

Northern
Ireland
Embrace
a Giant
Spirit



Experience Development Roadshows

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Spirit



Experience Development – Thematic Priorities

Tourism NI Thematic Areas

Northern Ireland – Embrace a Giant Spirit

Food & Drink

Landscapes &
Outdoor
Activities

Culture &
Heritage

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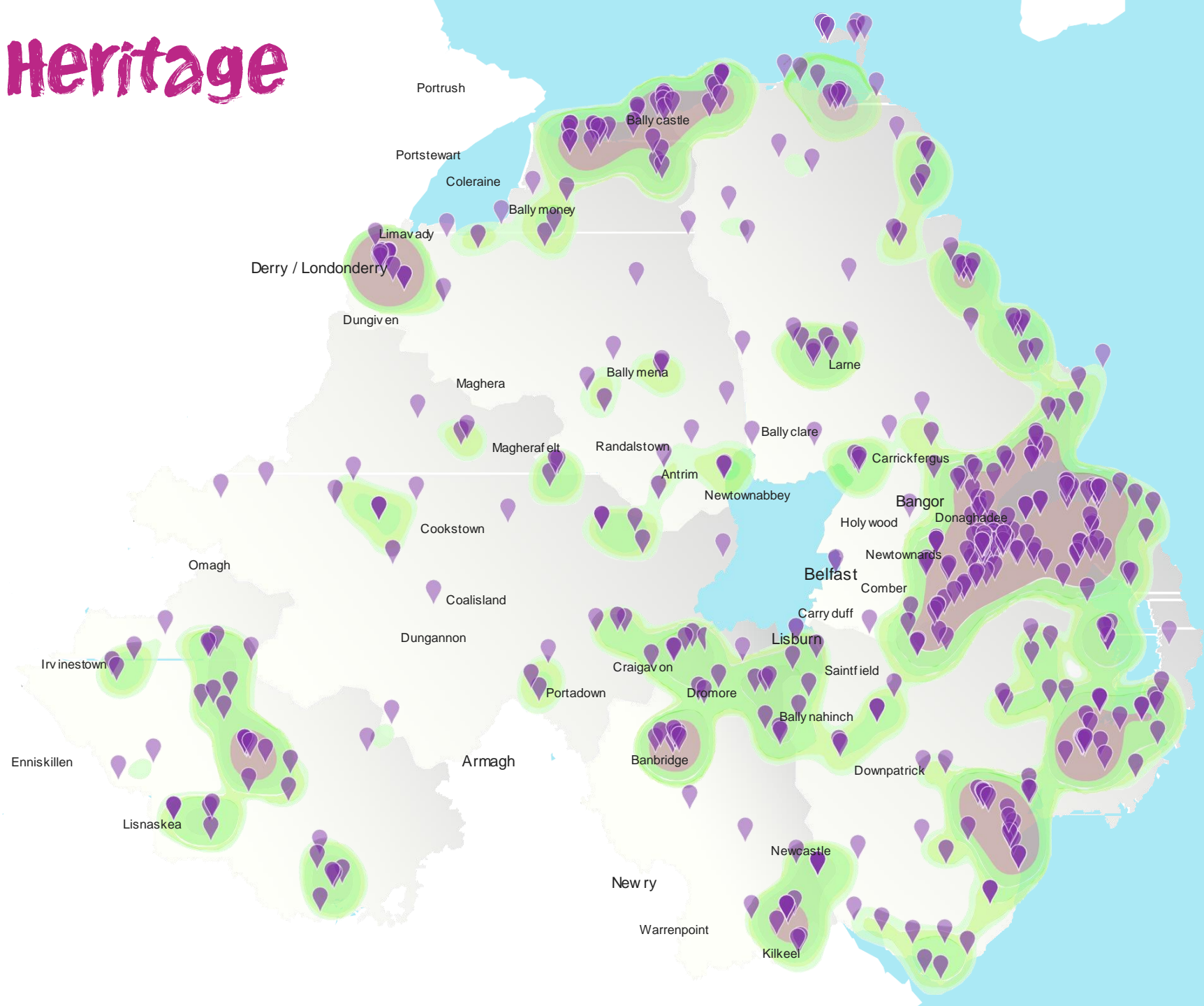


Culture & Heritage

Liz Steele

Tourism Manager – Culture & Heritage

Culture & Heritage



Culture & Heritage Cluster Map Summary

County	Percentage of overall Culture & Heritage Products in NI	Number of Culture & Heritage Experiences	Strongest Product Category
Antrim	38%	190	Guided Tour Experiences
Down	25%	122	Outdoor Free Attractions
Derry/Londonderry	15%	74	Outdoor Free Attractions
Tyrone	9%	45	Outdoor Free Attractions
Armagh	9%	44	Outdoor Free Attractions
Fermanagh	4%	22	Outdoor Free Attractions
Total	100%	497	Outdoor Free Attractions

Antrim represents 38% of the Culture and Heritage experiences in Northern Ireland. Fermanagh has the least amount of Culture and Heritage experiences. The strongest product category overall is outdoor free attractions.





2023 Culture & Heritage Trends

- Enrichment and learning
- Emotional connection
- Immersive and fun
- Unique, authentic experiences
- Wellness and self-discovery
- Accessibility and inclusivity
- Sustainability

Culture & Heritage – Opportunities

- Experience fusions
- Packaging and experience bundling
- Networking and clustering
- Linking with iconic experiences
- Experiential focused touring routes
- Evening /Night-time experiences
- Rural Heritage
- Industrial Heritage
- Community/neighbourhood culture
- Embracing technology



Culture & Heritage Challenges

- Lack of knowledge
- Experiences in rural locations
- Access to guided experiences
- Networking & clustering
- Digital technology
- Limited investment



Priorities – Culture & Heritage

5 Year Action Plan

- Data
- Building the offer
- Place





Historic Houses Phase II

- New and enhanced experiences
- Historic Houses & Gardens Trail
- New itineraries

New Product Development

Programme Areas 2023/24

- Music
- Literature
- Expression of interest
- Mentoring workshops
- Min. 4 new experiences





New Culture & Heritage Web Content

- A Vital Partnership
- Developing a Sustainable Business
- Embrace a Giant Spirit
- Boosting our Giant Stories
- Welcoming Diverse Visitors
- Learning from Others



New Culture & Heritage Toolkit And Web Content

- Step 1:** Checking your foundations
- Step 2:** Understanding your customers
- Step 3:** Developing your tourism offer
- Step 4:** Building your networks
- Step 5:** Making it happen

