

**PHOENIX TRAVEL REPRESENTATION APPOINTED TO PROVIDE**

**MARKETING SERVICES FOR MIZEN HEAD**

Phoenix Travel Representation has announced their appointment to provide marketing and travel representation services for Mizen Head Tourism Co-Operative Society Ltd who are responsible for the Mizen Head Signal Station in Goleen, West Cork. This is the latest appointment for Phoenix Travel Representation, adding to its growing portfolio in the UK and Ireland.

Susan Byrne, Managing Director of Phoenix Travel Representation said: “We are honoured to provide our services to Mizen Head. Our main focus will be to increase awareness of Mizen Head in the domestic and global markets, to deliver continued growth in visitor numbers to Mizen Head and the South West of Ireland. Building relationships with key travel trade will be an important element of our marketing strategy, including an educational and trade training campaign which we will roll out throughout the year. Activity will also include press, consumer and online promotions, to capture the public’s attention and increase global exposure of this beautiful area in Ireland.”

Mizen Head Tourism Co-Operative Society Ltd see significant opportunities for growth as a result of their location on the Wild Atlantic Way and new access developments into Cork Airport. The appointment of Phoenix Travel Representation is set to take advantage of this and of the growing number of overseas visitors to Ireland. Phoenix Travel Representation will also be representing Mizen Head at overseas travel trade events such as World Travel Market 2016 in London, and various ETOA workshops such as Britain & Ireland Marketplace 2017.

Sue Hill, Development Officer for Mizen Head Tourism Co-Operative Ltd said “We were very impressed by Phoenix Travel Representation from the outset, they are hardworking and understand our needs and how to address them to boost our potential and grow our visitors’

**Note to Editor:**

* Mizen Head Signal Station, at Ireland’s most south-westerly point in West Cork, and a Discovery Point on the ‘Wild Atlantic Way’, receives over 80,00 visitors each year. The site itself boasts a visitor centre, with a café, gift shop and toilets, and a large car park.
* Interactive displays detail the Fastnet Lighthouse and the geology of Mizen. A Navigational Simulator showing Mizen Head from the Sea and other exhibits can be experienced.
* The path to the Signal Station goes down the cliffs and the 99 Steps to the Bridge, and out to the point and the former Keeper’s Quarters with its interpretive displays.
* Phoenix Travel Representation was established in 2015. Owned and managed by Susan Byrne, formerly of Tourism Ireland, they offer tourism marketing and representation services to the travel industry.

**ENDS**