



‘Meet in Meath Hotels show their support for Kells Road Races’

The member hotels of *Meet In Meath*, the co-operative business tourism initiative from Meath Tourism, came together this week at the Ashbourne Marriott Hotel to show their united support for the Adelaide International Kells Road Races

Aileen Ferguson of the International Kells 1 Road Races presented to the group outlining the importance of the event to the county which takes place in Kells this year from July 17-19th. It is expected that the event will attract in excess of 25,000 visitors to the county this year. This year the races have been given international status with top riders including Keith Amor and Stephen Thomson confirmed to take part over the two days.

Meath’s position at the hub of the M1-M2-M3-M4 road network and proximity to Dublin International Airport, coupled with the quality and value offered by the *Meet In Meath* hotels makes Meath an ever more attractive destination for International events such as the Kells Road Races. The races will not only positively impact on the bedroom stock in Kells itself but hotels in towns such as Trim, Navan, Dunboyne and Ashbourne will also reap the benefits. The hotels will offer special accommodation packages to those attending.

The hotels represented in the *Meet In Meath* initiative are Ashbourne Marriott Hotel, Bettystown Court Hotel, City North Hotel, The Cusack Hotel Group (Ardboyne Hotel, Castle Arch Hotel, Knightsbrook Hotel & Golf Resort, Newgrange Hotel), Dunboyne Castle Hotel & Spa, Headfort Arms Hotel, , Moyvalley Hotel & Golf Resort, The Station House Hotel and Trim Castle Hotel.

With over 1300 3* and 4* hotel bedrooms, Meath now has a wonderful stock of both large conference hotels & smaller boutique family run hotels, catering for all segments of business tourism from the large association conferences to a company team building or incentive event.

Meet In Meath was launched by Meath Tourism in Autumn 2007, having identified the need for a highly focused initiative to aggressively promote Meath as a business tourism destination.

For further information on the above hotels and services offered by *Meet In Meath* see www.meetinmeath.com or call 046 9097060.