



CONFERENCE 2016

Driving Innovation



**Gleneagle Hotel & INEC
Killarney, Co. Kerry
Sunday 28th February – Tuesday 1st March**



Conference Content

The Irish Hotels Federation is hosting **Driving Innovation**, the 78th Annual Conference and Showtel Exhibition at the Gleneagle Hotel & INEC, Killarney, Co. Kerry, from Sunday 28th February to Tuesday 1st March 2016.

Take some time to meet with other industry participants, hotel owners, general managers, industry professionals, service providers and product suppliers. You can keep up to date on breaking trends affecting the industry, find great supplier deals and opportunities at Showtel and enjoy the many social events and networking opportunities.

Following a record breaking year of tourism growth, Irish hotels and guesthouses are optimistic and looking forward to 2016 with renewed confidence in the Irish Economy. The sector is benefiting from increased numbers of overseas visitors with domestic tourism also performing well. This has been supported by highly effective marketing campaigns targeting key overseas markets and a number of pro-tourism initiatives such as the 9% VAT rate. However, despite this renewed sense of optimism, many hoteliers are only just beginning to experience the recovery.

Strong cut-through on the marketing front has reinvigorated Ireland's tourism brand and image as a holiday destination. Continued growth will be determined by our ability to effectively differentiate ourselves from competitors and at enterprise level we must find new ways to attract, keep and engage more customers more often. It is in this context that the theme of the 2016 IHF Conference is: **Driving Innovation**

Conference Outline

There will be a golf competition on Sunday followed by the Welcome Buffet. The Showtel Trade Exhibition opens on Monday morning and is followed by the Annual General Meeting and elections.

On Monday afternoon we are hosting three workshops on Revenue and Distribution, Education and Training and OTAs (Online Travel Agents). In addition, to mark the Ireland 2016 Centenary programme we will host a session on the underlying themes – Remembering, Reconciling, Presenting, Imagining and Celebrating - and the programme of events.



On Tuesday the main conference, chaired by Bobby Kerr, will be opened by Michael Ring TD, Minister of State for Tourism and Sport, followed by brief addresses from Stephen McNally, President, Irish Hotels Federation and the main conference sponsors Niall Dineen, Head of Commercial, Electric Ireland and Alan Waite, Managing Director, Brakes.

Minister Ring will then present the Irish Hotels Federation Quality Employer Awards.

The Gala Dinner will be held on Tuesday evening and Paschal Donohoe TD, Minister for Transport, Tourism and Sport will address the delegates. Stephen McNally will present the IHF President's Award.

Conference Speaker Sessions Summary

In line with the conference theme **Driving Innovation**, the Tuesday conference sessions are as follows:

Hotel Industry Performance and Trends: Tom Barrett, Head of Hotels & Leisure, Savills Ireland, will take a brief look at hotel property trends and investment outlook. Sarah Duignan, Director of Account Management, STR Global will track trends in occupancy and room rates in Ireland and our main competitor countries and cities. Aiden Murphy, Partner, Crowe Horwath will provide an update on financial performance and debt stabilisation.

The Future Potential of Irish Tourism: Shaun Quinn, Chief Executive, Fáilte Ireland and Niall Gibbons, Chief Executive, Tourism Ireland will identify the elements of success driving the recovery in Irish tourism and explore new innovative ways to grow our brand, extend our tourism season and increase the value of visitors to the Irish economy.

Building World Class Tourist Attractions, Their Brands and Their Teams: Raymond Coyle, Chief Executive, Tayto Park and Paul Carty, Managing Director, Guinness Storehouse, will take us on an journey through the genesis and development of their different but highly successful world class visitor attractions, their brands and their teams.

Driving Innovation: Toni Newman, Professional Innovation Catalyst, will challenge our way of thinking. "Business as we know it has left the building. And it's not coming back. That means that thinking differently about how we drive growth in our organisations is no longer a matter of choice. It's a matter of survival". In this dynamic and thought provoking session, Toni will share her proven formula that has helped countless businesses turn inspiration into innovation and ideas into results.

Sustaining Performance: Jim McGuinness, Performance Consultant to Glasgow Celtic FC, has among his many achievements, guided his native county Donegal to its second ever victory in the 2012 All-Ireland Senior Football Championship. Jim will provide us with his insights into the mind-set that ignites and sustains performance in individuals and teams.



Paschal Donohoe TD, Minister for Transport, Tourism and Sport

Paschal is a member of Dáil Éireann, representing the constituency of Dublin Central. Prior to his appointment as the Minister for Transport, Tourism and Sport, Paschal was the Minister for European Affairs at the Department of An Taoiseach and the Department of Foreign Affairs. He was elected as a TD in 2011 when he topped the poll in Dublin Central. Prior to his election, he was a member of Seanad Éireann from 2007 to 2011 and served as member of Dublin City Council from 2004 to 2007. Paschal was formerly the Chair of Ireland's Future in Europe Oireachtas Sub-Committee, as well as a member of the Public Accounts Committee. He has also served as the Vice-Chair of the European Affairs Committee and, as a Senator, he served as a member of the Joint Oireachtas Committee on Transport. Paschal is a graduate of University of Dublin, Trinity College where he obtained a degree in Politics and Economics and attended St. Declan's CBS, Cabra.



Michael Ring TD, Minister of State at the Department of Transport, Tourism & Sport

Michael Ring is Ireland's Minister of State with responsibility for Tourism and Sport since March 2011 and has been a member of the Irish Parliament since 1994. Previously he worked as an auctioneer. Michael has served on a number of Parliamentary Committees including on Women's Rights, Enterprise and Economic Strategy and Social and Family Affairs. He has also served as Shadow Spokesperson on Agriculture, Social and Family Affairs and Health and Children.



Stephen McNally, President, Irish Hotels Federation

Stephen McNally is the 35th President of the Irish Hotels Federation. He is Deputy Chief Executive of the Dalata Hotel Group Plc, the largest hotel operator in Ireland. He completed his hotel studies in Rockwell Hotel and Catering School. During his career, Stephen gained extensive experience with Ramada Hotels in the UK and Germany, completing the Ramada management development programme. He subsequently joined Jurys Hotel Group Plc where he spent 17 years with the company. In 2007 he became Director and Deputy Chief Executive of Dalata, with overall responsibility for the Group's hotel operations. He is currently a member of the Tourism Leadership Group and the Central Marketing Partnership Group.



Bobby Kerr, Entrepreneur, Broadcaster and Presenter

Bobby is the Chairman of Insomnia coffee, a presenter on Down to Business, the Newstalk radio show and one of the original Dragons on Dragons' Den. Bobby is passionate about small business. He sits on the Credit Control Committee and Board of Microfinance Ireland, a not for profit lender that provides loans to small businesses. He is also a member of the Small Business Advice Programme which provides free support to SMEs and currently serves as a non-executive director of the DIT Foundation.



Niall Dineen, Head of Commercial, Electric Ireland

Niall Dineen is Head of Commercial at Electric Ireland, Ireland's leading supplier of electricity and gas with 1.3m customers. Niall is responsible for the strategic growth and market positioning of Electric Ireland. He has over 25 years experience in financial control, strategy, energy trading, business development, marketing and operations within the energy sector. He has held various senior management positions within the ESB Group and is a Fellow of the Institute of Chartered Accountants.



Alan Waite, Managing Director, Brakes

Alan Waite has been Managing Director of the Brakes Ireland food service business since 2011. He has over thirty years' experience in the food service industry. Having established a new multi temperature facility in Park West Dublin in 2013, a key focus of the business is the implementation of technology to help make it easier for customers to place orders, schedule and monitor deliveries thereby enhancing overall customer service.



John Concannon, Director, Ireland 2016

John Concannon is the Director of "Ireland 2016", the State Centenary Programme to Commemorate 1916, Reflect on the Republic 100 years on, and Re-imagine our future. He was selected as Irish "Marketer of the Year" in 2011 for his work marketing Ireland, and was nominated again in 2013 as the Creator of "The Gathering Ireland 2013". Prior to Ireland 2016, John was Director of Failte Ireland, before which he held a number of management positions in Unilever PLC, and Dubarry Shoes. He is Chairman of Gaisce - The President's Award, is a Co-Creator of Ashoka Irelands ChangeNation, and is a Director of ChangeX.org social enterprise. He is Chairman of COPE a Galway charity for homelessness, domestic violence, and support of the elderly. John is a graduate of the NUI Galway and holds a BComm, MBS and HDMP.



Sarah Duignan, Director of Account Management, STR Global

Sarah departed Irish shores in 2005 having spent seven years in hotel operations. She joined the HotelBenchmark team at Deloitte in London as a Business Development Executive and as the team re-structured came to manage a number of key international clients in the Account Management team. STR Global was formed in March 2008 following the merger of the HotelBenchmark team with The Bench and Smith Travel Research. Sarah now heads up the Account Management team as Director of Account Management, she regularly attends and presents at Hotel Group and Industry events. She holds an Honours Degree in Translation from Dublin City University.



Tom Barrett, Head of Hotels and Leisure, Savills Ireland

Tom Barrett is a Director of Savills, where he is Head of the Hotels & Leisure Team. Previously Tom was Commercial Director of Choice Hotels Ireland and Finance Director of Forte Meridien Hotels & Resorts, Europe & Asia Pacific (55 hotels, with annual profits of €140m). Savills advise on hotel transactions, valuations, strategic reviews, brands, operators and asset management in the hospitality industry. Originally from Cork City, Tom's career based him in London, Paris, New York & Hong Kong.



Aiden Murphy, Partner, Crowe Horwath

Aiden is a Partner within the Corporate Recovery Department and primarily deals with hotel, tourism and leisure projects and property and trading insolvency cases. Aiden is a qualified Chartered Accountant and Financial Advisor with 19 years' experience. For the past 18 years he has produced the Ireland and Northern Ireland Annual Hotel Industry Survey. Aiden has provided financial and banking mentoring and monitoring services to the hotel sector and also consults with business owners and financial institutions on financial restructuring, negotiation of agreements, business and strategic planning and operational efficiencies.



Shaun Quinn, Chief Executive, Fáilte Ireland

Under Shaun's stewardship, Fáilte Ireland has evolved quickly over its 13-year history to be recognised internationally as a highly effective and responsive tourism development agency. Most recently he has successfully championed an 'experience brand' strategy to drive sustainable growth in in-bound tourism. He played a central role in the development of the Wild Atlantic Way brand and more recently in rolling out both the Ireland's Ancient East brand and the new Dublin brand. He was Chairman of The Gathering Ltd., the largest ever Community-driven tourism initiative which had its genesis in Fáilte Ireland. Prior to joining Fáilte Ireland in 2003, he was Chief Executive of CERT.



Niall Gibbons, Chief Executive, Tourism Ireland

Since his appointment as CEO in 2009, Niall has overseen the marketing of Ireland as a tourism destination across the world, leading a team of 150 staff in more than 20 markets. Niall has led the organisation's development in the digital arena, with the launch of the global website Ireland.com, and has overseen Tourism Ireland's emergence as a leader in digital marketing and in the social media space. He led the development of Tourism Ireland's 'Global Greening' initiative, which has brought tourism to the heart of St Patrick's Day celebrations across the world and which generates positive media coverage worth tens of millions of euro each March for the island of Ireland.



Raymond Coyle, Chief Executive, Tayto Park

In 1980, Raymond Coyle was supplying Tayto with potatoes which he grew on his farm in Co Meath. In 1983, Raymond set up his own snack foods business, Largo Foods and introduced the Hunky Dory and Perrie brands to the market. In 1986 he set up a factory in Czech Republic and in 1988 a factory in Moldova. In 2006 after the successful acquisition of the Tayto and King brand, Largo Foods became the leading snack- food manufacturer in Ireland.

In 2010 Raymond opened Ireland's first and only theme park, named Tayto Park, on the doorstep of the Tayto factory in Ashbourne. Tayto Park is home to Europe's largest wooden rollercoaster with an inversion, The Cú Chulainn Coaster. Tayto Park celebrated its busiest year ever in 2015 with over 765,000 visitors.



Paul Carty, Managing Director, Guinness Storehouse

Paul has been Managing Director of GUINNESS STOREHOUSE® since it opened in 2000. He began his career with Trust House Forte Hotels and Le Meridien Hotels where he managed Hotels in Singapore, Bahrain and Saudi Arabia. He returned to Ireland in 1999 to open the Guinness Storehouse. Paul's 25 years' experience in the Hotel sector can be felt in the exceptional customer service experience at the Guinness Storehouse, an ethos that he has ingrained into the heart of the Company. The Guinness Storehouse has welcomed over 14 million visitors since 2000, breaking all visitor number records to become Ireland's Number 1 International Visitor attraction. In 2015, the Guinness Storehouse celebrated its 15th anniversary, welcomed almost 1.5million visitors and was awarded the ultimate travel accolade when it was named Europe's Leading Tourist Attraction at the World Travel Awards. The Guinness Storehouse provides an unforgettable welcome and a magical journey deep into the heart of the world famous GUINNESS brand and company.



Toni Newman, Professional Innovation Catalyst

Toni Newman is five time award winning business owner and the founder of The Innovation Advantage, a company that has worked with organisations worldwide to help them develop customer facing innovative business strategies. Strategies that not only differentiate those organisations from their competition in the marketplace but that also significantly increase the number of customers that they do business with.

A highly sought after business speaker and Innovation Catalyst, Toni has an uncanny ability to help her clients turn inspiration into innovation and ideas into results. Results that can help you attract, keep and engage more customers so that you can grow your business. Fluent in both English and French, Toni travels extensively working with leaders who are committed to change and ready for results. One

of only 30 members of the Canadian Speaking Hall of Fame, Toni's approach is quite simply a breath of fresh air. Entertaining and highly knowledgeable, authentic and exceptionally relevant, Toni brings a uniquely powerful mix of proven strategies, extraordinary creativity and real world business insight to her clients.

Jim McGuinness, Performance Consultant to Glasgow Celtic

Originally from County Donegal, Jim was only a teenager when he was part of a Donegal squad that claimed the county's first All-Ireland Senior Football Championship in 1992.

Jim was the coach when his club won their first ever Donegal Senior Club Championship title in 2005. In 2010 he was appointed Donegal Senior Football Team Manager. His time with the team has been a major success. He has overseen a Donegal team that has won two consecutive Ulster Senior Football Championship titles and guided his native county to win the All-Ireland Senior Football Championship Final, the county's first since 1992 and Donegal's second ever All-Ireland Senior Championship win in more than 120 years.

McGuinness' achievements have also been recognised internationally.

In 2012 he was appointed Performance Consultant to Scottish soccer giants Glasgow Celtic. McGuinness is the first Gaelic football inter-county manager to have been offered a role at a professional sports team abroad.

Jim holds a Master's of Science in Sport Psychology and a BSc (hons) Degree in Sport, Exercise and Leisure. He has previously lectured in Sports Coaching and Sport Psychology at Limavady College, Co. Derry, Northern Ireland.



Conference Social & Evening Entertainment

Partners Programme available on Monday and Tuesday, see booking form for details.

SUNDAY 28TH FEBRUARY

11:00 - Golf - Dooks Golf Links, Glenbeigh, Co. Kerry

Competitors must check in 30 minutes before their allotted tee time which will be advised in advance.

19:30 - Welcome Buffet

Join us in the Danú Restaurant, The Brehon, for the Welcome Buffet at 7.30pm. The golf prize giving will take place at 8pm.

Wines by Dalcassian Wines & Spirits. Water by Ballygowan. Tea & Coffee by Bewley's.

MONDAY 29TH FEBRUARY

20:00 - The President's Dine Around
Choose from the following dining experiences:

Option 1 - The Best of Irish in Restaurant Petrus, Killarney Plaza Hotel

Option 2 - House Party @ Randles, Randles Hotel

Option 3 - Guerrilla Gourmet, Danú Restaurant, The Brehon

Wines and Greenalls Gin by Dalcassian Wines & Spirits. Water by Ballygowan. Tea & Coffee by Bewley's.

TUESDAY 1ST MARCH

19:00 Reception & Gala Dinner (Black Tie)

The welcome reception will begin at 7pm followed by our Gala Dinner in the INEC.

Welcome Reception sponsored by Diageo.

Address by Paschal Donohoe TD, Minister for Transport, Tourism and Sport. Stephen McNally, President, Irish Hotels Federation will present the IHF President's Award to an individual who has made an outstanding contribution to tourism and Ireland.

Supported by AIB. Wines by Classic Drinks. BACARDÍ Carta Fuego and Ginger Ale After Dinner Drink sponsored by Edward Dillon & Co. Ltd. Entertainment sponsored by IMRO. Water by Ballygowan. Tea & Coffee by Bewley's.

Programme for 2016 IHF Annual Conference

SUNDAY 28TH FEBRUARY

- 11:00** Golf - Dooks Golf Links, Glenbeigh, Co. Kerry
19:30 Welcome Buffet, Danú Restaurant, The Brehon
Wines by Dalcassian Wines & Spirits. Water by Ballygowan. Tea & Coffee by Bewley's.

MONDAY 29TH FEBRUARY

- 09:45** Opening of Showtel Trade Exhibition. *All conference refreshments provided by Counterpoint.*
10:15 Annual General Meeting - Opening by President and Branch Resolutions
11:00 Coffee in Showtel Trade Exhibition Area. *All Coffee Breaks sponsored by Bewley's, Capitol Foods and Johnson's Coffee.*
11:30 Elections
11:45 Accounts, Annual Report and Completion of Branch Resolutions
12:45 Election Results and Close of AGM
13:00 Lunch. *Supported by Sky – wines by Irish Distillers – water by Ballygowan followed by coffee in Showtel.*
14:15 **Simultaneous Workshops.**

WORKSHOP #1

EDUCATION AND TRAINING - INTRODUCTION TO THE FUTURE

Michael Vaughan, Irish Hotels Federation
Cáit Noone, Galway Mayo Institute of Technology
Ciarán ó hAnnracháin, Letterkenny Institute of Technology
Mary Rose Stafford, Institute of Technology Tralee
Mary Lyons, SOLAS

WORKSHOP #1a

REVENUE AND DISTRIBUTION

Jenny Taaffe, iZest
Martha Mannion, Dalata Hotel Group
Frank Reeves, Avvio
Stephen Williams, Gresham Hotel Group
Oonagh Cremins, The Innovate Room

- 15:30** Coffee and visit to Showtel
16:00 **Ireland 2016 Centenary Programme**
John Concannon, Director, Ireland 2016
16:30 **OTAs - Hoteliers Friend or Foe?**
to Stephen McNally, Irish Hotels Federation
17:30 Des O'Mahony, Book Assist
Brian Reeves, GOPPAR Digital
Helena Egan, Trip Advisor
Jason Grist, Booking.com
20:00 The President's Dine Around
Wines and Greenalls Gin by Dalcassian Wines & Spirits. Water by Ballygowan. Tea & Coffee by Bewley's.

TUESDAY 1ST MARCH

- 9:00** **'Driving Innovation' Conference – Official Opening: Michael Ring TD, Minister of State for Tourism & Sport**
Introduction: Stephen McNally, President, Irish Hotels Federation
Conference Chair: Bobby Kerr
Sponsor's Address: Alan Waite, Managing Director, Brakes
Sponsor's Address: Niall Dineen, Head of Commercial, Electric Ireland
Irish Hotels Federation Quality Employer Awards
All Conference refreshments provided by Counterpoint.
09:45 **'Hotel Industry Performance and Trends'**
Tom Barrett, Head of Hotels and Leisure, Savills Ireland
Sarah Duignan, Director of Account Management, STR Global
Aiden Murphy, Partner, Crowe Horwath
10:45 Coffee in Showtel Trade Exhibition Area. *All Coffee Breaks sponsored by Bewley's, Capitol Foods and Johnson's Coffee.*
11:30 **'The Future Potential of Irish Tourism' followed by Q&A**
Shaun Quinn Chief Executive, Fáilte Ireland
Niall Gibbons, Chief Executive, Tourism Ireland
12:15 **'Building World Class Tourist Attractions, Their Brands and Their Teams'**
Raymond Coyle, Chief Executive, Tayto Park
Paul Carty, Managing Director, Guinness Storehouse
13:15 Lunch. *Supported by Kings Laundry – wines by Febvre – water by Ballygowan followed by coffee in Showtel.*
14:30 **'Driving Innovation'**
Toni Newman, Professional Innovation Catalyst
15:30 Coffee, Closing of Showtel & Showtel Competition
16:00 **'Sustaining Performance'**
Jim McGuinness, Performance Consultant to Glasgow Celtic
17:00 Close of Conference
19:00 Welcome Reception. *Sponsored by Diageo.*
20:00 Gala Dinner (Black Tie Event)
Address by Paschal Donohoe TD, Minister for Transport, Tourism and Sport
IHF President's Award
Transfer of Presidency
Supported by AIB. Wines by Classic Drinks. BACARDÍ Carta Fuego and Ginger Ale After Dinner Drink sponsored by Edward Dillon & Co. Ltd. Entertainment sponsored by IMRO. Water by Ballygowan. Tea & Coffee by Bewley's.



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