

Corporate Social Responsibility (CSR) is a concept whereby organizations consider the interests of society by taking responsibility for the impact of their activities on customers, suppliers, employees, shareholders, communities and the environment in all aspects of their operations. Within the tourism industry, sustainable development has been at the forefront of many agenda's, concluding that sustainability should be adopted as the way forward to preserve ecosystems and biodiversity and improve the quality of life of host populations. The benefits of tourism in Ireland have been far reaching and the industry is now a leading indigenous component of the Irish economy. Therefore now more than ever it is time to ensure that the preservation of the natural environment is paramount. Social issues are also a major concern and one which tourism initiatives wish to further address as a beneficiary of tourism activities.

Ovation Ireland, a leading destination management company, displays relentless efforts to ensure that corporate social responsibility is evident in each and every programme delivered. Under the three headings of Community/Social, Environment and People, Ovation aims to target initiatives to ensure that all three areas are addressed.

Ovation Ireland and the Community

What started as a two man operation has now resulted in Ireland's largest dedicated business tourism organization and now a Global establishment. Ovation Ireland, however have not lost sight of the importance of giving back to the community. As a large scale highly successful company Ovation Ireland contribute greatly to the support of the local and national community through numerous and varying channels.



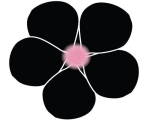
Ovation and Irish Autism Action (IAA)

Irish Autism Action is the organization set up by parents of children suffering from Autism. The fundamental role of the organization is to act as a support network for the parents of autistic children and has been seen as a breakthrough in the recognition of the disability. Ovation has chosen the IAA as their preferred charity and they contribute greatly to this cause on a very regular basis. Various donations take place throughout the year, however the main event which Ovation sponsor's on a yearly basis is the Keith Duffy Masquerade Ball at the Royal Hospital Kilmainham. Ovation is committed to the sponsorship of this event which over the last three years has generated a grand total of €500,000 for the IAA.



Ovation, Building Bridges between Communities

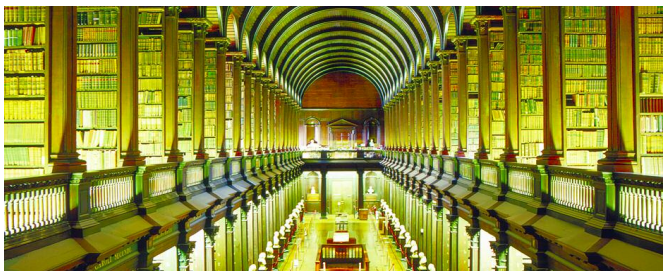
Northern Ireland has long been a controversial issue for visitors coming to Ireland. The bitter political conflict which dominated the North of Ireland for over 30 years in the latter part of the 20th Century lingers on in the minds of visitors travelling to Ireland and very often would discourage the FIT from visiting Northern Ireland. However as we deal mainly with groups we can encourage our clients to travel together, and with our knowledge and expertise of the area we can produce combined programmes between Dublin and Belfast. This highlights the fact that the peace process is clearly visible and the troubles in the North are long forgotten, finally putting Northern Ireland back on the radar for the right reasons. Some of the most treasured attractions, heritage sites and naturally beautiful surroundings are on offer in Northern Ireland and it is a wonderful sight to see that the area is finally being recognised for its treasures rather than its troubles. Ovation will continue to exploit this as much as possible.



Ovation Ireland and People

Ovation Supports the Preservation of Community Buildings

Each year Ovation Ireland, hosts a number of high profile Events for clients coming to Ireland from all over the world. Now more than ever our clients are becoming more affluent and more demanding, expecting these events to take place in bespoke venues, which create memorable experiences. Therefore we tend to use Period Buildings around Dublin city such as Trinity College, Dublin Castle, The Royal Hospital of Kilmainham, The Crypt at Christchurch Cathedral and City Hall. While creating memorable experiences in these unique venues we are also in turn providing invaluable funding for the preservation of these buildings.



Ovation Ireland and the Environment

Ovation – Pollutant Emission Free Zone!

Transfers are a major part of the programmes which Ovation Ireland put together. As we all know motor vehicles release undesirable chemicals, continually polluting our air. Ovation, however, commits to working with coach companies, who can demonstrate the usage of reducing systems, limiting the amount of chemicals being released into the atmosphere. More details on this at the beginning of the proposal.



Ovation and the Order of Innisfallen

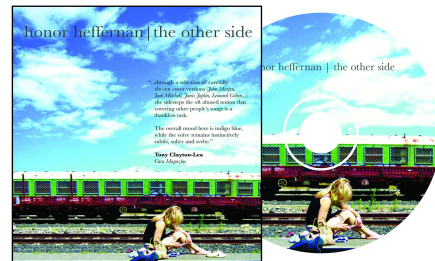
Managing Directors of Ovation Global DMC, Patrick Delaney and Pdraic Gilligan, have been jointly honoured for the major contribution they have made to the Irish tourism industry. They have been invested in the Order of Innisfallen by Killarney's business community in recognition of their efforts to promote Kerry and Irish tourism. The awards scheme, initiated jointly in 2005 by Killarney Chamber of Tourism and Commerce and Killarney Town Council, recognises outstanding contributions by non-residents of Killarney to the area's economic development over many years, particularly in the field of tourism.

Ovation Placement Students

As a leading tourism company in Ireland and now a Global organisation, Ovation Ireland is recognised as a highly desirable company for students to gain experience. Ovation Ireland continues to accept applications from students who have a keen interest in the business and who are eager to acquire first hand knowledge in this ever changing, ever growing industry. In certain situations, Ovation Ireland will endeavour to offer permanent positions to students on completion of their college courses.

Ovation Sponsors Talent

As providers of incentive travel programmes, Ovation Ireland is continually seeking out new entertainment acts and personalities for inclusion in their programmes. Two entertainment acts which Ovation Ireland have contributed greatly to their success and progression as musicians are Honor Heffernan and Edel Loftus. In September 2005 Ovation Ireland sponsored Honor Heffernan's "Fire and Ice" music tour, which commenced during the Cork Jass Festival. The Sponsored tour took Honor to Cork, Clare, Galway, Roscommon, Westmeath, Kildare culminating in Dublin, where Honor performed for a very select group of Ovation business partners and customers at the King's Head Pub in Belfast.



Ovation Ireland Goes Green in the Office

In the Dublin office of Ovation Ireland, the recently established Green Team have created new initiatives to implement a Green Attitude towards everyday procedures.

- A new recycling procedure which involves all members of staff contributing to this cause
- The Green committee ensure that there are many plants on display around the office
- A new "once a month" breakfast meeting has been set up to bring all members of the team together in an informal space. All organic products are enjoyed.
- Ovation Ireland now use recyclable gift containers for the room drops of their clients.
- Long Life Light Bulbs are now the preferred choice at Ovation Ireland.
- Ovation Ireland has signed up to the UN Global Compact Organisation, in a commitment to be socially and environmentally responsible.
- In addition Smoking in enclosed areas is forbidden by law in Ireland