



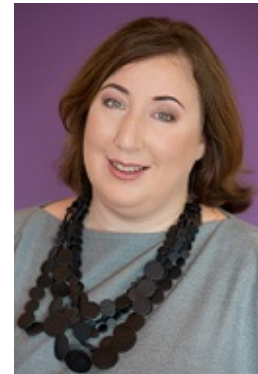
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## Tourism Ireland announces new Director of Markets ~ Siobhan McManamy's new appointment ~

Tourism Ireland has announced the appointment of Siobhan McManamy as its new Director of Markets.

A native of Wexford, Siobhan has been Acting Director of Markets since April 2016 and has considerable experience at senior levels within Tourism Ireland and the tourism sector.

Previously, Siobhan was Head of Co-operative Marketing at Tourism Ireland, managing our programme of global marketing partnerships with airlines, ferry operators and the travel industry. She also had responsibility for our extensive overseas publicity programme, business tourism and for increasing industry engagement in marketing overseas.



Siobhan was responsible for our access development strategy when we won the overall 'World Routes Marketing' award and the award for 'Best Destination Marketing', voted by all the international airlines. These awards recognised successful partnership arrangements with airports across the island of Ireland and our work to support their route development efforts.

Siobhan also led the team that won the top award for international marketing at the All Ireland Marketing (AIM) awards in 2016. This was for co-operative marketing campaigns around the world which helped drive demand for our new and existing access services.

Commenting on the appointment, Tourism Ireland CEO, Niall Gibbons (pictured with Siobhan McManamy, above), said: ***"I am delighted to announce the appointment of Siobhan McManamy to this key strategic role in our organisation, following an extensive external competition. She brings a wealth of marketing experience and a very strong track record of achievement to the role. She takes up this pivotal post of Director of Markets at an exciting and challenging time, as we seek to build on the success of a number of record years for overseas tourism to the island of Ireland."***

Siobhan joined Tourism Ireland in 2002 and has also held positions as Manager Central Europe (Germany, Austria and Switzerland), Marketing Manager–Netherlands and Marketing Manager–Nordics. Prior to joining Tourism Ireland, she worked with Bord Fáilte Eireann, Dublin Tourism and South East Tourism.

Siobhan takes up her new post on 1 March.

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