



# Exclusive Castles

# OUR CONCEPT



Exclusive Castles



Ross Castle, Killarney, Co. Kerry

Exclusive Castles welcomes you to a new and exciting opportunity, where creativity is in abundance and a vivid imagination is a prerequisite, all coupled with an innate desire to please.

Our mission is to provide our clients with an exclusive, bespoke and once in a lifetime experience in a historic Irish castle

We feel that Ballaghmore would be a perfect setting conveying legend, exuding charm and ensuring a unique memorable experience

# OUR CONCEPT



Exclusive Castles

Our unique offerings will be strategically marketed to the appropriately selected demographic and we believe we have a great opportunity to build a sustainable business model with a difference, which together we can grow further.

The Sky is the limit!



*Harry Potter Themed Wedding*

# OUR CONCEPT



Exclusive Castles

We design and bring to life the ultimate in immersive experiences and believe our approach will increase business to your property, especially during your low season.

[www.exclusivecastles.com](http://www.exclusivecastles.com)



*Medieval Swordsman*

# EXCLUSIVE CASTLE WEDDINGS



Exclusive Castles

Our wedding team has a reputation for designing unique, charming and fun weddings for couples from all over the world.

Our personable approach ensures that our weddings are truly individual and special.

Our wedding team combines their experience and expertise with a love for creating innovative and exclusive castle weddings, hence, truly special memories await.



# EXCLUSIVE CASTLE WEDDINGS



Exclusive Castles

A wealth of knowledge and creativity enables our wedding team to provide experiences that are as unique to us, as our couples and your castle.



# EXCLUSIVE CASTLE WEDDINGS



Exclusive Castles

Exclusive Castles offer:

- Exclusive Wedding Planning
- Themed Wedding Interiors
- Special Event Catering and Service staff on site
- Innovative Menu Selection with a flavour of times past
- Period Costume where applicable
- Performers and musicians

[www.exclusivecastles.com](http://www.exclusivecastles.com)



# THEMED EVENTS



Exclusive Castles



Exclusive Castles wish to create and offer new and authentic experiences which we believe will further enhance your guests stay at Ballaghmore and drive additional business to your castle.

Our mission is to create memorable experiences for your guests while captivating the enchanting atmosphere and privacy of a historic castle.

We aim to provide an immersive experience which facilitates a step-back-in-time adventure where your guests, together with professional actors and entertainers, can act out their desired theme in their castle.

# THEMED EVENTS



Exclusive Castles

Our immersive event offerings include:

- Lavish Banquets with a chosen medieval theme
- Themed presentations including re-enactments and all things medieval
- Clan gatherings with family tree services
- Product launches
- Corporate Think Tanks and Team Building Events



# THEMED EVENTS



Exclusive Castles

Event offerings continued:

- Murder Mystery Weekends
- Sporting Pursuits with Banquet
- Gala Balls & Celebrations
- St. Patrick's Day Experience
- Innovative Menu Selection with a hint of a bygone Era
- Performers including actors, musicians and storytellers
- Period Costume & Decor

A close-up photograph of a vintage typewriter. A sheet of aged, yellowed paper is being typed on, with the word "MURDER" printed in a large, bold, black, serif font. The typewriter's carriage and typebars are visible in the foreground, and a red ribbon is partially visible on the right side.

MURDER

# THEMED EVENTS



Exclusive Castles

Our clients will also have an opportunity to initiate their own themed event which can be further developed by our Creative Director who can prepare a script (Screen Play as it were) for the event.



# THEMED EVENTS



Exclusive Castles



Custom themes associated with the history of your castle can also be created and marketed as part of our promotion of your castle.

All aspects of the Themed Events will be developed, managed and delivered by the Exclusive Castles team with welcome involvement from our castle owners and clients. The only limit is your imagination.

[www.exclusivecastles.com](http://www.exclusivecastles.com)

# BESPOKE TOURS



## Exclusive Castles



Explore Ireland and stay in historic castles on our bespoke castle tours, which follow the key principle routes promoted internationally by Tourism Ireland.

- The Wild Atlantic Way
- The Hidden Heartland
- Irelands Ancient East

Our clients will have the opportunity to explore Ireland in a combination of private castles and exclusive castle hotels. Our tours will feature a stay in your castle as part of their 'Memorable experience'.

# BESPOKE TOURS



Exclusive Castles



*'A Spectacular Coastal Journey with  
Mystery, Legend & Hidden Gems'*



# BESPOKE TOURS



Exclusive Castles



*'Explore the beauty of the present,  
whilst soaking up the past'*



# BESPOKE TOURS



## Exclusive Castles



*'The Heart of The Emerald Isle -  
Yours to Uncover'*



# EXCLUSIVE SERVICES



Exclusive Castles

The combination of first-hand knowledge of the event management business, strategic alliances and a carefully selected supply chain, enables us to provide our customers with a high-end exclusive service.

Our philosophy is to work with our clients, paying attention to detail at every stage of the event planning process. This approach allows us to fine tune exact requirements, including door to door service, executive travel, transportation and specific VIP requests. Their wish is our command.



[www.exclusivecastles.com](http://www.exclusivecastles.com)





At a glance our website will inform our potential clients of the activities which can be pursued in the region where your castle is located.

Highlighting local activities will help to increase business and can be pre booked on our site.

Booking enquiries will be initiated through a simple form on the Exclusive Castles website.

# ACTIVITIES



Exclusive Castles

Activities include  
(but are not limited to)

Archery, Boating, Clay Target, Shooting,  
Cycling, Falconry, Fly/Sea Fishing, Golf,  
Horse Riding, Hot Air Ballooning,  
Mountain Bike Trails & Walks and  
Traditional Irish Pubs & Music.

[www.exclusivecastles.com](http://www.exclusivecastles.com)



# BUSINESS DEVELOPMENT STRATEGY



Exclusive Castles



Our aim is to provide our client with a personalised and engaging service from start to finish.

We intend to focus our marketing in the countries where we have local representation. This approach allows a prospective client the option to contact our local ambassadors who will be able to advise on our various offerings, in their native language.

This approach will have a significant impact and will assist in the sale conversion process.

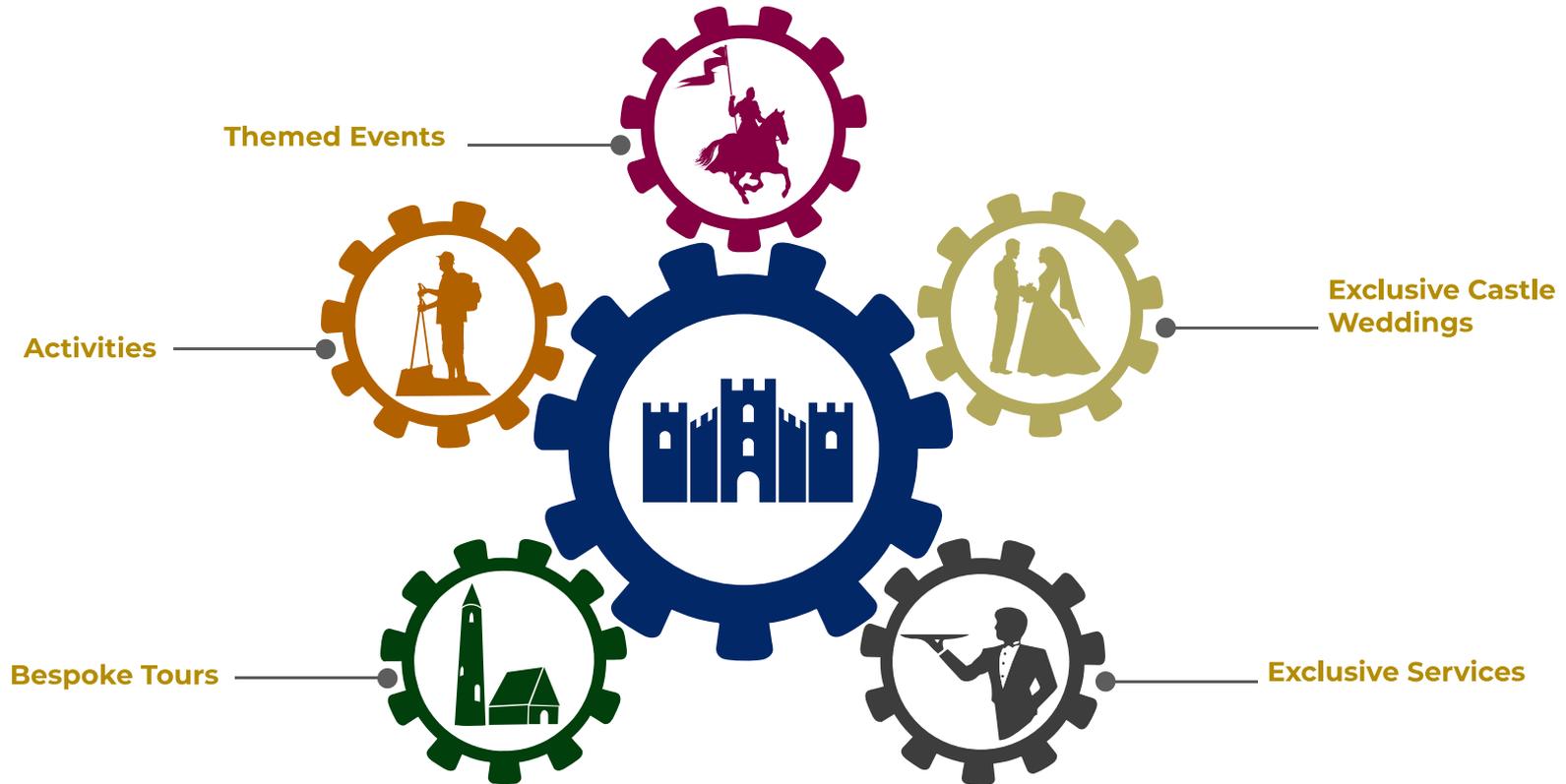
Our website will be published in the local language and will be accessible via the local national domain register (e.g. .fr for France).

Social media related to each country will be published in the local language where possible and managed by our local representative.

# BUSINESS DEVELOPMENT STRATEGY



Exclusive Castles





The Exclusive Castles team have adopted a 'mobile first' approach to developing the user experience on the website as usage rates on mobile devices sky rocket around the world.

Our web team have a reputation in delivering a simple to use websites achieving high natural rankings in main global search engines supported by a comprehensive social media strategy will ensure attention of the target market as we build the 'Exclusive Castle' brand.

We aim to build a customer focused online business, while balancing a personal hands-on experience.

# BUSINESS DEVELOPMENT STRATEGY



Exclusive Castles



As the Exclusive Castle concept evolves, it is our intention to utilize the latest online technologies to optimize the engagement and event management process.

Our vision is to further develop the Exclusive Castle portal with functionality to streamline booking and exclusive package selection supported by a dedicated local Customer Service Manager.

[www.exclusivecastles.com](http://www.exclusivecastles.com)



## OUR TEAM



Exclusive Castles

### CREATIVE DIRECTOR

Our Creative Director is a well-known actor who has reached the pinnacle of his career. while starring in several critically acclaimed Hollywood productions and popular TV soaps. He brings a wealth of experience, creativity and connections to our team and his Involvement will provide.

### WEDDING PLANNERS

The head of our wedding department has gained Extensive experience with respect to the planning and execution of numerous bespoke weddings, including a number of celebrity weddings. She is particularly familiar with the creation of themed castle weddings and her skills as an experienced wedding planner have been previously portrayed on national television.

### WEB & MARKETING TEAM

Our web and marketing partners have over 20 years experience in web development and online marketing projects. Dotser have developed a simple-to-use 'mobile first' web management system to allow Exclusive Castles tailor your castle's information and unique offering. Dotser will also support the projects promotion through search engines, social media and appropriate marketing channels.

# REPRESENTED IN



Exclusive Castles



Austria



Belgium



China



Denmark



France



Germany



Netherlands



Ireland



Norway



Spain



Sweden



Switzerland



Portugal



UK



USA

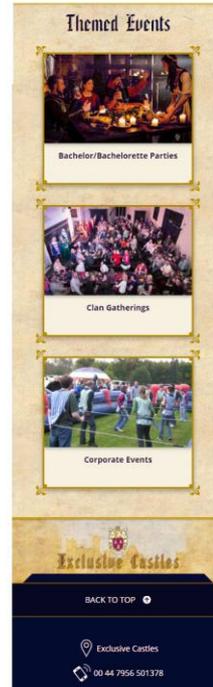
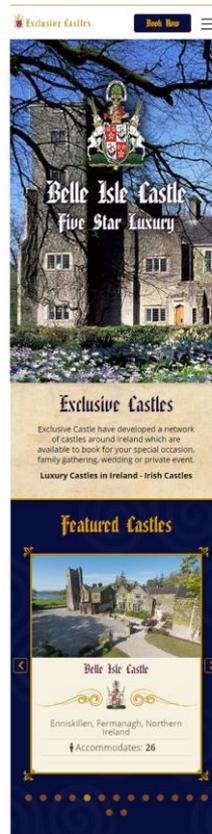


We aim to promote your castle in the geographical locations where we already have a presence, enabling our clients to discuss their specific requirements in their native tongue.

# SITE HOMEPAGE



## Exclusive Castles





We have selected some of the best Castles in Europe, where your memories will begin to unfold.  
Charm & splendour entwined within a carefully planned experience, exclusively yours.



### Ballaghmore Castle



Borris-in-Ossory, Laois,

 Accommodates: 23



### Ballybur Castle



Cuffsgrange, Kilkenny, Ireland

 Accommodates: 10



### Ballyhannon Castle



Quin, Clare, Ireland

 Accommodates: 25



[Book Now](#)

# CASTLES PAGE



## Exclusive Castles

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### Ballaghmore Castle

**Castle Information**

[Borris-in-Ossory, Laois](#)

Nearest Airport: Shannon Airport - 105km

Accommodates: 23

Bedrooms: 13 | Bathrooms: 10

Open Fire | Dining Room

Pet Friendly

Located in the welcoming hidden heartlands of Ireland, County Laois, Ballaghmore offers guests the opportunity to visit and experience the marvellous beauty of the Irish Midlands. Ballaghmore presents itself to its esteemed guests as a beacon of relaxation, wealth, and luxury. Ballaghmore Castle dates back to 1480, then owned by the Gaelic Chieftain MacGiollaPhadraig (now called Fitzpatrick), meaning son of the servant of Patrick, Lords of Upper Ossory. They defended North Munster, strategically placed as they were on the old Irish Road.

Ballaghmore was most notably destroyed by Cromwell's forces in the year 1647, having been burned down. It was then restored in 1836 by a Mr. Ely who found a hoard of Gold on the land. The property was then purchased and restored by its current owner Grainne Ni Cormac, who is responsible for making it the luxury stay and wedding venue it stands as today.

[Show More](#)



### Activities



### Attractions



The Slieve Bloom Mountains  
County Offaly



Tullamore Dew Visitor Centre  
Tullamore, County Offaly



Lough Boora Discovery Park  
Tullamore, County Offaly



Emo Court  
Emo, County Laois

### Gallery



**Booking Information**

[Book Now](#)

Group Bookings Accepted

# NEXT STEPS



Exclusive Castles

Exclusive Castles invite you to join us on our journey to create and deliver unique memorable experiences for our Exclusive Castle clients.

We aim to work with you to identify your castle resources in order to maximise the marketing potential.

We will showcase:

- Castle overview
- Castle history
- Local activities
- Local attractions
- Room capacity
- Facilities & layout
- Photos and video





## Exclusive Castles

Thank you for taking the time to review our presentation.

We trust that you found our concept of interest and that it can serve as a means of further promoting your castle and generate future sales for Ballaghmore.

I will follow up shortly at which point in time we can discuss the concept in more detail. Our objective is to formulate an agreement in principle between Exclusive Castles and Ballaghmore.

We wish to advise you that there is no cost to you related to your castle listing on our website. Our objective is to generate additional sales together on a Win – Win basis. Subject to your approval, our intention is to visit you and your castle at your convenience to discuss further.

We are extremely keen to have Ballaghmore featured on our website and we wish to thank you for your time.

Kindest Regards



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