



TRAVEL WRITERS FROM UNITED STATES

VISIT LOUGH ERNE GOLF RESORT

Over 30 travel writers and editors from the United States visited Lough Erne Golf Resort as part of the recent Travel Classic Writers Conference in Northern Ireland.

Lough Erne Golf Resort was one of a number of prestigious venues across Northern Ireland chosen for press familiarisation trips before and after the conference in The Fitzwilliam Hotel, Belfast (28-31 May).

It is the first time that the Conference, which is regarded as the world's foremost networking event for travel writers and editors, has taken place in Northern Ireland.

Jonathan Stapleton, General Manager, Lough Erne Golf Resort, explains the importance of the writers' visit:

"There is no question that the travel writers and editors were delighted with the hospitality they received in the North. They were simply blown away by the beauty, tranquility and quality of Lough Erne Golf Resort, the gateway to North West Ireland.

"It was a privilege and pleasure for us to host their visit to this magical world class destination and we look forward to them spreading the word about Lough Erne Golf Resort and Northern Ireland."

The Travel Classics event was organised jointly by the Northern Ireland Tourist Board and Tourism Ireland.

Over four days thirty freelance US travel writers had meetings with fifteen assigning editors from the top travel, food, sports and lifestyle publications in America. Previous conferences have taken place in Galway and most recently Bellagio in Italy.

Robert Cully, Director of Business Development at the Northern Ireland Tourist Board said, "It is a great coup for Northern Ireland that the Travel Classic Writers Conference chose to hold its conference here. While the writers and editors were here they were able

to take in many of our world class attractions such as Bushmills Distillery, the historic walls of Londonderry and the Ulster American Folk Park, to name just a few.

This has given us a fantastic opportunity to showcase our excellent tourism offering to the rest of the world. We are always working to improve on our visitor experience, and with the Travel Classic Writers Conference deciding to come to Northern Ireland this year, it is clear that we have a winning combination."

The conference attracts top writers and editors from the USA representing publications such as National Geographic, AARP Magazine and Bon Appetit.

Paul O'Toole, Chief Executive, Tourism Ireland said, "We have been delighted to help bring the Travel Classics conference to Northern Ireland this year. To have such prestigious overseas travel journalists gather here is further evidence of just how far Northern Ireland has come as a tourism destination and will provide a great opportunity for more, positive publicity in the important US market.

In terms of scenery, attractions, culture and people, Northern Ireland has so much to offer the overseas visitor and it is wonderful that so many high calibre travel writers are having the opportunity to experience it at first hand."

ENDS

For all Lough Erne Golf Resort media enquiries please contact Janet McKay on 07968 817514 or email janet@janetmckaypr.com

Notes to Editors:

- Familiarisation trips took place in various locations around Northern Ireland:

Sunday 24th May – Causeway Coastal Route (including Carrick-a-Rede Rope Bridge and Giant's Causeway) and Bushmills Inn.

Monday 25th May – Bushmills Distillery, Walled City of Derry and Beech Hill Country House.

Tuesday 26th May – Ulster American Folk Park, Belle Isle Estate and Lough Erne Golf Resort.

Wednesday 27th May – Armagh, Newcastle, Mourne Mountains, Saint Patrick Centre, Merchant hotel in Belfast, Mourne Seafood Bar.