

5 REASONS TO JOIN

The Irish Hotels Federation has over 70 years of expertise in helping its members. We understand this business better than anyone and no matter what lies ahead, the staff at Northbrook Road are on hand to confidently guide you and provide the advice and support you need in these challenging economic times. We can help you through the following ways;

1 NEGOTIATION & REPRESENTATION

2 MARKETING & PROMOTION

3 EMPLOYMENT ISSUES

4 BRANCH NETWORK

5 COMMUNICATION



OUR COMMITMENT TO YOU

As a Valued Member of the Federation, the team at Northbrook Road will endeavour to assist you with any queries you may have, no matter how big or small.

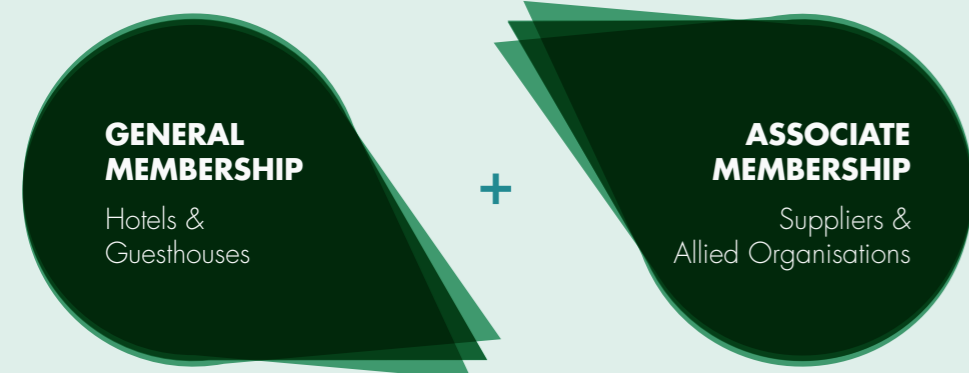


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YOUR VOICE INDUSTRY





BRANCH STRUCTURE



SERVICE FOR MEMBERS

WHAT THE IRISH HOTELS FEDERATION CAN DO FOR YOU



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Here are ways in which we can help:

NEGOTIATION & REPRESENTATION

We promote and defend the interests of our members by providing a strong voice for the industry on issues which impact on our business. We are officially recognised by Government and serve as the voice for hotels and guesthouses with both local and national Government.

We are currently lobbying Government, at both local and national level on a number of issues which seriously impact on our industry including:

- Overcapacity in the hotel and guesthouse sector
- Inequitable methods for arriving at Local Authority Rates charges
- Availability of credit and the reluctance of banks to provide working capital to solvent hotels and guesthouses
- Lobbying Government to facilitate a flow of working capital by introducing a guaranteed Loan Scheme with the banks

- Lobbying Government to ensure NAMA is operated in such a way that does not distort the operation of the hotel and guesthouse market

- Lobbying the Government for the abolition of the JLC's and in particular the Sunday Premium

- Removal of the air travel tax

- Increased funding for Fáilte Ireland and Tourism Ireland while challenging the approach taken to attract visitors from the GB Market.

- Representation and negotiation at Government level including pre-budget submissions and Joint Oireachtas Committees.

- We are frequently called on to give the industry view (in Pre Budget Submissions, Joint Oireachtas Committees etc) and to participate in a wide range of industry bodies set up to consider future policy and/or legislation.

- We also work at European level with HOTREC - the European representative body for hotels, restaurants and cafes.

MARKETING & PROMOTION

Marketing is particularly important in challenging times but with diminishing budgets it can be even more difficult. We offer the following resources to ensure you get the most from your marketing spend.

As an entrant to the Irelandhotels.com Marketing Suite, your property is listed in the newly launched Irelandhotels.com Guide, Ireland's most comprehensive Guide to hotels and guesthouses. With a print run of 250,000, it is distributed overseas through Tourism Ireland, Fáilte Ireland and NITB Information Offices.

Through our accommodation website Irelandhotels.com, entrants gain bookings through global distribution systems, promote special offers (including our Value Breaks initiative) and offers the consumer the ability to purchase gift vouchers online for each Irelandhotels.com property. Irelandhotels.com is linked to many other websites and is promoted at industry trade shows and through various other channels.

Our commission rate is significantly lower than other portal websites. Irelandhotels.com is targeting annual bookings of 50,000 equating to €8 - €10 million in revenue over the next 3 - 5 years. Entrants to the Irelandhotels.com Marketing Suite are also included in our new mobile app, online guide and social media campaigns.

Our Marketing Department provides ongoing advice and assistance to members. We regularly provide members with opportunities to advertise and promote their business on a co-operative basis, a particularly useful tool for our smaller members.

Our Marketing Committee and members participate in seminars and workshops which address marketing issues.

We work closely with Fáilte Ireland and Tourism Ireland regarding marketing strategy.

We established the Housing Bureau to facilitate and centralise requests for rooms in Dublin City for large conferences, events and exhibitions in venues such as the O2,

RDS and Convention Centre Dublin opened in September 2010. This is a system that can be used nationally.

EMPLOYMENT ISSUES

Managing employees, particularly in a downturn, is another challenge facing our members. Our Employment Services Advisor is on hand to advise and guide members through legislative procedures including notifying staff of short time, layoffs and redundancy and also the NERA inspection process, Sunday time and JLC issues.

The Quality Employer Programme provides employers with all the sample documents required in order to implement and maintain a structured HR system. As a member you can download these documents from the IHF Website.

Full assistance is given when preparing for a NERA Inspection as well as guiding you through the post-NERA Inspection process.

We will provide you with updates and clarify any queries you may have in relation to the Hotels Joint Labour Committee and employment legislation in general. We will also provide you with assistance in preparing a defence should you find that a complaint has been referred before a third party hearing.

BRANCH NETWORK

We have 12 branches in total; Cork, Donegal, Dublin, Galway, Kerry, Mayo, Midlands, Mourne/Boyne/Lakes, Shannon, Sligo/Leitrim/North Roscommon, South East and Wicklow. Each branch meets regularly to discuss issues of importance to their particular locality. Branch meetings are a great way to network with other hoteliers/guesthouse owners and learn about marketing initiatives taking place locally, development possibilities etc. You can also raise issues you feel are important to you. The Branch Chairman attends National Council meetings to bring matters arising

to the attention of the national organisation where they are discussed and actioned.

COMMUNICATION

Communication is vital in our industry and we consider this to be an extremely important part of our remit by ensuring members are fully informed on issues which impact on their business on a daily basis.

We circulate Members Memos on specific issues i.e. legislation updates, new marketing initiatives and HR related information.

Press Releases issued to the media are sent to all members.

An Alert system is operated warning members about walkouts etc.

Our website www.ihf.ie is a very useful tool for members and covers a range of important topics such as legislation, employment matters, marketing initiatives etc.