

RESHAPING THE EXPERIENCE
POST-COVID

Reshaping Your B2B International Experience



Topics we will cover



00:40

1

Overview of the Saleable experience

09:10

2

Covid-19 Communications for Saleable Experiences

13:28

3

Building the Saleable Experience

30:02

4

Repurposing Saleable Experience Content for B2B Sales channels

What is a Saleable Experience?

Defines experiences and services that are - fully priced, with clear inclusions and are ready and available to bring to market for sale to customers by a tourism business

EXAMPLES

- Self- guided and guided tours
- Cookery workshops and demonstrations
- Adventure activities like walking or surfing
- Dining activities like an afternoon tea or a farm picnic
- Overnight stays

Purpose:

Diverse saleable experiences offer customers a menu of options that can match individual interests, needs and budgets.

WHAT are you selling?

Be clear what's on your market stall

Let's learn from how hard retail stores work to engage customers

- Clear & tidy displays
- Clear product offering
- Reliable labelling
- Clear branding
- Rapport between product and price

Same clarity required for sale of tourism experiences



What does a Saleable Experience look like?



Experience the Raw Beauty of Hook Peninsula's Historic Rugged Coastline through Adventure
 Sea Cave Kayaking | Coastal Canyoning | Off the Beaten Track | Small Group Experiences | Expert Guides

Located on the dramatic, rugged coastline of the Hook Peninsula, the **Irish Experience** is a passionate Eco Adventure Tourism Company that combines a pure love for adventure with a pure love for the island of Ireland. Brace yourself to become part of a highly skilled team with people who know just how to reveal the beauty, heritage and history of Ireland through unforgettable adventure experiences.

Get out of your comfort zone and into your adventure zone! Hike to the summits of stunning mountains, kayak down through the picturesque valleys on exciting rivers. Join a Sea kayak Experience that will take you on a voyage through a magical wildlife-packed ocean and into the recesses of amazing sea caves.

Discover the true beauty, the secrets and culture of Ireland by adventuring off the beaten track with experts who know exactly where to take you. And at the end of a fun filled day, relax and interact with locals in an Irish pub.

Key highlights of experiences with The Irish Experience include:

- ◆ **Landscape** | experience the secrets of Ireland's stunning coastal landscape | Hook Peninsula
- ◆ **Feel Alive** | Atlantic breeze in your hair | Celtic sea salt on your lips
- ◆ **Sea Caves** | kayak into one of the most spectacular sea caves in the world
- ◆ **History** | hear stories of The Normans in Wexford
- ◆ **Nature** | wildlife including dolphins, sharks and seals | Birdlife
- ◆ **Guides** | expert guides who are passionate about adventure and the island of Ireland

T: +353 87 6612299 | E: graham@theirisheperience.com | www.theirisheperience.com
 A: The Irish Experience, Main Street, Fethard-On-Sea, Co. Wexford, Ireland

The Irish Experience | Schedule of Experiences


Experiences	Short Description	Min/Max	Duration	Public Price Per Person
Sea Cave Kayaking Experience	Guided Sea Cave Kayaking Experience. Launching from an amazing hidden cove alongside a stunning outcrop of headland to one of the most impressive examples of sea caves in the world. Paddle inside. Inclusions: Fully Guided, Hot Drink & Snack, Wetsuit	Min: 3 Max: 12	Approx. 3 hours	€XX
Sunset Kayaking Experience	Guided Sunset Kayaking Experience. Launching before sunset from an amazing hidden cove alongside a stunning outcrop of headland to one of the most impressive examples of sea caves in the world. Paddle inside. Inclusions: Fully Guided, Night Cap & Snack, Wetsuit	Min: 3 Max: 12	Approx. 3 hours	€XX
Sea Kayaking Mini Experience	This mini 'Sea Cave Kayaking Experience' is ideal for younger children and families. Inclusions: Fully Guided, Safety Gear	Min.4 Max.14	Approx. 1.5 hours	€XX U12 €XX Family: €XX
Coastal Canyoning Experience	Experience the thrill of jumping off ancient limestone slabs into clear blue waters, swimming through caves and scrambling over rocks along this amazing adventure. Inclusions: Fully Guided, Hot Drink, Safety Gear, Wetsuit	Min.4 Max.14	Approx. 2.5 hours	€XX

T: +353 87 6612299 | E: graham@theirisheperience.com | www.theirisheperience.com
 A: The Irish Experience, Main Street, Fethard-On-Sea, Co. Wexford, Ireland

The Irish Experience | Experience Highlights


Sea Cave Kayaking Experience

Get out of your comfort zone and into your adventure zone on this magical guided kayaking experience through sea caves and arches. Immerse yourself in the raw beauty of the Hook Peninsula as you listen to epic stories of battles and invasions of The Normans who sailed these waters. Stop off at a hidden beach or cove and re-energize with a hot drink and snack. Marvel at the beautiful birdlife and marine life such as dolphins, seals and basking sharks.




Sunset Kayaking Experience

Get out of your comfort zone and into your adventure zone to admire a beautiful Irish Sunset along the visually stunning coastline of the Hook Head peninsula. Feel alive with the Atlantic breeze in your hair as you marvel at the stunning scenery while listening to epic stories about battles and invasions of The Normans who sailed these waters. Catch a glimpse of birdlife and marine life such as dolphins, seals and basking sharks. Enjoy a night cap with friends as you watch a beautiful south east sunset.



T: +353 87 6612299 | E: graham@theirisheperience.com | www.theirisheperience.com
 A: The Irish Experience, Main Street, Fethard-On-Sea, Co. Wexford, Ireland



What does a Saleable Experience look like?



The Irish Experience | Experience Highlights



Sea Kayaking Mini-Experience (Family Friendly)

Discover the Sea Caves and arches during a truly magical guided kayaking experience. Immerse yourself in the spectacular scenery of Hook Peninsula as you listen to epic stories of battles and invasions of The Normans who sailed these waters. Prepare to be mesmerised by the beauty of birdlife and marine life such as dolphins, seals and basking sharks. This family friendly tour is suitable for young, and old!



Coastal Canyoning Experience

Get out of your comfort zone and into your adventure zone on a coastal canyoning (coasteering) experience within the powerful raw beauty of the Hook Peninsula. Experience the thrill of jumping off ancient limestone slabs into deep blue waters, swimming through caves and scrambling over rocks, surrounded by the dramatic Hook Head coastline. During this laughter-filled, adrenaline-packed activity, prepare for potential meet and greets with local seals, porpoises, gannets, sun fish, star fish and other amazing sea creatures!

T: +353 87 6612299 | E: graham@theirisheexperience.com | www.theirisheexperience.com
 A: The Irish Experience, Main Street, Fethard-On-Sea, Co. Wexford, Ireland

4


The Irish Experience | General Information


- ❖ **Booking Enquiries:**
 - Contact Graham T: +353 87 6612299 or E: graham@theirisheexperience.com
 - 2020 Schedule is live and available to book online now at www.theirisheexperience.com
- ❖ **Opening Dates:**
 - Our outdoor adventure season runs from March 1st – October 31st.
 - Private group bookings are available outside these dates.
- ❖ **Eco Tourism:**
 - The Irish experience is committed to sustainable and responsible tourism as well as taking responsibility for our actions while in the great outdoors.
 - As a proud member of the [Irish Wildlife Trust](#) we are committed to raising awareness of Ireland's rich natural heritage and protecting it for future generations.
 - We are also a firm believer and active member in the [Green Tourism business scheme](#). We believe that sustainable tourism protects environments, respects local cultures, supports communities, conserves natural resources and minimises pollution.

T: +353 87 6612299 | E: graham@theirisheexperience.com | www.theirisheexperience.com
 A: The Irish Experience, Main Street, Fethard-On-Sea, Co. Wexford, Ireland

5

What does a Saleable Experience look like?





Connemara Sands
BEACH HOTEL & SPA

4 Star Beach Hotel & Spa on the Magical Mannin Peninsula in Connemara

Beachside Accommodation | Family Run | Local Cuisine | Organic Seaweed Spa | Breath-taking Views

Connemara Sands Beach Hotel & Spa is ideally positioned at the entrance to the Mannin peninsula; home to some of the world's most pristine beaches and secluded coves. Cradled by the aquamarine waters of Mannin Bay and adjacent to the local village of Ballyconneely, this seaside hotel is renowned for its family welcome, breath-taking views, excellent food and indulgent Seaweed Spa experiences!


Taste the finest local Irish cuisine as you relax surrounded by the raw beauty of this Wild Atlantic Way landscape. Take this opportunity to SIMPLY BE. Walk along a deserted beach. Enjoy a leisurely cycle along one of Connemara's famous cycle loops. Observe wildlife, including local seals. Pet the famous Connemara ponies that roam the hotel grounds.

Highlights include:

- ❖ **Dean & Kathy** | warm-hearted family welcome | nobody does hospitality like Dean & Kathy!
- ❖ **Beautiful Location** | on the stunning shores of Mannin Bay | Connemara countryside
- ❖ **Mannin Bay** | go for a swim | a walk on the beach | forage mussels from the shore
- ❖ **Accommodation** | 22 luxurious en-suite rooms | 10 Holiday Homes
- ❖ **Local Food** | local and artisan produce | seafood a speciality! | bar and restaurant dining
- ❖ **Bar** | informal dining | beautiful interiors | hearty local food | served and presented with care
- ❖ **Bistro** | ask about the "Connemara on a Plate" experience | celebration of local ingredients
- ❖ **Sands Seaweed Spa** | seaweed baths and spa | organic seaweed Voya products
- ❖ **Nature** | wild seals | Connemara ponies | birdlife | wildlife
- ❖ **Activities** | wonderful walks | hiking trails | cycling | horse riding | water sports




1

T: +353 95 23030 | E: Reservations@Connemarasands-hotel.com | www.connemarasands-hotel.com
A: Connemara Sands Hotel, Mannin Bay, Ballyconneely Co. Galway, Ireland



Hotel Guest Rooms | & Self-catering Houses

King Double Room (3)	1 King Bed 1 ensuite bathroom with walk in shower Full cooked to order and continental buffet breakfast 200 SQFT
Accessible King Double (1)	1 king bed 1 accessible ensuite bathroom Full cooked to order and continental buffet breakfast 250sqft
Luxury King Double Ocean View (5)	2 floors with glass balcony 1 king bed 1 freestanding bathtub 1 walk in rain shower 1 Downstairs living space Full cooked to order and continental buffet breakfast 450 SQFT
Deluxe Suite Bay View (6)	1 king bedroom 1 twin bedroom 1 living room with pull-out sofa 1 ensuite bathroom with bath/shower Full cooked to order and continental buffet breakfast 600 SQFT
Superior Suite Bay View (6)	1 king bedroom 1 twin bedroom 1 living room with pull out sofa 1 ensuite bathroom with bath/shower Outdoor patio deck Full cooked to order and continental buffet breakfast 600sqft
Hotel Apartment (1)	2 storey duplex located in the main hotel on the ground floor 1 king bed upstairs with sea and mountain views 1 downstairs bathroom with walk-in rain shower downstairs living room downstairs full equipped kitchen with cooking facilities Full cooked to order and continental buffet breakfast 800 SQFT
NOTE: all hotel rooms include	Complimentary Voya Organic Seaweed Toiletries complimentary Wi-Fi Tea/coffee making facilities Fresh filtered water Iron & ironing board Flat screen TV Room Safe Hairdryer WIFI Car parking
Self-Catering House/s (8)	1 king bedroom 1 twin bedroom 1 living room room with dining area and pull out sofa 1 Full kitchen with laundry facilities ensuite bathroom with bath/shower 1 powder room Outdoor patio area Complimentary wifi Bed linen and towels Full use of hotel facilities and private beach.

2

T: +353 95 23030 | E: Reservations@Connemarasands-hotel.com | www.connemarasands-hotel.com
A: Connemara Sands Hotel, Mannin Bay, Ballyconneely Co. Galway, Ireland

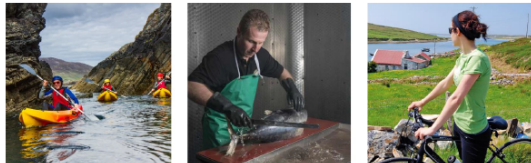
What does a Saleable Experience look like?



What we LOVE to do in Connemara!

The following experiences have been democratically (!) selected by the Connemara Sands Hotel & Spa team to highlight the top 6 things that we love to do in Connemara and the top things that we love about Connemara! ENJOY!

- 1** | **Pony Trekking** | Riding and beach trekking on Connemara ponies takes place every day during the summer season | Enjoy the gentle Connemara ponies and embrace the stunning scenery.
- 2** | **Stunning Beaches** | Mannin Bay and the Connemara Coastline has numerous stunning beaches, scenery and wildlife waiting to be discovered
- 3** | **Cycling** | Connemara's cycle loops offer magnificent views. | Cruise gently along the bog road | Discover quiet, secluded beaches. | Feel the wind in your hair on The Sky Road | Visit the sight of Marconi, Alcock and Brown
cliffdenbikeshop.ie | T: +353 (0) 95 22630 | quality electric and regular bikes
- 4** | **Connemara Smokehouse** | Enjoy a guided experience of the Connemara Smokehouse. | Learn how to hand fillet, hand slice, salt and smoke fish. | End with a tasting
Smokehouse.ie | E: info@smokehouse.ie
- 5** | **Kayaking on Mannin Bay** | Kayak the blue flag, pristine waters of Mannin Bay
Realadventures.ie | E: realadventures.ie@gmail.com
- 6** | **Golf Connemara Championship Links** | Galway's only true links course!
Connemaragolfinks.com | E: proshop@connemaragolfinks.net
- 7** | **Connemara Sands Hotel Experiences** | available to reserve at the hotel
Luxury SPA treatments including organic VOYA seaweed products | organic seaweed baths | join the Connemara bee safari for a visit of the on-site beehives | learn about traditional Irish music and dance with the local Ruddy family |



What we LOVE about Connemara!

1. The raw beauty of the rugged scenery
2. Mannin Bay and Ballyconneely village: full of interesting local characters
3. Connemara Ponies: stroll onto Mannin Bay and you are likely to find one. It happens!
4. Sing Songs: impromptu moments as locals and guests burst into song in the Connemara Sands Hotel Bar!
5. Delicious food straight from the water and land
6. Laid back pace of life – where taking the time to look after people really matters



Why Create a Saleable Experience for International Markets?



Experience that shares Ireland's unique story

Glenstal Farm

Landscape | Place | Rural Life

GLENSTAL FARM



Experience Rural Life on the Rolling Green Pastures of a Golden Vale Dairy Farm

Fresh Country Air | Irish Family Heritage | Meet the Cows | Nature | Irish Hospitality | Traditional Irish Food

Glenstal Farm is beautifully set within green pastures and woodlands, near the tranquil historic village of Murroe, Co. Limerick and its famous Benedictine Abbey. Conveniently located within 30 minutes of Limerick City and 40 minutes of Shannon Airport, the farm is owned and managed by Andrew and Sharon Gow who are the fifth-generation family to run Glenstal Dairy Farm.

This is a special opportunity to see what daily farming life is like for the Gow family within the Golden Vale of Ireland's south west that is known for its rich and fertile soil. Visit the farm to see the cows grazing while Andrew shares insights into the farm's history and farm management. Relax in the open countryside and fill your lungs with fresh country air. Laugh out loud and feel the grass beneath your feet as you take a selfie with a friendly cow! Enjoy the warm hospitality of the Gow family who love to open up their home where cooked meals are served- without ceremony- at the kitchen table. Highlights include:

- ❖ **Irish Hospitality** | a warm Irish welcome awaits you as Andrew and Sharon open up their home
- ❖ **Family Story** | hear about the Gow family story | the deep connection with their land
- ❖ **Cows** | Get up close and personal with the dairy herd | take a Selfie with a cow!
- ❖ **Traditional Food** | enjoy traditional Irish food, cooked and baked, by Sharon
- ❖ **Nature** | Stroll through the lush countryside of the Golden Vale and connect with nature
- ❖ **Dairy Farming Insights** | Andrew shares his extensive knowledge on all aspects of dairy farming
- ❖ **Golden Vale** | learn why the Golden Vale yields some of the best food in Ireland!
- ❖ **Kerrygold Butter** | learn how milk from Glenstal Farm is used in this world-famous butter brand!

Glenstal Farm | General Experiences

General Tour

Experiences	Short Description	Min/Max	Duration	Public Price Per Person
Guided Farm Tour	Guided tour of the farm and historic buildings with Glenstal Farm Owner and Manager Andrew Gow	5 - 55	1 hour	€XX

Enhanced Tour

Experiences	Short Description	Min/Max	Duration	Public Price Per Person
Guided farm Tour with Tea & Homemade Scones	<ul style="list-style-type: none"> ❖ Meet in the Barn on the Farm, enjoy a cup of tea with homemade scones, hosted by Sharon Gow and Andrew ❖ Followed by a guided tour of the farm with Glenstal Farm Owner and Manager Andrew Gow 	5 - 55	1.5 hours	€XX
Inclusions:	Mug of tea, homemade scones, Kerrygold Butter, selection of jams			
Note:	<ul style="list-style-type: none"> ❖ Groups of up to 15 can be served in the farmhouse kitchen ❖ Groups of 16+ can be served in the farmhouse barn 			



Experience that shares Ireland's unique story

Glenstal Farm

Glenstal Farm | General Experience Descriptions

Guided Farm Tour with Farm Owner, Andrew Gow

On arrival at Glenstal Farm you will be greeted by farm manager and owner, Andrew Gow. Join Andrew on a walking tour of the farm as he shares his extensive knowledge of dairy farming in Ireland, what daily life is like for him and his family, the reasons behind the Golden Vale's fertile land and how his family have farmed here for more than five generations. Walk among the cows, feel the soft lush grass beneath your feet, breathe the fresh country air, enjoy the beautiful scenery and don't forget to take a selfie with a cow!

Guided Farm Tour with Tea and Scones | Meet Farmers, Andrew and Sharon Gow

On arrival at Glenstal Farm you will be welcomed into The Barn by Sharon and Andrew Gow to enjoy tea and home-made scones. After that, join Andrew on a walking tour of the farm as he shares his extensive knowledge of dairy farming in Ireland, what daily life is like for him and his family, the reasons behind the Golden Vale's fertile land and how his family have farmed here for more than five generations. Feel the soft lush grass beneath your feet, breathe the fresh country air and don't forget to take a selfie with a cow!



Glenstal Farm | Premium Experience Descriptions

Glenstal Farm Tour and Family Meal

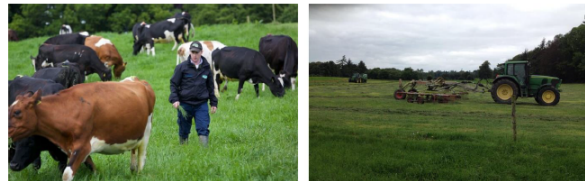
On arrival at Glenstal Farm you will be greeted by farm manager and owner, Andrew Gow. Join Andrew on a walking tour of the farm as he shares his extensive knowledge of dairy farming in Ireland and what daily life is like for him and his family. Walk among the cows, feel the soft lush grass beneath your feet, and breathe the fresh country air! Then, join the Gow family in their home, at their kitchen table for a traditional Irish meal of Irish stew or bacon and cabbage, especially prepared by Sharon Gow.

Guided personal farm tour with Andrew Gow including how to milk a cow during the farm's scheduled afternoon milking time

On this personal farm tour with Farm Manager and owner, Andrew Gow, you will gain a deep insight into Irish Dairy Farming through Andrew's extensive experience and knowledge. This is a very special and intimate opportunity to get to learn what daily life is like for Andrew and his family who have farmed here for more than five generations. Walk among the cows and breathe the fresh country air. Then, join the scheduled afternoon milking session and, with Andrew's guidance, learn how to milk a cow!

Guided personal farm tour with Andrew Gow including how to milk a cow during scheduled Sunrise Milking

On this personal farm tour with Farm Manager and owner, Andrew Gow, you will gain a deep insight into Irish Dairy Farming through Andrew's extensive experience and knowledge. This is a very special and intimate opportunity to get to learn what daily life is like for Andrew and his family who have farmed here for more than five generations. Breathe the fresh country air while watching the sun rise over the Golden Vale. Then, join the scheduled early-morning milking session and, with Andrew's guidance, learn how to milk a cow!



Glenstal Farm | General Information

❖ For Bookings:

- Please contact Andrew or Sharon
- T: 0878116272 / 0872389365
- E: glenstalfarm@gmail.ie

❖ Availability

- Farm Tours are available between March and October
- Please contact Andrew or Sharon Gow for further information

❖ Limerick's Golden Vale

- The Golden Vale is an area of rolling pastureland in the south west of Ireland
- It is the best land for dairy farming!
- It is home to the famous Kerrygold butter!

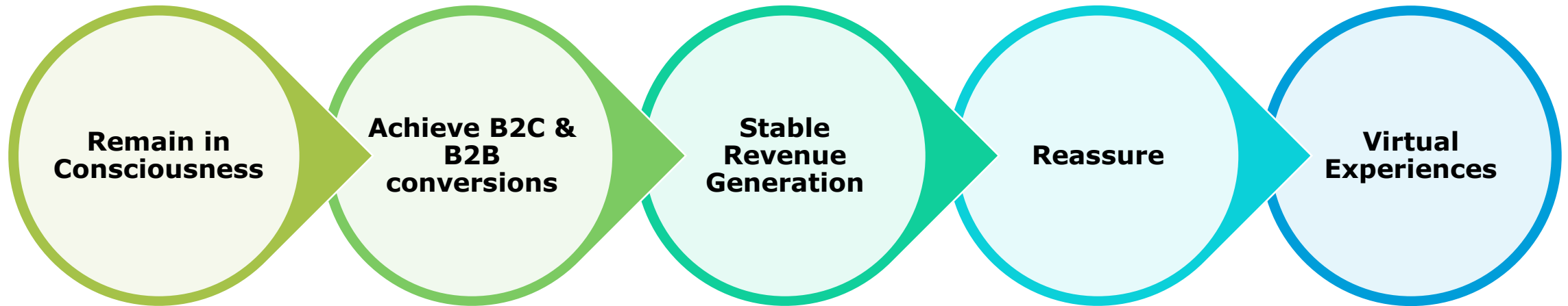
❖ Limerick Wild Atlantic Way Gateway

- Limerick offers the perfect base to explore the Wild Atlantic Way

❖ Location:

- <https://goo.gl/maps/p7P2DSdKZm5KRdgA6>

Why is Creating Saleable Experiences important in light of Covid-19?



ADD your Covid-19 Policy:

*Offline and Online
Communications*

EXAMPLE: Fictional business below *Farm Experience*

Covid-19 Policy

At Rose Farm, we would like to assure all our customers that we have been working hard to welcome and look after you so that, together, we can begin to create new memories! As always, the wellbeing of our team and customers is really important to us. With this in mind, we are happy to inform you as follows:

- In accordance with government guidelines on social distancing, group visitor numbers for all experiences have reduced from 55 to 25
- All wellies provided for farm visits are washed and sterilised after each customer use. Customers are also most welcome to bring their own walking shoes, or welly boots
- Hand sterilisers are available throughout the farm.
- While on-site masks are not provided as part of the experiences, they are available for sale at the farm for an additional charge of €2 per mask
- Farmers Jane and Noel who conduct all tours will do so at a distance of 2 metres from visitors. As a vast 400-acre farm, customers can rest assured that there is no issue maintaining social distance between visitors.

ADD your Covid-19 Policy:

*Offline and Online
Communications*

EXAMPLE: Fictional business below *Galway Accommodation Provider*

Covid-19 Policy

As always, [name accommodation provider], the wellbeing and safety of our guests and team is truly important to us. In light of Covid-19 and for the duration of Covid-19, we are therefore delighted to advise that we have introduced the following services for your customers

Check-in & check out for individuals

- Contactless payment is accepted for all supplementary charges and credit card guarantees for extras
- Express check-out is available for all guests

ADD your Covid-19 Policy:

*Offline and Online
Communications*

EXAMPLE: Fictional business below *Galway Accommodation Provider*

Check-in & check out for groups

- A designated group check in area has been created where all pre-checked in room keys can be collected. To note that each room key will be arranged in alphabetical order and a member of our team will be available (according to government social distancing regulations) to help with any queries
- Contactless payment is accepted for all supplementary charges and credit card guarantees for extras for any group members who wish to avail of this service
- Express check out is available for all guests

ADD your Covid-19 Policy:

*Offline and Online
Communications*

EXAMPLE: Fictional business below *Galway Accommodation Provider*

Guest-Rooms

- All rooms will be fully cleaned and sterilised by our house keeping team in advance of arrival. A sign will be placed on all door handles to confirm and reassure customers of same
- Daily housekeeping will continue and, for this, all guests will be requested to place the “Please Clean” card outside their bedroom door. On this card, the guest has the option to input a preferred cleaning time (for example between 11 and 11.30am) when housekeeping can enter the vacated room and ensure that it is cleaned and re-sterilised. To facilitate the house keeping team, it is requested that this card is placed on the door handle before 9am each morning.
- All services requested by the guest (including for example requests for ice, newspapers, drinks and meals) will be covered and delivered for collection outside the bedroom door.

ADD your Covid-19 Policy:

*Offline and Online
Communications*

EXAMPLE: Fictional business below *Galway Accommodation Provider*

Restaurant & Bar

- Each table will be completely sanitised before and after use
- Tables have been removed from the restaurant and bar area to comply with government guidelines on social distancing
- The restaurant outdoor veranda area also provides additional space for al fresco dining
- The bar has a number of private snug areas that are ideal for small gatherings and families (up to 15 people)
- A special area has been reserved in both the restaurant and bar for the added comfort of our valued senior guests

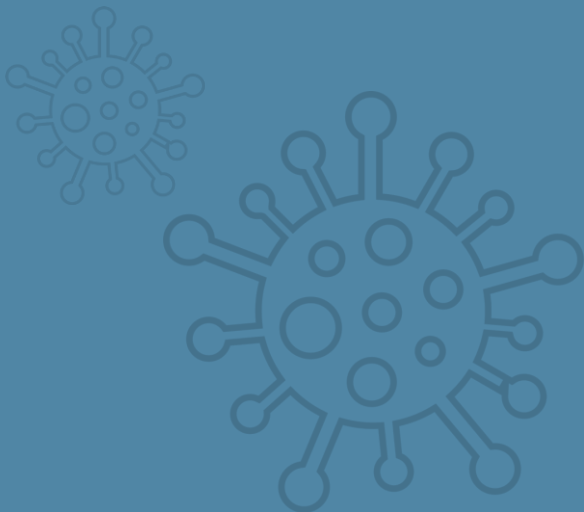
ADD your Covid-19 Policy:

*Offline and Online
Communications*

EXAMPLE: Fictional business below *Galway Accommodation Provider*

The Welcome

- Rest assured that our Irish welcome is stronger than ever
- As (for example) a Galway Hotel with a proud tradition, all of our guests will be treated to the Claddagh Welcome that has been inspired by the renowned Claddagh ring symbolising love, loyalty and friendship. Replacing the “handshake”, the Claddagh Welcome makes a clear statement by gently crossing the arms across the body in a kind gesture of guest recognition.



Key Steps for creating the saleable experience

Attractions, activities & accommodation providers

- Steps 4 & 5 – Occasionally applied for accommodation providers that offer their own in-house experiences
- Step 6 – Optional for accommodation provider
- All: Destination Experience Brand & Contact Details

Attractions & Activities

1. Business Brand & Main Image

2. USP & Key Words

3. Business Paragraph and Highlights

4. Experiences grid with defined parameters

5. Include a 75-85 word description for each experience

6. General Information Page

Accommodation Providers

1. Business Brand & Main Image

2. USP & Key Words

3. Business Paragraph and Highlights

4. Room Types

5. Things to Do Referrals

6. Personalised Destination Highlights



1 Business Brand & Main Image

2 USP & Key Words

3 Business Paragraph and Highlights

4 Experiences grid with defined parameters

5 75-85 word description for each experience

6 General Information Page

1 Business Brand & Main Image

2 USP & Key Words

3 Business Paragraph and Highlights

4 Experiences grid with defined parameters

5 75-85 word description for each experience

6 General Information Page

STEP 1 & 2: Define the USP

APPLIES TO:

Visitor attractions, activities and accommodation providers

Includes:

- Business logo and main hero image
- USP – one sentence with keywords

1 Business Brand & Main Image

2 USP & Key Words

3 Business Paragraph and Highlights

4 Experiences grid with defined parameters

5 75-85 word description for each experience

6 General Information Page

**PURE
CORK**

WILD ATLANTIC WAY
SÍL AN AITI ANTAIGH FHEÁIN



Unlock the Gates to an Edible Garden Paradise and Feast on the Flavours within

Garden Tour & Feast Experiences | Rare & Unusual Plants | Wildlife Garden | Botanical Accommodation

Nestled in the sub-tropical hills above Glengarriff, West Cork, The Garden of Re-Imagination offers a unique, intriguing and utterly delicious opportunity to experience a paradise where everything is edible, from the topiary to the trees.

Created by Garden Designer Kloe Wood (MGLDA) and RHS trained Horticulturalist, Adam Carveth, these personal gardens offer a multi-sensory botanical adventure of flavours, aromas, sights & sounds & your chance to taste Ireland like never before!

Leave with inspiration on how to create your own edible paradise with practical hints, tips and tricks.
Highlights include:

1 Business Brand & Main Image

2 USP & Key Words

3 Business Paragraph and Highlights

4 Experiences grid with defined parameters

5 75-85 word description for each experience

6 General Information Page



Taste the Boyne Valley by Artisans Crafting Modern Food from Ancient Methods

Nutritious, Flavoursome Food with an Historic Provenance | Connecting People, Land & Heritage

The Slane Food Circle offers the opportunity to meet like-minded artisan producers on their farms and in their workplaces to understand what living on and from the land means to them and their families. You will see how both ancient traditions and a deep connection with the Boyne Valley landscape influences the food they produce and learn the centuries old, often single-ingredient methods that they honour.

The historic estate village of Slane is located in County Meath, at the heart of the Boyne Valley which is

1 Business Brand & Main Image

2 USP & Key Words

3 Business Paragraph and Highlights

4 Experiences grid with defined parameters

5 75-85 word description for each experience

6 General Information Page



Connect through Adventure & Discover the Awe-Inspiring Beauty of Cavan's Hidden Islands

Kayak & Canoe Hire | UNESCO Global Geopark | Water Park | Guided Boat Tours | Biking | Hidden Islands

Nestled within the Lough Oughter waterway system and part of the wider UNESCO Global Geopark, Cavan Adventure Centre invites you to relieve your mind of clutter, be at one with nature and relish a unique adventurous break on the magnificent hidden Island of Lough Oughter within Ireland's Hidden Heartlands. Renowned for its 365 lakes and abundant drumlins, surrounded by native birds and wildlife, Cavan will not disappoint!

Established since 2008 Cavan Adventure Centre supplies numerous land and water-based activities suitable for all ages. Experience action packed adventure in one of Ireland's most spectacular landscapes from kayak and bike trails to a splashtastic Water Park, Cavan Adventure Centre is the beating heart of unforgettable outdoor fun.

1 Business Brand & Main Image

2 USP & Key Words

3 Business Paragraph and Highlights

4 Experiences grid with defined parameters

5 75-85 word description for each experience

6 General Information Page



NATIONAL GALLERY *of* IRELAND

Bringing People & Art Together in an Inspirational & Reflective Space at the Heart of Urban Dublin

Café & Shop | Exhibitions | Art | Culture | Tours | Caravaggio & Vermeer | Yeats & Leech | Contemporary & Historic

For 361 days a year, the National Gallery of Ireland inspires, delights and entertains with tours, workshops, talks and events. Cherished by Irish people, the Gallery houses the nation's collection of European and Irish art from about 1300 to the present day and boasts a rich and varied programme of world-class exhibitions throughout the year.

Highlights of the collection include masterpieces by European artists such as Caravaggio, Rembrandt, Picasso and Lavinia Fontana, as well as must-see Irish works by Jack B. Yeats, William Leech, Daniel Maclise and Mainie Jellett. Expert tour guides host dozens of tours every month across a wide variety of themes including highlights tours, mindfulness tours and LGBT-themed tours.

1 Business Brand & Main Image

2 USP & Key Words

3 Business Paragraph and Highlights

4 Experiences grid with defined parameters

5 75-85 word description for each experience

6 General Information Page



4 Star Beach Hotel & Spa on the Magical Mannin Peninsula in Connemara

Beachside Accommodation | Family Run | Local Cuisine | Organic Seaweed Spa | Breath-taking Views

Connemara Sands Beach Hotel & Spa is ideally positioned at the entrance to the Mannin peninsula; home to some of the world's most pristine beaches and secluded coves. Cradled by the aquamarine waters of Mannin Bay and adjacent to the local village of Ballyconneely, this seaside hotel is renowned for its family welcome, breath-taking views, excellent food and indulgent Seaweed Spa experiences!

1 Business Brand & Main Image

2 USP & Key Words

3 Business Paragraph and Highlights

4 Experiences grid with defined parameters

5 75-85 word description for each experience

6 General Information Page

**PURE
CORK**

ae IRELAND'S
ANCIENT EAST™
Discover Through Time

MONTENOTTE

HOTEL



Vibrant 4 star Boutique Hotel & Victorian Gardens with Views Framing Cork City & Harbour

Accommodation | Dining | Art | Spa & Leisure | Luxury City Escape | Gardens | Eclectic & Fun Vibe

Built within the former 18th Century residence of a Merchant Prince, The Montenotte is now a modern boutique hotel with an eclectic vibe and strong sense of fun. From its elevated position, the hotel sports unrivalled views across the breadth of Cork City and beyond out onto the beauty of Cork's working harbour.

Put simply, the Montenotte is a hotel of contemporary design that makes a stand-out confident and bold statement. Within this intriguing space, every comfort is considered from the luxury touches of an in-house private cinema, to the beautiful landscaped tiered gardens that provide such a pleasant and peaceful refuge from Cork's urban buzz.

#stayunique is the hotel's hashtag. Be part of this thinking. Revel in the services offered by the Montenotte Hotel:

1 Business Brand & Main Image

2 USP & Key Words

3 Business Paragraph and Highlights

4 Experiences grid with defined parameters

5 75-85 word description for each experience

6 General Information Page

STEP 3: Define the Business Offering

APPLIES TO:

Visitor attractions, activities and accommodation providers

Includes:

- Short paragraph – one sentence with keywords
- Highlights – in bulleted list format

1 Business Brand & Main Image

2 USP & Key Words

3 Business Paragraph and Highlights

4 Experiences grid with defined parameters

5 75-85 word description for each experience

6 General Information Page

Creating Saleable Experience Content for the International Market

Put yourself in the shoes of the international visitor

- What is within their understanding?
- What needs to be explained?
- What needs our attention?

What do we need to be mindful of?

- Words?: bodhrán | carrageen | hurling | craic
- Ingredients or dishes?
- Customs and traditions
- Measurement: SqFt | SqMs?
- Contact details: international telephone numbers?

1 Business Brand & Main Image

2 USP & Key Words

3 Business Paragraph and Highlights

4 Experiences grid with defined parameters

5 75-85 word description for each experience

6 General Information Page



Fun Filled Experience of Irish Country Life and Culture on the Murtagh Family Farm

Murtagh Family Farm | Traditional Dance & Music | Hurling | Bread Making | Sheepdog Demos | Farm Trails

Causey Farm is a gem of old-fashioned Irish hospitality. Conveniently located in Navan, County Meath, just 40 miles (64 kilometres) from Dublin in the heart of Ireland's Ancient East, the Murtagh family have been farming here for three generations and love to share their home, heritage, food, farming traditions and sense of **good old Irish craic (fun) with visitors.**

Prepare for a giant Irish welcome on a visit of this 350-acre rolling farm with animals including Connemara ponies and pasture fed sheep and cattle. A whole host of memory making experiences are available from walking the farm and seeing the amazing sheepdogs herding their sheep to cutting turf in the bog and learning how to make bread with Lily Murtagh's traditional family recipe. Head to the "Session Shed" to dance an Irish jig and learn how to play the **bodhrán (Irish drum)**. Puck a hurl as you test your skill at **Ireland's ancient national game.** Discover your inner farmer as you head off to the bog on your tractor. But mostly, breathe in the fresh country air as you **revel in the sound of laughter!**

1 Business Brand & Main Image

2 USP & Key Words

3 Business Paragraph and Highlights

4 Experiences grid with defined parameters

5 75-85 word description for each experience

6 General Information Page



14 Henrietta Street



Over 300 Years of Family & City Life within the walls of one Dublin home

Intimate Guided Tours | Real Life Stories – Real Life Memories | On one of Dublin's oldest streets

'Here tea was made, babies were born, loves were lost, fires lit, letters written, bread was broke, walls were white-washed and lives were lived'

Nominated for European Museum of the Year 2020, 14 Henrietta Street captures over 300 years of family & city life within the walls of one address. Intimate guided tours bring visitors on a truly moving journey from the houses' grand Georgian beginnings to the tenement dwellings of its later years. Originally built in the 1720s for wealthy Dublin families, by 1911 over 850 people lived on the street, over 100 of those in 14 Henrietta Street.

At the heart of the experience is the spirit of the house, which comes alive through the stories and personal objects from the former residents and from the insights shared by passionate local guides into the everyday realities of the Dubliners who lived here. This is your opportunity to discover their personal stories, to share in their memories and to walk in the footsteps of those who called 14 Henrietta Street home.

Key highlights of a visit to 14 Henrietta Street include:

- ❖ Real life stories & memories | insights into the personal stories of the house and the street
- ❖ One of Dublin's oldest streets | the most intact collection of Georgian era houses
- ❖ Award winning restoration project | work by expert craftsmen | using traditional skills
- ❖ People: meet passionate Dubliners



14 Henrietta Street | Experience Descriptions

Private Guided Tour

The private guided tour promises an emotional journey as you enter 14 Henrietta Street and experience over 300 years of family and city life, in the walls of one address. From its beginnings as a grand Georgian house for Dublin's wealthy families, to how it later became a cramped tenement dwelling; this is a special opportunity to discover the layers of hidden history within its walls. Led by a passionate local guide, this truly moving experience is brought to life through the intimate memories, stories and everyday objects of those who called 14 Henrietta Street home.

Private Tour with Tea & Chats

This unique guided tour promises an emotional journey through the address of 14 Henrietta Street from its beginnings as a grand Georgian house for wealthy families, to the cramped tenement dwelling of its later years. See the house's hidden stories and discover the layers of Dublin's history within its walls. After the tour, join in the very Irish ritual of Tea and Chats. 'Put the kettle on' is a universal refrain in Irish households and here, you are invited into the house's kitchen to enjoy a cup of tea, Irish biscuits and a 'chat' about memories and family stories with your local Dubliner guide.



1 Business Brand & Main Image

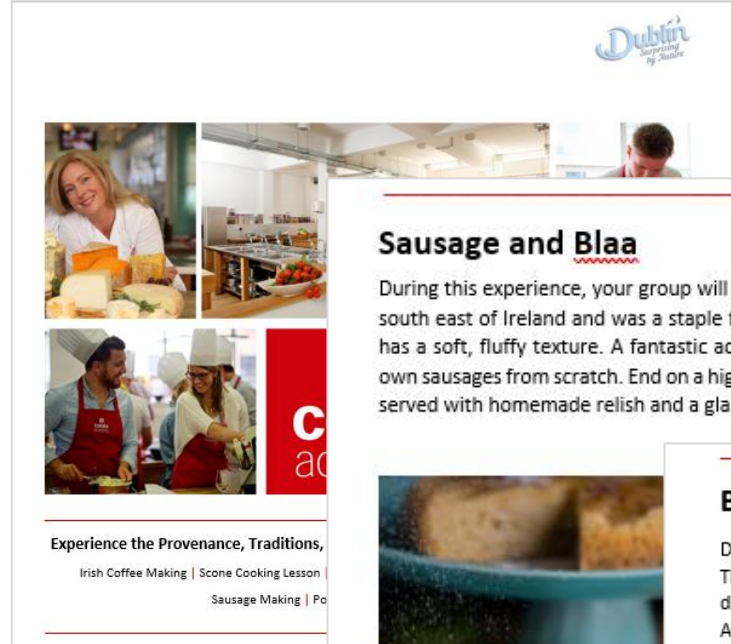
2 USP & Key Words

3 Business Paragraph and Highlights

4 Experiences grid with defined parameters

5 75-85 word description for each experience

6 General Information Page



Sausage and Blaa

During this experience, your group will learn about a local Irish bread called the "Blaa." The Blaa originated in the south east of Ireland and was a staple food in local farmhouses. Dusted with flour, the Blaa is square shaped and has a soft, fluffy texture. A fantastic accompaniment to meat, during this workshop, participants will make their own sausages from scratch. End on a high note, with the whole group enjoying a gourmet version of an Irish hotdog, served with homemade relish and a glass of local craft cider.



Boxty Making and Black Pudding

During this experience, discover a favourite way to enjoy the ubiquitous Irish potato as an Irish pancake or "Boxty". The recipe for Boxty originated in the north of Ireland by frying grated potato on a griddle pan. Traditionally, the dish is served as an accompaniment to traditional Irish black pudding which is loved throughout island of Ireland. After an initial demonstration, participants get to experiment with ingredients to make their own version. End with the group enjoying their hand-made black pudding and Boxty pancakes with a glass of farmhouse cider.



1 Business Brand & Main Image

2 USP & Key Words

3 Business Paragraph and Highlights

4 Experiences grid with defined parameters

5 75-85 word description for each experience

6 General Information Page



Explore the Making & Tasting of Mead – the drink of Celtic Ireland’s Kings & Chieftains
Ireland’s first Meadery in 200 years | Honey Tasting | Legends & History of Mead & Honey | Mead Tasting

Mead, also known as "honey wine," is believed to be the world’s oldest alcoholic drink, dating back to 6000 BC. Mead and honey are woven through Ireland’s oldest myths and legends when bees were highly prized and protected as part of the island’s ancient **Bech bretha (Bee Judgements)**. From early history, mead was shared and enjoyed throughout the world at rituals and celebrations of marriage and victories.

Ideally located in the historic and food-loving haven of the **picturesque coastal town of Kinsale** on the Wild Atlantic Way, Kinsale Mead is Ireland’s first meadery in almost 200 years. Using a blend of ancient recipes and modern techniques, **Kate and Denis Dempsey have resurrected a love of Mead** through the sustainably made **award-winning meads created at their family run meadery**. Each batch is lovingly hand crafted with care and passion using the best local and natural ingredients.

Highlights of a tour at Kinsale Mead Co. include:

- ❖ **Insights into Kinsale Meads** | light and refreshing | fermented off dry (12% ABV wine strength)
- ❖ **Myths & Legends** | the story and evolution of Mead through the centuries
- ❖ **Bee Judgments** | how Ireland’s Bee Laws protected the bees | taste three unique raw honeys
- ❖ **Process** | modern mead making from fermentation, through to maturation and bottling
- ❖ **Tasting** | sample award-winning meads and cocktails in the Meadery’s oak bar tasting room
- ❖ **Family Run** | Kate and Denis Dempsey love to share their passion and knowledge!
- ❖ **Kinsale** | bustling harbour town | gourmet capital of Ireland | great restaurants & pubs

1 Business Brand & Main Image

2 USP & Key Words

3 Business Paragraph and Highlights

4 Experiences grid with defined parameters

5 75-85 word description for each experience

6 General Information Page



4 Star Beach Hotel & Spa on the Magical Mannin Peninsula in Connemara

Beachside Accommodation | Family Run | Local Cuisine | Organic Seaweed Spa | Breath-taking Views

Connemara Sands Beach Hotel & Spa is ideally positioned at the entrance to the Mannin peninsula; home to some of the world's most pristine beaches and secluded coves. Cradled by the aquamarine waters of Mannin Bay and adjacent to the local village of Ballyconneely, this seaside hotel is renowned for its family welcome, breath-taking views, excellent food and indulgent Seaweed Spa experiences!

Taste the finest local Irish cuisine as you relax surrounded by the raw beauty of this Wild Atlantic Way landscape. Take this opportunity to SIMPLY BE. Walk along a deserted beach. Enjoy a leisurely cycle along one of Connemara's famous cycle loops. Observe wildlife, including local seals. Pet the famous Connemara ponies that roam the hotel grounds.

Highlights include:

- ❖ **Dean & Kathy** | warm-hearted family welcome | nobody does hospitality like Dean & Kathy!
- ❖ **Beautiful Location** | on the stunning shores of Mannin Bay | Connemara countryside
- ❖ **Mannin Bay** | go for a swim | a walk on the beach | forage mussels from the shore
- ❖ **Accommodation** | 22 luxurious en-suite rooms | 10 Holiday Homes
- ❖ **Local Food** | local and artisan produce | seafood a speciality! | bar and restaurant dining
- ❖ **Bar** | informal dining | beautiful interiors | hearty local food | served and presented with care
- ❖ **Bistro** | ask about the "Connemara on a Plate" experience | celebration of local ingredients
- ❖ **Sands Seaweed Spa** | seaweed baths and spa | organic seaweed Voya products
- ❖ **Nature** | wild seals | Connemara ponies | birdlife | wildlife
- ❖ **Activities** | wonderful walks | hiking trails | cycling | horse riding | water sports



1 Business Brand & Main Image

2 USP & Key Words

3 Business Paragraph and Highlights

4 Experiences grid with defined parameters

5 75-85 word description for each experience

6 General Information Page

STEP 4: Create an Experience Catalogue

APPLIES TO:

Visitor attractions and activity providers. It is optional for accommodation providers

Includes:

- Label the experience: clear title
- Clarify associated parameters
- Ensure that the retail price and price inclusions are crystal clear
- Consider grouping experiences into general and premium



1 Business Brand & Main Image

2 USP & Key Words

3 Business Paragraph and Highlights

4 Experiences grid with defined parameters

5 75-85 word description for each experience

6 General Information Page

Visitor Experiences

Experiences	Short Description	Min/Max Numbers	Duration	Public Price Per Person
Mead mini tour and tasting	Entertaining & educational overview of mead history and mead making. ❖ Tasting of - local honey from West Cork - 3 award-winning meads in the oak bar tasting room	2-25	30 minutes	€XX
Meadery tour & tasting	Guided tour and tasting of Ireland's first Meadery in 200 years covering: ❖ Entertaining history of mead and honey in Ireland ❖ Tasting of 3 raw honey types ❖ Tour of the meadery production area from bee to bottle ❖ Tasting of 3 award-winning meads and a sample of a seasonal mead cocktail in oak bar tasting room	2-25	1 hour	€XX
Bespoke tour and tasting	Bespoke tours on request. These can include: ❖ In-depth tour of the production area and mead making process ❖ Expanded range of unique honey tastings ❖ Tasting of limited-edition meads ❖ Food pairing with local artisan food ❖ Glass of mead or seasonal mead cocktail	2-25	TBA	€XX
NOTE re sampling and tasting information:				
<ul style="list-style-type: none"> ❖ Honey tasting is done with re-cyclable honey dip sticks ❖ Mead sample and seasonal cocktail sample sizes are 30 millilitres per sample ❖ Tasting notes in Spanish, Italian, German and French can be provided ❖ For the mead tasting section (12% alcohol), participants must be over 18. ❖ A glass of water is included on welcome and with the tasting ❖ Small children must be supervised by an adult as this is a working meadery 				

The market stall!

CLARITY: Setting out your market stall









Discover Kerry's Wild Atlantic Way Coastline on a Stand- Up Paddle Adventure
Exceptional guided tours | Explore the magnificent scenery | Wildlife spotting | An inspiring sport

Wild SUP Tours General Experiences

- Half day SUPfari
- All day Adventure
- Fresh Water Half-Day
- Fresh Water All-Day
- Eco Explorer Kids Camp

Wild SUP Tours Premium Experiences

- Night SUP in a Dark Sky Reserve
- Stand up paddle & Free Camp the Coast of Kenmare Bay
- Kenmare Bay: SUP Adventure Retreat

CLARITY: Setting out your market stall

Wild SUP Tours | General Experiences

Tours and Experiences	Short Description	Min/max numbers	Duration (Approx.)	Price /person
Half Day SUPfari	<ul style="list-style-type: none"> A short tour of Dingle Harbour or the surrounding areas, route determined by the paddle conditions on the day Includes all equipment – board, paddle, leash, wetsuit, buoyancy aid Instruction and guide Photos Transport to/from launch site 	2/16	3 hours	€XX
All Day Adventure	<ul style="list-style-type: none"> A longer tour of the Dingle Peninsula, stopping for lunch along the way at a private beach – picnic lunch included Includes all equipment – board, paddle, leash, wetsuit, buoyancy aid Instruction and guide Photos Transport to/from launch site 	2/16	6 – 7 hours	€XX
Fresh Water (half day)	<ul style="list-style-type: none"> A short tour of the River Laune or Caragh Lake set in The Reeks District of mid Kerry Includes all equipment – board, paddle, leash, wetsuit, buoyancy aid Instruction and guide Photos 	4/16	3 hours	€XX
Fresh Water (all day)	<ul style="list-style-type: none"> A longer tour of the inland waterways of The Reeks District, stopping in a secluded place for a picnic lunch Includes all equipment – board, paddle, leash, wetsuit, buoyancy aid Instruction and guide Locally sourced picnic lunch Photos 	4/16	6 – 7 hours	€XX

Wild SUP Tours | Premium Adventures

*prior SUP experience recommended

Tours and Experiences	Short Description	Min-max numbers	Duration (Approx.)	Price /person
Night SUP in a Dark Sky Reserve	<ul style="list-style-type: none"> Experience the night sky from Cloon Lough in the MacGillicuddy Reeks, part of a gold tier dark sky reserve. Includes all equipment – board, paddle, leash, wetsuit, buoyancy aid Below water lights Instruction and guide After paddle bonfire and hot drink Photos 	4/10	2 hours	€XX
Stand up paddle & Free Camp the Coast of Kenmare Bay	<ul style="list-style-type: none"> Paddle 40km from Kenmare to Sneem over the course of 3 days Explore the islands, coves, and bays along the way Camping in the wilderness of the Iveragh Peninsula. Includes SUP equipment (board, paddle, leash, wetsuit, buoyancy aid, dry bags) All camping equipment – tent, sleeping pad, sleeping bag, lights, etc. All meals – 3 dinners, 3 picnic lunches, 3 breakfasts, plus snacks SUP instruction and guide Luggage transfers Airport transfers at start and finish from Kerry Airport Photos 	4/8	3.5 days	€XX

General & Premium Experiences



1 Business Brand & Main Image

2 USP & Key Words

3 Business Paragraph and Highlights

4 Experiences grid with defined parameters

5 75-85 word description for each experience

6 General Information Page

STEP 5: Short Descriptions for Saleable Experiences

APPLIES TO:

Visitor attractions and activity providers. It is optional for accommodation providers

Includes:

- Create a 75-85 word description for each experience



1 Business Brand & Main Image

2 USP & Key Words

3 Business Paragraph and Highlights

4 Experiences grid with defined parameters

5 75-85 word description for each experience

6 General Information Page

Third party language

Experience Descriptions

Mead Mini Tour and Tasting

Enjoy an entertaining overview of the history and the production process of mead in the relaxed environment of the Meadery Bar. Begin with an introduction to mead, its many styles and colourful history, then awaken your senses with a tasting of local West Cork honey while sitting at a bar that is made from a 300-year old oak tree. Revel in the opportunity to sample three different award-winning varieties of this ancient drink, with great tips for food pairing and mead cocktails from the Mead Makers.

Meadery Tour and Tasting

Meet the mead makers of Kinsale Mead and hear stories of ancient legends and the colourful history of mead in Ireland. Indulge in a tasting of three different raw honey types while learning about the life of the honey bee. Explore the production area and follow the process of modern mead making from fermentation, through to maturation and onto bottling. As you immerse yourself in the history and making of this ancient drink, sample a selection of three different award-winning meads with great tips for food pairing. Finish with a sample of the seasonal Cocktail of the Day.

1 Business Brand & Main Image

2 USP & Key Words

3 Business Paragraph and Highlights

4 Experiences grid with defined parameters

5 75-85 word description for each experience

6 General Information Page

Mount Congreve | Schedule of

Mount Congreve | General Experiences

Experience	Short Description	Min-Max Numbers
Garden Highlight Walk	Guided tour with insights into the history of Mount Congreve House and Gardens	10-30
Guided Garden Walk-Hike	Guided tour of Mount Congreve's walled and woodland gardens	10-30
Worldwide Walking Tour	Guided tour exploring plants- including rare varieties- from every corner of the globe	

Mount Congreve | Premium Resident G

Experience	Short Description	Min-Max Numbers
Guided Gardener's Walk-Hike	Guided tour of the walled and woodland gardens with a Mount Congreve's expert resident gardener	10-30
Where Nature Meets Art	Choose a garden area and learn all about its story, origin and properties from a Mount Congreve resident gardener. Followed by a drawing class to sketch a horticultural highlight.	

Mount Congreve | General Experience Descriptions

Garden Highlight Walk in the Walled Gardens

Enjoy a gentle stroll through four acres of walled gardens with highlights including The Kitchen Garden (home to many heritage varieties of apples, plums, greengages and a secluded pond area surrounded by Bamboos, the May Border, Peony Walk and July Border), The Pleasure Garden (with hundreds of herbaceous perennials and Dahlias) and the Terrace Walk taking in Magnolia, Rhododendron, the Pieris walk (50 varieties) and one of the largest collections of Mahonia (57 varieties) in Europe.



Garden Highlight Walk through the Walled and Woodland Gardens

Begin with a gentle visit of the Walled Gardens including the Kitchen Gardens and Pleasure Gardens to explore heritage fruits trees, herbaceous perennials, the secluded pond and the Peony walk. Then, step out into the magical rugged terrain of the woodland gardens for multiple horticultural delights including 1 kilometre of Magnolias and Rhododendrons, the 1.2 kilometres Hydrangea walk, The Chinese Pagoda, The Waterfall and The Temple with incredibly scenic views over the gardens, River Suir and the surrounding countryside.





1 Business Brand & Main Image

2 USP & Key Words

3 Business Paragraph and Highlights

4 Experiences grid with defined parameters

5 75-85 word description for each experience

6 General Information Page

STEP 6: Create a General Information page

APPLIES TO:

Visitor attractions and activity providers. It is optional for accommodation providers

1 Business Brand & Main Image

2 USP & Key Words

3 Business Paragraph and Highlights

4 Experiences grid with defined parameters

5 75-85 word description for each experience

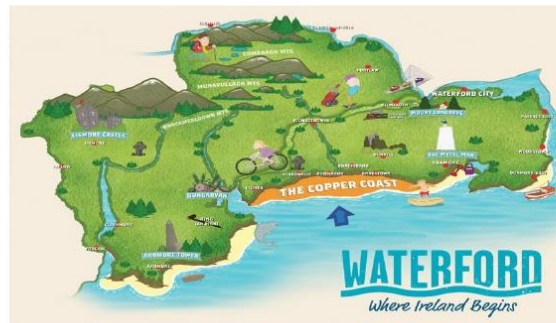
6 General Information Page



The Sea Gardener | General Information

- ❖ **For Bookings:**
 - Please contact Marie at + 353 86 8124275 | E: marie@theseagardener.ie
- ❖ **Availability**
 - The Seaweed Walk, Talk and Taste and the Cookery Demonstration are available all year round
 - Foraging season typically runs from March 1st – October 31st
 - Note that while there can be seasonal variation, foraging is possible in all months, including January
 - Please contact Marie for further information

❖ Waterford's Copper Coast



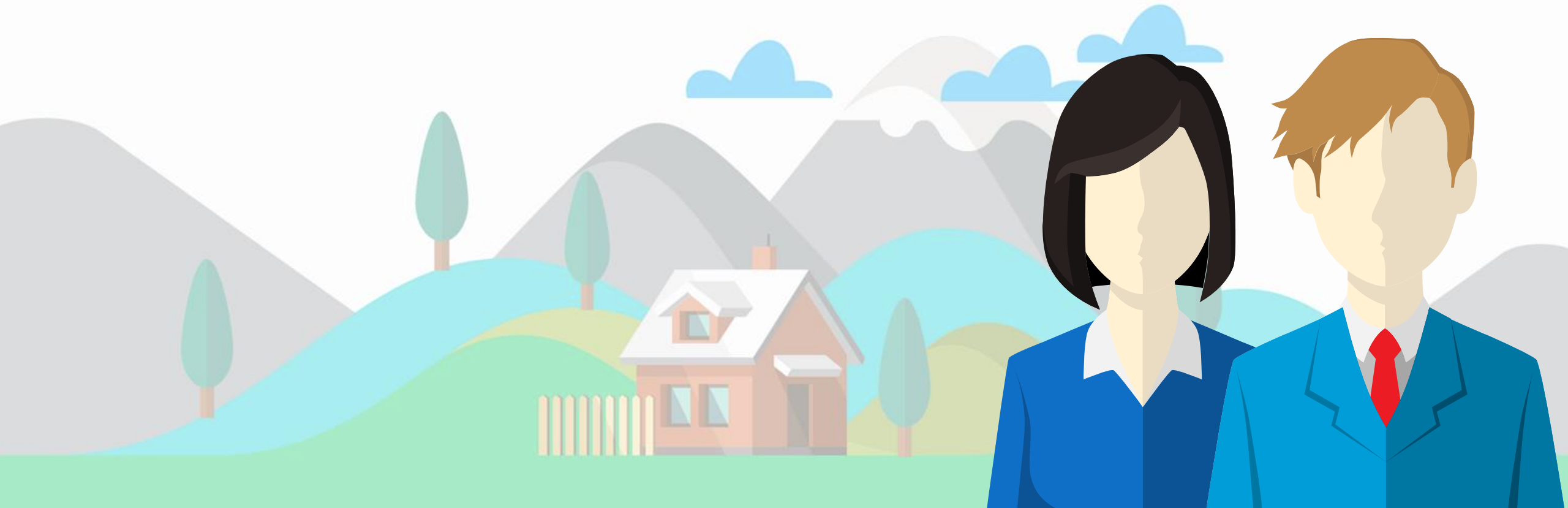
Cavan Adventure Centre | General Information

- ❖ **Booking Enquiries:**
 - Contact Seán/Nuala T: +353 87 1146971 or E: cavanadventure@gmail.com
 - Booking online at www.cavanadventure.com
 - Discount rates apply for larger group bookings
 - Packed lunch can be provided at a surcharge
- ❖ **Opening Dates:**
 - Our outdoor adventure season runs from March 1st – October 31st, 10.00 – 18.00.
 - Private group bookings are available outside these dates
- ❖ **Events:**
 - Cavan Adventure Centre hosts numerous events for the Marble Arch Caves UNESCO Global Geopark and local Heritage Office throughout the year. Keep an eye out for our events as part of Heritage Week, Bike Week and Biodiversity Week.
- ❖ **GPS Coordinates:** 54.0446, -7.4327



Tourism Businesses working in partnerships

Accommodation providers play a key role in referring
Things to Do in **Destinations!**



Key Steps specific to Accommodation Providers



Accommodation Providers

1. Business Brand & Main Image

2. USP & Key Words

3. Business Paragraph and Highlights

4. Room Types

5. Things to Do Referrals

6. Personalised Destination Highlights

Key Steps specific to Accommodation Providers



Accommodation Providers

1. Business Brand & Main Image

2. USP & Key Words

3. Business Paragraph and Highlights

4. Room Types

5. Things to Do Referrals

6. Personalised Destination Highlights

Accommodation Providers

1. Business Brand & Main Image

2. USP & Key Words

3. Business Paragraph and Highlights


4. Room Types

5. Things to Do Referrals

6. Personalised Destination Highlights

Hotel Guest Rooms | & Self-catering Houses



King Double Room (3)	1 King Bed 1 ensuite bathroom with walk in shower Full cooked to order and continental buffet breakfast 200 SQFT 18.5 SQM
Accessible King Double (1)	1 king bed 1 accessible ensuite bathroom Full cooked to order and continental buffet breakfast 250 SQFT 23 SQM
Luxury King Double Ocean View (5)	2 floors with glass balcony 1 king bed 1 freestanding bathtub 1 walk in rain shower 1 Downstairs living space Full cooked to order and continental buffet breakfast 450 SQFT 41.8 SQM
Deluxe Suite Bay View (6)	1 king bedroom 1 twin bedroom 1 living room with pull-out sofa 1 ensuite bathroom with bath/shower Full cooked to order and continental buffet breakfast 600 SQFT 55.6 SQM
Superior Suite Bay View (6)	1 king bedroom 1 twin bedroom 1 living room with pull out sofa 1 ensuite bathroom with bath/shower Outdoor patio deck Full cooked to order and continental buffet breakfast 600 SQFT 55.6 SQM
Hotel Apartment (1)	2 storey duplex located in the main hotel on the ground floor 1 king bed upstairs with sea and mountain views 1 downstairs bathroom with walk-in rain shower downstairs living room downstairs full equipped kitchen with cooking facilities Full cooked to order and continental buffet breakfast 800 SQFT 74 SQM
NOTE: all hotel rooms include	Complimentary Voya Organic Seaweed Toiletries complimentary Wi-Fi Tea/coffee making facilities Fresh filtered water Iron & ironing board Flat screen TV Room Safe Hairdryer WiFi Car parking
Self-Catering House/s (8)	1 king bedroom 1 twin bedroom 1 living room room with dining area and pull out sofa 1 Full kitchen with laundry facilities ensuite bathroom with bath/shower 1 powder room Outdoor patio area Complimentary wifi Bed linen and towels Full use of hotel facilities and private beach.

What we LOVE to do in Connemara!


The following experiences have been democratically (!) selected by the Connemara Sands Hotel & Spa team to highlight the top 6 things that we love to do in Connemara and the top things that we love about Connemara! ENJOY!

1	Pony Trekking Riding and beach trekking on Connemara ponies takes place every day during the summer season Enjoy the gentle Connemara ponies and embrace the stunning scenery.
2	Stunning Beaches Mannin Bay and the Connemara Coastline has numerous stunning beaches, scenery and wildlife waiting to be discovered
3	Cycling Connemara's cycle loops offer magnificent views. Cruise gently along the bog road Discover quiet, secluded beaches. Feel the wind in your hair on The Sky Road Visit the sight of Marconi, Alcock and Brown clifdenbikeshop.ie T: +353 (0) 95 22630 quality electric and regular bikes
4	Connemara Smokehouse Enjoy a guided experience of the Connemara Smokehouse. Learn how to hand fillet, hand slice, salt and smoke fish. End with a tasting Smokehouse.ie E: info@smokehouse.ie
5	Kayaking on Mannin Bay Kayak the blue flag, pristine waters of Mannin Bay Realadventures.ie E: realadventures.ie@gmail.com
6	Golf Connemara Championship Links Galway's only true links course! Connemaragolfinks.com E: proshop@connemaragolfinks.net
7	Connemara Sands Hotel Experiences available to reserve at the hotel Luxury SPA treatments including organic VOYA seaweed products organic seaweed baths join the Connemara bee safari for a visit of the on-site beehives learn about traditional Irish music and dance with the local Ruddy family

What we LOVE about Connemara!

1. The raw beauty of the rugged scenery
2. Mannin Bay and Ballyconneely village: full of interesting local characters
3. Connemara Ponies: stroll onto Mannin Bay and you are likely to find one. It happens!
4. Sing Songs: impromptu moments as locals and guests burst into song in the Connemara Sands Hotel Bar!
5. Delicious food straight from the water and land
6. Laid back pace of life – where taking the time to look after people really matters



T: +353 95 23030 | E: Reservations@Connemarasands-hotel.com | www.connemarasands-hotel.com
A: Connemara Sands Hotel, Mannin Bay, Ballyconneely Co. Galway, Ireland

Saleable Experience

Step 3: Short Description

Sunset Kayaking Experience

Get out of your comfort zone and into your adventure zone to admire a beautiful Irish Sunset along the visually stunning coastline of the Hook Head peninsula. Feel alive with the Atlantic breeze in your hair as you marvel at the stunning scenery while listening to epic stories about battles and invasions of The Normans who sailed these waters. Catch a glimpse of birdlife and marine life such as dolphins, seals and basking sharks. Enjoy a night cap with friends as you watch a beautiful south east sunset.

- **Price:** €XX per person | **Duration:** 3 hours
- **Minimum/Maximum People:** 3/12
- **Inclusions:** fully guided by qualified instructors | warm night cap drink | wetsuit

The Irish Experience | Schedule of Experiences

Experiences	Short Description	Min/Max	Duration	Public Price Per Person
Sea Cave Kayaking Experience	Guided Sea Cave Kayaking Experience. Launching from an amazing hidden cove alongside a stunning outcrop of headland to one of the most impressive examples of sea caves in the world. Paddle inside.	Min: 3 Max: 12	Approx. 3 hours	€XX
	Inclusions: Fully Guided, Hot Drink & Snack, Wetsuit			
Sunset Kayaking Experience	Guided Sunset Kayaking Experience. Launching before sunset from an amazing hidden cove alongside a stunning outcrop of headland to one of the most impressive examples of sea caves in the world. Paddle inside.	Min: 3 Max: 12	Approx. 3 hours	€XX
	Inclusions: Fully Guided, Night Cap & Snack, Wetsuit			
Sea Kayaking Mini Experience	This mini 'Sea Cave Kayaking Experience' is ideal for younger children and families.	Min.4 Max.14	Approx. 1.5 hours	€XX
	Inclusions: Fully Guided, Safety Gear			U12 €XX Family: €XX
Coastal Canyoning Experience	Experience the thrill of jumping off ancient limestone slabs into clear blue waters, swimming through caves and scrambling over rocks along this amazing adventure.	Min.4 Max.14	Approx. 2.5 hours	€XX
	Inclusions: Fully Guided, Hot Drink, Safety Gear, Wetsuit			

Own brand website: Speaking **DIRECTLY** to customers

**Get out of your Comfort Zone and into your Adventure Zone with
The Irish Experience !**

Sunset Kayaking Experience

Feel alive as you join our team on a sunset kayaking adventure of the Hook Head Peninsula. Hear how the Normans invaded these waters. Catch a glimpse of native wildlife while watching a beautiful south east sunset

- **Price:** €XX per person | **Duration:** 3 hours
- **Minimum/Maximum People:** 3/12
- **Inclusions:** fully guided by qualified instructors | warm night cap drink | wetsuit