

OVERSEAS PROMOTIONS 2012								
TI Market	Name of Event	Location	Start Date	End Date	Cost €/£	Type of event	Description	LINK
Quarter 1								
Netherlands	Vakantiebeurs	Utrecht	11/01/2012	15/01/2012	€750 +VAT/€653 +VAT	Trade and Consumer Fair	Largest trade & consumer Holiday fair in the Benelux region (122,100 visitors in 2011). Tourism Ireland for the first time will participate with major tour operator "House of Britain", and will have a 30 sqm stand space on their stand. Food and drink tastings and demonstrations to help bring the 'Ireland' brand to life will take place.	Vakantiebeurs 2012
Germany	CMT	Stuttgart	14/01/2012	22/01/2012	Option 1: 14.-22. Jan / 9 days: €850 +VAT/€740 +VAT, Option 2: 14. -17. Jan/ 4 days: €700 + VAT/€609 +VAT Option 3: 18.-22. Jan/ 5 days: €700 + VAT/€609 +VAT Option 4: Brochure distribution €250/€218 +VAT	Consumer Fair	Germany's largest consumer holiday fair in Stuttgart which has direct access to Dublin. Over 205,000 visitors expected. All partners are provided with their own counter.	CMT
Spain	FITUR	Madrid	18/01/2012	22/01/2012	€1,200 +VAT/€1,044 +VAT /Weekend €600 +VAT/€522 +VAT. 2 representatives per company allowed and no cost for the second representative.	Trade and Consumer Fair	Spain's largest Trade and Consumer show with 120,000 trade participants, 62,446 trade visitors, 7,726 journalists and 90,000 consumers visting over the two consumer days.	Fitur
GB	Celtic Connections	Glasgow	19/01/2012	05/02/2012	N/A	Consumer Fair	Opportunity for Northern Ireland Music Festivals to participate on a small stand with Tourism Ireland on each weekend of this festival. Maximum 2 partners per weekend.	Celtic Connections
USA	PGA Merchandise Show, Orlando	Florida	26/01/2012	28/01/2012	€1,750 +VAT/€1,523 +VAT	Golf Trade & Consumer Show	The annual PGA Merchandise Show targets golf professionals from across the U.S. especially managers, golf pros, buyers and owners from private clubs with an avid interest in golf and travel. More than 40,000 industry professionals from the United States and 76 countries attended the 2011 show. Tourism Ireland presence will include a golf branded stand for use by industry participants and a reception for PGA members and golf travel media who promote golf travel to Ireland.	PGA Merchandise Show
France	Salon Européen des Pêches en Mer	Nantes	27/01/2012	29/01/2012	From €250 +VAT/€218 +VAT	Sea Angling Fair	This fair is one of the most popular for sea angling in France with 150 exhibitors and 27,000 visitors searching for the best fishing spots in the world. Ireland will be the "country of honour" and will be present with a stand of 48 sqm for Irish partners to promote their angling products.	European Sea Angling Fair
GB	Excursions	London	28/01/2012	28/01/2012	€200 +VAT/€174 +VAT	Trade Fair	Excursions is the premier one-day group travel exhibition held annually at Alexandra Palace in London. The event is only suitable for group organisers. TI will have a stand with space for 4 industry partners. 1,130 visitors attended in 2011.	Excursions
Germany	3 City Tour	Frankfurt, Düsseldorf, Hamburg	31/01/2012	03/02/2012	€826 +VAT/€719 +VAT	Trade Workshop	A workshop for German tour operators and Irish Industry will be followed by information and entertainment evenings for travel agents in 3 cities.	3 City Tour
France	Business Tourism Networking Event	Paris	07/02/2012	07/02/2012	€850 +VAT/€740 +VAT	Business Tourism Fair	An in market networking event to target decision makers who influence choice of destination for Association & Corporate Conferences. French based international associations, corporate and market PCOs. This platform will provide face to face contact for Irish industry active in the French market and specialising in the Congress and Conference sector - PCOs, DMCS, Convention Bureaux, Convention Centres, hotels and airline companies. Number of spaces limited to 15. Timing: late PM / Evening. The venue: Irish Embassy, Paris. Format - desks for partners. Destination presentation followed by a cocktail reception.	Business Networking Event
USA	Experience a Flavour of Ireland	Dallas & Chicago	12/02/2012	16/02/2012	€1,000 +VAT/€870 +VAT	Trade and Media Event	Experiential B2B and media platform for the Irish and Ireland focused trade in the U.S. market targeting U.S. high end retail agents and travel media. Format includes: Innovative and interactive presentations to retail agents, networking opportunities to meet key trade and consumer media contacts, experiential dinner reception featuring Irish music, food and culture which aims to bring the brand to life.	Experience a Flavour of Ireland Dallas/Chicago
ADM - GCC	UAE & Kuwait Sales Mission	Dubai, Abu Dhabi & Kuwait	13/02/2012	15/02/2012	Country Club Membership (€1,000 +VAT/€870 +VAT)	Sales Mission	This is a platform for tourism suppliers to showcase their products to key UAE and Kuwait travel trade and enhance their business ties with this affluent and important market. This is Tourism Ireland's first initiative in Kuwait.	GCC Sales Mission
Italy	BIT	Milan	16/02/2012	19/02/2012	€1,000 +VAT/€870 +VAT per organization for one representative.	Trade and Consumer Fair	BIT is Italy's main tourism fair. It attracts consumers (mainly from the North of Italy), Italian tour operators, retail agents and trade and consumer travel media from all over Italy. The fair attracts over 100,000 visitors.	BIT Milan
ADM - India	Britain and Ireland India Sales Mission	Delhi & Mumbai	19/02/2012	23/02/2012	Country Club Membership (€1,000 +VAT/€870 +VAT)	Sales Mission	This joint Visit Britain and Tourism Ireland mission will provide Country Club Members an opportunity to interact and meet with Indian Tour Operators and travel agents who are programming Ireland or who have the potential to programme Ireland. There will be one on one trade meetings with Tour Operators and agents.	India Sales Mission
Australia	AIME	Melbourne	21/02/2012	22/02/2012	€1,500 +VAT/€1,305 +VAT	Business Tourism Fair	AIME is the largest Business Tourism Exhibition in Australasia, showcasing the best Australian, Asia Pacific and international destinations, products and services. With over 850 exhibitors, more than 3,000 trade visitors and over 460 hosted buyers.	AIME
Spain	AULA EFL	Madrid	22/02/2012	26/02/2012	€250 +VAT/€218 +VAT	EFL Fair	Aula - the International Educational Opportunities Exhibition - is the most important consumer educational fair in Madrid with 242 exhibitors and 125,000 consumers attending in 2011.	Aula EFL
France	Sales Blitz	TBC	Spring 2012	TBC	€500 +VAT/€435 +VAT	Business Tourism Sales Mission	The objective of the Sales Blitz is to educate and help raise awareness of Ireland and the Irish product, it's USPs and great value offers available. Each blitz will provide a platform to a team of Irish industry comprised of 1 DMC, 2x hotel representatives, convention bureau, conferences, entertainment / or gala venue and an airline. The team will be accompanied by a market based Tourism Ireland representative and will deliver presentations to a maximum number of targeted agencies on a series of pre-scheduled appointments over 3 or 4 days. Places are allocated on a first come first served basis. Attention will be given to the composition of teams to avoid direct competitors (hotels in same geographic locations) being teamed together and will take into consideration direct air services servicing regional airports.	Sales Blitz
France	Mahana Lyon	Lyon	02/03/2012	04/03/2012	€1,000 +VAT/€870 +VAT	Consumer Fair	Mahana Lyon is rated as one of the best regional consumer fairs in France. In 2011, Mahana attracted over 27,000 visitors: with approximately 5,000 visitors to the Ireland stand. 6 industry partners attended in 2011 and highly recommended Tourism Ireland to continue an Ireland presence in 2012.	Mahana Lyon
GB	Great Days Out	Manchester	03/03/2012	03/03/2012	TBC	Trade Fair	Great days out is the UK's biggest group travel exhibition. The event is only suitable for group organisers. TI will have a stand. Partners interested in participating can contact the event organisers directly at Deborah.Faulkner@MarketingManchester.com. 1,600 group travel organisers attended in 2011.	Great Days Out
USA	Philadelphia Flower Show	Philadelphia	04/03/2012 - 08/03/2012 -	07/03/2012 - 11/03/2012	€1,000 +VAT/€870 +VAT	Consumer Fair	World's largest indoor flower and horticultural show (attracts 265,000 upscale consumers). Tourism Ireland will once again be a major show sponsor of the Philadelphia Flower Show and produce an integrated program of online and offline promotions including lectures and culinary demonstrations throughout the duration of the 8-day marketplace show.	Philadelphia Flower Show
GB	Confex	London	06/03/2012	08/03/2012	€1,000 +VAT/€870 +VAT	Business Tourism Fair	There will be 8 partner spaces available. The show is best suited to Business and MICE industry partners. The attendance at the show in 2011 was 9,575.	Confex

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Germany	ITB	Berlin	07/03/2012	11/03/2012	Option 1: 07.-09. 03 /3 trade days, €1,150 +VAT/£1,001 +VAT, 1 table either in trade area or 1 place at counter in consumer area. Option 2: 07.-11.03., 5 trade days, 2 consumer days: €1,500 + VAT/£1,305 +VAT, 1 table either in trade area or 1 place at counter in consumer area. Option 3: 07.-09.03., 3 trade days, 1 additional rep . €425 + VAT/£370 +VAT. Option 4: 07.-11.03., trade & consumer days, 1 additional rep. € 675 + VAT/£587 +VAT. Option 5: 10.-11.03. consumer days, €352 +VAT/£306 +VAT	Trade and Consumer Fair	ITB International Tourism Exchange is the largest tourism trade fair in the world. The 2011 fair attracted 180,000 visitors, 110,953 of whom were trade visitors. There were 11,127 exhibitors from 187 countries. With a position as one of the most successful trade and consumer shows of its kind in the world, it's a great opportunity for any business looking to grow their business from Germany.	ITB Berlin
GB	BOBI-Best of Britain and Ireland	Birmingham	14/03/2012	15/03/2012	€1,000 + VAT/£870 +VAT.	Trade Fair	BOBI is an important B2B trade fair that will be staged at the NEC Birmingham and will have 30-40 partner spaces available. The show is B2B only 2,345 tourism trade attended in 2011.	Best of Britain and Ireland
France	MAP	Paris	15/03/2012	18/03/2012	€1,200 +VAT/£1,044 +VAT	Consumer Fair	The MAP (le Monde à Paris) is the major holiday consumer show in Paris. It attracted over 100,000 consumers and 500 exhibitors in 2011. Tourism Ireland will return in 2012 with a stand of approximately 90 sqm which will provide an attractive branded platform for both Island of Ireland Industry and Market Trade partners.	MAP
USA	Metro Cooking and Entertaining Show	Atlanta	17/03/2012	18/03/2012	TBC	Consumer Show	The Metropolitan Cooking and Entertaining Show is the premier consumer lifestyle event in the U.S. for cooking and entertaining enthusiasts of all ages and skills. The event features live presentations, more than 300 exhibitors, celebrity chef demonstrations, tasting and entertaining workshops. The show will provide an opportunity to highlight Ireland's growing profile as a culinary destination for the U.S. consumer market. Tourism Ireland's presence will include a stand with participating industry at the Atlanta Show in 2012. The show is expected to draw crowds of 20,000 over the two day exhibition. Tourism Ireland info stand only. Trade interested in taking a booth at the Metropolitan Cooking & Entertaining Show should contact the organizers directly for more information at: Karen@metrocooking.com	Metro Cooking and Entertaining Show
USA	Experience a Flavour of Ireland	Atlanta/Tampa	26/03/2011	29/03/2011	€1,000 +VAT/£870 +VAT	Trade and Media Event	Experiential B2B and media platform for 10 Irish and Ireland focused trade in the U.S. market targeting U.S. high end retail agents and travel media. Format includes: Innovative and interactive presentations to retail agents, networking opportunities to meet key trade and consumer media contacts, experiential dinner reception featuring Irish music, food and culture which aims to bring the brand to life.	Experience a Flavour of Ireland Atlanta/Tampa
France	MEEDEX	Paris	28/03/2012	29/03/2012	€1,500 +VAT/£1,305 +VAT	Business Tourism Fair	Meedex is attended by 150 exhibitors from 25 different countries and is an appointment driven fair. In 2011, exhibitors met with approximately 1,000 highly qualified buyers from France and Belgium over two days. The 2012 event will be hosted at the Carroussel du Louvre in a perfect location in downtown Paris.	Meedex
Quarter 2								
Spain	SITC - Consumer Travel show	Barcelona	19/04/2012	22/04/2012	€600 +VAT/£522 +VAT. 2 representatives per company allowed. No cost for the second representative.	Consumer Show	Largest consumer travel show in Catalonia which is a major source market for Ireland. A large number of Catalan Tour Operators and Press will also attend. 200,000 visitors over 4 days with over 1,500 trade exhibitors in 2011.	SITC
USA	Experience a Flavour of Ireland	Boston/Toronto	23/04/2012	27/04/2012	€1,000 +VAT /£870 +VAT	Trade and Media Event	This is the first flavours of Ireland in Canada. Experiential B2B and media platform for the Irish and Ireland focused trade in the U.S. and Canadian market targeting high end retail agents and travel media. Format includes: Innovative and interactive presentations to retail agents, networking opportunities to meet key trade and consumer media contacts, experiential dinner reception featuring Irish music, food and culture which aims to bring the brand to life.	Experience a Flavour of Ireland Boston/Toronto
ADM - Asia	Destination Britain and Ireland	Bangkok	14/05/2012	17/05/2012	€1,250 +VAT/£1,088 +VAT	Trade Event	Destination Britain & Ireland is a premier business-to-business event and a key route to market for you to promote your tourism product to mature, new and emerging markets in the region. Destination Britain & Ireland 2012 is a two day, three night trade show with two full days of workshops for buyers and suppliers and an exciting programme of evening entertainment.	Destination Britain and Ireland
GB	Golf Live	London Golf Club	18/05/2012	20/05/2012	TBC	Golf Event	Tourism Ireland will be participating at the 'Golf Live' event at the London Golf Club in Kent	Golf Live
Germany	IMEX	Frankfurt	22/05/2012	24/05/2012	€4,000 +VAT - €4,900 +VAT/£3,480 +VAT-£4,263 +VAT	Business Tourism Fair	IMEX (International Meetings & Events Exhibition) is along with EIBTM (Barcelona) one of Europe's premier trade shows for the Meetings & Events Industry.	IMEX Business Tourism Event
Canada	Ignite Business Event Expo	Toronto	10/06/2012	13/06/2012	€1,300 +VAT/£1,131 +VAT	Business Tourism Event	New business, incentive and corporate travel event for Canada run by Ignite magazine. It is shaping up to be a full week of Canadian industry events. This Ignite Business event is working with MPI, SITE and FICP events that are being held in conjunction during the same week.	Ignite Business Event Expo
USA	AIBTM 2012	Baltimore	19/06/2012	21/06/2012	TBC	Business Tourism Fair	AIBTM is the leading global exhibition for the U.S. meetings and events industry. The conference brings together individually qualified hosted buyers and eligible trade buyers from the U.S. and around the world for three days of focused business, it provides a unique platform for meeting and event planners to network and strengthen business relations.	AIBTM
GB	Royal Highland Show	Edinburgh	21/06/2012	24/06/2012	€200 +VAT/£174 +VAT	Consumer Show	Four day show with agriculture and country life focus. Expected attendance 183,000.	The Royal Highland Show
Quarter 3								
USA	Milwaukee Irish Festival	Milwaukee	16/08/2012	19/08/2012	N/A	Consumer Event	The largest Irish ethnic consumer show in the US with a focus on Irish heritage & culture. Show attracts approximately 150,000 attendees and is located 2 hours from the Chicago market and direct access point to Ireland. Festival focus is on Irish heritage and culture with section devoted to travel to Ireland. Festival features separate areas highlighting Genealogy, Irish Theatre and Culture and Heritage. Tourism Ireland will have an independent booth at the show and industry should organise their own stands directly with the organisers. Tourism Ireland info stand only. Trade interested in participating in Milwaukee Irish Festival should contact Milwaukee Festival directly for more information at jane@irishfest.com	Milwaukee Irish Festival
USA	The Barclays Championship/PGA Tour	Farmingdale, New York	24/08/2012	26/08/2012	€1,500 +VAT/£1,305 +VAT	Golf Event	The Barclays Tournament has been part of the PGA Tour schedule since 1967 and is the inaugural event of the PGA Tour Fed Ex Cup Playoffs. Tourism Ireland's presence will include a stand with 6 spaces for participating industry and trade.	The Barclays Championship/PGA Tour

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USA	The Deutsche Bank Championships	Norton, Massachusetts	31/08/2012	03/09/2012	TBC	Golf Event	The Deutsche Bank Championship is New England's premier PGA TOUR event, held over Labor Day weekend at the TPC Boston in Norton, Massachusetts. Tourism Ireland's presence will include a stand with 6 spaces for participating industry and trade.	The Deutsche Bank Championships
GB	Goodwood Revival	Chichester, Sussex	14/09/2012	19/09/2012	€200 +VAT/£174 +VAT	Consumer Event	New for 2012 aimed at the motoring market. Expected attendance 150,000.	Goodwood Revival
France	IFTM	Paris	18/09/2012	21/09/2012	€1,200 + VAT/£1,044 +VAT part-time - €2,000 +VAT/ £1,740 +VAT full time	Trade Fair	This is the major French Trade Show formerly named Top Resa in Deauville. The 2011 event attracted 27,752 trade visitors an increase of 2.4% compared to 2010. 2/3 of visitors are travel agents. 17% are buyers or product managers from tour operators; 14% are buyers from Business Tourism companies, 10% from Business Travel agencies, 8% are group and coach operators, 12% are other industry professionals. In 2011, the Ireland stand (64 sqm) provided a platform for 8 Industry Partners who were positive about their business contacts with an average of 15 to 20 contacts made a day.	IFTM
GB	Venues & Events	London	19/09/2012	20/09/2012	€500 + VAT/£435 +VAT	Business Tourism Event	Venues and Events 2012 will be staged in Old Billingsgate in the city of London and will have 6 partner spaces available per day. The show is for Business Tourism participants only. Bookings and enquiries for this show will be taken by Failte Ireland and the Northern Ireland Tourist Board. Trade attendance at the show in 2011 was 7,821.	Venue and Events 2012
Italy	No Frills	Bergamo, near Milan	28/09/2012	29/09/2011	Cost TBC	Trade Show	Low cost B2B fair attracts over 7,000 trade visitors from Northern Italy (Lombardy, Veneto & Piemonte). Good opportunity to sell direct to retail agents.	No Frills
Nordics	3 City Trade Workshops	Copenhagen,Oslo, Stockholm	TBC	TBC	€1,300 +VAT/£1,131 +VAT	TradeWorkshop	The trade workshop will take place in Copenhagen, Stockholm and Oslo. This event is aimed at raising awareness of Ireland amongst Travel Trade in the Nordic region. The objective of the event is to provide a platform for Industry of the Island of Ireland to work directly with their target trade in the Nordics along with the opportunity to attend networking events and briefings.	3 City Trade Workshop
Quarter 4								
ADM - China	China Sales Mission	Beijing and Shanghai	TBC	TBC	Country Club Membership	Sales Mission	The China Sales Mission is a platform for tourism suppliers to showcase their products to key Chinese travel trade and enhance their business ties with this affluent and important market.	China Sales Mission
UK Inbound	Flavours of Ireland	London	03/10/2011	03/10/2011	TBC	Trade Workshop and Networking Event	Irish industry will get the chance to meet with a large and varied number of UK inbound tour operators and British travel trade in London at an informal free flowing networking evening followed by a dinner with further networking opportunities.	Flavours of Ireland
USA	IMEX America, Las Vegas 2012	Las Vegas	09/10/2012	11/10/2012	TBC	Business Tourism Trade Fair	Now in its second year in the U.S. IMEX America is a premier event dedicated to the travel industry. It provides a unique platform for meeting and event planners to network and strengthen business relations. Attendees will get an opportunity to meet directly with their peers and share the innovative ideas related to travel destinations to bring growth in the travel industry.	IMEX America, Las Vegas
GB	The Knitting & Stitching Show	London	10/10/2012	14/10/2012	€200 +VAT/£174 +VAT	Consumer Event	New for 2012 aimed at consumers with interest in all aspects of knitting and other crafts. Expected attendance 50,000.	The Knitting and Stitching Show
USA	Experience a Flavour of Ireland	San Francisco/Los Angeles/Vancouver (TBC)	15/10/2012	19/10/2012	€1,000 +VAT/£870 +VAT	Trade and Media Event	Experiential B2B and media platform for the Irish and Ireland focused trade in the U.S. market targeting U.S. high end retail agents and travel media. Format includes: Innovative and interactive presentations to retail agents, networking opportunities to meet key trade and consumer media contacts, experiential dinner reception featuring Irish music, food and culture which aims to bring the brand to life.	Experience a Flavour of Ireland San Francisco/Los Angeles/Vancouver
Italy	TTG Incontri	Rimini	18/10/2012	20/10/2012	€700 +VAT/£609 +VAT	Trade Fair	Italy's most important B2B travel industry fair, attracts over 42,000 trade visitors. Offers Irish industry the opportunity to meet key TO's and a wide range of retail agents on branded Ireland stand.	TTG Incontri
USA	Atlanta Stone Mountain Highland Games	Atlanta	19/10/2012	21/10/2012	TBC	Consumer Event	Consumer show which takes place annually in Stone Mountain Park northeast of Atlanta, Georgia. Show attracts 80,000 + individuals of Scots and Scots-Irish descent over a two-day weekend cultural festival featuring music, entertainment, educational and sporting events. Tourism Ireland will have an independent booth at the show. Suitable for product providers promoting a Scots Irish product. Trade interested in participating in the Stone Mountain Highland Games should contact Stone Mountain directly at sponsorship@smhg.org for more information and to avail of stand prices.	Stone Mountain Highland Games 2012
ADM	New Markets Workshop 2012	TBC	TBC	TBC	TBC	Trade Fair	The New Markets Workshop is the main event in the calendar for industry who wish to work with the New and Developing markets. The event will focus on hosting selected buyers from India, China, Japan, the Middle East and the UK inbound sector with Tourism Ireland handpicking approximately 45 key tour operators who are currently selling the island of Ireland or have the potential to do so.	New Markets Workshop 2012
Australia & NZ	Country Club Downunder	Australia & NZ	11/11/2012	19/11/2012	€2,300 +VAT/£2,001 +VAT	Trade Mission	The 2012 Country Club Downunder provides Irish Industry with an opportunity to promote their products to the trade and media in Australia and NZ. It usually follows a 10 day programme where the Irish Industry conduct an extensive sales blitz with the Australian travel industry.	Country Club Downunder
USA	Metropolitan Cooking & Entertaining Show	Washington D.C.	03/11/2012	04/11/2012	TBC	Consumer Fair	The Metropolitan Cooking and Entertaining Show is the premier consumer lifestyle event in the U.S. for cooking and entertaining enthusiasts of all ages and skills. The event features live presentations, more than 300 exhibitors, celebrity chef demonstrations, tasting and entertaining workshops. Tourism Ireland will have an independent booth at the show. Tourism Ireland Information stand only. Trade interested in participating in the Metropolitan Cooking & Entertaining Show should contact the organisers directly for more information at: Karen@metrocooking.com	Metropolitan Cooking and Entertaining Show Washington D.C
GB	World Travel Market	London	05/11/2012	08/11/2012	€250 +VAT/£218 +VAT to €2,000 +VAT/£1,740 +VAT	Trade Fair	World Travel Market is Britain's largest B2B travel industry fair. In 2010, the show attracted 26,795 visitors and 47,532 Industry participants. The 4 day fair is attended by key trade who have influence or direct purchasing responsibility as well as travel trade professionals. It is staged at Excel in London and the Ireland stand will have approximately 40 partner spaces available.	World Travel Market
Canada	The Gourmet Food and Wine Expo	Toronto	15/11/2012	18/11/2012	€1,200 +VAT/£1,044 +VAT	Consumer Fair	The Gourmet Food and Wine Expo features live presentations, celebrity chef demonstrations, tasting and entertaining workshops. The show will provide an opportunity to highlight Ireland's growing profile as a culinary destination for the Canadian consumer market. The show is expected to draw crowds of 35,000 to the exhibition.	The Gourmet Food and Wine Expo
France	Sales Blitz	TBC	Autumn 2012	TBC	€500 +VAT/£435 +VAT	Business Tourism Sales Mission	The objective of the Sales Blitz is to educate and help raise awareness of Ireland and the Irish product, it's USPs and great value offers available. Each blitz will provide a platform to a team of Irish industry comprised of 1 DMG, 2x hotel representatives, convention bureau, conferences, entertainment / or gala venue and an airline. The team will be accompanied by a market based Tourism Ireland representative and will deliver presentations to a maximum number of targeted agencies on a series of pre-scheduled appointments over 3 or 4 days. Places are allocated on a first come first served basis. Attention will be given to the composition of teams to avoid direct competitors (hotels in same geographic locations) being teamed together and will take into consideration direct air services servicing regional airports.	Sales Blitz
ADM - Japan	Japan Sales Mission	Tokyo	TBC	TBC	Country Club Membership (€1,000 +VAT/£870 +VAT)	Sales Mission	The Japan Sales Mission provides a platform for tourism suppliers to showcase their products to key Japanese travel trade and enhance their business ties with this affluent and important market.	Japan Sales Mission

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	Trade & Consumer promotions							
	Business Tourism events							
	Product Promotions							