

First Female Chairperson of Boyne Valley Tourism Board



21st January 2021

While Kamala Harris makes history in the United States of America for being the first female, first person of Asian heritage and first African-American vice president, we have our own first in tourism in County Meath. Cllr. Aisling Dempsey has taken over as Chairperson of Boyne Valley Tourism at its recent AGM of the Board of Directors, making Aisling the First Female Chairperson in the long history of Boyne Valley Tourism.

Growing up in Trim, one of the most historic towns in the Boyne Valley, Aisling has always been connected with tourism. Living close to the largest Anglo-Norman Castle in Ireland in Trim, has always inspired her to want to make the world aware of the beauty and unique landscape of County Meath. This opportunity to become Chairperson has come in the midst of a pandemic and Aisling sees the prospect of helping the tourism industry through its recovery as a key challenge during her term.

"I am delighted to become Chairperson of Boyne Valley Tourism and it is a particular honour to be the first female to take up the role. I am following the footsteps of a very passionate and proactive chairperson, David Gilroy, and I aim to give the role the same justice."

"The tourism and hospitality industries have suffered tremendously over the last ten months and continue to do so. I am extremely proud that our Board of Boyne Valley Tourism has been on hand at all times to assist our members through this difficult time and that we have continued to promote the Boyne Valley in all its beauty. We have great plans and ideas to further the Boyne Valley brand in 2021 and beyond."

Ross Kenny was elected Vice Chairperson at the same meeting and is well known throughout the tourism industry with his business Boyne Boats providing historic boat trips along the Boyne Canal. Ross will be on hand to help Aisling and to support the tourism industry by representing the activity sector. Working together as an industry has never been more important and Aisling has called on the tourism industry 'to support one another' to get through these very challenging times.

Boyne Valley Tourism is now in its 28th year supporting tourism businesses through thick and thin. In addition to business advice and support, Boyne Valley Tourism delivers marketing campaigns for its members through its website featuring its members, through its far reaching social media campaigns and through networking opportunities. This year, Boyne Valley Tourism will be focusing its efforts on building domestic marketing campaigns to capture families and couples who will holiday at home this year.

Ends