

Tara Brady

Ireland Planner



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The idea for Ireland Planner came to Tara Brady while she was caring for her mother who had Alzheimer's Disease. To help her mother stay engaged and occupied, Tara started researching activities in her home county of Cavan. Finding many rural places she hadn't known existed, she saw a gap in the market for a time-saving trip planning tool that facilitated independent travel.

She resigned from her job as European Marketing Manager at Quinn Radiators in Co. Fermanagh to focus fully on this idea.

In 2016, she launched Ireland Planner: an innovative software platform which allows visitors and locals to plan mapped and timed self-drive trips in Ireland. It shows users all the unique things to see and do along their chosen route, as well as creating daily mapped and timed trip itineraries in just two clicks, saving them valuable research time.

Before launching, Tara introduced Ireland Planner on social media, so she had already built a strong following which has helped attract users to the website.

A former New Frontiers participant, Tara and her team are based in the Regional Development Centre at Dundalk Institute of Technology, Co Louth.

ACORNS introduced Tara to a circle of life-long friends and like-minded women; she credits it with giving her the confidence to network and talk more about her business, particularly when pitching.

She continues to grow her product in Ireland through Tourism Boards, and is currently developing the international brand SightseAR, a travel app which includes live offline tours, multilingual audio translations and Augmented Reality tour guides which she hopes to launch in early 2019.

Providing early stage female entrepreneurs, living in rural Ireland, with the knowledge, support and networking opportunities to meet and even exceed their current aspirations.