

April/May 2017 Edition



# Fáilte Ireland



## Your Latest Update from Fáilte Ireland

Last month was another busy month for Fáilte Ireland as we announced [a new partnership with OPW](#) that will see many attractions in Dublin and Ireland's Ancient East refurbished and enhanced, [new conference wins for Dublin](#) that will see more visitors flocking to the capital and another [Laser Worlds event confirmed for Ireland](#).

We also have a [new storytelling toolkit for Ireland's Ancient East](#) and new champions in [Dublin](#), along the [Wild Atlantic Way](#) and in [Ireland's Ancient East](#).

If that wasn't enough, we have also been showcasing Ireland's [golf product to the ever growing Asian market](#) and we are delighted to share with you four [brand new Market Guides](#) which provide insights into Ireland's four main markets - France, Germany, Great Britain and the USA.

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### €11.5m Capital Funding for OPW Visitor Sites

As part of our strategic partnership with the OPW to assist refurbishments and enhance key attractions, **€11.5m** in funding from our Capital Grants budget has been allocated to ten key OPW projects in Dublin and within the Ireland's Ancient East region. [Find out more about this investment here.](#)



## Dublin Smiles as Another Conference Win is Announced

Dublin is set to receive a significant revenue boost of almost €1.3million as the European Federation of Periodontology confirmed it would hold its March 2020 *Masterclass Conference* in the RDS, Dublin. The latest conference win for Dublin brings the value of new business confirmed by our Dublin Convention Bureau to €24million so far in 2017. [Find out more about what international business has been confirmed for Dublin here.](#)



### New Storytelling Toolkit for Ireland's Ancient East

We have published a toolkit for tourism stakeholders and operators within the Ireland's Ancient East. 'Ireland's Ancient East - A Toolkit for Storytelling Interpretation' seeks to assist businesses in the region to provide guidance on what works best when attracting visitors. [From finding your stories, to telling them right, there's lots of great tips to be found.](#)



### Targeting the Asian Market with Tailored Tee-Offs

We've been working with the International Association of Golf Tour Operators (IAGTO) and Tourism Ireland this week to tap into the growing golf market in Asia by showcasing some of Ireland's best courses to a visiting group of top golf tour operators from China, Hong Kong, Singapore, Japan and Korea. [Find out more here](#)



## Ireland to host Laser Masters World Championships in 2018

The **Laser Masters Worlds** (2018 World Championships) will take place in Dun Laoghaire in 2018. This is the second time in three years Ireland has been chosen to host a Laser Worlds Event - a coup that was announced by Minister Shane Ross TD and Olympic Medal Winner, Annelise Murphy.



## New Champions for Ireland's Ancient East, Wild Atlantic Way and Dublin

Tourism representatives from across the country (**Cork Airport, Dublin, Kerry, and Sligo**) have been completing our bespoke Champions Programme. These programmes support front line staff to enhance their knowledge Ireland's tourism offering so that they can help tourists experience the very best of what Ireland has to offer.



## Understand Your Overseas Visitors with Our New Market Books

We have just published a series of short market guides to provide Irish tourism businesses with greater insight into what our key overseas markets, Germany, France, Great Britain (GB) and the USA, are looking for from a holiday in Ireland.

Looking at how likely each market is to choose Ireland for a holiday, when they might decide and book their holidays, and when they are most likely to come to Ireland and how long they tend to stay these new resources offer a host of insights to help you target the right market for your business. [Download your copies of the new guides here.](#)

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Company No. 236708

T: 1800 24 24 73 E: [CustomerSupport@failteireland.ie](mailto:CustomerSupport@failteireland.ie)

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