



Press Release – For Immediate Release
Friday 5th February 2010

DESIGNER DUBLIN: OFFERING A NEW CONTEMPORARY LOOK AT IRELAND'S CAPITAL

Dublin's business travel community gathered in the city's Clarence Hotel last night, February the 4th, for the official launch of Designer Dublin. An initiative that brings together Dublin's finest city-centre boutique chic hotels - the Morgan, the Morrison and the Clarence - alongside Ovation, Ireland's leading Destination Management Company to offer unique, bespoke motivational experiences.

No stranger to high rankings with industry bodies and a longstanding favourite of meeting and incentive planners, Dublin is an ideal destination for motivational travel. A truly innovative partnership, Designer Dublin seeks to highlight "contemporary" Dublin and to avoid the usual tourist clichés. By offering exclusive boutique accommodation and high-end incentive programmes centred around themed activities and events, Designer Dublin focuses on art, architecture, fashion, music and the theatre. Aimed at the culturally-conscious and designed to deliver return on investment, the Designer Dublin programmes are tailored to the specific interests and business objectives of the group.

Speaking at the event Padraic Gilligan, Managing Director of Ovation and Past President of Site International, commented; "With home-grown talent like Joanne Hynes and John Rocha fighting over catwalk space along with Gucci, Prada and Dolce and Gabbana, it is widely recognised that Dublin is a design force to be reckoned with. Even Jimmy Choo has jumped on board with its latest collaboration with Donegal Tweed. Designer Dublin seeks to promote the presence of Dublin as a legitimate contender not only in the fashion world, but also in the areas of architectural development, the music world and popular arts. Designer Dublin combines Ovation Ireland's years of experience and intimate knowledge of the venues and locations with the high end accommodation and services of the Clarence, the Morgan and the Morrison, Dublin's finest boutique hotels."

For further information please contact:

Rachael Addley
Marketing Assistant
Designer Dublin
Tel +3531 2802641
designerdublin@ovationdmc.com
www.designerdublin.ie