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Welcome to the October Edition of Ireland News

ABBEY TOURS NEWS

Abbey Tours - Celebrating 30 Years of Success



This year Abbey Tours are celebrating 30 years at the forefront of the Irish Tourism Industry. In 1978 Con Horgan and 4 colleagues, formerly part of the Ryan Tourist Group, founded a new travel company and named it Abbey Travel. The inbound division was subsequently named Abbey Tours and established itself as a separate company. Today Abbey Tours is Ireland's leading Destination Management Company, employing 70 people at our Dublin city centre office. To mark the occasion of our 30th Birthday we hosted a "Black & White", themed party at our near neighbours, the Guinness Storehouse.

Abbey Tours launches new website in French, German, Italian & Spanish



Abbey Tours has just launched their new website www.abbeytours.ie in French, German, Italian & Spanish. The site contains comprehensive information on the history of our company, as well as the products and services we offer. Visit our website to learn more about the company and meet our market teams.

Abbey Tours Chairman receives prestigious award



The first Tourism Ireland Ambassador Awards ceremony took place in the National Art Gallery Dublin on September 30th. Hosted by Tourism Ireland, guests of honour were Minister for Arts Sport & Tourism Martin Cullen and the Northern Ireland Minister of Enterprise, Trade and Investment, Arlene Foster. An industry selection committee was set up by Tourism Ireland, to nominate four individuals for the inaugural Ambassador Awards. We are delighted to say that Abbey Tours Chairman Brian Mc Colgan was one of the four winners. Brian received his award for Excellence in Overseas Marketing Innovation and his Contribution to Irish Tourism over many years. The presentation was made by Paul O'Toole, CEO Tourism Ireland, who gave a detailed outline of Brian's career in tourism and highlighted both his achievements and outstanding contribution to the business in Ireland.

HOTEL NEWS

A 5 star Gem – The Europe Hotel & Resort, Killarney



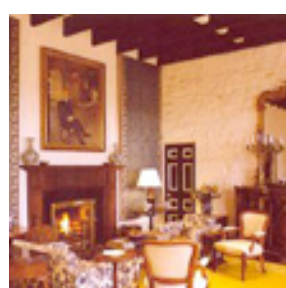
Located on the shores of Lough Lein, the 5 Star Europe Hotel & Resort has been welcoming guests for over fifty years and has reopened after a €70m facelift which includes the stunning new spa called ESPA. A magnificent two story atrium with glass doors leads onto a garden terrace with a view of the lake and the mountains beyond, the Europe is undoubtedly located in one of Ireland's most beautiful settings. All suites have been newly renovated, as have the Library and Brasserie Bar. The 5 star Europe Hotel & Resort is ideal for Conference & Corporate Groups, as well as the individual traveller.

Luxury Self Catering in the Shannon region



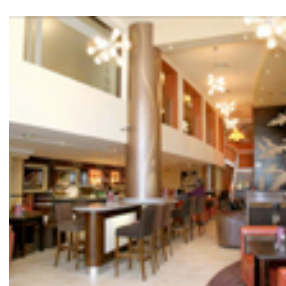
Castle Oliver is located in the Ballyhoura Mountains, Co. Limerick, set in 15 acres of beautiful private parkland and surrounded by miles of unspoilt Irish countryside. After extensive restoration, historic Castle Oliver is still used as a private home but is available on a self catering basis when not occupied by the current owner. Suitable for small exclusive parties the castle can accommodate up to 18 people in 9 top quality ensuite rooms. We recommend this property to clients looking for something a bit different and away from the better known tourist locations.

Knappogue Castle State Room Apartment



Knappogue Castle luxury rental accommodation is situated on magnificent grounds overlooking a picturesque and tranquil countryside. This luxurious State Room Apartment provides you with a fitting escape from the hustle and bustle....Live like an Irish Lord and Lady! The castle, which was originally built in 1467 and contains additions from the 18th and 19th centuries, provides luxury accommodation in a self-contained private apartment. The apartment is on two levels and is reached by a flight of stone steps. It accommodates 10 people, containing 5 Bedrooms 4 Bathrooms, a drawing room and fully equipped kitchen. It is furnished to the highest standard with antique furniture and paintings and overlooks the formal garden. The castle is available for conferences, incentive groups and corporate entertainment. Medieval banquets are held in a separate part the building from April to October.

Launch of a New Irish Hotel Brand - Maldron Hotels



Since September 1st, nine of the Quality and Comfort Hotels, with in excess of 1,500 bedrooms located in Cork, Dublin, Galway, Limerick, Portlaoise and Wexford have re-branded to become a new name in Irish hospitality, Maldron Hotels. The two properties located in Clonakilty and Youghal which are operated as management contracts will continue as Quality Hotels.

DUBLIN

Maldron Hotel Cardiff Lane, Dublin 2 (formerly Quality Hotel Dublin City) (pictured top left)
Maldron Hotel Citywest, Dublin 22 (formerly Comfort Inn Citywest)
Maldron Hotel Parnell Square, Dublin 1 (formerly Comfort Inn Granby Row)
Maldron Hotel Smithfield, Dublin 7 (formerly Comfort Inn Smithfield)

REGIONAL

Maldron Hotel Cork (formerly Quality Hotel Cork) (pictured bottom left)
Maldron Hotel Galway (formerly Quality Hotel Galway)
Maldron Hotel Limerick (formerly Quality Hotel Limerick)
Maldron Hotel Portlaoise (formerly Comfort Inn Portlaoise)
Maldron Hotel Wexford (formerly Quality Hotel Wexford)



PRODUCT UPDATE

Rock 'n' Roll in Dublin



This is no ordinary sightseeing tour. The first ever Rock 'n' Roll & Writers Bus Tour has hit the streets of Dublin, stopping off at hot spots that helped shape the lives of some of the country's best known scribes, from Beckett to Bono. The 75 minute journey provides visitors with the literary/musical ride of a lifetime taking in many of the locations associated with our most famous musicians and writers. From U2 and Van Morrison to Oscar Wilde and James Joyce, the Rock 'n' Roll Tour provides an interesting insight into the life and times of Ireland's best known artists.

Wexford Opera Festival



The newly opened Wexford Opera House is playing host to the town's famous Opera Festival, which started on October 18th and continues for a total of 18 days. From humble beginnings the Festival has gone on to receive worldwide acclaim by producing largely neglected operas and introducing the audiences to a rich vein of new talent. The Festival will incorporate over 50 events including productions such as Snegurochka, The Mines of Sulphur, Tutti in Maschera, as well as Choral Concerts, Lectures and a number of recitals.

Dublin City Marathon



This year is the 29th year of the Dublin Marathon, which is run through the historic Georgian streets of Ireland's capital city. Taking place on Monday 27th October, the course is largely flat and is a single lap, starting and finishing close to the city centre. Each year thousands of spectators line the streets to cheer on participants and it is the reaction of the many spectators lining the city streets for the event that has been largely responsible for the success of marathon down through the years. It has now become known as "The Friendly Marathon".

Derry Halloween Festival



One of the biggest Halloween festivals on the planet, the Walled City of Derry becomes the centre of all things 'Other-Worldly', every October. Vampires, witches, zombies, ghosts, monsters, Incredible Hulks, and their friends, from all over the world, stalk this dark city at this dark time. A four day programme of events includes a top class carnival parade and fireworks display on 31st October, together with Ghost-bus tours, the Haunted house at Foyle'side, and much much more!