

Cross Border Tourism Conference

Growing your visitors! – Learning from the best!

Wednesday 15th April , Four Seasons Hotel Carlingford

PROGRAMME



**Dundalk
Chamber**
Advancing business together

08.30 - Registration & Tea/Coffee and Networking

08.55 - Introduction by Conference Facilitator Kieran Swail, SRC

09.00 - Welcome John McGahon, CEO Dundalk Chamber

SESSION 1

09.05 - Cultural Tourism & ARTful Partnerships

Paul Hayes, Director/CEO & Mary Claire Cowley, General Manager, An Táin Arts Centre

09.25 - Visit Louth - Trails, Tales & Tourism

Olivia McCormack, Senior Executive Officer for Economic Development and Tourism LCC

09.35 - Regenerative Tourism - Celebrating Place, Heritage & Cross Border Collaboration

Grainne O'Connor - Cuilcagh Lakelands UNESCO Global Geopark

10.05 - The power of Social Media, Email Marketing & Authenticity

Rory King, Rorys Travel Club

TEA BREAK 10.35-11.05

SESSION 2

11.05 - Every job IS a green job

Raquel Noboa, Fifty Shades Greener

11.35 - From BORDERS TO BRIDGES: Best Practices in Cross- Border Cooperation

Tina Novak Samec, General Manager , Institute for Tourism, Culture, Youth & Sport Brda (Slovenia)

12.05 - 10 trends in travel for 2026

Pól Ó Conghaile, - Travel Writer Irish Independent

12.35 - Q & A

NETWORKING LUNCH 12.50-13.50