

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.

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

Zatino Travel has since built up a strong team consisting of tour operators, Chinese-speaking tour guides, driving team and a marketing manager.

Zatino are MICE (meetings, incentives, conferences and events) organising experts. Zatino can arrange invitation and meetings for Chinese government officials and business delegations travelling to Ireland. Zatino partners with Government Ministers, county councillors, city mayors, Environment Protection Agency, Red Cross, National Education Committee, Enterprise Ireland, Tourism Ireland, National Health service and building constructors.

In 2018, Zatino enticed a group consisting of 30 photographers from mainland China and Hong Kong to come and visit Ireland. Zatino has a strong connection with Chinese PR, film, media and celebrities. That same year Zatino also hosted a group consisting of 25 senior executives from the Chinese health sector. During a six day tour, they visited health care institutions and facilities all over Ireland.

In June Zatino organised 'Charming Beijing' photo exhibition event. Ma Wen, Deputy Inspector of Beijing Municipal Bureau of Culture and Tourism, Huang He and Oujia Wang from the Chinese Embassy in Ireland and representatives from Dublin City Council, Fáilte Ireland and UCD Confucius Institute attended the event. The event attracted media attention in both China and Ireland.

In November, Zatino placed 2nd in the Local Enterprise Office Meath Business and Tourism Awards 2019. Zatino's strategic objective for 2020 is to increase delegation visits by 5%. Zatino is experienced and eager to take advantage of the increase in Chinese tourism into Ireland.

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



An Roinn Talmhaíochta,
Bia agus Mara
Department of Agriculture,
Food and the Marine