

Newsletter

meath tourism



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Host County
to The 2011
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2011

The Year Ahead



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The Event: The 2011 Solheim Cup

Where: Killeen Castle When: September 23rd to 25th

When Two Continents Collide in County Meath... ARE YOU READY for The 2011 Solheim Cup!!

Make sure to catch all the drama of The 2011 Solheim Cup as it unfolds at Killeen Castle from September 23rd to 25th when the best female players on the planet prepare for battle.

Meath is the proud host to the biennial, transatlantic team match play competition, which pits the top 12 European players against their rivals from the United States.



There will be extra spice to the event as the European team attempt on home turf to win back the famous Waterford Crystal Trophy won by the United States at Sugar Grove in Illinois in 2009.

With attendances in the region of 100,000 expected, don't miss out on your chance to be part of the world's biggest women's golf event. All the action kicks off with practice sessions commencing from Monday 19th September. See www.solheimcupmeath.ie for further details.

The Event: The 2011 PING Junior Solheim Cup

Where: Knightsbrook Hotel Spa & Golf Resort

When: September 20th to 21st



The sixth PING Junior Solheim Cup will take place from 20th-

21st September at Knightsbrook Hotel Spa & Golf Resort in Trim, Co. Meath.

The event features the best 12 female golfers aged between 12 and 18, from each of Europe and the United States. See www.solheimcupmeath.ie for further details.



The Event: The AIB Ladies Irish Open

Where: Killeen Castle

When: August 5th - 7th

As part of the 'Road To The 2011 Solheim Cup', the AIB Ladies Irish Open returns to Killeen Castle for the second year running from August 5th-7th. After Sophie Gustafson's thrilling victory at a sun-drenched Killeen Castle last year, the European and American players gather for one last chance to play the course before Solheim.

See www.solheimcupmeath.ie for further details.

Images courtesy of Ladies European Tour (LET), Twenty Eleven and Killeen Castle

The Event: Meath Food & Craft Affair!

Where: Ashbourne Marriott Hotel When: February 24th 2011

Meath Food Affair Back by Popular Demand

Top Chefs to Woo the Public with Tastings & Demos

Over 1000 people packed through the doors at Trim Castle Hotel last February for the 1st ever Meath Food Affair...and now you will get a chance to again rub shoulders with the culinary masters, watching and learning from their live cookery demonstrations. There will even be an opportunity to test your cooking skills in the great 'Audience Vs Chef'



See www.meathtourism.ie for more details

cook-off! Free tastings of the chef's scintillating signature dishes will be on offer throughout the evening.

Exhibitors Meath's leading restaurants & chefs will gather under one roof

for one-night only and will cook up a storm! Sit back, relax and prepare to be enthralled by the Meath Master Chefs! And this year we welcome the Meath Craftworkers who will give live craft demonstrations at the event.

'Mmm' Word And running in conjunction with the Meath Chronicle we

can't wait to see who wins the prestigious 'Mmm' word competition and to take over the crown from last year's Meath Master Chef Kevin MacNamidhe



What the exhibitors thought:

'A special thanks to James and Michele for organising a very successful Meath Food Affair. The evening provided a fantastic platform for us to promote Grill Twenty One Restaurant, our menus and special promotions. We look forward to taking part in the next Fair!' *Sandra Davis (Grill 21 at Ashbourne Marriott Hotel)*

What the public thought:

'What a showcase for the Meath Restaurants! We did not realise the wonderful restaurants that are on our doorstep. The gorgeous tastings offered by the chefs on the night have only whetted our appetites for more & we will be using the amazing special offers over the next few weeks!' *Alan & Ann Boyle, Drumree*

The Events: Member Networking When: Summer 2011

In the tourism industry, we must never be afraid to listen and learn from others and Meath Tourism will continue to bring in successful guest-speakers to meet with our members throughout 2011. In 2010, Maria Moynihan Lee (Volvo Ocean Race) and Michelle Thornton of

Hotel Solutions (one of Ireland's leading Event Organisers) met with our members to give them an insight into how to 'Get Back To Basics' and implement simple but effective marketing strategies. Watch www.meathtourism.ie for this year's guest speaker line-up!



Our main visitor site www.meathtourism.ie now attracts 140,000 unique visitors per year. We have embraced the world of social media...we

are busy tweeting and you can follow us on Facebook!

Our Halloween launch video was a big hit on YouTube!



Our new dedicated Solheim Cup website (www.solheimcupmeath.ie) and the Meath Hotel's managed website (www.meetinmeath.com) will ensure that Meath's on-line presence grows and grows in 2011!

The Event: Meath Festivals & Events 2011

Where: In every corner of County Meath!

Festivals, music and celebrations are second nature to the people of Meath. There's simply a lot to shout about, Meath is buzzing the whole year round and the county is awash with festivals and events.

From old street fairs & steam threshing to hay-making festivals; from International Motorcycle Road Racing to break your sides laughing Comedy festivals; from music extravaganza's in garden opera &

choirs to Europe's only horse-racing on the strand; from Grand National Monday to world heritage site

Solstice Illuminations- and capped off by The 2011 Solheim Cup at Killeen Castle, it's going to be quite a year!' See www.meathtourism.ie for up-to-date listings



Domestic & Overseas Shows 2011

On the Move - Marketing Meath at Home & Abroad!

Dublin, London, Belfast & Brussels these are just some of the cities to be visited by



Meath Tourism in the coming months to attend leading consumer & trade events. All shows are strategically chosen as good markets in which to promote the county. See www.meathtourism.ie for details of further shows as they are announced!



19th Jan 2011

Belfast Golf Society Night (Belfast)

21st -23rd Jan 2011

Belfast Holiday Show

28th - 30th Jan 2011

Dublin Holiday Show

3rd - 7th Feb 2011

Brussels Holiday Fair

17th - 20th March 2011

Best of Britain & Ireland (Birmingham)

March 31st 2011

ITOA Workshops (Dublin)

May 2011

Meitheal Travel Trade Workshop (Dublin)

11th - 13th May 2011

Balmoral Show (Belfast)

Selected dates 2011

UK Golf Shows

Selected dates 2011

Golf Open Days in local clubs

The Event: Meath Business & Tourism Awards

When: November 2011



The Meath Business & Tourism Awards at Dunboyne Castle Hotel & Spa in November, organised by the Meath Chronicle in conjunction with Meath Tourism & Meath County Council, were an outstanding success with Trim Castle Hotel walking away with the top accolade in the Tourism category. Businesses around the country are already gearing up for awards which will be held later this year! The awards are an excellent opportunity to celebrate the success of industry in the county where, in the words of last year's guest speaker John Thornton from Alltech, 'businesses are winning their key battles'. Watch www.meathtourism.ie for details of the 2011 event!

Board of Directors 2011



l-r: Orna Flannery, Dave Robinson; Thelma Slattery, Jim Carlton, Seamus Cassidy, Brian Heffernan, Michele Whelan (Tourism Officer), Aogan Dunne, Cllr. John V Farrelly (Chairman)

Chairman	Cllr. John V Farrelly,
Vice Chairman	Cllr. Trevor Golden, Trim Town Council
Accommodation	Geraldine Duignan, Highfield House
Hotels	Aogan Dunne, City North Hotel
Craftworkers & Festivals	Seamus Cassidy, Woodturner
Navan Town Council	Cllr. Peadar Toibin
Outdoor Pursuits	Dave Robinson, Rathbeggan Lakes
Kells Town Council	Cllr. Conor Ferguson
Corporate Sponsorship	Jim Carlton, Newgrange Hotel
Meath County Council	Tom Dowling, County Manager
	Cllr. Tracy McElhinny
Restaurants	Thelma Slattery Station House Hotel
Vintners	Orna Flannery, Shanks Mare Pub
Chambers of Commerce	Brian Heffernan, Trim Chamber

New Members New Members New Members

We are open for membership all-year round. Contact Us Today!

An Tromán

An Troman is a little family



run cafe in Market Street, Trim. A warm

atmosphere, friendly staff and excellent fresh food awaits all who visit. Freshly baked scones, daily lunch specials and beautiful pastries create a tempting menu. Eat in or take out. Organic foods, breads and jams available.

Tel: +353 (0) 46 948 3703

Email: Yvette@an-troman.ie

Ashbourne Golf Club

Ashbourne



Golf Club is a fine parkland layout designed by Declan Branigan Design with Ryder Cup Vice-Captain Des Smyth. Measuring 5,872 meters from the Championship tees, the par 71 course is an enjoyable

test of golf. The combination of the Broadmeadow River and the four man-made lakes come into play on eleven holes.

Tel: +353 (0)1 835 2005

Email: info@ashbournegolfclub.ie

Web: www.ashbournegolfclub.ie

Book of Kells Experience

Come



off the beaten track on "The Book of Kells Experience"! Bringing history & myth to life - see where the Book of Kells was written, where the Olympics and Halloween began; where

ancient Kings of Ireland lived & died.

Tel: +353 (0) 85 163 6453

Email: info@bookofkellsexperience.ie

Web: www.bookofkellsexperience.ie

Cultural Tourism Ireland

Cultural



Tourism Ireland offers an exclusive opportunity to dig and learn on a real research excavation. Team up with experts in Irish Archaeology in excavating an early Irish Monastery, in Trim, Co. Meath.

This activity is for individuals, groups and families.

Tel: +353 (0) 1 2968190

Email: info@culturaltourismireland.ie

Web: www.culturaltourismireland.ie



'As You Like It Caffe..' Ratoath

Taking our name from the Shakespearean play, our Name is our aim "As You Like It ...," Open every day ! We offer Breakfast,

Lunch and pre -show dinner menus and specialise in 'Occasion Catering' ..your location or ours!

Tel: +353 (0) 1 689 6333

Email: asyoulikeitratoath@gmail.com

Web: www.asyoulikeit.ie

Beyond the Blarney

Beyond the



Blarney specialises in tours and workshops on the history, mythology, culture

and folklore of Ireland past and present. Let us bring you 'beyond the blarney' ... beyond the Ireland of shamrocks and shillelaghs to discover something deeper, richer and more diverse.

Tel: +353 (0) 87 151 1511

Email: info@beyondtheblarney.ie

Web: www.beyondtheblarney.ie

Celtic Stonecarvings

Paul Patrick



Haggins has been working with stone for over 25 yrs and has travelled to many countries around the world carving and gaining experience. The time spent learning from other cultures has made him appreciate our own

culture and the arts left by our ancestors.

Tel: +353 (0) 86 348 4548

Email: paulhaggins@gmail.com

Web: http://paulhaggins.blogspot.com

Ingenious Ireland

Guided tours for



curious people! Walk in the footsteps of high kings and heroes with this new and informative audio guide to the Hill of Tara. Listen to an

extract at www.ingeniousireland.ie. Download includes all you need, including activity sheets, for just €9.95.

Tel: +353 (0) 1 254 2631

Email: hello@ingeniousireland.ie

Web: www.ingeniousireland.ie

New Members New Members New Members

IrelandUpClose Fine Art Landscape Photography



Robert and Cathy Ardill are landscape photographers based in Slane, Co. Meath. Their beautiful images of Meath and of other parts of Ireland are individually signed and printed by them on gallery-quality fine-art paper stock which carries a life-time warranty.

Tel: +353 (0) 86 6058190

Email: info@IrelandUpClose.com

Website: www.IrelandUpClose.com

Oldcastle Chamber of Commerce



Oldcastle Chamber of Commerce was set up in 2007 to develop the economic needs of Oldcastle. We, along with local agencies, aim to build a looped walk of approx. 16km which includes walking along tree lines avenues, climbing to Slieve na Calliagh the highest peak in a low range of hills in northwest County Meath. The hills are notable as the location of the Loughcrew Megalithic Tomb Cemetery.

Tel: +353 (0) 49 854 1138

Email: contact@oldcastlechamber.com

Web: www.oldcastlechamber.com

The Royal Meath



The Royal Meath Pub (commonly just referred to as 'The Royal') is located in the heart of the bustling town of Navan, just off the main square. Something of an institution in the town, good pints and better banter have been the stable diet of the pub's patrons for some two generations. Traditional Irish music every Thursday night.

Tel: +353 (0) 46 902 1366

Email: theroyalmeath@gmail.com

Solstice Arts Centre



Solstice Arts Centre is a multi-disciplinary arts venue located in Navan, County Meath. It's facilities consist of a tiered 320 seat theatre, visual arts space, studio and café. Since opening in 2006, Solstice has exhibited, curated and commissioned diverse exhibitions, theatre and music events, gaining national and international recognition as a key Visual Arts Space and world music venue in Ireland.

Tel: +353 (0) 46 909 2300

Email: info@solsticeartscentre.ie

Web: www.solsticeartscentre.com

Killeen Castle



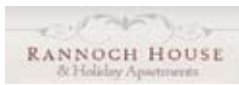
Killeen Castle hosts a magnificent Jack Nicklaus Signature Course which has had continuous hands-on involvement throughout its design and construction from one of the greatest golfers ever to play the game. It hosted the Ladies Irish Open which was a terrific success and it is a testament to the quality of Jack's creation that the course has been awarded the hosting of The 2011 Solheim Cup.

Tel: +353 (0) 1 689 3000

Email: info@killeencastle.com

Web: www.killeencastle.com

Rannoch Guesthouse



Located on the seafront overlooking the beautiful beaches of Laytown and Bettystown in Co. Meath. Our family

owned and run guest house offers spectacular seaview and guests can access the beach directly from the garden.

Tel: +353 (0) 41 9827469

Email: rannoch@ebc.ie

Web: www.holidayinmeath.com

Shanks Mare



Shanks Mare Pub & Restaurant is located in a lovely rural setting between Moynalvey and Summerhill, Co. Meath. Shanks Mare has quickly developed a

reputation as a good food pub and an enjoyable venue for a drink. Traditional Irish Music every Tuesday night by Trim Comhaltas from 9.30pm

Tel: +353 (0) 46 955 7028

Email: info@shanksmare.ie

Web: www.shanksmare.ie



Teach na Teamhrach

Teach na Teamhrach offers the visitor a traditional Irish pub atmosphere in our convivial bar. Discuss the issues of the day with your fellow patrons, have a leisurely read of the newspaper or debate with our friendly bar-staff. Situated on the Trim Road, Navan

Tel: +353 (0) 46 9078248

Email: info@tarahouseaccommodation.ie

Web: www.tarahouseaccommodation.ie

Meath Tourism also welcomes the following VFI pubs as members:

Smyths of the Square, Navan; Smyths of the Bridge, Navan; Farrelly's Bar & Lounge, Oldcastle; Slevin's Pub, Dunbooyne; The Village Inn, Slane

The Event: Spirits of Meath Halloween Festival

Where: all over County Meath When: October 21st to 31st



Fun By Day, Frights by Night all over County Meath!

In the space of two years, the Spirits of Meath Halloween Festival has grown to become one of Ireland's largest Halloween Festival....

...and we're not going to go away you know!



This year will see 50 spine-tingling events take place over 10 days!

Halloween began at the Tlachtga (Hill of Ward) near Athboy in County Meath some 2000 years ago...and today

Meath is rightfully renowned as the 'Home of Halloween'!

For more information and for scarily good accommodation offers see www.meathtourism.ie!

Watch our Halloween Video on YouTube www.youtube.com/user/meathtourism

What the media said

Spirits of Meath festival

Meath claims Halloween started on the Hill of Ward near Athboy more than 2,000 years ago and the county has now built a week-long festival around it.

The Spirits of Meath began yesterday and goes on until October 31st, and during the week there are several themed activities, some you pay for, some are free and all are ideal for whiling away some of the cool week break, including:

■ **EMIGR** in the witch school at Grove Open Farm & Gardens, Farnham, Co. Meath, Kells on Monday, October 25th, 3pm-5pm. Mix magic problems.

Follow the witches' trail and play trick or treat. Tel: 046-9434276 or www.spiritsmeath.com.

■ **SPOOKS & SPELLS** at Cassey Farm, Farnham, Kells, Co. Meath from October 27th until Friday, October 29th. Starts 4pm. A two-hour show taking the audience around eight scenes in Cassey Farm. Ride a locomotive, learn a spell, walk the dark path through the "Valley of the Underfall", Sauskins live the ancient Celtic Festival of Sauskins started in Co Meath. Dress weirdly and wear waffles - costumes optional. Suitable for families with children aged four to 12. Cost: €35 per person. Tel: 046-94341655 or cassey.ie.

■ **THE BEST** event of all should be the traditional torch procession to Hill of Ward on Sunday, October 31st. It was there that Halloween started when the death extinguished the old fire and other scenes in the New Year Sauskins fire.

Torches were lit from the sacred fire and carried to seven other hills around the county, including Tara and Longwood, and then on to light up the whole countryside. Gather at the Fair Green at Athboy at 7pm and bring a torch. Cost: free.

Irish Times
25th October



Irish Independent
23rd October



Meath Chronicle
October