



# Cross Border Tourism Conference

## Wednesday 15<sup>th</sup> April 2026

### Four Seasons Hotel

***“Growing your visitors! – Learning from the best!”***

**Conference Facilitator Chair: Kieran Swail – Southern Regional College**

**8:30am - 9:00am**

**Registration & Tea/Coffee and Networking**

**9:00am - 9:05am**

**Welcome**

John McGahon CEO Dundalk Chamber

**9:05am - 9:25am**

**“Cultural Tourism & ARTful Partnerships”**

Paul Hayes Director/CEO An Táin Arts Centre & Mary Claire Cowley  
General Manager An Táin Arts Centre

**9.25am - 9.35am**

**“Visit Louth - Trails, Tales & Tourism”**

Olivia McCormack Senior Executive Officer for Economic Development and  
Tourism

**9:35am - 10.05am**

**“Regenerative Tourism & Cuilcagh Lakelands UNESCO Geopark -  
Celebrating Place, Heritage & Cross Border Collaboration.”**

Grainne O'Connor - Cuilcagh Lakelands UNESCO Global Geopark

**10.05am - 10.35am**

**“The power of Social Media, Email Marketing & Authenticity”**

Rory King - Rorys Travel Club

**10.35am - 11.05am**

**Coffee break and visit trade stands**

**11.05am - 11.35am**

**“Every job IS a green job”**

Raquel Noboa Fifty Shades Greener

**11.35am - 12.05pm**

**“FROM BORDERS TO BRIDGES: Best Practices in Cross- Border  
Cooperation”**

Tina Novak Samec, General Manager of Institute for Tourism, Culture, Youth  
and Sport Brda (Slovenia)

**12.05pm - 12.35pm**

**“Trends in travel 2026”**

Pol O Conghaile “Travel Writer Irish Independent”

**12.35pm - 12.50pm**

**Q&A**

**12.50pm - 13.50pm**

**“Networking Lunch”**

This session gives attendees the opportunity to meet the speakers on a one-  
to-one basis and visit all the trade exhibits at the event

**13.50pm - 14.20pm**

**Workshops**