

Press Release

Tourism businesses in Meath demonstrate remarkable resilience

Tuesday, 17th November 2020

County Meath's tourism industry gathered together last week (17.11.20) via zoom to discuss the challenges that Covid-19 has presented. Attending Boyne Valley Tourism's AGM, tourism businesses demonstrated enormous resilience, despite the huge challenges faced by the industry as a result of the Covid 19 pandemic. A poll of tourism businesses at the meeting indicated that 83% of businesses had changed their business offering to adapt to the continuously changing business environment.

Tourism businesses from hotels to restaurants, B&B's to attractions, throughout County Meath who attended the AGM have been impacted severely by the Covid-19 pandemic. Many tourism businesses such as hotels and small accommodation providers like B&B's, Guesthouses and Self-Catering have had to close fully during Level 5, leaving them with virtually no customers. The tourism industry in Meath has been hit many times before by various issues, however tourism businesses across Meath are remarkably resilient in the face of these challenges.

The Boyne Valley Tourism AGM heard from many businesses who have pivoted their offering. One such business is Rock Farm Slane owner/managed by Carina and Alex Conyngham who spoke about the decision to create a very successful weekly farmer's market each Thursday providing local produce and supporting local producers, while also becoming a collection point for Neighbourfood. Many restaurants spoke about turning to offering a takeaway service for example The Stockhouse Restaurant in Trim and Scholars in Drogheda. Hotelier and restaurateur Mark McGowan from Scholars Hotel spoke about the challenges to the hotel sector and how businesses have responded inventively to the challenges of the pandemic.

Speaking at the AGM (17.11.20), Chairperson Cllr. David Gilroy said, 'Boyne Valley Tourism is working to develop marketing and PR programmes for its

members and asked everyone to shop local and visit Boyne Valley Tourism's social media for lots of Christmas ideas. He thanked Meath County Council for their support and encouraged the tourism industry and the public to support one another through this time.'

Boyne Valley Tourism has been working continuously on developing a strong marketing plan to help its members compete for business in 2021 focusing initially on attracting the domestic market to holiday in County Meath and experience its outdoors activities. Michele Whelan said, 'The tourism industry in Meath like the tourism industry throughout the world, has been devastated by the pandemic. We are encouraging everyone to shop local and take a look at discoverboynevalley.ie for its Christmas Retail and Voucher Market for Green Friday with lots of unique local Boyne Valley Christmas gift ideas and Christmas vouchers.'

Boyne Valley Tourism is the official promotional and development company for the Meath and South Louth region. If you would like to learn more about membership benefits, visit www.discoverboynevalley.ie, email info@discoverboynevalley.ie or call 0469097060.

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