

Northern
Ireland
Embrace
a Giant
Spirit



Experience Development Roadshows

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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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Maria McAlister

Tourism Manager – Landscapes and
Activities



The outdoor activity sector

Greenways

Blueways

E bikes

Walking trails

Lighthouses

Cycling

Hiking

Skydiving

Surfing

Walking tours

Boat tours

Sailing

Ziplining

Waterparks

Water-skiing

Equestrian

Mountaineering

Orienteering

Farming

Hurling

Abseiling

Angling

Coasteering

Kayaking

Canoeing

Bird watching

Forest bathing

Eco experiences

Ritual Landscapes

Adventure parks

And more...



Past, Present and Future

- Natural assets
- Growing demand for wellbeing
- Soft adventure
- Sustainable and Regenerative



Outdoor Consumer Trending Motivations

- Health and wellness
- Rest and relaxation
- Getting back to nature
- 'Learn to' experiences
- Food and drink, and cultural encounters
- Hidden gems and off the beaten track
- Multi-generational for families
- Value for money
- Eco-responsible travel and active eco experiences




Outdoor Consumer Trending activities

- Walking/ Hiking
- Cycling (electric bikes)
- Wildlife viewing
- Culinary/Gastronomy
- Wellness-focused activities
- Cultural activities
- Cycling (mountain)
- Photography (wildlife/nature)
- Cycling (road/paved surface)

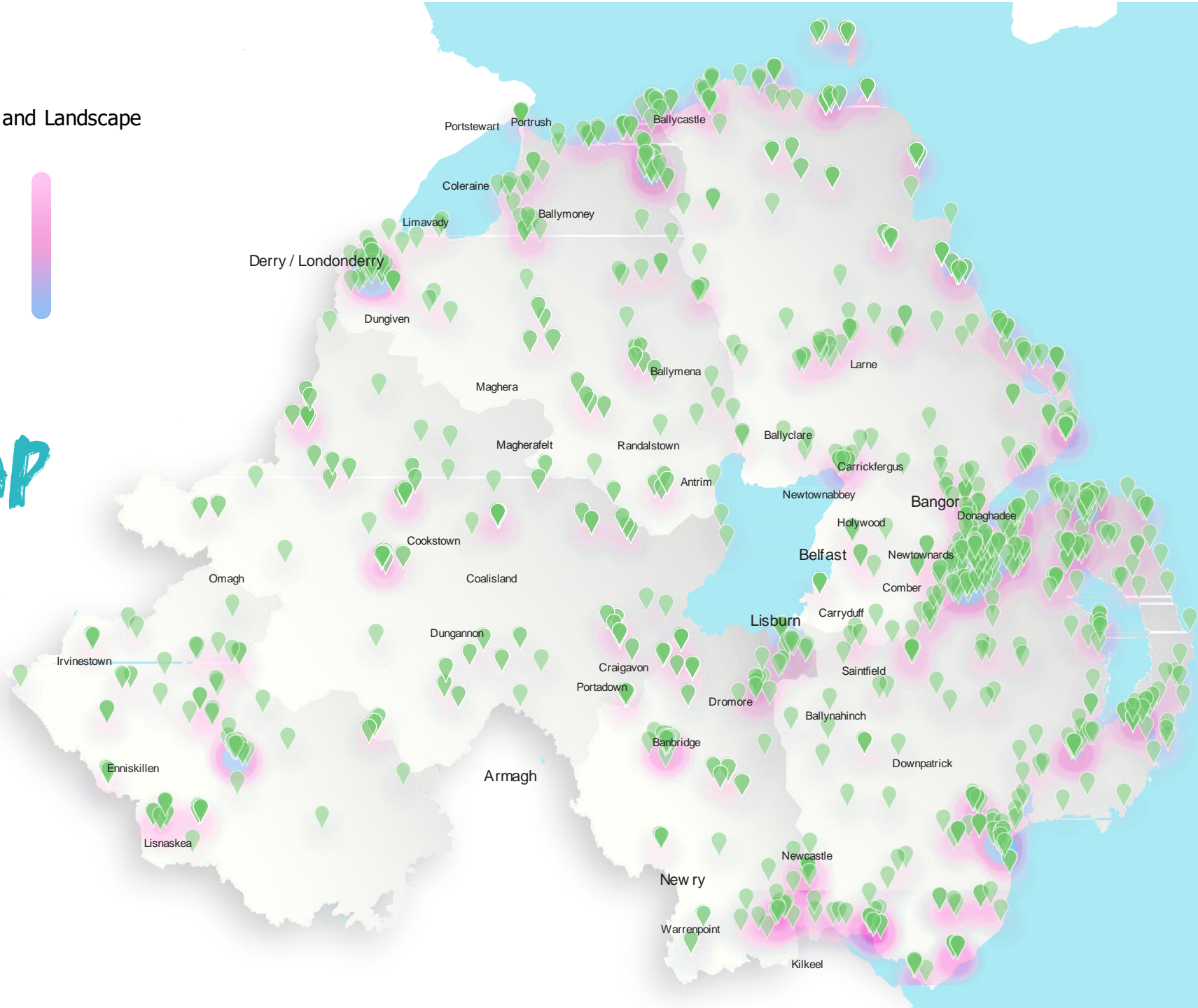


Heat Map

 Outdoor and Landscape

Limited
Experience
Supply

Higher
Experience
Supply



By County

County	Percentage of overall Outdoor and Landscape Products in NI	Number of Outdoor and Landscape Experiences	Strongest Product Category
Antrim	33.10%	317	(1) Forests/ Parks/Trails (2) Golf
Down	28.00%	269	(1) Forests/ Parks/Trails (2) Golf
Derry/ Londonderry	15.90%	153	(1) Forests/ Parks/Trails (2) Guided tours
Fermanagh	9.40%	90	(1) Forests/ Parks/Trails (2) Saleable water experiences
Armagh	7.00%	67	(1) Forests/ Parks/Trails (2) Rural saleable land experiences
Tyrone	6.60%	64	(1) Forests/ Parks/Trails (2) Rural saleable land experiences
Total		961	

Crindle Bespoke, Co. Londonderry



Outdoor Experiences in Tourism Toolkit

It shows you how you can:

- Be part of the Northern Ireland tourism industry
- Advance our reputation for sustainable and regenerative tourism
- Develop an offer that combines landscape, people and activity
- Tailor your offer to the needs of your visitors
- Grow your business
- Network with local partners
- Ensure your offer is sustainable and viable





How to stand out: find and tell your story

Meeting the needs of the visitor: bookable, accessible, integration of technology, seamless travel

Building your network: seasonality, hubs, longer stays, destination growth

Product Opportunities

- Unlock your tourism potential
- Rural experience supply / UNESCO sites, Areas of Outstanding Natural Beauty
- Lakes, rivers and lighthouses
- Water activity hubs & facilities
- Demand for:

Multi generational & accessible activity

Wellness experiences

Luxury experiences

Eco experiences -Woodlands & forests

- Integration of technology



Recognising Challenges

- Dedicated outdoor activity facilities
- Greenways/ Major Trails investment
- Blueways & Waterways
- Active transport
- Environment and visitor management
- Major investment –iconic activity
- Accessible looped walks
- Long distance trails
- Coastal tourism activity centres of excellence
- Product & experience centres - cycling destinations



What is the Embracing Outdoor Tourism Framework?

- Five-year **Action Plan**
- **Coordinated approach** to experience and infrastructure development
- **Strategic leadership and partnership** amongst government departments, agencies, private and community stakeholders.



Partnership initiatives

- **Blueways**- an all Ireland partnership with Sport NI, Sport Ireland, Failte Ireland and Waterways Ireland
- **EaGS Walking framework** – a strategic project with Outdoor Recreation NI to identify sustainable iconic walks
- **Great Lighthouses of Ireland** – a collaborative all-island tourism initiative established by the Commissioners of Irish Lights
- **Ireland Association for Adventure Tourism (IAAT)** -a strategic programme of networking, training and events



we've signed the pledge to
take care of NI, live
with nature