



# Strategies for Maximising the Positive Impacts of Tourism

Cork County Mayor's Conference  
24th - 25th May 2013, Youghal

# Conference Itinerary

## Friday 24th May - Conference Dinner

- 7.30 pm Aherne's Seafood Restaurant, Youghal  
Guest Speaker Mr John Concannon,  
Director of Market Development  
Fáilte Ireland

## Saturday 25th May - Conference

- 9.30 am Registration at Walter Raleigh Hotel,  
Youghal
- 10.00 am Opening Address Cllr Barbara Murray,  
Mayor of the County of Cork
- 10.10 am John Perry, Minister of State at the  
Department of Jobs, Enterprise  
and Innovation
- 10.30 am Martin Riordan, Cork County Manager  
*'Unlocking the Tourism Potential of  
Spike Island'*
- 10.50 am Stephen Ryan, Head of Marketing,  
Fota Wildlife Park  
*'Case Study Effective Online Marketing  
Strategies'*
- 11.10 am Coffee Break
- 11.30 am Michael Magner, Chairman of the Cork  
Branch of the Irish Hotels Federation  
*'The Role of IHF in The Gathering 2013'*
- 11.50 am Kevin Cullinane, Marketing Manager,  
Cork Airport  
*'Positioning Cork Airport for Growth in a  
Challenging Operating Environment'*
- 12.10 pm Derry Cronin, Managing Director of the  
Cronin Travel Group  
*'Cork - so where to from here?'*
- 12.30 pm Q & A
- 13.00 pm Closure and lunch



# Speakers

## **Cllr. Barbara Murray - Mayor of the County of Cork**

Eight years into her political life, Youghal town and Cork County councillor Barbara Murray was elected Mayor of the County of Cork. As well as being only the second woman to acquire the chain, her election bridged a gap of over 60 years since there was a Youghal representative holding such a position. In 2004 Cllr. Murray was elected simultaneously to Youghal town council & County

Council. Cllr. Murray perceives tourism as “one of our finest assets” and potentially “a key driver of economic growth in the region” Cllr. Murray describes Cork County Council as “hugely progressive” in having already taken significant steps in investing in tourism product offerings such as Mallow Castle, Spike Island, fort Meagher Camden and Mizen Footbridge.

## **John Concannon - Fáilte Ireland, Director of Market Development**

John is responsible for the domestic marketing of Ireland as a tourism destination and has developed the successful “Discover Ireland” consumer brand and marketing programme. In this role, he also heads up online and digital strategy, international business tourism festivals and events, the “Visit Dublin”

division, and visitor and trade engagement as well as the international publicity function for Ireland. In 2010 John was awarded the accolade “Irish Marketer of the Year” for his work relating to the marketing of Ireland as a tourist destination.

## **John Pery TD**

John was appointed Minister of State with responsibility for Small business at the Department of Jobs, Enterprise and Innovation in March 2011. John a full-time public representative, was first elected to the Dáil in 1997 representing Sligo/North Leitrim and was spokesperson on Science,

Technology, Small business & Enterprise and the Border Counties from 1997 -2002. Chairman of Public Accounts Committee until 2004, John has also served as spokesperson on the Marine 2004-2007. On his re-election to the Dáil in 2007 John served as spokesperson on small Business.

## **Martin Riordan - Cork County Manager**

Martin took up the position in February 2007. Cork County Council is the largest Local authority in Ireland with land mass of 7,454 km. Total budget for 2013 is €286million and has a staff of 2,192. Prior to his appointment, Mr Riordan served terms as County Manager in Kerry and Laois, he has spent

over 30 years in public service predominantly in Local government. Starting his career in Dublin City Council, he has worked in Waterford City Council, South Eastern Health Board, Donegal County Council and most recently Cork City Council for over 10 years.

## **Michael Magner - Chairman of the Cork Branch of Irish Hotels Federation**

A native of the West Limerick Parish of Killeedy Newcastle West. Michael studied a diploma and MBS in Hotel and Human Resources Management at Fáilte Ireland and The University of Limerick respectively. In a career spanning 17 years Michael has worked in various hotel related roles including

Human Resource Management and Business Development. In 2006 Michael along with David fitzgerald of fitzgerald’s Woodlands House Hotel in Adare purchased the Vienna Woods Hotel in glanmire.

Speakers continued

## Stephen Ryan - Head of Marketing at Fota Wildlife Park

Since taking up his role in November 2008 he has completely changed the brand identity and image that the park has in the public domain. He has managed to create a brand that is colourful, fun and exciting, but more importantly a brand that people can identify with. On top of this he has

created an online following for the park which has 27,000 facebook fans and 5,500 on twitter. In 2010 Fotawildlife.ie was awarded the prestigious grand Prix award for best website in Ireland at the Eircom Spiders.

## Kevin Cullinane - Marketing Manager Cork Airport

Since taking up the position of Marketing manager Kevin Cullinane has worked tirelessly to position Cork Airport as the principal International gateway to the South of Ireland. As a commercially successful international airport, Cork Airport is enkindling the economic and

tourist-based development of the area. As marketing manager Kevin Cullinane, with the necessary commercial expertise and international background gives a strong and visionary leadership to the new Cork Airport.

## Derry Cronin - Managing Director of the Cronin Travel Group

A family business immersed in tourism in Ireland since 1957. The group includes the companies Cronin's Coaches, Specialized Travel Services and Select Hotels of Ireland. In 1996 Derry set up the office for Specialized travel services in New York with the specific goal of increasing business from the North American market and was there until

2004 when he returned to Cork. He is a member of the executive of the ITOA(Incoming Tour Operators Assoc) the Fáilte Cork board, and the Cook county partnership. With deep roots in Cork the company has a wealth of experience in marketing Ireland to overseas visitors.

# Registration Form

Please complete using BLOCK CAPITAL

Organisation: \_\_\_\_\_ Tel No.: \_\_\_\_\_

Mobile/Fax: \_\_\_\_\_ Email : \_\_\_\_\_

### Please reserve the following places:

Please tick box if attending  
conference dinner

Name: \_\_\_\_\_ Email: \_\_\_\_\_

For further information please contact:

Edel Howard, Corporate Affairs, Floor 14. Tel: 021-4285367 | Email: edel.howard@corkcoco.ie or mayor@corkcoco.ie **(Conference Fee per attendee of €50.00 includes dinner on Friday night.)**