



Irish Hotels Federation Cork Branch Annual Dinner Dance

8,500 euros was raised for promotional and marketing activities in 2013 by the Cork Branch of the Irish Hotels Federation at their annual dinner dance held in the Radisson Blu Hotel recently.

Back for the first time since 2008, the Cork Branch, now under the direction and leadership of new chairman Michael Magner, MD, Fitzgerald's Vienna Woods Glanmire the annual dinner dance was a sell-out with more than 200 guests partying the night away to acts such as the Roaring 40s, the Loungeman Conor O'Shea, magician Ger Kearney, the Pearls and dj Roy Scully.



With the help and support of sponsors and suppliers to the industry the Cork Branch are now putting plans in place to develop a marketing and promotional plan to allow them take advantage of events such as the Gathering in 2013.



"This year was a tough year for our trade," chairman of the Cork Branch of the IHF Michael Magner said.

"But the message to everyone out there is that we are open for business and fighting back. There are great hotels and great people working in our trade and we need to highlight this fact." "I believe we can do this by education and promotion. We need to make people more aware of what we do and how successful we are at doing it. There are numerous roles that are open to people in this industry, and these are roles they can do anywhere in the world."

"We will also be starting an employee of the month award next year and we are in the process of agreeing a format for this award scheme at the moment, but at next year's annual dinner dance we will be naming an employee of the year."



"I also believe it is vital we take advantage of events like the Gathering next year and we are very fortunate that some of our committee are on the steering committee that are looking after events in Cork. We need to be more aggressive in our marketing."

"The money we have raised from our annual dinner dance will go toward funding our marketing and promotional campaign next year. We spent money on advertising before the Guinness Jazz festival and it worked a treat with numerous hotels having to put out the full house signs."

"We are confident that with the right promotional campaign we can help our industry to continue to grow and to protect the 4,000 jobs in our 60 member hotels across the city and county."



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Adare Manor Resort, Adare, Co. Limerick 2 nights B&B and 1 Dinner

Radisson Blu Hotel Galway City 2 nights B&B and 1 Dinner

Cork Branch of IHF Table of 10 for 2013 Dinner Dance

Radisson Hotel Farnham Estate, Co Cavan 2 nights B&B and 1 Dinner & Golf

Gibson Hotel, O2 Arena, Dublin 2 Nights B&B for 2 pax

Fitzgeralds Woodlands House Hotel, Adare Co. Limerick 2 Nights B&B and 1 Dinner and Thermal Suite at Revas Spa

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Lough Erne Hotel 2 nights B&B and 1 Dinner

Crowne Plaza Hotel, Dundalk, Co Louth 2 Nights B&B for 2 pax

Vaughan Lodge in Lahinch 2 nights B&B and 1 Dinner

**Save the Date for the Next Years Dinner Dance
for Monday November 25th.**