



Be  
*Inspired*  
with Individual Incentives



**MOLONEY & KELLY™**  
IRELAND

*Create a safe and rewarding individual incentive experience exploring everything Ireland has to offer  
Draw inspiration from our behind the scenes activities, local experiences and exclusive enhancements to design a completely personalised program.*



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## INDIVIDUAL IRELAND

What is the ultimate motivation after a year in lockdown? **Freedom to explore.**

Moloney & Kelly has been a trusted DMC in Ireland for over 50 years and has the expertise and vision to create a **safe, comfortable and rewarding individual incentive experience** in Ireland for your clients.

We are delighted to introduce this new concept of rewarding your guests with customised incentive travel which allows for **greater personalisation** and a meaningful experience that is truly the guests own. With the perfect blend of independence and the right amount of luxury – your guests are in control of building their own ideal trip. The incentive to Ireland can be **more personal, more local, and even more authentic**. Guests can create deeper connections and more memorable moments which will in turn ensure your company's ROI and fulfil their hardworking award winners.

We have **carefully curated** a number of experiences we know your award winners will love! Moloney & Kelly has a **dedicated leisure department** who will work with our incentives team to design and deliver exceptional individual incentive experiences.

Individual incentives allows guests to truly get to the heart of the destination and **become the heroes in their own story**. We will provide the same high touch programs which will continue to achieve your brand's goals and results while your award winners share these memorable moments with those that mean the most to them.

Moloney & Kelly is your on the ground **trusted travel partner** who understand the value of an incentive trip but also with the experience of luxury individual travel.

Ireland is a place to be explored; to indulge in relaxation; to sample the finest of food; to get lost in the history and to create the most amazing memories. As the world begins to open up, reward your employees with a **once in a lifetime personalised trip to Ireland**. Take a look through our brochure and be inspired...



Deloitte.  
Platinum  
member



# Dublin

A scenic view of Dublin at sunset. The sky is a mix of orange, yellow, and soft blue. In the foreground, a river reflects the warm light of the setting sun. A bridge with a white railing spans across the river. In the background, a row of multi-story buildings with lit windows is visible, along with a prominent church spire on the left.

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A small capital city with a huge reputation, Dublin offers a mix of heritage, culture and intoxicating energy. From Trinity College, to the Guinness Storehouse, and its surrounding countryside of rugged mountains and atmospheric medieval castles it is a feast for the soul. Restaurants are enjoying a food renaissance and the classic pub is an intrinsic part of Dublin life with one on every corner. This city and its warm-hearted people never disappoints.

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## BALLYKNOCKEN & GLENDALOUGH

Ballyknocken is a 280 acre, third generation family sheep farm in the picturesque wildness of the Wicklow Mountains. Home to Catherine Fulvio, Ireland's most famous TV chef and her widely-acclaimed cookery school where Catherine will show you how to make some delicious scones, breads or even your lunch, depending on the time you spend in Ballyknocken. After lunch, visit Glendalough, an early Celtic monastic site located in a wooded glaciated valley. Walk this 6th century ancient site with our expert guide finishing with a leisurely trek along an unspoilt trail to the scenic Upper Lake.



## MUSICAL PUB CRAWL

Irish people love music and pub crawls so what better way to experience both than on your own private Musical Pub Crawl. This very Irish fun activity is led by a professional local musician who will chat, charm and entertain while performing Ireland's best loved tunes. Visit some of the most atmospheric and beloved pubs in Dublin where a table is reserved for you, sit back and relax as our traditional musician performs hand-clapping songs and explains the stories behind the songs enjoying a Guinness or two as you go.



## DUBLIN HISTORICAL TOUR WITH BOOK OF KELLS AND DUBLIN CASTLE

Dublin is an ancient city steeped in history. Through the centuries it has evolved into a city of great wealth and architectural splendour despite its turbulent history. On this tour step back into ancient Dublin and two of its most important buildings; Trinity College home to Ireland's greatest treasure the Book of Kells, long regarded as the greatest masterpiece of Early Christian art. Tour the magnificent Dublin Castle, our most lavish and important public building, whose history is a poignant symbol of our history as an English colony for 800 years.



## GUINNESS STOREHOUSE CONNOISSEUR EXPERIENCE AND ROE & CO

Explore the rich heritage of the iconic Guinness brand with an officially trained Guinness Connoisseur. This immersive tour takes you through the tastes, traditions and stories of its four most popular brands. Learn how to pour a proper pint enjoying tastings along the way. Visit the Roe & Co Distillery, an important player in the remarkable resurgence of Irish whiskey. Your expert guide will transport you to a world of taste and discovery, fun and flavour which are at the heart of the Roe & Co experience.



## MALAHIDE CASTLE, HOWTH AND CLIFF WALK

From the romantic Gothicism of Malahide Castle, to the rugged grandeur of Howth Summit this tour has it all. Tour Malahide Castle, the most perfectly preserved medieval castle in Ireland and hear the enthralling story of the Talbot family who lived here for 800 years. Continue to Howth Summit on Dublin's scenic coast for a 1 hr exhilaratingly trek along its cliff path which H.G. Wells described "as one of the most beautiful views in the world". The walk finishes in Howth fishing village and lunch in a local pub.



## LAMBAY ISLAND VIP EXPERIENCE

The Lambay Island Whiskey Experience is a unique VIP activity on the Baring family's private island in Dublin Bay. Home to this family since 1904, this whiskey experience begins at the private Malahide marina where a brand ambassador will accompany guests on the 25 minute boat journey to the island. On arrival meet one of the Baring family who will guide you round their family home and the Sea Cask, a bonded maturation warehouse. Enjoy a 3-part whiskey tasting masterclass and a gift bag of whiskey goodies before returning to the mainland.



# Northern Ireland

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Northern Ireland is a breathtakingly beautiful place of natural awe-inspiring landscapes. From the Giant's Causeway, a UNESCO Heritage Site on its dramatic wind-swept coastline to the beckoning line of the rugged Mourne Mountains this landscape has inspired film-makers and writers from around the world - it was the main filming location for epic Game of Thrones series. Home to an amazing array of five star hotels, its capital city, Belfast, is a unique bustling place with a warm spirit and major attractions including the Titanic Museum and Royal Hillsborough Castle. From hip city hangouts to relaxed village favourites, Northern Ireland is waiting to wrap you in a warm giant welcome.

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## BLACK TAXI TOUR BELFAST

Belfast is a vibrant city whose positive vibe has created an atmosphere of renovation and reinvention. From 1968 to 1998 the city was embroiled in a violent political struggle. The Black Taxi tour is a 90-minute tailored journey through this history or 'Troubles' as the period is known as, with a driver who has lived through it. He will recount the history, share his personal story, explain the significance of the political murals, visit the Peace-walls, answer your questions and allow plenty of stops for photos as you travel.



## CITY TOUR & TITANIC EXHIBITION

With its streets of Victorian terraces and elegant public buildings, this guided city tour is a unique insight into Belfast city which after years of violent political struggle emerged a modern city of finely restored architecture. View the Cathedral Quarter, the street art and the Peace Walls. Tour the Titanic Exhibition, which tells the fascinating story of the ship's construction, from keel to bridge over nine interpretive and interactive galleries with replicas of the passenger cabins and the only remaining flickering footage of her existence ending with her ill-fated maiden voyage.



## GAME OF THRONES AT CASTLE WARD

When the jaw-dropping Game of Thrones series hit our screens in 2011 the world gasped. Castle Ward Estate was home to twenty key locations which transport you into the heart of the GOT landscape. Dressed in the Stark cloak and accompanied by a film extra, explore Castle Ward's historic farmyard - location of Winterfell. Peer through the castle window Bran Stark was pushed from, fire arrows in the Winterfell Archery Range Film Set in same spot Jon Snow stood back in Season One, view exclusive filming footage and much more besides.

## GIANTS CAUSEWAY & THE COASTAL ROUTE

The Giant's Causeway is a spectacular coastal rock formation of 40,000 hexagonal stone columns. This UNESCO Heritage site is one world's great natural wonders and, according to legend, the handiwork of giants. Travel the magnificent Antrim coast road, carved out of a seascape of craggy coastline, stopping at Glenarm Castle, the 400 year home of Viscount Dunluce along the route. Tour the castle with the family butler sipping champagne as you go. Visit Bushmills, Ireland's oldest working distillery, where generations of families have hand crafted this beautifully smooth tasting whiskey.



## HILLSBOROUGH CASTLE: A ROYAL PALACE

Hillsborough Castle is a royal palace and the family home of the Queen and her family when they are in Northern Ireland. Since 1922 it has been their ceremonial and personal base and has opened its doors to the world's greatest political leaders. This historic residence which sits in 100 acres of glorious gardens in the historic Hillsborough village is a royal favourite. The palace visit includes a guided tour of Throne Room, the State Dining Room and Drawing Room, the breath-taking ornamental garden and finishes with a village stroll.



## THISTLE MOUNTAIN COTTAGE EXPERIENCE

Thistle Cottage is superbly situated on a high valley in the majestic Mourne mountains. This restored 19th century cottage is a glimpse into a forgotten past when kitchens were the centre of family life. Meet local baker Tracey Jeffreys who will teach you how to bake fadge, a much loved potato dish, and the secret to making perfect soda bread. While the bread is baking explore the Valley with a local guide or sit with Tracey and enjoy the sweeping mountain views, sipping wine in the wild garden.

# Shannon

A nighttime photograph of Shannon, Ireland. The scene is dominated by warm, golden-yellow lights reflecting on the dark water of a river. In the foreground, a stone bridge with several arches spans across the water. Behind the bridge, a row of multi-story buildings is lit up, their windows glowing. To the right, a large, cylindrical stone tower stands prominently, also illuminated. In the background, a church with a tall, spired tower is visible against the dark night sky. The overall atmosphere is serene and historic.

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Shannon is a contrasting landscape of rugged coastlines and lush green fields. This is an ancient place where Irish traditions and culture have survived through the centuries and history unfolds in its flurry of medieval castles and early monastic sites. It is home to iconic landmarks such as the Cliffs of Moher one of nature's great natural wonders, evocative stone monuments and druidic stone circles that stand testament to our ancient past on the landscape. In the lush wooded countryside the finest 5 star castle hotels await your pleasure while your taste buds will go into overdrive in the array of dining experiences from a Michelin star feast in Adare's Oak Room, a sumptuous afternoon tea in Dromoland Castle, to a home-cooked bowl of Irish stew in a village pub.

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## CLIFFS OF MOHER VIA HELICOPTER

Take a helicopter ride over one of the world's greatest natural wonders the fabulous Cliffs of Moher. These magnificent Cliffs stand defiantly as a giant wall against the aggressive power of the Atlantic Ocean rising to a height of 700 ft and running for a length of five miles. Continue along the Wild Atlantic Way, a 2500 km spectacular coastal route to Moran's of the Weir a family thatched pub and enjoy a lunch of local seafood served with brown bread, and washed down with foamy pints of creamy Guinness.



## MEET THE MAKER: AN ARTISAN FOOD EXPERIENCE

This foodie experience along Ireland's spectacular Wild Atlantic Way is an opportunity to view magical scenery and meet the makers who have made the Burren a foodie destination. Walk the laneways of this pristine landscape, home to an array of wild edible plants with Oonagh a local food expert. Visit the Burren Smokehouse and see first-hand the salmon smoking process, tour the Microbrewery and enjoy a smoked salmon tasting platter and beer. Continue to Hazel Mountain Chocolate Factory, for a bean to bar tour of their chocolate making process.



## SECRET GEORGIAN IRELAND EXPERIENCE

The Secret Ireland Georgian Experience transports you back to a time of gracious living and lavish hospitality in Ireland. The day begins with a cruise through the picturesque Lough Derg on board a luxury skippered yacht to an elegantly restored private Georgian country manor on the lake's secluded shore. Meet the owner who will proudly share her home and her story with you, enjoy mouth-watering local artisan cheeses and chutneys in her kitchen, premium craft Irish whiskeys in her candlelit shebeen and an exhilarating display of traditional dancing and music.

## SECRET MEDIEVAL IRELAND

The Secret Medieval Experience is a doorway into Ireland's past - to a medieval castle magnificently located on a private island. Begin with a cruise of the scenic lakelands on a skippered yacht to this lovingly-restored home of romantics Pat and Mary. This couple fell in love with a medieval castle and after a painstaking restoration made it their home which today is open to the select few. Enjoy tastings of local foods washed down with Meade, if brave enough try Poitin, and be royally entertained by talented local musicians.



## LAHINCH GOLF COURSE

With its towering sand dunes, undulating fairways, rolling greens and blind spots Lahinch is a true links in the traditional meaning of the word. Set on the edge of the Atlantic coastline it is one of the oldest and most respected links courses in the world. Moulded and shaped over the centuries by nature's harsh elements this wild landscape was transformed into a magnificent golf links in 1894 by the genius of Tom Morris. Lahinch has welcomed the world's greatest players and Phil Mickelson is a proud Honorary Overseas Member.



## BLARNEY CASTLE & KINSALE

The ancient Blarney Castle sits spectacularly on a limestone rock in a 300-acre wooded estate. The castle is renowned for an ancient stone which bestows the gift of the gab on all those who kiss it. The only access is a 100 step climb up a stone stairwell set into the castle walls. Kinsale is a medieval coastal town, magnificently situated on the Wild Atlantic Way. Its colourful winding streets are home to a plethora of galleries and craftshops, artists' studios and as this is Ireland's Gourmet Capital some fine eateries.



# Killarney

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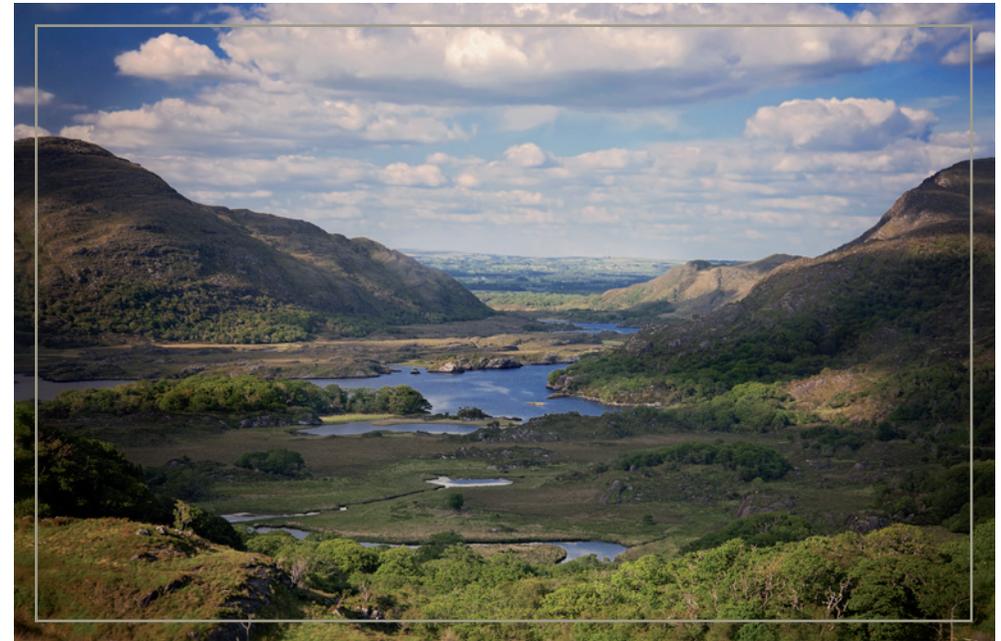
Killarney is a small buzzing town where something is always going on. Its mix of great hotels, a rocking nightlife and warm welcome make it the perfect destination. It is the jumping off point for a bucket list of scenic highlights including the unrivalled Ring of Kerry, a meandering coastline of rocky coves and extraordinary stony fields, the impossible Skellig and the legendary Blarney Stone. On its doorstep sits the National Park whose rugged mountains loom over glassy lakes. And with its archaeological and romantic appeal, it is no wonder Killarney is Ireland's scenic jewel.

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## JAUNTING AND BREWERY TOUR

Take a jaunting cart ride through Killarney Park, whose combination of mountains and lakes under an ever changing light imbue this place with a special scenic beauty. This one of a kind tour through history and legend, rambles past the soaring spire of Killarney's Gothic Cathedral, through dappled woodlands, along the lake shore and stop at 15th Ross Castle for photos. Bid farewell to your jarvey at the Killarney Brewing Company where the brewer will walk you through their brewing process. Relax afterwards over a complimentary beer in their salubrious bar.



## THE RING OF KERRY

The Ring of Kerry is a 110 mile looped drive of scenic grandeur through a landscape of craggy coastal seascapes, silvery beaches and 10,000 years of history. Enjoy photo-stops at scenic highlights including the 700 ft high Cum-a-Ciste pass, the brightly-painted village of Sneem and Molls Gap whose bejewelled lakes spread out in glorious abandon as the road descends the final stage. Other memorable moments include a sheep dog demonstration with local sheep farmer Brendan Ferris and a tour of Skellig, the most westerly situated Chocolate Factory in Europe.



## MUCKROSS HOUSE AND TORC MT TREK

Muckross House is a stunning Victorian mansion in an unrivalled setting. Built for the Herbert family, who nearly bankrupted themselves refurbishing their home for Queen Victoria's visit in 1861, it showcases the lavish lifestyle of the rich in 19th century Ireland. From the windows of the house the majestic Torc Mt stands out as a craggy backdrop to the lakes and forests. A moderate 7 km trail along wooden sleepers takes you to the top of this 535 m mountain where spectacular views of Killarney's town and lakes greet you.



## KILLARNEY KAYAKING

Killarney's dramatic landscape and incredible national park entices outdoor enthusiasts from the world over. For a truly exhilarating adventure, explore Killarney's lakes by kayak with an experienced local guide. View first-hand the hidden gems of Muckross Lake, Ireland's deepest lake; its wooded islands, limestone caves and magnificent 15th century Castle. Paddle into Lough Lein, Killarney's largest lake and land at Innisfallen Island, home to an ancient monastic site and a herd native red deer. As you paddle look out for white tailed sea eagles as they soar above Killarney's lakes.



## SKELLIG AND DINGLE BY HELICOPTER

Take a helicopter ride over solitary Skellig, a 700 ft high rock which stands in splendid isolation in the stormy Atlantic waters. Marvel at how hermetic monks, 1400 years ago, carved their impossible monastic site on a rock pinnacle to get closer to God and their heart-stopping 600 step stone staircase. Enjoy unrivalled aerial views of the Dingle Peninsula and the overhanging Sliabh Mish Mountains, the spine of the peninsula, before they reach the treacherous waters of the ocean. Amble around Dingle town before returning to your hotel by car.



## THE GAP OF DUNLOE TOUR

The Gap of Dunloe Tour is an adventurous journey through the wildly rugged Macgillycuddy Mountains and Killarney's island studded lakes. The tour begins with an exhilarating private jaunting cart ride through a seven mile spectacularly scenic mountain gap, forged by melting ice, which reaches a glorious 650 ft at its highest point. Lunch is in the rustic Lord Brandon's Cottage followed by a private boat ride through fourteen miles of Killarney's majestic lakes, which flow under high mountains, rushing cascades and old arched bridges, before finishing at the commanding Ross Castle.

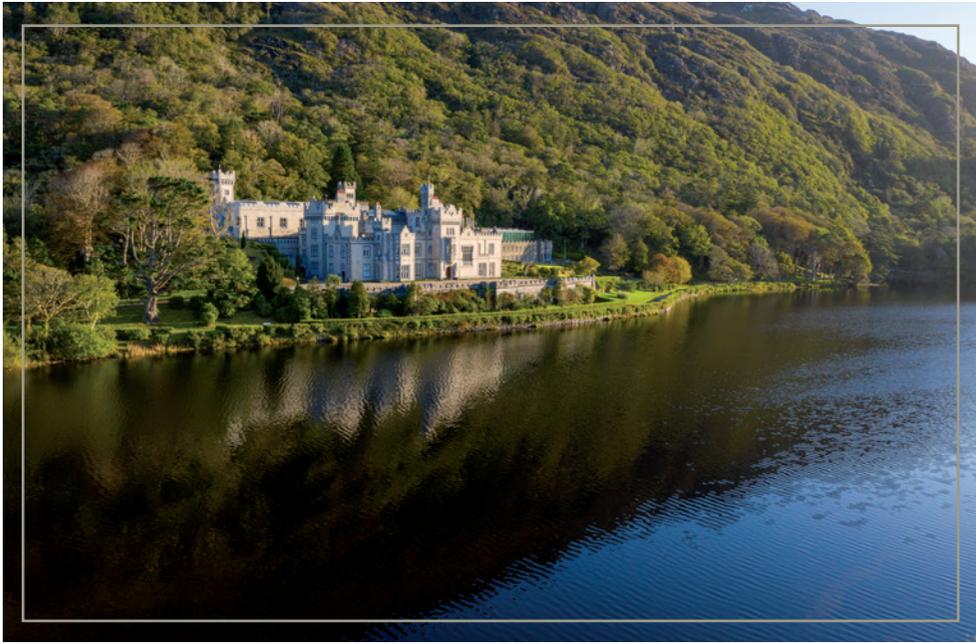


# Ashford

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Ashford Castle is one of Ireland's most luxurious castle hotels. Its magnificent setting on the shores of Lough Corrib in the glorious wilderness of Ireland's west coast makes it the perfect destination for unforgettable outdoor adventures, delicious local cuisine and the ultimate luxury pampering experience in a gothic medieval castle. The castle sits on the doorstep of Cong village, a place more ancient than the castle itself and final resting place of Ireland's last High King. In more modern times it was the filming location for the Oscar-winning movie, *The Quiet Man*, starring John Wayne and Maureen O'Hara. Take a walk in the evening light to one of the village pubs for a pint and chat with the locals and some foot-tapping traditional music.

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## THE CONNEMARA LOOP

The Connemara Loop is a scenic route around beautiful Connemara and the Wild Atlantic Way. This is a wild landscape of contrasts from the pre-historic bogs and rugged mountain ranges to spectacular ocean views. Stop at Joe Joyce's, sheep farm perched in a steep valley and watch how his dogs control and drive the sheep in this mountainous terrain. Visit Kylemore Abbey, dramatically located on a 1000 acre wooded estate on the shores of the moody Lough Pollacappul, whose story is every bit as dramatic and romantic as its setting.



## GALWAY CITY & FOOD TOUR

Galway is a vibrant medieval city magnificently situated on the Wild Atlantic Way. This is Ireland's Cultural Heart, famous for its hip lifestyle and food culture. The heart of the city is the Latin Quarter, a hook-shaped district of cobbled streets, home to the city's gourmet and cultural highlights. The best way to experience the city is on a walking food tour with local food expert Sheena, during which you will meet local producers, visit secret food haunts, taste culinary delights including oysters, artisan cheeses, local beers and much more.



## INIS OIRR: THE ISLAND EXPERIENCE

Situated on the edge of the Atlantic, Inis Oirr, lies just beyond Europe's furthest reach. Through the centuries this fishing community has retained its cultural identity, Irish language and welcoming community spirit. Composed of limestone pavements the island is one of the world's finest examples of glacio-karst landscape. On arrival by air or sea, tour the island with a local; viewing grand antiquities including a Bronze Age burial site and 2000 year old stone fort, take a craft making workshop and enjoy a fresh lobster lunch in the local pub.



## CYCLING THE GREAT WESTERN GREENWAY

The Great Western Greenway is Ireland's longest cycling trail on Ireland's glorious west coast. Voted the third greatest cycle trail in the world by the New York Times, this relatively flat 27 mile trail begins in Westport town on Wild Atlantic Way where you will be fitted out with a hybrid or electric bike and helmet. The trail follows the old Western railway line, through a landscape rich with wildlife, villages, small family farms and magnificent mountain and coastal landscapes before coming to a gentle finish at Achill Sound.



## HORSE RIDING

Imagine getting on your horse and riding straight into a 3000 acre wooded landscape steeped in history and heritage. The Ashford Equestrian Centre's offers such a magical experience with trail rides along dappled forests trails, quiet country laneways and hidden lakelands against a backdrop of breathtaking mountain scenery. Trails vary from one hour to a full day and cater for all levels from people who have never ridden to the experienced rider. Hard hats, jodhpurs and boots are supplied and all rides are supervised by an equestrian guide.



## ACHILL AND THE WILD ATLANTIC WAY

The Wild Atlantic Way is one of world's greatest coastal routes. It is peppered with scenic, culturally rich experiences and Achill Island is one of its must see destinations. Achill epitomises all that is dramatic and wild about the route, with ancient sites, flora as varied as its landscape, towering sea Cliffs, the haunting remains of a Deserted Village strewn across an ancient track, fields etched with the remains of ancient cultivation ridges, and food which showcases great local produce, lip-smacking home-baking, and the freshest pint of Guinness.

# Hotels



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From the best 5\* hotels to exclusive castle buyouts, quaint cottages and more. Talk to us about finding the perfect place to rest your guests head while they explore the best Ireland has to offer!

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M&K can provide a selection of exclusive enhancements to design a completely personalised program for your guests. Below are some sample options to whet your appetite...



## AN IRISH DANCING FLASH MOB

For an impactful high energy enhancement we suggest surprising your guests with an Irish Dancing Flash Mob. The event begins with the sudden arrival of a Celtic Drummer loudly attracts attention beating his drum. One of the crowd breaks into Irish dancing jigs and reels and additional dancers emerge from the quickly gathering crowd and join in. As quick as a flash; dancers and drummers are performing a high octane Irish dancing performance to the delight of your unsuspecting guests. They merge into the crowd as quickly as they appeared leaving your guests in a mood of foot-tapping exhilaration.



## GENEALOGY BUTLER

Your ancestors' stories are a fascinating part of your story and if you have Irish roots why not meet our genealogy butler who will help you discover them. Or you may already have started your family tree and wish to consult our genealogist to further your research. Our professional genealogist will review your information, determine the quality of your sources, and help fill in holes where information might be lacking. Afterwards you will feel the immense satisfaction of knowing your ancestors story is an accurate account of your family tree and strength your ties with Ireland.



## PLATINUM SERVICES AT DUBLIN AIRPORT

Platinum Services offers a rock-star meeting experience at Dublin Airport. This exclusive 24-hour private terminal offers on-demand meeting services for arriving and departing guests. Arriving guests enjoy the full VIP service from the moment they exit their plane, whisked through customs and passport control to a private suite for refreshments before departing for their hotel in a privately chauffeured transfer. Departing guests are ushered through a private check-in, luggage handling, and security screening, complimentary drinks and refreshments in an exclusive lounge before their-hassle free boarding.



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Contact us today  
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