

MAY THE ROAD RISE TO MEET YOU

Sure, it's a grand thing, this Irish tradition of warmth and hospitality

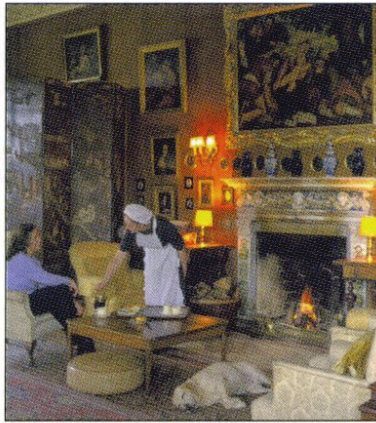
Here's a place of myths and music. It blends the touch of the poet with the lure of the green countryside. Ireland has a long tradition of welcoming the wayfarer—and like all great hosts, the Irish have a way of making any visitor feel completely at home.

What's your pleasure? From four-star elegance to kick-back comfort, in Ireland you'll find a wide range of accommodations to feed body and soul.

IRELAND'S CASTLES: From the opulent interiors to the well-appointed grounds, Ireland's legendary castle hotels offer total indulgence. Sample some of Ireland's finest cuisine in the restaurants of these sumptuous hotels, where you'll find the cream of Ireland's new crop of talented chefs.

COUNTRY INNS: From a rambling old manor estate to the quiet charm of a converted carriage house, Ireland's one-of-a-kind country inns are usually owner-occupied and offer the ultimate in gracious living and personal service. Many of these distinctive destinations also boast an award-winning restaurant, where the cuisine is as individual as the accommodations.

COZY B & Bs: Become one of the family at one of the myriad bed-and-breakfast lodgings that dot the Irish countryside. Wander over to the nearest pub



ABOVE: CASTLE LESLIE IN MONAGHAN.
BELOW: ROCK OF CASHEL IN TIPPERARY

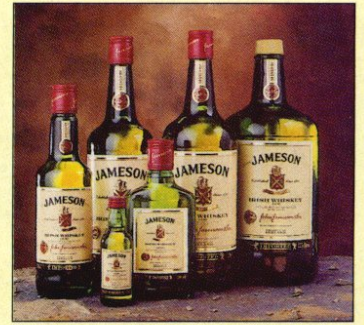
RENTAL COTTAGES: Make yourself at home; for an extended stay, there is perhaps no better way to become part of the fabric of Irish life than to rent a cottage. These simple village dwellings are complete with thatched roof and traditional furnishings; yet updated with modern conveniences, including central heating and microwave ovens.

Whatever your choice in accommodations may be, while visiting you can enjoy activities that showcase the heritage and culture of Ireland, as well as the beauty and history of its landscape: museums, golf at some of the finest courses in the world, horseback riding, and a wide range of historic tours.

By Dara O'Brien

and get a true taste of the local cuisine, fish and chips perhaps, or a hearty stew, washed down with a wee dram of Jameson Irish Whiskey.

HOTELS: Settle into the center of the action; the Irish tradition of hospitality has long been carried on by the stately city hotels. There are accommodations to suit any style, from old landmarks to new classics loaded with amenities. Choose from a variety of extras, such as a state-of-the-art business center or a world class restaurant.



THE JAMESON HERITAGE CENTER

The Taste of Tradition

One of the most enduring symbols of Irish hospitality is the legendary Irish pub. It's the home away from home where no one is ever a stranger and the whiskey and conversation flow.

Like the gift of gab, the Irish didn't just invent whiskey, they perfected it. **The Jameson Heritage Center** in Midleton, County Cork, gives visitors the chance to see and experience—even taste—the tradition of Irish whiskey.

The major buildings—including still houses, mills, and kilns—have been extensively refurbished and restored. The old water wheel is still in place, as is the 30,000 gallon pot still, the largest in the world.

The exhibits and restored machinery paint a vivid picture of the distilling process John Jameson first established in 1780 on the banks of the Liffey. The opportunity to enjoy a glass of Jameson completes the experience. The Center is open from April through October, seven days a week, between the hours of 10:00 A.M. and 4:00 P.M.

For a free Ireland vacation kit call
1-800-SHAMROCK/www.shamrock.org

 Irish Tourist Board