Grand Generator Opening Party!

Coverage overview
New city hostel creates 40 jobs

A HUGE new backpacker accommodation centre at Smithfield plans to cater for over 40,000 visitors each month.

Generator Hostels said that it will create over 40 permanent jobs in Dublin when the new 530-bed hostel in the square (below left) opens, in the place of the former Chief O’Neill’s hotel.

The hotel was purchased for €8.5m by Patron Capital, the equity group behind Generator Hostels.

It is hoped that the development will give a much-needed boost to the area and focuses on the upper end of the young tourist market with VIP suites, Jacuzzi baths and self-service Guinness tables.

EXPANDING

Alison Armitage from Generator Hostels said that the company is looking forward to expanding its European operation which already has branches in London,

Berlin and Copenhagen.

“We’ll be offering great-value accommodation in Dublin for people looking for somewhere central to stay, of a certain standard and who don’t want to pay hotel prices,” she said.

Beds can be booked now from €15 per person per night via the Generator Hostels website Generatorhostels.com/dublin.

Wide-reaching daily national newspaper

Readership: 65,435

14th April

Relevance: 10

Content: 10

Messaging: 10

Ad value: €1,547.5

PR Value: €4,642.50
Boost for employment as global firms plan expansions

Fiona Ellis, George Deegan and Peter Flanagan

HUNDREDS of jobs will be created in coming months as two international firms expand.

The majority of the jobs, around 300, will be created in Shannon, and a formal announcement is expected within days.

Enterprise, Jobs and Innovation Minister Richard Bruton is to announce the opening of a new European services centre by US mobile-telephone accessory producer Zagg.

The centre is expected to create 160 jobs immediately for Zagg and a partner company, and a further 140 jobs over the next three years.

This week, Shannon Development confirmed that 214 jobs were lost last year at the Shannon Free Zone business and technology park – a drop of 4pc to 6,066.

Another boost for the Shannon area should result from a €14m contract secured by Buster Ltd. The company, which supplies technology to NASA, would only confirm yesterday that “a number of important announcements will be made by Buster” on Friday and that the contract was “very significant”.

Elsewhere, 40 jobs will be created when hostels firm Dynamics opens the country’s biggest backpacker hostel in Smithfield, Dublin, in June.

The jobs will encompass a range of roles, including finance, receptionists, night staff, bar staff and housekeeping.

The 360-bed facility will open on the site of the former Chief O’Neill’s hotel on Smithfield Place. Amenities will include a VIP suite, female-only dorms and...
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Opening Announcement - Business

RTE Radio1
Presenter: Sean O' Rourke
Program: News at One

National radio broadcaster, equivalent of BBC radio 1

Listenership: 342,000

5TH July
Relevance: 10
Content: 10
Messaging: 10
Ad value: €11,250
PR Value: €33,750
RTE News
Presenter: John Finnerty
Program: One O’Clock News

RTE is the national TV broadcaster, equivalent to the BBC. RTE news is the country’s most watched news.

Viewership: 136,000

6TH July
Relevance: 10
Content: 10
Messaging: 10
Ad value: €3,600
PR Value: €10,800
Opening Announcement - Business

New hostel confident of generating business

By Martha Kearns

One of the leading backpacker hostel companies in Europe opened its doors in Ireland for the first time last week, creating 40 new jobs.

Generator Hostels has opened at the newly-refurbished site of the former Chief O’Neill’s hotel in Smithfield and filled 350 beds over its first weekend.

“We are only open a few days so we are delighted with that,” said general manager, Tom Devaney. “The bookings are also very positive, which is a great sign. We have been taking bookings for the last seven months so we have business on the books. Feedback from guests is very positive, as there is nothing like this in Dublin.”

Devaney, who has worked for organisations such as Hilton, Marriott and Jurys Doyle, was hired specifically by Generator Hostels to get the Dublin site operational.

“We operate in key cities throughout Europe. The market we are in and the 18 to 35-year-olds, so we saw Dublin as one of the key areas. We looked for a good, suitable property, which we found in Smithfield and we thought it was a good area to move into. We felt that the location was strong – very close to the quays and there is a Luas stop close to us. The Smithfield area, we felt, was an up-and-coming area and it’s very central.”

Devaney admitted that the area had seen some closures in recent years, but he hoped the new opening would give a boost to Smithfield.

“We will certainly add to the footfall of the area. Smithfield is also undergoing a regeneration, with plans to establish a farmers’ market and other facilities. The council is spending a lot of money on the area and we are also working closely with the local business group, Saba, which was set up to promote the area.”

He said that the building itself was also a factor in the decision to open in that location as it was “unique and historic.”

The former site of Chief O’Neill’s hotel was bought for €3.5 million by Patron Capital, the European private equity group behind Generator Hostels. The site was bought about a year and a half ago and refurbishment started a year ago.

The 40 jobs being created at the new site are mainly in the food and beverage area, as well as reception and housekeeping. The hostel also has a small security team. Generator Hostels already has branches in London, Berlin and Copenhagen, and is opening a branch in Hamburg before the end of the year.

The group was established in 1995 and won awards for budget accommodation in the year at the Visit London Awards in 2009 and last year. It employs 180 staff across Europe with 3,500 beds and 1.2 million visitors a year.

The 328-bed hostel in Dublin will have a range of facilities, including a VIP suite with its own jacuzzi, the bar’s Guinness self-service table, special Jameson chandeliers, games room and cinema room.

There are also female-only dorms which have extra like flowers, dressing tables, fashion magazines and a self-catering kitchen. There will be karaoke and quiz nights during the week at the Generator Bar. Larger events, such as these nights and DJ sets, will take place at the weekend, and Devaney hopes that eventually the bar will be open to the general public.

A local artist, James Earley, was commissioned to create a mural for the entrance, and beds can be booked from €15 per person per night. The VIP suite is available from €25 per person.

National, business-focused Sunday paper

Readership: 45,696

10TH July

Relevance: 10

Content: 10

Messaging: 10

Ad value: €4,850

PR Value: €14,550
Announcement - Consumer

PILLOW FIGHT

Cork Examiner

Daily National Newspaper based in Cork

Readership: 46,011

6TH July
Relevance: 10
Content: 10
Messaging: 6
Ad value: €6,630
PR Value: €19,890
Announcement - Consumer

Wide-reaching daily national newspaper

Readership: 90,709

6th July
Relevance: 10
Content: 9
Messaging: 6
Ad value: €4,422
PR Value: €13,266
Announcement - Consumer

Free Dublin based youth Magazine.
Distributed around the city.

Readership: 50,013

August
Relevance: 10
Content: 8
Messaging: 6
Ad value: €730
PR Value: €2,190

Alright, so unless you're either homeless or live too far out to get a Nitelink you probably don't frequent the city's hostels all too often. However, the problem of leeching little friends from foreign countries cramping your couches is easily resolved from this month with the opening of Dublin's very own Generator hostel in Smithfield. Generator's the Hilton of hostels - offload your visiting mates there, and then stick them for their jacuzzi privileges.
Cici Cavanagh

Fancy a sleepover with Kavanagh?

HOT DJ CICI KAVANAGH is hosting a party in Ireland's biggest ever sleepover — and it'll be a late one.

The Generator Hostel in Smithfield in Dublin has booked Cici to spin tunes for 500 guests on October 6.

Party people can apply for tickets on facebook.com/generatorhostels.

Wide-reaching daily national newspaper

Readership: 87,121

28th Sept

Relevance: 10

Content: 10

Messaging: 10

Ad value: €3,716

PR Value: €11,148
Cici Cavanagh

Daily National Broadsheet paper. The highest reach of any Irish daily paper.

Readership: 134,228

28th Sept
Relevance: 10
Content: 10
Messaging: 10
Ad value: €4,985
PR Value: €14,955
Competitions

Wide-reaching daily Dublin newspaper

Readership: 65,000

28th Sept
Relevance: 10
Content: 10
Messaging: 10
Ad value: €5,712
PR Value: €17,136
To celebrate the arrival of Generator Dublin, Generator is holding The Giant Generator Hostel Sleepover Party on 6th October. It’s going to be a huge party with DJs, music, drinks, dancing and guests get to sleepover in a Generator bed when they’re done. The entire 530 bed hostel will be taken over by party-goers on the night making it Ireland’s biggest sleepover ever! We’re giving you the chance to win a place for you and 5 of your friends at the party.

Email dconnolly@muster-express.ie and tell us your best party memory.

Terms & Conditions
Closing date Tuesday 5th October at noon. Judging decision is final.
Keep up to date with the party at www.facebook.com/GENERATORhostels.
Competitions

Online entertainment site

Readership: 10,000

6th Oct
Relevance: 10
Content: 10
Messaging: 10
Ad value: €420
PR Value: €1,260
Competitions

Youth focused ezine with email subscription

Readership: 10,000

5th Oct

Relevance: 10

Content: 10

Messaging: 10

Ad value: €420

PR Value: €1260

sleepover
Generator Sleepover

Nineties slumber parties featured secrets shared, pillowfights, truth or dare, spin the bottle (or was that just my friends?), midnight feasts usually consisting of biccies and milk, and possibly a sneaky giggle. The rider of a good sleepover this side of the turn of the century demands a little more. Generator hostel is launching in Smithfield and has all the makings of the ultimate party. A range of DJs spinning through the night, a live art show by Mick Minoque, Diep catering, dancing, free booze and a bed to collapse into instead of searching for a kebab and taxi, (Not that you'll want or be able to sleep with over five hundred other invitees staying up all night.) The entire 530-bed hostel will be taken over by party-goers. Wear 'jammies. Walk of shame optional. Win a dorm for you and 5 friends. / Emily O'Callaghan
Bitches with Wolves

Daily national newspaper

Readership: 87,121

30th Sept
Relevance: 10
Content: 10
Messaging: 10
Ad value: €2,541.25
PR Value: €7,623
Bitches with Wolves

Bitching Party

Bitches With Wolves (aka the/idiotic James O’Neill) are set to play Ireland’s biggest ever sleepover next week.

Bitches With Wolves will treat party-goers to new material, an energetic live show and as always, an altar of change or two worth talking about! Generator invites fresh backpackers and party people to apply for tickets to join the sleepover as Generator’s facebook page www.facebook.com/generatorhotels.

Ultimate Ireland by Maeve Quigley and Demelza de Burca

National daily newspaper

Readership: 61,998

30th Sept
Relevance: 10
Content: 10
Messaging: 10
Ad value: €743.75
PR Value: €2,231.25
Brogan brothers have decks appeal

SUPERSTAR siblings Bernard and Alan Brogan will be rampaging the GAA pitch for an army of another kind, namely a musical one.

The story can reveal how the All-Ireland winning changes will be making their 2nd debut tomorrow and are looking to make a bigger impact in the music scene.

The Dublin pair have signed up to help promote tomorrow’s Garouise Hamilton party in Galway which is being held to mark the arrival of the international clan of musicians into Ireland.

They’ll be joining a crowd of 500 party people at the event and have been busy putting together their playlist which they’re devoting especially for the bash.

“I’m no Roy Halpin, but I’m really looking forward to having a laugh and sharing our favourite party tunes for the launch,” Alan explained.

His brother Bernard also joined the pair have certainly been putting to plenty of “party research” over the past few weeks ever since their fantastic win against Kerry last month.

COURSE: Bernard with Leslie Walsh.

He has been dating the gorgeous musician for more than two years and the pair are said to be inseparable. Currently riding high on a wave of success after bullet’s super win, both he and Alan have been apparently inundated with various tempting offers in the wake of their victory as they pass their next career moves.
Brogans

Generator Sleepover Party
Broadcast date: Thursday 06th of October 2011
Presenter: Ray D'Arcy
Source: Today FM
Program: Ray D'Arcy

Summary
Interview with Alan Brogan (Dublin GAA). Mentions that Alan is DJing at the Generator Sleepover Party.

Ray D’Arcy Show – One of Ireland’s most popular radio shows

Listenhip: 245,000

6th Oct
Relevance: 10
Content: 10
Messaging: 9
Ad value: €7,290
PR Value: €21,870
We love our home matches

Brogan brothers ‘WON’T STRAY’

By NICOLA BARDON

DUBLIN heroes the Brogan brothers are totally devoted to their ladies — and will never stray, they’ve insisted.

The hunky GAA stars have been seperated into the limelight since the All-Ireland football win 22 weeks ago. Since, female and female, the duo are inseparable. “They’re always together, the ladies have made us,” Bernard was quoted as saying.

The brother, who has always played in the ladies’ games, added: “You have a strong bond with the ladies and they keep the bond strong. He and I have a strong bond and we keep the bond strong.”

The manager, who has had to keep the bond strong, said: “They’re always together, but we have a strong bond.”

He said: “We’ve just been enjoying the last couple of weeks and we’ve had some great nights and some great parties, and they could continue on for another while. I’m back at training cause we’re playing in the club championship next weekend so we’ve got to go back and give that a lash.”

“Once that’s over there will be another fair few weeks of celebrations.”

And I just finished my accountancy exams final so the results are out next month so fingers crossed.

Bernard is also set to head Down Under for a couple of months to travel, but the Boys in Blue won’t be losing him yet.

He said: “It’s something I’ve wanted to do for a long time but I couldn’t really do with the football.”

The Brogan brothers will be spinning the discs tonight at the Giant Generator Sleepover Party in Smithfield. Up to 500 people will be partying and camping out at the new hostel. Check out www.generatorhos-
tels.com/invite for more info.

nicola.bardon@the-sun.ie
In-demand GAA stars busy with spin-off slots

There were two events this week that might be of interest to the GAA community. The first is a charity football match to be held in Croke Park on October 23. The event, sponsored by a local business, will raise money for a charity that supports people in Africa.

The second event is a charity concert taking place in the same venue. The concert will feature some of the biggest names in Irish music and will be hosted by a well-known radio presenter.

These events are a great example of how the GAA community can come together to support good causes.
Brogans

National daily newspaper

Readership: 87,121

6th Oct
Relevance: 7
Content: 6
Messaging: 8
Ad value: €10,028
PR Value: €30,084
Brogans

National daily newspaper

Readership: 87,121

9th Oct
Relevvance: 10
Content: 10
Messaging: 10
Ad value: €5,896
PR Value: €17,688
**Something for the Week Ahead**

1. **Open Doors in Dublin**
   Open House Dublin takes place this year from October 6-9 as part of the Dublin Festival Season, and will see Dublin buildings of all types and periods throwing open their doors for free guided tours and talks by top architects. This year’s theme is ‘The Architecture of Change’. See openhousedublin.com

2. **A Pearl of an Idea**
   Irish charity Age Action, which promotes the welfare of our senior citizens, has come up with a novel fundraiser for the month of October. The Big Knit is aiming to raise €30,000 by knitting 80,000 woolly hats by the middle of the month. These will then be modelled by innocent fruit smoothie bottles which will be sold nationwide from early November. For every hat topped bottle sold, Innocent will donate 25c cent to Age Action — which will fund the organisation’s winter public education campaign to help older people stay well. More details at www.innocentdrinks.ie/thegigknit.

3. **Scare House for Hallowe’en**
   Scare house attraction, The Nightmare Realm, opened its doors at Albert Quay in Cork this week.

4. **Rosscarbery Boxer Plaque**
   He defeated America’s finest athletes at New York’s Madison Square Garden in the USA, and now Timothy Jerome O’Mahony, aka ‘The Rosscarbery Steam Engine’, is receiving recognition more than 110 years later when a plaque in his honour will be unveiled at his birthplace in the west Cork town of Rosscarbery today at 3pm by Micheal O Muircheartaigh. The event will include music and Irish dancing in the town square and the first annual Memorial Steam Engine 5km Run (three miles). Runners and walkers can register on the day for €5. Next weekend the town is also hosting a Girls Just Wanna Have Fun weekend in aid of Action Breast Cancer in the Celtic Ross hotel. info@celticross.com.

5. **Come Dine with Ballycotton**
   If you’re a fan of Come Dine with Me, you may want to take part in this fun weekend at the Bayview Hotel in Ballycotton in east Cork. Guests can enjoy the food, polish up on their culinary skills and table etiquette and have a bit of fun while doing it. Unlike the TV programme, guests can choose who to bring with them. Come Dine with Me Seafood runs on October 7 and 8, Come Dine with Me Food from the Farm on October 14 and 15 and Come Dine with Me Ultimate Finale on October 21 and 22. Weekends start from €150 per person sharing for a party of four and include two nights’ B&B, supper, wine tasting, cookery demonstrations, table laying & decor lessons, garnishes and food presentation, drinks reception and a tasting menu with wine. See thebayviewhotel.com.

6. **Girly Hostel in Dublin**
   Spending a night in Dublin and fancy some cheap ‘n’ cheerful accommodation? Generator Dublin, the newly opened trendy hostel in Smithfield, is a 350-bed located in the former Chief O’Neill’s hotel. Facilities include female-only dorms. Generator also has hostels in London, Berlin, Copenhagen and Hamburg. www.generatorhostels.com.

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**Irish Examiner**

Daily National Newspaper based in Cork

Readership: 43,390

1st Oct

Relevance: 10
Content: 10
Messaging: 10

Ad value: €2,610
PR Value: €7,830
Have a sleepover with the Brogan brothers. No, really.

HOSTELS: NOT JUST about noisy dorms and other people’s smelly socks, apparently. A new super-hostel is launching in the Smithfield area of Dublin on Thursday with a sleepover for 500 guests and All-Ireland winning footballing brothers Alan and Bernard Brogan providing some of the entertainment.

The Generator Hostel is part of a chain already in place in London, Berlin, Copenhagen and Hamburg. The Brogans, on the other hand, are in definite newbie territory – neither of them have ever Ddied before. Said Alan:

I’m not a Fat Boy Slim but I’m really looking forward to having a laugh and sharing our favourite part.

We’re not sure if the Brogans is actually be able to claim you slept with both Brogans.

DJ CiCi Cavanagh and Bitches With Wolves are the musical back-up.

Hipster footwear, as per this promo inter.
Generator - Business

Ireland’s biggest selling Sunday newspaper

Readership: 255,806

9th Oct
Relevance: 10
Content: 9
Messaging: 9
Ad value: €7,030
PR Value: €21,090
Post Event Publicity

Ireland’s number 1 entertainment site

Readership: 300,000

7th Oct
Relevance: 10
Content: 10
Messaging: 10
Ad value: €4,130
PR Value: €12,390
Post Event Publicity

**National daily newspaper**

Readership: 61,936

11th Oct
Relevance: 10
Content: 9
Messaging: 9
Ad value: €9,274
PR Value: €27,822
Coverage still to come

- Hotpress
- Cara
- VIP

Also aiming for additional social picture coverage in magazines such as Image Magazine and newspapers.
Thanks!