



northernireland
tourist board

VIC Visitor Information Plan Template

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Introduction and objectives:

This form is designed to help you plan how to adapt your Visitor Information Centres (VICs) services to meet the challenges of the Visitor Information Plan (VIP) for Northern Ireland. **A key principle of the VIP is that VICs should act as hubs within their local communities, working with partners to extend the reach of visitor information.**

A Visitor Information Plan is an integral part of the VIC's business planning process. It is a tool to help ensure visitor information is more widely disseminated beyond the VIC itself across all key visitor touchpoints in the local area, and to ensure stakeholders – including trade and residents – understand the role and value of the VIC.

Completing the template:

The template is designed to cover all aspects of a VIC's potential outreach work, but ultimately how much you do, and the priorities you assign to each initiative, will depend on local circumstances and resources. Work through the template with your team and ask yourselves the question, "How can we improve the way we currently do this?" Where appropriate, we have offered some ideas and examples, but it is for you to decide what is most relevant and practical. The template is for your retention. If you have any queries, please contact **Jayne O'Neile** at NITB on j.oneile@nitb.com

VIC CONTACT INFORMATION

VIC name and address			
Contact name and position			
Telephone number			Email address

1. PRIORITY GROUPS:

Identify and describe the most important stakeholder groups for your VIC. Consider visitors, residents and local trade.

Who are they?	What information do they need?	Where and how would they want to receive it?
A		
B		
C		
D		
E		

2. TOUCHPOINTS:

List your priority sites and any key partners you need to involve.

Where? (Site)	What? (Type of provision, e.g. leaflet rack etc)	Who with? (Partners)
A		
B		
C		
D		
E		

3. OUTREACH:

Identify other initiatives which “take the VIC to the visitor”/your target groups. Consider mobile VIC services at key events, greeter schemes, and use of new technology.

What? (Initiative)	Where? (Location)	When? (Dates)
A		
B		
C		
D		
E		

4. ENGAGING LOCAL STAKEHOLDERS:

Identify actions that will encourage the local community to use and value your service more. Consider both trade and other sectors of your community – e.g. local arts/crafts, media, schools etc.

Who? (Stakeholder group)	What? (Activity)	When? (Dates)
A		
B		
C		
D		
E		

5. SOCIAL MEDIA:

Identify initiatives to reach priority groups via social media channels. Consider how to distribute information, images, video and audio content via new media, blogs and independent review/3rd party websites.

Who? (Stakeholder group)	What? (Type of information)	How? (What channel/media/partner?)
A		
B		
C		
D		
E		

6. ACTION PLAN:

Use your answers above to summarise the VIP priorities to be included in your business plan.

Group (Who is it for?)	Objective (What's the purpose/target?)	Action (What will you do?)	Resources (What will it cost?)	Responsibility (Who will do it?)	Timescale (When will it happen?)	Evaluation (How will you measure it?)
A						
B						
C						
D						
E						

7. COMMUNICATIONS:

How will you communicate your plan to stakeholders? Consider newsletter, trade forum, press & media etc.

8. SUPPORT AND TRAINING:

What training and external help do you need to make it happen?