

CONFERENCE DETAILS

Date

Thursday 13th May and Friday 14th May 2010

Location

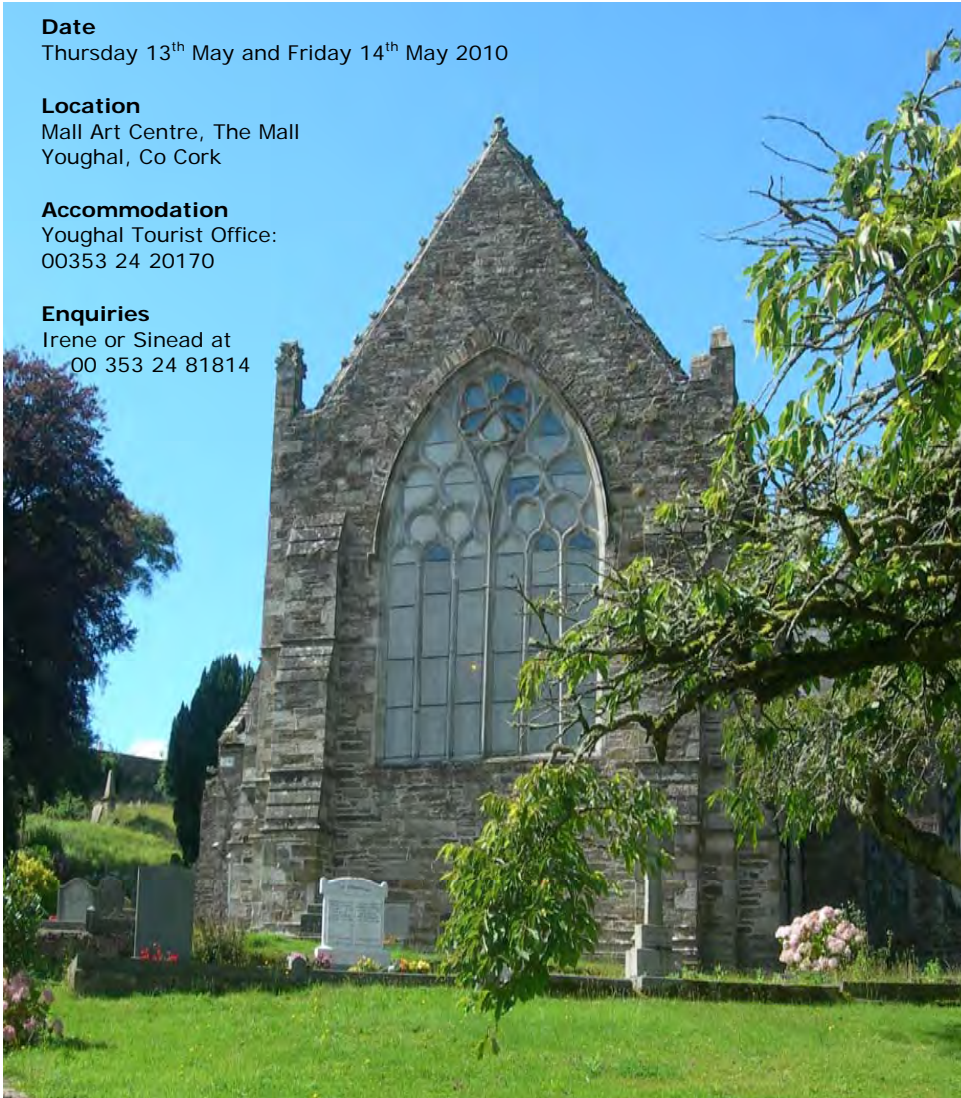
Mall Art Centre, The Mall
Youghal, Co Cork

Accommodation

Youghal Tourist Office:
00353 24 20170

Enquiries

Irene or Sinead at
00 353 24 81814



SAT NAV DETAILS

N 51° 57.095'
W 007° 50.674'

LOCATION MAP

Youghal is located between Cork and Waterford on the N25 national route, and is served by public bus from Cork city. Cork International Airport is within a 55 minute drive and Waterford Airport within 50 minutes, both serving Irish and UK destinations.

CONFERENCE

ORGANISED BY YOUGHAL TOWN COUNCIL
IN ASSOCIATION WITH THE HISTORIC TOWNS
FORUM

*“MAXIMISING THE
TOURISM POTENTIAL
OF HERITAGE TOWNS”*

VENUE:
THE MALL ARTS CENTRE,
YOUGHAL, CO CORK

THURSDAY 13TH MAY AND
FRIDAY 14TH MAY 2010



This conference is organised by:
This conference is organised by:



The organisers would like to thank all who have provided assistance with the conference.

About the Conference

The principle objective of this conference is to promote a co-ordinated approach to maximising the tourism potential of heritage towns.

This conference aims to provide a practical format for establishing products, processes and priorities thereby recognising the significance of the direct value to the economy of heritage tourism.

Who should attend this Conference?

This conference is aimed at anyone with an interest or involvement in maximising the tourist potential of heritage towns. This is likely to include economic development officers, town managers, architects, engineers, planners, urban designers, conservation officers, tourism and heritage officers and archaeologists but also tourism product providers from both the public and private sector.



CONFERENCE TIMETABLE

Thursday 13th May 2010

- 9.30 Registration and Coffee.**
- 10.30 Welcome** - Mayor Sandra McLennan
Youghal Town Council
Opening Address – Mr Martin Riordan
County Manager: Cork County Council
- 10.45 “Historic Towns: What Visitors Want”**
Paddy Mathews: Manager, Planning & Environment, Failte Ireland.
- 11.30 “Guidelines for Sustainable Cultural Tourism”**
Brian Human: Coordinator of EAHTR Guidelines Project Group & Vice - Chair of Historic Towns Forum
- 12.15 “International Overview of Good Practice: Maximising or Optimising?”**
David Bruce: Academic Advisor to Walled Towns Friendship Circle & Visiting Fellow of University of The West of England, Bristol.

LUNCH 1.00 to 2.15

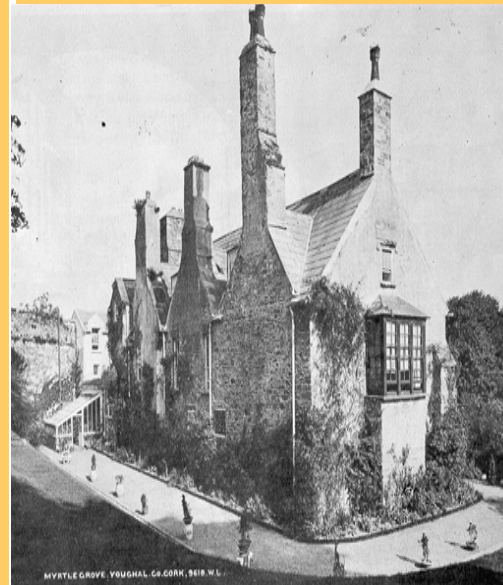
- 2.15 “The Westport Experience, Section 23, Tax Designation, The Celtic Tiger and Beyond...”**
Simon Wall: Town architect, Westport Town Council.
- 3.00 “Hidden Treasure – Unlocking & Presenting Our Greatest Resources”**
Michael Martin BA (Hist) – The Titanic Trail, Cobh.
- 3.45 to 4.00 Tea and Coffee**
- 4.00 to 5.00 Workshop Session.**
Chaired by Chris Winter, Director, Historic Towns Forum
1 What can Ireland learn from international best practice?
2 What part can heritage tourism play in Ireland’s Economic Recovery?
- 8.00 Conference Dinner**

Friday 14th May 2010

- 10.00 “Marketing towns and cities to drive regional economic development”**
Liz McEvoy, Cork Marketing Partnership.
- 10.45 Case Study: “Hertogenbosch”, Municipality in the South of The Netherlands”**
Speaker to be announced.
- 11.30 “Resorts: Marketing Positioning & Marketing”**
Michele Grant, Director, L&R Consulting LLP (UK).
- 12.15 Question and Answer Session.**
- 1.00 Conference Concludes.**

ACCOMODATION

For full listing of accommodation providers log on to www.youghal.ie or contact Youghal Tourist Office on 00353 24 20170 quoting this conference for preferred rates.



REGISTRATION FORM

Please complete in **BLOCK CAPITALS** and return with your payment by cheque before 30/04/10
To: Youghal Socio Economic Development Group, Enterprise Youghal, Emmet Place, Youghal, Co Cork.

Title: _____ Surname: _____

First Name: _____

Organisation: _____

Address: _____

Tel: _____ Fax: _____

E-mail: _____

Conference Fees

1. Full fee to include attendance at conference presentations, conference lunch and conference dinner, teas and coffees. Cost per attendee €175.00.
2. Student fee to include attendance at conference presentations, conference lunch, teas and coffees. Cost per attendee €30.00.

Payment Details

Number of persons attending:

Students Others

Total amount payable based on numbers attending

€ .00

I enclose a cheque for

€ .00

Payable to:

**Youghal Socio Economic Development Group
Enterprise Youghal,
Youghal, Co Cork.**

PLEASE NOTE: A PHOTOCOPY OF THIS FORM WILL SUFFICE IF YOU WISH TO RETAIN THE ORIGINAL FOR THE INFORMATION LISTED ABOVE.