

Let's talk tourism!

National **Tourism** Forum



www.ntf.ie



The Brehon, Killarney

NOV 10/11
2017



The Brehon, Killarney

NOV 10/11
2017

Dear Tourism Colleague,

Let's talk tourism is a National Tourism Forum, hosted in Killarney, for the grassroots of all sectors within the tourism industry to meet, discuss and debate tourism on the island of Ireland.

Following on from the success of the inaugural National Tourism Forum last year, the 2017 Let's talk tourism forum aims to continue the conversations started then and focus on future challenges and opportunities facing the industry.

A full day conference will take place on Friday 10th November, followed by a business networking dinner that evening. On Saturday 11th November, delegates are invited to experience tourism in action along the Skellig Coast and Valentia Island.

This year, the topics for discussion and debate by our expert speakers and panellists include:

- The importance of tourism to Ireland
- Regionalisation and Seasonality
- Skills and Manpower
- Planning for tourism – how do you create a number one visitor attraction?
- Air Access
- Food Tourism
- Digital Trends and Screen Tourism

As well as identifying and debating the issues affecting our industry, this forum will provide delegates with excellent networking opportunities with forum speakers, panellists and other tourism business owners from around the country.

The content of the day has been curated to appeal to anyone involved in tourism at local, regional, national or international level. In 2016, attendees job titles included: tourism business owners, CEOs, general managers, sales & marketing managers, retailers, transport companies, tour operators, airports, visitor attractions, hoteliers, restaurateurs, publicans, tourism organisation employees, national tourism agency delegates, tourism college academics and students, sports & recreation group delegates, local authority managers, local & national media and local & national politicians.

To book your place and secure your opportunity to participate in this vital conversation about the future of our industry, simply return the booking form enclosed or go online to www.ntf.ie

Yours in tourism,

Margaret Cahill

Margaret Cahill

Chairperson, 'Let's talk tourism – National Tourism Forum' Organising Committee

Forum Moderator



Olivia O'Leary
TV and Radio Broadcast Journalist

Olivia has presented television programmes for the last three decades for BBC and ITV and also for the Irish state broadcasting service RTE. As a print journalist, she has written about politics for 'The Irish Times', 'The Sunday Tribune' and the 'Sunday Business Post'. Olivia does a political column for RTE's Drivetime radio programme and co-wrote, with Helen Bourke, the authorised biography of President Mary Robinson.

Forum Speakers



Peter Bellew
CEO of Malaysia Airlines

Peter has extensive experience in the aviation and tourism industries working across start-ups and multinationals. Prior to joining Malaysia Airlines, Peter was the Director of Flight Operations with Ryanair.



Fiona Monaghan
Head of Wild Atlantic Way at Fáilte Ireland

Fiona is a tourism strategy and development professional and has extensive experience working in the tourism industry having previously worked with Tourism Ireland, Bord Fáilte and the Jurys Doyle Hotel Group.



Paul Carty
Managing Director of Guinness Storehouse

Paul returned to Dublin in 1999 after 25 years managing hotels in London, Bahrain, Singapore and Saudi Arabia. Eighteen years on, The Guinness Storehouse is a must-see attraction that entices 1.75 million visitors per annum.



Pól Ó Conghaile
Travel Writer & Editor

Pól is Travel Editor at The Irish Independent and Independent.ie and a regular contributor to National Geographic Traveller. He is a regular speaker at travel, media and food events.



Nick Hall
Founder of Digital Tourism Think Tank

Nick is a sought-after keynote speaker. Working with the world's leading destinations, Nick consults on the impact of digital, covering a range of specialisations from content strategy to workflow transformation.



Paul O'Toole
Chief Executive Officer of SOLAS

Paul is currently the Chief Executive of SOLAS, Ireland's Further Education and Training Authority. Prior to this he was the first Chief Executive of Tourism Ireland and worked in a variety of roles in Bord Fáilte.



Tom Haughey
Former Executive Director of the DAA and a former Chairman of ITIC

Tom has over four decades of experience in the aviation and tourism industries, working in public policy, aviation strategy, regulation, forecasting and industry affairs.



Matthew Thomas
CEO of Shannon Group

Matthew is the CEO of Shannon Group. He has previously held executive management positions at airports in Vancouver, Liverpool, Cyprus, Sydney, Copenhagen and Newcastle.



Mark Henry
Central Marketing Director of Tourism Ireland

Mark is an insight-driven, strategic marketer and a digital marketing leader. He has responsibility for the marketing teams on the island of Ireland that empower and enable the marketing effort overseas.

Let's talk tourism!
National Tourism Forum



Let's talk tourism – National Tourism Forum is supported by



Forum Accommodation

Please book your accommodation directly with the hotel of your choice, quoting 'Let's talk tourism' to avail of these special rates:

Conference Venue

The Brehon - Muckross Road, Killarney

Thursday	€85 single / €115 double
Friday & Saturday	€115 single / €145 double

4* Hotels

Randles Hotels - Muckross Road, Killarney

The International, The Killarney Plaza & The Malton - Killarney Town Centre

Thursday	€80 single / €110 double
Friday & Saturday	€110 single / €140 double

5* Hotels

Muckross Park - Muckross Road, Killarney

The Killarney Park - Killarney Town Centre

Thursday	€100 single / €130 double
Friday & Saturday	€135 single / €165 double



Hotel Contact Details

The Brehon	064 667 1543	info@thebrehon.com
Randles Hotel & Dromhall Hotel	064 663 5333	info@randleshotel.com
The International Hotel	064 663 1816	annemarie@killarneyinternational.com
Killarney Plaza Hotel & Spa	064 6621111	info@killarneyplaza.com
The Malton	064 663 8004	amcmahon@themalton.com
Muckross Park	064 662 3400	reservations@muckrosspark.com
The Killarney Park Hotel	064 663 5555	mary.buckley@killarneyparkhotel.ie

Let's talk tourism!
National Tourism Forum

www.ntf.ie

Let's talk tourism – National Tourism Forum is supported by



Day Forum

Friday 10th November

The Brehon, Killarney

Opening address

- Margaret Cahill, *Chairperson of 'Let's talk tourism - National Tourism Forum' Organising Committee*

The importance of tourism to Ireland

- Mark Henry, *Central Marketing Director of Tourism Ireland*

Regionalisation and Seasonality

- Fiona Monaghan, *Head of Wild Atlantic Way at Fáilte Ireland*

Regionalisation and Seasonality Panel Discussion

- Con Quill, *CEO of the Irish Caravan and Camping Council*
- John Brennan, *Managing Director at Park Hotel Kenmare and Dromquinna Manor*
- Sean Doran / Liam Browne, *Co-directors of DoranBrowne – specialists in arts and literary tourism*
- John Edwards, *Owner of Wild Waters Adventures*
- Helena Healy, *CEO of B&B Ireland*

Skills and Manpower

- Paul O'Toole, *CEO of SOLAS*

Skills and Manpower Panel Discussion

- Adrian Cummins, *CEO of the Restaurants Association of Ireland*
- Michael Vaughan, *Owner of Vaughan Lodge Hotel*
- Cáit Noone, *Vice President for International Engagement and Head of the Galway International Hotel School at GMIT*
- Bernadette Enright, *Centre Manager of Hospitality Education and Training Centre*

Planning for tourism - How do you create a number one visitor attraction?

- Paul Carty, *Managing Director of Guinness Storehouse*

Air Access

- Peter Bellew, *CEO of Malaysia Airlines*
- Matthew Thomas, *CEO of Shannon Group*
- Tom Haughey, *Former Executive Director of the DAA and a former Chairman of ITIC*

Food Tourism

- Pól Ó Conghaile, *Travel Writer & Editor*

Digital Trends and Screen Tourism

- Nick Hall, *Founder of Digital Tourism Think Tank*

Closing Panel Discussion

- Brendan Griffin *T.D., Minister of State at the Department of Transport, Tourism and Sport with special responsibility for Tourism and Sport*
- John McGrillen, *CEO of Tourism Northern Ireland*
- Paul Kelly, *Chief Executive of Fáilte Ireland*
- Tim Fenn, *Chief Executive of the Irish Hotels Federation*
- Eoghan O'Mara Walsh, *Chief Executive of the Irish Tourist Industry Confederation*

Cost to attend - €175



Business Networking Dinner

Friday Evening, 10th November

- 3 course meal with wine
- Skál President's award for national contribution to tourism
- Guest speakers and entertainment
- Semi-formal attire

Cost to attend - €65



Skellig Coast and Valentia Island Day Trip

Saturday 11th November

See tourism in action and enjoy a guided tour departing from Killarney incorporating:

- Travelling the Skellig Ring through Ballinskelligs, past St. Finian's Bay to the Kerry Cliffs
- A visit to the Skellig Experience Centre
- Lunch at The Moorings in Portmagee
- Onward travel to Knightstown via Fogher Cliffs, Geokaun viewing point and The Lighthouse
- A guided Valentia Harbour tour, incorporating Beginish Island, on an amphibious tour boat

Cost of day trip - €85

Forum Costs

Day Forum	€175
Business Networking Dinner	€ 65
Skellig Coast and Valentia Island Day Trip	€ 85
Forum Package Offer – Forum, Dinner and Day Trip	€295

The Let's talk tourism – National Tourism Forum organising committee:

Margaret Cahill	<i>Chairperson</i>
Conor Hennigan	<i>Vice Chairperson</i>
Emer Corridan	<i>Representative, Kerry Branch of the Irish Hotels Federation</i>
Joan McCarthy	<i>Kerry County Council</i>
Ciara O'Grady	<i>Project Manager, Let's talk tourism – National Tourism Forum</i>
Paul O'Neill	<i>President of Killarney Chamber of Tourism & Commerce</i>
Niamh O'Shea	<i>Representative, Kerry Branch of the Irish Hotels Federation</i>
Bernadette Randles	<i>Treasurer, Kerry Branch of the Irish Hotels Federation</i>
Mark Scally	<i>Representative, Kerry Branch of the Irish Hotels Federation</i>
Paul Smith	<i>General Manager, The Brehon Killarney</i>

Forum Booking Details

- **Please complete all aspects of the Booking Form in block capitals.**
We may need to contact you outside of office hours so please include your mobile number.
- Please send completed booking form to:
Ciara O'Grady, 'Let's Talk Tourism', Gleneagle Group, Muckcross Road, Killarney, Co Kerry. Tel: 064-7767181 Email: bookings@ntf.ie.
Bookings are not confirmed until we have received the completed booking form.
- Accommodation bookings need to be made directly with the chosen property.
- We cannot guarantee accommodation choices in the host hotel or any property as rooms are booked directly with the property and are allocated on a first come, first served basis.
- Full payment by cheque, credit card or bank transfer must be submitted with the booking form to guarantee booking.
- Cancellation Policy - You must cancel before Friday 3rd November to receive a refund. Unused tickets are non-refundable once the conference starts on Friday 10th November.
- Please register on arrival to The Brehon on Friday 10th November to receive your conference pack and any event tickets.