



Northern Ireland's First Five Star Resort Launches to the North American market

Lough Erne Golf Resort & Tourism Ireland promote The Gateway to North West Ireland

Tuesday 27th January 2009: This February Jonathan Stapleton and Senior members of his team from the five star Lough Erne Golf Resort will officially launch the magic of the Fermanagh Lakelands with Tourism Ireland to the North American market.

The launch event is taking place in the Irish consulate in New York on Thursday 12th February. The event, 'Fall in Love with Lough Erne' will formally introduce Lough Erne Golf Resort to the North American market alongside Tourism Ireland.

Lough Erne Golf Resort was recently awarded AA Five Stars and Five Star Status from the Northern Ireland Tourist Board. It is the first Hotel in Northern Ireland to be awarded both

these accolades. The Resort is a unique setting where quality product and a shared commitment to service, create the ultimate guest experience.

The unique magic of Lough Erne Golf Resort lies in its sense of place. The distinctive architecture has been inspired by the natural landscapes and cultural heritage. Open fires greet guests where arresting views and exquisitely designed spaces, are there to comfort all guest needs. Friendly unobtrusive staff are ready to attend to you - this is the five star luxury that Lough Erne Golf Resort offers guests. With a range of packages to suit all tastes and needs, Lough Erne Golf Resort tailors each stay to suit the individual.

Speaking about the 'Fall in Love with Lough Erne' event , Jonathan Stapleton, General Manager of the five star resort said, "The United States is a key market for Lough Erne Golf Resort. US visitors can experience Heritage and Cultural Tours, Walking, Boating, Canoeing and more, set within the beauty of the Fermanagh Lakelands, together with the many Resort offerings include Golf and Fishing, while enjoying five star luxury.

"We believe that with the support of Tourism Ireland, the true magic of the North West of Ireland and the five star quality of Lough Erne Golf resort will be fully unveiled to the North American market. We are delighted to be working with Tourism Ireland and look forward to working with them in the future," concluded Mr Stapleton.

Mr. Joe Byrne, Executive Vice President of *Tourism Ireland* in the United States said "It is always a great privilege for us in *Tourism Ireland* to help in showcasing the enhanced vacation destination product that is available to American visitors to Ireland. The new Lough Erne Golf Resort represents a stunning addition to the inventory of top-class travel destinations for those discerning travellers seeking luxury, tranquillity and superb outdoor experience offerings such as Golf and Fishing. We are delighted to partner with The Lough Erne Golf Resort at this reception in New York to help shine the spotlight on this magnificent hospitality option for our American visitors."

Lough Erne Golf Resort offers The Thai Spa - an authentic Thai Spa experience, Tastes of Lough Erne – the ‘essence of natural freshness’, whereby guests can choose from three dining options by acclaimed Chef Noel McMeel – The Catalina Restaurant for *à la carte* dining, The Blaney Bar and The Grazing Menu and The Garden Hall for afternoon teas. The Resort offers world class facilities for private meetings and events.

In summer 2009, Lough Erne Golf Resort will have the use of two 18-hole championship golf courses with the opening The Faldo Championship Course. The Castle Hume Championship Golf Course is already open. Lough Erne Golf Resort is located just five minutes from Enniskillen (St Angelo) private airport. It is also easily accessible from Belfast International, Belfast City and City of Derry airports.

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About Lough Erne Golf Resort

Lough Erne Golf Resort opened in County Fermanagh, Northern Ireland, in October 2007. It is set on a 600 acre private peninsula nestled in between Lower Lough Erne and Castle Hume Lough. The privately-owned hotel has 120 guestrooms including 25 two and three bedroom Luxury Lakeside Lodges which offer private, fully serviced accommodation. Lough Erne Golf Resort offers The Thai Spa, The Catalina Restaurant for *à la carte* dining, The Blaney Bar and The Grazing Menu and The Garden Hall for afternoon teas. It offers world class facilities for private meetings and events. In summer 2009 Lough Erne Golf Resort will have the use of two 18-hole championship golf courses with the opening The Faldo Championship Course. The Castle Hume Championship Golf Course is already open. Lough Erne Golf Resort is located just five minutes from Enniskillen (St Angelo) private airport. It is also easily accessible from Belfast International, Belfast City and City of Derry airports