establishments etc.
 - Insurance claim system must be fundamentally changed
- c) Non traditional markets and new customer segments must be developed;
 - Conclude agreement with US aviation authorities to gain new direct access gateways to the US
 - Increase emphasis on domestic market (including Northern Ireland)
- d) Maintain and strengthen the distinctiveness of the Irish holiday experience;
 - Institutional support for new product development
 - National conference centre to be developed
- e) Improve air access transport and infrastructure;
 - Second competing terminal to be constructed at Dublin airport
 - Reorganise Aer Rianta Dublin, Cork and Shannon airports to operate independently
 - Roads programme to be completed and signposting to be improved
- f) Management capacity and labour productivity must be increased
- g) Programme for protection and enhancement of the environment to be given priority

We also made an oral submission to the review group in which we further expanded on the content of our submission and discussed other issues of relevance.

The Group published its report in September and we were particularly pleased that it addressed all of the issues raised in our submission. It identified nine key strategic drivers for the success of Irish tourism and made 74 recommendations for the period 2003 – 2012. Tourism industry representative bodies, including the IHF, are identified as having a lead role in the implementation of 19 of the recommended actions. The nine drivers of success outlined are:

1. A favourable business environment
2. Competitiveness and value for money
3. Access transport
4. Information & communication technologies
5. Product development and innovation
6. Marketing and promotion
7. People in tourism
8. Government sector
9. Information, intelligence and research

The business environment heading included two recommendations for industry representative bodies to consider:

1. Promote reinvestment in maintaining the capital stock in Irish tourism through the use of accelerated write offs already available for plant and machinery
2. Establish and publish annually information on investment in tourism facilities undertaken with the aid of capital allowances and other tax reliefs in order to monitor and assess investment in maintaining the quality of Ireland's tourism stock

The Federation will continue to lobby for the retention of capital allowances in respect of hotel and guesthouse developments.

On the question of insurance costs the report called for the consideration of the scope for co-operative action by the industry in areas such as the management of claims, health and safety measures and self-insurance and is presently being acted on.

On competitiveness the report recommended that the industry should acknowledge through its representative bodies that in recent years it has lost competitiveness and that a high and increasing proportion of customers have expressed concern over value for money and that primary responsibility for restoring competitiveness and better value for money rests with the industry itself. The Federation responded by acknowledging that while competitiveness has deteriorated in recent years the industry can only accept responsibility for managing those costs and pricing factors which lie within its own control and that there are many significant cost factors over which the industry has little if any control. The recommendation that the price and product offerings against which Irish tourism competes should be identified each year by the industry representative bodies, Fáilte Ireland and Tourism Ireland, would be a complex exercise interweaving the qualitative and quantitative factors that influence competitiveness. It is the Federation's view that any benchmarking needs to be developed through consultation involving all the industry stakeholders.

The recommendation that Fáilte Ireland should develop and introduce a programme to improve the standards of the tourism industry in customer relations management making particular use of the potential which modern information and communications technologies provide mirrors a similar recommendation in the Federation's 'Blueprint for the Future' and in this role we see the IHF as organising training and information seminars for members to raise both awareness and promote knowledge in customer relation management procedures. The report also recommends the introduction of management / employee partnership arrangements to enhance performance, productivity and competitiveness. This recommendation mirrors the IHF's 'Blueprint for the Future' in this regard and may involve the tourism sector seeking representation on the National Centre for Partnership and Performance to meet this objective.

It is further recommended that Fáilte Ireland and the industry representative bodies should pursue upgrading standards as a competitive response to lower cost alternatives in other countries. The Federation expressed the view that support from Fáilte Ireland should be sought for specific initiatives to achieve this objective.

A recommendation, which will have major impact on the future of the Federation, is that the tourism industry should strengthen the capability of its representative bodies through the widening of their functions and the recruitment or secondment from industry of people with the requisite analytical and other

expertise to promote and provide leadership in relation to competitiveness. While the Federation is active in this area and involves itself in a far wider range of activities than other representative bodies it would not have the human and financial resources to fill this brief. In order to carry out the recommended actions it is our view that funding for these activities should be sought from the State.

The report recommended that in order to underpin the increased emphasis on quality of product and services, Fáilte Ireland should, in close consultation with the industry implement a mandatory classification system for hotels and guesthouses. The Federation responded by stating that the task is greater than merely updating the existing classification system. The development of electronic distribution poses the threat that hotel accommodation will be viewed as a commodity in the same way that competition in airline seats is almost solely on price. A new classification system should be a method of brand building influenced by how major chains use brands to promote the characteristics of service and dimensions of the product rather than a generic 1 to 5 star system. To be effective a strategic marketing approach should be taken to this issue.

The findings of this report will have a far reaching effect on the activities and functions of the Federation in the years ahead and the council will consider how best to structure its activities to meet these objectives.

Promotion of Food Sales

During 2003 we participated in two major food promotion activities – the Value Menu Programme and further promotion of the Feile Bia Programme. In conjunction with the Restaurants Association of Ireland, a "Value Menu" Restaurant Guide highlighting the value for money available in hotels and restaurants was published and circulated with a daily newspaper. Over 200 properties participated in the first listing and were added to as the year progressed. We acknowledge the support of Fáilte Ireland and Feivre who facilitated the publication of the guide. An extended publication incorporating "Value Menu" wine offerings will be included in the 2004 guide which is, at present, being compiled.



Bord Bia substantially increased the resources available for the promotion of Feile Bia in 2003 and in association with the Restaurants Association of Ireland, Euro-Toques Ireland and the Irish Farmers Association, this programme is increasingly being promoted. It is based on promoting food ingredients that have been certified by quality assurance schemes. In total over 1200 properties have now signed up to the Feile Bia programme, of which 350 are hotels and it will be further extended in 2004.

Irish Tourist Industry Confederation

During the early part of 2003, ITIC continued to highlight the competitive pressures on tourism and to address the deteriorating fiscal environment affecting the industry.

ITIC through its "Economic Impact Report" followed by its detailed "Submission to the Tourism Policy Review Group", put forward a credible analysis of the constraints facing tourism and has been proactive on these issues during the year.

Influencing Tourism Policies

During the year, ITIC continued to influence tourism policies through:

- The Programme for Sustaining Progress calling for an anti-inflation package to improve the industry's escalating cost base
- Contributing to the deliberations and work of the Tourism Policy Review Group through formal submissions and oral presentations
- Supporting the establishment of Fáilte Ireland and contributing to its Terms of Reference
- Submitting proposals aimed at maintaining and increasing overseas marketing funds for Tourism Ireland.

Representation

ITIC represents the industry on key national organisations connected with tourism, such as, the Social Partners, the Boards of Tourism Ireland, Fáilte Ireland and the Marketing Partnership Committees. It was also represented on the Tourism Policy Review Group and was invited by the Minister for Tourism to nominate representatives to the Implementation Group, which will begin its work in early 2004.

This level of involvement, in which the Irish Hotels Federation participates, enables the industry to have a direct influence on the policies being implemented by the Tourism Agencies.

Submissions / Case-making

ITIC, in its submissions prior to the publication of Government Estimates and also in its Budget Submission, called for measures to support tourism. The ITIC Report on "Industry Spend in Overseas Markets" indicated that €120 million was spent by the Industry in 2003. This expenditure more than complements the marketing budget provided through Tourism Ireland and Fáilte Ireland.

Looking to 2004, ITIC will continue to implement a planned Research and Case-making Programme. The immediate priority will be to work with the Minister's Implementation Group and to continue to address the industry's competitive pressures and influence the work of the State Agencies.

Health & Safety Issues

The health and safety of our employees and customers is an issue that continues to receive more attention. In the year under review a substantial amount of the Executive's time was taken up by the public debate surrounding the introduction of a total ban on smoking in the workplace. The Federation while supporting the ideal of a safer workplace for all employees expressed serious concern at the likely impact on business. We were of the view that the use of modern technology and clearly defined no smoking areas should be initially introduced. However, having considered the Government's determination to introduce a total ban we concentrated our efforts on seeking derogation for hotel bedrooms and were successful in this effort. When the date of the commencement of the new regulations is announced the Federation will issue guidelines to members on their operation.

In conjunction with the Vintners Associations and the Garda Síochána, House Rules have been drawn up with the objective of maintaining law and order and control on licensed premises. These have been approved by the Council of the Federation and are awaiting formal approval by the Garda Commissioner. The rules outline the standard of conduct that is expected in, and is a guideline to the effective and good management of, licensed premises. During the year, also in conjunction with the Vintners Associations, the Irish Nightclub Industry Association and the Garda Síochána a code of practice on the detection and prevention of the use of drugs in licensed premises was developed and will shortly be published and distributed. The Federation also participated in discussions with the Department of Health and Children, Fáilte Ireland and MEAS in the promotion of the Responsible Service of Alcohol training programme in which many members participated.

Copyright Issues

The long running dispute over the level of equitable remuneration payable to PPI in respect of the use of recorded music is the subject of a High Court appeal scheduled to run for the first two weeks of February 2004. The appeal is against the ruling of the arbitrator, acting on behalf of the Controller of Patents, Designs and Trademarks, who set an exorbitant level of remuneration payable to PPI. Throughout the year a steering group involving members of the Federation and the Irish Nightclub Industry Association worked closely with our legal advisors to ensure that the best possible case is put before the High Court. Members will be kept informed of developments on this important issue.

Many of our members sought advice on the provisions in the Copyright and Related Rights Act 2000. This legislation affords members protection against the unreasonable and unwarranted demands made by PPI. The process of this protection includes making a reference of the dispute to the Controller of Patents, Designs and Trademarks. As outlined in my report last year the Controller decided to seek the appointment of an arbitrator to hear these disputes. The Federation is challenging the appointment of the arbitrator and is making efforts to seek the Controller's office to fulfil their statutory obligations and hear the cases themselves.

The whole area of copyright and the efforts of collecting societies to increase tariffs for the use of broadcast and recorded material is an increasing burden on members. IMRO have recently advised a number of our members that they have been appointed by BBC Worldwide Ltd to collect charges for the use of the BBC Digital service available on the ASTRA satellite notwithstanding the fact that Irish Copyright Law determines that the private reception of radio and television programmes in hotel bedrooms is not a breach of copyright. The Federation will vigorously oppose the imposition of any such charges and will defend any legal efforts by collecting agencies to enforce such tariffs.

Legal proceedings to protect our members against collecting bodies are expensive and efforts have been made to build a legal fund to ensure that we have the financial resources available to protect our members in such circumstances.

Funding of Local Authorities

Following a resolution of the 2003 AGM a survey of members was carried out to seek guidance as to how the Federation should proceed in its objective of seeking a more equitable

method of levying local authority rates. The result of the survey indicated that we should seek alliances with other trade associations such as the Chambers of Commerce of Ireland to leverage the success of any campaigns in which we become involved. We had a number of meetings with the Chambers of Commerce of Ireland culminating in a joint meeting with the Minister for the Environment and Local Government in which the difficulties and unfair burdens posed by the current system of levying of rates was outlined in detail.

Our concern was exacerbated by the fear that the costs of funding the benchmarking awards to local Government employees would have to be funded from commercial rates and charges. We were relieved that the Minister made available to local authorities additional resources to reduce the impact of these additional costs and to enable the councils to adopt a rate more in keeping with normal business cost increases. However, the future funding of local authorities remains a major concern and the inequitable burden on the rate paying business sector, particularly those with properties of large floor areas, such as hotels and guesthouses, needs further attention. During 2004 submissions will be sought from interested bodies on the future funding of local Government. The Federation is planning to make a submission and is involved in discussions with the appropriate advisors to draft this document.

Waste Management Packaging Regulations 2003 / REPAK Membership

The Waste Management Packaging Regulations came into effect on 1 March 2003. In order to comply members were required to register with their local authority and fulfil other obligations in relation to waste management. An alternative method of compliance was to join REPAK and the Federation negotiated special membership arrangements and subscription rates for members. Many members have availed of this alternative.

Energy Efficiency Initiative / Carbon Energy Tax

On 1 January 2005 a carbon energy tax will be introduced. In conjunction with Sustainable Energy Ireland (SEI) the Federation is working on a strategy to negotiate an agreement for the recovery of part of these taxes by members. We anticipate that this agreement will provide members, who meet certain energy efficiency criteria, a reclaim mechanism for a large proportion of their carbon energy taxes. It is expected that a pilot scheme will be agreed with SEI this spring and, based on the results the IHF negotiated agreement, should be in place in the third quarter of the year, in advance of the introduction of the tax.

HOTREC

2003 was a very active year for HOTREC the confederation of the national associations of hotels, restaurants, cafés and similar establishments in the European Union and the European Economic Area. Annually HOTREC holds two general assemblies.



HOTREC General Assembly Dublin – Henry O'Neill Chief Executive Restaurants Association of Ireland, Geraldine Byrne, David Byrne EU Commissioner for Health & Consumer Protection, John Power Chief Executive Irish Hotels Federation

This year they took place in Catania, Sicily and Dublin coinciding with Italy and Ireland assuming the Presidency of the EU. The assembly in Sicily focussed on the expansion of the EU. The Dublin assembly covered copyright issues and was also addressed by the EU Commissioner on Health and Consumer Protection Mr David Byrne. Set out hereunder is a brief summary of the areas currently on HOTREC's agenda.

Taxation

It is HOTREC's objective to obtain the introduction of a mandatory reduced rate of VAT applicable to hotels, restaurants, cafés and similar establishments and the allowance of VAT as an input for all registered businesses incurring hotel and restaurant expenses in all member states. Annex H of the EU Directive on VAT lists goods and services to which the reduced rate may apply. This annex includes hotel accommodation but not restaurant services. However, EU regulations allow that where a reduced rate applied to restaurants in 1991 it will continue to apply. The French Government is making determined efforts to reduce the VAT rate applicable to restaurant sales from the current level of 19.6% to 5.5%. The present rules do not allow for this reduction, as the reduced rate did not apply, in 1991, to French Restaurants. Any decision to allow the reduction has got to be made on a unanimous basis by the EU Council of Ministers, to date this has not happened and their discussions continue.

Health & Safety

As in Ireland the issue of smoking in hotels, restaurants and bars is very topical at EU level and the Spring 2004 general assembly will focus on the implications of bans in EU countries.

In September 2003 the Amsterdam group, which brings together the main producers of alcoholic beverages in Europe, organised the first European forum on responsible drinking. There is a real fear that the EU will head towards the imposition of rigid regulations on the use of alcohol. A seminar on this issue will also take place at the Spring general assembly with the focus on the development of voluntary codes based on responsible actions, thus avoiding imposed rigid regulations.

The EU Commission recently decided that there is need for further action in the field of fire safety in hotels. It has suggested that the following areas should be explored: the advisability of increased supervision and monitoring of fire safety in all hotels, the updating and improvement of technical guidelines, the application of the recommendations to other forms of accommodation and the identification, dissemination of best practice in fire safety management and monitoring and the desirability of incorporating into new recommendations more detailed and concrete provisions for existing hotels where the guidelines previously recommended cannot be applied. As Ireland has, within its hotels and guesthouses, a high standard of fire safety requirements it is unlikely that any new regulations would add substantially to existing obligations.

Food

Due to pressure from the Irish Minister for Agriculture, the Commission is proposing to extend to restaurant menus the mandatory labelling with the country of origin of beef. HOTREC takes the view that this is an unnecessary, bureaucratic and unhelpful development. Discussions are taking place with the appropriate officials to avoid such an imposition. Proposed regulations on the hygiene of foodstuffs continue to be discussed with Commission officials. The proposed regulations are designed to cover all aspects of the food chain. The risk to hotels and restaurants is that the onerous requirements placed on primary producers, manufacturers, packers, importers, retailers, industrial caterers and a wide variety of food operators would also apply to restaurants. The proposals currently in the legislative pipeline fail to take into account the specific structure of the food service sector and in particular the position of restaurants in the food chain.

Copyright

As in Ireland the issue of the management of copyright and neighbouring rights has gained momentum at EU level. Efforts were made by copyright collecting agencies to maintain their position of strength. User groups such as HOTREC continue to seek more transparency and fairness in the management of copyright and similar rights.

Classification

At the request of the European Parliament Committee on Regional Policy Transport and Tourism the Director General of Research of the European Parliament carried out a study on hotel classification in Europe. The study has not been published but its purpose would appear to be to inform about the state of play in the different European members states and candidate countries. HOTREC contributed information to the study. It is unclear as to how the Parliament will pursue the matter on publication of the report. HOTREC plans to hold a seminar on European classification in the autumn of 2004 and working meetings on this issue will take place in February.

Status of Tourism

In general terms HOTREC continues to favour supporting EU actions in relation to tourism provided these actions focus on the entrepreneurial aspects of tourism. This focus is necessary, as the current draft of the European constitution makes no reference to tourism. However other aspects such as the protection of consumers, workers and environment are already fully dealt with in specific chapters of European treaties.

Branch Activities

Throughout the year the staff at Northbrook Road and I attended meetings at Branch level. These meetings gave us the opportunity to update members on current issues and enabled the Executive to listen directly to the views of members. Seminars and workshops took place to explain and inform members on the development of the irelandhotels.com website and to help members prepare for the annual trade workshops.

Associate Members

We continue to promote associate membership and we currently have 73 members. Their association with the Federation has been of benefit to associate members and we urge our members to support them where appropriate.

Appreciation

I wish to thank our President Jim Murphy for the enormous assistance, support and guidance that he has given the staff at Northbrook Road and I during his two years in office. His previous involvement as council member, vice-president and more particularly as chairman of the Strategic Review Committee in evolving 'the vision for the future of the Irish hotel and guesthouse industry is that of a profitable internationally competitive industry delivering an excellent product and outstanding service' gave him in-depth knowledge and focus which was of immense value during his leadership. It is also most appropriate that his knowledge and experience will be further utilised by the body set up by the Minister for Arts, Sport and Tourism to oversee the implementation of the recommendations of the Tourism Policy Review Group. His accessibility, encouragement and willingness to travel to lead and support the activities of the Federation served to inspire and motivate us all.

The guidance and support that the staff and I received from the management committee, Council, sub-committees and general membership of the Federation was always helpful and welcome. The willingness of so many members to actively lobby, when requested to do so, greatly enhanced the profile of the Federation and the impact of such lobbying. We will be calling further on members to support lobbying activities in the lead up to the local and European elections.

As usual all the staff in Northbrook Road displayed dedication, patience and support without which my role would not be effective and for this I am truly grateful.



Irelandhotels.com

As the main marketing publication for the Irish Hotels Federation, the Be Our Guest guide was once again a very successful promotional tool in both the domestic and overseas markets. As part of the Be Our Guest marketing initiative, the web initiative Irelandhotels.com has gone from strength to strength and now represents an important part of the Federation's marketing campaign. With around 20,000 visitors to the site each week, with an average length of stay of 12-15 minutes, irelandhotels.com is fast becoming a major referral and generator of business to Irish hotels and guesthouses. By allowing hyperlinks through to members own web sites, Irelandhotels.com drives on average 30,000 visitors to individual hotels and guesthouses web sites every month. All premises featured in the guide are automatically included on the web site.

A number of regional sub-sites have been developed to enable the Federation to offer more targeted campaigns, for example, the Dublin regional site, www.all-dublin-hotels.com, featured a Dublin branch campaign offering special rates to the UK market.

The following are some of the regional sites available:

- www.all-dublin-hotels.com
- www.hotel-belfast.com
- www.hotel-connemara.com
- www.hotel-donegal.com
- www.hotel-galway.com
- www.hotel-in-cork.com
- www.hotel-kerry.com
- www.hotel-kilkenny.com
- www.hotel-killarney.com
- www.hotel-limerick.com
- www.hotel-mayo.com
- www.hotel-shannon.com
- www.hotel-sligo.com
- www.hotel-waterford.com
- www.hotel-wexford.com

Irelandhotels.com has been strongly promoted in both the UK and domestic markets in national press and radio and in targeted publications and media in the US and Europe.



There have also been a number of online marketing initiatives, for example an ongoing campaign with Pigsback.com. The campaign consists of onsite category presence, which includes links to either the home page or direct to the special offers section of Irelandhotels.com and also featured offers to encourage interaction between members of Pigsback.com and Irelandhotels.com. The Federation's site is also featured in the email newsletter, "Travel & weekender" which is mailed to approx. 98,000 opt-in members. Irelandhotels.com was also included in three editions with a minimum mailing in excess of 300,000 emails over the four-month period of the initial campaign that ran from June to September. A sizzler email was also sent to those Pigsback.com members who had opted-in to relevant categories, so that Irelandhotels.com was mailed to a minimum of 35,000 opt-in members.



An on-line promotional campaign also ran with the Irish Examiner, www.examiner.ie and a number of other sites

controlled by Thomas Crosbie Holdings e.g. The Sunday Business Post. The campaign ran for three months and featured a number of different banners promoting special offers on Irelandhotels.com as well as inclusion in the Examiner's e-zine, which was mailed to over 90,000 subscribers. The Examiner site would have monthly visitors in excess of 120,000.



Shamrock Trail

This promotion took place in the US market, from 16 to 20 June. The focus of the promotion was an intensive weeklong series of sales presentations by small teams of ROI / NI / US Trade in the offices of Ireland Expert Shamrock Club members. An Irish Evening event took place in each of the selected markets, to which Shamrock Club members and selected quality travel agents were invited.

The markets closest to gateways, with the highest density of Ireland Experts, i.e. those with the greatest potential to deliver business to Ireland in the short term, were selected as follows:

- Greater New York
- Greater Boston
- Greater Chicago
- Washington DC/ Baltimore/ Philadelphia
- Greater San Francisco
- Southern California

A team of a maximum of twelve participants was assigned to each market. This group then subdivided into smaller groups of approx. 3 / 4 pax to complete the calls. The objective was to provide Irish trade & US based tour operators, airlines etc with the opportunity to meet directly with the agents representing the most qualified and largest producers of travel to Ireland. There were 13 representatives from the hotel sector attending the promotion, bringing with them promotional cards for Irelandhotels.com highlighting the fact that Travel Agents can use the site to make commissionable bookings on line.

Be Our Guest

Almost 400,000 copies of the 2004 Be Our Guest Guide have been printed and feature in excess of 1,000 entrants. In addition to information on the individual hotels the guide also features golf, angling and conference sections and detailed touring maps.



Over 186,000 copies of the Guide were distributed in over 20 overseas markets through the Tourism Ireland overseas market office network in 2003 and so far in 2004 almost 170,000 have already been shipped the overseas market offices. In addition it is promoted extensively in both overseas and domestic shows each year. The Be Our Guest guide is also available through book

stores, car hire companies, Regional Tourist Offices and from the travel trade. This year the Be Our Guest guide will be distributed through WH Smith book stores in the UK. The guide is promoted throughout the year in the media both at home and abroad and features in all the Tourism Ireland and Fáilte Ireland main publications, in the publications of all the main carriers and also in niche market publications.



Be Our Guest Launch

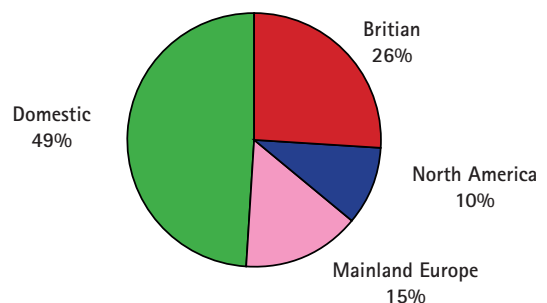
Be Our Guest 2003/4 – Distribution Plan

Almost 400,000 copies of the Be Our Guest guide were distributed during 2003.

A significant number of the guides were distributed at trade and consumers shows in both the domestic and overseas markets, with the Irish Hotels Federation represented at even more promotions during 2003 than previous years.

Each year over 50% of the guides are distributed by January with an additional 20% distributed by March. Overall requests from car hire companies and bookstores as well as general enquiries were up on previous years. As were the number of guides distributed through attendance at overseas promotions.

Be Our Guest Distribution



Overseas & Domestic Promotions 2003

The Irish Hotels Federation attended the promotions listed below. The Irish Tourist Board in each market also distributed the Be Our Guest at a large number of events.

Promotion	Venue
Holiday Show	Manchester, UK
MATKA	Helsinki, Finland
Holiday Show	Glasgow, UK
Holiday World	Belfast (own stand with members)
CMT	Stuttgart, Germany
Holiday World	Dublin (own stand with members)
Selling Ireland Seminars	USA
Holiday World	Cork (own stand with members)
Consumer Days	Amsterdam, Netherlands
Holiday Show	Bournemouth, UK
CBR	Munich, Germany
Ireland Unplugged	Amsterdam, Netherlands
Consumer Day	Brussels, Belgium
Best of Ireland	Canada Agents Seminars
ITB	Berlin, Germany
Consumer Days	Manchester, UK
Consumer Day	London, UK
Agents Seminar	Copenhagen, Denmark
TUR	Gothenburg, Sweden
Consumer Roadshow	9 Cities, Germany
Consumer Day	Glasgow
Irish Travel Trade Workshop	Killarney
National Country Fair	Birr Castle Demesne
BBC Gardeners World	Birmingham, UK
Royal Show Stoneleigh	Warwickshire, UK
Tatton Park Flower Show	Cheshire, UK
CLA Game Fair	Harewood House, Leeds, UK
Horse Show	RDS, Dublin (own stand)
Flavours of Ireland	London
World Travel Market	London, UK

US-Ireland Alliance Innisfree Programme

The Innisfree Program was an initiative by the US Ireland Alliance to provide a holiday in Ireland for the families of the fallen heroes of September 11th. The program covered the cost of airline tickets, seven nights hotel accommodation and seven-day car hire for the widows, children and parents of the deceased members of the FDNY, NYPD and Port Authority Officers. The Irish Government and Tourism Ireland, the Irish Hotels Federation, the Car Rental Council of Ireland and Aer Lingus generously supported the trip. Contributions were also received from the Garda Síochána, the Northern Ireland Police Service, the Ireland Golf Tournament Operators Association, Accenture, the Working District Irish Association (Survey, England), and several businesses and individuals.

The Irish Hotels Federation offered seven nights complimentary accommodation to immediate families (2 rooms per family) and discounted rates (decided by individual hotels) to friends and family. Aer Lingus provided special rates to immediate family members and accompanying family and friends, the US Ireland Alliance paid for immediate family members. The Car Rental Council of Ireland offered a seven-day car hire of a manual compact car to families (one per family, subject to availability) and discounted rates to upgrade the car to a larger automatic vehicle as well as discounted rates to friends and family. All families were given an opportunity while in Ireland to meet with local fire fighters and police officers. In addition to this, all families were given the option of meeting with media. 108 families were catered for between July 2002 and November 2003.

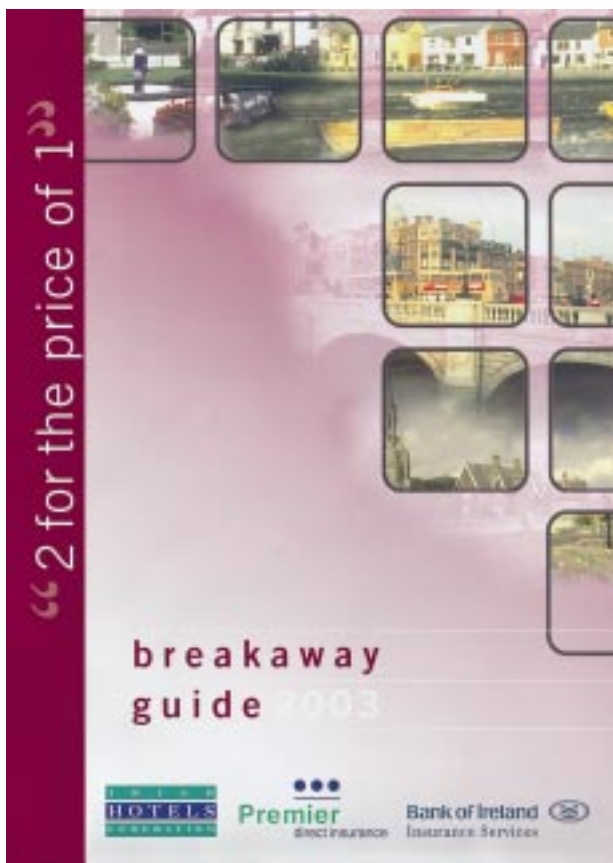
Facts and Figures

Number of Families Program was offered to:	417
Number of Families that initially responded:	242
Number of Families that travelled:	108
Number of Primary Travellers:	274
Number of Friends and Family:	269
Total Number of People that Travelled:	543

Irish Hotels Federation/Bank of Ireland Insurances Services Ltd

"2 for the Price of 1" Promotion 2003

The Irish Hotels Federation, in association with Bank of Ireland Insurance Services Ltd., once again ran the highly successful "2 for the Price of 1" promotion during 2003. This promotion focused on the shoulder/winter seasons and was offered to all customers of Bank of Ireland Insurance Services Ltd., incorporating their Premier Direct Insurance Services Ltd. brand.



The promotion ran for the periods 01 January to 30 April and 01 October to 31 December. 60,000 promotional booklets and vouchers have been distributed to Premier Direct Insurance customers.

The scheme operates on a voucher and booklet system, which are given by Bank of Ireland Insurance Services Ltd. to their customers. Effectively, the voucher entitles the bearer to a room, including breakfast, for 2 people for the price of 1 person, with a minimum stay of 2 nights and a maximum of 3 nights. One voucher and a booklet, featuring the participating premises' contact details and promotional B & B Rate per room per night, are given to each customer.



2003 was a year of consolidation and review for the Employment Services Department.

Careers Roadshow

As usual Fáilte Ireland; in conjunction with the Irish Hotels Federation and the Restaurants Associations of Ireland organised a series of career roadshows in October and November. These were held in 20 venues nationwide with the events being held in hotels, Fáilte Ireland centres and Institutes of Technology.

The aim of the roadshows is to provide an insight for second level students into the hospitality industry and hopefully to attract many of them into careers within the industry.

Each roadshow comprises an information section on the various career paths into the industry. Also various hotel personnel, for example chefs gave talks on their daily workload and their route through the industry. In addition there was the highly popular cookery demonstration where students got to sample some of our top chefs' culinary delights.

Overall, about 10,000 school leavers attended these roadshows. From an analysis of the completed evaluation forms from teachers it emerged that most felt that the roadshows were of great benefit to students in terms of career information as well as being a highly enjoyable day out.

Career/Recruitment Events

Date	Event	Outcome
January	Kerry Career Guidance Counsellors Career Day	This annual event attracted over 1,500 second level students from the the Kerry, West Limerick and South West Cork region.
February	FAS Opportunities 2003	Europe's largest career, educational and skills showcase was again held in the RDS. Over 130,000 job seekers & students attended the event with over 10,000 visiting the joint IHF/CERT stand.
September	Irish Times Higher Options Conference 24th – 26th September	The 17th Higher Options and Institute of Guidance Counselors was, as usual held in the RDS Exhibition Centre. The event attracted almost 25,000 students and it offered employers the opportunity to attract young Irish students to careers in the hotel industry and possibly the opportunity to offer some students work experience or part-time work.
October / November	National Careers Roadshow	Our annual industry based careers event – see separate section.



Inaugural meeting on-line masters programme

On Line Masters

On the education front 2003 saw the launch of the on-line Masters Degree Programme in Hospitality Management.

The Masters, provided by Hibernia College, offers modules in information technology, financial management, revenue

management, marketing, human resources, law, operations management and conflict resolution. It is run over two years and the participants complete a dissertation or management project at the end of their second year. The course is guided by a team of internationally renowned lecturers and is available at a competitive cost.

This degree is developed to specifically centre on all aspects of the hospitality industry. It is a flexible programme designed for today's professionals. The course is taught by means of Internet technology and video conferencing; thus allowing students from all parts of Ireland to participate. This new venture, a radical departure from traditional methods has proved popular among professional from all sectors of industry.



Quality Employer Programme

Last year saw the review of the Quality Employer Programme. The programme has been in operation since 1997 and although updated in line with changing legislation it has never been totally revamped. Therefore the review took place with the main aim of analysing and evaluating the QEP since its inception in 1997 and identifying future developments for the programme.

The Tourism Research Centre of Dublin Institute of Technology was commissioned to conduct the review and carried out their research by interviewing a representative sample of QEP members and non-QEP members using face-to-face interviews. The results of the survey were presented to the Employment Committee and Council and some of the general recommendations were that a legislation hotline should be set up and that the programme be restructured to include a software package for self-assessment.



Anne O'Carroll Employment Services Manager Irish Hotels Federation and pupils from Manor House School at the launch of Get a Life in Tourism

Placement Division

As a part of the QEP review we also reviewed the operations of the Placement Division. We are currently looking at how best we can serve the needs of our members in light of the changes that have taken place in their requirements over the past two years. Throughout 2003 the Placement Division continued to recruit staff for member properties. This year, we mainly recruited staff from EU member states, with the help of the network of EURES (European Employment Service) Advisors. We also set up links

with Tourism Colleges in the Netherlands and in France, which resulted in many foreign students taking up their work placement period in Ireland.

Transition Year Programme

The Transition Year Programme, which was developed by the Irish Hotels Federation and co-ordinated by Fáilte Ireland, has been in operation for the last seven years. Although it has been very successful and each year new schools take up the programme, it was decided to carry out a review and update it. The main concern expressed by teachers during the course of this review was that the programme was too wide in scope – too many subjects were required and this proved extremely difficult for the project leader to co-ordinate. The main change was a reduction in the number of cross-curricular subjects to be covered. The new Programme is currently being piloted this academic year in two schools, in Dublin and in Cork.

Due to the Department of Education's change of guidelines, teachers were unable to participate in the annual in-service day during school hours. Therefore our Transition Year Support Team travelled to individual schools around the country. In the current academic year (2003-2004) we have 26 schools participating in the programme and from these schools over 600 students are expected to receive certificates.

Get a Life in Tourism Magazine

Get a Life in Tourism is a free magazine aimed at 15 – 18 year old second level students, highlighting the variety of career opportunities in the hospitality sector. The IHF and Fáilte Ireland together with the publishers, Jemma Publication, produce the magazine. The main objective is to communicate to students the benefits of a career in one of Ireland's most successful industries and it is a very important element in our national drive to promote the tourism sector as a first choice career for Ireland's young people.

The magazine is available to second level students through career guidance counsellors as well as at all career events throughout Ireland and from the IHF office in Northbrook Road.

The Employment Services Department of the IHF wishes to extend its gratitude to everyone who assisted in their activities during the year – those who gave their time for career events and roadshows, contributed to articles and the Get A Life Magazine and those involved actively in the Transition Year Programme.

Fáilte Ireland

Retain Programme

The Retain Programme was introduced by Fáilte Ireland in January 2001 with the aim of tackling high staff turnover rates in tourism by encouraging and supporting employers to adopt professional training and development strategies to build staff commitment and loyalty. Through the programme businesses may obtain grant aid of 50% (maximum of €20,000) towards training costs over a three-year period subject to completion of a training plan. To date 100 companies have successfully participated in the scheme.

The Irelands Best Service Excellence Award

The Irelands Best Service Excellence Award was launched four years ago and continues to attract businesses. The main focus of the programme is to ensure that each member of the management and staff team makes a positive impression on customers' experience. Establishments that complete and implement the programme are eligible to apply for an independent annual audit, which can lead to the Ireland's Best Service Excellence Award. In 2003 over 50 establishments were presented with the award while another 20 establishments commenced the process of best practise implementation by conducting a self-assessment, identifying areas for improvement and preparing action plans. An independent auditor assesses each premises on an annual basis thus ensuring that the high standards set out in the programme are maintained.

HETAC the higher Education and Training Awards Council validated four of Fáilte Ireland's third-level programmes. These new programmes are the National Diploma in Business Studies (Culinary Arts); National Diploma in Business Studies (Bar Management); National Certificate in Business Studies (Front Office Management and the Trainee Manager Development) Programme. These form part of developing a suite of programmes designed to meet the ongoing needs of the industry.

A €1.4 million state-of-the-art centre was opened in Cork to provide training and consulting services to tourism and hospitality businesses in the Cork/Kerry region.

In October, Fáilte Ireland announced a new initiative to address the cost of insurance across the tourism sector. The objective is to deliver substantial savings for tourism enterprises in time for the 2004 season.

Trainee Management Development Programme

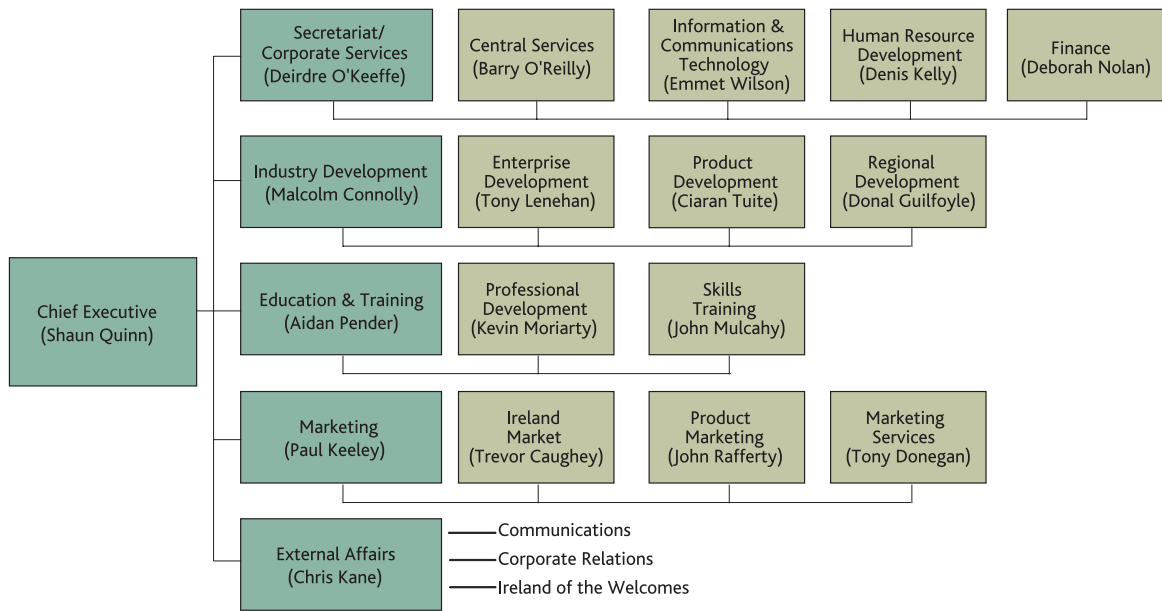
Twenty-three young professionals from all over Ireland graduated from the Trainee Management Development Programme in the academic year 2002 – 2003. This programme is offered in conjunction with the Irish Hotel and Catering Institute, the Irish Hotel Federation and Galway Mayo Institute of Technology and takes place over a three year period. It enables management trainees in tourism to pursue a formal management qualification whilst remaining in employment.

The National Apprenticeship Programme

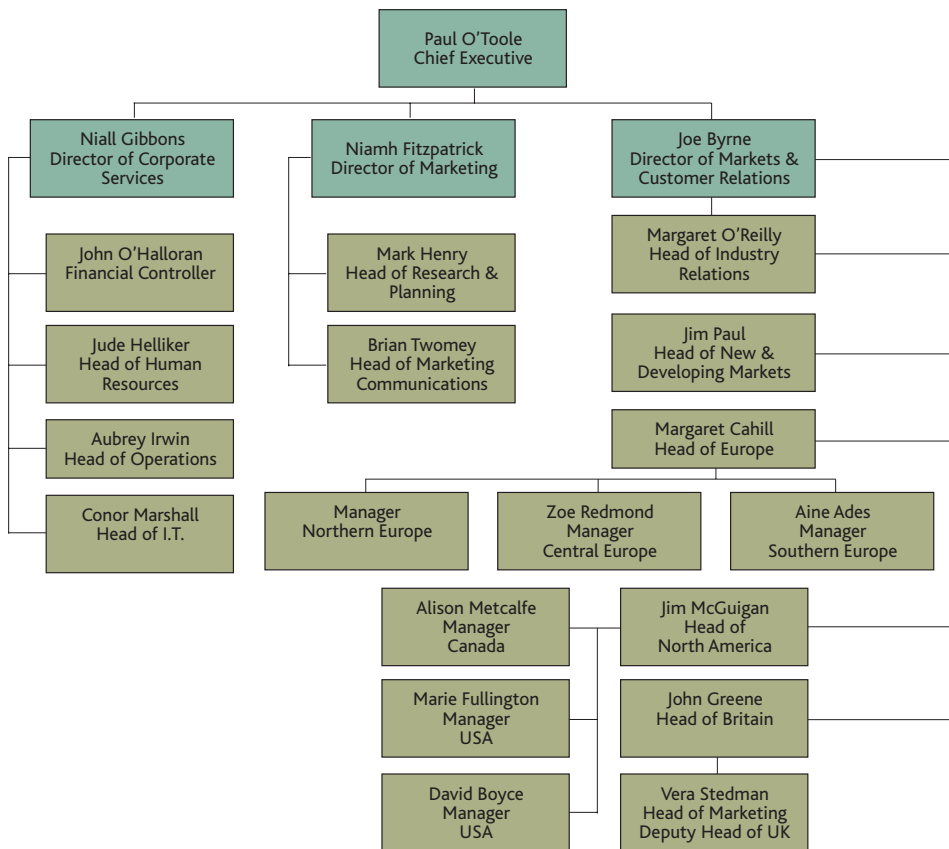
The programme initiated in 2001 by Fáilte Ireland in conjunction with industry, college and employee representatives is designed specifically for aspiring chefs working in industry. The programme is modular in format and is a combination of on-the-job training and college over a three year period. The course takes place in 11 colleges around the country and 420 students are expected to graduate this academic year.

The International Skills Training Initiative

This is a programme designed to train adults from Central and Eastern European Countries for employment in the tourism hospitality sector. In 2003, 55 Polish students underwent training in food service, bar service, accommodation and cookery. Training was carried out in Poland under the guidance and standards set down by Fáilte Ireland and these students then completed their training for periods of 9 to 11 months in 35 premises in Ireland. This was the third year of the initiative and many of the students who originally completed the programme are now working in supervisory positions in Ireland today.



Fáilte Ireland Organisational Structure



Tourism Ireland Organisational Structure

NATIONAL COUNCIL 2003

President	Jim Murphy, Premier Business Centre, 128 Lower Baggot Street, Dublin 2
Vice Presidents	Michael Knox-Johnston, Lodge & Spa at Inchidoney Island, Conakilty, Co. Cork Terry McCoy, Redbank Lodge & Restaurant, Skerries, Co. Dublin
Hon. Treasurer	Annette Devine, Majestic Hotel, Tramore, Co Waterford
Past Presidents	Eamonn McKeon, Great Southern Hotel Group, Dun Laoghaire, Co Dublin Gerry O'Connor, C/O Irish Hotels Federation, 13 Northbrook Road, Dublin 6 Pat McCann, Jurys Doyle Hotel Group, 146 Pembroke Road, Dublin 4 William Power, Tinakilly Country House, Rathnew, Co Wicklow Mary Fitzgerald, Fitzgeralds Woodlands Hotel, Knockanes, Adare, Co. Limerick
Elected Members	Maurice Bergin, Airport Lodge, Farmers Cross, Kinsale Road, Cork Airport Paul Gallagher, Buswells Hotel, 23-27 Molesworth Street, Dublin 2 Gerard Hanratty, Glengarriff Eccles Hotel, Glengarriff, Co. Cork Brian Hughes, Abbeyglenn Castle Hotel, Sky Road, Clifden, Co. Galway Denis Kieran, Kierans Folkhouse Inn, Guardwell, Kinsale, Co. Cork Seamus McGowan, Jurys Doyle Hotel Group, 146 Pembroke Road, Dublin 4 Emer Moynihan, Earls Court House, Woodlawn Junction, Muckcross Road, Killarney, Co. Kerry Frankie Whelehan,, Choice Hotels Ireland, Thomas Ashe House, Father Matthew Quay, Cork
Co-Opted Members	Matthew Ryan, Grand Hotel, Malahide, Co. Dublin Michael Rosney, Killeen House, Aghadoe, Killarney, Co. Kerry Paul McDaid, Faithlegg House Hotel, Faithlegg, Co. Waterford Donagh Davern, Killarney Park Hotel, Kenmare Place, Killarney, Co. Kerry

NATIONAL COUNCIL 2003 BRANCH REPRESENTATIVES

Cork

John O'Flynn, Carrigaline Court Hotel, Carrigaline, Co. Cork
Arthur Little, Eldon Hotel, Bridge Street, Skibereen, Co. Cork

Donegal

Paul Diver, Sand House Hotel, Rossnowlagh, Co. Donegal
Mark Wheeler, Rathmullan House, Lough Swilly, Rathmullan, Co. Donegal

Dublin

Richard Bourke, Jurys Hotel, Ballsbridge, Dublin 4
Paul Keenan, Arlington Hotel, 23-25 Batchelors Walk, Dublin 2

Galway

Paul O'Meara, Connemara Coast Hotel, Furbo, Co. Galway
John Ryan, Ardilaun House Hotel, Taylors Hill, Galway

Kerry

Pat Gill, Darby O'Gills Country House Hotel, Lissivgeen,
Mallow Road, Killarney, Co. Kerry
Kathleen O'Regan-Sheppard, Kathleens Country House,
Tralee Road, Killarney, Co. Kerry

Mayo / Sligo

Kevin McGlynn, Southern Hotel, Strand Hill Road, Sligo
Michael Lennon, Westport Woods, Westport, Co. Mayo

Midlands

Joe O'Brien, Tullamore Court Hotel, Tullamore, Co. Offaly
Joseph Dolan, Bush Hotel, Carrick-on-Shannon, Co. Leitrim

Mourne/Boyne/Lakes

Julie Gilhooly, Hotel Nuremore, Carrickmacross, Co. Mondaghan
Brian Quinn, Fairways Hotel, Dublin Road, Dundalk, Co. Louth

Shannon Region

Declan O'Grady, Courtenay Lodge Hotel, Newcastle West, Co. Limerick
Aileen Phelan, Jurys Inn Limerick, Lower Mallow Street, Limerick

South East

Declan Ivory, Ivorys Hotel, Tramore Road, Waterford
Peter Wilson, Kilkenny River Court Hotel, The Bridge, John Street, Kilkenny

Wicklow

Josephine Power, Tinakilly Country House, Rathnew, Co. Wicklow
John Sullivan, Grand Hotel, Wicklow

THE EXECUTIVE

Chief Executive	John Power
Secretary / Treasurer	Donal O'Meara
Marketing Manager	Lorna McNamara
Employment Services Manager	Anne O'Carroll
Administration Staff	
Sara Brazil	Lisa Kearney
Margaret Callery	Nuala McLoughlin
Gary Gallagher	Miriam Young
Pauline Gannon	

FEDERATION COMMITTEES 2003

Management Committee

Jim Murphy	(President)
Michael Knox-Johnston	(Vice President)
Terry McCoy	(Vice President)

Annette Devine, Richard Bourke,
Paul Gallagher, Gerard Hanratty,
Michael Rosney

Committee Chairpersons

Marketing	Michael Knox-Johnston
Employment	Terry McCoy
Food	Gerard Hanratty
Environment	Gerard Hanratty
Licensing	Peter McDermott
Benevolent Fund	Richard Bourke

IHf REPRESENTATIVES ON OTHER BODIES

Tourism Ireland Ltd. Board

John Power

Hotels JLC

John Power	Lee Kidney
Anne O'Carroll	Peter McDermott
Philip Gavin	William Power

Catering JLC

Donal O'Meara

Tourism Marketing Partnership

John Power

Irish Tourist Industry Confederation

Jim Murphy John Power

Tourism Policy Review Group
Implementation Board

Jim Murphy

HOTREC

Jim Murphy John Power

Employment Appeals Tribunal

Billy O'Carroll Peter Pierson

Convention Bureau of Ireland

John Power Pat Chawke
Niall Geoghegan Matthew Ryan

Regional Fisheries Board

Maire O'Connor (western)
Mary O'Connor (southern)
Betty Hayes (eastern)

Dublin Convention Bureau

Niall Geoghegan John Power
Matthew Ryan

County Development Boards

Mary Fitzgerald (Limerick)
Kathleen O'Regan Sheppard (Kerry)

Drinks Industry Group

Jim Murphy John Power

BRANCH CHAIRPERSONS 2003

Cork	John O'Flynn	Carrigaline Court Hotel, Carrigaline, Co. Cork
Donegal	Paul Diver	Sand House Hotel, Rossnowlagh, Co. Donegal
Dublin	Richard Bourke	Jurys Hotel, Ballsbridge, Dublin 4
Galway	Paul O'Meara	Connemara Coast Hotel, Furbo, Co. Galway
Kerry	Pat Gill	Darby O'Gills Country House Hotel, Lissivgeen, Mallow Road, Killarney, Co. Kerry
Mayo / Sligo	Kevin McGlynn	Southern Hotel, Strand Hill Road, Sligo
Midlands	Joe O'Brien	Tullamore Court Hotel, Tullamore, Co. Offaly
Mourne/Boyne/Lakes	Julie Gilhooly	Hotel Nuremore, Carrickmacross, Co. Monaghan
Shannon Region	Declan O'Grady	Courtenay Lodge Hotel, Newcastle West, Co. Limerick
South East	Declan Ivory	Ivorys Hotel, Tramore Road, Waterford
Wicklow	Josephine Power	Tinakilly Country House, Rathnew, Co. Wicklow

ACTION RECRUITMENT

Mr. Brian Fahy
 St. Andrews House, 28-30 Exchequer Street, Dublin 2.
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 Fax: 01-6796830
 Email: johs@actionrecruitment.ie
 Website: www.actionrecruitment.ie
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