

Meitheal

Global Travel Trade Fair
Ireland

Meitheal 2017... how does it work?



Welcome

from **19**
countries



277
top overseas
buyers



Experiencing
Dublin Days



and
EPIC
Irish
Nights



**Punchestown
Racecourse**
the venue for...



12,000

Face to face
meetings with...



360 Irish
businesses



and hear all
about what
Ireland has to
offer

across **2 days**

**IRELAND'S
ANCIENT EAST**
Ireland's
Ancient East



and



They will explore
**The Wild
Atlantic Way**



Before heading
home to sell
Ireland for 2018
and beyond...



90%

of Irish attendees
were **satisfied**
with Meitheal 2016



63%

of them expected
more business as
a result



1,500
new contracts
were signed



Meitheal,
Ireland's largest
travel trade fair,
delivering once
again

Delivering
approximately
850
customers
per contract