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Tourism Ireland announces new Head of Business Partnership ~ Louise Finnegan's new appointment ~

Tourism Ireland has announced the appointment of Louise Finnegan as its new Head of Business Partnership.

Louise will be responsible for Tourism Ireland's co-operative access programme and for partnership activities with Fáilte Ireland and Tourism NI as well as with island of Ireland-based tourism operators and the overseas travel trade.

A native of Dublin, Louise has considerable experience in international business and marketing, having held a number of senior roles in the telecoms sector, spanning six different countries across four continents. In 2010, Louise co-founded a boutique travel business in Panama, providing high end, customised travel to Central and South America.

Commenting on the appointment, Tourism Ireland CEO Niall Gibbons said: ***"I am delighted to welcome Louise Finnegan to Tourism Ireland and this key strategic role, following an extensive external competition. Louise brings with her a wealth of knowledge and experience in international business and marketing and a very strong track record of achievement. She takes up this important role of Head of Business Partnership 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."***

Louise takes up her new post today, 10 July.

Read more about Louise Finnegan's new appointment, [here](#).



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