

Thursday 26th October 2017, Ashling Hotel, Dublin
'The Visitor Management Challenge – Getting the Balance Right'

09:30 am to 10:00	Registration & Coffee/Networking
10:00 am to 10:05	Welcome: James Chilton – Director, Irish Centre for Responsible Tourism
10:05 am to 10:20	Opening Speech: Paul Kelly – Chief Executive, Fáilte Ireland
Challenge One: Encouraging Visitors to Your Destination	
10:20 am to 10:40	Siobhan Burke – Marketing Coordinator, Sheep's Head <i>'Taking Things to Extremes: The Challenges of Visitor Distribution on Peninsulas and Islands'</i>
10:40 am to 11:00	Frank Shalvey – Principal Officer, Heritage Services, OPW <i>'Creating Excellent Visitor Experiences at Heritage Sites; Harnessing the Enthusiasm of Local Partners'</i>
11:00 am to 11:10	Q&A
11:10 am to 11:30	Coffee & Networking
Challenge Two: The Importance of Destination Management	
11:30 am to 11:50	Mark Rowlette, Programme Manager – Dublin, Fáilte Ireland <i>'Dublin Planning for Growth'</i>
11:50 am to 12:20	Claudio Milano - OSTELEA School of Tourism & Hospitality, Barcelona <i>'Overtourism in Southern Europe: A proposal from Barcelona's social movements'</i>
The Challenges of Success – Panel Discussion, Chair Harold Goodwin	
12:20 pm to 12:50	Anthony Moloney - Doolin Inn & Doolin Hostel and Doolin Tourism Pat Kavanagh, Secretary, Skellig Coast Tourism Network, County Kerry Mary Stack, Manager, Investment & Innovation, Fáilte Ireland Clare Tuffy – Manager, Brú na Bóinne Johnny Brunnock – Trails Officer, Waterford City & County Council
12:50 pm to 13:00	Q/A
13:00 pm to 14:00	Lunch
14:00 pm to 14:25	Prof. Harold Goodwin – Director, Responsible Tourism Partnership <i>'Coping With Success'</i>
Finding the Balance: the Visitor Management Response	
14:25 pm to 14:45	Fiona Monaghan – Head of Wild Atlantic Way, Fáilte Ireland <i>'To Manage or Not to Manage, That is the Question?'</i>
14:45 pm to 15:05	Conor Skehan – Director, CAAS <i>'Keep it Wild - Visitor Management Solutions for the Wild Atlantic Way'</i>
15:05 pm to 15:25	James Chilton – Director, ICRT <i>'Using Responsible Tourism to Balance People Product & Place'</i>
15:25 pm to 15:40	Q/A
15:40 pm to 15:45	Closing Comments: Orla Carroll – Director of Strategic Development, Fáilte Ireland