



Conference Programme Friday 9th November Day Forum

Great Southern Killarney

Start time: 9am

Finish time: 5.30pm

Programme contents:

- **Strategies for sustainable growth**
 - *Paul Kelly, CEO of Fáilte Ireland*
- **International trends impacting on tourism: What they mean for Ireland**
 - *Mark Henry, Central Marketing Director at Tourism Ireland*
- **Tourism – An industry strategy for growth to 2025**
 - *Eoghan O'Mara Walsh, CEO of Irish Tourism Industry Confederation (ITIC)*
- **Brexit: The potential impact on tourism**
 - *C. Noel Sweeney, MD of Tourism & Transport Consult (TTC)*
 - *Deirdre Wells OBE, CEO of UKinbound*
 - *Peter Bellew, Chief Operations Officer at Ryanair*
 - *John McGrillen, Chief Executive of Tourism Northern Ireland*
- **What the data says; hospitality & tourism in Ireland**
 - *Yvonne Holmes, Head of Business Performance & Analytics at AIB*
- **Titanic Belfast – A case study**
 - *Judith Owens, CEO of TBL International (Titanic Belfast, SS Nomadic, Titanic Exhibition Centre)*

- **Learnings from other markets**
 - *Elizabeth Crabill, CEO of CIE Tours International*
 - *Ines Batz, Director of Northern Europe at DER Touristik*
- **China: an opportunity**
 - *James Kenny, China Country Manager at Tourism Ireland*
- **Closing panel discussion**

Ticket Price: €175.00

Business Networking Dinner
Great Southern Killarney

Start time: 8.00pm

- 3 course meal with wine
- Skål President's award for national contribution to tourism
- After-dinner speaker
- After-dinner entertainment
- Semi-formal / Cocktail attire

Ticket Price: €65.00

Conference and Dinner package – €220