



1 March 2010

PRESS RELEASE

**LOUGH ERNE RESORT RECORDS 50% GROWTH AND
ANNOUNCES MAJOR INVESTMENT PLANS**

Lough Erne Resort, Northern Ireland's first International AA 5 Star Hotel, has experienced some 50% year on year growth, from a turnover of £3.9m in 2008 to £5.8m in 2009. Similar growth is anticipated in 2010, with a projected turnover of £8.5m.

Visitors from International markets are set to play an increasingly important role in The Resort's continued expansion. Jim Treacy, owner of Lough Erne Resort, explains,

"We envisage that approximately 10% of our visitors this year will come from International markets such as USA, Canada, Germany and Japan. The Resort's unique setting within The Fermanagh Lakelands holds a significant appeal on an International level, as does The Faldo Championship Course, which opened last July.

"The 18 hole golf course has already received a number of International accolades and was rated third best International golf course of all the worldwide new designs to open in 2009, by 'Sports Illustrated and Golf Magazine Group'.

"Another major attraction to International visitors is the growing reputation of Lough Erne Resort's Thai Spa, which is the most authentic Thai Spa experience outside of Thailand. All of the therapists are Thai nationals and Thai trained, using only traditional Thai techniques as well as Lau Erb Thai products, which ensure guests have an extremely unique experience."

There are also a number of exciting new developments planned over the next six months, which will result in further significant investment. Jim continues:

“We will be introducing a number of new and innovative dining experiences at The Resort in the coming months. ‘The Halfway House’ which is situated on The Faldo Course, will open in April for Golfers and Walkers alike. Situated behind the ninth green, the structure is an inspired departure from the traditional cabin style of refreshment facility. The Lough Erne designers have instead produced a fully-equipped purpose-built timber building offering the customary golfer’s fayre, which fits perfectly into the surrounding landscape.

“Elegant dining with picturesque views of Castle Hume Lough will also be available from April at the new 16 seat glass ‘Chef’s Table’ in The Catalina Restaurant. Executive Head Chef, Noel McMeel, has responsibility for preparing the specialities served in this exquisite setting.

“In May, ‘The Seafood Experience’ restaurant, which opens for dinner only, will also come online, with a menu that reflects the aquatic surroundings and provides an opportunity for the chef to showcase the finest of Northern Ireland produce at The Halfway House, directly overlooking Lower Lough Erne.

For visitors who are keen to perfect their golfing skills, the opening of The Faldo Academy at Lough Erne in June is an exciting development under the watchful eye of Lynn McCool, Lough Erne’s new Director of Golf & Head Professional.

Jim adds: “Northern Ireland has a strong track record of developing professional, world renowned golfers, not to mention our very own Touring Professional, Rory McIlroy. The Faldo Academy will provide a state of the art facility for new talent to develop.

“There is of course no better form of inspiration than to actually watch the experts in action. Last July saw the inaugural Lough Erne Challenge event, a duel golf challenge between Rory McIlroy, Lough Erne’s Touring Professional, and Pdraig Harrington. The event was broadcast worldwide and attracted over 500 million viewers worldwide. The ‘Lough Erne Challenge’ will return once again this summer with four of the world’s top golfers.

“To ensure that visitors to The Resort can continue to relax and unwind, a ‘The Shop on The Green’ will also open in July and will specialise in local artisan foods and a range of specially selected products under the brand, Noel McMeel at Lough Erne.

Within the luxury leisure market, people play a critical role in delivering a truly unique, memorable experience. Jonathan Stapleton, General Manager, Lough Erne Resort adds:

“The continued commitment and motivation of our people, has been key to the success of Lough Erne Resort and indeed this aspect plays a central role in delivering the vision of making Lough Erne Resort one of the world’s leading destinations.

“We continually receive positive guest comments in relation to the friendliness, professionalism and attention to detail exhibited by all of our staff. It is our philosophy to live a culture of continuous improvement, to ensure all management and staff are mentored and trained to consistently maintain 5 star hospitality standards that strive to exceed our customer expectations at all times.

“A number of key developments to further strengthen the team of professionals at Lough Erne Resort, will hopefully be announced in the Spring of 2010.”

Jim Treacy, Proprietor, Lough Erne Resort concludes:

“You cannot underestimate the value which we place on the support of the local community. This has been invaluable over the last two years and we are very grateful for their continued support. The planned business growth and expansion of Lough Erne Resort in the years to come, will undoubtedly benefit the people of Fermanagh and the area as a whole.”

To find out more log on to www.loughernegolfresort.com

Ends//..

For further information on this press release please contact:

Janet McKay

Public Relations Consultant

Tel: 07968 817514

Email: janet@janetmckaypr.com

Notes To Editors:

Lough Erne Resort opened in County Fermanagh, Northern Ireland, in October 2007. It is set on a 600 acre peninsula nestled in between Lower Lough Erne and Castle Hume Lough. The privately-owned hotel has 120 luxury guest rooms including 25 two and three bedroom luxury Loughside Lodges which offer private, fully serviced accommodation. The Resort features The Thai Spa, a variety of innovative dining options, including The Catalina Restaurant for elegant dining overlooking the Lough, The Blaney Bar for The Grazing Menu and an Exclusive Irish Whiskey Collection; The Loughside Bar & Grill for casual all-day dining and The Garden Hall for Traditional, Chocolate, Pink & Cygnets Afternoon Teas. The Resort also has 2 Championship Golf Courses, including The Faldo Course which opened in July 2009. Lough Erne Resort is located just minutes from Enniskillen (St Angelo) private airport. It is also easily accessible, less than a two hour drive, from Belfast International

Airport, Belfast City, City of Derry and Dublin Airport and Belfast and Dublin Ferry
Terminals. (www.loughernegolfresort.com)

Lough Erne Resort,
Belleek Road,
Enniskillen,
BT93 7ED,
Northern Ireland.
Tel: + 44 (0) 28 6632 3230
www.loughernegolfresort.com