

# **Gardens of Ireland Trust**

## **Workshop on 22<sup>nd</sup> October**

**The Auditorium, The National Botanic Gardens, Glasnevin, Dublin**

### **To Promote Garden Tourism**

**10.00am: Registration**

**10.15am: Introduction by: Jane Donald & Trevor Edwards, Co Chairpersons and Angela Jupe PR of Gardens of Ireland Trust.**

- a. The aims of Gardens of Ireland Trust , meet the committee members
- b. Introduction to the sessions

**10.30am: Session 1.....How to encourage tour operators to include your garden, improve the visitor experience and promote return visits.**

**Speaker: Tour Operator**

**11.30am: Session 2.....Setting standards, providing facilities, insurance matters**  
**Speakers: Sabine Rosler, Wells House & Gardens**

**Speaker: Mark Hewlett, Kilmokea Gardens, Garden Owner/Insurance agent**

**12.30: LUNCH BREAK**

**2.00pm: Session 3..... How to woo the media, encourage interest and support, maximise coverage and keep up to date.**

**Speaker: Gerry Daly; Editor of The Irish Garden, Broadcaster & Journalist**

**2.45pm: Session 4.....Social media incl facebook, twitter, blogs, apts etc: what to choose and how to use and share them.**

**Speaker: Margaret O'Farrell, Old Farm Park**

**3.30pm: Closing session: Where next?**

- a. Sub-committees, their purpose and invitation to members to join/ help
- b. Membership drive
- c. Next meeting

**4pm FINISH**

**Admission: FREE Booking Essential! To book your place, fill in this form and**

**EMAIL to:angela jupe@gmail.com Angela Jupe**

**Garden Tourism.**

**Tourism has always been a key component of economic development in Ireland. Tourists enjoy their experience here, the countryside, the food, the ancient monuments and meeting the people. In recent years the visiting of gardens, both public and private has become a growing part of this tourism.**

**There is currently a big drive to increase tourism across the island of Ireland. The Wild Atlantic Way has already proved to be a big success and the new program of Ireland's Ancient East has been rolled out. Tourism Northern Ireland also have effective campaigns.**

**These initiatives are clearly encouraging more visitors to our shores. Already 2016 looks to have been a better year than we have known for many years.**

**Gardens in Ireland can benefit from these promotions. We have many wonderful gardens, large and small, old and newly created and we can share them with visitors, both domestic and from overseas.**

**Following a seminar in October 2015 a working group to promote garden tourism was established and has since met on a number of occasions. During the year contacts were made with relevant national and local organisations and tourism bodies and all have expressed willingness to lend support to an all Ireland Garden Tourism initiative to be known as the Gardens of Ireland Trust.**

**To succeed in its aim of promoting Garden Tourism the Trust needs especially a strong membership of gardeners and other Garden Tourism related businesses together with support from garden writers, photographers and associated horticultural groups/organisations.**

**The forthcoming workshop will help to define what we need to do to succeed with the promotion of our wonderful gardens and identify 'unique selling points' and create 'call to action' points. The committee would like to invite as many gardeners and other Garden Tourism related businesses as can attend and we look forward to sharing ideas and plans to promote Garden Tourism.**

# **Gardens of Ireland Trust Workshop,**

**22<sup>nd</sup> October 2016**

**National Botanic Gardens Auditorium**

**Glasnevin, Dublin 9**

## **Registration Form**

**NAME:**

**Property/Garden:**

**Or Business Name:**

**Address:**

## **CONTACT DETAILS:**

**Landline:**

**Mobile:**

**Email:**

**Admission: FREE**

**Booking Essential! To book your place, fill in this form and**

**EMAIL to: [angelajupe@gmail.com](mailto:angelajupe@gmail.com) Angela Jupe**