

annual report 2004

a pathway to the future

## 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 Federation's 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 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 – Hotel Insurance & Risk Management Programme

- In conjunction with Coyle Hamilton Willis, we have moved the "Innsure" product from Allianz to AIG Europe Group with effect from 1st February 2005. This step has been taken to enhance the product, expand the range of acceptable risks but above all to enable us to assist our members in obtaining the best value for money. AIG Europe are a top quality insurer and we are confident that they will provide our members with a comprehensive and extremely competitive insurance programme. Under this new arrangement previously excluded properties such as those with timber floors are now acceptable risks (subject to conditions) and this has opened up the scheme to a much wider market.

The product now automatically includes:

- Directors and Officers Liability cover is included to protect against any claim made against the insured for any wrongful act in their capacity as a director, officer or employee of the company.
- Personal Accident cover is included for all employees whilst working in the course of the insured's business.
- Fidelity cover is included to protect against employee dishonesty in regards to the loss of money, securities or any other property from fraudulent or dishonest acts.
- Computer Fraud cover is also included. This protects against the theft of money, securities or other property by computer fraud. It also protects the theft of the insured's funds from their transfer accounts by fraudulent transfer.
- A Risk Management programme is available to all INNsure members.

This product is now extremely competitive and we would strongly encourage you to obtain a quotation through your current/local insurance broker.

### Guesthouse Insurance Product

- This product is underwritten by Royal & Sun Alliance which has been designed to meet the insurance requirements by those members running guesthouses.

### Package Holidays & Travel Trade Act 1995

- 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.

## Excess Public Liability Scheme

- 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), BUPA and Vivas Health.

## 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.
- The Federation, through the IH&RA, provides confidential reports on travel agencies and tour operators.
- In conjunction with associate members, the Federation provides information on the availability of products and services related to the hotel industry.

## Quality Employer Programme

- The Quality Employer Programme (QEP) is a structured and systematic programme which covers all areas of human resource management and ensures good practices and standards within the industry.
- The programme outlines all essential criteria required for IHF Members to implement in order to develop a professional human resource system.
- Members applying for QEP are given full assistance in the form of an information booklet and a CD Rom which contains all the sample documents required for the programme and on-site assistance visits are also available.
- The programme includes an on-line self assessment questionnaire which means that properties can assess themselves against set criteria thus ensuring they are constantly up to date on any new legislation or procedures which might affect them.



## 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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John Power, Chief Executive IHF, Peter Scallan, Sales Director, Celtic Linen and Donal O'Meara, Secretary / Treasurer IHF



IHF President,  
Richard Bourke

I have been fortunate that during the first year of my presidency Ireland's economic conditions remain strong with Gross National Product growing by over 5% compared to between 2%-3% in 2002/2003. An increase in the national labour force of 50,000, and a reduction in inflation to less than 2.5%, give us the comfort of our domestic market remaining strong. This Irish market, North and South, which accounts for approximately 56% of all hotel bed-nights, has consistently shown growth in recent years. It is a sobering thought that since the year 2000, which showed the highest level of overseas arrivals to Ireland, the number of overseas bed-nights spent in hotels has reduced by 9%, and this is compared to a 23% growth in the domestic market in the same period. Preliminary indications for 2004 are that the level of overseas arrivals to the country will achieve an all time record of 6.4 million. A combination of factors, such as the shortening of the length of stay and an increase in the number of visitors not using paid accommodation, will result in this increased number not converting proportionately into nights spent in hotels, guesthouses and other paid accommodation. The continued strength of the domestic market ensures that the occupancy level in hotels in 2004 is likely to remain at approximately 60%, even though there has been a 4% increase in the number of hotel bedrooms to 45,600.

Notwithstanding that the general cost of living in Ireland remains one of the highest in Europe, it is gratifying that the independently commissioned Fáilte Ireland Visitor Attitudes Studies continue to show that 97% of overseas visitors say "that they would recommend to their friends a holiday in Ireland." We in the hotel and guesthouse sector are extremely conscious of the importance of competitiveness and this is evident from the good value in hotel and guesthouse offerings freely available throughout 2004.

With the present system of hotel capital allowances, for tax purposes, scheduled to be phased out and applicable only to expenditure incurred before July 2006, we have to be concerned at the large number of projects either in the process of construction or the subject of planning applications.

This level of growth brings with it specific challenges, including the ability to grow the market for the hotel product to match the increase in capacity, ensuring that adequate, properly trained, skilled staff are available and that the national infrastructure i.e. general access (roads and rail) and specific infrastructure items such as the national conference centre and the second terminal are in place. The economic environment, be it fiscal or the level of compliance bureaucracy, must also be benign.

In 2003 we welcomed and supported the new vision for tourism created by the Tourism Policy Review Group set up by Mr. John O'Donoghue TD, the Minister for Arts, Sport and Tourism. This vision is of a dynamic, innovative, sustainable and highly regarded sector offering overseas and domestic customers a positive and memorable experience beyond their expectations, and sets a challenging target to double overseas visitor spend to €6 billion by 2012 with an increase in visitor numbers to 10 million.

In January 2004, the Minister set up an implementation group to oversee the implementation of the action plan set out in the Tourism Policy Review report - New Horizons for Irish Tourism. This implementation group is under the chairmanship of Mr. John Travers, former Chief Executive of Forfas, who had chaired the Tourism Policy Review Group and the Interim Board of the National Tourism Development Authority which brought together Bord Fáilte and CERT in the setting up of Fáilte Ireland. It is gratifying, as recognition of the pivotal role that hotels and guesthouses play in Irish tourism and for the support given to the Tourism Policy Review Group's work, that my predecessor as President of the Federation, Jim Murphy and Michael O'Donoghue Managing Director of O'Donoghue-Ring Hotels were appointed members of the implementation group.

The Federation identified nineteen areas of activity in which it would have to be involved to ensure that the nine key strategic drivers to success for Irish tourism were delivered in the period 2003-2012. These strategic drivers are a benign business environment, competitiveness and value for money, appropriate access transport, effective use of information and communication technologies, continued product development and innovation, effective marketing and promotion, the procurement and training of top class

people in tourism, recognition and support by the Government sector and effective information intelligence and research. In order that the Federation's Executive is in a position to effectively contribute to the areas identified for its involvement, it was necessary to boost the Executive resources by the creation of the role of Manager of Strategic Issues, and we were fortunate that Anne O'Carroll had both the skills and experience appropriate for this challenging position. Anne took up the role on her return from a career break in April 2004.

It is essential that in order to effectively compete internationally, we have to have a benign and competitive taxation environment. Much of Ireland's economic success in recent years has been based on competitively low rates of personal and company tax. However, our indirect taxes, principally VAT and excise duties, are the highest in Europe. At 13.5%, our VAT rate on hotel and accommodation is the second highest in the Eurozone, next only to Germany at 16%. Ireland's VAT is about double that applicable in countries which Irish people frequently visit such as France, Spain, Portugal etc. Our level of excise duties, particularly on spirits and wines, are by far the highest in Europe, an example being €2.05 per bottle of table wine compared to less than 3 cent in Germany, Italy, Portugal, Greece, Spain, Austria, Luxembourg and France.

I acknowledge during the year the progress being made by the Minister for Arts, Sport & Tourism in the procurement of a National Convention Centre. While I am impatient at the slow speed of this process, I hope the current tender procedures will ensure that the contract is signed during 2005, so that this purpose-built world-class tourism infrastructure development will be completed and operating within the next 2-3 years.

I believe the setting up by Fáilte Ireland of the Business Tourism Forum, under the Chairmanship of former IHF President Peter Malone, and including Chief Executive John Power, and Chief Executive of the K Club and IHF Member Ray Carroll, has the potential to provide the stimulus for a sector that is under-performing. It is most encouraging that this Forum is setting as a target the achievement of €500m revenue by 2007, an increase of 20% on the present level.

Business tourism, which embraces association conferences, business conferences, incentive travel and corporate meetings, is a growing but highly competitive international tourism sector. Ireland has the potential to achieve major growth in business tourism but a fundamental prerequisite to achieving this growth is the removal of the abominable VAT anomaly which places us at a major disadvantage when compared to most of our

European competitors. Throughout 2004 and continuing into 2005, the Federation has placed the seeking of the allowance of VAT on hotel and restaurant costs incurred by businesses as a VAT input as a priority. It is incredible and unreasonable that a business, be it Irish or overseas, can reclaim the VAT on hotel and restaurant charges incurred for business reasons in Northern Ireland, Britain and most European countries, while not having the same facility to recoup the charge if incurred in a hotel or restaurant in the Republic of Ireland. The correction of this anomaly was a priority in our Pre-Budget Submission and featured prominently in discussions with the Minister for Finance, the Minister for Arts, Sport and Tourism and officials in both these Departments. I was most encouraged in the support received from the Minister and the Department of Arts, Sport and Tourism, the Tourism Policy Review Group Implementation Body and the boards of both Fáilte Ireland and Tourism Ireland and of course, the Business Tourism Forum. Lobbying on this issue continues to be a priority in 2005.



**Value menu launch:**

Pictured at the launch of the second Value Menu Restaurant Guide is (l-r) John O'Donoghue, TD, Minister for Arts, Sport & Tourism with Corina Grant and Richard Bourke, President, IHF.

The Irish Hotels Federation Strategy document "Blueprint for the Future" published in 2001, and the Report of the Tourism Policy Review Group published in 2003, both recommend the putting in place of a hotel and guesthouse classification system on the basis of the best, most up to date criteria. As most of our members will know, the Federation is involved in discussions with Fáilte Ireland on the implementation of these recommendations. I welcome the dialogue taking place between the Federation's Executive and its members on the classification example which was circulated at the end of 2004. It is our belief that the present system operating in The Netherlands is the most modern system in Europe and has much to commend it through its transparency, objectivity and customer focus.

This dialogue with members and discussions with Fáilte Ireland will continue, and it is my intention that a recommendation will come back to members perhaps at an Extraordinary General Meeting later this year, to present a modern classification system which will be market driven, transparent and fair. This will allow us to build as an industry, based on best international practices, in a competitive and changing world tourism market. It is our view that the current hotel and guesthouse regulations which were updated in 2003 will have to be reviewed in line with the review of the classification system.

As mentioned earlier, the current phasing out of the capital allowances for hotel development has stimulated a major increase in hotel construction. In his Budget statement last December, the Minister for Finance announced that his Department and the Revenue Commissioners will carry out a thorough evaluation of the effect of all tax incentive relief and exemptions, with a view to introducing measures in Budget 2006 that balance the benefit of such relief. As a sector for which this relief has a major impact, we will be submitting to the Minister and his advisers a considered view on how these incentives could be tailored to continue to benefit our industry while protecting against capacity oversupply.

The British market accounts for almost 60% of tourist arrivals to Ireland. The Federation has been concerned that in recent years there has been a major shift in the performance of the holiday or discretionary portion of this market. While since 1999 there has been a 3% reduction in the number of holiday nights spent by British people in Ireland, within this figure is masked a major shift in where the British holidaymaker spends his/her time. There has been a 41% increase in the number of nights spent in Dublin but there has been a 14% reduction in the nights spent in other regions. The Federation has been concerned for a number of years with the underperformance in the holiday sector of the British market and has been consistently calling for a review of the marketing activities in this major sector. We are pleased that Tourism Ireland set up a Project Britain Steering Group, of which the Federation's Chief Executive is a member, whose objective has been to carry out in-depth research of the consumer preferences in the British market and initiate the development of a strategy to return this sector to growth. The communication of a strong reason to visit Ireland - be it Dublin or other regions - is I believe, the biggest marketing challenge facing us in 2005, particularly in an international market which has so much choice with competitive, easily available access transport.

Throughout 2004, the Federation campaigned wherever possible for the expediting of the three issues having major



Pictured at the HOTREC 49th General Assembly in Amsterdam are (l-r) Richard Bourke, President, Irish Hotels Federation, Joaquim Cabrita Neto, President, HOTREC and Aidan McManus, President, Restaurants Association of Ireland.

impact on the level of direct air access to the country. We were encouraged by the putting in place of the independent airport authorities for Dublin, Cork and Shannon and we welcome the positive impact that the autonomous bodies taking responsibility for Cork and Shannon have in increasing access to these airports. We are still frustrated by the unreasonable and inexplicable delay in the development of a competitive, fast turnaround second terminal at Dublin Airport, as we believe that such a development would bring incremental growth in the activity through this airport. Notwithstanding a positive feedback from the marketing activities on Ireland in North America, the current Ireland-US air bilateral which restricts direct access, continues to be a major barrier. We are confident that the removal of this barrier and the putting in place of a transitional arrangement to protect the interests of Shannon Airport will have the capacity to double, within a five year period, the number of North American visitors. On behalf of the Federation, I must commend the achievements of the three senior executives of Aer Lingus - Willie Walsh, Seamus Kearney and Brian Dunne, on the manner in which they led the restructuring and refocusing of Aer Lingus. We hope that the executive team that replaces them will continue the process of growing and providing further competitive air routes.

The Government influenced cost regime within which we operate is unsustainable. Among the Government induced cost increases over the last two years are energy (18%), local authority rates (18.4%), telecommunications (10.3%), waste collection and treatment (31%), postal charges (13.2%) and water charges (19.9%) and the current

proposal from the Department of the Environment to charge an exorbitant level for major indoor events. During the year, we made a submission to the consultants retained by the Government concerning the review of the funding of local authorities, and I believe that the Federation's recommendation that the current system of rates be replaced by local income taxes is much more equitable and transparent and removes the enormous burden that is placed on rate payers such as hotels and guesthouse owners due to the small rate paying base in the country.

In recent days I have been horrified at the size of increase in the National Minimum Wage recommended by the Labour Court. We call on the Minister for Enterprise, Trade and Employment to reject out-of-hand this increase of over 9% to €7.65 per hour. This increase could add up to 4% to our operating costs, which is almost double our present inflation rate, and undermine our efforts to improve our competitiveness. We, as a labour-intensive service industry, can not absorb in our tight margins such increases in our main cost area.

Throughout the year, we continued to lobby the Minister for Justice, Equality and Law Reform to seek a repeal of the provision that bans families from the bar areas of licensed premises after 9pm. While the granting of a concession in extending the time to 10pm between the months of May to September, it still does not remove a major barrier to the development of the family holiday and short-break sector and it is a major disincentive to families eating together in the less formal surroundings of bars, which is now becoming commonplace. The lobbying on this issue will continue as the Minister proposes to introduce a codified licensing bill.

It was a relief that the long-drawn-out dispute with Phonographic Performance Ireland (PPI) regarding the setting of tariffs for the playing of recorded music in nightclubs, discos and similar venues was eventually resolved. This dispute, which dates back to 1989, came to a conclusion when Miss Justice Laffoy of the High Court issued a ruling setting the PPI tariff, and this decision was not appealed to the Supreme Court. The effect of this ruling was to reduce the PPI tariff by 50-60%. I must commend the enormous work put into this by the various members of the IHF steering committee over the years, by the Executive of the Federation and by the highly effective legal and accounting teams which prepared and presented such a compelling case to the Court.

While the ban on smoking in the workplace came into effect in March 2004 and had some impact on the volume of drink sales, the Federation supported the introduction of the ban and issued guidelines to members. It is our view that the positive international exposure gained by Ireland through the introduction of the ban will have a long-term benefit to our business and to Irish tourism.

The [www.irelandhotels.com](http://www.irelandhotels.com) website and the Be Our Guest guide continue to effectively market our members' products. A major development in 2004 was the changing of the booking system on the [irelandhotels.com](http://irelandhotels.com) website. The new system, which commenced at the beginning of April, has been extremely effective and the value of bookings received through it in its first year of operation is expected to exceed €2 million, 2.5 times the value of the previous year. I believe that this level of growth can be replicated in the years ahead and I commend the Marketing Committee, Lorna McNamara and the Marketing Department for their enthusiasm and success.



Pictured at the launch of the 2005 Be Our Guest Guide were Richard Bourke, President of the IHF, John O'Donoghue, TD, Minister for Arts, Sports & Tourism and Dennis Markey, Diageo Ireland,

The Quality Employer Programme (QEP) and its importance in setting the industry apart as good employers remains a priority of the Federation. To deal with the pace of change in employment legislation, and to facilitate the self-assessment of compliance with the legislation, the Federation has developed a QEP website for its members on which this self-assessment can take place, and this will be independently verified by the Federation. This system will continue to be developed and upgraded in 2005.

Arising from a resolution passed at last year's Conference, an in-depth review of the internal activities of the Federation was completed, and detailed research of members' views has taken place. The results of this research are set out elsewhere in this report and a presentation on the issue will

be made at the forthcoming Annual General Meeting. Arising from this exercise, the functions and activities of the Federation will be reviewed and will result in the development of a set of recommendations to take the Federation forward.

The horrific pictures which appeared on our television screens on 26th December and the weeks following moved us all. I was most encouraged by the spontaneous actions of our members in arranging fundraising activities to help the victims of the earthquake and tsunami in South East Asia. I was honoured to be part of a delegation representing the Federation, the Licensed Vintners Association (LVA) and the Vintners Federation of Ireland (VFI) which handed over to the Chairman of the Irish Red Cross a cheque for just under €1.1 million to contribute to their relief activities.

3rd January 2005 will be engraved on my memory forever, for that was the evening that I received the message of the tragic death of our close friend and former President, Gerry O'Connor. Gerry was involved in everything that is positive in our industry in the last twenty years. He was described by a young colleague of mine as a beacon for a new generation of hotel managers coming into the industry. He had a vision for the industry and was a man of enormous integrity with a steadfast desire for fair play. He espoused the cause of the disadvantaged and was a voice for the small operator in the hotel and guesthouse industry. Gerry's loss to the industry is immense but his contributions will be remembered for many years. However great this loss is, it pales into insignificance with the loss suffered by his wife Elizabeth and sons Brian, Dan and James. We, his colleagues in the industry, grieve with Elizabeth, her boys, Gerry's parents and extended family, in their great loss. He will be sadly missed by all of us and he will always remain in our memories.

In conclusion, I have thoroughly enjoyed my first year as President of the Irish Hotels Federation. I acknowledge the support and enthusiasm of Council and members alike. My two Vice Presidents, Matthew Ryan and John Gately, have been most supportive and are always available to assist me. I was welcomed and got enormous support from the Branches I visited throughout the year. This support and information received from members and Branch delegates has given me encouragement, energy and motivation. The National Council, Management Committee and other sub-committees have been very supportive and have given enormous guidance and great advice.

Finally, I wish to thank the Chief Executive and staff at Northbrook Road for their support, guidance and achievements throughout the year.



**Richard Bourke**  
President





IHF Chief Executive,  
John Power

Early indications for 2004 are that overseas visitor numbers increased by 3.5% to 6.4 million with revenue including Irish carrier receipts amounting to approximately €4.2 billion. When these figures are combined, with an estimated 10% growth in revenue from domestic trips, total tourism earnings are expected to exceed €5.2 billion. As is normal, the Government earned a massive €2.4 billion through taxation of tourism expenditure of which approximately €2 billion came from foreign tourism. Notwithstanding growth in other areas of the economy, tourism revenue maintains its share of the Gross National Product in contributing approximately 4.5%.

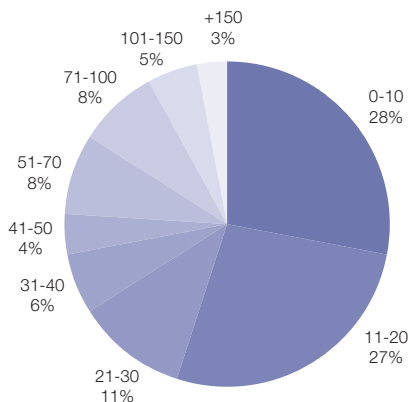
### Membership

The Irish Hotels Federation has 947 members, made up of 663 hotels and 284 guesthouses.

### The Irish Hotel and Guesthouse Industry

There are at present 853 hotels with 45,625 bedrooms and 442 guesthouses with 5,049 bedrooms on the statutory registers of hotels and guesthouses. The employment level in the sector appears to have stayed stable in 2004 at approximately 57,000 people.

Hotels and Guesthouses by Number of Bedrooms

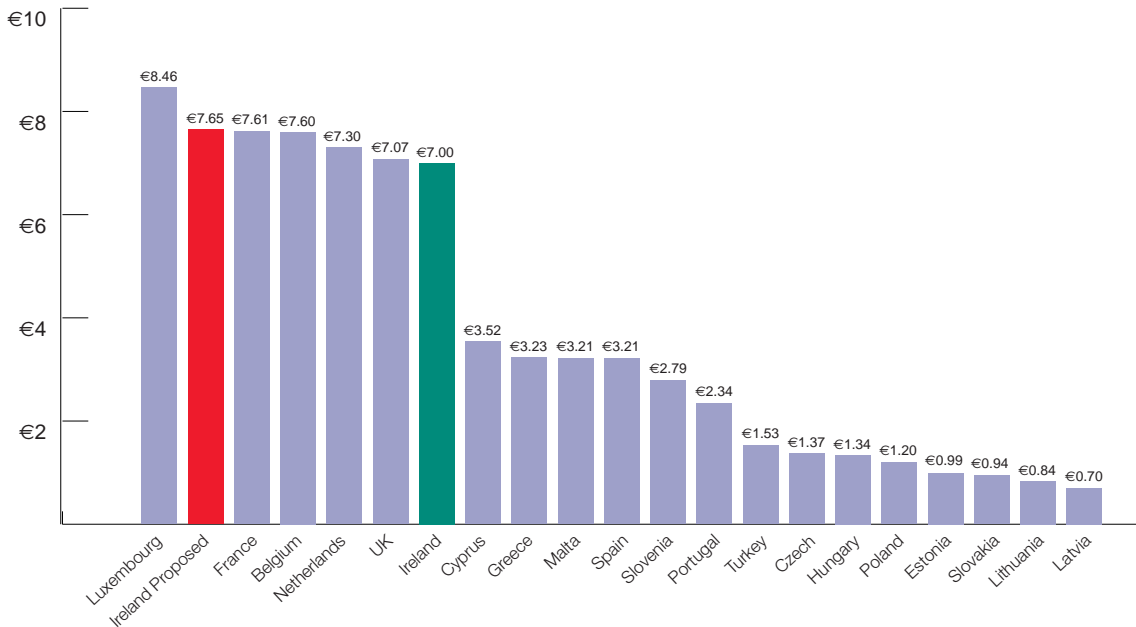


### Employment Issues

The current national partnership agreement Sustaining Progress was entered into in early 2003 and ran for a three year period. This agreement, in respect of pay and conditions was initially fixed for the first 18 month period, and then further reviewed at the end of this time. The effect of this review was that there will be an increase of 1.5% for the 6 months following the expiry of the first phases of the agreement, except for those employees on an hourly basic rate of €9 per hour or less, where a 2% increase will apply and a further 1.5% for the following 6 months and a final phase of 2.5% for the final 6 months of the agreement. The current national minimum wage of €7 an hour was set with effect from 1st February 2004 and the employers and trade unions agreed that the Labour Court will review this national minimum wage level to apply with effect from 1st May 2005. The Labour Court, to our consternation, has recommended an increase of over 9%, to €7.65 per hour, in the statutory minimum wage. The Irish Hotels Federation, and other employer groups have expressed consternation at this level of increase and the Federation is in the process of making a submission to the Minister for Enterprise, Trade and Employment asking him not to implement this recommendation. The Federation has expressed the view that the absolute maximum would be to keep pace with the increases in the national understandings, otherwise, we further erode our competitiveness compared to other European countries whose wage rate increases are only a fraction of those applying in Ireland. The current JLC applicable to the hotel sector came into effect on 3rd February 2004 with further increases on 3rd October 2004 and 3rd April 2005, in line with the provisions of the first phase of Sustaining Progress. These payments represent increases of 3% in respect of the first 9 months, 2% for the next 6 months and 2% for the final 3 months of the agreement. As the JLC reviews tend to parallel those of the national understandings it could be anticipated that a review to reflect the first phase (1.5% or 2% increase) of the second part of Sustaining Progress will come into effect during the summer of 2005.

Internet based technology is now being applied to monitor compliance with the conditions of the IHF Quality Employer Programme. This technology will be further deployed during 2005, with members carrying out a self-assessment on their level of compliance. There will continue to be follow up inspections with IHF personnel to advise and further develop the Quality Employer model which has proved to be of substantial benefit in improving and maintaining the status of the hotel and guesthouse sector as good

## European Countries - Statutory Minimum Wage per Hour



employers. The changing ethnic mix of our employees brings with it advantages and challenges. While one of the core elements of the Irish tourism brand is the friendliness and spontaneity of its people, the non-Irish staff now employed in increasing proportion within our sector, are delivering the level of friendliness, professionalism and spontaneity which protect our brand offering. It is a challenge to all employers to adjust to the increasing diversity of the ethnic background of our staff and, with this in mind, the Federation will, in the early part of 2005, be launching an on-line tutorial with the aim to help our members and employers in general with this challenge.

### Review of the Federation

Following the resolution passed at last year's Annual General Meeting, the Federation commissioned an internal review of its focus, direction, operation and policies to ensure that the actions of the Federation reflect the needs and desires of the members. CHL Consultants were asked to develop a questionnaire which was sent to our members and to analyse the responses. The results of the survey are outlined elsewhere in this report. Prior to and in tandem with the commissioning of the survey, an in-depth analysis of the internal functions and activities of the Federation was carried out. The findings of this report and the results of the survey will now be developed into an overall strategy for the Federation which will be presented to Council in the early part of 2005.

### irelandhotels.com & Be Our Guest

There was a 32% increase (in excess of 1.1 million) in the number of visitors to the irelandhotels.com website in 2004 with the average length of visit still being approximately 12 minutes. With effect from the beginning of April 2004, we appointed In1Solutions as the contractor providing the booking engine for our website. This booking engine has been very favourably commented on by both our members who provide accommodation to the site, and by customers as being a major contributor to the 150% increase in the value of bookings now going through the site. It is estimated that in the year to the end of March 2005, the value of revenue created by irelandhotel.com bookings will exceed €2 million. The success of website marketing depends to a large extent on the speed of innovation, opportunism and appropriate change made by the website administrators. With this in mind, In1Solutions have now been appointed managers of the irelandhotels.com website, its design and promotion. It is our objective that the incremental level of growth achieved in 2004 will continue in 2005 and the efforts of the Marketing Department, guided by the Marketing Committee will be focused on this level of achievement. A review of the Be Our Guest guide also took place during 2004 and changes were made to the 2005 publication. Almost 400,000 copies of the 2005 guide have been printed and are in the process of being distributed throughout the world. Entry into the Be Our Guest guide ensures automatic appearance on the irelandhotels.com website and on its on-line reservations system.



## Promotion of Food Sales

During 2004, we continued our participation in major food promotion activities - the Value Menu programme and the further promotion of the Feile Bia programme. Both these promotions are carried out in conjunction with the Restaurants Association of Ireland. Over 330 properties participate in the Value Menu listings. Thanks to the substantial support provided by Fáilte Ireland and major wine suppliers, it was possible to circulate the Value Menu guide with copies of the Sunday Independent in the autumn of 2004. The thrust of this promotion is that restaurants commit to provide creative and good value menus within flexible price ranges for lunch and dinner at; up to €15, up to €25 and up to €35. A new addition to the 2004/2005 Value Menu guide was due to the support of major wine distributors who have agreed to reduce their trade prices across a range of wines to Value Menu restaurants, it was possible for premises to offer wines at up to €15 and up to €25 per bottle. The Feile Bia programme continues to grow and there are now 1300 premises participating of which 350 are hotels. Bord Bia continues to increase its promotional resources to this programme which is an all year round commitment to quality of food sourcing in hotels, restaurants, pubs and workplaces throughout the country. It is organised in conjunction with the Restaurants Association of Ireland, the Irish Hotels Federation and with the support of the farming community. Participants are committed to sourcing meat, chicken and eggs from recognised Quality Assurance schemes and can meet customer demands for county of origin information.

## Tourism Ireland

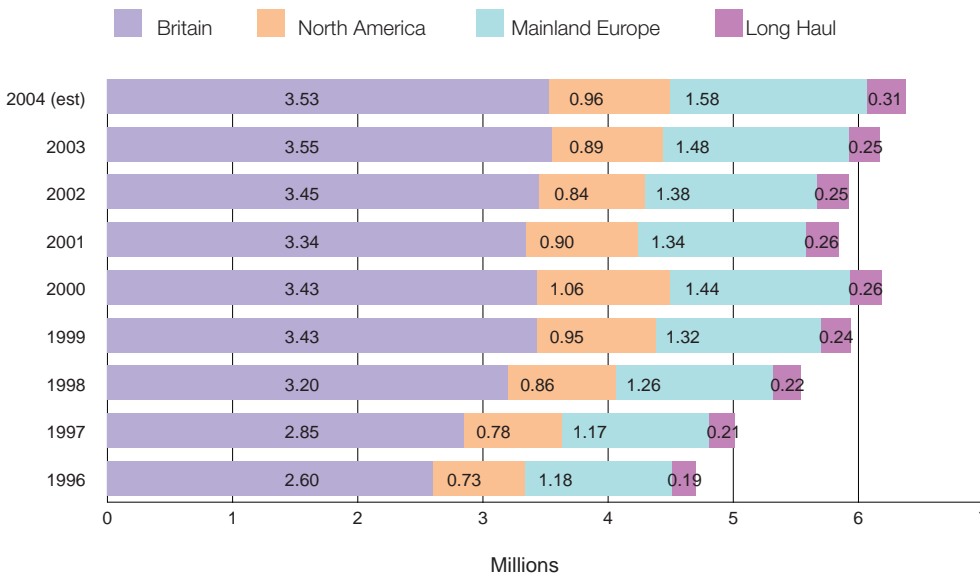
Tourism Ireland – the joint North/South agency responsible for the promotion overseas of the Island of Ireland estimates that the visitor arrivals in 2004 will be approximately 7.6 million or an increase of 3% in 2003. This figure falls short of a target of 7.8 million, principally due to the level of British visitors not increasing. When cognisance is taken of the number of visitors who come to Ireland on holiday, conference/incentives or to learn English as a foreign language, the figure is 3.67 million, about 300,000 short of Tourism Ireland's target for 2004. Again in this case, a reduction of 1% or 100,000 in the number of British visitors in this category contributed to the failure to meet the target.

The challenge of returning the growth from Great Britain and reversing a major reduction in the number of visitor nights spent outside of Dublin resulted in Tourism Ireland, in conjunction with the tourist industry, including the Federation, undertaking a major review of the British market to identify the reasons for the change and the responses necessary, both by Tourism Ireland, Fáilte Ireland and the industry to return this market to growth. The research, both on the trade and consumers is now available and will have major influence on the marketing strategy for 2005 and beyond.

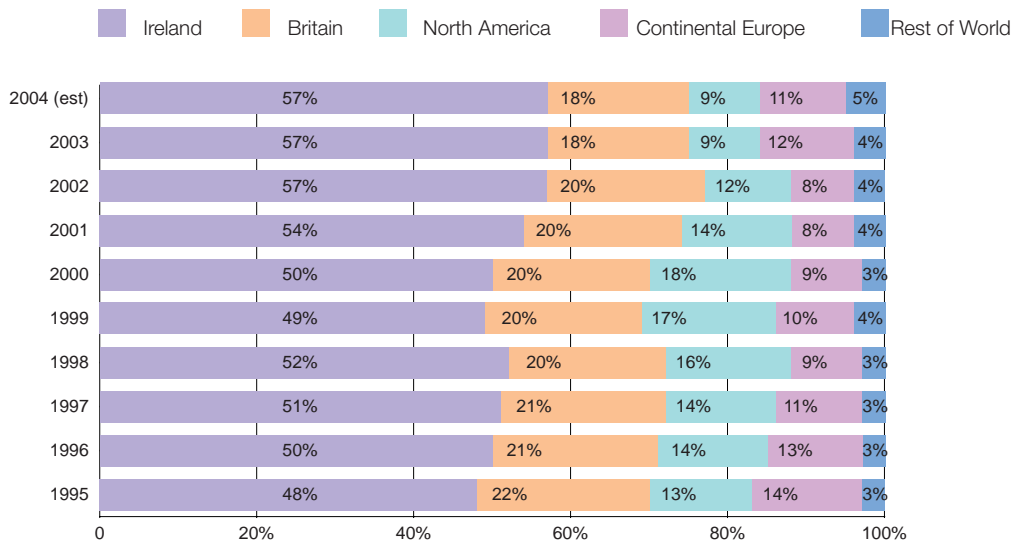
The Marketing Fund available through Tourism Ireland for 2005 is approximately €39 million and it is anticipated that this will be invested as follows: 36% on Britain, 22% on North America, 35% on Europe and 7% on new and developing markets. 57% of this money is spent on advertising with a further 10% spent on printing and distribution. The balance is made up of promotion, direct marketing, trade support, publicity and in business tourism initiatives.

The Internet has transformed consumer purchasing practices and is now becoming the consumer's primary source when choosing and planning a holiday. Tourism Ireland is committed to substantially improving the impact of its Internet marketing activities with an objective to ensure that [www.tourismireland.com](http://www.tourismireland.com) becomes a website of choice for International visitors considering or planning a visit to Ireland. Extensive campaigns will be carried out through 2005 to attract visitors to these websites. There is a hyperlink to the Federation's marketing site [www.irelandhotels.com](http://www.irelandhotels.com) from all of Tourism Ireland's websites and it is particularly featured in the [www.shamrock.org](http://www.shamrock.org) website which is promoted in the North American market. Paul O'Toole, Chief Executive Officer and Joe Byrne, Director of Consumer Relations addressed the January Council of the Federation and outlined Tourism Ireland's overall plans and activities for 2005, as well as giving an in-depth presentation on the findings from research on the British market. It is intended that the Federation, immediately after Easter 2005, will arrange a series of briefings for its members throughout the country at which executives of Tourism Ireland and Fáilte Ireland will outline market intelligence and plans for 2005.

### Overseas Visitors 1996-2004 (millions)



### Nationality of Hotel Guests 1995 - 2004



### Fáilte Ireland

The Federation continues to work in a strategic partnership with Fáilte Ireland and many meetings took place during the year on a number of issues. With Tourism Ireland, Fáilte Ireland is a major contributor to achieving the challenging targets, to be achieved by 2012, set by the Tourism Policy Review group. As well as this domestic tourism marketing role, Fáilte Ireland is also the agency charged with guiding product development and recruitment & training within the industry. It has set as one of its key challenges for 2005, the bringing about of a more balanced regional spread of tourism in a situation where the benefits of tourism are becoming increasingly concentrated in Dublin and the East Coast, due in part to the significant number of visitors on short stay city breaks.

It has given commitment that enhancing structures and mechanisms for promoting tourism in the regions, including improving the provision of information and quality of internal access, developing appropriate regional and local structures for tourism development in the regions and enhancing air and sea access from the key existing and new markets are part of achieving this objective.

In 2005, it plans to focus on improving the competitiveness of tourism enterprises in; operational efficiency, marketing effectiveness, professional development and skills development. The Federation has been involved in developing the methods by which these objectives will be delivered. The mechanisms developed to achieve the aim have included the introduction of an on-line industry portal



to assist businesses that benchmark their financial performances against industry norms, providing a new business solution toolkit to assist operational efficiencies improving productivity through better staff recruitment and reducing staff costs, the launching of a new financial and legal platform, facilitating the obtaining of professional advice and increasing the industry participation within the Optimus programme as the primary tool for boosting operational organisation performance.

In the aim to improve the marketing effectiveness, Fáilte Ireland will continue to organise practical workshop events to facilitate interaction at trade level and provide development programmes with resource material on various aspects of e-business for enterprises including on-line marketing. It will also stimulate innovation in areas of e-business through the streamlining of business to consumer internet sites and will promote the development of customer relationship management facilities. On the professional development agenda for 2005 is the publishing and implementation of a Human Resource Development Strategy 2005 – 2010. As Chief Executive of the Federation, I have been involved in the steering group drawing up the strategy. It is also planned to implement a newly designed management development programme working closely with Cornell University and it is hoped to broaden the industry participation in its new suite of cost and financial management programmes including the offering of an ACCA Accredited Diploma in Financial Management in Galway and Cork in September 2005, in addition to one already on offer in Dublin. Fáilte Ireland will support a country wide Business Mentor Scheme and the Federation sees this as a means of further developing the pilot mentoring scheme launched by the Federation some years back. It will continue to welcome ways of enhancing standards of customer care at operational level and provide a range of short courses across the country designed to enhance performance in a range of industry related operational skills and establish a graduate internship programme for management graduates in tourism and hospitality.

On skills development, Fáilte Ireland plans to continue to develop its role in educating and training people for careers in tourism. In particular, it will work across the second level schools system to promote tourism as an attractive career option. The Federation has continuous input into this promotional programme at second level. It will further develop in the establishment of education and training aligned to the needs of the tourism industry. It will conduct

reviews to maintain a culture of innovation and quality in education and support and fund the training of tourism hospitality students. It will support country wide access to skills through the four regional training colleges and provide practical training interventions on a regional basis to address emerging skills deficiencies.

The focus of Fáilte Ireland in marketing in 2005 will be to further grow the vital domestic market and to develop a new strategy for regional and rural tourism. It has committed €4 million, a 15% increase in marketing spend targeting this important market. Much of the spend will be focused on a new, fresh advertising campaign and the utilisation of the internet to facilitate the promotion of offers.

## Hotel Classification System

The Federation is involved in discussions with Fáilte Ireland for the purpose of enhancing the competitive offerings which our industry provides. With this in mind, we are examining the introduction of a modern hotel and guesthouse classification system to meet consumer needs and match industry's best practice. A discussion document based on the Dutch classification system has been circulated to our members and regional meetings have taken place to seek the comment of members. Fáilte Ireland has, in recent days, given us a proposed outline classification scheme and this is presently being examined. Classification will also be a topic addressed during our Annual Conference and it is our intention that a new classification system will be presented to our members at a special general meeting later in 2005. The characteristics of a modern hotel and guesthouse classification system are that it is transparent, easily understood by customers and responsive to market demands. We are particularly impressed with the system operating in The Netherlands which is the most modern classification system in Europe. Our members will hear more about this at the Annual Conference.

The contract with the present contractor appointed by Fáilte Ireland to carry out the registration and classification procedures expires in May 2005 and a tender process is presently in place to provide for the classification and registration facilities following this date. Jointly with Fáilte Ireland, the Federation set up the Classification Appeals body and considered appeals against classification decisions lodged by three members. Following due process, the Board of Fáilte Ireland upheld the appeal of the members involved.

### Business Tourism Forum

The Business Tourism Forum was established by Fáilte Ireland in July 2004. It represents a new level of industry concentration to focus on the key issues and to deliver action. The forum is chaired by a former President of the Irish Hotels Federation - Peter Malone and its members include; Ray Carroll, Chief Executive of the K Club and myself. By the end of 2004, it reported progress on a wide range of initiatives including a full range of consultation with experts in the field including consultations from professionals, many from within the hotel sector which outlined priorities and needs. A national conference was held to discuss the way forward in business tourism. Two industry groups were appointed to report back on industry needs, product, marketing and services. The group reporting on association conferences is chaired by the Vice Chairman of the Federation - Matthew Ryan and the other group reporting on incentive travel and corporate meetings is chaired by John Healy, representing the ITOA. A new business tourism brand is in the process of being developed. Improved market research is planned as are new Ireland promotional stands for major international events. Better quality promotional material, literature and CDs with a stronger sales focus will follow the brand development.

The Ambassador Programme will be revitalised with additional operational resources committed by Fáilte Ireland and Tourism Ireland, including a budget of €2 million from Fáilte Ireland to support business tourism. Tourism Ireland has dedicated product managers for business tourism in the overseas markets. There will be a streamlining of the relationship with the regional convention bureaux to improve local services. The databases of potential sources of conferences and related business will be reviewed and improved. Business tourism to Ireland is currently worth about €400 million and the immediate aim is to increase it by 17.5% to €470 million by 2007. The current value of global business tourism is €40 billion and Ireland's share is less than 0.1%. The Dublin Convention Bureau, a joint initiative funded by the Irish Hotels Federation Dublin Branch, the Association of Irish Professional Conference Organisers, Dublin City Council and Dublin Tourism is now in its second year of operation. It procured over €3 million worth of business during its first year. Mr. Clive Brownlee, formerly Director of Corporate Affairs with Diageo was appointed Chairman of the Bureau and Jean Evans took up the position of Development Director in June 2004.

### National Conference Centre

The Federation continued to lobby the Government for the development of a National Conference Centre. It is pleased that as this report is being written, the Government process of receiving and considering tenders is in progress. We are hopeful that by the summer of 2005, a definite contract will be entered into for the development of this long awaited and essential part of the tourism infrastructure and that the focus then will be on its completion as quickly as possible.

### Air Access

The Federation continues to lobby for an improvement of International air access to all airports throughout the country. It is encouraging that the increased autonomy given by the Government to Cork and Shannon airports resulted in a substantial increase in European air services through these airports. This has the potential to substantially benefit the regional tourism spread. We continue to lobby for the completion of a competing second terminal at Dublin airport and are confident that such a development would further increase the volume of traffic to the capital, which would benefit the entire country.

The Federation contributed to a study commissioned by the Air Traffic Users Council of the Chambers of Commerce of Ireland, to establish the effects on Ireland of the development of an "Open Skies" policy. The Federation continues to hold the view that a renegotiation of the US Ireland air access bilateral would be of substantial benefit to Irish tourism in increasing the volume of direct flights from the US. An EU commissioned Brattle Group Report in December 2002, estimated that the volume of Ireland/US air travel would increase by 10% following the introduction of an EU/US "Open Skies" agreement. On this basis, it would mean an additional 80,000 tourists or an injection of almost €75 million into the Irish economy. This projection could be deemed conservative, particularly due to the widely expressed desire by Aer Lingus to substantially increase its capacity to North America by immediately opening up direct access to 4 or 5 new gateway cities.

As part of a strategy to promote regional tourism, the Federation expressed the view that a special fund should be put in place for the marketing of route development for Shannon and Cork airports and that a special ring fenced fund to promote the Western region should be co-funded by State and industry. It was the view expressed that we should ensure that Shannon is included in all advertising by Aer Lingus and other airlines operating direct flights from

the US to Ireland where their schedules include Shannon. It should be recognised that Shannon needs time to adjust to a liberalisation in the US/Ireland air arrangement and that there should be a transition period of not more than 3 years during which changes under the new agreement will be phased in. In this period, new routes should be allowed to open while maintaining this existing commitment to Shannon. It is the Federation's view that the implementation of these actions would result in an immediate increase in direct US/Ireland air routes. As a consequence there would be an increase in the number of US visitors to Ireland and a substantial benefit would accrue to the Irish economy and all regions.

## Budget 2005

The Federation submitted its Pre-Budget Submission in advance of last December's budget. It focused on a reduction on the hotel VAT rate from 13.5% to 10%, allowing VAT on hotel and restaurants as an input for business VAT purposes, placing a cap on the increases in rates and local charges to 50% of inflation pending an overall review of the funding of local authorities, and the maintenance at the present level of the funding of tourism marketing and the allocation of a special and additional €50 million to specific domestic and international marketing activities.

We welcome the increase of 14% in tourism marketing funding provided for in the Estimates, bringing the total tourism marketing allocation for 2005 to €35.8 million. Following the announcement of the Budget, we welcomed the increased capital investment programme for transport and the personal tax credits, but expressed disappointment that the blatant anomaly in the treatment of VAT on business expenditure in hotels and restaurants was not addressed. However, since the budget announcement we have continued to lobby for the addressing of this anomaly as this has been clearly identified as a major obstacle in achieving a reasonable share of the €40 billion global conference and incentive travel business.

## Insurance Issues



Pictured at the presentation by the IHF to the Joint Oireachtas Committee on Enterprise and Small Business in April are (l-r) John Power, Chief Executive, IHF, Donie Cassidy TD, Chair of the Committee, and Richard Bourke, President IHF.

Thanks to the focus given to the crippling cost of insurance by the Joint Oireachtas Committee on Enterprise and Small Business under the Chairmanship of one of our members, Donie Cassidy TD and to changes in the legislation, particularly the putting in place of the Personal Injuries Assessment Board (PIAB) and the enactment of the Civil Liability and Courts Act, insurance premiums continue to fall. A survey carried out amongst our members in early 2004, indicated that by spring 2004, members were experiencing reductions in their premiums of between 40– 50%. This level of premium reduction appears to have continued throughout the year. However, we still hold the view that until such time as a Book of Quantum prepared by the PIAB takes cognisance of the level of settlements in other European jurisdictions other than Ireland, we will not find ourselves in an environment where we are paying a level of insurance premiums comparable with those in neighbouring countries.

We continue to research the possibility of setting up an industry insurance fund, but to date, the response from members has not been sufficiently large to justify such an initiative.

## Liquor Licensing

The Federation continued to lobby for the amendment of the provision in the Intoxicating Liquor Act 2003 which banned under 18s in the bar areas of licensed premises after 9pm even if accompanied by parents. We highlighted that this provision created major difficulties particularly in hotels specialising in family holidays and in resort locations. We also expressed concern at the requirements for persons aged between 18 and 21 to produce documentary evidence of age. The Minister for Justice, in the short Intoxicating Liquor Act 2004 extended the permitted time for under 18s in the bar areas of licensed premises to 10pm during the period from 1st May to 30th September.

We will continue to lobby for the further easing of this requirement. We have, in discussions with the Department of Justice, Equality and Law Reform attempted to influence the content of the codified Intoxicating Liquor Bill, which is scheduled for publication during 2005.

We also lobbied the Department of the Environment expressing our concern at the proposed order licensing indoor events. We are concerned at the bureaucracy and cost associated with such licensing which, as per the draft already in existence, applies to musical events at which over 1000 people are present and conferences with an attendance in excess of 2000.

In co-operation with the Garda Síochána, LVA, VFI and the Irish Nightclub Industry Association, we published and circulated to our members guidelines aimed at preventing the distributed of prohibitive drugs in our premises.

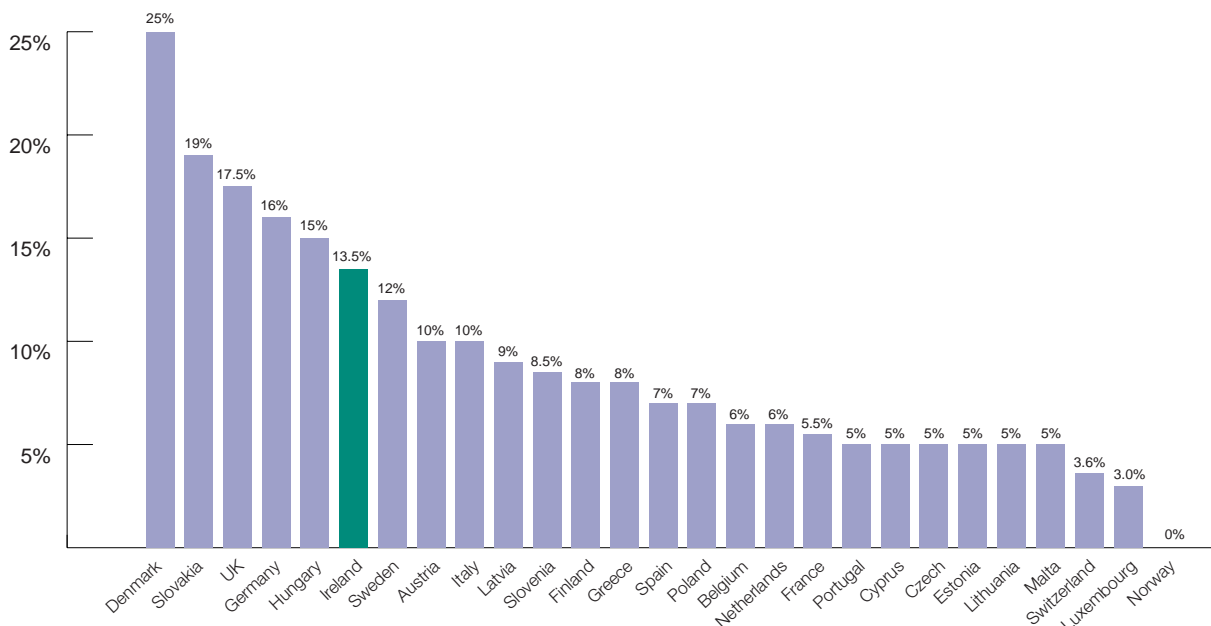
## Tourism Policy Review Group

During the year, the Federation had a number of meetings with the Tourism Action Plan Implementation Group and made two formal submissions – a discussion paper on hotel capital allowances and on the refunding of VAT on corporate hotel and restaurant expenses. In the submission on capital allowances, we suggested that the termination of the current capital allowances system regime for hotel developments in July 2006 should be replaced with a new scheme, involving a 10 year write off period for hotel expenditure, as expenditure on hotel buildings is analogous to the plant of other industries.

In the event of the general scheme of hotel capital allowances being discontinued, we expressed the view that a narrower scheme focusing the maintenance of the current stock of hotels and the encouragement of consolidation in the industry given the proliferation of uneconomically sized units.

Our submission on the refunding of VAT on corporate hotel and restaurant expenses reflects our strongly felt view that the absence of such a system places us at a major disadvantage compared to our European neighbours including Northern Ireland and Britain. It is incredulous that an Irish company, holding a conference north of the border, can reclaim the VAT on hotel and restaurant charges which it cannot do if it holds the same event in the Republic of Ireland. We were encouraged at the support received from the Chairman and members of the Tourism Policy Review on this issue.

## European Countries - VAT on hotel accommodation (%)





As mentioned in the President's overview, Anne O'Carroll, in April 2004, took up the role of Manager of Strategic Issues. Much of Anne's activity now focuses on delivering on the 19 commitments identified in the Tourism Policy Review Group Report, which depend on action by the Federation and the hotel and guesthouse industry. The Tourism Action Plan Implementation Group published their first progress report in August 2004. This report set out in respect of the recommendations made in the Report of the Tourism Policy Review Group, the progress that had been made. The Progress Report acknowledged that the areas in which good progress had been made, included an acknowledgement by the Government collectively, and in particular the Minister for Arts, Sport and Tourism of the strong commitment to implementing the strategy of the recommendations of the Tourism Policy Review Group.

The Department of Arts, Sport and Tourism has been strengthened and restructured with the establishment of a special project team to capitalise on the opportunities for tourism development which exist for promoting arts, sport and tourism as a cluster of mutually reinforced activities. The State tourism agencies - Fáilte Ireland and Tourism Ireland have incorporated recommendations of the Review Group on strategy and associated action firmly within their business plans and have given strong support to the Implementation Group. The concern was expressed that the role of tourism as a major source of national and regional wealth creation, employment, foreign exchange earnings and enterprise, is not as widely understood and acknowledged by Government departments and agencies generally.

Concern was expressed at the increase in the level of Local Authority charges at a pace many times that of general inflation. The report acknowledged that industry, through its key representative bodies including the Federation has been strongly supportive to the strategies and recommendations of the Report, particularly in the areas of increasing resources within the representative bodies such as ITIC and the IHF to work specifically on issues relating to the implementation of strategy and recommendations.

It also acknowledged the involvement of the Federation in a number of joint working groups with Fáilte Ireland and Tourism Ireland to progress the recommendations of the review group in areas including training, the promotion of e-commerce, joint public private marketing initiatives, managing insurance costs, product development and information research and development.

The Implementation Group expressed concern that a number of key areas needed further progress. These included action to maintain and enhance Ireland's share of

tourism from Britain and other overseas markets, action to accelerate the provision of a national conference centre in Dublin and actions to close the gaps in the overall quality of the tourism product in Ireland and the acceleration of programmes on national roads and signposting. The Implementation Group also expressed concern that more progress had not been made on the development of a modern classification system for hotels and guesthouses.

## Irish Tourist Industry Confederation

ITIC continued to undertake significant research programmes and lobbying activities designed to influence tourism policy and seek specific supports from Government.

A major study into the Regional Distribution of Overseas Holidaymakers - one of the most difficult and challenging issues facing the industry, is nearing completion and will be published early in 2005.

The Industry Spend in Overseas Markets study clearly demonstrated that the private commercial sector, with a combined investment of €160 million, is the largest investor in marketing Irish tourism. The research also quantified a major swing to e-marketing and the use of the Internet as a marketing tool.

The Tourism Barometer research on which ITIC co-operated with Fáilte Ireland provided invaluable current data on market movements and trends.

ITIC together with the IHF and other representative groups sought changes in the VAT system which would assist the industry become more competitive.

Tourism industry concerns were presented to a variety of policy groups including the Tourism Policy Implementation Group, Tourism Marketing Partnership, Fáilte Ireland's Human Resource Development Group and Tourism Ireland's Project Britain Group, which is to bring forward proposals to restore growth to this vital market. A proposal for an assessment of Product Development needs was adopted by Fáilte Ireland. The IHF and other sectoral bodies participated with ITIC in its submissions to these groups.

The industry continues to face serious challenges in 2005, with a decline in revenue yield, deteriorating competitiveness, a fall in the British market, and in car-brought visitors with a consequent drop in overseas visitors to the Regions.

ITIC, which has undertaken a fundamental review of its strategy, has set the following priorities for its lobbying activities on behalf of the industry in 2005:

- Measures to revitalise the vital British Market,
- Expansion in capacity from North America
- Improve the Regional spread of visitors
- A new Product Development Investment Programme
- Responses from Government to reduce the industry's cost base
- Improved and streamlined websites by the Agencies with enhanced e-marketing/selling linkages for the industry.

Brendan Leahy is retiring as Chief Executive of ITIC after 14 years and the recruitment of a replacement is under way.

### Smoking Ban

The smoking ban came into effect on 29th March 2004. The Federation issued guidelines to our members on its implementation and provided the appropriate signage. The overall feedback has been that the ban has been embraced in a positive manner and has created only minor operational difficulties.

### Copyright Issues

The long running challenge to the level and method of tariffs set by Phonographic Performance Ireland Ltd (PPI) eventually came to an end with a decision, on 12th May 2004, by Ms. Justice Mary Laffoy of the High Court. This judgement set the level of tariffs applicable to nightclubs and discotheques and is applicable to the period from 1989 to 2000. A detailed Members Memo was issued following the ruling, advising members on how to deal with these outstanding demands from PPI and the schedule of charges from the period 1989 to 2004 was drawn up. We agreed with PPI that the tariff would be based on CPI for years following 2000. I had a number of meetings with PPI regarding the implementation of the Laffoy judgement and PPI indicated that where attendance at events had not been agreed between the operator and PPI, a final effort should be made to agree attendances. The Laffoy tariff and the amount payable to PPI is based on the level of attendances at events.

The High Court hearing to determine this case lasted two weeks and I want to personally acknowledge the enormous support I received through this period from both the President and Paul Keenan - an active member of the Federation's Licensing and Copyright Committee. We had an indication during the year that the Irish Music Rights Organisation (IMRO) intended reviewing their tariffs and basing their review on the outcome of the PPI case. We do not agree with this interpretation as we believe that Ms. Justice Laffoy in her judgement made a clear distinction between the IMRO and PPI tariffs.

Dealing with copyright collection agencies is a major challenge for representative organisations such as the Irish Hotels Federation and we believe that we will be called on frequently in the future to take on strong defensive action including legal action if necessary to protect our members against such challenges. With this in mind, the Federation has set up a copyright fighting fund to fund such activities and members are asked to subscribe to this fund. It is essential that we have a strong and well financed resource to protect our members' interests.

### The Funding of Local Authorities

The enormous burden placed on a narrow rate paying business sector has been a major issue concerning the Federation for many years. The Minister for the Environment, Heritage and Local Government commissioned a review of the funding of local government with a view to developing a sustainable funding system in the medium to long term. Submissions were invited from interested parties and the Irish Hotels Federation commissioned and submitted a detailed submission.

In our submission, we highlighted the inequities within the rates system and the failure of such a system to recognise the different forms of enterprises generating substantially different levels of revenue and profits from properties. We proposed a system of local government funding through a combination of a local income tax user charge for services where the level of use can be determined and a central government funding for specific, typically social purpose activities.

The new funding system should be complemented by a radical proposal to provide better value for money for e.g. the amalgamation of small local government units such as town and borough councils with counties to generate improved economies of scale, generating operating efficiencies such as the establishment of financial shared service centres for financial accounting and the removal of



the financial distortion that arises from the existing treatment of local authorities in respect of VAT. The full submission is available on the Federation's website [www.ihf.ie](http://www.ihf.ie). The model for the local income tax scheme is based on the elimination of local authority rates, which presently generate approximately €850 million and their replacement by a 2.25% local income tax rate on corporation profits. We expressed the view that the present personal income tax rates of 20% and 40% have included within them 2% and 4% on the standard and higher rates as a local income tax. User charges on utilities should be based on usage and the business sector should not be expected to subsidise the domestic sector. The focus of our attention in this exercise is now to influence the consultants reviewing such submissions to incorporate in their report to Government the suggestions which the Federation made.



Repak Best Practice Award 2005: Hospitality Sector (L-R) Dick Roche TD, Minister of the Environment, Heritage and Local Government, Larry Byrne & Nora Wyse, Burlington Hotel, Dublin, and Andrew Hetherington, CEO, Repak.

## Environment and Energy Issues

We have continued to work with Repak in assisting our members to comply with the Waste Management Packaging Regulations 2003. The special membership arrangements with Repak for IHF members have now been availed of by over 125 of our members. Repak introduced a Best Practice Award for the hospitality sector in 2004. Five of our members were finalists – Westin Hotel, Dublin, Jurys Inns – Cork and Christchurch, Jurys Cork Hotel and The Burlington Hotel, Dublin. The award was won by the Burlington for their in-house management team's efforts on waste management and packaging segregation on incoming goods.

We are pleased that the proposed carbon tax on energy was deferred by the government. We had been working on a reclaim mechanism for this tax with Sustainable Energy

Ireland (SEI) and, since then, have been working with them on initiatives to help our members introduce best practice on energy management in their properties. A booklet on energy management for the hospitality sector will be launched at our Annual Conference and other initiatives to assist members will be included in the Cleaner Production Programme in conjunction with IHCI and the Environment Protection Agency (EPA).

On energy cost savings, we have agreed a special electrical cost saving offer for IHF members with Energia, which will give savings of between 5% and 12% on electricity bills. Details have been circulated to members. In addition MJ Flood Energy Services have been working with us on the introduction of energy saving lamps to replace the old energy inefficient lighting in hotels. Many IHF members have availed of this service and have replaced their bulbs with energy efficient lighting. The largest of these programmes is The Burlington where over 7,000 bulbs of various types have been replaced and will assist this premises in qualifying for the EU Greenlight Programme.

Members have been burdened with additional costs from local authorities. Trade effluent licenses are now being progressively introduced by Local Authorities for the discharge of trade effluent into their sewers. These licenses were provided for under the Local Government (Water Pollution) Acts 1990 – 1992 but are only recently being implemented by Local Authorities.

Water supply costs have also been escalating at alarming rates and without much consistency across the local Authorities throughout the country. The Cleaner Production Programme in conjunction with the IHCI and EPA will provide members with best practice advice for the conservation of water with consequent cost reductions.

## Hotrec



Pictured at the Hotrec event in Brussels in September 2004 are (l-r) Henry O'Neill, Chief Executive, RAI, Sean O'Neachtain MEP, John Power, Chief Executive, IHF, and Simon Coveney MEP.

The Confederation of National Associations representing Hotels, Restaurants and Cafes held 2 General Assemblies during 2004 in Amsterdam and Bergen. The General Assembly in Amsterdam was accompanied by a seminar on European developments on the abuse of alcohol and

smoking regulations. There were detailed presentations on hotel classification at a seminar in Bergen. Hotrec also arranged a briefing session for MEPs. This session was held in Brussels in September to coincide with the commencement of the new European Parliament. We are pleased that three Irish MEPs; Sean O'Neachtain, Eoin Ryan and Simon Coveney attended and participated in the discussions at the briefing session. Mr. Joachim Cabrita Neto completed his two year period as President of Hotrec on 31st December and was replaced by Mr. Bernd Geyer of Germany. Mr. Kent Nyström of Sweden takes up the position of Vice President.

Set out hereunder is a brief summary of the areas currently on Hotrec's agenda.

### Taxation

Hotrec continues to strive to obtain the mandatory reduced rate of VAT applicable to hotels and restaurants throughout Europe and the allowance of VAT as an input for all registered businesses. There have been no major developments at European level on this issue during the year.

### Social Affairs

The Social Affairs Committee of Hotrec is monitoring the proposal by the European Commission to monitor the working time directive. Hotrec is particularly vigilant that any changes to the present directive will not adversely affect the flexible nature of hotel work.

### Food Issues

New food hygiene regulations were adopted in April 2004 replacing the previous directive of 1993. These regulations will come into force not earlier than 2006 and therein is a special provision for small and medium enterprises. A special task force met during the year on examining means of applying HACCP principles in small restaurants. The EU adopted a labour directive covering EU ingredients and the presence of GMOs but so far these rules do not apply to restaurants. Hotrec is watching a brief to ensure that any effort to extend it to restaurants is curtailed.

### Copyright

The EU Commission has been examining aspects of copyright and the operation of copyright collection societies. It published a communication in early 2004 indicating a need for transparency in the publication of tariffs, that licenses should be issued under reasonable conditions and that there be an appropriate method of arbitration. Further proposals are expected early in 2005. Hotrec continues to have meetings with other organisations to exchange information helpful to curtail the abuse of power by copyright collection agencies.

### Internal Market for Services – Standards

There is at present a proposed Directive for Services in the Internal Market. There is a call within this document for voluntary European standards and transparency with harmonisation desirable in specific areas such as hotel classification.

### Health

Hotrec held a seminar in April 2004 at which the legal background on alcohol abuse and restrictions on tobacco smoking were discussed. At European level consultation on smoking in the workplace continues. However, this is now overtaken by countries introducing smoking bans such as Ireland, the Netherlands, Italy and Norway.

### Tourism Issues

The commission proposed the setting up a Tourism Sustainability Group and Hotrec has submitted nominations for such a group. I have been included in the nomination list and have also been endorsed by the Irish Government and have just received confirmation that my nomination has been accepted.

### Hotel Classification

Following the seminar on hotel classification held in Bergen, it is Hotrec's view that the industry at European level should play an active rather than a passive role in the harmonisation of European hotel classification systems. It is the view that the industry should control this process themselves and avoid further standardisation projects that might interfere with hotel classification. Hotrec opposes international i.e. that is non-European efforts at a worldwide classification system. It is committed to, for the time being, hotel classification and quality management systems. The task force, of which I am a member, will continue to meet with the purpose of benchmarking and harmonising as closely as possible the various European classification activities.

### Branch Activities

Throughout the year, the staff at Northbrook Road and I attended meetings at branch level. These meetings gave us an opportunity to update members on current issues and enabled the Executive to listen to the views from members. Seminars and workshops took place in an effort to explain to our members the development of the irelandhotels.com website, to keep members informed of the development of the classification review and to inform members of the current results of the review of the activities of the Federation. Due to the growth of members in the West/North West, the structure of the branches in these areas changed during the year. This included the setting up



of a new branch in County Mayo and the reconfiguration of the branch boundaries to incorporate a Sligo, Leitrim and North Roscommon branch. Geographical boundaries of branches will receive continuous attention with the aim of increasing their effectiveness.



Pictured at the first meeting of the newly formed Mayo branch of the IHF is (l-r) Brain Crowley, Knock House Hotel, Branch Secretary, Richard Bourke, IHF President, John Varley, Atlantic Cost Hotel, Westport, Chairman and John Raftery, Downhill Hotel, Ballina, Branch Representative.



Pictured at the inaugural meeting of the Sligo, Leitrim and North Roscommon branch are (l-r) Joe Dolan, Bush Hotel, Carrick-on-Shannon, Branch Representative, Breda O'Dwyer, Yeats Country Hotel, Rosses Point, Branch Secretary, Richard Bourke, President, IHF and Kevin McGlynn, General Manager, Sligo Southern Hotel, Branch Chair.

## Associate Members

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

## Appreciation

I wish to thank our President, Richard Bourke for the enormous assistance support and guidance which he has given to the staff at Northbrook Road throughout the year. His influence and motivational skills and acknowledgement of the efforts made by staff are most appreciated.

The guidance and support that the staff and I receive from the Management Committee, Council, subcommittees and general members of the Federation is of enormous help and without it we just could not function. I never cease to be amazed at the willingness of so many of our members to actively participate in our activities and to lobby when requested. This action greatly enhances the profile and impact that the Federation has. I know that through 2005, there will be other issues which require attention and we will be calling for the help of our members. I am confident that this help and assistance will be forthcoming.

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

## Gerry O'Connor

The sudden passing of Gerry O'Connor on 3rd January 2005 had an enormous impact on the Federation and on its members. I had been very close to Gerry, having become a Council member on the day he became President in Waterford in 1994. I also had the honour of serving as one of his Vice Presidents in 1995. It was while as President in 1995 that he convinced me to take up the position of Chief Executive. He was of enormous support to me in this role and on so many occasions, I sought his advice and guidance on many issues. The loss, which the Federation and I personally feel since Gerry's death, pales into insignificance compared to what Elizabeth, Brian, Dan and James must be suffering. Gerry's memory will always be with us. May he rest in peace.

**John Power**  
Chief Executive



Over the year the Federation's web initiative, www.irelandhotels.com, has gone from strength to strength and now represents an important part of the Federation's marketing campaign. With over 30,000 visitors to the site each week, and an average length of stay of 12 minutes, Irelandhotels.com is fast becoming a major referral and generator of business to Irish hotels and guesthouses. During 2004 there were over 1 million visitors to the site, generation over €1.6 million in revenue.

In addition 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 Be Our Guest Guide are automatically included on the web site.

In April 2004 Irelandhotels.com went live with a new booking engine driven by In1 Solutions and to date the move has been very successful with an average increase of 130% in bookings and 114% in revenue during the year.

A number of regional sub-sites have been developed to enable the Federation to offer more targeted campaigns and have been used by certain branches to offer more focused campaigns.



Pictured at the launch of the new Irelandhotels.com booking engine is Lorna McNamara, Marketing Manager, IHF, with Victor Garland, Commercial Director and Pat Ratcliffe, CEO, In 1 Solutions.



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.

In December, as part of an on-going campaign with the Sunday Independent, a competition promoting the Irelandhotels.com website featured in the paper.

## New Travel Trade section on Irelandhotels.com

A new section launched on Irelandhotels.com enables the travel trade to make commissionable bookings on the site. This new feature was promoted to Shamrock Club members in the United States during the Autumn.



## Improved Access to Irish Hotels for US Travel Trade

The Irish Hotels Federation (IHF) has launched a new initiative on its website Irelandhotels.com, enabling US Travel Agents to use the website to make commissionable bookings. The secure login facility provides agents with a wide selection of rates in hotels and guesthouses throughout Ireland. The Federation sees this development as an opportunity to further strengthen its partnerships with the travel trade in the United States.

Irelandhotels.com currently features over 1,000 hotels and guesthouses throughout Ireland, with significant availability at all times and a great selection of special offers. US travel agents can now book rooms and packages for premises featured on the site through a secure login facility. The booking engine automatically calculates the agent's commission and bookings are delivered to properties less 10% commission for the travel agent.

Bookings are clearly identified as travel agency bookings and the amount to be debited to the travel agents credit card is clearly stated. A confirmation e-mail is sent to the agent at the time of booking. All bookings are in real-time and the service is available 24 hours, seven days a week.



There have also been a number of online marketing initiatives, including a campaign with Pigsback.com. The campaign consisted of an onsite category presence, which included 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 was also featured in the "e-mail newsletter", "Travel & weekender" which is mailed to approx. 98,000 opt-in members. Hotel breaks for participating hotels could also be booked online, with the incentive of Piggypoints earned for bookings made using the Irelandhotels.com booking engine.



## 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 2004. 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 was also 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.





Pictured at the launch of the 2005 Be Our Guest Guide were Dennis Markey, Diageo Ireland, Lorna McNamara, Marketing Manager, IHF, Claudine Palmer and Richard Bourke, President of the IHF.

## Consumer & Trade Promotions 2004

During 2004 the Irish Hotels Federation attended those consumer and trade fairs listed below. As a core accommodation guide the Be Our Guest was also distributed by Tourism Ireland at all major overseas promotions during the year.

### January/February

Manchester Holiday Show  
 Glasgow Holiday Show  
 MATKA, Helsinki  
 CMT, Stuttgart  
 Holiday World Belfast  
 Holiday World Dublin  
 Holiday World Cork  
 USA Travel Agent Seminars  
 Amsterdam Consumer Days  
 Bournemouth Holiday Show  
 CBR, Munich  
 Amsterdam Agents Promotion  
 Brussels Consumer Day

### March

Canada Agents Seminars  
 Manchester Consumer Days  
 London Consumer Day  
 Copenhagen Agents Seminar  
 TUR Gothenburg Consumer Days  
 German Consumer Roadshow

### April

Glasgow Consumer Day

### May

National Country Fair, Offaly

### June

Birmingham BBC Gardeners World Show

### July

Royal Show, Stoneleigh, Midlands  
 Tatton Park Flower Show UK

### August

RDS Horse Show

### September

CLA Game Fair

Burghley Horse Trials

### November

World Travel Market London

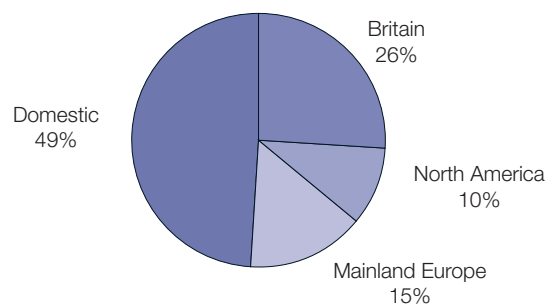
## Be Our Guest 2003/2004 Distribution Plan

Almost 400,000 copies of the Be Our Guest guide were distributed during 2004.

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 2004 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



2004 saw many changes and new initiatives implemented in the Employment Services Department in line with the many developments and adjustments the industry has experienced over the past year.



## Quality Employer Programme

One of the key developments was in the Quality Employer Programme. Last year a decision was made to review and update the Quality Employer Programme in order to meet the changing requirements of our members. One of the key recommendations which resulted from the review was to combine modern technology into the re-assessment process of the Quality Employer Programme. This has developed in the form of a user-friendly, on-line questionnaire which can be accessed through the internet. This on-line questionnaire supplements our existing reassessment procedure in a cost effective manner while at the same time maintaining the integrity and same high standards laid down by the Quality Employer Programme.

The Quality Employer Programme continues to grow with more and more properties becoming accredited each year and as of February 2005 there are just under 25,000 employees working in QEP accredited properties. The widespread success and continuing value of the programme is demonstrated in the number of applicants and candidates who will actively seek out an employer who has been accredited as a Quality Employer.

## Career/Recruitment Events

September saw the start of the year's career and recruitment events with the 18th Irish Times Higher Options Conference taking place in the RDS. The event is primarily aimed at secondary school students and the event attracted over 25,000 students, career guidance counsellors and parents from all over Ireland. The event offers students the chance to become more aware of the education and training opportunities open to them on completion of their studies - both further study and

employment options. For employers, it offers the opportunity to attract young Irish Students to careers in hotel and catering industry and possibly the opportunity to offer some students work experience or part time work.

FAS Opportunities 2005 was for the second year in succession held in the Exhibition Centre in Croke Park. (14th - 17th January inclusive). Over 80,000 job seekers and students visited the event over the four day period. As in previous years, the IHF shared a stand with Fáilte Ireland and representatives from both Fáilte Ireland and from IHF member hotels were on-hand to answer any questions from those seeking a career within the hospitality industry.

Regional Career Events: As in other years the IHF participated in and supported the career events organised by the Career Guidance Counsellors of Ireland. These events are aimed at secondary school students who are in the process of making future career decisions.

The Transition Year Programme developed by the IHF and co-ordinated by Fáilte Ireland has been in operation since 1996. The programme sees the students cover theoretical aspects of the tourism industry such as food hygiene and language skills in class. This is combined with practical talks from local hotel personnel such as managers and chefs. Students who complete the course receive a certificate awarded by the IHF and Fáilte Ireland.

## Education and Training

The On-Line Masters Degree in Hospitality Management is currently in its third year and will see the first class of 10 students graduate this coming July. Provided by Hibernia College, this is an on-line degree course which has been developed to specifically centre on all aspects of the hospitality industry. This Masters Programme allows hospitality professionals, whatever their geographical location to participate in an internationally recognised management course whilst still working.

## Revenue Management Course

The IHF in conjunction with Hibernia College ran a very successful 1 day training course in Revenue Management. The course was organised in response to the worrying increase in competition among hotels and the resulting price war which often ensues.



The course took place in early October and was tutored by Professor Kate Varini from the University of Lausanne in Switzerland. Professor Varini is renowned for her practical, relevant and action driven method of lecturing.

The course was well attended by operation managers, owners, general managers and those in front office and reservations management. Feedback was very positive and the success of this course may lead to similar seminars on other aspects of the hotel industry.



(l-r): Stephen Hanley, General Manager, Radisson SAS Limerick, Richard Bourke, President, IHF, Professor Kate Varini and Michael Loftus, Sales Manager, Redbank House.

## Trainee Manager Development Programme

This year saw the continued success of the Trainee Manager Development Programme which is run in conjunction with the IHF, IHCI and Fáilte Ireland and takes place in Galway/Mayo Institute of Technology. This management programme involves students obtaining a managerial degree while being sponsored by the employer hotel. 26 young hospitality professionals successfully graduated from this programme in 2004.

## Placement Services

With the easing of labour supply problems within the hotel industry as a whole, it was felt that it was no longer necessary for the IHF to offer a full recruitment service to its members. However, a placement service still exists to recruit chefs and experienced professionals. Also the IHF has formed a partnership with De Rooi Pannen Tourism College in the Netherlands. This allows Dutch students the opportunity to carry out in their 6 month work experience in hotels in Ireland.

During the year, the IHF continued to consult with the Department of Enterprise, Trade and Employment in relation to the work permit situation. We also liaised with the Department on behalf of our members with their many queries involving employees with work permits.

## New Website

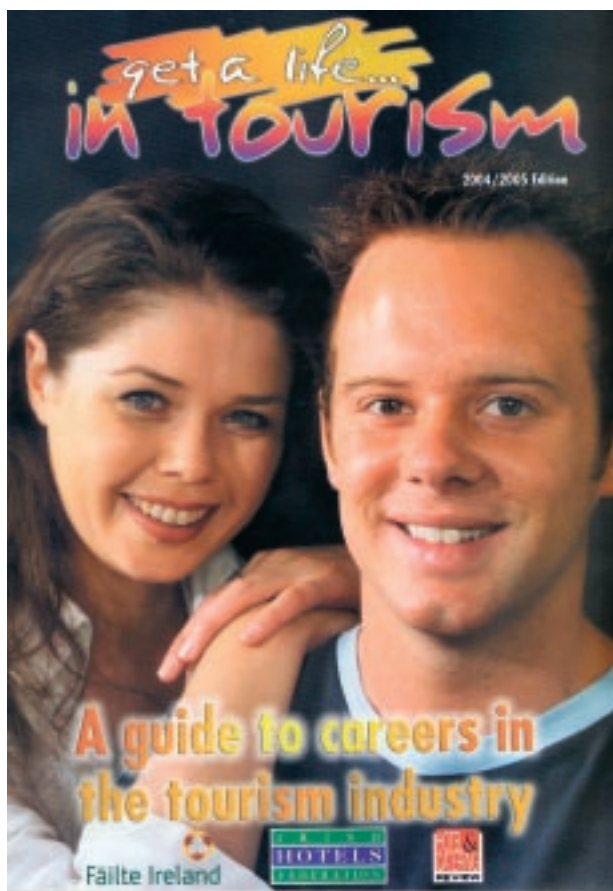
During the year, the IHF website was updated and revamped. The site now contains a separate section devoted to Employment Matters. This section contains basic information on issues such as rates of pay, employment legislation, work permit information, and other HR matters. It is intended to supplement the existing IHF advice service.

## Get a Life Magazine

As in previous years the IHF in conjunction with Fáilte Ireland published the magazine, Get A Life... In Tourism. This magazine, aimed at second level students, contains information on careers and prospects within the tourism industry. It is presented in a bright and informative manner with case histories of young people currently working within the industry a prominent feature. The magazine has proved very popular with students and teachers alike and has become a very important tool in the dissemination of career information to young people.



Pictured at the launch of Get a life... In Tourism is the Minister for Arts, Sport and Tourism John O'Donoghue, TD, John Healy, Maitre D with the Four Seasons Hotel (and The Restaurant RTE Programme) and Lisa O'Doherty, sommelier from the K Club.



Get a Life... in Tourism Magazine 2004/2005

## Employment Services Department Sponsorship

'Catering for Success' is an after-school education programme which provides children from disadvantaged areas with an experience of learning in a fun environment through the medium of cooking. The primary aim of the programme is to raise the numeracy and literacy levels of disadvantaged children. This, it is hoped will increase their self esteem and encourage these children to remain in the education system until they have achieved a qualification.

'Catering for Success' is being run in the four Fáilte Ireland Training Centres in Limerick, Cork, Waterford and Dublin. During this programme the students learn basic culinary skills, food hygiene, good eating habits and kitchen safety.

On completion of the programme students receive a certificate at a graduation ceremony. This ceremony is known as a 'cook-in' and involves the pupils preparing and serving a three course meal to their parents and teachers. To celebrate completion of the programme the Employment Services Department of the IHF was delighted to sponsor these young people with a day trip to a local amenity. To date, these trips have included lunch and a day out to the Aqua Dome in Tralee, Fota-on-Ice in Fota Island in Cork, the National Aquatic Centre in Blanchardstown, Bunratty Folk-Park and the Hunt Museum in Limerick.

It is envisaged that this programme 'Catering for Success' will encourage the participants to consider a career in the hotel and catering industry. Also by involving the parents, many friends and immediate family have been making enquiries about training and careers within the hospitality industry.

So far seven groups have completed the course at the various centres. The feedback from pupils, parents, teachers and Fáilte Ireland Trainers has been overwhelmingly positive. Indeed many parents have expressed the view that it was the most positive experience ever in their children's education. In light of this it, is hoped the programme will continue to prosper and expand in the coming years.

## GENERAL MEMBERSHIP

Hotels & Guesthouses

## ASSOCIATE MEMBERSHIP

Suppliers & Allied Organisations

## BRANCH STRUCTURE

Cork • Donegal • Dublin • Galway • Kerry • Mayo • Midlands • Mourne/Boyne/Lakes  
• Shannon • Sligo/Leitrim/N. Roscommon • South East • Wicklow

## NATIONAL COUNCIL

### COMMITTEES

Management  
Marketing  
Employment  
Classification  
Tourism Strategic Review  
IHF Review  
Environment  
Food  
Licensing  
Benevolent Fund

### THE EXECUTIVE

#### Chief Executive

John Power

#### Secretary / Treasurer

Donal O'Meara

#### Marketing Manager

Lorna McNamara

#### Manager – Strategic Issues

Anne O'Carroll

#### Administration Staff

Joy Bradley  
Sara Brazil  
Gary Gallagher  
Pauline Gannon  
Lisa Kearney  
Nuala McLoughlin  
Miriam Young

### OTHER BODIES

Tourism Ireland  
Fáilte Ireland  
Irish Tourism Industry  
Confederation  
Hotels/Catering/JLC's  
HOTREC – European  
Confederation  
Business Tourism Forum  
IBEC Dublin Executive  
Dublin Convention Bureau

## NATIONAL COUNCIL 2004

<b>President</b>	Richard Bourke, Jury's Hotel, Ballsbridge, Dublin 4.
<b>Vice Presidents</b>	John Gately, Vienna Woods Hotel, Glanmire, Co. Cork. Matthew Ryan, Grand Hotel, Malahide, Co. Dublin.
<b>Hon. Treasurer</b>	Annette Devine, Majestic Hotel, Tramore, Co. Waterford.
<b>Past Presidents</b>	Jim Murphy, Premier Business Centre, 128 Lower Baggot Street, Dublin 2. Mary Fitzgerald, Fitzgerald's Woodlands House Hotel, Knockanes, Adare, Co. Limerick. William Power, Tinakilly Country House & Restaurant, Rathnew, Co. Wicklow. Pat McCann, Jury's Doyle hotel Group, 146 Pembroke Road, Ballsbridge, Dublin 4. Gerry O'Connor (Deceased 3rd January 2005)
<b>Elected Members</b>	Pat Chawke, Aghadoe Heights Hotel, Killarney, Co. Kerry. Paul Gallagher, Buswells Hotel, 23-27 Molesworth Street, Dublin 2. Gerard Hanratty, 50 Dal Riada, Lime Tree Avenue, Portmarnock, Co. Dublin. Martin Holohan, Mespil Hotel, Mespil Road, Dublin 4. Paul Keenan, 29 Shandon Park, Phibsborough, Dublin 7. Denis Kieran, Kierans Folkhouse Inn, Guardwell, Kinsale, Co. Cork. Declan Ivory, Ivory's Hotel, Tramore Road, Waterford. Seamus McGowan, Forte Travelodge, Auburn Avenue Roundabout, Navan Road, Castleknock, Dublin 15.
<b>Co-Opted Members</b>	Declan O'Grady, Courtenay Lodge Hotel, Newcastle West, Co. Limerick. Mr. Pat Galvin, Grand Hotel, Malahide, Co. Dublin

## NATIONAL COUNCIL 2004/2005 BRANCH REPRESENTATIVES

### Cork

John Gately, Vienna Woods Hotel, Glanmire, Co. Cork.  
Fergal Somers, Jurys Hotel College Road, Cork.

### Donegal

Paul Diver, Sand House Hotel, Rossnowlagh, Co. Donegal.  
Terry McEniff, Mount Errigal Hotel, Ballyraine, Letterkenny,  
Co. Donegal.

### Dublin

Terry McCoy, Redbank Lodge & Restaurant, Skerries, Co. Dublin.  
Enda Mullin Westin Hotel, College Green, Dublin.

### Galway

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

### Kerry

Michael Rosney, Killeen House, Aghadoe, Killarney, Co. Kerry.  
Emer Moynihan, Earls Court House, Woodlawn Junction,  
Muckcross Road, Killarney, Co. Kerry

### Mayo

John Varley, Atlantic Coast Hotel, The Quay, Westport, Co. Mayo.  
John Raftery, Downhill Inn, Sligo Road, Ballina, Co. Mayo.

### Midlands

Joe O'Brien, Tullamore Court Hotel, Tullamore, Co. Offaly.

### Mourne/Boyne/Lakes

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

### Shannon

Aileen Phelan, Jury's Inn Limerick, Lower Mallow Street, Limerick.  
Paul Flavin, Limerick Strand Hotel, Ennis Road, Limerick.

### Sligo/Leitrim/North Roscommon

Mr. Kevin McGlynn, Southern Hotel, Strand Hill Road, Sligo.  
Joseph Dolan, Bush Hotel, Carrick-On-Shannon, Co. Leitrim.

### South East

Peter Wilson, Kilkenny River Court Hotel, The Bridge,  
John Street, Kilkenny.  
Paul McDaid, Faithlegg House Hotel, Faithlegg, Co. Waterford.

### Wicklow

Josephine Power, Tinakilly Country House & Restaurant,  
Rathnew, Co. Wicklow

## FEDERATION COMMITTEES 2004/2005

### Management Committee

Richard Bourke (President)  
John Gately (Vice President)  
Matthew Ryan (Vice President)  
Annette Devine, Gerard Hanratty, Paul Keenan,  
Denis Kieran, Michael Rosney

### Committee Chairpersons

Marketing – Michael Knox-Johnston	Food – Gerard Hanratty
Employment – Terry McCoy	Environment – Gerard Hanratty
Classification – Richard Bourke	Licensing – Peter McDermott
Tourism Strategic Review – Jim Murphy	Benevolent Fund – Richard Bourke
IHF Review – Richard Bourke	

## IHF REPRESENTATIVES ON OTHER BODIES

### Tourism Ireland Ltd. Board

John Power  
Charles Sinnott

### Hotels JLC

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

### Fáilte Ireland Board

Mary McKeon  
Noel O'Callaghan  
Patrick O'Donoghue

### Catering JLC

Donal O'Meara

### Tourism Marketing Partnership

John Power

### Irish Tourist Industry Confederation

Richard Bourke      John Power

### Employment Appeals Tribunal

Billy O'Carroll      Peter Pierson

### HOTREC

Richard Bourke      John Power

### Regional Fisheries Board

Maire O'Connor (Western)  
Mary O'Connor (Southern)  
Betty Hayes (Eastern)

### Business Tourism Forum

John Power

### IBEC Dublin Executive

John Power

### Dublin Convention Bureau

Niall Geoghegan  
John Power  
Matthew Ryan

### Drinks Industry Group

Richard Bourke      John Power

## BRANCH CHAIRPERSONS 2004/2005

Cork	John Gately	Vienna Woods Hotel, Glanmire, Co. Cork.
Donegal	Paul Diver	Sand House Hotel, Rossnowlagh, Co. Donegal.
Dublin	Terry McCoy	Redbank Lodge & Restaurant, Skerries, Co. Dublin.
Galway	Paul O'Meara	Connemara Coast Hotel, Furbo, Co. Galway.
Kerry	Michael Rosney	Killeen House, Aghadoe, Killarney, Co. Kerry.
Mayo	John Varley	Atlantic Coast Hotel, The Quay, Westport, Co. Mayo.
Midlands	Joe O'Brien	Tullamore Court Hotel, Tullamore, Co. Offaly.
Mourne/Boyne/Lakes	Julie Gilhooly	Hotel Nuremore, Carrickmacross, Co. Monaghan.
Shannon	Aileen Phelan	Jury's Inn Limerick, Lower Mallow Street, Limerick.
Sligo/Leitrim/N. Roscommon	Kevin McGlynn	Sligo Southern Hotel, Strand Hill Road, Sligo.
South East	Peter Wilson	Kilkenny River Court Hotel, The Bridge, John Street, Kilkenny.
Wicklow	Josephine Power	Tinakilly Country House & Restaurant, Rathnew, Co. Wicklow.

## HONORARY BRANCH SECRETARIES 2004/2005

Cork	Fergal Somers	Jurys Hotel, College Road, Cork.
Donegal	Terry McEniff	Mount Errigal Hotel, Ballyraine, Letterkenny, Co. Donegal.
Dublin	Enda Mullin	Westin Hotel, College Green, Dublin.
Galway	John Ryan	Ardilaun House Hotel, Taylors Hill, Galway.
Kerry	Emer Moynihan	Earls Court House, Woodlawn Junction, Muckcross Road, Killarney, Co. Kerry
Mayo	John Raftery	Downhill Inn, Sligo Road, Ballina, Co. Mayo.
Midlands	Vacant	
Mourne/Boyne/Lakes	Brian Quinn	Fairways Hotel, Dublin Road, Dundalk, Co. Louth.
Shannon	Paul Flavin	Limerick Strand Hotel, Ennis Road, Limerick.
Sligo/Leitrim/N. Roscommon	Joseph Dolan	Bush Hotel, Carrick-On-Shannon, Co. Leitrim.
South East	Paul McDaid	Faithlegg House Hotel, Faithlegg, Co. Waterford.
Wicklow	Josephine Power	Tinakilly Country House & Restaurant, Rathnew, Co. Wicklow.

### **ACTION RECRUITMENT**

St. Andrews House, 28-30 Exchequer Street, Dublin 2.  
Tel: 01-6778544  
Fax: 01-6796830  
Email: jobs@actionrecruitment.ie  
Website: www.actionrecruitment.ie  
Contact: Mr. Brian Fahy  
Action Recruitment was established in 1974 and continues to lead others in standards of service and ethical business practices. The key to our success is the lasting relationships we build with our candidates and clients. We specialise solely in the recruitment of hospitality professionals.  
Business Classification: Recruitment Specialists

### **AIB BANK**

Bankcentre, Ballsbridge, Dublin 4.  
Tel: 01-6411577  
Fax: 01-2830476  
Email: thomas.t.curran@aib.ie  
Contact: Mr. Tom Curran  
AIB Bank has a dedicated Hotels & Tourism Team. This specialist team provides a comprehensive, relationship-based service and offers a full range of tailored banking products to the Hotels and Tourism Sector.  
Business Classification: Financial Institution

### **AMERICAN EXPRESS ESTABLISHMENT SERVICES**

PO Box 56, Arklow Business Park, Arklow, Co. Wicklow.  
Tel: 1800-709909  
Fax: 0402-25904  
Email: chris.maxwell@americanexpress.ie  
Contact: Mr. Chris Maxwell  
Centurion Card Services operates AMERICAN EXPRESS CARDS SERVICES - Ireland and have enjoyed a mutually beneficial relationship with the Irish hotel industry for many years.  
Business Classification: Credit Card Services

### **ANGLO IRISH BANK**

Stephen Court, 18-21 St. Stephens Green, Dublin 2.  
Tel: 01-6162000  
Fax: 01-6162411  
Email: enquiries@angloirishbank.ie  
Website: www.angloirishbank.com  
Contact: Ms. Mary Nolan  
A fully integrated banking group with an asset base of €30.4 billion and capital resources in excess of €2.4 billion. The bank's treasury division offers a comprehensive range of products, including personal and corporate deposit, corporate foreign exchange and interest rate risk management products.  
Business Classification: Financial Institution

### **ARACHAS CORPORATE BROKERS LTD.**

The Courtyard, Carmanhall Road, Sandyford Industrial Estate, Dublin 18.  
Tel: 01-2135000  
Fax: 01-2135001  
Email: Paul.Murphy@arachas.ie  
Contact: Mr. Paul Murphy  
Arachas Corporate Brokers Ltd. is the leading independently owned Irish insurance brokerage with offices in Cork and Dublin. Their philosophy is to provide the highest level of customer service, develop insurance solutions and offer competitive pricing advantage. Arachas has a specialist team dealing exclusively with the insurance needs of hotels and associated businesses.  
Business Classification: Insurance Consultancy

### **AVCOM**

Unit B, Three Rock Road, Sandyford Industrial Estate, Dublin 18.  
Tel: 01-2957213  
Fax: 01-2953783  
Email: avcom@avcom.ie  
Website: www.avcom.ie  
Contact: Mr. Tony Murphy  
Avcom is the largest provider of audio visual equipment for conferences and events to the hospitality industry in Ireland. Avcom also provides specialist services and packages for Irish hotels.  
Business Classification: Audio Visual Equipment

### **BANK OF SCOTLAND, IRELAND**

72-74 Harcourt Street, Dublin 2.  
Tel: 01-4155515  
Fax: 01-6717797  
Email: joseph.oreilly@bankofscotland.ie  
Website: www.bankofscotland.ie  
Contact: Mr. Joseph O'Reilly  
Bank of Scotland (Ireland) Ltd. Is a specialist business bank providing a focused range of products and services to the hotel industry. They have a dedicated and expert team in place who are keen to discuss your financial needs.  
Business Classification: Financial Institution

### **BEAMISH & CRAWFORD**

South Main Street, Cork.  
Tel: 021-4911100  
Fax: 021-4911111  
Email: info@beamish.ie  
Website: www.beamish.ie  
Contact: Mr. Fiachra Driscoll  
The Cork based brewery brews and distributes a number of international brands to the Irish market including Beamish Genuine Irish Stout, Miller Genuine Draft, Fosters Lager, Carling Lager, Scrumpy Jack Cider and a full range of package products.  
Business Classification: Brewers of Stout & Lager

### **C&C WHOLESALE LTD.**

Templemore Road, Thurles, Co. Tipperary.  
Tel: 0504-21022  
Fax: 0504-23180  
Email: ccwsales@cantrell.ie  
Website: www.ccw.ie  
Contact: Mr. Paddy Doody  
National distributor of all packaged goods to the hotel sector. Brand leaders include Club soft drinks/mixers, 7Up, Pepsi Cola, WKD and a complete range of packaged beers. Nine depots nationwide.  
Business Classification: Suppliers of all Packaged Beverages



### CALOR GAS

Long Mile Road, Dublin 12.

Tel: 01-4505000

Fax: 01-4506070

Email: info@calorgas.ie

Website: www.calorgas.ie

Contact: Mr. Terry Leonard

Calor Gas, a market leader in the Liquid Petroleum Gas industry has a long association with the hotel industry going back over 60 years. We supply LPG for catering applications with nine out of ten chefs preferring to cook on gas. However, we also supply gas for heating applications, hot water, leisure centres, spa facilities, air handling systems, gas fires and hotel laundries. Calor provide a technical advice and design service for all applications.  
Business Classification: Gas Suppliers

### CASEY TECHNOLOGY

Unit 14, Abbey Business Centre, Abbey Street, Kilkenny.

Tel: 056-7790840

Email: caseytechnology@ireland.com

Website: www.caseytechnology.ie

Contact: Mr. Conor Casey

Casey Technology offer turnkey resource management solutions which empower clients to proactively reduce their energy consumption levels. Our services include Management Support - continuous energy auditing, Change Programmes, Energy Management Bureau and Procurement.

Business Classification: Carbon Energy Tax Consultants

### CAVS

1 Harcourt Lane, Dublin 2.

Tel: 01-4781314

Fax: 01-4781316

Contact: Mr. Frank Quigley

Business Classification: Audio Visual Equipment

### CB RICHARD ELLIS GUNNE

164 Shelbourne Road, Ballsbridge, Dublin 4.

Tel: 01-6185500

Fax: 01-6688850

Email: dermot.curtin@cbreg.ie

Website: www.cbregunne.com

Contact: Mr. Dermot Curtin

CB Richard Ellis Gunne are Ireland's leading hotel property consultants, specialising in sales and acquisitions, valuations and strategic development advice.

Business Classification: Commercial Real Estate

### CELTIC LINEN LTD.

St. Magdalen's House, St. Magdalen's, Wexford,

Tel: 053-60800

Fax: 053-60808

Email: sales@celticgroup.ie

Contact: Mr. Martin Murphy

Celtic is family owned and specialises in providing solutions for the hotel industry in Ireland. Celtic is the leading supplier of bed and table linen, workwear garments, dustmat services and cabinet roller towels. Celtic also provides hotel textiles, janitorial supplies and paper to many fine hotels in Ireland.

Business Classification: Linen Suppliers

### COCA-COLA BOTTLERS IRELAND

Western Industrial Estate, Naas Road, Dublin 12.

Tel: 01-4195692

Fax: 01-4602169

Email: mo.durkan@cchbc.com

Contact: Ms. Mo Durkan

Brand Names: Coca-Cola, Vanilla Coke, Diet Coke, Diet Coke with Lemon, Sprite, Sprite Lite, Sprite Zero, Fanta Orange, Fanta Lemon, Diet Fanta Lemon, Fanta Exotic, Lilt, Lilt Light, Schweppes, Tanora, Fruice, Deep River Rock, Vittel, Power Ade, Oasis, BPM and Dr. Pepper.

Business Classification: Soft Drinks Manufacturer & Supplier

### COURISTAN CARPETS (IRL) LTD.

Store Street, Youghal Co. Cork.

Tel: 024-93454

Fax: 024-92959 / 045-521923

Email: info@couristanyoughal.com

Contact: Mr. Michael Lenehan

Couristan have been manufacturing Axminster carpet in Youghal since 1984, and are the leading supplier of Axminster to the Irish hotel industry, coloured and designed to your own specification.

Business Classification: Carpet Suppliers

### COYLE HAMILTON WILLIS LTD.

7-9 South Leinster Street,

Dublin 2.

Tel: 01-7996503

Fax: 01-6614369

Email: david.ohalloran@coylehamiltonwillis.ie

Website: www.coylehamiltonwillis.ie

Contact: Mr. David O'Halloran

Coyle Hamilton Willis manages the IHF insurance facilities for members, including Innsure, the IHF pension scheme, IHF safety corner, employment practices liability and Package Holidays & Travel Trade Act Bond Facility

Business Classification: Insurance Consultancy

### DIAGEO IRELAND

St. James Gate, Dublin 8.

Tel: 01-4536700

Fax: 01-4084810

Email: dennis.markey@diageo.com

Website: www.diageo.com

Contact: Mr. Dennis Markey

Diageo Ireland is responsible for the production, sales, marketing and distribution of a range of premium beers, spirits and wines. Ireland is one of Diageo's major markets and a significant exporter to global markets.

Business Classification: Producer of Premium Range of Beers & Spirits

### ECOLAB

Beechwood Close, Boghall Road, Bray, Co. Wicklow.

Tel: 01-2763500

Fax: 01-2761900

Email: infoireland@ecolab.com

Website: www.ecolab.com

Contact: Mr. Eamon Doherty

Business Classification: Chemical/Detergent Hygiene Company

#### **EDWARD DILLON & CO. LTD.**

25 Mountjoy Square, Dublin 1.  
 Tel: 01-8193300  
 Fax: 01-8555852  
 Contact: Mr. Alan Crowley  
 Suppliers of premium wines and spirits to Irish hotels and restaurants. The spirit portfolio includes Hennessy, Bacardi, Jack Daniels, Southern Comfort and Finlandia, while the wine range includes Moet & Chandon (Champagne), Wolf Blass (Australia), Fetzer (California), Carmen (Chile) and Nederburg (South Africa).  
 Business Classification: Wine & Spirit Suppliers

#### **EIRCOM**

5B Cumberland House, Fenian Street, Dublin 2.  
 Tel: 01-7013706  
 Fax: 01-7012943  
 Email: driordan@eircom.ie  
 Website: www.eircom.ie/business  
 Contact: Mr. Donal Riordan  
 Business Classification: Telecommunications

#### **ELECTROPLUS CABLE & SATELLITE LTD.**

Unit 5, Block C, City Link Business Park,  
 Old Naas Road, Dublin 12.  
 Tel: 01-4196240  
 Fax: 01-4196254  
 Email: sales@electroplus.ie  
 Website: www.electroplus.ie  
 Contact: Mr. Ray Nolan  
 Business Classification: TV Management Systems

#### **ESB CUSTOMER SUPPLY**

Garrycastle, Athlone, Co. Westmeath  
 Tel: 0902-79303  
 Fax: 0902-79329  
 Email: eimear.mcgowan@mail.esb.ie  
 Website: www.esb.ie  
 Contact: Ms. Emer McGowan  
 ESB Customer Supply delivers services to customers including billing of accounts, receipting payments and providing advice on energy efficiency and tariff rates.  
 Business Classification: Electricity Supply

#### **EUROCONEX TECHNOLOGIES LTD.**

2nd Floor, Building E, Cherrywood Science & Technology Park,  
 Loughlinstown, Co. Dublin.  
 Tel: 01-2390241  
 Email: Stephen.McDonagh@euroconex.com  
 Website: www.euroconex.com  
 Contact: Mr. Steven McDonagh  
 EuroConex Technologies Ltd. is Bank of Ireland's card processing specialist in Ireland. EuroConex delivers tailored card acceptance solutions to the hotel industry, including currency conversion on both terminals and Micros Fidelio.  
 Business Classification: Financial Institution

#### **FEXCO**

12 Ely Place, Dublin 2.  
 Tel: 01-6373000  
 Fax: 01-6620788  
 Email: ahennessy@fexco.com  
 Website: www.fexco.com  
 Contact: Ms. Alison Hennessy  
 The FEXCO Group powers global payments through market leading partnerships, innovative use of information technology and a supreme delivery of customer service. Through our three core product groups, Global Corporate Payments, Global Consumer Payments and Business Processing, we distribute millions of international payment transactions annually.  
 Business Classification: Financial Services

#### **FINDLATER WINE MERCHANTS LTD.**

Kilcarbery Park, Nangor Road, Clondalkin, Dublin 22.  
 Tel: 01-6304106  
 Email: sales@findlaters.com  
 Website: www.findlaters.com  
 Contact: Mr. Barry Geoghegan  
 An enviable portfolio of quality wines from renowned procedures includes: Concha y Toro, Penfolds, Arniston Bay, Baron Philippe de Rothschild, Bouchard Pere et Fils, Marques de Riscal, Veuve Clicquot and Krug Champagnes and many little gems which add depth to your wine list which a knowledgeable sales team happily provide.  
 Business Classification: Wine Suppliers

#### **FIRST RATE BUREAU DE CHANGE**

Hume House, Ballsbridge, Dublin 4.  
 Tel: 01-6671566  
 Fax: 01-6671599  
 Email: paul\_j.healy@boimail.com  
 Contact: Mr. Paul Healy  
 Bank of Ireland's First Rate has been providing Bureau de Change and related services to the Hotel and Guesthouse sector since 1991. Its networks comprises 1,000 outlets including many of Ireland's leading hotels and retail outlets.  
 Business Classification: Foreign Exchange Co.

#### **FLOGAS IRELAND LTD.**

Dublin Road, Drogheda, Co. Louth.  
 Tel: 041-9831041  
 Fax: 041-9834652  
 Email: info@flogas.ie  
 Website: www.flogas.ie  
 Contact: Mr. Eoin O'Flynn  
 Flogas was incorporated in 1977 and is a leading supplier of LP Gas (Liquefied Petroleum Gas) to the catering industry. Gas applications including cooking, heating, water heating, coal effect fires, tumble dryers and outdoor patio heating solutions. Flogas offer customers a comprehensive and free technical advisory service covering all aspects of gas installations including planning, design, installation and on-going maintenance.  
 Business Classification: Gas Suppliers



### GRAM

16 Victoria Gardens, Newtownards, Co. Down, BT23 7EG.  
Tel: 048-91-821416  
Fax: 048-91-821417  
Email: wagi@gram.co.uk  
Contact: Mr. Warren Giffen  
Gram manufactures refrigerators for professional use. With a vast product range including upright refrigerators and freezers, counters, coldrooms and blast chillers.  
Business Classification: Refrigeration Systems

### GVA DONAL O'BUACHALLA

86 Merrion Square, Dublin 2.  
Tel: 01-6762711  
Fax: 01-6611766  
Contact: Mr. Desmond Killen  
Property and Rating Consultants, Estate Agents and Auctioneers.  
Provide comprehensive property advice in the following areas: rateable valuation, assessments, including appeals, asset valuations, estate agency, compulsory purchase, etc.  
Business Classification: Commercial Real Estate

### HEINEKEN IRELAND LTD.

Murphy Brewery, Leitrim Street, Cork.  
Tel: 021-4503371  
Fax: 021-4503011  
Email: declan.farmer@heineken.ie  
Contact: Mr. Declan Farmer  
Heineken Ireland is one of the leading suppliers of premium beers to the Irish Licensed Trade with a unique blue chip brand portfolio, which includes Heineken-Ireland's number one selling lager, Murphy's Irish stout, Coors Light and the successful Amstel brand.  
Business Classification: Brewers of Stout & Lager

### HORWATH BASTOW CHARLETON

Marine House, Clanwilliam Court, Lower Mount Street, Dublin 2.  
Tel: 01-6760951  
Fax: 01-6625105  
Email: justin.baily@horbc.ie  
Website: www.hbc.ie  
Contact: Mr. Justin Baily  
A leading firm of advisors to the hotel and leisure industry. Its services include feasibility and viability reports, project finance, refinancing existing operations, as well as accounting management control and auditing.  
Business Classification: Financial Advisors

### HOTELKEEPER.IE

Lismore, Main Street, Blanchardstown, Dublin 15.  
Tel: 01-8209904  
Fax: 01-6335955  
Email: info@hotelkeeper.com  
Website: www.hotelkeeper.com  
Contact: Ms. Susie Glynn  
Hfocus.com represents a refreshingly, novel and innovative approach to networking the hospitality industry. Complimented by its professional interface and valuable content, Hfocus.com is a complete resource and effective recruitment tool.  
Business Classification: Recruitment Specialists

### HUGH JORDAN & CO. LTD.

Grand Canal Quay, Dublin 2.  
Tel: 01-6779498  
Fax: 01-6715803  
Email: john.whyte@hughjordan.com  
Website: www.hughjordan.com  
Contact: Mr. John Whyte  
Hugh Jordan & Co., Ireland's largest supplies distributor was established in 1949 and offers unrivalled service by stocking products in-depth and supporting local manufacturers where compatible. Products include bar and restaurant furniture, tableware, servingware and kitchenware.  
Business Classification: Hospitality Products Specialists

### INDUSTRIAL LOGISTICS LTD.

Unit G7, Calmount Park, Calmount Avenue, Ballymount, Dublin 12.  
Tel: 01-4296200  
Fax: 01-4296292  
Email: pburke@ill.ie  
Contact: Mr. Peter Burke  
Our core competences are the installation, commissioning, maintenance, repair and upgrading of passenger and service lifts as installed by: Otic, Schindler, Kone, Thyssen, Boyle, Ennis, Midwestern or Industrial Logistics/Kone.  
Business Classification: Lifts & Escalators

### IRISH DISTILLERS WINES & SPIRITS LTD.

Bow Street Distillery, Smithfield, Dublin 7.  
Tel: 01-8725566  
Fax: 01-8723109  
Email: jpurcell@idl.ie  
Website: www.jameson.ie / www.pernod-ricard.com  
Contact: Mr. John Purcell  
Ireland's leading wines and spirits company. Brands include Powers Gold Label, Paddy, Jameson and Bushmills Irish Whiskey, Cork Dry Gin, Huzzar and Wyborowa Vodka, Martell Cognac, Havana Club Rum, Chival Regal, and the Jacobs Creed and Gallo range of wines.  
Business Classification: Wine Suppliers

### IRISH MUSIC RIGHTS ORGANISATION

Copyright House, Pembroke Row, Lower Baggot Street, Dublin 2.  
Tel: 01-6614844  
Fax: 01-6763125  
Email: info@imro.ie  
Website: www.imro.ie  
Contact: Mr. Patrick Kelly  
Without the Irish Music Rights Organisation anyone wishing to use copyright music in public would need permission from each individual copyright owner for each individual music piece. Through IMRO's arrangements with similar organisations worldwide it is estimated that IMRO represents the interests of in excess of 750,000 songwriters and composers and administrators in excess of 14.25 million songs. The cost of an IMRO licence is dependant on the type of premises being licensed and the extent of music usage. They have agreed tariffs with the Irish Hotels Federation.  
Business Classification: Background Music

### JLA LTD.

Meadowcroft Lane, Ripponden, West Yorkshire, HX6 4AJ.  
Tel: 0044-1422-822282  
Fax: 0044-1422-824390  
Email: rhorsley@jla.com  
Website: www.jla.com  
Contact: Ms. Carrie Simpson  
Supplier of commercial laundry equipment to hotels.  
Business Classification: Commercial Laundry Equipment

### JOBS.IE

34 Wicklow Street, Dublin 2.  
Tel: 01-6703891  
Fax: 01-2586258  
Email: samantha@jobs.ie  
Website: www.jobs.ie  
Contact: Ms. Samantha Hickey  
Jobs.ie is a leading on-line recruitment service that specialises in filling positions in the hospitality industry. Our focus is on creating a job seeker friendly site that is simple and effective.  
Business Classification: Recruitment Specialists

### MARIA LOGAN RECRUITMENT

29-30 Dame Street, Dublin 2.  
Tel: 01-6774680  
Email: info@marialogan.com  
Website: www.marialogan.com  
Contact: Ms. Maria Logan  
With a background of 15 years achievement in specialist Hotel & catering recruitment and placement within Ireland, Germany and Dubai, Maria Logan Recruitment brings a unique mix of experience to the evolving needs of today's market. Focused and results-oriented, it's no less the friendly and personal approach that characterises Maria Logan's reputation for assuming personal ownership of the individual candidate needs and client requirements. It's that quality of service and expertise that has seen new assignments emerge as far away as the Middle East and Asia.  
Business Classification: Recruitment Specialists

### MICROS FIDELIO

Premier Business Center, 3013 Lake Drive,  
Citywest Business Campus, Dublin 24  
Tel: 01-4693718  
Fax: 01-4693115  
Email: rmcardle@micros.com  
Website: www.micros.com  
Contact: Ms. Rosemary McArdle  
Micros Fidelio, the world's leading developer of enterprise applications serving the hospitality industry. Fidelio and Opera are a fully integrated suite of products which can be deployed in any size environment. Micros combines Point of Sale, Back Office and Corporate Office Applications.  
Business Classification: Computer Management Systems

### MODENA MULTI MEDIA

The Learning & Technology Centre, Blanchardstown Institute of Technology, Blanchardstown Road North, Dublin 15.  
Tel: 01-4965728  
Fax: 01-8851001  
Email: info@modenamultimedia.com  
Website: www.modenamultimedia.com  
Contact: Mr. James Kelly  
Modena Multi Media is Ireland's premier supplier of training to the hospitality industry. Supplying Custom Training solutions, Videos and DVDs to provide a wealth of training strategies that can be used immediately by you and your staff to get measurable results.  
Business Classification: Training

### MRA

7 The Paddocks, Tipper Road, Naas Co. Kildare.  
Tel: 045-876134  
Fax: 045-875661  
Email: info@haccpireland.com  
Website: www.haccpireland.com  
Contact: Mr. Martin Roper  
Development of HACCP Systems (manual or computerised), safety statements supported by fully accredited training. Full laboratory and technical support provided to customers.  
Business Classification: Food Safety / Health & Safety Consultants

### MUSGRAVE FOODSERVICES

St. Margarets Road, Ballymun, Dublin 11.  
Tel: 01-8165600  
Fax: 01-8165601  
Email: foodservices@musgrave.ie  
Website: www.musgravefoodservices.com  
Contact: Ms. Ruth Craig  
Musgrave Foodservices offers the complete supply solution for the professional catering and hospitality sector through both delivered services from dedicated warehouses and cash and carry services from 9 outlets throughout the country.  
Business Classification: Food Services

### NATIONAL LINEN

Unit F, Fonthill Industrial Park, Clondalkin, Dublin 22.  
Tel: 01-4600321  
Fax: 01-4600328  
Email: sales@national-linen.ie  
Website: www.national-linen.ie  
Contact: Mr. Denis O'Callaghan  
National Linen are specialists in the supply of premium quality linen to the hotel and restaurant sector. Products include bedroom linen & towelling, table linen, chefs wear, kitchen cloths, dustmats, logo mats & washroom supplies. Connacht Court is a member of the National Linen Group.  
Business Classification: Linen Suppliers



### NOEL RECRUITMENT

2nd & 3rd Floor, 5 Barronstrand Street, Waterford.

Tel: 051-844722

Fax: 051-844723

Email: [sile@waterford.noelrecruit.ie](mailto:sile@waterford.noelrecruit.ie)

Website: [www.noelrecruit.ie](http://www.noelrecruit.ie)

Contact: Ms. Sile Farrell

Noel Recruitment consists of 60 staff, 4 offices throughout Dublin, 1 in Cork and 1 in Waterford, recruiting both permanent and temporary staff in hotel and catering, sales and marketing, office and secretarial and industrial and legal sectors.

Business Classification: Recruitment Specialists

### PARAGON BUSINESS SYSTEMS

Commercial House, Dublin Road, Kilkenny.

Tel: 056-7752400

Fax: 056-65849

Email: [info@paragonsystems.ie](mailto:info@paragonsystems.ie)

Website: [www.paragonsystems.ie](http://www.paragonsystems.ie)

Contact: Mr. Anselm Molloy

Paragon Business Systems provide integrated technology solutions for Reservations Billing, Conferencing, Bar & Restaurant, Leisure Membership, Customer Loyalty and e-commerce, ensuring complete management control.

Business Classification: Computer Management Systems

### PEGASUS SOLUTIONS

2 Kew Bridge Road, Brentford, TW8 0JF, England.

Tel: 0044-208-4905870

Fax: 0044-208-9943139

Email: [catt.campbell@pegs.com](mailto:catt.campbell@pegs.com)

Website: [www.pegs.com](http://www.pegs.com)

Contact: Ms. Catt Campbell

Pegasus Solutions is a worldwide leader in hotel reservations related technology and services including GDS Representation.

Business Classification: Hotel Reservations

### PSL CONSULTING

Suite 30, The Mall, Beacon Court, Sandyford, Dublin 18.

Tel: 01-2934980

Fax: 01-2934977

Email: [skeane@pslconsulting.ie](mailto:skeane@pslconsulting.ie)

Website: [www.pslconsulting.ie](http://www.pslconsulting.ie)

Contact: Mr. Seamus Keane

Business Classification: Financial/Management Consulting

### QUADRIGA WORLDWIDE LTD.

Forum One, Station Road, Theale, Berkshire, RG7 4RA, UK.

Tel: 0044-118-9033926

Fax: 0044-118-9033970

Email: [john.shaw@uk.quadriga-ww.com](mailto:john.shaw@uk.quadriga-ww.com)

Contact: Mr. John Shaw

Quadriga Worldwide are suppliers of digital guest-room communication and entertainment systems, including high-speed internet and laptop access, digital on-demand movies and music and fully interactive guest services packages.

Business Classification: TV Management Systems

### RAFFERTY HOSPITALITY PRODUCTS

1 Shepherds Drive, Carnbane Industrial Estate, Newry, Co. Down, BT35 6QJ, N. Ireland.

Tel: 048-3025-2205

Fax: 048-3025-2206

Contact: Mr. Jim Rafferty

Suppliers of the full range of bedroom and bathroom products, conference and banqueting furniture, bar/restaurant and public area products. Personalised products are our speciality: menus, badges, confectionery, guest toiletries and inroom products.

Business Classification: Hospitality Products Specialists

### RENTOKIL INITIAL LTD.

47 Terenure Road East, Dublin 6.

Tel: 01-4902788 / 01-4196105

Fax: 01-4905732

Email: [pcsales@rentokil.ie](mailto:pcsales@rentokil.ie)

Contact: Mr. Michael O'Mahoney

Operating in over 40 countries, Rentokil's services are committed to improving the environment and protecting health and property. Rentokil Initial is a major provider of hygiene services, personal services, security services and transport services.

Business Classification: Pest Control / Hygiene Systems

### RETAIL SOLUTIONS

Unit 25, N17 Business Park, Galway Road, Tuam, Co. Galway.

Tel: 093-70107

Fax: 093-70108

Contact: Mr. James Dowdall

The comprehensive suite of Aloha restaurant pos products and services is now available from Retail Solutions. Retail Solutions has built our reputation on quality customer service offering only the best of breed solutions to the retail market over the last 9 years. Aloha POS and Retail Solutions is your one-stop technology source for leisure, hospitality and restaurant pos solutions. Inventory control, Hand Held ordering, Credit Card interface, and property management software interfaces. Around the world, Aloha has set new industry standards for quality, innovation and reliability in hospitality pos systems.

Business Classification: Computer Management Systems

### RETAIL SYSTEMS TECHNOLOGY LTD.

Campsie Real Estate, McLean Road, Eglinton, Co. Derry.

BT47 3XX, N. Ireland.

Tel: 048-7186-0069

Fax: 048-7186-0517

Email: [info@rstepos.com](mailto:info@rstepos.com)

Website: [www.rstepos.com](http://www.rstepos.com)

Contact: Ms. Caroline Conn

RST are Ireland's largest supplier of SHARP colour touch screen terminals and stock control software for hotels, bars & restaurants. Our systems link to all the major reservation software packages. Authorised dealer for Protel Property Management Systems. Our 36 staff based in Dublin, Cork, Belfast & Derry provide nationwide support 7 days a week for your business.

Business Classification: Computer Management Systems

### **RICHARDSON INSURANCES LTD.**

Suite 3, The Mall, Beacon Court, Bracken Road, Sandyford, Dublin 18.  
Tel: 01-2834155  
Fax: 01-2834513  
Email: joe@ril.ie  
Website: www.ril.ie  
Contact: Mr. Joe O'Rourke  
Richardson Insurances Limited have been established since 1966 and have specialised in tailoring insurance packages for niche markets. We are well aware that insurance costs have been a major expense to the Hotel industry in recent years, and the introduction of the smoking ban and child ban have all contributed to lower turnover yet the cost of running your business has not reduced!  
Business Classification: Insurance Consultancy

### **RICHMOND RECRUITMENT**

Merchants House, Merchants Quay, Dublin 8.  
Tel: 01-6796266  
Fax: 01-6796442  
Email: cwilliams@richmond.ie  
Website: www.richmond.ie  
Contact: Mr. Ciaran Williams  
Business Classification: Recruitment Specialists

### **RUSSELL WILL LTD.**

Unit 5, Baldoyle Industrial Estate, Grange Road, Baldoyle, Dublin 13.  
Tel: 01-8063750  
Fax: 01-8322335  
Email: orders@russellwill.ie  
Contact: Mr. David Will  
Distributor of catering disposables, tableware products, washroom/cleaning products, custom print products to the catering industry in Ireland.  
Business Classification: Hospitality Products Specialists

### **SCOTT & O'SHEA DISTRIBUTION**

Unit A1/A2, Calmount Park, Calmount Road, Ballymount, Dublin 12.  
Tel: 01-4568901  
Fax: 01-4568903  
Email: dsaville@sosccctv.ie  
Website: www.intellex.ie  
Contact: Mr. Derek Saville  
Scott & O'Shea present Intellex Digital Recording Management System, which monitors all aspects of security management in the hospitality industry. Aspects such as till transaction monitoring, public liability issues, remote access and round the clock surveillance.  
Business Classification: CCTV

### **SHANNON COLLEGE OF HOTEL MANAGEMENT**

Shannon Airport, Shannon, Co. Clare.  
Tel: 061-712213  
Fax: 061-475160  
Email: philipsmith@shannoncollege.com  
Website: www.shannoncollege.com  
Contact: Mr. Philip Smith  
Business Classification: Hotel Management Training

### **SHANNON SHOWCASE**

61 O'Connell Street, Ennis, Co. Clare  
Tel: 065-6865351  
Fax: 065-6865250  
Email: info@shannonshowcase.com  
Website: www.shannonshowcase.com  
Contact: Ms. Ciara Temple  
Based in Ennis, with a 150 seater call centre, Shannon Showcase pioneered Relationship Marketing in Europe with the "Getaway Breaks" promotion. This concept, linking the retail and hotel business, generated €47 million to the Irish hotel industry.  
Business Classification: Marketing Consultants

### **SHOP EQUIPMENT LTD.**

Unit 4052, Kingswood Drive, City West Business Complex, Dublin 24.  
Tel: 01-4035300  
Fax: 01-4035351  
Email: kbarry@shopequipmentltd.ie  
Contact: Mr. Kevin Barry  
Distributor for Micros Touchscreen Point of Sale, management and stock control systems for hotels, restaurants and bars. Premier spa salon management and club/membership management system.  
Business Classification: Computer Management Systems

### **SOFTBRANDS HOSPITALITY**

9 Ferndale Court, Allies River Road, Rathmichael, Co. Dublin.  
Tel: 01-2721135  
Email: Clio.O'Gara@softbrands.com  
Website: www.softbrands.com  
Contact: Ms. Clio O'Gara  
SoftBrands Hospitality, Inc. is the leading hospitality software supplier in Ireland and is one of the largest suppliers of hospitality software systems in the world. We present a unique combination of expertise in hospitality and information technology. SoftBrands Hospitality products include: - PORTfolio Front Desk System, PORTfolio Central Reservations System, PORTfolio Electronic Point of Sale System.  
Business Classification: Computer Management Systems

### **SPRING GROVE SERVICES**

Pottery Road, Dun Laoghaire, Co. Dublin.  
Tel: 01-6362900 / 01-6362942  
Fax: 01-6362999  
Email: sales@springgrove.ie  
Website: www.springgrove.ie  
Contact: Ms. Aine Doyle  
Spring Grove is the largest and most successful linen service company in Ireland, trading for over 90 years. The company has recently invested in a new state of the art facility in Dun Laoghaire and is upgrading its existing plant in Cork. Spring Grove offers a range of linen that meets the high standards of today's competitive market and has built a reputation based on excellence in customer service.  
Business Classification: Linen Suppliers



### THE FIRM - CATERING RECRUITMENT SPECIALISTS

23 Earlsfort Terrace, Dublin 2.  
 Tel: 01-4752903  
 Fax: 01-4752906  
 Email: thefirm@indigo.ie  
 Website: www.thefirm.ie  
 Contact: Mr. Kieran Moore  
 Ireland's leading senior catering and hotel recruitment specialists, providing HR and recruitment solutions for General Management, Assisant Management, Heads of Department and Head and Sous Chefs. For confidential advice, contact Micheline Corr or Kieran Moore.  
 Business Classification: Recruitment Specialists

### THOMAS MCLAUGHLIN LTD.

Slaney Close, Glasnevin Industrial Estate, Dublin 9.  
 Tel: 01-8306555  
 Fax: 01-8306556  
 Email: info@tmclaughlin.com  
 Contact: Mr. Alastair McLaughlin  
 Thomas McLaughlin Ltd., established in 1874, is a subsidiary of Bunzl Outsourcing Services - Europe's fastest growing specialist distribution group. McLaughlin Ltd is unique in being able to provide a one-stop-shop for customers in a number of market sectors. Our range includes hotel and restaurant equipment, hotelware, glassware, cutlery, guest amenities, and a complete range of catering and washroom disposables. Our free 300 page priced catalogue is available on request.  
 Business Classification: Hotel & Restaurant Equipment

### TILESTYLE

89-90 North Wall Quay, Dublin 1.  
 Tel: 01-8555200  
 Fax: 01-8557471  
 Email: contracts@tilestyle.ie  
 Website: www.tilestyle.ie  
 Contact: Ms. Mary Hennessy  
 TileStyle is Irelands leading supplier of ceramic tiles and natural stone for the hospitality industry. With exclusive product ranges from all over the world, including marble, slate, limestone, glass, metal, mosaics and victorian style tiles, TileStyle has products to suit traditional and contemporary hotel lobbies, restaurants, bars, nightclubs, bathrooms, conservatories, swimming pools and garden areas.  
 Business Classification: Tile Suppliers

### TOURISM RESEARCH CENTRE

Dublin Institute of Technology, Cathal Brugha Street, Dublin 1.  
 Tel: 01-8146080  
 Fax: 01-8748572  
 Email: tourism@dit.ie  
 Website: http://trc.dit.ie  
 Contact: Ms. Elizabeth Kennedy  
 The Tourism Research Centre is an industry service centre of the Dublin Institute of Technology, specialising in research and training for the tourism and hospitality industry.  
 Business Classification: Tourism Consultants

### VDA IRELAND

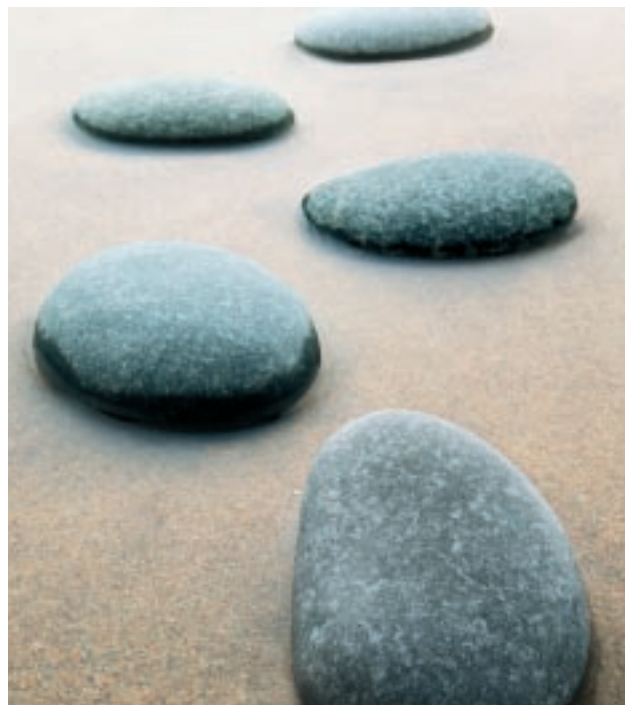
Stonewell House, Cloghanover, Headford, Co. Galway.  
 Tel: 093-36691  
 Email: vda@eircom.net  
 Website: www.vdavda.com  
 Contact: Mr. Warren Edwards  
 VDA are the only international manufacturer of in-room interactive systems based in Ireland. We install equipment providing on-demand movies and music, high speed internet and other hotel features.  
 Business Classification: TV Management Systems

### VHI HEALTHCARE

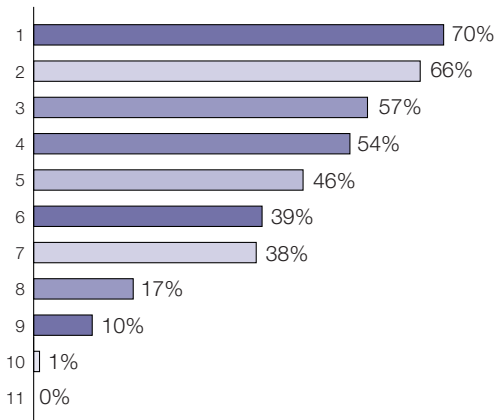
VHI House, Lower Abbey Street, Dublin 1.  
 Tel: 1850-444444  
 Email: info@vhi.ie  
 Website: www.vhihealthcare.com  
 Contact: Mr. Michael Broderick  
 VHI Healthcare provides a cost-effective way for employers to attract and retain staff and helps to contribute to employee well-being and productivity.  
 Business Classification: Healthcare

### VINGCARD

4 Ballymace Green, Rathfarnham, Dublin 14.  
 Tel: 01-4942595  
 Fax: 01-4938091  
 Email: anneallen@iol.ie  
 Contact: Ms. Anne Allen  
 VingCard are the world leaders in mechanical and electronic card locking systems and room energy controllers, along with a range of door accessories specifically for the guest room industry.  
 Business Classification: Electronic Key Card Systems

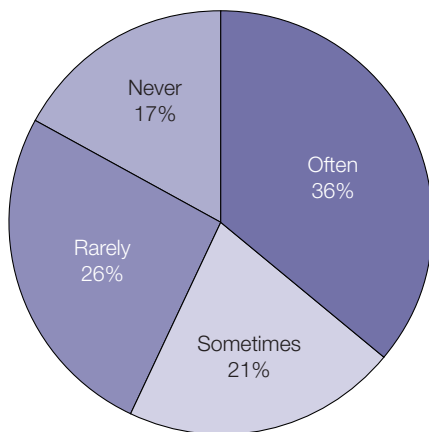


**Q1: Why did you join the IHF?**



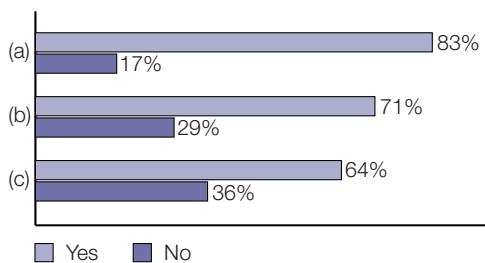
1. To access relevant information
2. To network with others in industry
3. For representation and lobbying benefits
4. For increased marketing benefits
5. To access advice on legisl./recruit/emply.
6. I felt I should
7. To contribute to development of sector
8. To avail of educational opportunities
9. I was invited
10. Partook of discounted advertising rates
11. Took over from previous member

**Q2: How frequently do you attend IHF branch meetings?**

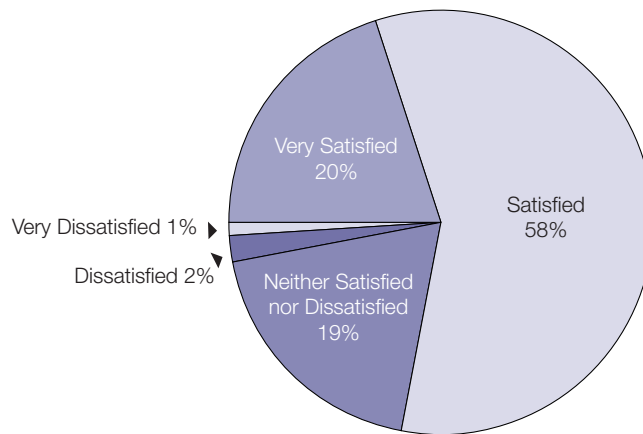


**Q3: Irelandhotels.com**

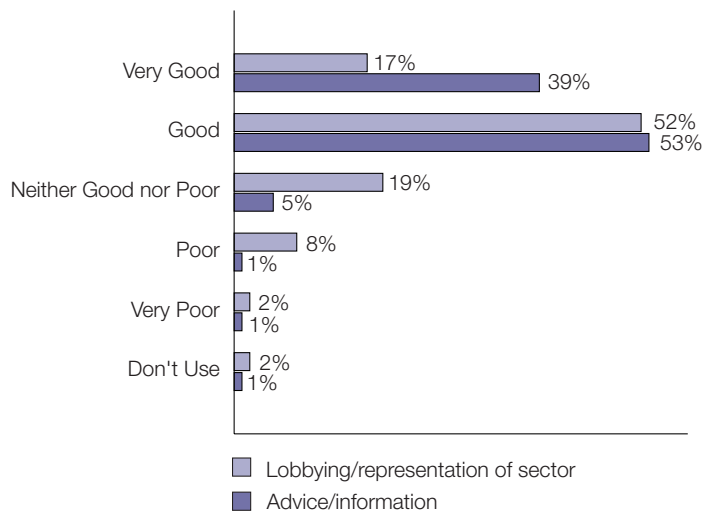
- (a) Do you use this service?
- (b) Do you get business from it?
- (c) Are you satisfied with it?



**Q4: Please rate your overall level of satisfaction with your membership of the IHF.**

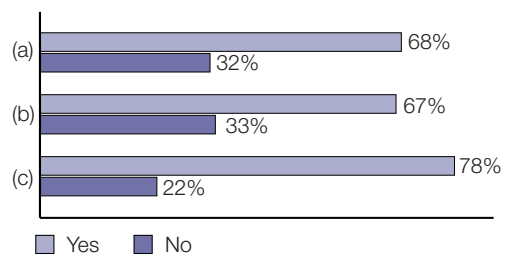


**Q5: Please rate the following services of the IHF.**



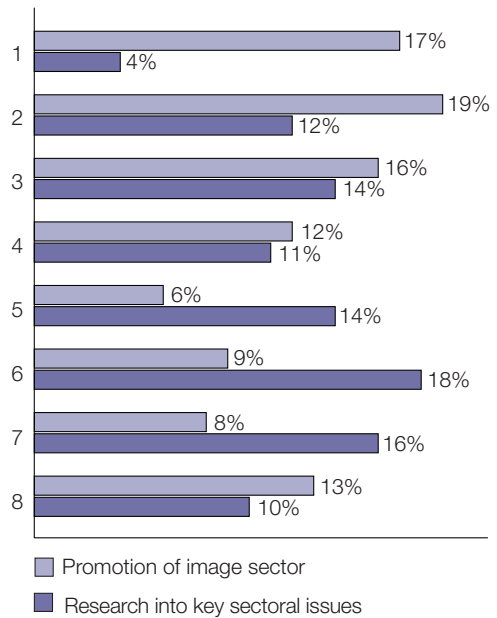
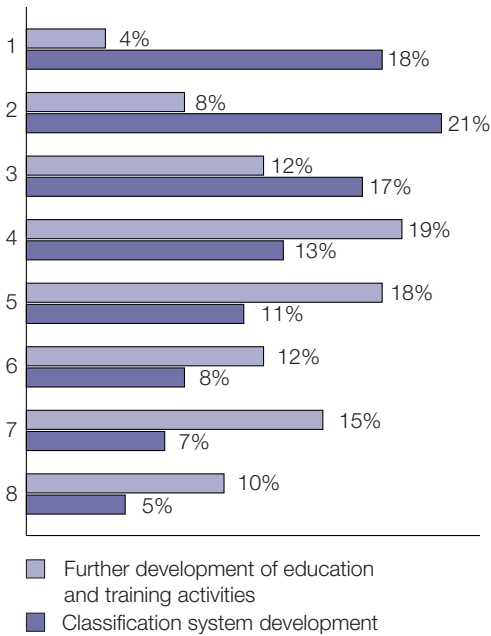
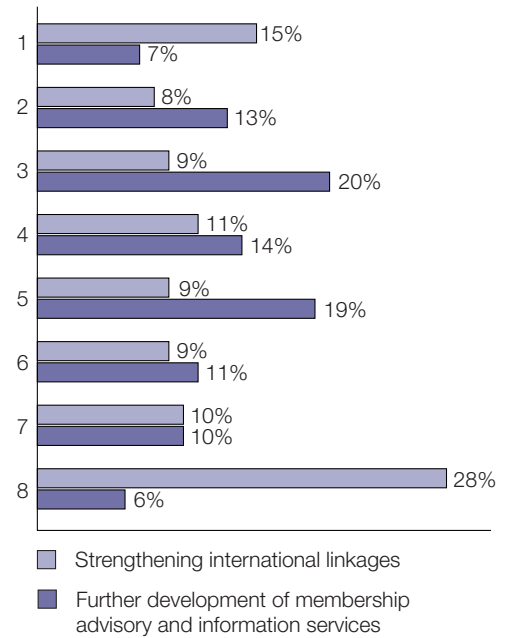
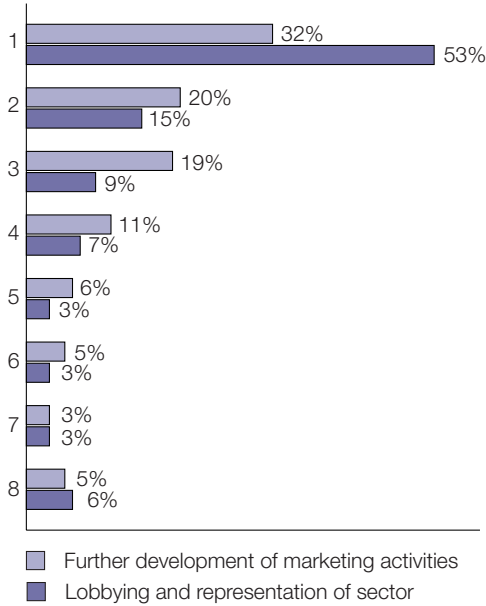
**Q6: Quality Employer Programme**

- (a) Is this still useful?
- (b) Have you/do you use it?
- (c) Should it be continued?

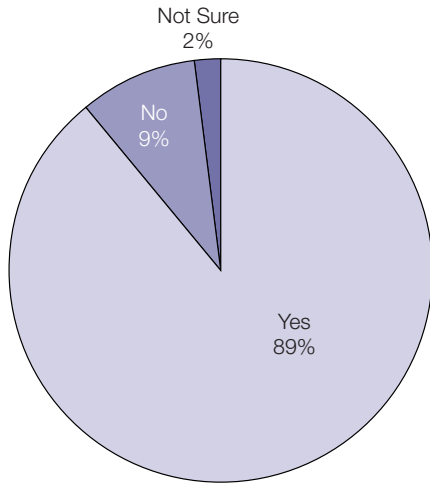




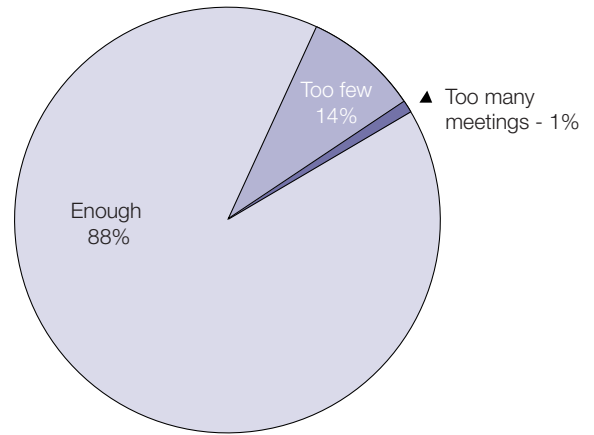
**Q7:** Please rate the following activities in terms of their priority for the IHF over the next three years, on a scale of 1-8, where 1 = top priority and 8 = lowest priority of the IHF.



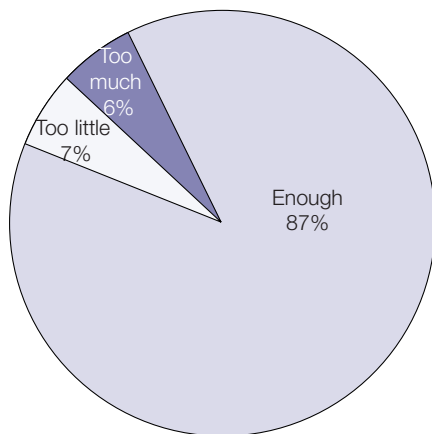
**Q8:** Should 'Be Our Guest' continue to be produced?



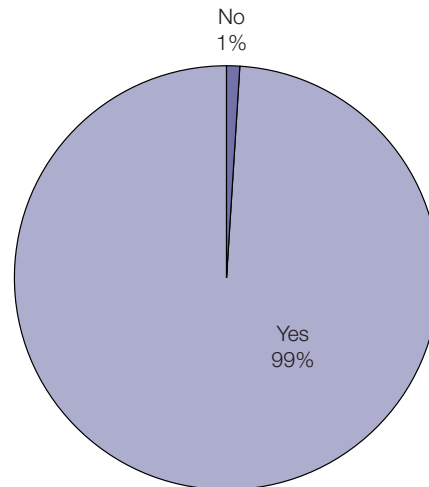
**Q11:** Frequency of Branch Meetings



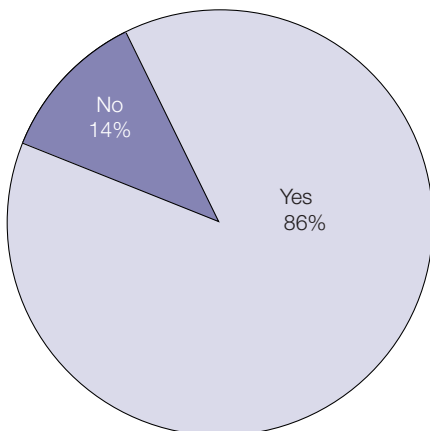
**Q9:** Volume of information from the IHF



**Q12:** Are your queries generally handled efficiently by H.Q. staff?



**Q10:** Are you satisfied with the IHF's branch structure?





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**FEDERATION**

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Be Our Guest Website: [www.irelandhotels.com](http://www.irelandhotels.com)

