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## 'Resilient' Tourism Providers Attend Youghal's 2nd Annual Tourism Networking Showcase

Youghal's 2nd Annual Tourism Networking Showcase organised by Youghal Chamber of Tourism & Commerce, saw over fifty product providers engage in an afternoon of intense networking in the Walter Raleigh Hotel on Saturday 27th February 2010.

The afternoon event which was aimed at kick-starting the tourism season in the region featured exhibitors from Youghal, East Cork and West Waterford, emphasising Youghal's importance as a base for visitors to the area.

Speaking at the official opening ceremony, Mayor of Youghal, Sandra McLellan praised the pro-active approach taken by Youghal Chamber in organising the event saying: "Tourism is now Youghal's number one industry and it is initiatives such as this Showcase that will only serve to nurture and develop the industry here and in turn the local economy"

The event also saw the launch by Failte Ireland of Youghal's Family Friendly Brochure for 2010. The brochure features a range of tourism product providers in the region who have signed up to a 'family friendly charter' which seeks to meet the needs of families with children of all ages.

Josephine O' Driscoll who represented Failte Ireland South West at the event explained why Youghal was chosen as a designated 'hub' for families. "Youghal basically ticked all the boxes for the ideal family holiday or break. It is blessed with a wealth of accommodation, leisure activities, and stunning beaches but also a huge range of activities for when the sun isn't shining. However, the key to the success of this initiative going forward is that there are people on the ground here who are prepared to work hard at developing a product for families".

Following on the formalities, the venue soon became a hive of activity for over two hours with product providers initiating linkages and cross-selling opportunities for the season ahead.

The newly appointed General Manager of The Jameson Experience in Midleton was one of the exhibitors to express his enthusiasm for the event. "This event provided us with a wonderful opportunity to meet our fellow industry colleagues. We know these people here today are a key factor in the success of our business, and by being here today we recognise the importance of word of mouth, and referrals to our business."

The afternoon concluded with a hugely entertaining and inspiring presentation by Marketing Consultant Martin Finn, of Smart Tactics on the importance of targeting marketing to business.