



RISING TO THE
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ANNUAL REPORT 2007

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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 340,000. 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 for business flights by members.

Corporate Insurance Schemes

We have agreed a new Hotel and Guesthouse Insurance & Risk Management Programme with Quinn Insurance.

Quinn Insurance offers Irish Hotels Federation members the following:

- Dedicated account executives in-house and Regional Sales Managers throughout Ireland to assist at local level
- Free health and safety advice with risk management guidance for members
- Flexible payment plans and finance packages
- Dedicated Regional Claims Manager assigned to assist with all claims
- Choice of Excess options
- Policy documentation dispatched within 48 hours of inception
- Competitive premiums across a range of cover classes
- Fast track claims service
- Quick and efficient quote service with two-day turnaround

Quinn Insurance can cater for all types of risks and can offer all cover classes including listed buildings.

- They offer all standard covers that are essential for our members and can also cover Directors and Officers, Personal Accident, Fidelity Guarantee and excess Public Liability layers.
- Policies can be tailored for the large modern hotel to small guesthouses
- Members can remain with their existing broker if they wish, but will benefit from Quinn Direct pricing and service
- They are fully aware of and can give cover for security staff in light of recent legislation.
- Nightclubs account for a lot of Quinn Insurance clients. Their claims model helps to keep claims cost to a minimum.

Package Holidays & Travel Trade Act 1995

- A collective insurance policy for members is available with Quinn Direct, 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), Vivas Health. Quinn Healthcare will provide immediate cover to IHF member staff who are currently with another Irish Health Insurer and have already served their waiting periods.

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 are circulated on specific pieces of legislation advising members on specific items of interest to them.
- The Federation has a website for members, providing current extracts from these communications and other useful information on Federation activities.

Advice, Information Service

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

Quality Employer Programme

- 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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Donal O'Meara, Secretary / Treasurer, IHF,
John Power, Chief Executive, IHF and
Mark Cavazza, Key Account Manager, Energia.



**IHF PRESIDENT
ANNETTE DEVINE**

It only feels like yesterday that I took the chain of office as President of the Irish Hotels Federation. These last two years have passed by so quickly and being President of this great organisation was indeed an enormous honour which I thoroughly enjoyed. When I look back on the many events and changes in Irish tourism which occurred in this period, I was fortunate to have been President during two years of strong economic performance by the Irish economy. Indications are that both GNP and GDP growth in 2007 was at approximately 5.25%. Economic forecasters are predicting that we are heading into a period of slower growth with increased international uncertainty. Most recent Central Bank figures expect a 3% GDP growth in 2008 followed by a moderate increase in 2009.

Ireland has a very open economy and it is vulnerable to movements in the economies of our major international trading partners. Customers from the Republic of Ireland fill over 60% of the roomnights in our hotels and guesthouses. Therefore, our businesses are highly sensitive to changes in domestic spending habits. In the international context, indications are that there will be a significant deceleration in the US economy and this in association with the depreciation of the US Dollar and Sterling against the Euro indicates a major challenge in these markets. The important domestic demand will also be more challenging due to the deceleration in the Irish economy which could result in a slowdown in the growth of consumer spending. In recent years, we've experienced increases as high as 6% in consumer spending. There are early signs of a slow down in this level of growth in 2008.

In spite of these challenging circumstances, the number of hotels in Ireland increased to over 900 in 2007, with 58,500 bedrooms. Early indications show that despite this 9% growth in capacity during 2007, a 64% room occupancy rate was maintained. However, there was pressure on hotel room yields in 2007 and the Consumer Price Index for the year to December indicated that hotel room prices increased by only 0.6% in the year, which is less than one eighth of the rate of inflation. Due to the continuation in the trend of guesthouse owners deciding to exit the business, or deciding to re-register as hotels, the number of guesthouse bedrooms in the country reduced by 5% to 4,200.

Last year saw the completion of the restructuring of the Regional Tourism Authorities with new Tourism Development Boards put in place in the five regional tourism areas plus Dublin and Shannon. It is gratifying that the Federation has 18 members on these boards, who strongly advocate our interests and overall tourism development and its importance to the economy. The 2007 year also saw the implementation of the modern transparent classification system for hotels and guesthouses which was designed in conjunction with Fáilte Ireland. It is a testament to the success and the objectivity of the system that over 99% of all hotels and guesthouses in the country are now classified. In an era of growing internet marketing, the presence of a robust and transparent classification system gives potential customers reassurance when choosing a hotel or guesthouse.

The Federation, in advance of the General Election in 2007, prepared a lobbying document '*A Focus on Competitiveness – A Policy for Sustaining Growth*'. This document was circulated to all election candidates and served as guidance to our members in their dialogue with local candidates. On the formation of the new Cabinet, we had a very constructive meeting with the new Minister for Arts, Sport and Tourism, Mr. Seamus Brennan, TD. Mr. Brennan further honoured the Federation by attending its September Council meeting and also the launch of the 2008 Be Our Guest Guide. At the Council meeting, Minister Brennan acknowledged the enormous contribution of the hotel sector to Irish tourism and to the Irish economy and reiterated his support for our objectives in the development of a sustainable, strong and competitive tourist industry.



Pictured at the IHF Council Meeting in September were Seamus Brennan, TD, Minister for Arts, Sport and Tourism; Annette Devine, President, IHF; and John Power, Chief Executive, IHF.

At a meeting with An Tanaiste and Minister for Finance, Mr. Brian Cowen, TD, when presenting our pre-budget submission, we underlined the importance of containing costs and maintaining competitiveness in our industry. We pointed out the difficulties created by wage cost increases. The impact of the national minimum wage rate, which is the second highest in Europe, has now to be seriously evaluated. It was encouraging that the FAS Irish Labour Market Review 2007 included a statement "in the light of the projected slowdown in the employment growth, the appropriateness of the national minimum wage level should be regularly assessed, taking into account the impact on competitiveness, unemployment, migration and poverty." It is essential that any future increases in national minimum wage rate be agreed through national wage negotiations and follow a proper assessment of the impact of the increases on national competitiveness. A sector such as hotels, in which wage costs now exceed 40% of turnover, cannot afford to have wages increasing at a multiple of our revenue increases. Therefore, it is essential that a mechanism for creating any statutory wage increases be transparent, equitable and take into account the impact on business, particularly labour intensive businesses.

During 2007, our frustration continued at the method through which the Joint Labour Committee (JLC) system sets wage rates, particularly at the time of adjustments in the national minimum wage rate. We had no option, but to challenge through judicial review, in the High Court, the JLC decision to increase, by more than 9%, two thirds of the JLC wage rates.

The decision to take this case was a traumatic one for me and the steering group delegated the decision-making responsibility. I must acknowledge the clear understanding of the Executive of the intricacies and the implications of the case at each stage of its progression through the High Court system. I must also pay tribute to our solicitors,

Mason Hayes and Curran, Senior Counsel Donal O'Donnell and Brian Murray and Barrister Marcus Dowling for their clear advice, effective submissions and persuasive advocacy in Court. After two days into the hearing, the State conceded the Federation would have been successful and agreed to the Court quashing the JLC decision. This outcome was a vindication of our decision to bring the case and it creates a legal safeguard against similar JLC decisions in the future. As our judicial review action involved a constitutional challenge it was essential that an individual and not just a company or trade association, such as the Federation, would be party to the proceedings. I cannot overstate the debt of gratitude which the Federation and its members owe to Michael Vaughan for volunteering to be party to the case and expose himself and his family and business to the substantial publicity attracted to the issue. I believe that I cannot overemphasise the importance, in the years ahead, of maintaining control of all our overheads and as wage costs are the largest, they necessarily should receive the greatest attention.

With a new Government now in place, I believe it should be a priority of theirs to finally tackle the funding of local authorities. We included in our pre-budget submission, a call to introduce an equitable system of funding for local authorities and not depend as heretofore in disproportionate contributions from the rate paying business sector. In my two years I have continuously lobbied for this but unfortunately to date, there has been no change in Government policy. In recent days however, there is some encouragement in that the Minister for Finance has included in the terms of reference of the Commission on Taxation consideration of options for the future financing of Local Government.

It was appreciated that in Budget 2008, the Minister allocated another €5 million to the tourism marketing fund, granted a further €4.5 million to improve the services to tourism provided by Fáilte Ireland and €13 million capital fund for a range of initiatives to promote new technologies and increase awareness of energy efficiency.

After almost two decades of promises and false starts, it is indeed gratifying to see the construction of the national conference centre in Dublin well on its way. It is a testament to private enterprise to acknowledge the speed at which Convention Centre Dublin at Spencer Dock is being built. Scheduled to open in the summer of 2010, its first conference is booked for September of that year.



Throughout my two years, I reiterated the need for adequate and efficient air and sea access to the island of Ireland. This access is essential to as many regions as possible. I have to congratulate the Dublin Airport Authority on the delivery on schedule of Pier D and their commitment to have the second terminal operational for the 2010 tourist season. The challenges following the introduction of the Open Skies US-EU arrangement are particularly felt in the Shannon Airport region. Open Skies offers enormous potential for Ireland to benefit from the growth of direct access to additional gateways in the United States. While the present economic difficulties experienced may slow down the benefits to the Irish tourist industry, the long-term advantages are unquestionable. The withdrawal of the Aer Lingus Heathrow-Shannon service was a major disappointment and we rightly questioned the Government's failure to deliver on reassurances given at the time of the privatisation of Aer Lingus, that the strategic and crucial links between Heathrow, Shannon, Cork and Dublin would be maintained.

I must compliment our Shannon Branch, and in particular its Chairman, Michael Vaughan for the enormous effort and personal commitment given in making the case for the region. The successful effort in attracting CityJet, the Irish subsidiary of Air France/KLM to operate a twice daily service between Shannon and Paris Charles de Gaulle, was a major achievement for the Shannon Airport Authority. This, I believe, opens up the potential of the west of Ireland benefiting from the international networks served by Air France/KLM. The announcement by Aer Lingus and JetBlue Airways Corporation that an industry-first strategic partnership will come into effect in April 2008 is a major boost in transatlantic connectivity for Ireland. This innovative partnership will enable Irish and US customers to book a single low fare reservation between Ireland and more than 40 continental US destinations, connecting at New York's JFK international airport. It is important that initiatives such as this will get the support of marketing funding to create further public awareness of the ease of access to the island of Ireland. I am delighted that the Federation has representatives on the Shannon Transatlantic Tourism Taskforce and the success of this initiative is crucial to maintaining a year round transatlantic service to the west of Ireland. Ryanair's contribution to Irish tourism continues to be immense and I acknowledge the way in which it reacted quickly in adding additional capacity on the Shannon-London route when Aer Lingus announced its intention to withdraw.

I have for many years been an advocate of the importance of regional airports and it was most encouraging that Aer Arann announced the opening of a new base at Waterford Airport and followed this by stating that, from May 2008, it will add a jet service from Galway and Waterford to Amsterdam, Bordeaux, Malaga and Faro. The Amsterdam connection is particularly important as it is the fifth largest airport in Europe and offers connections to more than 260 destinations in 91 countries.

The Be Our Guest Guide continues to be the leading and definitive guide to hotels and guesthouses in Ireland. 340,000 copies of the guide were distributed both in Ireland and overseas in 2007 and the 2008 edition is currently being circulated. Irelandhotels.com continues to grow, with the value of bookings made on the site in 2007 exceeding €5.3 million.



Pictured at the launch of the 21st edition of the Be Our Guest Guide in November were (l-r): Dennis Markey, Trade Relations Director, Diageo Ireland (Guide Sponsors); Annette Devine, President, IHF; and Minister for Arts, Sport and Tourism, Séamus Brennan, TD.

Through our membership of HOTREC, the association representing hotels, restaurants and cafés in Europe, I attended General Assemblies in Lisbon and Vilnius, and a special VAT seminar in Budapest which was addressed by Mr. Laszlo Kovacs, the EU Commissioner for Taxation.

On taking up the Presidency of the Federation, I set as an objective the reinvigoration of the branches. It is gratifying to note the increased level of branch activity and the reporting of such at monthly Council meetings is an invaluable method of sharing experiences around the country. I know that this practice will continue under the stewardship of my successor.



I mentioned earlier in my review the High Court challenge which the Federation was forced to take against the methods used by the JLC in setting statutory minimum wage rates for our sector. This was a difficult decision and I genuinely appreciate the support given by our general membership, our National Council and Management Committee to the action which we launched. Such an action has substantial financial risks and I acknowledge the financial commitment given by so many of our members, to allow us to take this challenge. It is by coming together in support of our aims to achieve a shared objective that adds enormously to the strength of this Federation.



Pictured at the Tourism Ireland hosted dinner for the House of Commons Northern Ireland Affairs Committee (NIAC) were (l-r): Annette Devine, President, IHF; Enda Corneille, Commercial Director, Aer Lingus; Sir Patrick Cormack, Chairman, NIAC; Marty Carr, Managing Director, Carr Golf Operators, and Paul O'Toole, Chief Executive, Tourism Ireland.

My term as President has come to an end very quickly and I wish to extend my sincere appreciation to all those who assisted me over the last two years. I was privileged in having as Vice Presidents; Martin Holohan and Philip Gavin, Matthew Ryan and Paul McDaid. The Council of the Federation, the Management Committee and all the other sub committees of Council were more than supportive and diligently carried out their functions. The membership in general supported me at every opportunity or whenever they were requested to lobby or participate in local activities, they were more than willing to do so.

The Chief Executive and the staff at Northbrook Road gave unlimited support at all times. I wish every success to the incoming President, who I know, with the support of our members and Council, will continue to lead the Federation in the difficult challenges that lie ahead, but I am confident will successfully do so.

Annette Devine
President



**IHF CHIEF EXECUTIVE
JOHN POWER**

Early indications for 2007 are that the Irish tourist industry had a record year, with overseas visitor numbers increasing by 4% to 7.7 million, with revenue including Irish carrier receipts amounting to approximately €4.9 billion. When this figure is combined with an estimated €1.6 billion of domestic revenue, the total tourism earnings were €6.5 billion. The Government earned a massive €2.8 billion through taxation on tourism expenditure from which approximately €2.3 billion came from foreign tourism. Tourism is now Ireland's most important indigenous industry, accounting for 4% of GNP annually

Membership

The Irish Hotels Federation has 958 members, made up of 724 hotels and 234 guesthouses.

The Irish Hotel and Guesthouse Industry

There are at present 904 hotels with 58,498 bedrooms and 355 guesthouses with 4,222 bedrooms on the statutory registers of hotels and guesthouses. There are 58,500 people employed in hotels and guesthouses.

	Hotels	Bedrooms
Five Star	30	3387
Four Star	231	21316
Three Star	401	28196
Two Star	180	4161
One Star	49	785
Newly Registered	4	475
Other	9	178
Total	904	58498

No. of Bedrooms	Hotels	Bedrooms
Less than 20	237	3299
21 to 30	118	3042
31 to 50	143	5809
51 to 70	113	6978
41 to 100	114	10051
101 to 150	108	13388
150 to 300	62	12303
More than 300	9	3628
Total	904	58498

Employment Issues

The first two phases of the wage increases under part 1 of the national understanding 'Towards 2016' were in the process of being applied during 2007. The agreement involved the 27 month pay agreement incorporating increases of 3% for the first six months, 2% for the next six months (except for those employees on an hourly basic rate of €10.25 or less where there was a 2.5% increase), 2.5% on the next six months and 2.5% on the final six months of the agreement. The national minimum wage was also increased to €8.30 per hour with effect from 1 January 2007 and €8.65 from 1 July 2007. This 13% increase in the national minimum wage rate placed Ireland within 2 cents of Luxembourg as having the highest minimum wage in the EU, seriously undermining our competitiveness. It also undermined the whole process of social partnership agreements when it comes to negotiating pay and conditions. It is no longer acceptable that the adjustments to national minimum wage rate can be set based on a recommendation of the Labour Court. There is a lack of transparency on how the effects of such increases on national competitiveness and on the viability of labour intensive businesses were taken into account in the deliberations of the Court.

The Federation vigorously challenged the manner in which the Hotels Joint Labour Committee, on the casting vote of the Chairman attempted to apply the 2.5% second phase of 'Towards 2016' Agreement on top of national minimum wage adjustments already implemented on 1 July 2007. The Federation made a detailed submission in advance of the JLC meeting. The Federation's submission outlined how wage increases are eroding competitiveness, and suggested that the Hotels JLC wage rates should be increased by no more than the wage increases included in 'Towards 2016' and where such increases did not bring the wage rates up to the national minimum wage, the national minimum wage rate should apply.



The Federation, with the overwhelming support of its members, had no option but to mount a High Court challenge to the procedures used by the JLC system. On 15 November 2007, counsel on behalf of the Federation made an ex-parte application in the High Court for leave to bring Judicial Review proceedings against the Hotels JLC, the Labour Court, Ireland and the Attorney General in relation to the recent decision of the Hotels JLC and the Labour Court to, respectively, propose and approve a new Employment Regulation Order (ERO).

The High Court commenced hearing the case at the beginning of February and following two days of the Federation's challenge in the High Court, the Federation was successful when the State conceded that we would have been successful on a procedural ground if the legal proceedings had continued. The Employment Regulation Order of 16 November 2007 (against the implementation of which we already had an injunction) was quashed. Therefore, the Hotels JLC will have to meet again to review wage rates. There is a commitment from SIPTU built into the settlement that the 'double whammy' method of adjusting wage rates at the time changes in the national minimum wage rate will not apply from now on. In future, the provisions of the national wage agreements will be applied to JLC rates and only in the event of the resulting rate falling short of the national minimum wage rate should they be adjusted upwards to the national minimum wage rate. Our objection to this process been taken in the past was the primary reason for our taking the High Court Proceedings. A meeting of the Hotels JLC is scheduled for the end of March.

Quality Employer Programme

The Quality Employer Programme (QEP) is essential for any employer who wishes to keep informed on all aspects of employment law, new trends in best practice and HR procedures. The main reason for the programme's inception in 1996 was to alter unfavourable perceptions of the industry as an employer and the programme primarily focused on helping our members to implement a HR system specifically tailored to the hospitality industry. Over the last 11 years the criteria laid down in the original programme have been expanded. The Quality Employer Programme has been updated over the years and incorporates all new labour legislation. It also includes other employment practice areas such as cultural diversity and

the management of the work permit process. Full implementation of the Quality Employer Programme ensures that properties are fully compliant with all existing employment legislation and updated on any future changes.

In other industries, companies pay substantial sums to consultants to establish HR systems similar to the Quality Employer Programme. However, the Federation offers the Quality Employer Programme free of charge to its members, as a benefit of membership. It is therefore advisable for all Federation properties to implement and become accredited as a Quality Employer Programme property, thus ensuring best practice standards in the industry.

Irelandhotels.com & Be Our Guest

The Be Our Guest guide continues to be the leading and most comprehensive guide to guesthouses and hotels in Ireland. In 2007, 340,000 copies were distributed in Ireland and overseas. Entry into the Be Our Guest guide ensures automatic appearance on the Irelandhotels.com website, the Federation's online resource for booking accommodation.

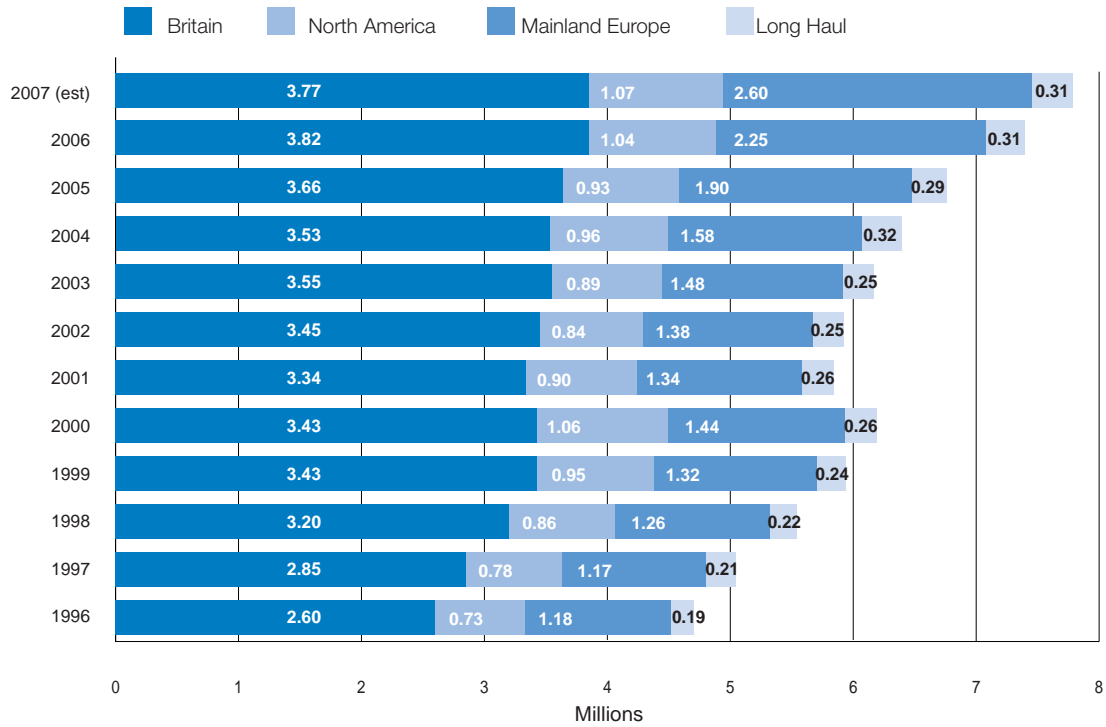
The value of business booked on the www.irelandhotels.com website continues to grow and since the adoption of its current booking engine in April 2004 has produced over €14 million worth of bookings for our members. There were over 1.75 million visits to the web site during 2007. In this period, Irelandhotels.com had 24,000 bookings providing 43,000 roomnights which generated €5.3 million in revenue for hotels and guesthouses, an increase of 32% on 2006. During 2007 57% of bookings on the site came from the island of Ireland with 20% from the UK 13% from Mainland Europe and 6% from North America.

The website, which does not have hidden charges or commission for customers when booking, is the most economical site on which to book accommodation in Ireland.

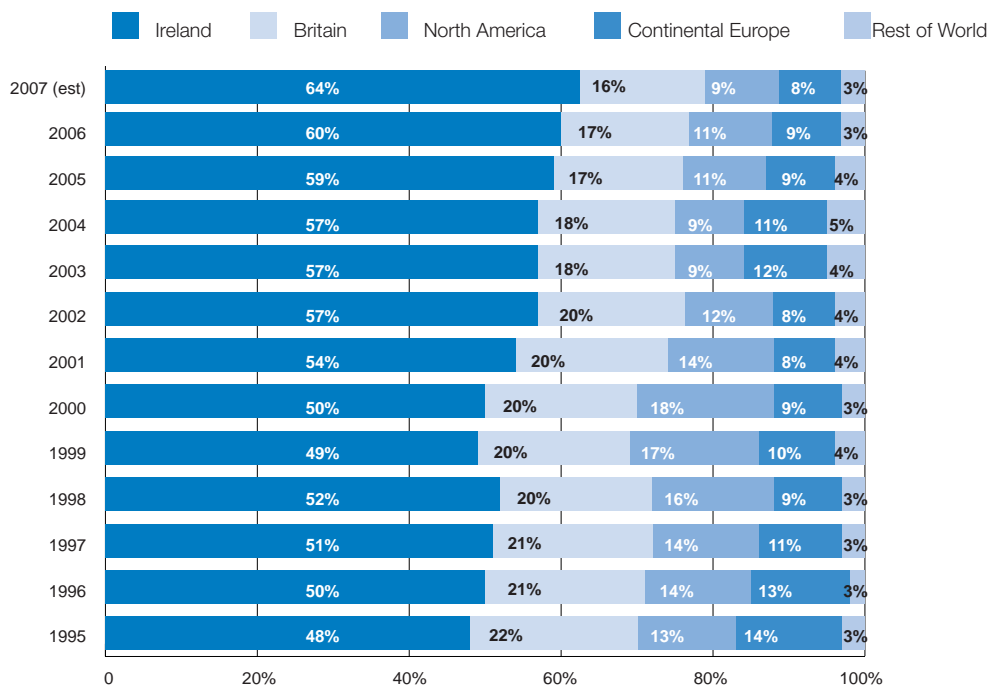
Irelandhotels.com is operated by the Federation in partnership with software solution provider In1 Solutions. Over the past four years, In1 Solutions has worked closely with the Federation to deliver constant innovation and consistently grow customer bookings. Approximately 70% of Irish hotels and guesthouses in Ireland now use Irelandhotels.com to drive increased bookings and revenue.



Overseas Visitors 1996-2007 (millions)



Nationality of Hotel Guests 1995 - 2007





Tourism Ireland

Tourism Ireland – the joint North /South agency responsible for the promotion overseas of the Island of Ireland estimates that the visitor arrival figures in 2007 were 9 million, an increase of 4.6% (+400,000 visitors) on 2006. The best market performer in 2007 was once again Mainland Europe which maintained double digit growth, followed by more moderate growth from North America and New and Developing Markets. Current forecasts indicate that promotable visitor numbers (visitors who come here for holidays, to learn English as a foreign language and those attending conferences / incentive trips) will grow to 4.2 million, an increase of 6.8%.

A major review of the Ireland Brand was carried out by Tourism Ireland in 2007, the first since the brand's inception in 1995. The all-island tourism brand has been used in all overseas marketing communications since 1995. It was further refined in 2001 and 2004 to reflect the changing nature of the island. The review indicated that the island of Ireland brand remains very motivating and attractive to visitors and that the holiday experience here, generally, meets or exceeds their expectations. "People and Place" remain the primary differentiators over other destinations when it comes to visitors choosing Ireland as a holiday destination, the review confirmed. However, it also confirmed that, in this highly competitive global marketplace, the Ireland brand will need to differentiate itself even more strongly if we are to deliver the required growth in overseas revenue and visitor numbers.

Tourism Ireland's target for 2008 is to grow visitor numbers to 9.6 million and revenue to €4.9 billion. Over the lifetime of its Corporate Plan 2008–2010, tourism has the potential to generate over €16.1 billion for the island of Ireland in overseas earnings (not including fares to carriers). This is an increase of 24.2% in current terms over the period. These revenue targets are particularly demanding, given the uncertain trading environment which is emerging in some of the core markets and at a time when the consumer has more choice and is more value-conscious than ever. Consumers opting for more frequent, shorter breaks is putting further pressure on visitor spend. Tourism Ireland is confident that working in close partnership with the industry in Ireland and overseas, sea and air carriers, Fáilte Ireland and NITB, it can deliver these targets.

Key target markets for 2008 will continue to be Great Britain, Mainland Europe and North America, which account for over 80% of our visitors. For the first time ever, Tourism Ireland will market directly to consumers in China and India, which have been identified as two of the best prospects for Irish tourism in a major review of New and Developing tourism markets. The importance of these markets is underlined by the fact that visitors stay 14 nights, twice as long as the average holidaymaker, and have the highest spend per visitor at €782. In addition, visitors from these markets have a higher propensity to travel throughout the island of Ireland, making a significant economic contribution to numerous tourism sectors.

In May, Tourism Ireland scored a major coup for Irish tourism, when the entire two hour NBC Today Show was broadcast from Galway and Clare. Worth an estimated advertising value of \$40 million, the programme was the realisation of many months of negotiation between Tourism Ireland and US producers. In July, Tourism Ireland, in partnership with Fáilte Ireland and Dublin Tourism, welcomed over 1,700 travel agents to Dublin as part of an annual conference held by Flight Centre – Australasia's largest retail travel agency with 1,200 stores in seven countries. The global gathering included travel agents from Australia, New Zealand, South Africa, Canada, India, China and Great Britain and comprised Flight Centre's senior management as well as key suppliers. Ireland won the prestigious event amid stiff competition from Hong Kong, Paris, Singapore and Malaysia. It is estimated that the conference was worth €2 million directly to the Irish economy and will encourage further growth in Irish tourism from Flight Centre's markets. Another notable achievement in 2007 included Tourism Ireland winning 'Advertising Campaign of the Year' at the Marketing Institute of Ireland's inaugural All Ireland Marketing Awards for its 2006 global integrated advertising campaign, beating ad campaigns from a range of high calibre brands including Bank of Scotland Ireland, ESB, Horse Racing Ireland and BT.

I was honoured at being reappointed to the Board of Tourism Ireland for a further four year period. Mr. Hugh Friel the former Chief Executive of The Kerry Group has been appointed Chairman and the board also includes Ms Moira McNamara a Director of The Mercer Hotel Group. The remaining directors are Ms Ciara Boyle, Vice Chairman, Mr Tom McGrath CBE, Chairman, NITB, Mr Brian Ambrose, Chief Executive, George Best Belfast City Airport, Mr Robert Manson, Solicitor, Mr Shaun Quinn, Chief Executive, Fáilte Ireland, Mr David Lyle, Chief Executive, Lyle Bailie International, Mr Bill McGinnis CBE, Chairman, McAvoy Group Limited, Ms Mandy Martin, Director, Park Avenue Hotel Belfast and Ms Ann Riordan, Chairman, Dublin Tourism.



Front Row: John Power, Hugh Friel, Paul O'Toole, Moira McNamara, Robert Manson and Shaun Quinn.
 Second Row: Ciara Boyle and David Lyle.
 Back Row: Brian Ambrose, Tom McGrath and Mandy Martin
 Board Members Ann Riordan and Bill McGinnis not featured in photo.



Fáilte Ireland

The Federation continues to work in strategic partnership with Fáilte Ireland. Many meetings and workshops took place in 2007 on a number of issues including the development of people and business skills, the provision of practical business supports to industry, standards and the promotion of best practice, innovation and product development, effective advertising of home holidays, product promotion, regional marketing and the maintenance of vigilance on environmental issues likely to affect tourism. Fáilte Ireland in conjunction with its strategic partners invested over €5 million in promoting domestic tourism in 2007. In 2007, 6,098 were trained in more than 60 Fáilte Ireland centres nationwide. A further 5,000 people benefited from Continuous Professional Development (CPD) through short courses and 7,000 were involved in third level courses through the colleges.

In September, Fáilte Ireland unveiled its Environmental Action Plan 2007 – 2009, which detailed the environmental challenges facing the tourism industry in Ireland and highlighted how Fáilte Ireland can address these challenges in order to ensure the sustainable growth of the sector. Irish visitor satisfaction levels remained high in 2007. 93% of visitors said their holiday either exceeded or matched their expectations and 98% said they would recommend a holiday in Ireland.

There was significant growth in the numbers of overseas visitors engaging in activities such as hiking/walking, golf and angling in 2007, while historical and cultural visits increased in line with the overall increase in holiday visitors. Developed with the assistance of the Department of Community, Rural and Gaeltacht Affairs, over 50 new walks were constructed in 2007 and are available on the Fáilte Ireland website. As part of the new Fáilte Ireland cycling strategy a number of hub towns have been created with the support of local authorities and the assistance of NDP Infrastructure Grants. Work is currently underway in developing day and half day signed looped routes and it is expected that hubs in Donegal, Galway, Clare, Kerry, Wicklow, Westmeath, Cork and Wexford will open during 2008.

Tourism Product Development Strategy was launched during the year and Fáilte Ireland has invested over €11 million in 130 different projects and plan to invest a further €15.2m of NDP funding during 2008. By 2013 the total NDP investment will total €137 million.

Outlook for 2008

The targeted growth for overseas visitors to Ireland in 2008 is 5% - which would bring the total number of visits to almost 8.2 million. Total foreign exchange earnings from out-of-state tourism would thus reach €5.5 billion. On the domestic front, home holiday trips are targeted to increase by almost 4% to 4.5 million, generating almost €1.1 billion in revenue.

Business Tourism

The Business Tourism Forum was established by Fáilte Ireland in 2004. Under the chairmanship of Peter Malone, it met on a number of occasions in 2007 in order to promote Ireland as a destination to those visitors whose prime purpose for travel is for business reasons, and where the destination choice is discretionary and open to influence.

Currently the sector attracts 295,000 visitors and is worth €447 million to the economy. Ireland has lost out on a substantial amount of international business tourism in the past due to the lack of a dedicated conference centre and the inability of business delegates to reclaim the VAT paid on their accommodation costs while attending conferences. However, the Government positively addressed these issues in 2007. The construction of Convention Centre Dublin is well on schedule to be completed in summer 2010 and its first international conference is booked for September 2010. The Finance Act 2007 provided for reclaimability of VAT on accommodation costs for business delegates at conferences. It is estimated that business tourism will be worth in excess of €1 billion to the Irish economy by 2013. Elsewhere, there has been some progress towards developing a large conference facility in Cork city, where there is potential for significant growth. Fáilte Ireland is also conducting a feasibility study of the merits of a similar development in the Shannon region.

Business Tourism stands were at major incentive shows throughout the year; including Motivation in Chicago and EIBTM in Barcelona thus creating platforms for Irish Industry. Tourism Ireland has now dedicated staff in all key markets concentrating in the promotion of Ireland as a destination for conferences, incentive groups and corporate meetings.



Pictured at the site of the National Conference Centre (l-r) were; Dan Flinter, Chairman Fáilte Ireland Product Group; Eamonn McKeon, ITIC; Peter Malone, Chairman Fáilte Ireland Business Tourism Forum; An Taoiseach, Bertie Ahern, TD; Dermod Dwyer, Chairman, Spencer Dock Convention Centre Dublin; John Power, Chief Executive, IHF, and Shaun Quinn, Chief Executive, Fáilte Ireland.

Dublin Convention Bureau

Dublin Convention Bureau (DCB) was established in 2003 in order to position Dublin as one of the leading meeting, conference and event destinations in the world. Under the chairmanship of Clive Brownlee, DCB had a very busy 2007 and continued to promote Dublin as a venue for international conferences, corporate meetings and incentive business. Many high profile conferences were held in Dublin in 2007, including the Meeting of the European Association for Animal Production in August, the 21st World International Federation of Parks and Recreation Administration (IFPRA) Congress in September, the World Dairy Summit in early October and the 10th Annual European Congress of the International Society for Pharmacoeconomics and Outcomes Research (ISPOR) in October. These conferences alone were worth in excess of €4 million to the economy.

Sports Tourism

Throughout 2007, through the Sports Tourism Initiative, Fáilte Ireland supported major events such as the Irish Open Golf tournament which took place in Adare Manor Golf Club, Co. Limerick in May, the Smurfit European Golf Open at the K Club in July and the Fáilte Ireland Dublin Horse Show in August. Ireland also played host to a round of the World Rally Championships in the North West in November, which attracted 1.3 million television viewers world-wide and generated €46 million in revenue for the Irish economy. Earlier this year, it was confirmed that Ireland will host the first rally of the 2009 World Rally Championship in February 2009.

In September, Fáilte Ireland launched a new strategy to develop equestrian tourism. Developed in consultation with service providers, tourism agencies and organisations such as Horse Racing Ireland and the Irish Horse Board the strategy sets a target of total equestrian-related tourism (participatory and spectator) of 250,000 visitors in 2015. Currently, participant related Equestrian Tourism accounts for 37,000 overseas visitors and revenue in excess of €30 million. One of the strategy's key recommendations is to leverage the 'Ireland - Land of The Horse' message in overseas marketing and through cross-agency plans. The strategy also called for the introduction of an equestrian centre categorisation system that will highlight for tourists those centres that will specifically cater to their needs. The Federation added its support to the FAI in its attempts to attract to the newly completed Lansdowne Road Stadium the 2011 UEFA Cup Final.

National Development Plan

The allocation of €800 million to tourism marketing, training and product development announced in the National Development Plan 2007-2013 was welcomed by the Federation. In addition, the Federation welcomed the allocation of over €3.6 billion for sports, culture and heritage infrastructure, which are major stimulants in developing tourism throughout the country. The NDP's focus on improving regional transport infrastructure will allow for easier and better access to the regions. Improvements in this regard will assist the regional spread of tourism and assist the newly created Regional Tourism Development Boards fulfil their marketing objectives and increase tourism activities in the regions.

Election 2007

The Federation launched its election policy document '*A Focus on Competitiveness – A Policy for Sustaining Growth*' in May, which outlined seven action areas for the incoming Government to prioritise to ensure the continued competitiveness of Irish tourism and warned that, as the country's largest indigenous industry, tourism needs to be protected to ensure it continues to be a substantial employer and contributor to the Irish economy. The Federation asserted that, given a favourable domestic cost base, the sector has the potential to be a leader in restoring Ireland's international competitiveness. The Federation stated that tourism is a fundamental part of the fabric of Irish society and culture and that nationally, it generates over €6 billion in revenue – equivalent to almost 4% of GNP.

The Federation asked the Government to prioritise control of wage costs, provision of adequate marketing funds, the putting in place of a sustainable strategy to reduce energy costs and to finally provide an equitable system of local authority funding.

New Minister for Arts, Sport & Tourism

The Federation welcomed the appointment of Seamus Brennan, TD, as Minister for Arts, Sport and Tourism in the 30th Dail. Mr. Brennan brings a vast wealth of experience and knowledge to the position having served, since 1987, as Minister across a wide range of Government departments.

On the news of his appointment as Ceann Comhairle, the Federation paid tribute to the commitment shown by John O'Donoghue, TD, former Minister for Arts, Sport and Tourism. Mr. O'Donoghue was successful in delivering on an extensive action plan with ambitious measures for tourism in Ireland.



Minister for Arts, Sport and Tourism, Seamus Brennan, TD, being presented with his Seal of Office at a ceremony in Aras an Uachtarain with President Mary McAleese and An Taoiseach, Bertie Ahern, TD.

Pre-Budget Submission 2008

In its pre-budget submission '*Supporting the Competitiveness of Tourism*' in September, the Federation urged the Government, in Budget 2008, to avoid increases in tourism and business related taxes in order to increase competitiveness and promote development within Ireland's tourism sector. The pre budget submission presented to An Tanaiste and Minister for Finance Mr Brian Cowen, TD, concentrated on the following;

Avoid Increases in Tourism Related Taxes:

The Federation called for an end to increases in tourism and business related taxes (including VAT, excise, energy and transport) in Budget 2008 as any increase indirect taxes would only serve to worsen the competitiveness of the Irish tourism product. The Federation maintained that there is a strong case for reducing these taxes as the opportunities of a buoyant economy over the past four years to make such cuts were not taken.

Local Authority Charges:

The Federation called for a more equitable funding of local government, stressing that the current Local Authority Rates system should be abolished and replaced with a local income tax based on the profitability of a business. The Federation called on the Government to introduce user charges for both businesses and households where levels of use can be determined for services such as water provision, waste collection and planning fees. It forwarded that central Government should fund local authorities for social services such as social housing and assistance to the elderly and the disabled rather than relying on business tax inputs to local authorities for this funding. Pending the introduction of such reforms, the Federation called for a 1% cap on increases in Local Authority charges and taxes for 2008.

Extra €5 million for Tourism Marketing:

The Federation called for a €5 million increase in Fáilte Ireland and Tourism Ireland's marketing budgets for 2008, maintaining that this increase would ensure a significant increase in resources to deal with the changing tourism market and greatly increased international competition. The Federation stressed that it is a solid investment proposition as it is estimated that every €1 spent on tourism marketing brings in €15 in tourism revenue. The Federation also called for the provision of separate funds to Tourism Ireland to implement the recommendations arising from the current review of the Ireland tourism brand.

Business Expansion Scheme (BES) and Renewable Energy:

The Federation proposed that the legislation with regard to BES tax relief for wind farms be amended so that investors would obtain tax relief once they make their investment rather than having to wait until the wind farm was actually trading for four months. Consideration should be given to using similar legislation to that which provides corporation tax relief to companies that invest in companies engaged in renewable energy generation. The Federation believes that such an amendment would be more equitable for investors and significantly enhance the availability of BES funding for



wind farms which are important both for the Irish economy and obviously for climate control. Any change in the BES regulations relating to wind farms should equally apply to other methods of renewable energy generation.

Budget 2008

In December, the Federation welcomed the allocation of €5 million to the Tourism Marketing Fund for the re-branding of the Irish tourism product and to fund a tourism initiative specifically for the Shannon and Western region. The €4.5 million to further improve the service to tourism provided by Fáilte Ireland was also welcomed. The Federation acknowledged the Government's commitment to the delivery of infrastructural improvements in the National Development Plan with the allocation of €74 million for national road improvements and €45 million for non-national roads, which the Federation felt, would facilitate a better spread of tourism throughout the country. The Federation welcomed the €13 million capital fund for a range of initiatives to promote new technologies and increase awareness energy efficiencies. The Federation also acknowledged the raising of income tax credits and widening of income tax bands. It believes these measures will contribute to maintaining the level of domestic disposable income which is so important in continuing the growth in the Irish economy, and which is a major driver in the continuous growth of domestic tourism.

New Hotel and Guesthouse Classification System

The Federation formally endorsed and ratified the new classification scheme for hotels and guesthouses at an Extraordinary General Meeting of members in January. The scheme was developed in conjunction with Fáilte Ireland over a two year period and is amongst the most modern classification system in Europe.

The scheme is mandatory from January 2008 on all hotels and guesthouses and necessitates that all such properties complete an annual self assessment of their facilities and services. The annual on site inspection will still take place but this inspection now focuses on verifying the data submitted through the self assessment process.

Hotels are still graded from one to five star and guesthouses from one to four stars. However, with the new system as well as having to comply with a set of basic criteria hotels and guesthouses at 2*, 3* and 4* now have the ability to

score a number of additional points if they provide facilities and services above the basic criteria.

Spa Categorisation

During 2007 the Federation, in association with Fáilte Ireland became involved in a new project aimed at categorising the main types of spa offering in the Irish market with a view to being able to more easily market the spa product to consumers both here and overseas. The criteria are currently being finalised with the assistance of an International Consultant and a committee made up of different types of spa providers. There will be a number of categories of spa namely Destination Spa, Resort Spa, four types under hotel categorisation and then three under the heading of specialised retreat i.e. health farms, thalassotherapy and seaweed baths. Under each category the spa provider will have set criteria to achieve under a number of headings such as qualifications of therapists, health and safety requirements, hygiene and operational standards, service levels, treatments provided and number of rooms on offer, type and number of facilities on offer, dining options etc. To become involved in the promotional material each spa will be assessed under the criteria for their required category. Once the inspection process has been completed, Fáilte Ireland will develop promotional material along with a dedicated website which will market the Irish spa offering to consumers. Ireland is the first country in the world to categorise their spas in such a way.

Air Access / Transport

In February, the Federation welcomed the €86 million in capital grants which will facilitate the upgrading and expansion of the facilities at Ireland West Airport Knock; Kerry Airport; Waterford South East Regional Airport; Donegal Airport, Sligo Airport and Galway Airport. The capital grants for the six regional airports were part of the €100 million earmarked for these airports in the Transport 21 investment programme. The Federation stated that the increased investment in regional airports should deliver increased passenger capacity and in turn grow tourism to the regions.



Open Skies

The Federation welcomed as a significant breakthrough the ratification of a draft Open Skies agreement between the EU and the US. The Federation estimated that the agreement could herald an additional one million US visitors to Ireland annually over the next seven years, representing an increase in revenue of €1 billion to the Irish economy. American holidaymakers spend longer in Ireland than any other nationality and also tour more extensively to different parts of the country. They also spend more, with the average US visitor spending €800 compared to less than €500 for other overseas visitors.

The Federation reiterated the need for a dedicated €10 million per annum marketing fund to assist the Shannon region over the next five years following ratification of the Open Skies agreement and called on the Government to work closely with the Shannon Airport Authority to incentivise airlines to promote the Shannon region in North America.

Shannon Issues

The decision of Aer Lingus to cease the Shannon Heathrow service and to utilise the valuable Heathrow slots to commence a service from Belfast to London was a major negative blow to the economy of the Shannon Region. By allowing the move, the Government was seen as reneging on the clear commitment it gave at the time of the privatisation of Aer Lingus, that it would use its strategic shareholding in the airline to prevent such an event. Through the involvement of the Shannon Branch in The Shannon Connectivity Alliance and through the commitment of the IHF Shannon Branch Chairman Michael Vaughan and other branch members, the case on the impact on tourism and the need to put in place a strategy to promote the region and the importance of Shannon Airport to its future were highlighted.

The announcement of the CityJet Shannon to Charles de Gaulle flight service was an important new life line for the Shannon and Western region and will boost the inward tourism to the region. Charles De Gaulle is a major Western European hub and would have strategic importance to facilitate business and tourist travellers from all over Europe.

This commitment by CityJet, (part of the Air France/KLM Group) which is one of the largest airlines in the world) offers immense potential as it offers access ultimately to over 800 destinations throughout the world through their connectivity at Charles De Gaulle. The new route is positive starting

point to reduce the impact of the impending cessation of the Shannon Heathrow route.

It was gratifying that a working group of the Shannon Transatlantic Tourism Task Force was constituted to develop a sustained marketing campaign in the US market to promote the West of Ireland. The group's members have met twice and have begun the process of producing a promotional plan which will be rolled out by Tourism Ireland in the US from April 2008 onwards. The funding for the initiative is €5 million in 2008 and it is expected that at least €3 million will be allocated by Government in subsequent years.

These funds are separate from the ongoing budgets of the Regional Tourism Authorities, Failte Ireland and Tourism Ireland and the campaign that the Task Force will develop will be aimed at sustaining existing transatlantic services into the region through Shannon and exploiting the potential to deliver increased tourism numbers to the region. The IHF is represented on this group by Michael Vaughan.

Irish Tourist Industry Confederation

Throughout the year the Irish Tourist Industry Confederation (ITIC) continued its research and lobbying activities on behalf of the tourist industry.

The National Development Plan published in January 2007 contained a strong commitment to tourism. Much of its content was drawn from the earlier submission by ITIC, which was prepared with the assistance of the economist Paul Tansey. The plan provides over €800 million over the period 2007/2013, to cover product development, marketing and human resource development.

Prior to the General Election ITIC restated the goals and objectives of the industry and sought support for these objectives from the main political parties. The programme for Government published after the Election by the coalition contains a strong commitment to tourism including reconfirmation of the plans outlined in the NDP. Particularly welcome is the commitment to marketing Irish tourism overseas, which will allow Tourism Ireland greater flexibility in forward planning.

During the year too, ITIC was to the forefront in supporting the case for additional marketing resources for the Shannon/West region with the introduction of Open Skies. ITIC commissioned a report on the possible short to



medium term impacts. Its findings that up to 200,000 bednights could be lost to the western regions were stark. The greater part of this potential loss would occur in Cork/Kerry, the Shannon region and Galway West. A key recommendation in the report was that "the Government should implement a tourism and economic plan for the region with a special budget allocation to Tourism Ireland for each of three years to be directed at heightening the motivation to visit the western seaboard, and to at least sustain the level of services to Shannon Airport."

This plan was finally announced in January 2008 and an additional €5 million was included for 2008 to allow for a major enhancement of the super region campaign to be run by Tourism Ireland. This campaign will concentrate on highlighting the attractions of the western regions and their accessibility through Shannon. ITIC had sought a commitment of at least three years to such additional funding, and Minister Brennan confirmed this at the launch of the Economic & Development Plan.

ITIC is currently of the view that welcome though the marketing support is, the level may no longer be adequate. Two major events have occurred since the Plan's development, the loss of Heathrow services and the global economic downturn, particularly in the US. Shannon and the West cannot afford the loss of any further transatlantic services. Indeed as the ITIC report highlighted in July 2007, the benefits of Open Skies will only be realised in the West with the arrival of new carriers and the opening of new gateway cities. So far only Aer Lingus has added new services, from Washington, San Francisco and Orlando. As US carriers contemplate consolidation in these times of economic challenges it is improbable that additional capacity will be added to Irish routes in the short term. The major priority for Irish tourism must be to ensure that present air service levels are maintained, particularly to Shannon. US and global economic recovery in the future will hopefully lead to an expansion of the present services.

ITIC is represented by its Chief Executive, Eamonn McKeon, on the Tourism Strategy Implementation Group. This group will shortly make its final report to the Minister on how the implementation and targets of the New Horizons Programme for Irish Tourism 2002 to 2012 are being met. The report is expected to say that while visitor number targets are being met, overall revenue, and spend per visitor, are not likely to reach target. The report is also expected to call on the Minister to have a full evaluation of

the programme to date undertaken, and to reset objectives and targets for the period up to 2013.

Competitiveness remains central to the continued well-being of Ireland, and Irish tourism. In November, ITIC updated the earlier report on Ireland's Competitive Position in Tourism. The challenges outlined in the report are considerable and not all are within the scope of the Industry to resolve by itself. The report concludes that price is not the sole determining issue in Ireland's competitiveness, but value for money certainly is. The report is available on the ITIC website at www.itic.ie under the heading 'Research'.

Towards the end of the year ITIC produced a study on Tourism SMEs and the Web. The Internet has been responsible for significant changes in how tourism is marketed globally, and the study was to examine how small and medium sized tourism enterprises (which account for the majority of the businesses in the Irish tourist sector) were fairing in this rapidly changing environment. Some of the findings were not encouraging. Specific issues for smaller businesses within the tourism sector include:

- A lack of awareness of the value of ICT to their businesses;
- Lack of IT and online marketing skills within SMTEs;
- Unfamiliarity with the language of IT; and
- Dependence on external experts and often poor experience of these experts.

ITIC numbers have been circulated with the report, and implementation of its recommendations is being discussed with the Agencies and ITIC members.

The ITIC Chief Executive is a member of the Tourism Marketing Partnership (TMP), which meets regularly and during the year participated in the review of the Ireland tourism brand, carried out by Tourism Ireland. The TMP also participated in the development of Tourism Ireland's 3 year Strategic Plan 2008 to 2010, which was published late last year.



ITIC made a submission to the OECD regarding the review being carried out of the Irish Public Service. The submission highlighted industry concerns about the efficiency, affordability and accountability of our public service. It also highlighted the cost of public service pensions, stating that pensions must be taken into account in any future benchmarking reviews. This did happen in the recent benchmarking study, though the 12% allowed as the benefit factor is certainly on the low side for the benefits which accrue. The OECD report is expected soon.

Tourism industry concerns are continuously presented by ITIC to a variety of groups including Fáilte Ireland, Tourism Ireland, the TMP, the TSIG, the DAA, the Aviation Regulator, the Taxi Regulator, the Rail Procurement Agency (RPA) and of course relevant Government departments. The Federation actively participates with ITIC in many of its submissions to these groups.

ITIC has moved from producing quarterly newsletters to weekly communications by e-zine on matters of general tourism interest, and it is planned to enhance this communication flow further in 2008.

Copyright Issues

In December 2006, the European Court of Justice issued a judgment stating that "the private nature of hotel rooms does not preclude the communication of a work by means of television sets from constituting communication to the public..." The effect of this is that televisions in hotel rooms could be liable for copyright fees to authors and composers. Arising from this ruling and in conjunction with the ongoing negotiations with IMRO on the copyright fees for featured background music; we agreed a tariff structure applicable until 2012 and which includes a tariff covering the rights established by the ECJ ruling. It is our strongly held view that this Court ruling does not in any way change the entitlements of related rights holders such as record producers, film producers etc. It was gratifying that the Department for Enterprise Trade and Development confirmed to us that, despite pressure from organisations representing record and film producers, it was not the Government's intention to amend Section 97 of The Copyright and Related Rights Act 2000. This is the section which relieves hotel bedrooms from liability to pay royalties to rights holders other than composers and authors.

Environment and Energy Issues

Towards the end of 2006, we decided to commission a project to develop an environment and energy issues strategy for the Federation. Our objective was to develop a strategy on environment and energy issues for the IHF, which will enable the Federation to best position itself for future developments in these increasingly important areas and adhere to legislative and regulatory requirements whilst minimising the costs.

This project was completed in the middle of 2007 and our guide to Greening Irish Hotels was approved by Management Committee and promoted to our members on our website. This Guide provides members with guidance on environmental management systems, energy management, waste management and water management as well as providing a sample hotel environmental policy.

We have continued our work with Repak, IBAL and SEI on environment and energy issues and we have also attended meetings of the NSAI Environmental Standards Consultative Committee, who are considering ways to promote an EU eco-label scheme in Ireland.

Waste Management

In December, the Minister for the Environment John Gormley TD issued the Waste Management (Packaging) Regulations 2007, effective from 31st March 2008, which lower the threshold for major providers to ten tonnes (and a turnover of €1 million per annum). We have negotiated an agreement for with Repak for those members that place in excess of ten tonnes and less than 25 tonnes of packaging waste on the Irish market in a calendar year. In effect, what this agreement provides is that for €400 per annum, these members can join Repak and then be fully compliant with the new negotiations.

Energy

Energia has continued their offer of substantial savings to Federation members for 2008. General Purpose and Night Saver tariffs offer our members' savings of up to 10%. The Low Voltage Maximum Demand tariff from Energia offers a 3% discount to IHF members on the ESB tariff. Energia representatives will advise IHF members on how to achieve these saving options.



Minister for the Environment, John Gormley, TD; Brid Duggan, Green Team Leader, Fitzgerald's Woodlands House Hotel; Bob Rowatt, Rehab Recycling; Elaine Fitzgerald-Keane & Andrew Hetherington, Chief Executive, Repak.

HOTREC

HOTREC represents the hotel, restaurant and café sector at European level. This sector accounts for 1.4 million businesses covering eight million jobs in the EU. During 2007, HOTREC held two General Assemblies, in Lisbon in April and in Vilnius, in September. A VAT seminar which the EU Commissioner for Taxation, Mr. Laszlo Kovacs attended was also held in Budapest in January 2007. These events update the member associations on pan European activities and develop strategies to ensure member interests are communicated to the relevant European bodies. Some of the areas dealt with in 2007 included:

Health Issues

The European Commission launched the Alcohol and Health Forum in June 2007, using the EU Platform on Diet Physical Activity and Health as a model. The objective of the Alcohol Forum is to provide a common platform at EU level for all interested stakeholders (economic operators and NGOs) who are willing to 'devote time and resources to adopt meaningful actions to prevent alcohol related harm.' EU member states, EU institutions, the WHO and the International Organisation of Vine and Wine will participate as observers. The first meeting of the Alcohol Forum was held in October 2007 and was attended by delegates from Eurocommerce and Eurocare organisations, drinks industry bodies and advertising associations. HOTREC was accepted as an associated member. It was confirmed that the implementation of commitments will begin in January 2008.

Obesity

The Commission issued its White Paper entitled 'A Strategy for Europe on Nutrition, Overweight and Obesity related

health Issues' in May, which establishes an EU strategy on nutrition to fight obesity, a problem which has risen dramatically over the last three decades in the EU population, especially among children. The White Paper proposes actions in different policy areas (internal market, common agricultural policy etc) and at various levels (national, regional and European). A partnership approach is considered crucial in addressing the problem and responding to it effectively. The White Paper was welcomed by HOTREC as it acknowledged that 'the individual is ultimately responsible for his lifestyle and that of his children.' The White Paper also confirms HOTREC's views that diets and eating habits vary greatly across member States and that it is essential that actions are taken at regional and local levels.

Tourism Issues

In October 2007, the European Commission launched the report of the EU Tourism Sustainability Group. This Report is included in the Commission's communication on an '*Agenda for a Sustainable and Competitive European Tourism.*'

Climate Change

The issue of climate change was addressed at the General Assembly in Vilnius in September which was preceded by a seminar on Environment, Energy, Waste, Water and Enterprise, during which environment-related issues with special relevance for the hospitality industry were discussed. This followed on from the European Commission's Green Paper published in June 2007 entitled '*Adapting to Climate Change in Europe – Options for EU Action.*' The Green Paper examined the impacts of climate change in Europe and the case for actions. It also suggested policy responses at EU level. The Commission invited interested parties to submit their views via a web based public consultation, which would be incorporated into the development of a communication on the adaption to climate change, to be issued by the EC before the end of 2008.

Revision of Package Travel Directive

In July 2007, the Commission issued a working document on the Package Travel Directive of 1990 in light of the changing distribution channels within the travel industry including the development of the internet and low cost carriers. HOTREC is monitoring the developments in this area and keeping member associations fully informed.



Branch Activities

Seminars and workshops took place on issues such as Irelandhotels.com and interpretation of employment legislation. Many branches are very actively involved with other representative bodies in their region and this will continue and increase in future. Meetings are being arranged for branches to be fully informed of the activities and plans of the Regional Tourism Development Boards and Fáilte Ireland's Human Resources Development Plan.

Associate Members

We continue to promote associate membership and we currently have 85 members. Their association with the Federation has been of benefit to us and we urge our members to support them where appropriate.

Appreciation

I wish to thank our President, Annette Devine for the enormous assistance, support and guidance which she has given me and the staff at Northbrook Road during her two years in office. Annette's accessibility, encouragement and willingness to travel in order to lead and support the activities of the Federation serve to inspire and motivate us all.

I also welcome the guidance and support that Federation management and staff receive from Council, Management Committee, subcommittees and general membership of the Federation. The willingness of so many members to actively lobby when requested to do so always helps strengthen the profile and impact of such lobbying.

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

John Power
Chief Executive



irelandhotels.com

One source - Endless possibilities



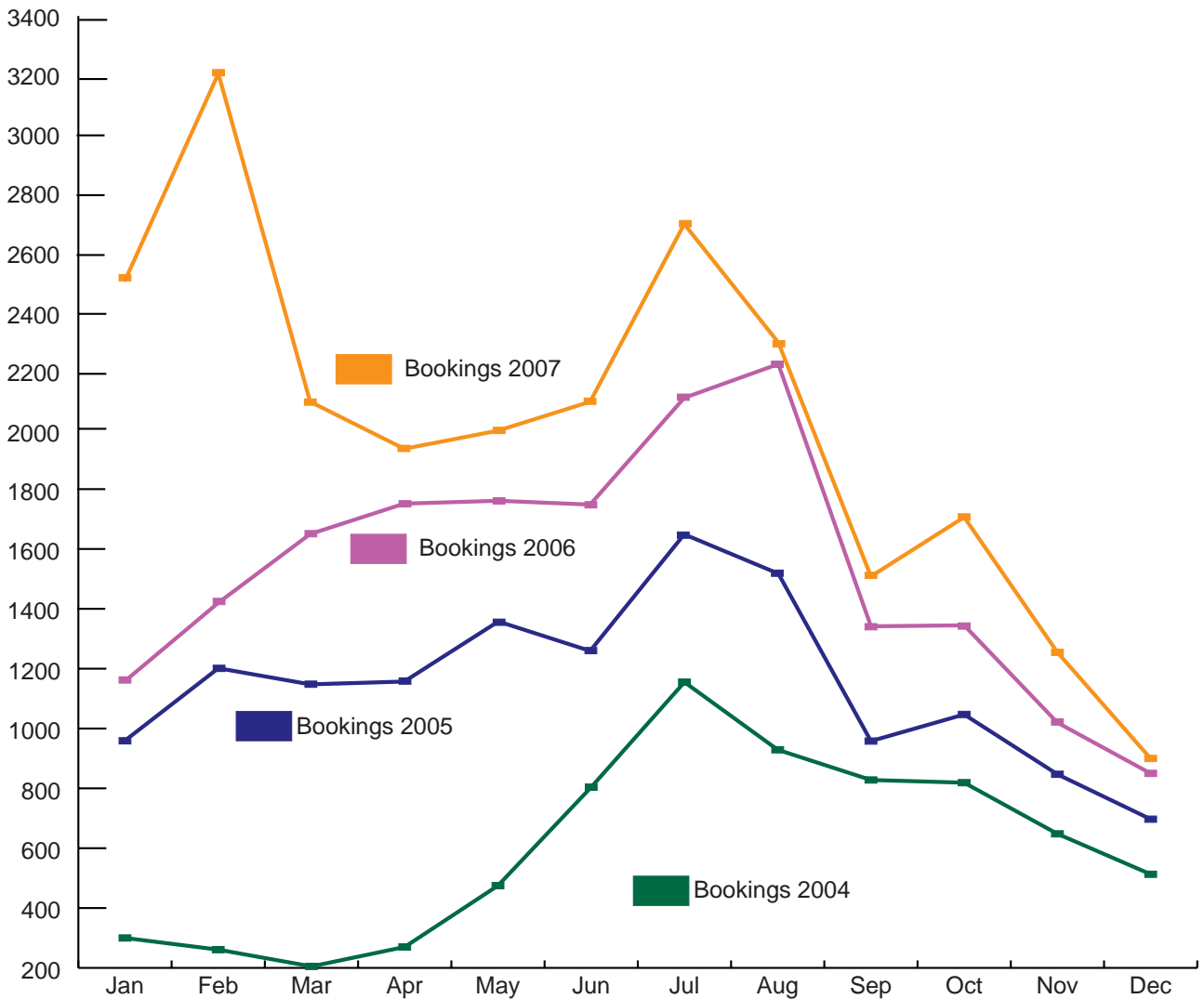
2007 was no different to previous years for Irelandhotels.com in terms of its performance, as both booking, revenue and visitor figures increased significantly. All properties on Irelandhotels.com are entrants of the Be Our Guest Guide, its print version. Therefore, all information received for each property's entry in the guide is replicated on Irelandhotels.com. Details such as the description of the property along with all contact details such as phone, fax, email and web address are available to visitors to Irelandhotels.com. Over 30% of all visitors to Irelandhotels.com will link across to members' own

websites where they may find additional information contact the hotel or guesthouse or make a direct booking from there.

A re-design of the Irelandhotels.com's website was launched towards the end of 2007. It is hoped that the new homepage and subsequent pages appear fresher and that the online booking process has been made clearer to the visitor. Irelandhotels.com was visited by over 1.7 million unique visitors in 2007 or on average over 33,500 unique visitors each week.

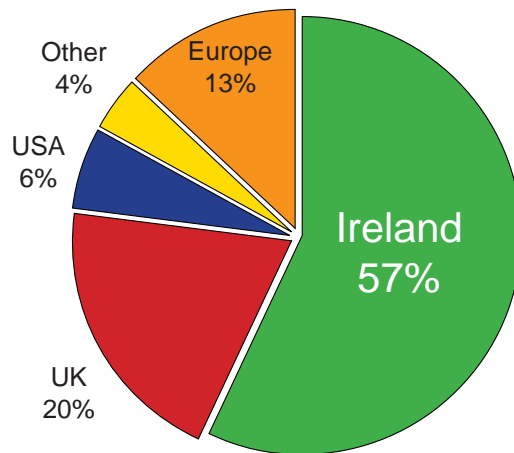


During 2007 there were over 24,000 bookings through Irelandhotels.com which represents a 32% increase on 2006. These bookings accounted for over 43,000 room nights. The graph below compares the bookings made during 2007 with 2006, 2005 and 2004:

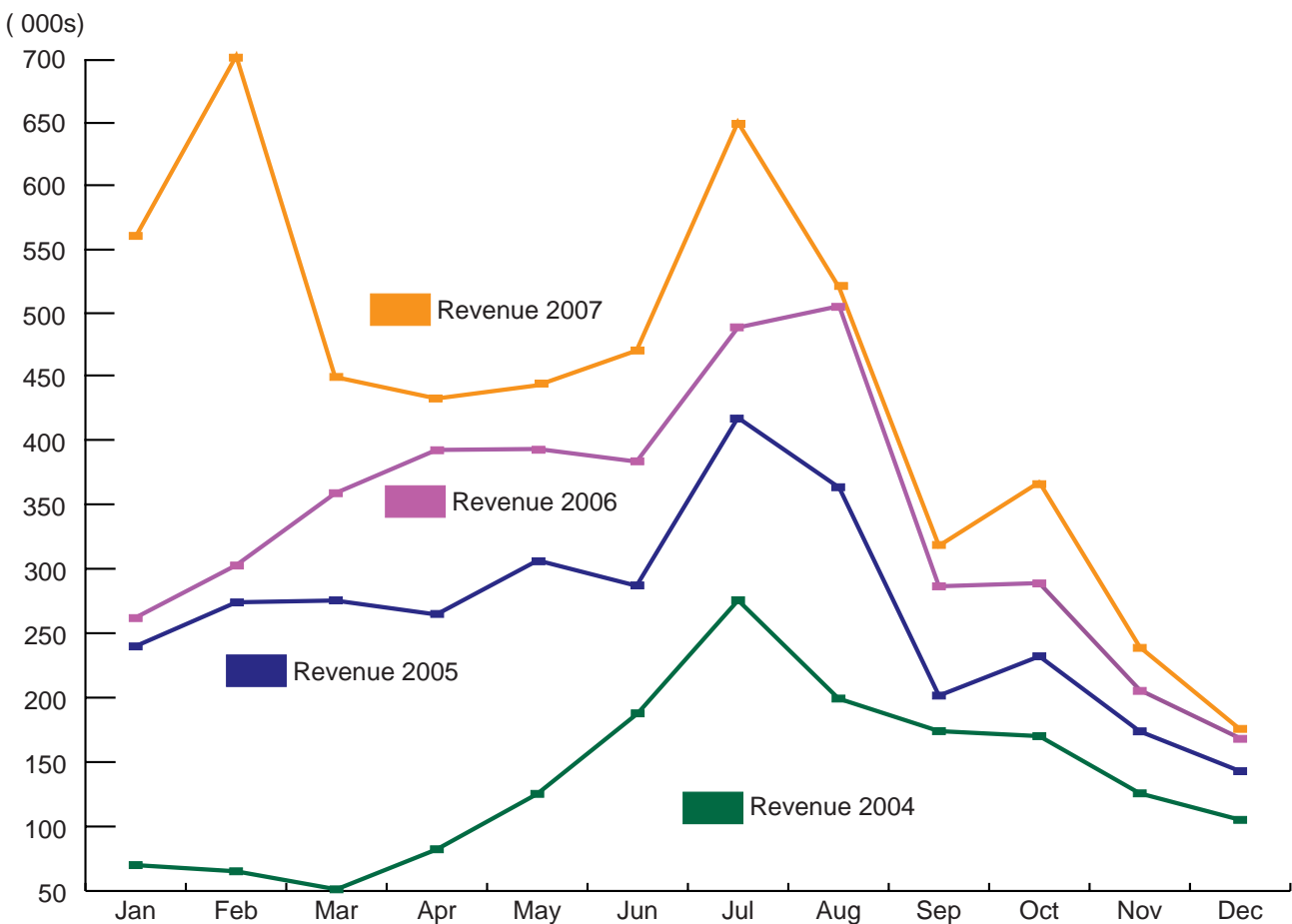




For the last number of years, the top market for bookings was the domestic market as illustrated opposite, and 2007 was no different, accounting for 57% of all Irelandhotels.com bookings. The next most important source market for Irelandhotels.com was the UK with 20% of all 2007 bookings. Europe was our third biggest market with 13% of all overall bookings, the top three countries within this market being Germany (20%), Spain (14%) and Italy (13%). Bookings from the US market accounted for 6%, a drop from 10% in 2006. Finally, bookings from all other countries worldwide amounted to 4% of all bookings, an increase of 1% on 2006.



The value of bookings in 2007 was over €5.3 million which represents an increase of 32% on 2006. The graph below compares the revenue made during 2007 with 2006, 2005 and 2004:





Ryanair

The Federation was very pleased to announce an exciting new initiative to drive more online sales to its online members in conjunction with Ryanair.com at the beginning of 2007. An agreement was reached with Ryanair to promote the availability and rates through Irelandhotels.com on Ryanair.com. The campaign ran for six weeks in total until the beginning of March.

This initiative was a unique opportunity for Irelandhotels.com's online members to capture some early bookings for 2007 from Ryanair.com, one of the busiest websites used by visitors to Ireland. In total, the Ryanair initiative accounted for almost 3,000 bookings worth almost €670,000.

Even though officially, Irelandhotels.com's rates were no longer available on Ryanair.com after the first week of March, Irelandhotels.com did receive bookings from this source throughout the year as some Ryanair customers bookmarked Irelandhotels.com and booked their accommodation later in the year.

A specific landing page was created which was heavily branded with Irelandhotels.com and Ryanair.com logos and images. This ensured that Ryanair customers were comfortable with the overall process.

As there was a substantial cost to the Federation for participation in this initiative, bookings made through this Ryanair promotion incurred a commission charge of 10% of the value of the booking, instead of the 3.5% on the normal Irelandhotels.com bookings.



Guinness CRM

The marketing department of the IHF was pleased to complete an exciting initiative in September 2007 to drive sales from Irelandhotels.com to member properties from Guinness in the United Kingdom. All 195,000 individual subscribers to the UK Guinness 'Adorers' Customer Relationship Marketing campaign were contacted by e-mail and given the opportunity to book an Irish hotel or guesthouse through Irelandhotels.com. By doing so, they received a 10% discount in the properties that signed up to this initiative.

A specific landing page was created for this project which made it possible for the Guinness 'Adorers' to search for accommodation in the hotels and guesthouses in Ireland offering them a 10% discount. This landing page looked like the general Irelandhotels.com home page and included the Guinness logo to ensure continuity and consistency from the e-mail.

It will be possible to make bookings through this promotion until August 2008. The IHF hopes that this partnership will emulate the success of the Ryanair promotion earlier in the year.



A copy of the e-mail that was sent to the UK 'Adorers' database.

Affiliates/Partnership Programmes

It became obvious to the Federation in early 2007 that Irelandhotels.com could not rely solely on organic growth to further boost its revenue figures, month on month. This being the case, a very focused and specific affiliate or partnership programme strategy was put into place with the idea being that other websites could make available Irelandhotels.com's rates and availability. Just some examples of websites that did this during 2007 were Dashhotels.com, Enjoyireland.ie and Adidasdublinmarathon.ie.



In total, our affiliate programme accounted for almost 1,500 bookings or over €300,000. This revenue figure accounted for 6% of all revenue for 2007. It is expected that this figure will grow significantly during 2008 as most of these affiliate agreements were only operational towards the end of 2007. It is the intention of the marketing department to focus heavily on this strategy during 2008 and to sign up other organisations and websites that could sell Irelandhotels.com rooms and special offers.



Lastminuteirelandhotels.com

Since 2005 Irelandhotels.com has offered a last minute section to customers who may be encouraged to take a break based on an offer, rather than the majority of customers who already have a date and a location defined and then book an available hotel or guesthouse in that area. However, towards the end of 2007 a stand alone site for last minute rates for Irish hotels and guesthouses - www.lastminuteirelandhotels.com was launched.

This site has its own Search Engine Optimisation and Google AdWords budget and it is intended to use this budget fully in order to drive additional bookings to Federation premises that may otherwise have gone to other last minute sites at a much higher cost to our members.

In 2007, last minute bookings accounted for 3% of all Irelandhotels.com bookings or over €130,000. It is projected that with the creation of the stand alone site, that last minute bookings will more than double over the coming months.

Discoverireland.com / Discoverireland.ie

Irelandhotels.com has for a number of years supplied the Tourism Ireland website, www.discoverireland.com with its inventory of special offers. In the past 12 months, this arrangement drove over an additional 70 bookings worth over €22,000 to our bookable online members.



www.discoverireland.ie is the website for Fáilte Ireland for the domestic market and towards the end of the year Irelandhotels.com fed its inventory of rates and availability through to this site. Since going live with this arrangement in September 2007, this site has delivered over 180 bookings worth over €50,000 through Irelandhotels.com.

Customer Relationship Marketing

The Federation first implemented its Customer Relationship Marketing (CRM) strategy in late 2006 and 2007 proved to be a very successful year for this type of initiative on Irelandhotels.com.

An e-mail is sent to almost 30,000 individuals each month promoting the special offers that are available to be booked through Irelandhotels.com. Each e-mail has its own theme, for example the November e-mail was entitled 'Winter Warmer'.

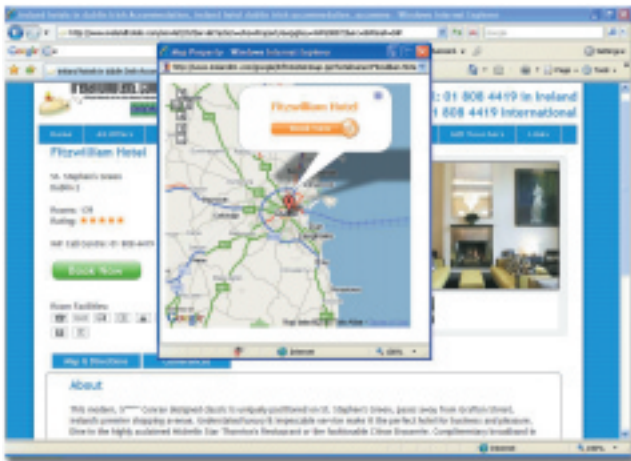
In 2007, our CRM bookings accounted for 2% of all bookings or over €140,000 which represents 3% of all revenue generated through Irelandhotels.com for 2007.



Google Maps on Irelandhotels.com

The accommodation website of the Irish Hotels Federation, Irelandhotels.com went live in late 2007 with Google Maps, which replaced the maps on the site which had previously been provided by Mapflow. Google maps are interactive and provide satellite/aerial imagery of a selected area. Many companies and organisations now display Google Maps on their websites in an effort to help their customers find them in a more user-friendly and less time consuming manner.

Each property on Irelandhotels.com now has its own Google map, through the Maps & Directions tab on their specific page of Irelandhotels.com which details its location. All properties on Irelandhotels.com were given the opportunity to edit their position should this be necessary.



Irelandhotels.com Workshops

January 2007 saw workshops being held in Dublin, Kilkenny, Mullingar, Cork, Killarney, Donegal, Sligo and Galway. As always the workshops were held in order to educate Irelandhotels.com's online members on how best to manage the In1 Solutions booking engine. A presentation was also given which highlighted how the site had performed during 2006 and attendees were informed of initiatives and projects planned for 2007.

IHF Adverts

During 2007, an aggressive print advertising strategy was implemented for Irelandhotels.com. Some examples of the publications advertised in were: The Irish Times, The Irish Independent, Sunday Business Post, The Independent, The Mail on Sunday, The Guardian, The Observer, The Evening Standard, ASTA, The Chicago Tribune and the Tampa Tribune.





Tourism Ireland Partnership Program

In 2007 the IHF ran a co-operative marketing campaign promoting Irelandhotels.com in the UK, US, Canada and Europe. In the UK market the IHF ran an advertising campaign in 5 of the national papers along with a national radio campaign. In conjunction with this national advertising, Irelandhotels.com was promoted monthly to Tourism Ireland's database of consumers in E-Blast format.

In the US and Canadian market, Irelandhotels.com was advertised in the Chicago and Tampa Tribune along with Lifestyle magazines in Canada. This advertising was complemented by monthly E-Blasts to both the US and Canadian consumer databases along with banner advertisements on selected websites.

In Europe, Irelandhotels.com was heavily promoted on the Via Michelin travel website on a Pan-European level. This promotion was also supplemented by online competitions in all seven of the major European markets.

Marketing Insight

As in recent years, the IHF produced a six page Marketing Insight which informed members of the on-going and completed initiatives and promotions of the marketing department of the IHF. This publication was distributed to all members during June.



Be Our Guest Guide 2007



Each year, the Be Our Guest Guide is published and produced by the Federation in order to promote the interests of its members. This guide features almost 1,000 hotels and guesthouses throughout the 32 counties on the island of Ireland. In 2007, 340,000 copies of the highly successful guide were printed.

Within the Irish tourism industry, the guide is viewed as 'the bible of the industry' and it is considered to be a core publication by Failte Ireland and Tourism Ireland.

As always, the IHF attended a considerable number of both trade and consumer shows worldwide in order to distribute the Be Our Guest Guide and develop brand awareness of Irelandhotels.com. Flyers in six different languages, with a synopsis of what is contained in the guide and on the website, were used in conjunction with the guides.

Promotions attended in 2007

January

Utrecht, Netherlands (new)
CMT, Germany
Holiday World, Belfast
MATKA, Finland
Holiday World, Dublin
Fitur, Spain

February

Salon De Vacances, Belgium
LA Times Travel Show, USA (new)
Canadian Sales Blitz (new)
CBR, Germany
New York Times Travel Show, USA
BIT, Italy



March

Philadelphia Flower Show, USA (new)
ITB, Germany
Salon Mondial Paris, France
St. Patrick's Festival, London
TUR, Sweden Gothenburg

April

US Sales Blitz, California (new)
SITC, Spain

May

Arabian Travel Mart, Dubai
Meitheal, Dublin

June

BBC Gardeners World Show, UK

July

Tatton Park Flower Show, UK

August

Milwaukee Irish Fest, USA

September

50s+ Fair, Netherlands

October

US Sales Blitz, Florida (new)
Flavours of Ireland, UK

November

World Travel Market, London
BBC Good Food Show, UK
Rotterdam Press & Travel Trade Awards & Workshop,
Netherlands



Eamonn and Mary Gleeson of Gleasons Townhouse with Lisa Kearney, IHF at the BBC Gardeners World 2007 in June.

Be Our Guest Guide 2007 - Distribution

Be Our Guest Guide 2007 was distributed in the domestic market by Failte Ireland, Northern Ireland Tourist Board, Regional Tourism Organizations, car hire companies, travel trade, Guinness Storehouse, Kerry Airport, Easons and other book shops. IHF stands at Holiday World Shows in Belfast and Dublin were also used as an excellent channel of distribution. 55,000 copies were allocated to the properties featured in the guide for placement in bedrooms and for general guest use. Re-orders of guides by our members continued during the year.

Internationally, the Be Our Guest Guide is distributed by Tourism Ireland in all its markets. Additional initiatives were undertaken in the UK market, with guides being distributed at all the ferry ports servicing Irish ports, as well as major motorway service stations.

Be Our Guest Guide 2008

Following research undertaken by the Federation, some changes were introduced for the 2008 Be Our Guest Guide. These included changing the layout to reflect Tourism Ireland's new 4 Super Regions – Ireland West, Ireland South, Dublin & Ireland East and Northern Ireland. Also new for 2008 was the option for entrants of the guide to include a second photo of their property which could be either an interior or exterior shot.

Additionally, a number of symbols were amalgamated into one symbol e.g. the new Child Friendly symbol replaced the old system of 6 symbols. There are also new bedroom symbols.

The new classification system for hotels and guesthouses introduced in January 2007 is also displayed in the 2008 Be Our Guest Guide. The star rating is now shown near the top of entries under the property name.



Paul O'Toole, Chief Executive, Tourism Ireland, Seamus Brennan, TD, Minister for Arts, Sport & Tourism with Miriam Young and Blathnaid Ring, IHF.



Distribution Plans for Be Our Guest Guide 2008



In order to reach a wider readership, a number of mailings with complimentary copies of the guide will be undertaken, including to the Top 1,000 Businesses in Ireland, Associate IHF Members, ITAA Members and other tourism and business-related enterprises. In the US market, a similar mailing will be sent for the first time to all travel agents. This type of targeted mailing is expected to result in increased demand for the print guide, with a similar increase in traffic to our website and bookings generated. Our experience has shown that the demand for the print guide is as strong as ever and promotion of it, in conjunction with Irelandhotels.com, is our major marketing focus.



Throughout 2007 the Employment Services Department continued to provide assistance and guidance in the area of employment matters to our member properties.

Quality Employer Programme



The Quality Employer Programme has now been in operation for over 10 years. Many of our members are familiar with the programme and the many benefits it offers hotels and guesthouses in the area of human resource management.

It is now becoming more and more apparent that Irish hotels and guesthouses are operating in an increasingly highly regulated environment and it is prudent that employers remain fully au fait with their labour obligations and any new employment legislation which concerns the hospitality industry. By becoming accredited to the Quality Employer Programme our members can be assured that their employment policies and practices are aligned with current legislation and trends in HR Management.

For those new to the Federation, the Quality Employer Programme 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 in order to develop a professional human resource system.

Any member applying for the Quality Employer Programme is 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 of course on-site assistance visits are readily available. A property becomes accredited to the programme after a successful on-site assessment visit has taken place.

Once a property becomes accredited to the programme, continuous support is given in the form of reassessments. These assessments can take the form of on-line questionnaires or an on-site visit. Thus accredited members can be assured that they are operating their HR procedures to the highest standards and also that they remain up to date on any new legislation or procedures that might affect them. Effectively the Quality Employer Programme makes good business sense.

Little Chef Programme

The Employment Services Department was once again delighted to sponsor the young students participating in the 'Catering for Success' Programme. This highly commendable programme which is part of the Department of Education and Science's School Completion Programme

and provides an excellent opportunity for primary school children who are at risk of early school leaving or who experience educational disadvantages to learn through the medium of cooking.

The programme takes place in a Fáilte Ireland Centre which means that the young students also get an opportunity to experience life at a 3rd level institution and to 'work' in a professional kitchen.

The programme operates over a period of six weeks where the students attend a Fáilte Ireland centre one morning a week. Here they are taught skills varying from hygiene and good eating habits to kitchen safety and culinary skills.

Upon completion of the programme each student 'graduates' and is awarded with a Certificate. Parents and teachers are invited to the 'Graduation Ceremony' which involves the young students preparing and presenting a 3 course meal for their parents and teachers.

Schools participating in the programme this year were, St. Mary's on the Hill, Cork, Our Lady of Lourdes Primary School, Limerick, Laurence O'Toole's Girls School, Sheriff St, Laurence O'Toole's Boys School, Sheriff Street and St. Joseph's School, Darndale, Dublin.

An IHF representative attended each ceremony in order to judge the students' handiwork and to announce the winner of lunch and an excursion to a local amenity courtesy of the Federation.



Aspiring chefs from St. Laurence O'Toole's Girls School.

Education and Training

Trainee Manager Development Programme (TMDP)

21 young students successfully completed the Trainee Manager Development Programme (TMDP) and were



presented with their Certificates at a Graduation Ceremony which took place in Fáilte Ireland in Amiens Street at the end of January.

The programme takes place over a three year period and was developed by the Federation in association with Fáilte Ireland, Irish Hospitality Institute and Galway-Mayo Institute of Technology (GMIT). The main aim of the programme is to provide an opportunity for people currently working within the industry to gain a formal qualification in hotel management.

The Programme consists of industry based module and business studies modules. The industry based module involves working and training in an Irish hotel in various key departments over the three years while the business studies component of the programme pertains to the academic side and entails distance learning and on-site lectures in GMIT.

At the end of the three years, successful students graduate with a Higher Certificate in Business Studies and a Certificate in Hotel and Catering Management. Students then have the option of either working in the industry on a full-time basis or progressing to the Degree Programme in Hotel Management which also takes place in GMIT.



Pictured at the 2007 TMDP Ceremony were (l-r): Alex Keys, Fáilte Ireland; Sean O'Malley, Fáilte Ireland; Una Kilbane, Student of the Year, Trident Hotel, Kinsale; Martin Holohan, General Manager, Mespil Hotel, Dublin, and Dr Stuart Jauncey, Head of School, Hotel and Catering Studies, GMIT.

Career / Recruitment Events

Throughout 2007 the Federation maintained a presence at career and recruitment events and shows throughout the country. These events play a fundamental role in attracting personnel to our industry and also give students the opportunity to speak to professionals currently working within the hotel industry. By actually meeting hotel personnel they can gain an insight into the Industry that a prospectus or recruitment pack might not include.

First on the career calendar was the annual FAS Opportunities 2007 which once again which was held in the Croke Park Conference Centre in early March. The fair which remains the largest European career, education and skills exhibition, attracted over 90,000 visitors over the four day period. The event is not only aimed at school leavers but also attracts those seeking a career change or those returning to work after a period of leave. As in other years the Federation had a team on hand at the Fáilte Ireland stand to talk to and answer any questions from students and job seekers.

In September, the Irish Times Higher Options took place in the RDS. The event which is now in its 21st year, attracted over 25,000 students, guidance counsellors and parents. This year the students also had an opportunity to attend a career talk on the many and wide variety of careers available within the hospitality industry.

We were delighted with the response from our members who gave freely of their time to come and help out on the Fáilte Ireland stand over the three day event. Many students took this opportunity to talk to people currently working within the industry.

The Fáilte Ireland Careers Road Shows took place during the months of October and November. In the past these road shows have proved to be an excellent means of promoting the hospitality and tourism industry to second level students. This year 14 road shows took place all over Ireland, attended by 1,839 students from 112 schools.



Tom Flavin, Executive Chef, Hilton Limerick, with students at the Adare Manor Roadshow.



Each road show event is divided into two sessions. The first session involves a careers talk. Upon arrival the students watch an episode of the television series, 'The Master's Apprentice' produced by Fáilte Ireland and shown on RTE which follows the paths of seven young rising stars in the hospitality industry. The students are then given a presentation on the various careers available within the industry and the career paths associated with each one.

The second session is more interactive with the students being divided into smaller groups and each group alternately watches a demonstration, one from a chef who prepares a meal while chatting to the students about their own personal experiences and career paths into the industry and of course fielding questions on celebrity chefs and guests. A second demonstration involves making non-alcoholic cocktails. At this stage the students are always delighted to help out the chef and bartender and this where the fun begins! It's an ideal opportunity for students to speak to professionals in the industry on an informal basis and out of the classroom environment. It's amazing how many students tell us that they hadn't previously considered a career within the industry but now they would certainly be giving it due consideration.

The students are also given the opportunity to see 'back of house' and they are brought on a show-around of the hotel. Students are always fascinated to see a professional kitchen in operation and delighted to be able to tour areas where guests are never allowed. The students are then given a short talk on the courses offered by Fáilte Ireland and the various career paths associated with each.

The Federation would like to take the opportunity to thank each of the hotels who hosted a road show and sponsored room hire for the day. We would also like to thank hotel staff and management whose support and enthusiasm was central to each show's success.

Work Permits

In January 2007 a new work permit system came into place with the introduction of the Employment Permits Act 2006. In effect there were five main changes to the system as a whole;

- Introduction of Green Cards
- General Work Permits
- Intra Company Transfer Permits

- Work Permits for Spouses and Dependents of permit holders
- Graduate Student Schemes

The main changes which affected the hospitality sector were those made to the General Work Permit system. The Employment Permits Act 2007 in general established a system whereby only occupations with a particular earning capacity (€30,000-€60,000) and from a designated sector could apply for a Work Permit. Only in exceptional circumstances would permits be issued for jobs with salaries under €30,000.

In response to these changes the Federation met with the Department of Enterprise, Trade and Employment (DETE) and it was conceded that there was a scarcity of chefs in the country. It was therefore agreed with the Department that they would look favourably upon applications from IHF Members for chefs with a salary of less than €30,000. Members were advised to make chef applications through the Federation only.

As our industry continues to struggle to meet the challenge of recruiting suitably trained and qualified chefs within the EU it is envisaged that this agreement will continue with the DETE for the forthcoming year.

Get a Life... In Tourism

The very successful IHF / Fáilte Ireland hospitality careers magazine aimed at 15-18 year olds, *Get a Life... in Tourism* was published again this year. With a print run of over 25,000 copies, *Get a Life... in Tourism* is circulated to all secondary schools, career guidance counsellors and is distributed at all career fairs and career events during the year.





The magazine is very user friendly and contains a wealth of important career information with each of the major careers available in the industry being showcased. *Get a Life... in Tourism* also contains information on college courses and 'day in the life of profiles'. In addition, it contains tourism facts and figures, salary scales, contact details for colleges, full course information and much more.



Pictured at the launch were (l-r): Ruth Watkins, Fáilte Ireland; Camilla Guidolin, Dylan Hotel; Huey O'Byrne, The Morrison Hotel; Peter O'Connor, The Morgan; Anne Lee, Manager of Strategic Issues, IHF, and Sean O'Malley, Manager of Education Operations, Fáilte Ireland.

Pension / Financial Planning

In response to reports on national pensions statistics within the hospitality sector as quoted by former Minister for Social and Family Affairs, Seamus Brennan, the Federation devised an initiative for members aimed at improving pensions coverage in our sector from its current level of 10%, which is significantly less than the national average.

The Federation, in conjunction with a specialist firm, PSL Consulting, came to the conclusion that there are many reasons for these poor take up levels, some quite complex, others quite obvious. In response, the IHF Employment Committee and PSL Consulting constructed a unique service specifically for members of the Irish Hotels Federation.

This service is aimed at all employees within the sector and provides a free financial consultation for all member employees to empower them to make informed choices regarding their financial needs. This is an 'active education' service and is free not just to employees but, significantly, to member hotels themselves. These sessions can either be on a one to one basis or in a discreet group format.

Information on general financial planning needs analysis to include health, protection, pensions and savings are all provided through this service. Initially the programme was provided on a pilot basis through three IHF Branches, Dublin, Kerry and the South East Branch. Presentations were given to all of the three branches outlining the

provisions of the programme and detailing how members of staff will be able to access the service. It is expected that a review will be carried out in the coming months.

Hospitality Diversity Awards 2007

In 2007 the Federation continued its work with the Irish Hospitality Institute (IHI), on the National Action Plan Against Racism (NPAR) funded Diversity Awards to highlight diversity management and integration within the Irish Hospitality & Tourism Industry. This is the 2nd year of the Awards and the number of applications was up considerably in the inaugural year.

Having received applications from interested groups in the hotels, restaurant and catering sectors, the long process of short listing and judging commenced.

The awards ceremony was held in the Four Seasons Hotel, the overall winner in 2006. The winners in each of the categories were as follows;

- Westin Hotel won the Hotel (Groups) Category
- Clontarf Castle Hotel won the Hotel (Individual) Category
- Mc Donald's Restaurants of Ireland won the Restaurant Category
- Three Q Catering won the Hospitality Recruitment / Contract Agencies Category.

Each winner was recognised for nurturing a wide diversity of staff backgrounds through structured and meaningful integration strategies and resources.

The Diversity Awards aim to reward cultural integration, recognise the work done to welcome international workers to Ireland as well as those with disabilities and varied backgrounds and in doing so, to acknowledge awareness training that has been carried out by the industry. The Awards help to showcase the benefits from such initiatives and the examples of best practice for other Irish businesses to follow.



Pictured are (l-r): Ewan Plenderleith, President, IHI; Jane Tegerdine, HR, Westin Hotel; Annette Devine, President, IHF; Anthea Newburn, HR, Westin Hotel; and Lucy Gaffney, Chair, National Action Plan Against Racism.



GENERAL MEMBERSHIP

Hotels & Guesthouses

ASSOCIATE MEMBERSHIP

Suppliers & Allied Organisations

BRANCH STRUCTURE

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

NATIONAL COUNCIL

COMMITTEES

Management
Marketing
Employment
Classification
Environment
Food
Benevolent Fund

THE EXECUTIVE

Chief Executive

John Power

Secretary / Treasurer

Donal O'Meara

Strategic Issues

Anne Lee

Executive Staff

Joy Bradley
Stephanie Howard

Marketing

Lisa Kearney
Ronan Smyth
Miriam Young

Employment Advisor

Nuala McLoughlin

OTHER BODIES

Tourism Ireland
Fáilte Ireland
Irish Tourist Industry
Confederation
Hotels/Catering/JLCs
HOTREC
Business Tourism Forum
IBEC Dublin Executive
Dublin Convention Bureau



NATIONAL COUNCIL 2007/2008

President	Annette Devine, Majestic Hotel, Tramore, Co. Waterford.
Vice Presidents	Matthew Ryan, Grand Hotel, Malahide, Co. Dublin Paul McDaid, Faithlegg House Hotel, Co. Waterford
Hon. Treasurer	Paul Gallagher, Buswells Hotel, Molesworth Street, Dublin 2.
Past Presidents	Pat McCann William Power Mary Fitzgerald Jim Murphy Richard Bourke
Elected Members	Bobby Fitzpatrick, Jurys Inn Parnell Street, Dublin 1 Philip Gavin, Talbot Hotel, Wexford Terry McCoy, Red Bank House, Skerries, Co. Dublin Bernadette Randles, Dromhall Hotel, Killarney, Co. Kerry Shay Livingstone, Rochestown Park Hotel, Cork Martin Holohan, Mespil Hotel, Dublin 4 Eoin O'Sullivan, St. Helen's Hotel, Rosslare, Co. Wexford Paul Keenan, Bridge House Hotel, Spa & Leisure Club, Tullamore, Co. Offaly
Co-Opted Members	Sean O'Driscoll, The Brehon, Killarney, Co. Kerry Conor O'Kane, Quality Hotel, St. John Rogerson's Quay, Dublin 2 Mary O'Higgins, Oranmore Lodge Hotel, Oranmore, Co. Galway Friederich Schaefer, Hilton Dublin Airport, Northern Cross, Dublin 17

NATIONAL COUNCIL 2007/2008 BRANCH REPRESENTATIVES

Cork

Aidan Moynihan, Quality Hotel & Leisure Centre, Cork
Julieann Brennan, Jurys Inn, Cork

Donegal

Cormac Walsh, Carrigart Hotel, Carrigart, Co. Donegal
Paul Diver, Sand House Hotel, Rossnowlagh, Co. Donegal

Dublin

Martin Cassidy, Cassidy's Hotel, Cavendish Row, Dublin 1
Bobby Fitzpatrick, Jurys Inn, Parnell St., Dublin 1

Galway

John Bourke, Glenlo Abbey Hotel, Bushypark, Galway
Brian Hughes, Abbeyglenn Castle Hotel, Clifden, Co. Galway

Kerry

Emer Moynihan, Earls Court House, Woodlawn Junction,
Muckcross Road, Killarney, Co. Kerry.

Mayo

John Rafferty, Downhill Inn, Sligo Road, Ballina, Co. Mayo
Brian Crowley, Knock House Hotel, Ballyhaunis Road, Knock,
Co. Mayo

Midlands

Gavin O'Shea, The Courtyard Hotel, Leixlip, Co. Kildare.
Neil Cummins, Prince of Wales Hotel, Athlone, Co. Westmeath

Mourne / Boyne / Lakes

Rory Scott, The d Hotel, Drogheda, Co. Louth
Tony Walker, Slieve Russell Hotel, Golf & Country Club,
Ballyconnell, Co. Cavan

Shannon

Michael Vaughan, Vaughan Lodge, Lahinch, Co. Clare
Ivan Tuohy, Armada Hotel, Spanish Point, Co. Clare

Sligo / Leitrim / North Roscommon

Joseph Dolan, Bush Hotel, Carrick-On-Shannon, Co. Leitrim
Gerard Moore, Sligo Park Hotel, Pearse Road, Sligo

South East

Paul McDaid, Faithlegg House Hotel, Faithlegg, Co. Waterford
Gillian Butler, Waterford Castle Hotel, The Island, Ballinakill,
Waterford

Wicklow

Pat Hevey, Glenview Hotel, Glen O' the Downs, Delgany,
Co. Wicklow



FEDERATION COMMITTEES 2007/2008

Management Committee

Annette Devine (President)
 Matthew Ryan (Vice President)
 Paul McDaid (Vice President)
 Paul Gallagher (Hon Treasurer)
 Martin Holohan, Philip Gavin,
 Paul Keenan, Joe Dolan

Committee Chairpersons

Marketing – Martin Holohan
 Employment – Philip Gavin
 Environment – Paul Gallagher
 Benevolent Fund – Richard Bourke

BRANCH CHAIRPERSONS 2007/2008

Cork	Aidan Moynihan	Quality Hotel & Leisure Centre, Cork
Donegal	Cormac Walsh	Carrigart Hotel, Carrigart, Co. Donegal
Dublin	Martin Cassidy,	Cassidy's Hotel, Cavendish Row, Dublin 1
Galway	John Bourke	Glenlo Abbey Hotel, Bushypark, Galway
Kerry	Emer Moynihan	Earls Court House, Woodlawn Junction, Killarney, Co. Kerry
Mayo	John Raftery	Downhill Inn Sligo Road Ballina Co. Mayo
Midlands	Gavin O'Shea	The Courtyard Hotel, Main Street, Leixlip, Co. Kildare.
Mourne/Boyne/Lakes	Rory Scott	d Hotel, Drogheda, Co. Louth
Sligo/Leitrim /N. Roscommon	Joseph Dolan	Bush Hotel, Carrick-On-Shannon, Co. Leitrim
South East	Paul McDaid	Faithlegg House Hotel, Faithlegg, Co. Waterford
Shannon	Michael Vaughan	The Lodge at Lahinch, Ennistymon Road, Lahinch, Co. Clare
Wicklow	Pat Hevey	Glenview Hotel, Glen O the Downs, Delgany, Co. Wicklow

HONORARY BRANCH SECRETARIES 2007/2008

Cork	Julieann Brennan	Jurys Inn, Anderson's Quay, Cork
Donegal	Siobhan Barrett	Harvey's Point Country Hotel, Lough Eske, Co. Donegal
Dublin	Bobby Fitzpatrick	Jurys Inn Parnell Street, Parnell Street, Dublin 1
Galway	Ann Kyne	Glenlo Abbey Hotel, Bushypark, Galway
Kerry	Conor O'Connell	Gleann Fia Country House, Killarney, Co. Kerry
Mayo	Lynda Foley	Carlton Atlantic Coast Hotel & C Spa, Westport, Co. Mayo
Midlands	Lynda Roache	Courtyard Hotel, Leixlip, Co. Kildare
Mourne/Boyne/Lakes	Niall Quinn	Ballymascanlon House Hotel, Dundalk, Co. Louth
Sligo/Leitrim /N. Roscommon	Gerard Moore	Sligo Park Hotel, Pearse Road, Sligo
South East	Gillian Butler	Waterford Castle Hotel, The Island, Ballinakill, Waterford
Shannon	Mary Gleeson	Old Ground Hotel, O'Connell Street, Ennis, Co. Clare



AMADEUS HOSPITALITY

World Business Centre, 1208 Newall Road
Heathrow Airport, Middlesex, TW6 2TA
Tel: 0044-2089900661
Fax: 0044-2089906511
Email: sales-uk@amadeus.com
Website: www.amadeus.com/hotels
Contact: Mr. Garth McFarlane
Business Classification: Hospitality Products Specialists
Business Description: Amadeus has for over 20 years provided leading-edge distribution and IT solutions covering CRS, PMS and RMS for leading chains, representation companies and independent hotels.

ACCELERATED DRAIN CLEANING LTD

JFK Drive, JFK Industrial Estate, Naas Road, Dublin 12
Tel: 01-4591973
Fax: 01-4670908
Email: info@accelerated.ie
Website: www.accelerated.ie
Contact : Mr John Buckley
Business Classification: Cleaning Services
Company Description: Accelerated Drain Cleaning Ltd, provides a service that is clean, quick and efficient and based on years of experience will solve all your drainage problems. We have much experience of working in the hotel industry and are well aware of how drain problems can be highly disruptive to the day to day running of a customer driven business.

ACTION RECRUITMENT

St. Andrews House, 28-30 Exchequer Street, Dublin 2.
Tel: 01-6778021
Fax: 01-6778544
Email: jobs@actionrecruitment.ie
Website: www.actionrecruitment.ie
Contact: Mr. Michelle Conaghan
Business Classification: Specialist Hospitality Recruiters.
Company Description: Providing a world class recruitment service to the Irish hospitality industry. We recruit for senior management positions within the hospitality industry. We do our best to find the "Perfect Fit" for both parties.

AIB BANK

Bankcentre, Ballsbridge, Dublin 4.
Tel: 01-6411577
Fax: 01-2830476
Email: thomas.t.curran@aib.ie
Contact: Mr. Tom Curran
Business Classification: Financial Institution
Company Description: 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.

ALLIED DRINKS

24 Parkwest Enterprise Centre, Nangor Road, Dublin 12
Tel: 01-6429512
Fax: 01-6120825
Email: Colin.Clarke@allieddrinks.ie
Contact: Colin Clarke
Business Classification: Beverages
Company Description: Allied Drinks is a division of Constellation Europe, part of Constellation Brands Inc. one of the largest drinks producers and marketers in the world in the world.

AMERICAN EXPRESS ESTABLISHMENT SERVICES

IDA Business Park, PO Box 56, Arklow, Co. Wicklow
Tel: 1800-709909
Fax: 01-2390201
Email: chris.maxwell@americanexpress.ie
Contact: Mr. Chris Maxwell
Business Classification: Credit Card Services
Company Description: AMERICAN EXPRESS has enjoyed a mutually beneficial relationship with the Irish hotel industry for many years.

ASHLAND OUTSOURCING LIMITED

11 South Mall, Cork
Tel: 021-427 4022
Fax: 021-427 6993
E-mail: mlynch@ashland.ie
Contact: Mark Lynch
Business Classification: Accountancy Consultancy
Business Description: Ashland Outsourcing Limited is a leading provider of outsourced accounting, payroll processing and business consulting services to the Irish Hospitality industry

BANK OF SCOTLAND, IRELAND

124-127 St. Stephens Green, Dublin 2.
Tel: 01-2674000
Fax: 01-2974390
Email: joseph.oreilly@bankofscotland.ie
Website: www.bankofscotland.ie
Contact: Mr. Joseph O'Reilly
Business Classification: Financial Institution
Company Description: Bank of Scotland (Ireland) Limited has a Hotel Lending Team with considerable specialist experience in providing a range of innovative financial services for the Hotel Sector in Ireland

BEAMISH & CRAWFORD

South Main Street, Cork.
Tel: 021-4911100
Fax: 021-4911111
Email: info@beamish.ie
Website: www.beamish.ie
Contact: Mr. Fiachra Driscoll
Business Classification: Beverages
Company Description: The Cork based brewery brews and distributes an international portfolio of brands to the Irish market including Beamish Genuine Irish Stout, Miller Genuine Draft, Foster's Lager, Kronenbourg 1664, Carling Lager and a full range of package products – beers and wine.

BEST WESTERN

Nangor Road Business Park, Nangor Road, Dublin 12.
Tel: 01-4605100
Fax: 01-4604585
Email: paul.halpenny@bestwestern.com
Website: www.bestwestern.ie
Contact: Mr Paul Halpenny
Business Classification: Hotel Brand & Marketing Support Business
Classification: Membership of the Best Western Brand gives independent hotliers the strength to succeed in an increasingly competitive market place by providing marketing, sales, E-commerce support & a presence on all Global Distribution channels.



BUNZL McLAUGHLIN LTD.

Slaney Close, Glasnevin Industrial Estate, Dublin 9.
Tel: 01-8306555
Fax: 01-8306556
Email: info@tmclaughlin.com
Contact: Mr. Alastair McLaughlin
Business Classification: Food Service and Catering Suppliers
Company Description: Bunzl McLaughlin supplies adverse range of products to the Foodservice sector. Customers include hotels, bars, restaurants, cafes, caterers, fast-food outlets etc. The company is renowned for their excellent service and value.

BULMERS

Annerville, Clonmel, Co.Tipperary.
Tel: 052-72100
Fax: 052-72256
Email: info@bulmers.ie
Website: www.bulmers.ie
Contact: Killian O'Sullivan
Business Classification: Beverages
Business Description: Bulmers Ltd has produced Bulmers, Ireland's number 1 cider, at its base in Clonmel since 1937. The Bulmers portfolio includes the Bulmers Pint Bottle; the Bulmers 330ml longneck; the Bulmers 500ml Can; the Bulmers 1 Litre Bottle; Bulmers Light and the new Bulmers 750ml Bottle. Other branded alcoholic beverages in the Bulmers portfolio include: Ritz, Stag, LindenVillage and Strongbow.

BSKYB

British Sky Broadcasting Ltd., Alexandra House
Earlsfort Terrace, Dublin 2.
Tel: 0818 719888
Email: businesssales@bsky.com
Website: www.business.sky.com
Contact: Adrian Fitzgerald
Business Classification: Sports
Company Description: Sky Business is a dedicated partner for commercial customers including pubs, clubs and hotels. We offer a tailored service providing a fantastic choice of sports, news, music and entertainment channels including top quality live sporting events throughout the year.

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
Business Classification: Gas Suppliers
Company Description: Calor Gas, a market leader in the Liquid Petroleum Gas industry has a long association with the hotel industry going back over 70 years. We have vast experience in designing solutions for a multitude of customers, looking after a range of requirements from the small and relatively simple to the large and complex.

CAVS

Unit E,
Merrywell Industrial Park, Ballymount Road Lower, Dublin 12.
Tel: 01-4268600
Fax: 01-4268686
Contact: Mr. Frank Quigley
Business Classification: Audio Visual Equipment
Business Description: Provides complete audio visual equipment to the hotel industry at competitive rates.

CB RICHARD ELLIS

3rd Floor, Connaught House, 1 Burlington Road, Dublin 4.
Tel: 01-6185500
Fax: 01-6688850
Email: dermot.curtin@cbre.com
Website: www.cbre.ie
Contact: Mr. Dermot Curtin
Business Classification: Commercial Real Estate
Company Description: CB Richard Ellis Hotels are Ireland's leading hotel property consultants, specialising in sales and acquisitions, valuations, strategic development advice, operator selection and management contracts.

CELTIC LINEN LTD.

Drinagh, Wexford.
Tel: 053-9165700
Fax: 053-9165774
Email: sales@celticgroup.ie
Website: www.celticgroup.ie
Contact: Mr. Martin Murphy
Business Classification: Linen Suppliers/Hygiene Suppliers
Company Description: 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 and also provides hotel textiles, janitorial supplies and paper to many fine hotels in Ireland.

COCA-COLA BOTTLERS IRELAND

Western Industrial Estate, Naas Road, Dublin 12.
Tel: 01-4195500
Fax: 01-4602169
Email: mo.durkan@cchbc.com
Website: www.coca-colabottlers.com
Contact: Ms. Mo Durkan
Business Classification: Soft Drink Manufacturer
Company Description: Coca Cola Bottlers Ireland is Ireland's leading soft drinks company. Brands include Coca-Cola, Diet Coke, Sprite, Sprite Zero, Fanta, Lilt, Schweppes, Tanora, Deep Riverrock, Fruite, Powerade, Dr. Pepper, BPM, Oasis, Nestea and Appletiser.

CUISINE DE FRANCE LTD.

Belgard Square, Tallaght, Dublin 24.
Tel: 01-4057200
Fax: 01-4057290
Email: info@cuisinedefrance.com
Website: www.cuisinedefrance.com
Contact: Ms. Emma Farrell
Business Classification: Food Service
Company Description: Hiestand, La Brea Bakery and Carroll Cuisine, as well as Delice De France, Cuisine De France and Pierre's makes up the Cuisine De France Foodservices quality and varied range of bread, confectionary, hot and chilled food. In addition to supplying quality product we pride ourselves on the relationships we develop with our hotel partners through the delivery of relevant product, innovative concepts and channel focused sales support.

CHERRY

3 John St., Limerick
Tel: 061-440820
Fax: 061-469884
Email: kay@cherry.ie
Contact: Kay Caball/Felicity Farrell
Website: www.cherry.ie
Business Classification: Recruitment
Business Description: Cherry Placement offers a bespoke personal recruitment to the hotel and restaurant industry. Re-branded from RAI personnel service in 2006, our 10 years experience and database of senior hospitality candidates gives us a solid foundation to solve your recruitment needs.



DIAGEO IRELAND

St. James's Gate, Dublin 8.
 Tel: 01-4536700
 Fax: 01-4084810
 Email: dennis.markey@diageo.com
 Website: www.diageo.com
 Contact: Mr. Dennis Markey
 Business Classification: Beverages
 Company Description: Diageo Ireland is Ireland's biggest alcohol drinks company, producing and marketing some of the worlds leading brands including the iconic brands Guinness, Smirnoff and Baileys Irish Cream. Through Gilbeys, Diageo also market a large range of select wines.

ECOLAB

La Valee House, Upper Dargle 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 Description: Ecolab is Ireland's leading provider of Total Hygiene Solutions to the Hotel Industry, available 24-7-365, supplying you with peace of mind when it comes to cleanliness and hygiene. We are trusted to protect some of Ireland's best known brand names, its no wonder people ask is it clean? Or Is It ECOLAB clean?

EDWARD DILLON & CO. LTD.

25 Mountjoy Square, Dublin 1.
 Tel: 01-8193300
 Fax: 01-8555852
 Contact: Mr. Alan Crowley
 Business Classification: Beverages
 Company Description: Exclusive Agents Hennessy, Bacardi, Finlandia, Bombay Sapphire Gin, Jack Daniels, Southern Comfort, Grey Goose and Belvedere Vodka. Also Moet et Chandon, Veuve Clicquot and Krug and wines of Wolf Blass, Rosemount, Penfolds, Lindemans, Green Point, Cape Mentelle, Carmen, Fetzer, Nederburg, Cloudy Bay and Terrazas.

EIRCOM

eircom Business Markets, 1C, Cumberland House, Fenian Street, Dublin 2.
 Contact: Mr. Kealan O'Reilly
 Direct Line: +353 1 701 3071.
 Fax Line: +353 1 701 4210.
 e-mail: kealanoreilly@eircom.ie
 Website: www.eircom.ie/business
 Business Classification: Telecommunications
 Company Description: eircom is the leading provider of telecommunications services in Ireland. The company provides a comprehensive range of advanced voice, data and internet services to business markets. eircom also owns Meteor Mobile, Ireland's third largest mobile phone company. For more information, see www.eircom.ie/business

ELECTROPLUS CABLE & SATELLITE LTD.

Unit 5, Block C, City Link Business Park, Old Naas Road, Dublin 12.
 Tel: 01-4199253
 Fax: 01-4196245
 Email: jmaher@electroplus.ie
 Website: www.electroplus.ie
 Contact: Mr. Jane Maher
 Business Classification: TV Management Systems/Internet Access
 Company Description: Electroplus provide an extensive range of interactive solutions of the hospitality sector to include Interactive TV, Pay TV, Comprehensive Internet Solutions, Hotel TV and LCD TV.

ENERGIA

Mill House, Ashtown Gate, Navan Road, Dublin 15.
 Tel: 01-8692000
 Fax: 01-8692050
 Email: michael.nugent@energia.ie
 Website: www.energia.ie
 Contact: Mr. Michael Nugent
 Business Classification: Energy Supply
 Company Description: Energia was formed in 1999 as the retail arm of The Viridian Group PLC. As Ireland's largest independent energy supplier Energia are already delivering on the opportunities presented by market liberalisation. Energia have partnered with the Irish Hotels Federation in offering significant electricity cost savings to its members.

ESB CUSTOMER SUPPLY

27 Lr Fitzwilliam Street, Dublin 2.
 Tel: 1850 372 787
 Fax: 066-7125466
 Email: brenda.walsh@esb.ie
 /business@esb.ie
 Website: www.esb.ie/business
 Contact: Ms. Brenda Walsh
 Business Classification: Energy Supply
 Company Description: ESB Customer Supply delivers services to customers including billing of accounts, receipting payments and providing advice on energy efficiency and tariff rates.

EVALON MERCHANT SERVICES

2nd Floor, Building E, Cherrywood Science & Technology Park, Loughlinstown, Co. Dublin.
 Tel: 01-2390241
 Email: louis.carron@elavon.com
 Website: www.elavonms.com
 Contact: Mr. Louis Carron
 Business Classification: Financial
 Company Description: Elavon Merchant Services is Bank of Ireland's card processing specialist in Ireland. Elavon Merchant Services delivers tailored card acceptance solutions to the hotel industry, including currency conversion on both terminals and Micros Fidelio.

FEXCO

12 Ely Place, Dublin 2.
 Tel: 01-6373000
 Fax: 01-6620788
 Email: ahennessy@fexco.com
 Website: www.fexco.com
 Contact: Ms. Alison Hennessy
 Business Classification: Financial
 Company Description: 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.

FINDLATER GRANTS

Kilcarbery Park, Nangor Road, Clondalkin, Dublin 22.
 Tel: 01-6304106
 Fax: 01-6305006
 Email: David.oboyle@candacgroup.ie
 Website: www.findlatergrants.ie
 Contact: Mr. David O'Boyle
 Business Classification: Beverages
 Company Description: An enviable portfolio includes: Wine: Moreau, Hugel, Chapoutier, Baron Philippe de Rothschild, Marques de Caceres, Marques de Riscal, Wakefield Wines, Keenan Bridge, Angoves, Saint Clair, Villiera Estate, Arniston Bay, Villiera, Neil Ellis, Paul Cluver, Montes, Cono Sur, Sutter Home, Musar, Bend in the River, Antinori, Masi, Prunotto.



FIRST RATE BUREAU DE CHANGE

4 Customs House Plaza, IFSC, Dublin 1.
Tel: 01-6116700
Fax: 01-6116781
Email: joe.redmond@boi.ie
Website: www.boi.ie
Contact: Mr Joe Redmond
Business Classification: Financial
Company Description: Bank of Ireland's First Rate has been providing Bureau de Change and related services to the hotel and guesthouse sector since 1991. The first rate network includes 1,000 outlets comprising many of the country's leading hotels.

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
Business Classification: Gas Suppliers
Company Description: 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, outdoor heating solutions, patio heaters and tumble dryers. Flogas offer customers a comprehensive and free technical advisory service covering all aspects of gas installations including planning, design, installation and on-going maintenance.

JBM SYSTEMS

JBM House, Castlegar, Co. Galway.
Tel: 091-799192
Email: info@jbm.ie
Website: www.jbm.ie
Business Classification: Computer Management Systems
Contact: Mr Paul Halpenny
Company Description: JBM is a leading supplier of software solutions for the hospitality industry and sole distributors of the JBM OneTap Cafe, Restaurant & Bar Epos system along with the JBM Optima PMS. We look at the overall requirements of our clients and from there offer a menu of suitable products and services that will help to streamline & grow their business. Whether an independent hotelier or a medium to large hotel group we can provide the solution for you. With offices in Dublin, Belfast, Galway & Waterford we pride ourselves on our customer care & support service.

FURNISHING DISTRIBUTORS

7, Bray South Business Park, Killarney Road
Bray, Co. Wicklow
DD: 01 274-3600
Telephone: 01 276-5811
Fax: 01 276-5816
Callers from the UK: 00 353 1 276-5811
Email: info@furnishing.ie
Website: www.furnishing.ie
Contact: Mr. Ronan Boyle
Business Classification: Furniture Distributors/Suppliers
Company Description: Furnishing Distributors are leading trade suppliers countrywide of contract and residential curtain & upholstery fabrics, wall coverings and interior accessories.

GOLF PRO TECHNOLOGY

Unit 19, Rathlinn, Castleconnell, Limerick.
Tel: 061-424111
Fax: 061-372066
Email: robert@golfprotech.com
Website: www.golfprotech.com
Business Classification: Leisure
Business Description: CIT Associates represent Jonas Software in Ireland. Jonas Software provides an end-to-end solution that manages your Golf, Spa and Leisure Centre Web : www.citassc.com

GVA DONAL O BUACHALLA

86 Merrion Square, Dublin 2.
Tel: 01-6762711
Fax: 01-6611766
Email : info@dob.ie
Website: www.gvadob.ie
Contact: Alan McMillan, Sheelagh O Buachalla.
Business Classification: Commercial Real Estate
Company Description: Property and Rating Consultants, Estate Agents and Auctioneers. Provides comprehensive property advice in the following areas: Rateable Valuation Assessments and Appeals, Valuations (asset, fire insurance), Estate Agency, Compulsory Purchase etc.

GUESTLINE LTD

5 Barker Street, Shrewsbury, SY1 1QJ
Tel: 0044-1743231232
Fax: 0044-1743232213
Email: dave.lakin@guestline.com
Website: www.guestline.com
Contact: Dave Lakin
Business Classification: Hotel Software
Company Description: Guestline is a leading supplier of hotel software solutions for the hospitality industry. Guestline design, develop, implement and support Windows and web based Property Management Systems, Central Reservation Systems and EPoS Solutions.

HEINEKEN IRELAND LTD.

Murphy Brewery, Leitrim Street, Cork.
Tel: 021-4503371
Fax: 021-4503011
Email: info@heineken.ie
Contact: Mr. Declan Farmer
Website: www.heinekenireland.ie
Business Classification: Beverages
Company Description: Heineken Ireland is a wholly owned subsidiary of Heineken N.V. Based in Cork since 1856, the brewery combines a long and proud brewing tradition with the most up to date technology and innovative marketing and is one of Ireland's fastest growing brewing companies. The Irish operation employs 425 people with a turnover of €332m. The brewery's portfolio includes: Heineken (Ireland's no. 1 lager), Amstel, Coors Light and Murphy's Irish Stout, together with a specialty beer portfolio.

HORWATH BASTOW CHARLETON

Marine House, Clanwilliam Court, Dublin 2.
Tel: 01-6760951
Fax: 01-6625105
Email: dublin@hbc.ie
Website: www.hbc.ie
Contact: Mr. Justin Bailly
Business Classification: Financial Advisors
Company Description: Horwath Bastow Charleton is one of Ireland's leading chartered accountancy and business advisory practices. It is the representative office in Ireland of Horwath HTL which has over 50 offices worldwide advising the hotel, tourism and leisure industry.



HOTEL PARTNERS

Hotel Partners, 66 Fitzwilliam Square, Dublin 2.
 Tel: 01 7037300
 Fax: 01 7037302
 Contact: Colm Deignan, Managing Director
 Email: info@hotelpartners.ie
 Web: www.hotelpartners.ie
 Business Classification: Hotel Management
 Business Description: Hotel Partners is Ireland's leading independent hotel management company. Working with the hotel owner we will help to maximise profitability, improve efficiency and achieve desired service levels. The hotels that we operate consistently outperform their competitors in rate and occupancy.

HUGH JORDAN & CO. LTD.

Unit 4, Airways Industrial Estate, Santry, Dublin 17.
 Tel: 01-6779498
 Fax: 01-6715803
 Email: john.whyte@hughjordan.com
 Website: www.hughjordan.com
 Contact: Mr. John Whyte
 Business Classification: Hospitality Products Specialists
 Company Description: 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.

iBAHN EUROPE

iBAHN Europe, 200 Brook Drive, Green Park, Reading, Berkshire, RG2 6UB, UK
 Tel: 0044-1189 227 218
 Fax: 0044-1189 497 203
 Contact: Hannah Green
 Email: green@ibahn.com
 Website: www.ibahneurope.com
 Business Classification: Internet
 Business Description: iBAHN is the only worldwide hospitality provider focused on blending Digital Entertainment Solutions such as video on demand and digital TV, with High Speed Internet Access services.

ILAM SPA & WELLNESS SKILLNET

The Industry Body for Sports, Fitness, Aquatic Facilities, Spas & Wellness
 The Old Barracks, Main Street, Clane, Co. Kildare.
 Spa & Wellness Skillnet Reception: +353 (0) 902238
 DDI (network manager) +353(0) 45 902236
 General email: spanet@ilam.ie
 Web: www.ilam.ie & www.whiteflag.ie
 ILAM is the promoter and the industry body for sport, fitness, aquatic facilities, spa & wellness and the White Flag Spa & Leisure Quality Award.

INSPIRIT IRELAND

47 Adelaide Road, Dublin 2.
 Tel: 01-6768100
 Fax: 01-6768101
 Email: nbrowne@precor.co.uk
 Website: www.precor.com
 Contact: Mr. Niall Browne
 Business Classification: Fitness Equipment Suppliers
 Company Description: Inspirit are specialists in the Irish hotel leisure industry. Quality bespoke services we offer include: design & build, provision of fitness equipment, staff development, membership pre-sales, operational systems, marketing & management. Healthy in mind, in body and in business.

IRISH DISTILLERS PERNOD RICARD.

Simmonds Court House, Simmonds Court Road, Ballsbridge, Dublin 4.
 Telephone: 01-212 9000
 Fax: 01-212 9001
 Website: www.irishdistillers.ie
 Email: john.purcell@idl.ie
 Contact: Mr. John Purcell
 Business Classification: Beverages
 Company Description: Ireland's leading Wines & Spirits Company. Brands include Powers Gold Label, Paddy & Jameson Irish Whiskey, Cork Dry Gin, Huzzar & Wyborowa Vodka, Martell Cognac, Havana Club Rum, Malibu, Kahlua, Tia Maria, Chivas Regal, Jacobs Creek & Gallo range of wines.

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
 Business Classification: Music
 Company Description: 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 administers 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.

IRISH RECRUITMENT CONSULTANTS

11 Ely Place, Dublin 2.
 Tel: 01-6610644
 Fax: 01-6610648
 Contact: Oragh Reynolds
 Email: oragh.reynolds@irishrecruitment.ie
 Website: www.irishrecruitment.ie
 Business Classification: Specialist Recruiters for the Hospitality Industry
 Company Description: Irish Recruitment Consultants are a leading provider of recruitment & staffing solutions. Located in Dublin and Limerick our specialist divisions include Banking & Insurance, Sales & Marketing, Finance & Accountancy, IT, Technical Engineering, Hospitality, Human Resources & Office Support.

IRELANDHOTELJOBS.COM

3 John Street, Limerick.
 Tel: 061-214365
 Email: info@irelandhoteljobs.com
 Website: www.irelandhoteljobs.com
 Business Classification: Online Hospitality Jobs
 Business Description: www.irelandhoteljobs.com is Ireland's leading hospitality job board, providing an immediate and cost effective recruitment solution. Through our fast growing database of hospitality job seekers, we can promise a total resourcing solution with hundreds of management and skilled operatives logging on everyday.



KONE IRELAND LTD.

Unit G7, Calmount Park, Calmount Avenue, Ballymount, Dublin 12.
Tel: 01-4296200
Fax: 01-4296292
Email: john.jordan@kone.com
Website: www.kone.com
Contact: Mr. John Jordan
Business Classification: Lifts
Company Description: Elevator and Escalator installation, maintenance, repair and upgrading with full nationwide coverage, KONE provides a proactive and professional service, focussing on innovative solutions to meet the customers needs

LOYALTYBUILD

Station Road, Ennis, Co. Clare.
Tel: 065-6865351
Fax: 065-6865250
Email: info@shannonshowcase.com
Website: www.shannonshowcase.com
Contact: Ms. Heather M. O'Leary
Business Classification: Marketing Consultants
Business Description: Loyaltybuild operates Customer Loyalty programmes in Ireland and around the world. Through our partner channels we present hotel breaks and other offers to millions of customers. For more information, please visit www.Loyaltybuild.com.

MARIA LOGAN RECRUITMENT

29-30 Dame Street, Dublin 2.
Tel: 01-6774680
Email: info@marialogan.com
Website: www.marialogan.com
Contact: Ms. Maria Logan
Business Classification: Recruitment Specialists
Company Description: Maria Logan has a background of almost 20 years achievement in specialist hotel & catering recruitment and placement. Focused and results oriented, Maria Logan Recruitment brings a unique mix of experience and insight to the evolving needs of today's market.

MICROS FIDELIO

Premier Business Centre, 3013 Lake Drive,
Citywest Business Campus, Dublin 24.
Tel: 01-4693718
Fax: 01-4693115
Email: rmcandle@micros.com
Website: www.micros.com
Contact: Ms. Rosemary McArdle
Business Classification: Computer Management Systems
Company Description: Micros Fidelio provides enterprise applications for hospitality worldwide. Property Management systems, central reservation, customer information solutions under the brand MICROS-Fidelio. MICROS EPOS systems are currently installed in table and quick service restaurants, hotels, stadiums, pubs, casinos, leisure and entertainment operations, The Galway office is our European Support Centre, providing 24hr, 365 day support to all European customers.

MCM INSURANCE

MCM Insurance Brokers, First Floor
Wellworth Buildings, Ballina, Co. Mayo
Tel: 096 72977
Fax: 096 73165
Contact: Tony Kelly,QFA
Website: www.mcmgroup.co.uk
Email: Tony.Kelly@mcminsurance.ie
MCM are experienced in the arranging and servicing of insurances on behalf of the hospitality industry. We enjoy exclusive facilities with insurers conversant with the industry, and we also have access to specialist markets for cover.

ONE TOUCH IRELAND

Hillhead, Adara, Co. Donegal
Tel: 074 954 1264
Fax: 074 9541264
Email: adrian@onetouchireland.com
Website: www.onetouchireland.com
Business Classification: One Touch Ireland – OTI Touch screen Concierge.
Business Description: The OTI Concierge provides hotels with an opportunity to deliver comprehensive information to guests and visitors. The OTI Concierge is an attractive 15' Plasma touch screen which is located in the reception area of the hotel

MINICARDS

Charvey Business Park, Charvery Lane, Co. Wicklow
Tel: 086-1712248
Email: tom@minicards.ie
Website: www.minicards.com
Contact: Tom Kivlehan
Business Classification: Internet Accesss
Business Description: The world's favourite tourist information system that informs your guest of the great attractions and activities available in your city and advertises your hotel to millions around the world.

NATIONAL LINEN

Unit 3A & 3F, Block 71, The Plaza, Park West Business Park,
Dublin 12.
Tel: 01-8983800
Fax: 01-4600328
Email: sales@national-linen.ie
Website: www.national-linen.ie
Contact: Mr. Denis O'Callaghan
Business Classification: Linen Suppliers
Company Description: National Linen is Ireland's leading service provider in the area of Hotel & Restaurant Linen, Washroom Hygiene, work wear, sterile surgical supplies and dirt-retaining mats. From its headquarters in Dublin, National Linen operates a network of state of the art laundries, equipped with the most technically advanced washing, drying, folding and sorting equipment available on the Irish market today.

NOEL RECRUITMENT

St. John's House, High Street, Tallaght Village, Dublin 24.
Tel: 01-4610740
Fax: 01-4610870
Email: sile@noel.ie
Website: www.noelrecruit.ie
Contact: Ms. Sile Farrell
Business Classification: Recruitment Specialists
Company Description: 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.

PARAGON BUSINESS SYSTEMS

Unit 5, IDA Business Park, Purcellsincy, Kilkenny.
Tel: 056-7752400
Fax: 056-7765849
Email: info@paragonsystems.ie
Website: www.paragonsystems.ie
Contact: Mr. Anselm Molloy
Business Classification: Hotel Software Solution Provider
Hotsoft Front Desk System & Touchscreen EPOS Systems.
Company Description: Paragon Business Systems provide integrated technology solutions for reservations billing, conferencing, bar & restaurant, leisure membership, customer loyalty and e-commerce, ensuring complete management control.



PARC PPG

Hospitality Team Leader, Parc Ppg, 3 Ely Place, Dublin 2.
 Tel : 2437710
 Fax: 2437799
 E mail : dave.houlihan@ppg.ie
 Website: www.ppg.ie
 Contact: Dave Houlihan MIHI, MIHF
 Business Classification: Recruitment
 Business Description: Parc Ppg are specialist recruiters for the hospitality industry and our team have over 20 years experience combined. We have a full understanding of industry and ensure we are aware of all new market trends.

UTELL HOTELS AND RESORTS

2 Kew Bridge Road, Brentford, TW8 0JF.
 Tel: 0044-208-4905870
 Fax: 0044-208-9943139
 Email: catt.campbell@pegs.com
 Website: www.pegs.com
 Contact: Ms. Catt Campbell
 Business Classification: Hotel Reservations
 Company Description: Pegasus Solutions is a worldwide leader in hotel reservations-related technology and services. These include GDS Representation through Utell by Pegasus and Unirez by Pegasus, Tour Operator connection through PegsTour and multiple internet services.

PSL CONSULTING

Suite 30, The Mall, Beacon Court, Sandyford, Dublin 18.
 Tel: 01-2934980
 Fax: 01-2934977
 Email: skeane@pslconsulting.ie
 Website: www.pslconsulting.ie
 Contact: Mr. Seamus Keane
 Business Classification: Healthcare
 Company Description: PSL Consulting is a wholly owned Irish company, with a wealth of experience in determining and administering the full range of staff compensation benefits within the corporate sector in Ireland. We have vast experience in areas which include; pension programmes, life and protection provision, and private medical insurance. We currently advise a very diverse sectoral group of clients which includes several Plcs, many global brands and some well known indigenous companies in Ireland. We also provide technical assistance to the Government through its various departments and bodies. We are only too happy to make ourselves available to the Irish Hotels Federation, its members and its associates.

QUADRIGA WORLDWIDE LTD.

Forum One, Station Road, Theale, Berkshire, RG7 4RA.
 Tel: 0044-118-9033926
 Fax: 0044-118-9033970
 Email: john.shaw@uk.quadriga-ww.com
 Contact: Mr. John Shaw
 Business Classification: TV Management Systems
 Company Description: Quadriga UK, formerly Thorn Business Communications, supplies guest room technology ranging from standard TVs and pay movie solutions to a totally interactive system offering welcome message, wake up, minibar integration, etc.

QUINN INSURANCE

Head Office, Dublin Road, Cavan.
 Tel: 1890 89 1890
 Fax: 049 4368101
 Email: trade@quinn-insurance.com
 Website: www.quinn-insurance.com
 Contact: Sarah Hamilton
 Business Classification: Insurance
 Business Description: Quinn Insurance is the second largest insurance company in Ireland and offers all commercial products for the day to day running of a modern business. We can cater for all sizes and classes of operations. Quinn Insurance have brought competition to the market over the past years and with our partnership approach we offer value for money and excellent service.

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
 Business Classification: Hospitality Products Specialists
 Company Description: Printers and suppliers of the full range of personalised products to the hotel, restaurant and hospitality industry.

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
 Business Classification: Insurance Consultancy
 Company Description: For almost 40 years, Richardson Insurances Limited, has specialised in tailoring insurance packages for niche markets. Insurance costs have been a major expense to the hotel industry in recent years, and while the introduction of the smoking ban and new liquor licensing laws have all contributed to lower turnover, the cost of running a hotel business has not reduced! Recognising this, Richard Insurances Ltd. recently introduced the following benefits: reduced rates by up to 50% in some cases, further reductions by introducing no claim bonus, easy payment plan and a three year premium deal.

RICHMOND RECRUITMENT

Merchants House, Merchants Quay, Dublin 8.
 Tel: 01-6796266
 Fax: 01-6796442
 Email: sfinnegan@richmond.ie
 Website: www.richmond.ie
 Contact: Mr. Sean Finnegan
 Business Classification: Recruitment Specialists
 Company Description: Richmond Recruitment are Ireland's largest privately owned recruitment agency employing over 50 staff in four branches nationwide. The company has a proven track record of providing quality recruitment and selection services for the hotel and catering industry. Richmond Recruitment was established in 1990 and has continued to grow and expand since then. The Licensed Vintners Association has reached an agreement with Richmond Recruitment to provide a recruitment service to all their members.



RUSSELL WILL LTD.

Northern Cross, Malahide Road, Dublin 17.
Tel: 01-8711600
Fax: 01-8160936
Email: orders@russellwill.ie
Website: www.russellwill.com
Contact: Mr. David Will
Business Classification: Hospitality Products Specialists
Company Description: Russell Will is one of Ireland's largest distributors of catering disposable products. Our extensive range includes table top, food packaging, janitorial and hygiene and guest supplies.

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
Business Classification: Computer Management Systems
Company Description: 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.

SOFTBRANDS HOSPITALITY

Apt 3, An Fuaran, Moycullen, Galway.
Tel: 086-6862569
Fax: 091-868827
Email: Ingrid.fallon@softbrands.com
Website: www.softbrands.com/hospitality
Contact: Mr. Ingrid Fallon
Business Classification: SoftBrands is a global leader in providing software solutions to the hospitality industry. More than 3,800 customers in 100 countries across the globe now actively use SoftBrands' hospitality products, benefiting from the company's global infrastructure for distribution, development and support. SoftBrands delivers end-to-end enterprise solutions for independent & group hotels, management companies and diverse lodging operations. SoftBrands offer solutions for lodging management, corporate centralisation and consolidation, strategic analysis and planning. As the hospitality industry's support and services leader, SoftBrands has set a new standard by delivering exceptional 24x7x365 global support services for all hospitality customers.

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
Business Classification: Linen Suppliers
Company Description: 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.

SURFBOX LTD

Ormonde Technologies Ltd. T/A SurfBox
Abbey Business Centre, Abbey Street, Kilkenny.
Tel: 056-7760601
Fax: 056-7760609
Email: thomas.marry@surfbox.ie
Website: www.surfbox.ie
Contact: Mr. Thomas Marry
Business Classification: Internet Access
Company Description: We are the leading supplier of coin and credit card operated Internet Access Kiosks to the hospitality industry. We have more than 300 SurfBox terminals operating in hotels, bars and cafes throughout Ireland and the UK.

TAXBACK INTERNATIONAL

12-14 College Green, Dublin 2.
Tel: 01 8783361
Fax: 01 8783382
Email: ngunn@taxbackinternational.com
Website: www.taxbackinternational.com
Contact: Ms Niamh Gunn
Business Classification: Consultancy & Training
Business Description: Tax Back International specialises in international tax reclamation services. TBI assist companies travelling overseas to reclaim the VAT on their travel expenses incurred on their business trips.

THE FIRM, HOTEL & CATERING RECRUITMENT

23 Earlsfort Terrace, Dublin 2.
Tel: 01-4752903
Fax: 01-4752906
Email: jobs@thefirm.ie
Website: www.thefirm.ie
Contact: Mr. Kieran Moore
Business Classification: Ireland's leading senior hotel management recruitment agency
Company Description: Well established recruitment specialist company that only operates at the senior level of hotel and catering management. The Firm offers advise to both clients and candidates on HR and Recruitment solutions with every enquiry treated in the strictest confidence.

THE QUILTING WORKSHOP

C.V. Factory, Carrakeel Drive, Maydown, Derry, BT47 2UQ
Tel: 0044-2871860040
Fax: 0044-2871860040
Contact: Paul Farnan
Email: info@quiltingworkshop.co.uk
Business Classification: Hospitality Product Specialists
Business Description: The Quilting Workshop is a leading specialist provider of quilted bedspreads, valances, bed runners, cushions, pillows, headboards and pelmets for the hotel and hospitality trade. We offer quality service and products.

TIERNEYS OFFICE AUTOMATION

Quinn Road Business Park, Ennis, Co. Clare.
Tel: 065-6828281
Fax: 065-6866830
Email: andy@tierneysautomation.ie
Website: www.tierneysautomation.ie
Contact: Andy Tierney
Business Classification: Internet Access
Business Description: We provide a turnkey/IT Solution which includes PMS, Hardware, Email, Web, Hotspots and Maintenance. PMS integrates into all popular web booking engines. 24 hour coverage from Ireland



TILESTYLE

TileStyle Ltd., 89/90 North Wall Quay, Dublin 1.
 Tel : 01 8555200
 Fax : 01 8557471
 Email: contracts@tilestyle.ie
 Website : www.tilestyle.ie
 Contact : Mary Hennessy
And Coming in Spring '08
 TileStyle Ltd., Ballymount Retail Centre, Ballymount Cross
 Dublin 24.
 Tel : 01 8555200
 Fax : 01 8557471
 Email: contracts@tilestyle.ie
 Website : www.tilestyle.ie
 Business Classification: Tile Suppliers
 Business Description: With over 25 years experience TileStyle is Ireland's leading supplier of tiles and natural stone for the hospitality industry, stocking exclusive brands from all over the world including ceramic, porcelain, glass, marble, limestone, granite, metal & mosaics. We are proud to announce the opening of our new state-of-the-art 52,000 sq ft showroom at Ballymount Retail Centre in March 2008.

ULSTER BANK

Georges Quay, Dublin 2.
 Tel: 01-608 5506
 Fax: 01-608 4144
 E-mail: andrew.murphy@ulsterbank.com
 Contact: Andrew Murphy
 Business Classification: Financial
 Business Description: Our team offers a proactive, solutions focused and specialist knowledge of the hotel and leisure sector. We have won the KPMG Business Banking Excellence Award for 2005, 2006 & 2007.

VDA IRELAND

Stonewell House, Cloghanover, Headford, Co. Galway.
 Tel: 093-36691
 Email: vda@eircom.net
 Website: www.vdavda.com
 Contact: Mr. Warren Edwards
 Business Classification: TV Management Systems
 Company Description: In order to support the overwhelming demand for VDA's Power TV Interactive Service, VDA have a well established permanent operational base in Ireland. The Power TV platform provides movie, internet and a range of other services for hotel guests using technology of the future. Our Irish office provides sales, installation and maintenance, to support VDA's installation base.

VISREZ

22 South William Street, Dublin 2
 Tel: 01 679 2212
 email: ciaran@visrez.com
 email: Nicky Morrogh - nicky@visrez.com
 website: www.visrez.com
 Contact: Ciaran Delaney
 Business Classification: Hotel reservations
 Business Description: Visrez provide website design, real-time accommodation and event booking engines to the tourism, hospitality and leisure sectors, Visrez is part of Webmedia, which was established in 2000.

VHI HEALTHCARE

VHI House, Lower Abbey Street, Dublin 1.
 Tel: 1850-444444
 Fax: 01-8745063
 Email: info@vhi.ie
 Website: www.vhihealthcare.com
 Contact: Mr. Michael Broderick
 Business Classification: Healthcare
 Company Description: VHI Healthcare insurance provides a cost-effective way for employers to attract and retain staff and helps to contribute to employee well-being and productivity.

VINGCARD

Unit 6D, KCR Industrial Estate, Ravensdale Rd, Kimmage, Dublin 12.
 Tel: 01-4991000
 Fax: 01-4991800
 Email: allena@iol.ie
 Contact: Ms. Anne Allen
 Business Classification: Electronic Key Card Systems
 Company Description: 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.

WM CONSULTANCY LTD

The Hospitality Suite, Mill Lane House, Naas, Co. Kildare.
 Tel: +353 45 856994
 Mob: +353 86 8684441
 Web: www.wmconsultancy.ie
 Email: info@wmconsultancy.ie
 Contact: Mr. Weldon Mather
 Business Classification: Hotel Consultants
 Company Description: WM Consultancy Ltd specialises in setting up new hotels and restructuring existing tourism businesses. Working with a wide range of hospitality contacts, we specialise in site finding, planning, design, market entry strategy, business set up and opening and offer ongoing financial, legal and operational support to hotels, restaurants and leisure businesses.



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I R I S H
HOTELS
FEDERATION

Irish Hotels Federation,
13 Northbrook Road, Dublin 6.
Tel: 01-4976459 Fax: 01-4974613
E-mail: info@ihf.ie
Members Website: www.ihf.ie
Be Our Guest Website: www.irelandhotels.com

