

Jing Farrelly

Zatino Travel Ltd



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Jing Farrelly had worked as a nurse and IT professional before deciding on a career change. Originally from Wuhan in China, Jing was living in Co. Meath when she noticed an increase in the number of Chinese tourists coming to Ireland.

She spotted a gap in the market for a tourism company specialising in ground handling and destination management services for Asian tourists in the Boyne Valley region.

Jing set up Zatino Travel in 2015, with the vision of providing Chinese tourists to Ireland with an unforgettable experience.

Zatino Travel works in collaboration with local businesses in Meath as well as around the country, bringing tourists to main visitor attractions and helping them explore hidden gems.

Jing thought ACORNS was a good opportunity to meet people from other counties, and discover more interesting places for her clients to visit around Ireland.

Zatino travel has since built up a strong Chinese-speaking translator tour guide team. It worked with Southern Regional College (SRC) in Northern Ireland to explore the possibility of using emerging technologies to deliver unique storytelling experiences through Enterprise Ireland's Innovation Voucher scheme. It also successfully signed supplier contracts with three top online travel agencies from China.

In 2016, more than 100 Chinese tour operators visited Ireland on a familiarisation trip with the objective of bringing more Chinese visitors into the country. Zatino Travel and Failte Ireland welcomed them to Dublin and showed them what Boyne Valley has to offer.

Jing also plans to provide a similar experience for Irish tourists visiting China, and is planning to employ more full-time staff.