



7th Annual Tourism Policy Workshop

16th - 18th November 2016, Dromoland Castle

‘Sustaining The Growth Phase Of Irish Tourism At A Time Of Economic Uncertainty’

This seventh annual workshop brings together senior decision makers & stake-holders in tourism from the public & private sectors with the clear objective of stimulating the long-term economic contribution of tourism to the Irish economy and society. This workshop is an initiative of the National Centre for Tourism Policy Studies, University of Limerick. For further details visit:

www.tourismpolicyworkshop.wordpress.com



Tourism Policy Workshop Programme

Wednesday 16th November

17:00 Registration at Dromoland Castle

18:15 Welcome Address

Session 1: 18:30—20:00

18:30 (A) “Economic Performance And Prospects In Ireland’s Main Source Tourist Markets”

Dan O’Brien, Chief Economist, Institute of International & European Affairs & Columnist, Independent Newspaper Group

19:05 (B) “Disruptive Change In The Tourism Marketplace: Opportunities And Challenges For Business And Tourism Policy”

Prof. Jim Deegan, Director of The National Centre for Tourism Policy Studies, University of Limerick

19:40 Questions & Answers

20:00 *Dinner in The Earl of Thomond Dining Room, Dromoland Castle*

Thursday 17th November

Session 2: 08:45—11:05

“Aviation And The Tourism Sector In Ireland”

(A) “International Trends In The Airline World ”

Dr John O’Connell, Aviation & Airline Management Expert, Cranfield University

(B) Applying “Ryanair – Always getting Better” Approach To Irish Tourism To Drive Growth

Kenny Jacobs, Chief Marketing Officer, Ryanair Ltd

(C) “Building A World Class Gateway In Dublin”

Mike Rutter, Chief Operating Officer, Aer Lingus

(D) “Connecting Munster to the World”

Kevin Cullinane, Head of Communications, Cork Airport

(E) “A New Model For Airport Development”

Matthew Thomas, Chief Executive Officer, Shannon Group Plc

10:45 Panel Questions & Answers with Olivia O’Leary

11:05 Coffee

Session 3: 11:35—13:00

(A) “The Politics Of Tourism Development, Past Lessons And Future Growth?”

Dr Anne O’Brien, Sociologist & Lecturer, Department of Media Studies at Maynooth University

(B) “Tourism: The Tax Factor”

Dr Elaine Doyle, Senior Lecturer in Taxation, Kemmy Business School, University of Limerick

Questions & Answers

13:00 *Lunch*

Session 4: 14:15— 16:45

14:15 **(A) “Building For Growth & Keeping It Local”**

Stephen McNally, Deputy Chief Executive, Dalata Hotel Group

14:45 **(B) “The Internet Of Things, Data, Metadata & Wisdom. What Can Data Analytics Tell Us About The Decisions People Make”**

Dr Martin Hayes, Lecturer, Dept of Electronic & Computer Engineering, University of Limerick

Questions & Answers

15:30 Coffee

15:50 **(C) “Smarter Cities, Buildings, Vehicles And Beyond, Changing The Landscape Of Tourism”**

Simon Farr, Director of Customer Innovation, BT Global Services

16:30 *Questions & Answers*

20:00 *Main Conference Dinner in The Earl of Thomond Dining Room*



Friday 18th November

Session 5: 9:30—12:30

09:30 (A) “Titanic Belfast A Model Of Public Private Partnership”

Conal V Harvey, Executive Vice-Chair of Titanic Quarter Limited & Director of Harcourt Developments & Deputy Chair of Titanic Belfast

10:10 Questions & Answers

10:30 Coffee

10:55 (B) “Are We Ready To Bring Digital Tourism Into Our Digital World”

Richard Bennett, Director, Advisory & Consulting Services, EMEA, VMware

11:35 (C) “Gaelic Culture On The Edge: The Cnoc Suain Experience”

Dearbhail Standún, Founder-Owner of Cnoc Suain & Musician & Teacher & Charlie Troy, Founder-Owner of Cnoc Suain & Natural Scientist & Teacher

12:05 Questions & Answers

12:30 End of Workshop



Speaker Profiles 2016

Olivia O'Leary has presented television and radio programmes over the last three decades for RTE, the BBC and ITV, and has been a political writer for the Irish Times and the Sunday Tribune. She also presented the "Between Ourselves" discussion programme for BBC Radio 4. Two collections of her political columns for RTE Radio 1's 'Drivetime' programme have been published by O'Brien Press. Olivia will act as Workshop Chair for the 7th Annual Tourism Policy Workshop 2016.



Dan O'Brien is Chief Economist at the Institute of International and European Affairs & a columnist at the Independent Newspaper Group, for which he writes three weekly comment articles. He is also Adjunct Senior Research Fellow at the School of Politics & International Relations, University College Dublin. Dan has spent most of his career to date as senior economist and editor at the Economist Intelligence Unit, an arm of The Economist Newspaper Group. Working from London & Geneva over a dozen years, he covered the economics & politics of Europe & global trade & investment issues. Other organisations for which he has worked include the European Commission, the United Nations, the Irish Times, & Forfas. During his career, in which he has lived & worked in seven European countries, Dan has commented frequently in the international media, for broadcasters such as CNN & the BBC & in print, for newspapers such as the International Herald Tribune & the Financial Times. His book "Ireland, Europe & the World: Writings on a New Century" was published in October 2009.



Prof. Jim Deegan is an Economist and Professor of Tourism Policy at the Kemmy Business School, University of Limerick. Jim is also Director of the National Centre for Tourism Policy Studies which is Ireland's leading research centre in all facets of tourism policy. Over the last 20 years he has contributed research papers on many facets of Irish tourism policy and has undertaken research reports for many national and international agencies. Jim is a member of the editorial board of Tourism Economics and regularly acts as an academic referee for the major journals in tourism. He is currently a board member of Fáilte Ireland. Jim is the organiser of the Annual Tourism Policy Workshop.



Dr John O'Connell (Frankie) is an aviation expert and currently lectures Airline Management at Cranfield University. He works in an advisory capacity to many of the world's leading airlines in areas such as marketing (branding, frequent flyer programmes); distribution, cost reduction, deregulation and alliances. Frankie is a regular speaker on the BBC and at international conferences dealing with aviation issues.



Kenny Jacobs is Chief Marketing Officer of Ryanair, Europe's biggest and the world's leading low-cost airline. He is responsible for digital, marketing and customer service at Ryanair. He also runs the 'Always Getting Better' program at Ryanair which is putting digital and innovation at the centre of Ryanair and improves the customer experience. Always Getting Better has helped Europe's biggest airline become its biggest and best airline. In the three years of AGB so far, load factors have increased from 82% to 94%, traffic has grown from 80m to 117m and profits have more than doubled. Previously Kenny was CMO for Moneysupermarket plc. which has a set of digital brands in insurance, finance, energy and travel. Kenny has spent most of his career in retail, with Tesco PLC as marketing director in Tesco Ireland and brand director for Tesco UK. Prior to that he worked for German retailer Metro Group GmbH in various roles in marketing and IT in Europe and Asia.





Mike Rutter is Chief Operating Officer, Aer Lingus. An experienced Airline Executive with 25 years of proven business transformation experience encompassing turnarounds both inside and outside of the airline industry. Mike has extensive experience in the fields of cost reduction; operational transformation; investor relations; commercial restructuring. Sector experience includes; consumer durables; fashion; financial services; support services; chemicals and transport. In April 2014 Mike was appointed Chief Commercial Officer at Aer Lingus taking leadership of Revenue Management, Marketing, Product, Sales, Retail, Cargo, Distribution and Pricing, Digital and Mobile development and Catering Operations along with Commercial activity for Aer Lingus in North America. Mike was appointed Chief Operating Officer in October 2015 with responsibility for the largest part of the Aer Lingus work-force (encompassing Flight Operations, In-flight Services, Operations and Catering). Mike is responsible for the development and execution of all operational strategy and managing Aer Lingus' day to day operations. In addition to his current duties as COO of Aer Lingus, Mike has recently resumed responsibility for Revenue Management, Marketing and Global Sales to align more efficiently with operational deliverables. Prior to joining Aer Lingus, Mike held senior positions in Flybe including Chief Commercial Officer and Chief Restructuring Officer.

Kevin Cullinane is Head of Communications at Cork Airport. Since moving from multiple Marketing roles in Heineken Ireland over a 12 year career, Kevin has worked over the past 10 years to position Cork Airport as the principal international gateway to the South of Ireland, at the start of the Wild Atlantic Way & Ireland's Ancient East. Kevin, with his commercial expertise & international marketing experience, gives a strong & visionary leadership at Cork Airport - the country's second largest & busiest international airport with more choice of routes than any other airport outside of Dublin. More than 2.2 million passengers will travel through the airport this year, flying to top destinations across the UK & throughout continental Europe & soon to the USA. Cork Airport's *fly friendly* customer service (as voted by passengers) has won multiple national & international awards. Kevin is a member of Cork Chamber's Transport & Infrastructure Committee & up to recently was also a Director of the Cork Convention Bureau, a public-private partnership that aligns key stakeholders to target, resource & develop joint marketing initiatives to market Cork effectively as a business tourism destination. He is a past World President of Junior Chamber International, the worldwide network of young business leaders & entrepreneurs & is an honours Business Studies Graduate in Marketing from the University of Limerick. He is a native of Cobh & has been a Director of Cobh Tourism & Chairman of the town's overarching strategy group to develop Tourism in the East Cork town.



Matthew Thomas is Chief Executive Officer of Shannon Group Plc. He joined the Shannon Group plc in June 2016. Before moving to Shannon, Matthew was based in Manhattan, leading the \$4bn privatisation of La Guardia Airport in his role as Chief Commercial Officer of Vantage Airport Group. Matthew was also responsible for leading negotiations for similar processes at JFK, Chicago Midway, Denver & Boston Logan airports, as well as being a director of eight airports in the Vantage portfolio including Nassau, Bahamas, Montego Bay Jamaica & Santiago in Chile. He has held senior management positions at Vancouver Airport (voted the best airport in NA six years running), Liverpool John Lennon (where he was CEO), Larnaca & Paphos in Cyprus, Sydney, Copenhagen & Newcastle airports. Matthew is originally from Manchester but grew up in Donegal. He gained a BA in Economics from Sheffield University, has an MBA from Cranfield Business School & is also a qualified accountant. Matthew is married to Nancy and lives with their much-travelled young son, William (2).



Dr Anne O'Brien is a sociologist & Lecturer with the Department of Media Studies at Maynooth University. She has published a book on “The Politics of Tourism Development: Booms & Busts in Ireland” with Palgrave (2011). She has also written a number of articles on the tourism industry “Beyond Policymaking: institutional regimes, the state & policy implementation in the Irish case” & “Wasting a good crisis: tourism development since 2008” for international academic journals. Her work on the culture industries also includes various publications on the political economy of gender, work & the media. She has written on the participation & exclusion of women workers in screen production. She is a member of the Political Economy of Work research cluster at Maynooth University, a member of Screen Producers Ireland & a former appointee to the Broadcasting Authority of Ireland.

Dr Elaine Doyle is a senior lecturer in taxation in the Kemmy Business School, University of Limerick. After completing a BA Law and Accounting (UL) and a Masters in Accounting (UCD), she trained & qualified as a chartered accountant & a chartered tax advisor. She worked in tax with PwC (Dublin) and Ernst & Young (Limerick) before joining UL 2002 teaching accounting. She was awarded a PhD in moral reasoning in tax by the University of Sheffield (2010). Elaine designed & was the inaugural course director for the Masters of Taxation prog. She was awarded the UL Teaching Excellence award in 2010 & again in 2015 & was part of the team that won the 2013 national Jennifer Burke Award & another that won a European award at the Wharton-QS Stars Reimagine Education Awards 2015 both for innovation in teaching. She has served as chair of the business school’s research ethics committee (2010-2013) & as its director of AACSB accreditation (2014/15).



Stephen McNally is a career long Hotelier with over 30 years of experience in the Industry. Having completed his Studies in Rockwell Hotel & Catering School, Stephen gained extensive experience with Ramada Hotels in both the UK & Germany & he completed the Ramada Management Development Programme. He subsequently joined Jurys Doyle plc where he spent 17 years with the company in both the UK & Ireland. In 2007 he became Director & Deputy Chief Executive of Dalata Hotel Group, with overall responsibility for the Group’s hotel operations. In 2014 Stephen served as President of the Irish Hotels Federation for a period of 2 years. Stephen is currently a member of the Board of Management at Castleknock College in Dublin. He is also a member of the Government’s Tourism Leadership Group. He is a Board Member of the St. Patricks Day Festival.

Dr Martin Hayes has lectured at the University of Limerick since 1997 and is the UL representative on the Irish Signals and Systems subcommittee of the Royal Irish Academy, and is a Steering committee member and Editor for the Irish Signals and Systems Conference. He holds a BE and ME from the University of Limerick and a PhD from Dublin City University. His research interests lie in the area of the Internet of Things, mobile application development and Systems Theory. Martin’s work in the tourism sector has led to the design, deployment and assessment of new technology at a variety of Irish Visitor attractions. His Research has been sponsored by Science Foundation Ireland, Enterprise Ireland, Microsoft, IRCSET (The Irish Research Council for Science and Technology) and Failte Ireland.





Simon Farr, Director of Customer Innovation, BT. As head of the Global Services (GS) customer innovation team, Simon works with some of the world's leading companies exploring new & innovative ways of using technology, & what these mean for BT & its customers. He provides an important link between BT's research & innovation teams around the world. Simon manages co-innovation projects with top GS clients, developing long-term roadmaps for key accounts & strengthening relationships at CIO level. He is also responsible for setting the GS thought leadership agenda, focused on key market & industry trends as well as competitive positioning. Simon has 25 years' industry experience, much of it related to unified communications, collaboration & mobility, & has been involved in the evolution of IP convergence for many years. Prior to joining BT, Simon worked for Mercury Communications where he was responsible for managing some of the world's first mobile data products & services. He was also involved in integrating mobility with fixed line voice & data communications services, an early example of convergence. He started his career at Cable & Wireless & was involved in the initial stages of mobile communications in the UK. He is married with one child, & lives in the UK.

Conal V Harvey is Executive Vice Chairman of Titanic Quarter Limited, the company responsible for the much acclaimed large waterfront regeneration project in the centre of Belfast. Mr Harvey is Director of Harcourt Developments. Mr Harvey is also Deputy Chairman of Titanic Belfast, the world class visitor attraction which celebrates the birthplace of the Titanic & the maritime & industrial heritage of Belfast. Mr Harvey was also Executive Chairman of Citywest Luas Limited, the company responsible for the implementation of the suburban rail infrastructure in South Dublin. A graduate in Engineering from University Dublin, his career has been mainly focussed on business development. He has post-graduate qualifications in management & business strategies from Trinity College Dublin, Irish Management Institute, Dublin & INSEAD, France. Prior to his current position, he has held senior management positions in IDA Ireland, The Irish Governments Investment Agency & led a major programme of Inward Investment to Ireland in the Healthcare & Pharmaceuticals sectors. He also held the position of Head of Property Division reporting to the Property Board, with overall responsibility for IDA's property programme.



Richard Bennett is VMware's Head of Advisory & Consulting Services. He is responsible for the strategic teams who are providing high-value enterprise IT strategy consulting to help CTO & CIOs with their key stakeholders, to accelerate IT & business transformation. He works closely with C-level executives, offering advice & guidance on long-term technology investment & innovation strategies. Richard has a passion for working closely with key VMware customers, helping them to find new opportunities, uncover hidden barriers, & formulate pragmatic IT transformation strategies so that they are able to stay relevant in an increasingly complex business landscape. He is a senior business leader who brings more than 20 years' experience in technology & customer experience to the team. Prior to joining VMware, he was the WW Chief Technology Officer for the Customer Experience Foundation. He has also led complex customer-facing teams as the EMEA CTO in global technology companies such as Avaya, Cisco, Microsoft & Accenture.

Dearbhail Standún – musician, teacher & native Gaelic speaker – & **Charlie Troy** – natural scientist & teacher are founder-owners of Cnoc Suain cultural retreat, a restored Connemara hill-village (clachán) near An Spidéal in the Conamara Gaeltacht. Cnoc Suain offers day & residential place-based experiential learning programmes based on the culture & nature of Connemara. The retreat has won numerous national & international awards for innovative cultural experiences; visitor satisfaction; sustainable restoration & environmental stewardship. Awards include a 2009 Guardian 'World Ethical Travel Award'; 2010 Travel + Leisure 'Global Vision Award'; 2015 WRTA 'World Responsible Tourism Award' & 2015 Society of American Travel Writers 'Phoenix Award'. "A beautifully restored hill village that sits on layers of Irish history Cnoc Suain offers a thorough immersion in local culture. It is serving as a trailblazer & a powerhouse in promoting sustainability and mindfulness of the earth's – & mankind's precious resources." Travel + Leisure magazine.

