

Dear Business Person,

I am inviting you to a **FREE** tourism conference I've organised for local businesses:

'Tourism 2020-Dún Laoghaire Rathdown-Improve your Tourism Success'

While tourism in Dublin and Dún Laoghaire Rathdown received a boost from last year's 'Gathering', overall Dublin has been underperforming internationally as a tourism destination. So recently a new plan was launched aimed at increasing tourism numbers by 7% a year.

'Destination Dublin-A Collective Strategy for Tourism Growth to 2020' has highlighted the fact that Dún Laoghaire Rathdown, with the mountains and the sea so close to the city, is a unique selling point for Dublin. Highlighting the attractions of Dún Laoghaire Rathdown will be key to promoting Dublin abroad and it is important that local business people involved in tourism know how you and your businesses can benefit and grow.

The conference is designed to inform you about the plan for promoting Dublin and Dún Laoghaire Rathdown as a tourism destination as well as giving you valuable information about the profile of the 21st century tourist. There will be discussion about the importance of innovation and collaboration and it will also be a networking opportunity for businesses involved in tourism.

Speakers at the Conference include: **Minister for Transport, Tourism and Sport, Leo Varadkar T.D. and Keith McCormack of Fáilte Ireland** as well as other tourism experts.

You can register for this **FREE** conference by clicking **HERE**. Also please complete our tourism survey by clicking **HERE**.

Yours sincerely,



Mary Mitchell O'Connor TD

Chair of Internal Fine Gael Committee on Education and Skills

Member of the Oireachtas Joint Committee on Health and Children

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