

# Cross Border Tourism Conference

*Growing your visitors! – Learning from the best!*

**Wednesday 15<sup>th</sup> April , Four Seasons Hotel Carlingford**

## PROGRAMME



- 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, Rorays 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**