



# Jump into Ireland

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## **Ireland: Beyond the Capital Cities**

Armagh, Mayo, Cork, Limerick

October 25<sup>th</sup>, 2018

## Today's Panelists

Paul McDonagh

Tourism Ireland

Bekah Molony

Tourism Ireland

Ghilian Campbell

Visit Armagh

Maggie Ruane

Breaffy House Resort

Siobhán Burke

West Cork Farm Tours

Patricia Roberts

No. 1 Pery Square Boutique Hotel



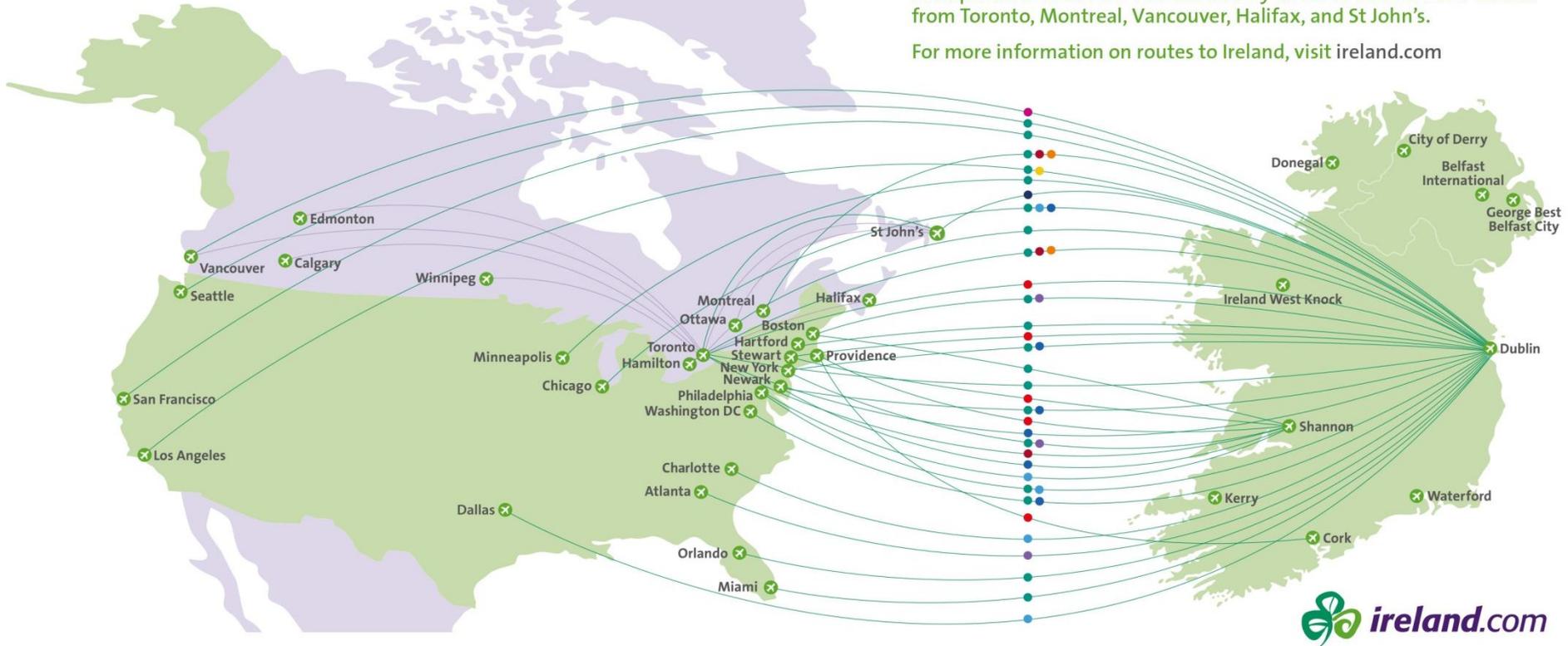


# TRAVELING TO IRELAND BY AIR

## Getting to Ireland has never been easier

All US-based carriers operate connections within the US or in Europe. Aer Lingus connects with JetBlue Airways and United Airlines in multiple cities in the US. You can also fly direct to Ireland from Canada from Toronto, Montreal, Vancouver, Halifax, and St John's.

For more information on routes to Ireland, visit [ireland.com](http://ireland.com)



### Aer Lingus

[aerlingus.com](http://aerlingus.com)

- Boston (BOS) > Dublin
- Boston (BOS) > Shannon (Seasonal)
- Chicago (ORD) > Dublin
- Hartford (BDL) > Dublin
- Los Angeles (LAX) > Dublin
- Miami (MIA) > Dublin
- Minneapolis-St Paul (MSP) > Dublin (2019)
- Montreal (YUL) > Dublin (2019)
- Newark (EWR) > Dublin
- New York (JFK) > Dublin
- New York (JFK) > Shannon
- Orlando (MCO) > Dublin
- Philadelphia (PHL) > Dublin
- San Francisco (SFO) > Dublin
- Seattle (SEA) > Dublin
- Toronto (YYZ) > Dublin
- Washington (IAD) > Dublin (Seasonal)

### American Airlines

[aa.com](http://aa.com)

- Charlotte (CLT) > Dublin (Seasonal)
- Chicago (ORD) > Dublin (Seasonal)
- Dallas (DFW) > Dublin (Seasonal 2019)
- Philadelphia (PHL) > Dublin
- Philadelphia (PHL) > Shannon (Seasonal)

### UNITED

[united.com](http://united.com)

- Chicago (ORD) > Dublin (Seasonal)
- Newark (EWR) > Dublin
- Newark (EWR) > Shannon (Seasonal)
- Washington (IAD) > Dublin (Seasonal)

### DELTA

[delta.com](http://delta.com)

- Atlanta (ATL) > Dublin (Seasonal)
- Boston (BOS) > Dublin (Seasonal)
- New York (JFK) > Dublin
- New York (JFK) > Shannon (Seasonal)

### AIR CANADA

[aircanada.com](http://aircanada.com)

- Montreal (YUL) > Dublin (Seasonal)
- Toronto (YYZ) > Dublin
- Toronto (YYZ) > Shannon (Seasonal)

### AIR CANADA rouge

[aircanada.com](http://aircanada.com)

- Vancouver (YVR) > Dublin (Seasonal)

### norwegian

[norwegian.com](http://norwegian.com)

- Hamilton (YHM) > Dublin
- Providence (PVD) > Dublin
- Providence (PVD) > Cork (Seasonal)
- Providence (PVD) > Shannon (Seasonal)
- Stewart (SWF) > Dublin
- Stewart (SWF) > Shannon

### Air transat

[airtransat.ca](http://airtransat.ca)

- Montreal (YUL) > Dublin (Seasonal)
- Toronto (YYZ) > Dublin (Seasonal)

### WESTJET

[westjet.com](http://westjet.com)

- Toronto (YYZ) > Dublin (via St John's, seasonal)
- St John's (YYT) > Dublin (Seasonal)

### Ethiopian

[ethiopianairlines.com](http://ethiopianairlines.com)

- Los Angeles (LAX) > Dublin



Geataí Uile  
All Gates



Réamh-Imréiteach SAM  
U.S. Preclearance



Tolglanna Aerlínte  
Airline Lounges





[trade.ireland.com](https://trade.ireland.com)



# WELCOME TO TOURISM IRELAND'S TRAVEL TRADE PORTAL

Help your clients discover the warmth and wonder of this epic land

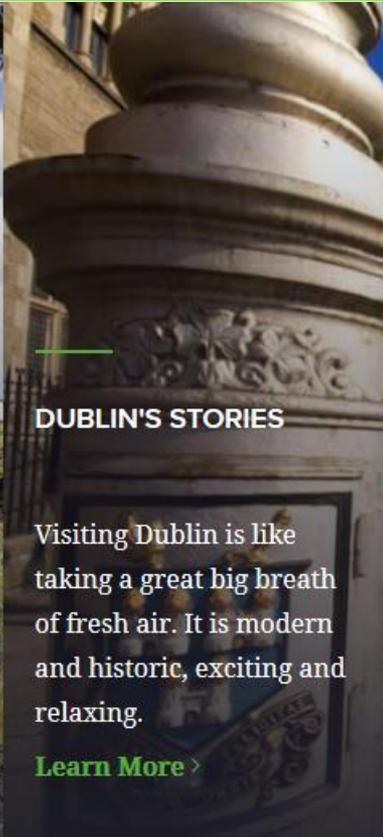
[trade.ireland.com](https://trade.ireland.com)



### IRELAND'S ANCIENT EAST

Explore this rich, strange land studded with castles, and shaped by stories that stretch back 5,000 years.

[Learn More >](#)



### DUBLIN'S STORIES

Visiting Dublin is like taking a great big breath of fresh air. It is modern and historic, exciting and relaxing.

[Learn More >](#)



### CAUSEWAY COASTAL ROUTE

This route is a kaleidoscope of natural landscapes, imposing cliffs, glens, mountains and waterfalls.

[Learn More >](#)



### BUZZING BELFAST

In this friendly, compact city you'll find history, fine food, spectacular scenery and the story of the Titanic

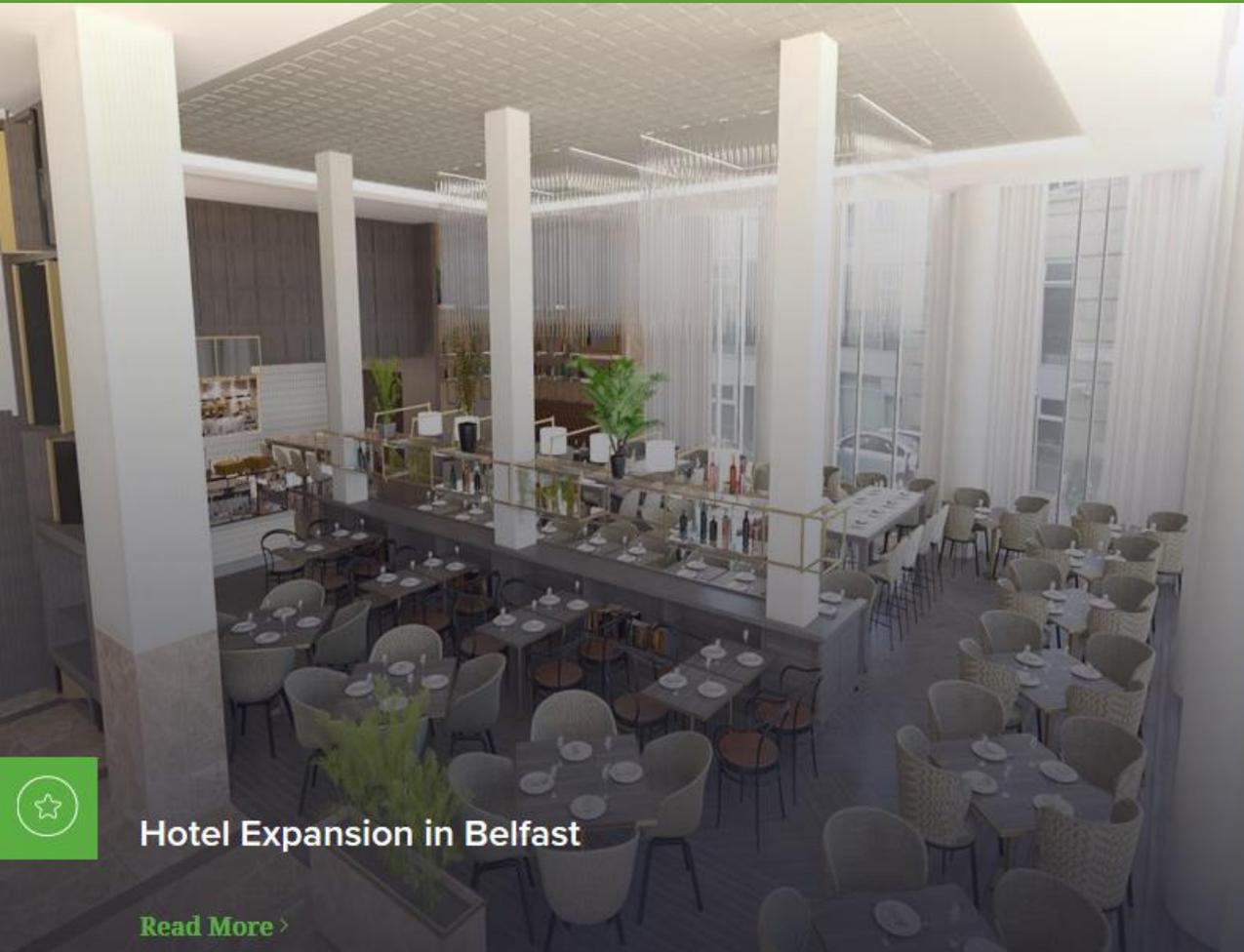
[Learn More >](#)



### IRELAND'S GREATEST CYCLING EXPERIENCE

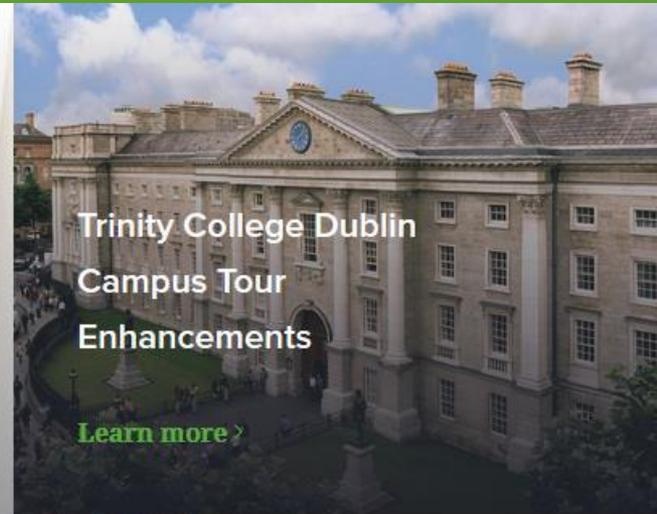
Ireland's Wild Atlantic Way Cycle Sportif is a salt-breezed cycling experience like no other.

[Learn More >](#)



 **Hotel Expansion in Belfast**

[Read More >](#)



**Trinity College Dublin  
Campus Tour  
Enhancements**

[Learn more >](#)



**Exciting New  
Adventure Concept  
for Northern Ireland**

[Learn more >](#)

## TOUR SUGGESTIONS BY THEME



History and Heritage >



Northern Ireland >



Castles and Gardens >

[trade.ireland.com](https://trade.ireland.com)

# Ireland Specialists



ABOUT IRELAND



PLACES TO GO



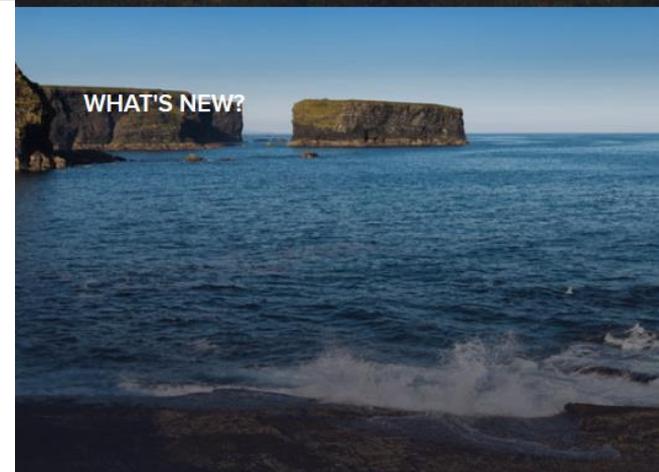
THINGS TO DO



PLACES TO STAY



WHAT'S NEW?



# Ghilian Campbell

Destination Sales Officer

[ghilian.campbell@armaghbanbridgecraigavon.gov.uk](mailto:ghilian.campbell@armaghbanbridgecraigavon.gov.uk)

## Visit Armagh





# ARMAGH...

The First Place

---

Ghilian Campbell  
[ghilian.campbell@armaghbanbridgecraigavon.gov.uk](mailto:ghilian.campbell@armaghbanbridgecraigavon.gov.uk)

[www.visitarmagh.com](http://www.visitarmagh.com)

# THE FIRST PLACE

---

- For 7,500 years people have been drawn here
- There is something magical, something unique, something original about this place
- This place has been the focal point for tribes, kings, saints and scholars
- Today this place is a place of warm welcome, of vibrant culture and of creativity.
- This place is .....Visit Armagh



# FOODIE DESTINATION

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- Ranked as 4th Foodie Destination in Ireland
- Northern Ireland's Food Heartland
- Artisan Chefs

ARMAGH  
FOOD AND CIDER FESTIVAL



# ORCHARDS

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- Orchard of Ireland
- Approx 4,000 acres of orchard, producing 35,000 tonnes of fruit
- Play in our Orchards and sample world leading artisan Ciders
- Accompany this with wonderful local produce
- Served in acclaimed restaurants in the Food Heartland



# FOOD & CIDER FESTIVAL

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- The perfect showcase for foodies & craft brewers.
- Sample some of the finest cuisine from across the Orchard County combined with the best of local ciders, served in a range of beautiful venues and locations.
- Festival celebrations include:
- A Night in the Orchard | Food Tours and Trails | Sundown Food Market | Urban Orchard, Food and Cider Market | Bespoke events hosted by chefs from the Food Heartland Hospitality Forum

# OUR STORY

# NAVAN

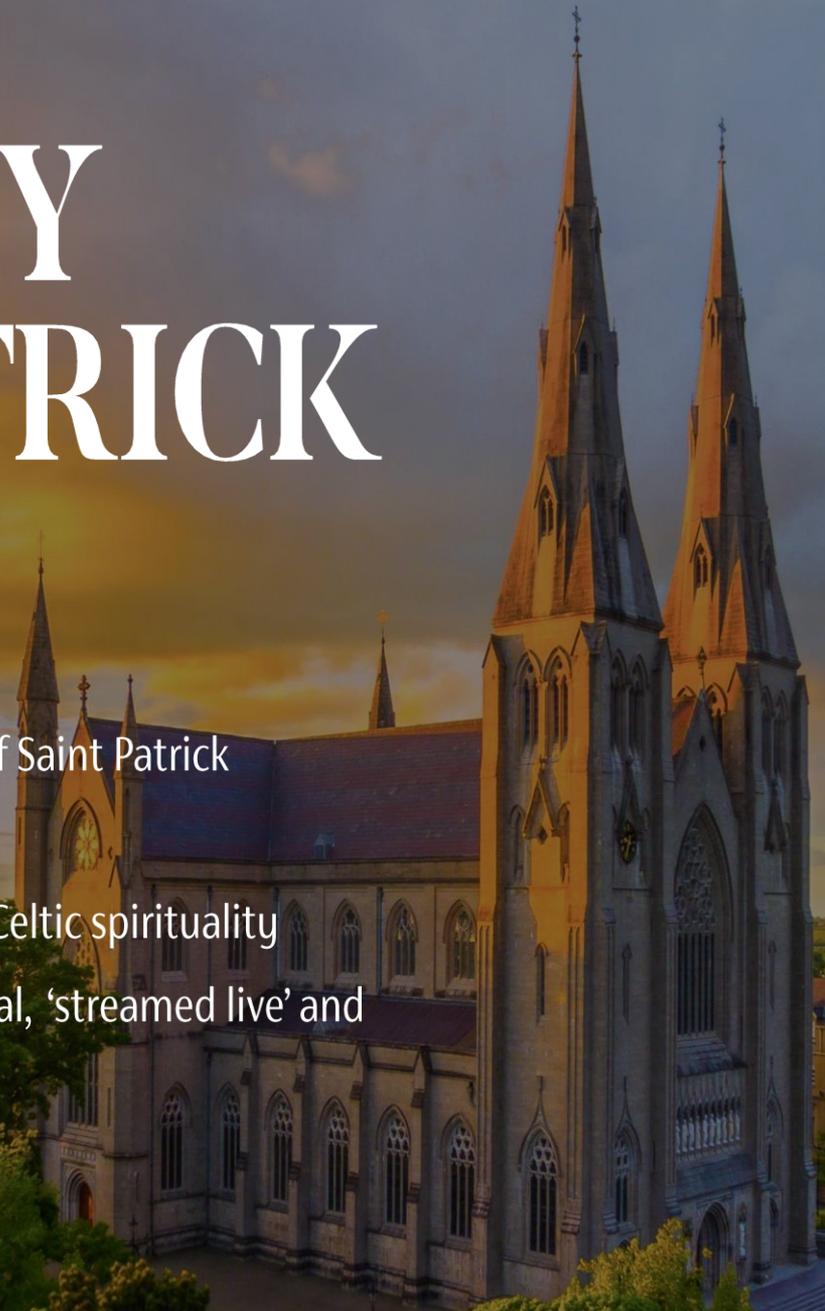
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- One of Ireland's most important archaeological sites
- Emain Macha, home of Queen Macha
- Birth place of the famous Ulster Cycle of Tales

# OUR STORY SAINT PATRICK

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- Embark on an epic journey in the Home of Saint Patrick
- Site of Saint Patrick's first stone church
- Rediscover his connection to the ancient Celtic spirituality
- Experience the Home of St Patrick's Festival, 'streamed live' and recorded for broadcast.



# THE MAGIC OF MAKEM

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- Enjoy an insight into Keady's rich musical heritage
- Visit to Tommy Makem Exhibition
- Hear of the historical trail of the song tradition
- Where the Keady Songs have travelled to?
- Enjoy a bowl of traditional Irish stew.
- Then step back a bygone age, gather round the turf fire in Tosseys Cottage and hear some of Keady's finest musicians perform jigs & reels, rousing songs and tell tall yarns!

# EXPERIENCE TRADITIONAL IRISH SPORT

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- Presentation on the history of the GAA with particular focus on Armagh
- Tour of the Grounds - changing rooms, entrance tunnel, stand, media room, handball alley, etc.
- Meet a past/current player
- Have a Go - have a go at some of the basic skills of Gaelic Football / Hurling / Handball
- Opportunity for pictures/purchase merchandise in the grounds
- Lunch in the Ceannaras Hall



# THE HOME OF IRISH LINEN

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- 2 ½ Centuries of Linen Heritage
- World class product, gracing the tables of Royal households
- Tour the factory and witness the craftsmanship of the Golden Age of Linen
- Weave the story from flax to table, from yarn to fine cloth, from Banbridge across the world.

# Ghilian Campbell

Destination Sales Officer

[ghilian.campbell@armaghbanbridgecraigavon.gov.uk](mailto:ghilian.campbell@armaghbanbridgecraigavon.gov.uk)

## Visit Armagh



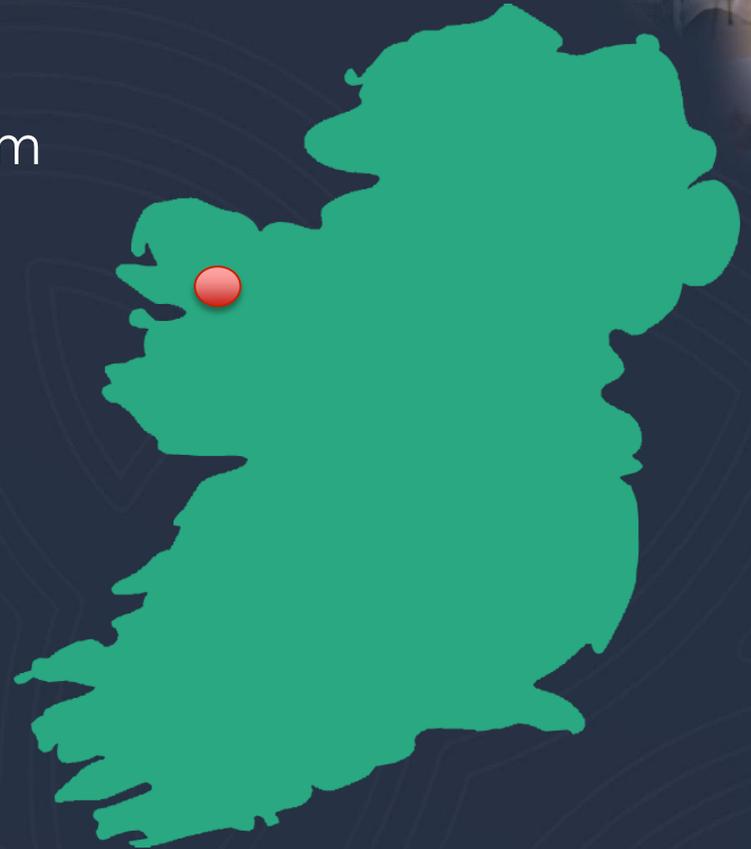


# Maggie Ruane

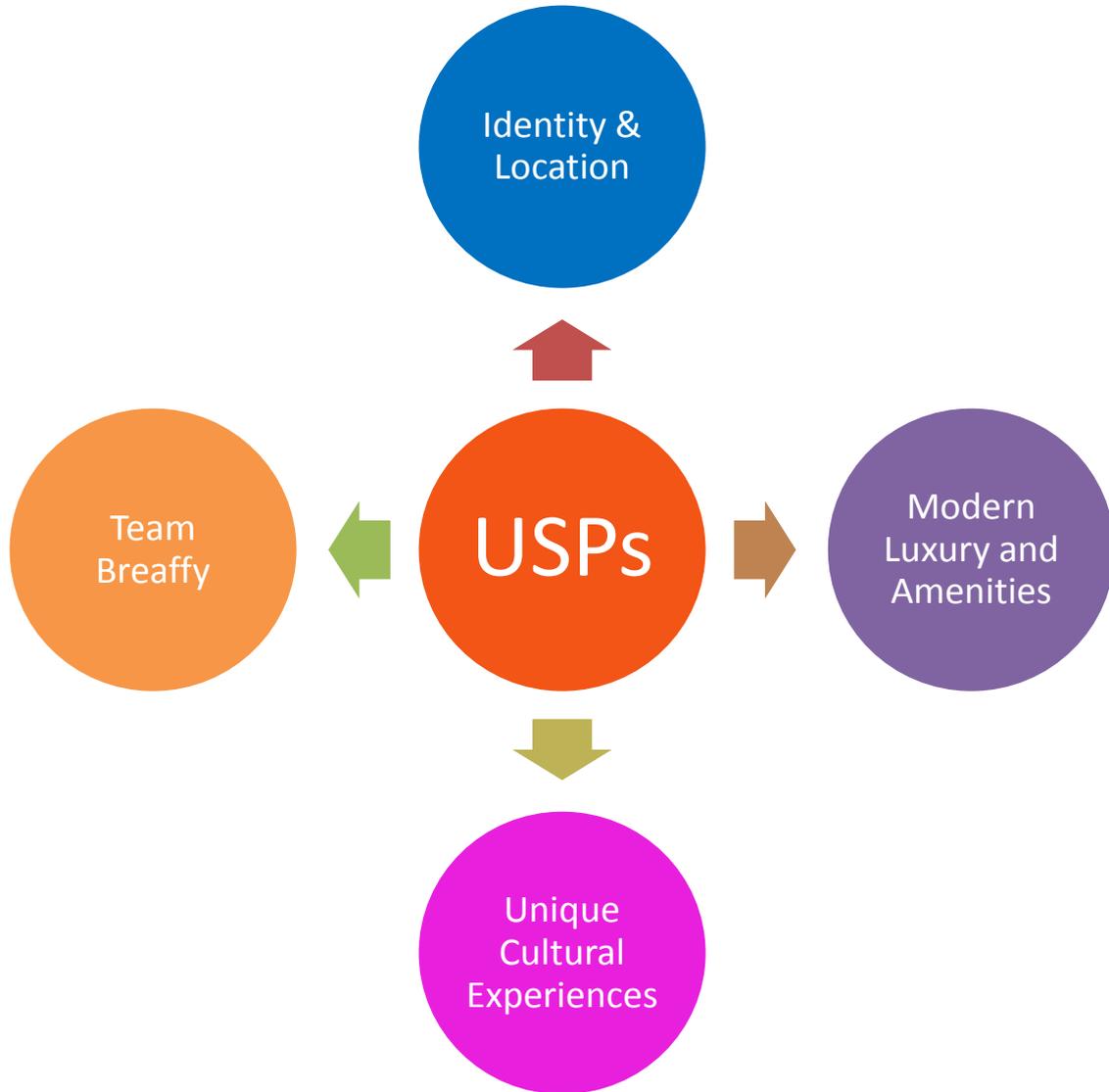
Head of Sales & Marketing

[maggie.ruane@breaffyhouseressort.com](mailto:maggie.ruane@breaffyhouseressort.com)

## Breaffy House Resort



# Overview



Breaffy House Resort situated in the heart of Co. Mayo on the doorstep of the Wild Atlantic Way, is a luxurious 4 star Victorian house hotel in the midst of **reinventing** itself.

Its majestic Victorian façade and 90 acre woodland estate provide **escapism** with a **sense of adventure** for all its guests.

Come and experience **'Destination Breaffy'** and discover for yourself all the spirit and character of this luxurious resort which offers many **unique cultural experiences** and lots of **personal touches** for all its guests!

# Identity & Location Breaffy House Hotel

## Hidden Gem in the West of Ireland



- 4 Star Status October 2018
- €3.5m investment over 4 years
- Stunning 18<sup>th</sup> Century Victorian Manor Hotel located on a 90 acre woodland estate
- 3km outside Castlebar and 20 mins drive from the Wild Atlantic Way
- 2.5 Hours drive from Dublin Airport/ 1.5 Hours from Shannon Airport & 1 Hour from Galway & Sligo
- 3.5 Hours from Belfast



# Modern Luxury & Amenities

## Accommodation

Suites



Double



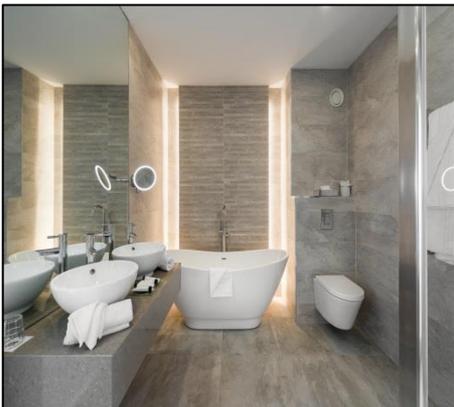
Bunk Rooms



**106 Bedrooms**

- 8 Suites
- 16 Superior Deluxe
- 21 Doubles
- 23 Family Rooms
- 19 Twin Rooms
- 11 Bunk Rooms
- 8 Interconnecting Rooms

Bathroom Suites



Fam 2 Double or Twin



Superior Deluxe



# Modern Luxury & Amenities

## Award Winning Leisure Club & Spa



- Nutramino Health & Fitness Award - Best Hotel Facility 2018
- White Flag Award
- 20m Swimming Pool, Jacuzzi, Sauna & Steam Room



- Award Winning Breaffy Spa
- A range of Signature Treatments & Holistic therapies, massage therapy, hydro therapy, dry flotation therapy

# Modern Luxury & Amenities

## Dining



- Award Winning Healy Mac's Bar 120
- Mulberry Restaurant 180
- Tailor made all inclusive Tour menus with fresh local produce

# Modern Luxury & Amenities Woodland Estate & Woodland Walkways



- Newly landscaped 90 acre woodland estate
- Stunning Woodland Walkways
- Fresh Green Countryside



# Destination Breaffy

## Unique Cultural Experiences

NO SINGLES SUPPLEMENT

Active Age Breaks 2019

# Destination Breaffy

**Dear Guest**  
Have you visited Breaffy House Breatery? If not, well it's time you heard your next break was set. We are delighted to announce our 2019 Active Age Program for 2019 at Destination Breaffy. We have developed a host of customized packages which offer you a range of unique, memorable and worthwhile experiences that you won't find anywhere else! From dinner to drink, we'll have you on premises to stimulate your senses, engage your wit, and cheer you personally with a beautiful West of Ireland welcome. Breaffy Style!

Our breaks include an eclectic mix of activities, live dancing, hot dancing and jigs, workshops, vintage Bathons & Dalnair workshops, Clay Pigeon shooting, woodlands & heathery walks, creative writing, (facilitated by the Breaffy outdoor writing, visits to our wine cellar, above all, we'll be making our fair excursions to Mount, Turlough House, and the many secret hideaways of the Wild Atlantic Way, Mayo's Finest Coastline. The guarantee when you check into Breaffy House Breatery, you'll see you here.

Your sincerely,  
Michael O'Sullivan  
Breaffy House Breatery Manager

**BOOK YOUR 2019 ACTIVE AGE BREAK NOW 094 902.2033**

**Breaffy House Resort**

## Active Age Breaks 2019 at 'DESTINATION BREAFFY'

Champagne & Wine

Active Age Breaks 2019 at 'DESTINATION BREAFFY'

Destination Breaffy' Active Age Activity Plan 2019

### 2019

**'Country & Western Experience' Active Age Break**  
Sunday Jan 20th to Thursday Jan 24th From €199 4DBE

**4 Night package option which includes:**  
- Full Irish Breakfast each morning  
- 4 course dinner on each evening (one evening 2nd dinner)  
- Transfer from Traws Station on bus station  
- Complimentary T-C throughout your stay  
- On arrival

**Line Dancing Workshops**  
Learn the steps with our line dancing experts (Monday Evening €10 supplement pp)

**Western Style Cooking Demonstration with Noel**  
Learn how to make some exciting modern style recipes from our Head Chef Noel (Monday Afternoon)

**Kernan's Country Sing Along**  
They say the best Irish music is Alan Jordan with our European style piano and western tunes (Monday Evening)

**Tuesday - Extension Day**  
Day Trip to King's County Wick (Monday Afternoon)

**Heist Open - Movie Night**  
Western Classic movie called 'The Quiet Man - John Wayne and Maureen O'Connell' followed by dinner in the Bar (Tuesday Evening)

**Clay Pigeon Shooting with Shane**  
(Wednesday Evening €65 supplement pp)

**Breaffy Heritage Trail Woodland Walk**  
Annoying Wilton on a beautiful guided walk around the grounds of Breaffy House Breatery. (Wednesday Afternoon)

**Gallop Country & Western Dinner & Irish Dance**  
Enjoy the best in country and western style cooking, our country and western style Irish dance and western style music. (Wednesday Evening)

**'Dancehall Days 60's Experience' Active Age Break**  
Sunday March 3rd to Thursday March 7th From €239 4DBE

**4 Night package option which includes:**  
- Full Irish Breakfast each morning  
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**'Creative Writing Workshop'**  
Learn the secrets of creative writing which will help you to craft a story from your youth. This will bring out the past dreams, experiences, memories and feelings that you have. You enjoy sharing your story and participating with us! (Monday Evening €10 supplement pp)

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TURN OVER FOR MORE GREAT ACTIVE AGE BREAKS >>>

# Example 1

## Ignite Your Celtic Spark



### Why will Your Clients be Excited?

Chance to meet the locals- participative & Inclusive	Yes
--	-----

Enriching & Authentic Irish Experience	Yes
--	-----

Immersion in Irish music and Culture	Yes
--------------------------------------	-----

Experience the Wild Atlantic Way	Yes
----------------------------------	-----

Opportunity to feel Connected to the West of Ireland and its people	Yes
---	-----

Unique Package offer	Yes
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# Example 2

## Country & Western Experience



### Why will Your Clients be Excited?

Chance to meet the locals - participative & Inclusive	Yes
---	-----

Enriching & Authentic Irish Experience	Yes
--	-----

Spend an afternoon exploring picturesque town or village	Yes
--	-----

Experience the Wild Atlantic Way	Yes
----------------------------------	-----

Opportunity to feel Connected to the West of Ireland and its people	Yes
---	-----

Unique Package offer	Yes
----------------------	-----

# Warm Genuine Irish Welcome

#Team Breaffy



**Our Team:  
Warm, Welcoming, Hospitable & Caring**



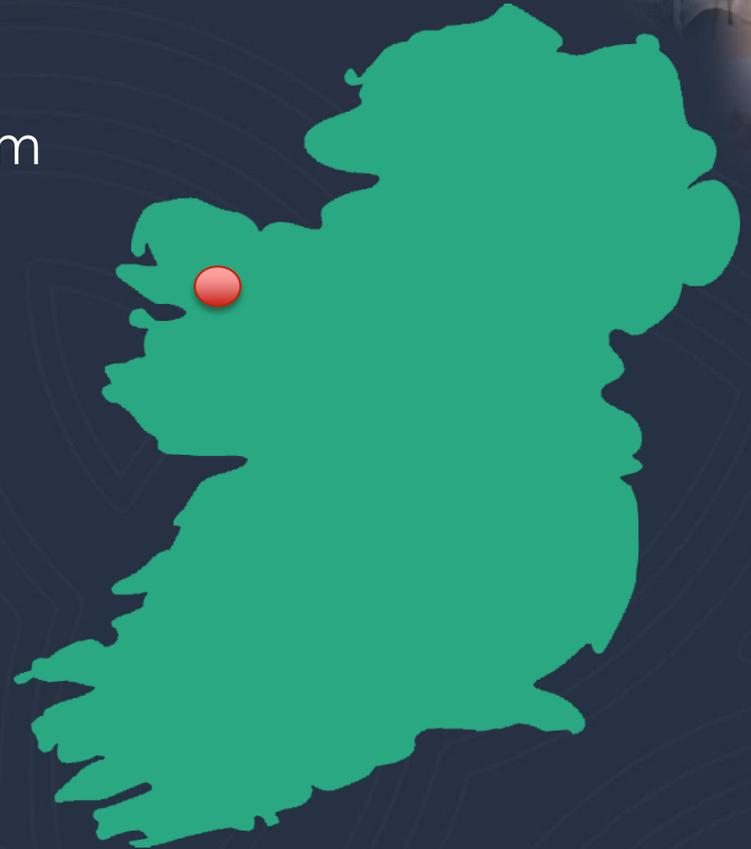


# Maggie Ruane

Head of Sales & Marketing

[maggie.ruane@breaffyhouseressort.com](mailto:maggie.ruane@breaffyhouseressort.com)

## Breaffy House Resort





# Siobhán Burke

## Marketing & Sales Manager

[info@westcorkfarmtours.com](mailto:info@westcorkfarmtours.com)

# West Cork Farm Tours





WEST CORK  
**FARMTOURS**



**WILD ATLANTIC WAY**  
SLÍ AN ATLANTAIGH FHIÁIN





WEST CORK  
**FARMTOURS**

 <sup>®</sup>  
**WILD ATLANTIC WAY**  
SLÍ AN ATLANTAIGH FHIÁIN



# Location

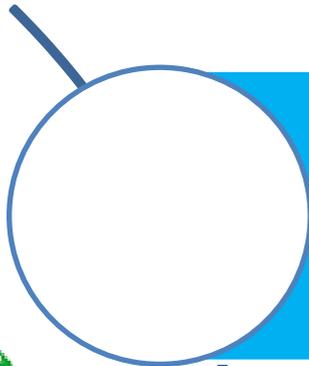
Cork Airport: 50 mins

Kinsale: 50 mins

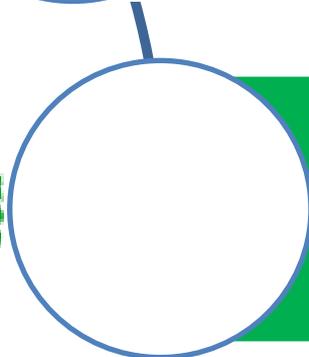
Killarney: 1hr 30mins



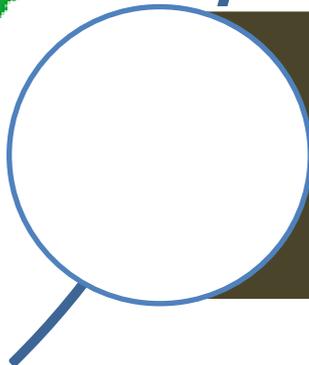




**Our farmers are all Origin Green members, independently verified for their high standards with regard to quality and sustainability**



**Each farm has won awards for the quality of its produce – milk, dairy, pork and black pudding!**



**These fields have been handed down from generation to generation and each family has a unique story to tell.**

# Scheduled & Bespoke Tours

## Scheduled Tours

- (Thursdays, 11am-1pm, Mar-Oct)
- Book online or contact us via [westcorkfarmtours.com](http://westcorkfarmtours.com)

## Bespoke Tours

- General or tailored to special interests.
- One farm or more ...
- Year-round!





# West Cork Farm Tour Packages



**We can combine your farm tours with**

- Lunch & dinner offers
- Accommodation packages
- Itinerary planning for single and multi-day tours in beautiful West Cork



*“I just believe that it is a completely authentic Irish experience and a window into everyday Irish life.”*

- Neil Grant, General Manager of the Celtic Ross Hotel



***‘Amazing tour which happened to be the highlight of my parents' stay in Ireland!’***

**(Facebook Review)**



**FIND US:** [HTTP://WESTCORKFARMTOURS.COM](http://westcorkfarmtours.com)

**FACEBOOK:** FARMTOURSCORK

**TWITTER:** @FARMTOURSCORK

**CONTACT:** [INFO@WESTCORKFARMTOURS.COM](mailto:info@westcorkfarmtours.com)

**+353 (0)86 303 0991**



WEST CORK

**FARMTOURS**



# Siobhán Burke

## Marketing & Sales Manager

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# West Cork Farm Tours



# Patricia Roberts

Proprietor

[patricia@oneperysquare.com](mailto:patricia@oneperysquare.com)

## No. 1 Pery Square Boutique Hotel





NO.1 PERY SQUARE  
TOWN HOUSE

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PERY  
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PERY  
SQUARE



# AFTERNOON TEA

No.1  
PERY  
SQUARE



No.1  
PERY  
SQUARE



Sash

## BREAKFAST

Mon to Fri – 7:15am to 10:00am

Sat & Sun – 8:30am to 11:00am

## LUNCH

Mon – Sun **The Park Room**

Mon to Thu Group Reservation Only (15+)

Sun 1:00pm to 4pm

## DINNER

Monday – Wednesday **The Park Room**

Thursday 5:30pm to 9:00pm

Friday & Saturday 5:30pm to 9:30pm

Sunday **The Park Room**



No.1  
PERY  
SQUARE

No.1  
PERY  
SQUARE



"Excellent food together with a tasteful, understated atmosphere and top-rate service from knowledgeable and well-trained staff make this a premier dining venue in its own right for anyone visiting Limerick"

Georgina Campbell, Ireland Guide 2017



"Take one great Georgian Quarter, a great Georgian House, a lady with a great eye for style, detail and elegance, and you have No.1 Pery Square, undoubtedly one of the coolest destinations in the country"

Lucinda O'Sullivan's Ireland 2017



"A relaxed, modern bistro with a feature wall of pictures and mirrors, set on the first floor of a boutique hotel – it's named after the type of window found in houses of this era. Menus are wide-ranging with fresh ingredients that are capably prepared: simply a good meal"

Michelin Guide 2017



## No.1 Thermal Suite

### Aroma Steam Room

Relieves muscular stress promoting muscle relaxation & improves the immune system through aroma essence.

### Coal Bunker Finnish Sauna

This traditional Finnish sauna, housed in the original coal bunker stimulates different body processes & increases blood flow. It relieves stress & tension.

### Irish Mist Showers

These showers help to remove excess toxins from the skin. They also reduce your core body temperature after heat treatments.

### Sole Pool Foot Baths

Cleanse your feet with an infused sea salt exfoliation which helps to remove dead skin cells & nourish the skin.

### The Snooze Room

This room offers you peaceful time to relax, sleep & let your body and mind reap the benefits of the treatments you experienced on your journey.

### Herbal Cocoon

A gentle & relaxing Irish herbal heat treatment with mild temperatures & average humidity. Leaving you feeling replenished.

### No.1 Spa Shop

All our products we use in the spa therapies are also available for purchase at the spa. Please ask us at reception.

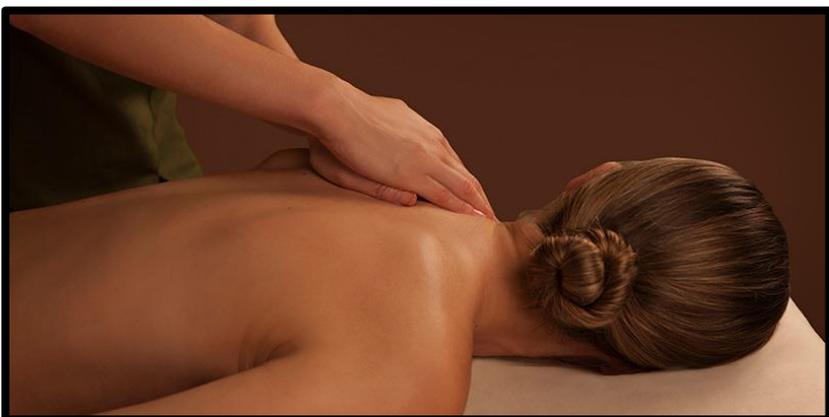
#### Spa Treatment Key:



Unisex  
Treatment



Pregnancy  
Adaptable



thank  
you

No.1  
PERY  
SQUARE

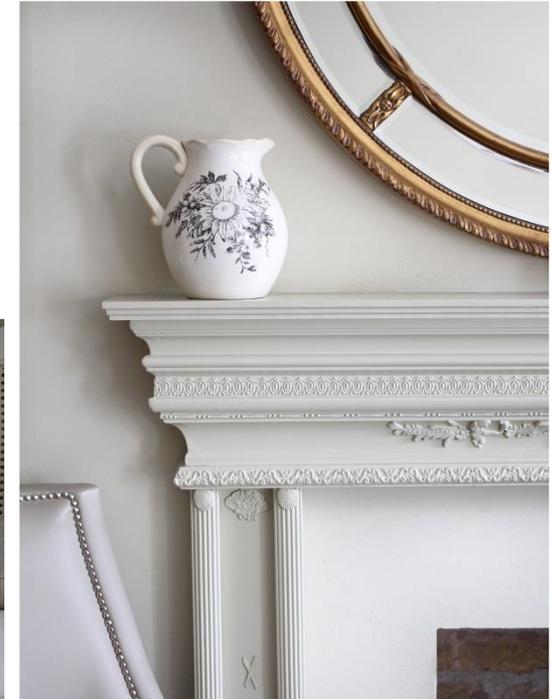
No. 1 Pery Square Hotel & Spa  
Georgian Quarter, Limerick, Ireland

T: +353 61 402402

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E: [info@oneperysquare.com](mailto:info@oneperysquare.com)

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# Patricia Roberts

Proprietor

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## No. 1 Pery Square Boutique Hotel





**Ghilian Campbell**

Visit Armagh

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# Q&A





# Jump into Ireland

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## **Ireland: Beyond the Capital Cities**

Armagh, Mayo, Cork, Limerick

October 25<sup>th</sup>, 2018