



Cliffs visit for Indian group

AS part of its push to grow business **tourism** from new and developing **markets**, **Tourism Ireland** is welcoming a group from Indian corporation, JK Lakshmi to Clare and Ireland this week.

JK Lakshmi is a major cement manufacturer in India and the visiting group is made up of the company's senior management team and their families, who travel to a different **overseas** destination each year on an incentive trip, as a reward for their performance over the previous year.

One of the highlights of their week-long visit is a visit to the Cliffs of Moher and a drive through the Burren.

"We are delighted that this prominent Indian company has chosen Ireland for its 2011 **overseas** incentive trip. It is very good news indeed and presents us with an excellent opportunity to showcase Ireland as a premier holiday and business **tourism** destination," said Jim Paul, **Tourism Ireland's** head of Australia and developing **markets**.

"Incentive travel and business **tourism** is an extremely important, high-yield sector and Ireland is becoming increasingly popular with Indian companies as an incentive destination of choice, known for its rich culture and heritage and of course for the warm welcome extended to visitors.

"**Tourism Ireland** has a busy promotional programme underway, to highlight the island of Ireland in India throughout 2011," he added.