



CONFERENCE 2022

OUR NEW LENS - REBUILDING TOURISM



Slieve Russell Hotel
Golf & Country Club

Ballyconnell, Co. Cavan
Monday 28th – Wednesday 30th March

Irish
Hotels
Federation



electric
ireland

Conference Content

The Irish Hotels Federation will host **Our New Lens - Rebuilding Tourism**, the 2022 Annual Conference and Showtel Exhibition at the Slieve Russell Hotel, Golf & Country Club, Ballyconnell, Co. Cavan from Monday 28th March to Wednesday 30th March 2022.

Join us at this in person conference and the many social events and networking opportunities throughout the conference and check out great supplier deals and opportunities at Showtel.

Over the last two years society has experienced the greatest health crisis in living memory with a resultant collapse in tourism visitors and revenue. Government supports have been vital for the survival of businesses in our sector, and we are now focussed on recovering the livelihoods of almost 270,000 people who were employed in tourism prior to the pandemic.

Our sector continues to face disruption and uncertainty in the global political and economic environment and as such we expect tourism recovery to take a number of years. Government economic policy will continue to have a critical role to play in ensuring our sector can recover and achieve targets in sustainability as well as a long-term return to growth. This will be a key area of discussion at our conference.

Topics this year will focus on the recovery of our industry - on people, skills and development, careers and advancement, sustainability, customers, innovation, global brands, family businesses, the cost of

doing business and much more. Our industry has come through an extraordinarily difficult time and it is in this context that the theme of the 2022 IHF Conference is: **Our New Lens - Rebuilding Tourism**.

Conference Outline

The Showtel Trade Exhibition opens on Monday morning and is followed by the Annual General Meeting and elections. On Monday afternoon we are hosting the following four Industry Fora: Future Outlook from the Market Segments; Insurance – Where to next?; Putting your People First and Family Business Continuity Planning.

That evening we will present the Irish Hotels Federation Quality Employer and Employee of the Year Awards.

On Tuesday the main conference, chaired by Ivan Yates, will be opened by Elaina Fitzgerald Kane, President, Irish Hotels Federation followed by brief addresses from the main conference sponsors Electric Ireland and the Irish Hotels Federation Skillnet.

The Gala Dinner will be held on Tuesday evening and Elaina Fitzgerald Kane will present the IHF President's Award.

Wednesday morning activity includes a golf competition on the PGA National Ireland Slieve Russell championship course and a walking trip at Woodford River, Ballyconnell.

A farewell Lunch and prize giving will be held in the early afternoon.

Conference Speaker Sessions Summary

The Tuesday conference sessions with our host, Ivan Yates, Irish broadcaster, businessman and former politician, are as follows:

Shaping the future – Big Data and Big Numbers: Richard Collins is Area Manager, Marriott Hotels Abu Dhabi and will soon take up the role as Area Vice President, Sub Saharan Africa for Marriott. He will share his career story and pathway to advancement and will give us some insights on Dubai's success, the globalisation of the hotel industry and the importance of loyalty.

Gifting Sustainability: Tina O'Dwyer is a professional coach and facilitator specialising in tourism, and is an expert in sustainable and regenerative tourism. Eoghan Corry is a journalist, author, broadcaster and lead commentator on travel, tourism and aviation. Tina and Eoghan will share with us their perspectives on how we can help guests understand what sustainable tourism means and gift them with the confidence to enjoy the many experiences available.

Good People Make Great Things Happen: John Kiely is manager of the Limerick Senior Hurling Team, the 2020 RTE Sports Manager of the year and a school Principal. John will share his experiences of the last five years and what, for him, are the key ingredients to building and leading a successful team.

The Power of Passion – The Red Carnation Hotel Collection: Victoria Tollman is an Executive Vice President of The Red Carnation Hotel Collection and a Director of The Travel Corporation (TTC). Jonathan Raggett is Global Managing Director at Red Carnation Hotels. Together in conversation with Ivan Yates they will share with us their passion and perspectives on a broad range of topics including recovery, sustainability, people, customers and developing global brands in a family business.

Tourism Industry Forum – Our New Lens - Rebuilding Tourism: The impact of the Covid-19 pandemic on tourism visitors, revenue and our people has been unprecedented. Businesses are experiencing significant pressure from rising costs and while growth is expected to start recovering this year, it will take time to restore activity to 2019 levels. Elaina Fitzgerald Kane, President, Irish Hotels Federation, Paul Kelly, Chief Executive, Fáilte Ireland, Ruth Andrews, Chair of the Irish Tourism Industry Confederation (ITIC), Niall Gibbons, Chief Executive, Tourism Ireland and Sarah Duignan, Director of Client Relationships, STR will discuss the task of rebuilding Irish tourism, and issues including people, sustainability, the cost of doing business and initiatives to address those issues, in a panel discussion session with Ivan Yates.

Dare to Dream and Believe: Paul and Gary O Donovan

Gary and Paul are amongst the top-most recognised, trusted and admired sportsmen in Ireland with 1.14 million Irish adults saying they are people that they like and admire. They both had the dream of going to the Olympics and taking a medal. Gary and Paul, won silver in the 2016 Rio Olympics and won a gold medal at the 2018 World Championships in Bulgaria and silver at the 2018 European Championships. Paul along with Fintan McCarthy won gold at the Tokyo 2020 Olympic Games. The O'Donovan brothers' journey is an inspiration to all, the excitement they have created has opened possibilities in the minds of those that dare to dream and believe. They are exemplars in high performance, teamwork, endurance, continuous improvement and developing the confidence to achieve success. They will share their insights in a fireside chat with Ivan Yates.

Speaker Biographies



Elaina Fitzgerald Kane, President, Irish Hotels Federation

Elaina is the 38th President of the Irish Hotels Federation. Together with her family and an extended team of 250 great people, she runs the award winning, four-star, Fitzgerald's Woodlands House Hotel & Spa in Adare. Since its humble beginnings as a 4 bedroomed B&B almost 40 years ago, the hotel has been nurtured into a resort style property on 44 acres of organic grounds with community and sustainability at its heart. A graduate of Shannon School of Hotel Management, NUIG and UCD's Smurfit Business School, Elaina has been an active member of the IHF for many years. Prior to her election, she was Vice-President of the IHF. She has also held the position of Chair of the Shannon Branch of the Federation. Mary Fitzgerald, her mother, is a former IHF President and was its first female President. More recently Elaina was a member of Ireland's Tourism Recovery Taskforce, the SME Growth Taskforce and is currently a board member of ITIC. Elaina is passionate about hosting world class experiences, creating magical hospitality moments and developing the amazing hospitality community with sustainability underpinning everything that we do. Elaina is married to Myles and is mother to 3 lively boys.



Ivan Yates, Broadcaster and Columnist

Ivan Yates is a broadcaster, columnist, businessman and former politician, holding the position of Fine Gael Dáil deputy for more than twenty years. A native of Enniscorthy, Co. Wexford, he became the youngest member of the 22nd Dáil at twenty-one. He was appointed Minister for Agriculture, Food and Forestry in 1994. He founded Celtic Bookmakers, a chain of betting shops, which became one of the largest independent family chains in the country.

Ivan presented The Hard Shoulder, Newstalk's drive time show and Tonight TV. Ivan set up MediaMasterclass.ie last year and is now a top Communications Coach.



Claire McAllister, Business Sales & Service Manager, Electric Ireland

Clare is responsible for business segments across the Republic of Ireland and Northern Ireland, from Large Energy Users to Small and Medium Enterprises. Clare has played an integral role in the success of Electric Ireland since having joined as a Customer Relationship Manager in 2004 – a position which has helped shape and inform her customer centred approach to client management. Her knowledge and understanding of the wider economic environment as previous Chair and Honorary Secretary of the Energy Institute Northern Ireland branch, a member of the Board of the Centre of Advanced Sustainable Energy and of ESB Energy's Board of Directors, positions Clare perfectly to develop Electric Ireland's growing market share in Ireland. Electric Ireland has an unrivalled 90 years of experience in the energy market, supplying 40% of SME and large businesses on the Island of Ireland.



Dervla O'Neill, Learning and Development Network Manager, IHF Skillnet

Dervla is the Learning and Development Manager with the IHF and operates the Irish Hotels Federation Skillnet which launched in March 2021. She has over 30 years experience in a variety of senior roles in both the tourism and education sectors. Tourism projects include the launch of EPIC the Irish Emigration Museum and product development with CIE Tours International. Dervla had previous success launching and developing a training Skillnet for the travel industry. Dervla is a committed lifelong learner and recently completed a postgraduate diploma in Creative Thinking, Innovation and Leadership with UCD Academy of Innovation. The Irish Hotels Federation Skillnet delivers a range of bespoke training programmes and workshops that are tailored to the unique needs of hotels and guesthouses. To date over 450 hotels and 2,500 hotel team have engaged with the wide range of short courses and accredited programmes.



Richard Collins, Area Manager, Marriott Hotels Abu Dhabi

Richard began his career in the Metropole Hotel in Cork at the age of 16 in a misguided attempt to escape working on his Dads poultry farm! A graduate of the Shannon College of Hotel Management, Richard trained in Ireland and Switzerland before spending several years working with Sheraton Hotels in the US in his early career. Richard joined Marriott as GM of Marriott Dalmahoy Hotel and Country Club in Edinburgh Scotland in 2001 before further leadership positions in Druids Glen Resort, The JW Marriott Dubai, The Ritz Carlton Dubai and Area General Manager for Marriott Hotels Abu Dhabi. Shortly, Richard and his family will be leaving the UAE, this time to travel to Cape Town South Africa for a new role where he will oversee 125 properties for Marriott as Area Vice president, Sub Saharan Africa.



Tina O'Dwyer, Director, The Tourism Space™

Tina is a professionally certified coach, mentor and facilitator working exclusively in tourism. She is the founder of The Tourism Space™, a professional development platform for tourism business owners and managers. Tina has been to the forefront of sustainable approaches to tourism development in Ireland for almost a decade. Tina has extensively researched, implemented and evaluated approaches to sustainable and responsible tourism since 2011. Through her award-winning work, she has demonstrated how sustainable and regenerative approaches to tourism can be made practical and palatable for tourism enterprises. Tina now consults with a team of international thought leaders and is currently expanding her practice in the area of regenerative approaches to tourism. She speaks internationally on the topics of regenerative tourism, sustainable tourism, food tourism, stakeholder engagement and destination collaborations.



Eoghan Corry, Journalist, Author and Broadcaster

Eoghan Corry is a journalist, author and broadcaster who has been lead commentator in Ireland on travel, tourism and aviation since the early 2000s. He was a member of the Ministerial Tourism Recovery Task Force appointed during the covid crisis. His coverage of tourism has taken him to seven continents and 130 countries.



John Kiely, Manager, Limerick Senior Hurling Team

John played Hurling and Football, winning 2 county senior Football titles with Galbally in 1994 and 1997 and a county Senior hurling medal with Garryspillane in 2005. He coached many teams with his colleagues in The Abbey winning a number of Munster and All-Ireland titles in Hurling and Football. In 2016 he was appointed Manager of the Limerick Senior Hurling Team and in 2018 they won the coveted All Ireland Senior Hurling Title after a 45 year wait. Since that win, they have added the 2019 and 2020 Munster League Titles, the 2019 National Hurling League Title, the 2019, 2020 and 2021 Munster titles and the All-Ireland titles of 2020 and 2021. 2020 saw the team go without losing a game across a remarkable season. John was named the Munster GAA Manager of the year in 2015 and 2018 and RTE Sports Manager of the year in 2020.



Victoria Tollman, Executive Vice President, The Red Carnation Hotel Collection

Victoria Tollman's passion for and career in hospitality was probably preordained when her mother, renowned hotelier Beatrice Tollman, almost gave birth to her in a hotel. Over 20 years ago, Vicki formally joined the family business as Director of Red Carnation Hotels and Bouchard Finlayson, the family's vineyard in South Africa. Today, Vicki is Vice President of The Red Carnation Hotel Collection. Her responsibilities cover all facets of the business with a special focus on the brand image, working closely with the Red Carnation commercial team across sales, marketing, and PR. Vicki's passion for the business is felt in each of the 20 hotels in the collection, where she ensures that the family's principle, "in pursuit of excellence", guides the guest experience. Her mentorship has been hugely significant to Red Carnation, supporting team members through their career progression and inspiring individual achievement alongside a focus on wellbeing. Vicki is proud to be closely involved with the company pillars of Sustainability, Diversity, Equality and Inclusion ensuring best practices are embraced in each hotel to create a lighter carbon footprint and that every member of the RCH family can proudly be who they are.



Jonathan Raggett, Managing Director, The Red Carnation Hotel Collection

Following completion of 'A' levels, Jonathan undertook a Higher National Diploma in Hotel Management and has worked in the hotel industry for 40 years. He was appointed Managing Director at Red Carnation Hotels in 2000, which at the time comprised 4 hotels, today he is responsible for 18 hotels across the globe. In 2021 Red Carnation Hotels was voted Number 3 Best Hotel Brand in Travel + Leisure 'World's Best' Awards. In 2009 Jonathan was named Hotelier of the Year by The Caterer and Hotelkeeper. He is a board member of The Global Travel & Tourism Partnership and a former Chairman of the Master Innholders. Jonathan is proud to be a Hospitality Action Trustee, and most recently in 2022 has been appointed to sit on the Strategy Committee at Forbes Travel Guide.



Paul Kelly, Chief Executive, Fáilte Ireland

Paul has been the Chief Executive of Fáilte Ireland since 2017. Paul is leading Fáilte Ireland, the National Tourism Development Authority, through the deepest crisis ever for our country's tourism industry and our largest source of employment. His work is to ensure survival, enable reopening and reimagine a different future post-Covid. The future will build on Fáilte Ireland's previous successes including the Wild Atlantic Way, Ireland's Ancient East, Ireland's Hidden Heartlands, the Dublin brand refresh and The Gathering. Paul's leadership has led Fáilte Ireland to be listed in the top 20 best large organisations to work in and is the only public sector body on this list. In 2020 Paul was named as Ireland's Most Trusted Leader by Great Places to Work. He began his career with Procter & Gamble UK, then went on to senior executive positions with Diageo Ireland, Aviva and the UCD Smurfit Business School.



Ruth Andrews, Chair, ITIC and Chief Executive, ITOA

With a career spanning over 35 years in Irish tourism, Ruth commenced her tourism career in the Hotel sector as a marketing/sales professional. She established her own tourism marketing/sales consultancy service in the late '90's, providing marketing communications, coaching & mentoring and business development expertise to a wide range of Irish Tourism industry businesses in almost all sectors. She is Chief Executive for the ITOA – Incoming Tour Operators Association and was appointed Special Advisor to AVEA – The Association of Visitor Experience and Attractions in 2017. She is currently chairperson of ITIC – Irish Tourism Industry Confederation and in 2020 she was appointed by Government to chair the Tourism Recovery Taskforce and now serves on its Recovery Oversight Group. She is a Director of Tourism Ireland and continues to serve on many industry advisory boards.



Niall Gibbons, Chief Executive, Tourism Ireland

Niall oversees the marketing of the island across the world, leading a team of 160-plus in more than 20 markets, whose work is underpinned by sustainable destination marketing principles. In 2019, over 11 million overseas visitors contributed more than €5.8BN to the island of Ireland economies and supported 325,000 jobs. Niall has overseen Tourism Ireland's emergence as a leader in digital marketing and led its expansion into new markets like China and the Middle East. He developed groundbreaking partnerships with LucasFilm and HBO which allowed Tourism Ireland to leverage the global success of Star Wars and Game of Thrones and showcase the island overseas in a new way. He has been a member of the Covid Tourism Recovery Taskforces in both Ireland and Northern Ireland. The World Economic Forum ranks Ireland 3rd in the world out of 136 countries for 'effectiveness of marketing and branding to attract tourists'.



Sarah Duignan, Director of Client Relationships, STR

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. STR Global was formed in 2008 following the merger of the HotelBenchmark team with The Bench and Smith Travel Research. In 2016, the international family of companies united under one brand: STR. As Director of Client Relationships, Sarah regularly attends and presents at hotel group and industry events. She holds an Honours Degree in Translation from DCU.

Gary and Paul O'Donovan, Olympic and World Championship Rowing Winners

Gary and Paul don't need much introduction as they continue to be amongst the top most recognised, trusted and admired sportsmen in Ireland with 1.14 million Irish adults saying they are people that they like and admire. Gary and Paul won silver in the 2016 Rio Olympics and won a gold medal at the 2018 World Championships in Bulgaria and silver at the 2018 European Championships.

In 2019 Gary competed in the LM1x at the World Rowing Championships in Linz and took home the bronze medal in the same category at the 2019 World Rowing Cup III.



In the same year Paul was paired with Fintan McCarthy and they won gold at the 2019 World Rowing Cup III. Paul and Fintan went onto win gold in the lightweight double sculls event, which ensured qualification for the Irish team at the 2020 Summer Olympics in Tokyo. O'Donovan raced with McCarthy at the 2021 European Rowing Championships, where they won gold.

The pair love to keep fit through a varied training routine that involves rowing, sea, running, swimming and cycling to name but a few.

Paul is currently studying medicine at UCC & Gary has a business degree and is currently studying Sports Law.

Conference Social & Evening Entertainment

MONDAY 28TH MARCH

19.00 IHF Quality Employer and Employee of the Year Awards & Drinks Reception

Drinks Reception sponsored by: Dalcassian Wines & Spirits.

20.00 President's Dinner

Choose from Flavours of Italia or Flavours from the Orient...

Supported by: Elis.

Wines and After Dinner Drink by: Dalcassian Wines & Spirits.

Tea & Coffee by: Findlater & Co.

TUESDAY 29TH MARCH

19.00 Reception & Gala Dinner (Black Tie)

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

Welcome Reception sponsored by Diageo.

Elaina Fitzgerald Kane, IHF President, 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.

Hennessy VS After Dinner Drink sponsored by: Edward Dillon & Co. Ltd.

Entertainment sponsored by: IMRO.

Tea & Coffee by: Bewley's.

WEDNESDAY 30TH MARCH

09.00 Golf on the PGA National Ireland Slieve Russell Championship Course

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

09:30 Woodford River Walk

A guided walk along the Woodford River in Ballyconnell (coach transfer from Slieve Russell Hotel).

14:00 Farewell Lunch

Join us in the Summit Restaurant for the Farewell Lunch. The golf prize-giving will take place at 15:00.

PROGRAMME FOR 2022 IHF ANNUAL CONFERENCE

MONDAY 28TH MARCH

7:45	Registration
8:00	Continental Breakfast & Networking in Showtel
9:30	Opening of Showtel Trade Exhibition. <i>Soft drinks in Showtel provided by Coca-Cola HBC Ireland</i>
10:00	Annual General Meeting - Opening by President and Branch Resolutions
11:00	Coffee in Showtel Trade Exhibition Area. <i>All Coffee Breaks sponsored by Findlater & Co. and Bewley's</i>
11:30	Elections
11:45	Accounts, Annual Report and Completion of Branch Resolutions
13:30	Election Results and Close of AGM
13:45	Lunch
14:45	Dessert, Healthy Snacks, Coffee and visit to Showtel
15:30	Simultaneous Industry Fora
	FORUM #1: Future Outlook from the Market Segments Sean O'Driscoll, The iNua Collection Nicola McGrane, Conference Partners Des Annett, CIE Tours Alex Saul, Carr Golf
	FORUM #1a: Insurance – Where to next? Michael Magner, Cork's Vienna Woods Hotel Peter Boland, Alliance for Insurance Reform Caitriona Conroy, Dalata Hotel Group PLC
16:05	Coffee and visit to Showtel
16:40	Simultaneous Industry Fora
	FORUM #2: Putting your People First Aaron Mansworth, Trigon Hotels Jenny De Saulles, Fáilte Ireland Una Crilly, Hospitality Leadership and El Consultant, Positive Impact
	FORUM #2a: Family Business Continuity Planning Eric Clinton, DCU David Fitzgerald, Fitzgeralds Woodlands House Hotel Margaret Darrer, Dooley's Hotel Tina Darrer, Dooley's Hotel
19:00	Irish Hotels Federation Quality Employer and Employee of the Year Awards Address and presentation of Awards <i>Gin Reception by Dalcassian Wines & Spirits</i>
20:00	The President's Dinner <i>supported by Ellis.</i> <i>Wines and After Dinner Drink by Dalcassian Wines & Spirits. Tea & Coffee by Findlater & Co.</i>

TUESDAY 29TH MARCH

08.45	Our New Lens – Rebuilding Tourism' Conference Conference – Official Opening: Elaina Fitzgerald Kane, President, Irish Hotels Federation Conference Chair: Ivan Yates Sponsor's Address: Claire McAllister, Business Sales & Service Manager, Electric Ireland Dervla O'Neill, Learning and Development Network Manager, IHF Skillnet <i>Soft drinks in Showtel provided by Coca-Cola HBC Ireland</i>
09:15	Shaping the Future – Big Data and Big Numbers Richard Collins, Area Manager, Marriott Hotels Abu Dhabi
10:00	Gifting Sustainability Tina O'Dwyer, Director, The Tourism Space™ Eoghan Corry, Journalist, Author and Broadcaster
10:30	Coffee in Showtel Trade Exhibition Area. <i>All Coffee Breaks sponsored by Findlaters & Co. and Bewley's</i>
11:15	Good People Make Great Things Happen John Kiely, Manager, Limerick Senior Hurling Team
12:00	The Power of Passion – The Red Carnation Hotel Collection Victoria Tollman, Executive Vice President, The Red Carnation Hotel Collection Jonathan Raggett, Managing Director, The Red Carnation Hotel Collection
12:45	Lunch <i>supported by FREE NOW for Business – wines by Irish Distillers</i> followed by Dessert, Healthy Snacks and Coffee in Showtel
14:15	Tourism Industry Forum – Our New Lens – Rebuilding Tourism Elaina Fitzgerald Kane, President, Irish Hotels Federation Paul Kelly, Chief Executive, Fáilte Ireland Ruth Andrews, Chair, ITIC Niall Gibbons, Chief Executive, Tourism Ireland Sarah Duignan, Director of Client Relationships, STR
15:15	Coffee, Closing of Showtel
16:00	Dare to Dream and Believe Gary and Paul O'Donovan
17:00	Close of Conference
19:00	Welcome Reception. <i>Sponsored by Diageo</i>
20:00	Gala Dinner (Black Tie Event) IHF President's Award and Transfer of Presidency <i>Supported by AIB. Wines by Classic Drinks. After Dinner Drink sponsored by Edward Dillon & Co. Ltd.</i> <i>Entertainment sponsored by IMRO. Tea & Coffee by Bewley's.</i>

WEDNESDAY 30TH MARCH

9:00	Golf – PGA National Ireland Slieve Russell Championship Course
9:30	Guided Woodford River Walk (coach transfer)
14:00	Farewell Lunch

Tel: 01 4976459 Email: conference@ihf.ie

Don't forget to follow us on Twitter @ihfcomms. For all the latest conference news #ihf2022