Digital as a Visitor Information Enabler

16th October '19

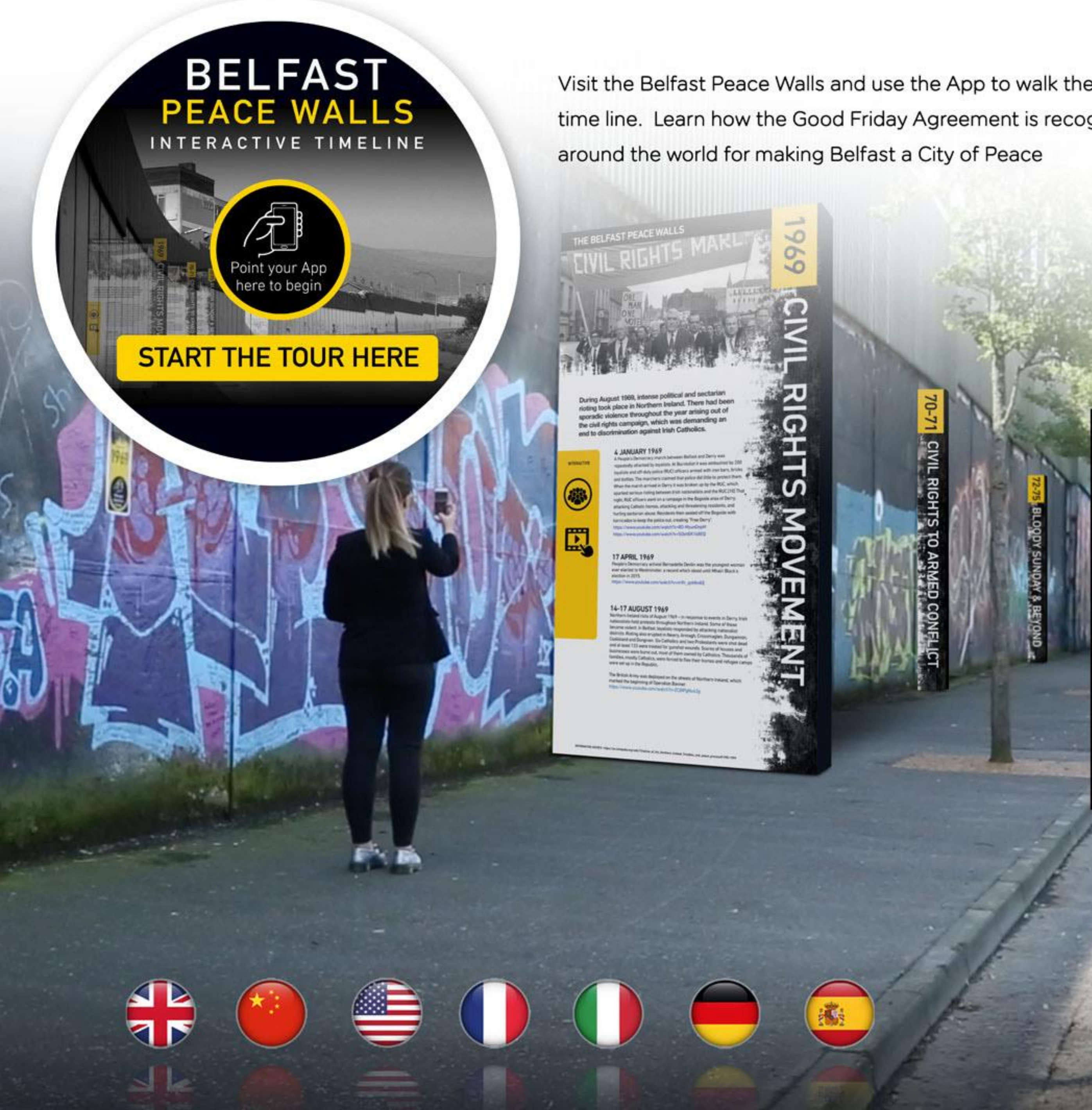
tourism northernireland

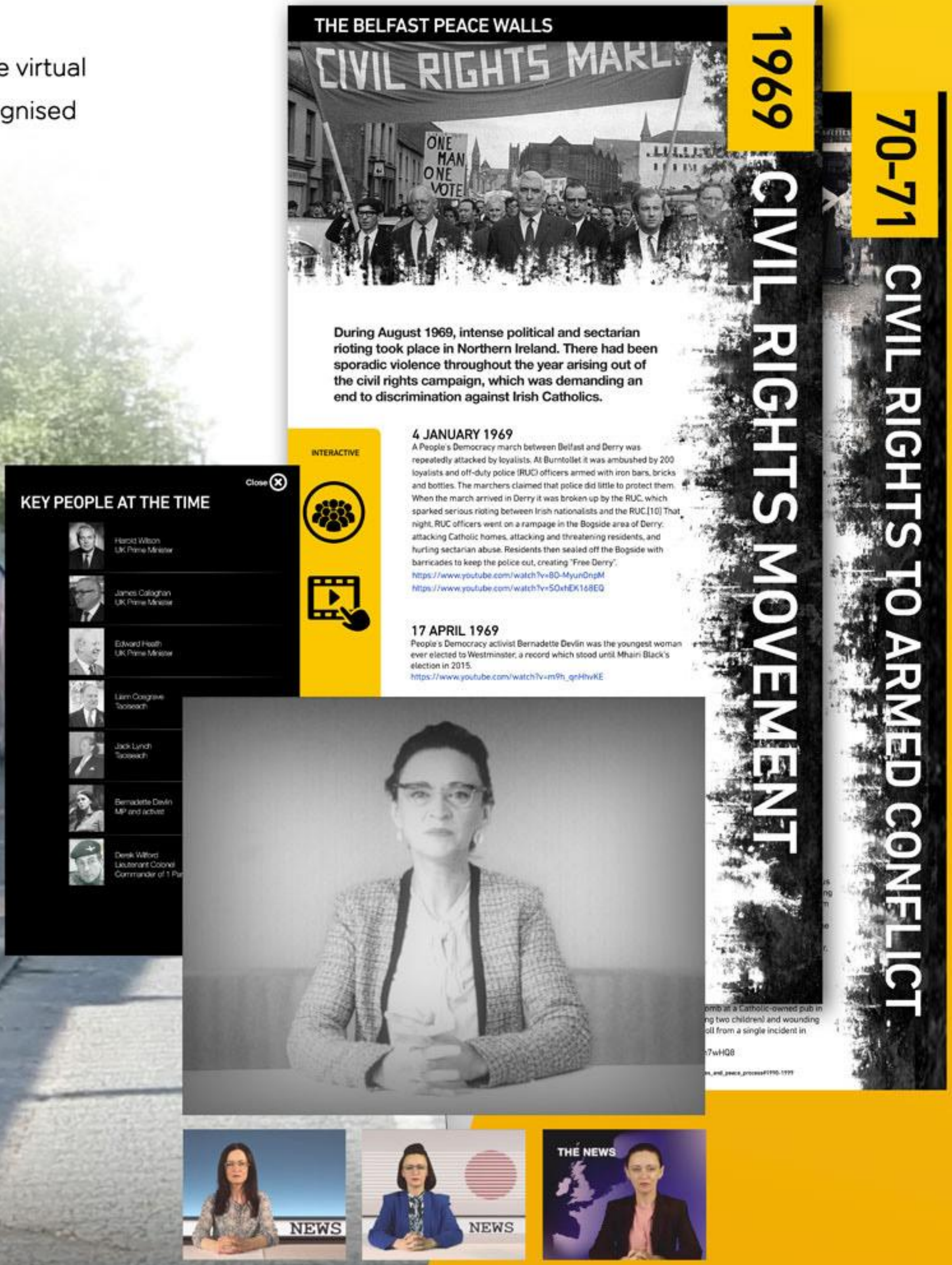
Digital Priorities (& highlights)

- Procurement of New Destination Management Platform
  - DiscoverNI & TourismNI.com
  - Development of TourismNI.com as a self service business hub
- Review of Digital Provision / Visitor Servicing and Data Capture
- Immersive Technologies
  - AR experiences
  - VR show reels
- Data hub

INTERNATIONAL PEACE WALLS
WALKING DISTANCE
300METRES
Dundonald Pk & Ride G1
via City Centre
ROBIN HOOD
IN CINEMAS WED NOV 21

Visit the Belfast Peace Walls and use the App to walk the virtual time line. Learn how the Good Friday Agreement is recognised around the world for making Belfast a City of Peace


BELFAST
PEACE WALLS
INTERACTIVE TIMELINE
Point your App here to begin
START THE TOUR HERE
1969
CIVIL RIGHTS MOVEMENT
70-71
CIVIL RIGHTS TO ARMED CONFLICT
72-75
BLOODY SUNDAY & BEYOND


THE BELFAST PEACE WALLS
CIVIL RIGHTS MARC
ONE MAN ONE VOTE
1969
CIVIL RIGHTS MOVEMENT
70-71
CIVIL RIGHTS TO ARMED CONFLICT
INTERACTIVE
Close
NEWS
NEWS
THE NEWS

During August 1969, intense political and sectarian rioting took place in Northern Ireland. There had been sporadic violence throughout the year arising out of the civil rights campaign, which was demanding an end to discrimination against Irish Catholics.

4 JANUARY 1969

A People's Democracy march between Belfast and Derry was repeatedly attacked by loyalists. At Burntollet it was ambushed by 200 loyalists and off-duty police (RUC) officers armed with iron bars, bricks and bottles. The marchers claimed that police did little to protect them. When the march arrived in Derry it was broken up by the RUC, which sparked serious rioting between Irish nationalists and the RUC.[10] That night, RUC officers went on a rampage in the Bogside area of Derry, attacking Catholic homes, attacking and threatening residents, and hurling sectarian abuse. Residents then sealed off the Bogside with barricades to keep the police out, creating "Free Derry".
https://www.youtube.com/watch?v=8D-MyunDnpM
https://www.youtube.com/watch?v=5OxhEK168EQ

17 APRIL 1969

People's Democracy activist Bernadette Devlin was the youngest woman ever elected to Westminster, a record which stood until Mhairi Black's election in 2015.
https://www.youtube.com/watch?v=m9h_qnHhvKE

KEY PEOPLE AT THE TIME

Harold Wilson
UK Prime Minister

James Callaghan
UK Prime Minister

Edward Heath
UK Prime Minister

Liam Cosgrave
Taoiseach

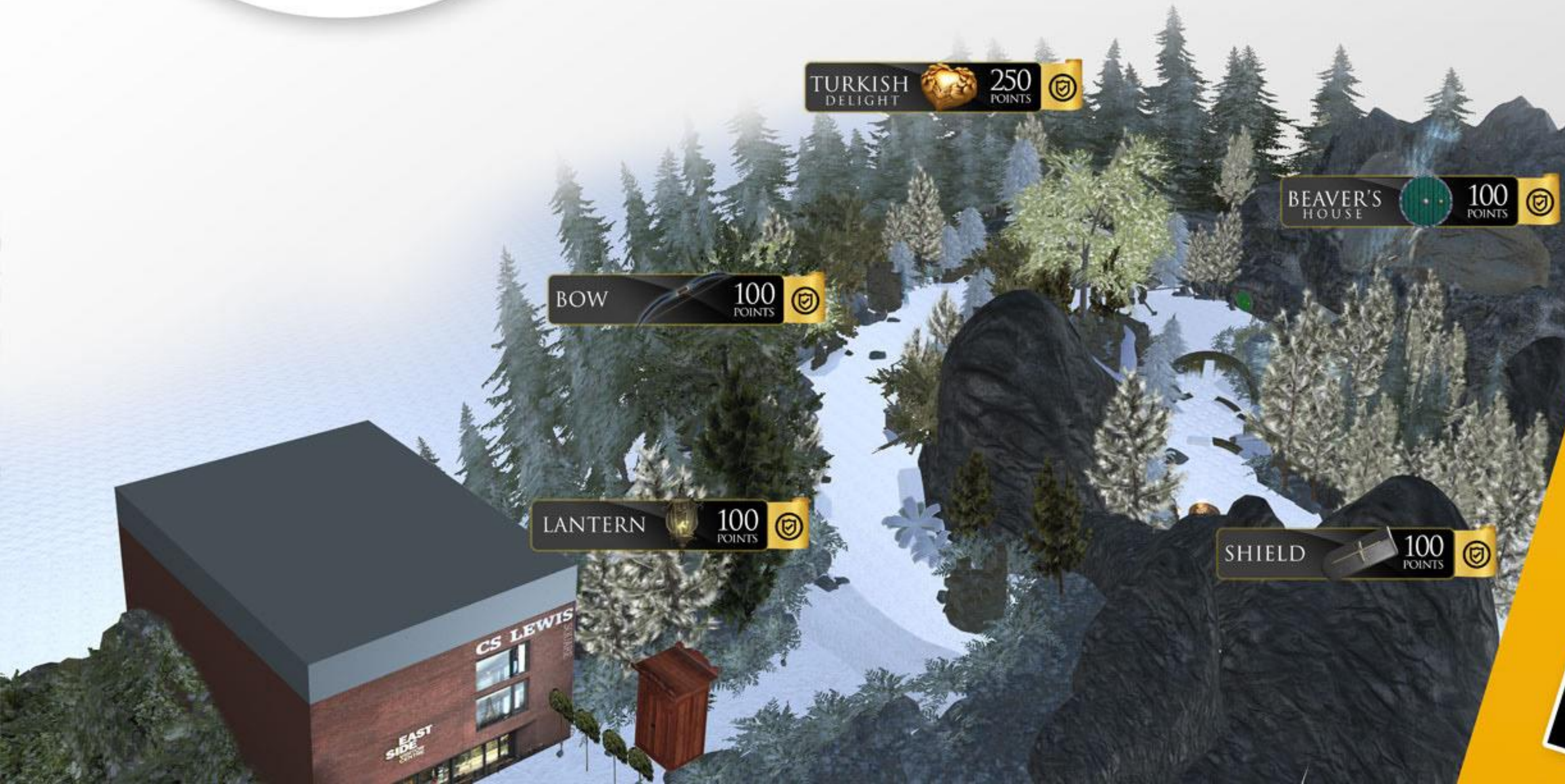
Jack Lynch
Taoiseach

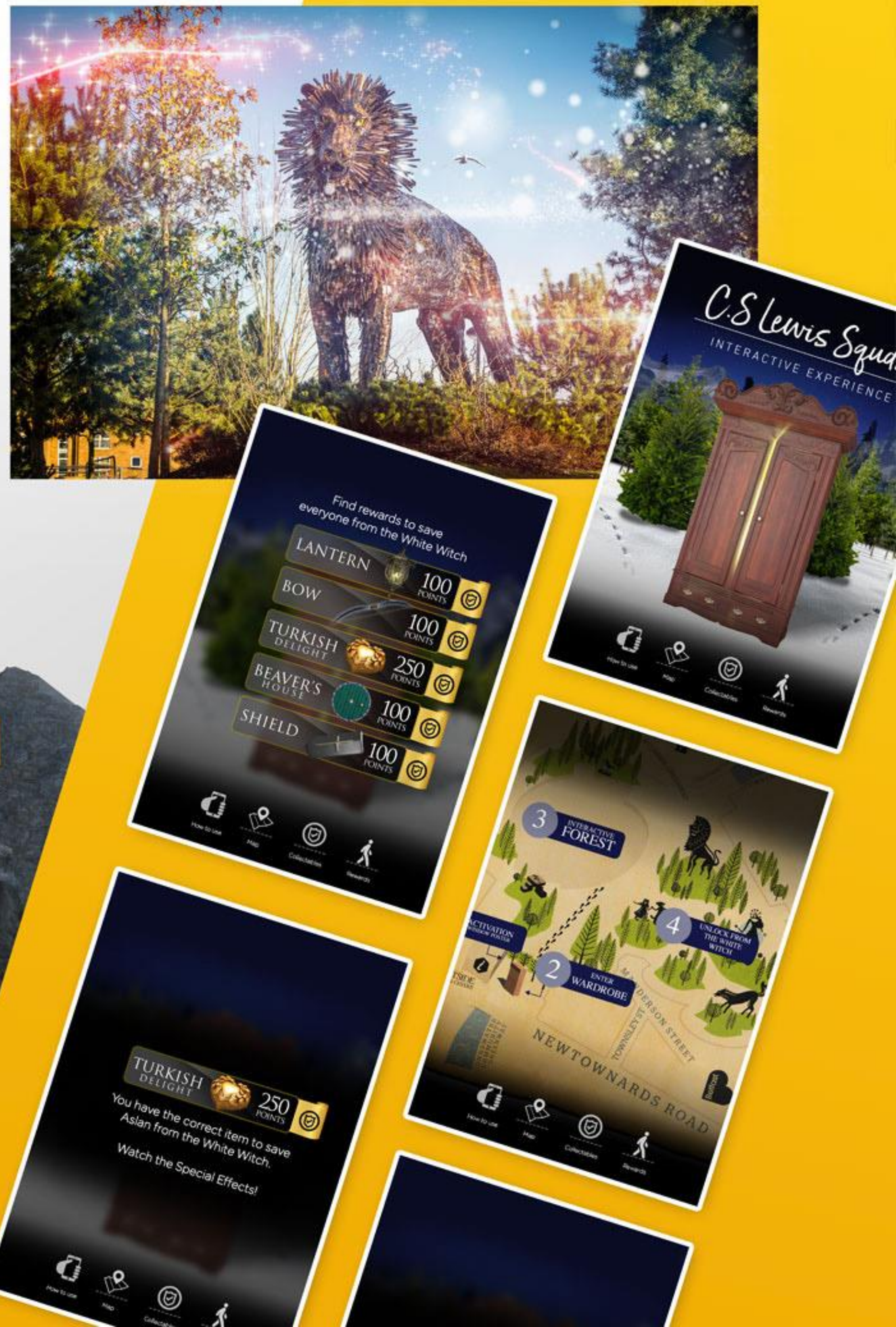
Bernadette Devlin
MP and activist

Derek Wilford
Lieutenant Colonel
Commander of 1 Pa

C.S Lewis Square
INTERACTIVE EXPERIENCE

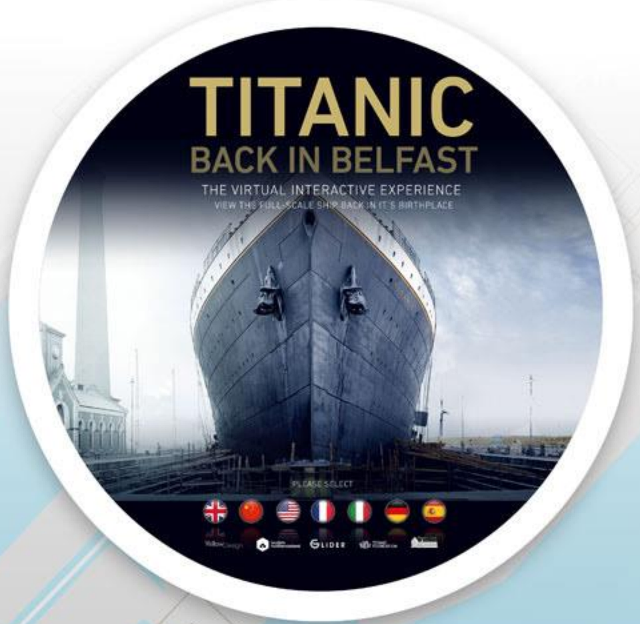
Visit C.S Lewis Square, use the App to walk through the virtual wardrobe and enter the enchanted forest. Play the interactive game by finding the hidden items to save the Characters from the Lion, The Witch and the Wardrobe.


TURKISH DELIGHT 250 POINTS
BEAVER'S HOUSE 100 POINTS
BOW 100 POINTS
LANTERN 100 POINTS
SHIELD 100 POINTS
CS LEWIS
EAST SIDE


Find rewards to save everyone from the White Witch

You have the correct item to save Aslan from the White Witch.

Watch the Special Effects!
LANTERN 100 POINTS
BOW 100 POINTS
TURKISH DELIGHT 250 POINTS
BEAVER'S HOUSE 100 POINTS
SHIELD 100 POINTS
How to use
Map
Collectables
Rewards
C.S Lewis Squa
INTERACTIVE EXPERIENCE
3 INTERACTIVE FOREST
4 UNLOCK FROM THE WHITE WITCH
2 ENTER WARDROBE
ACTIVATION
NEWTOWNARDS ROAD
TOWNSEND STREET
HENDERSON STREET



TITANIC

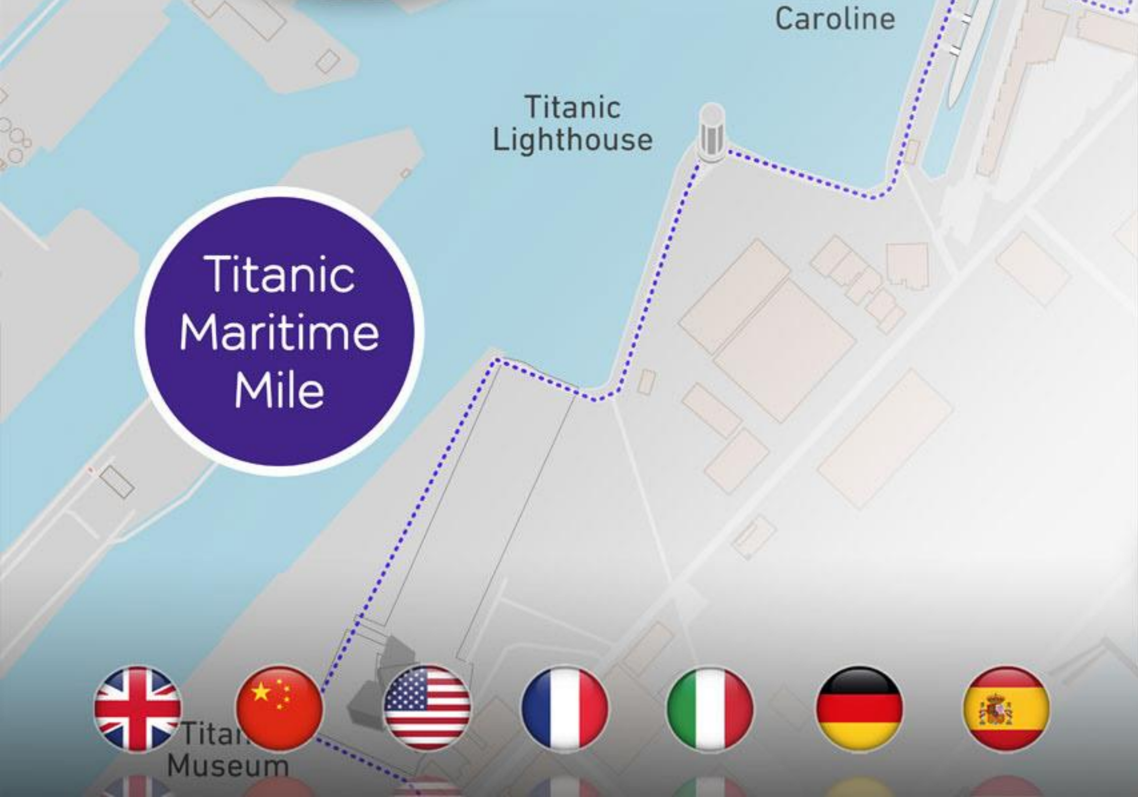
BACK IN BELFAST

THE VIRTUAL INTERACTIVE EXPERIENCE

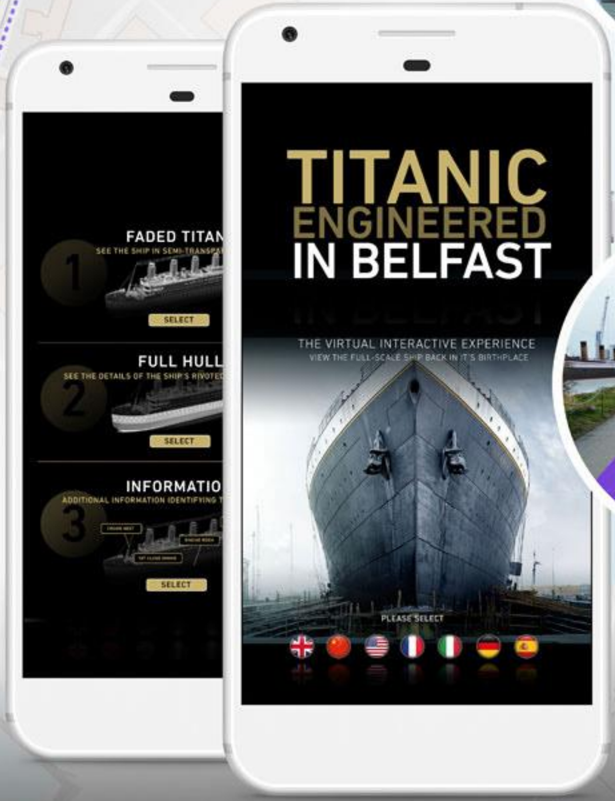
VIEW THE FULL-SCALE SHIP BACK IN IT'S BIRTHPLACE

PLEASE SELECT

See the full-scale Titanic back on the Belfast slip-ways where it was originally built over 100 years ago. Walk around the ship and take the virtual tour allowing you to travel along the decks of the ship and see the beautiful details up close. Explore the maritime mile along shore line and also see Titanic set sail along the River Lagan and experience the HMS Caroline through our immersive AR app.



Titanic Maritime Mile



TITANIC

ENGINEERED

IN BELFAST

THE VIRTUAL INTERACTIVE EXPERIENCE

VIEW THE FULL-SCALE SHIP BACK IN IT'S BIRTHPLACE

PLEASE SELECT

1 FADED TITAN

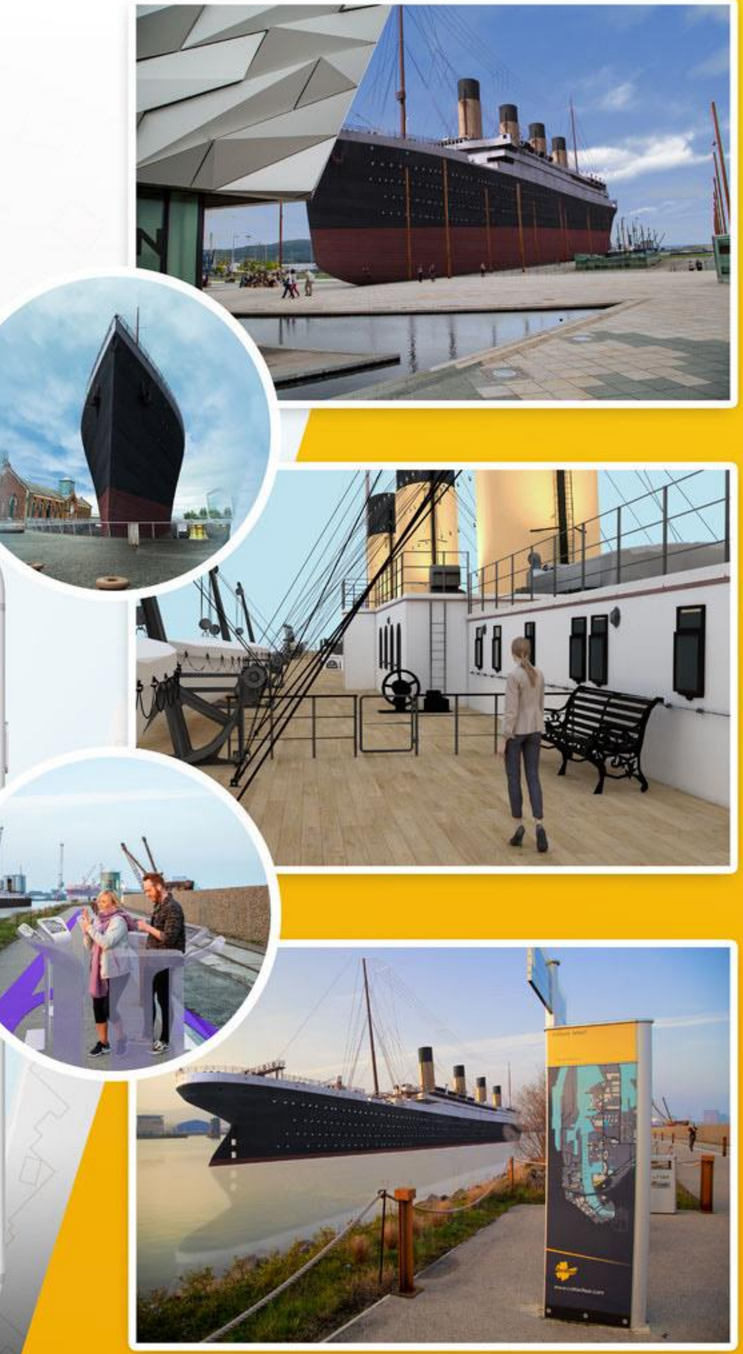
SELECT

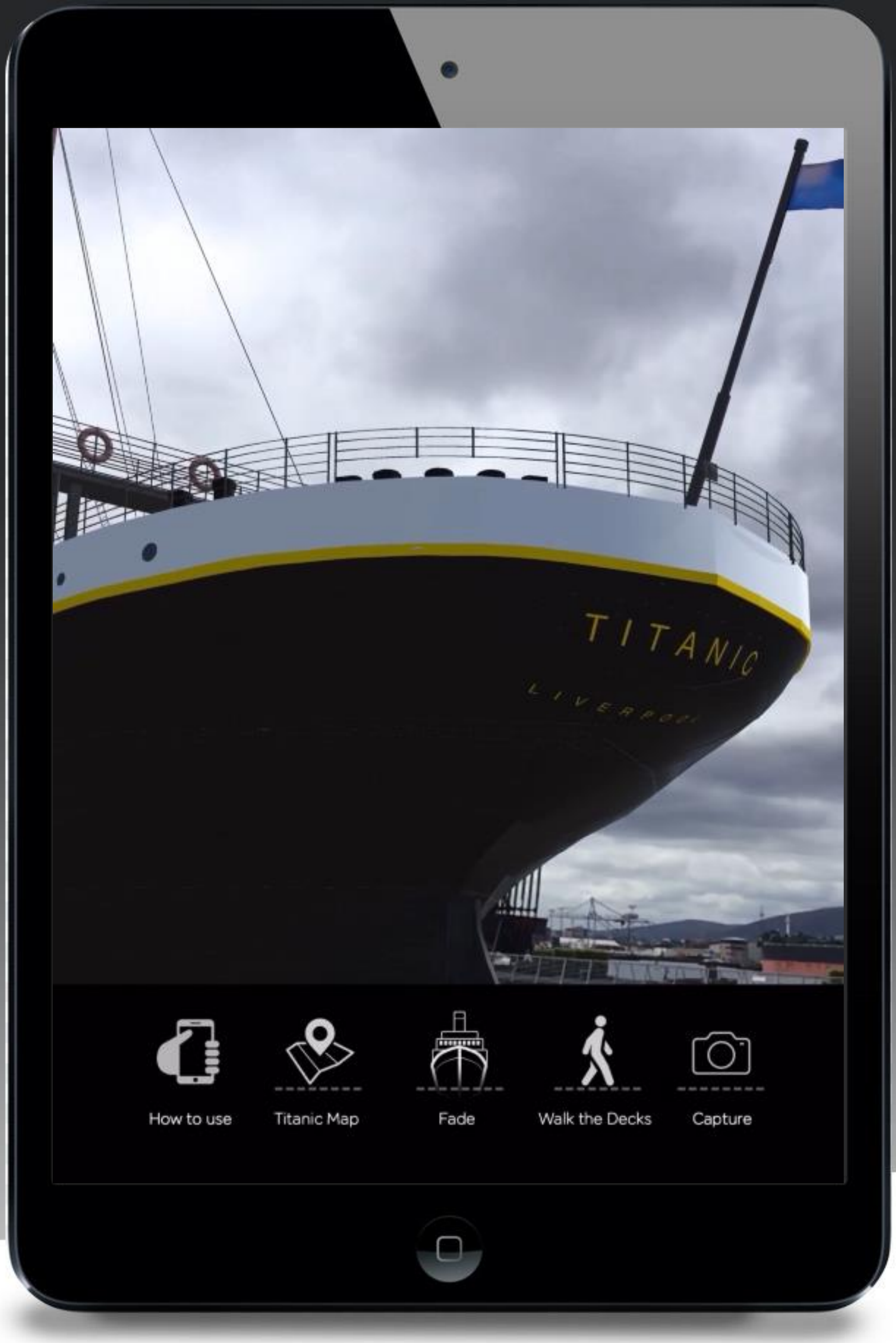
2 FULL HULL

SELECT

3 INFORMATIO

SELECT

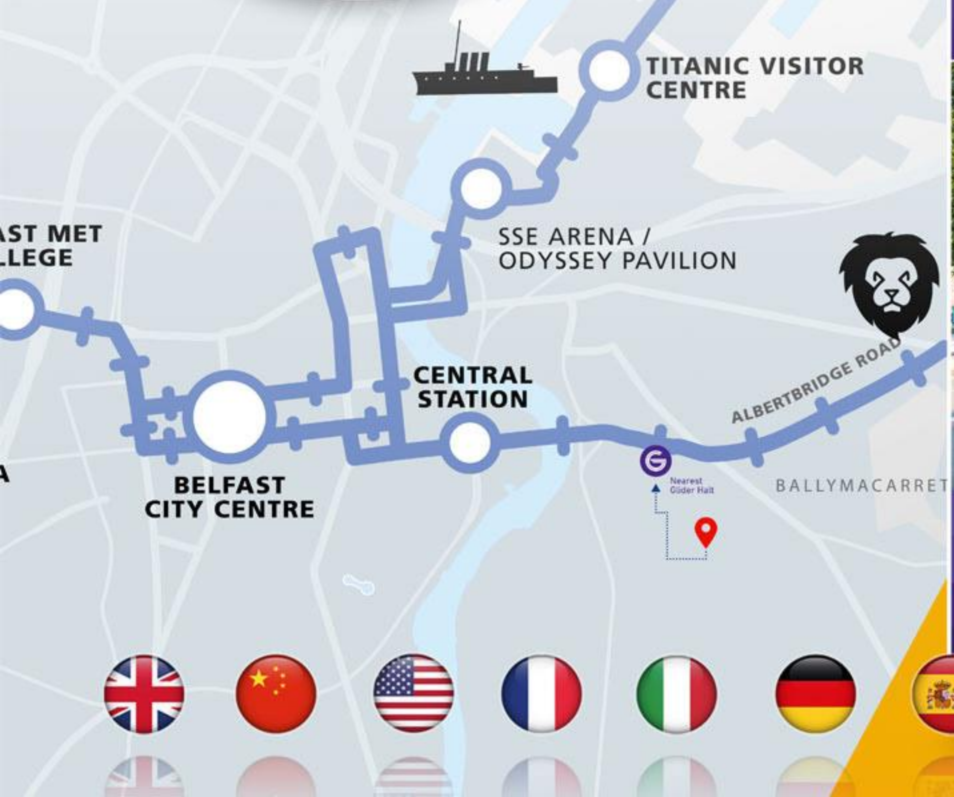


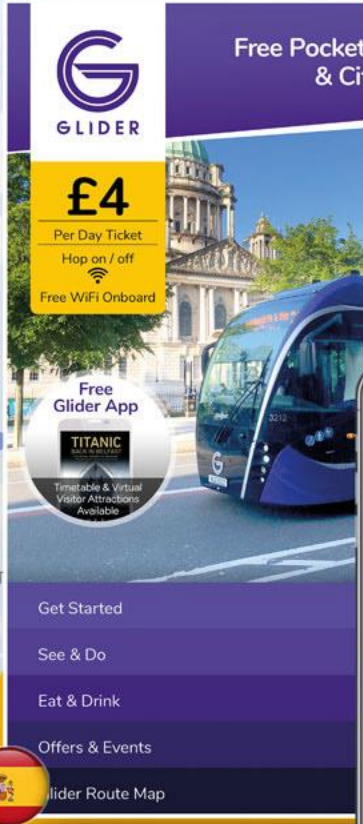

TITANIC
LIVERPOOL
How to use
Titanic Map
Fade
Walk the Decks
Capture

tourism
northernireland

tourism northernireland

As you travel along the Glider, the App will let you know what attractions are coming up, provide you with real-time information about events, attractions and special offers. Offering virtual reality experiences along the route.


QUEENS ROAD
TITANIC VISITOR CENTRE
SSE ARENA / ODYSSEY PAVILION
AST MET LLEGE
CENTRAL STATION
BELFAST CITY CENTRE
ALBERTBRIDGE ROAD
BALLYMACARRET
Nearest Glider Halt



GLIDER

Free Pocket Guide & City Map

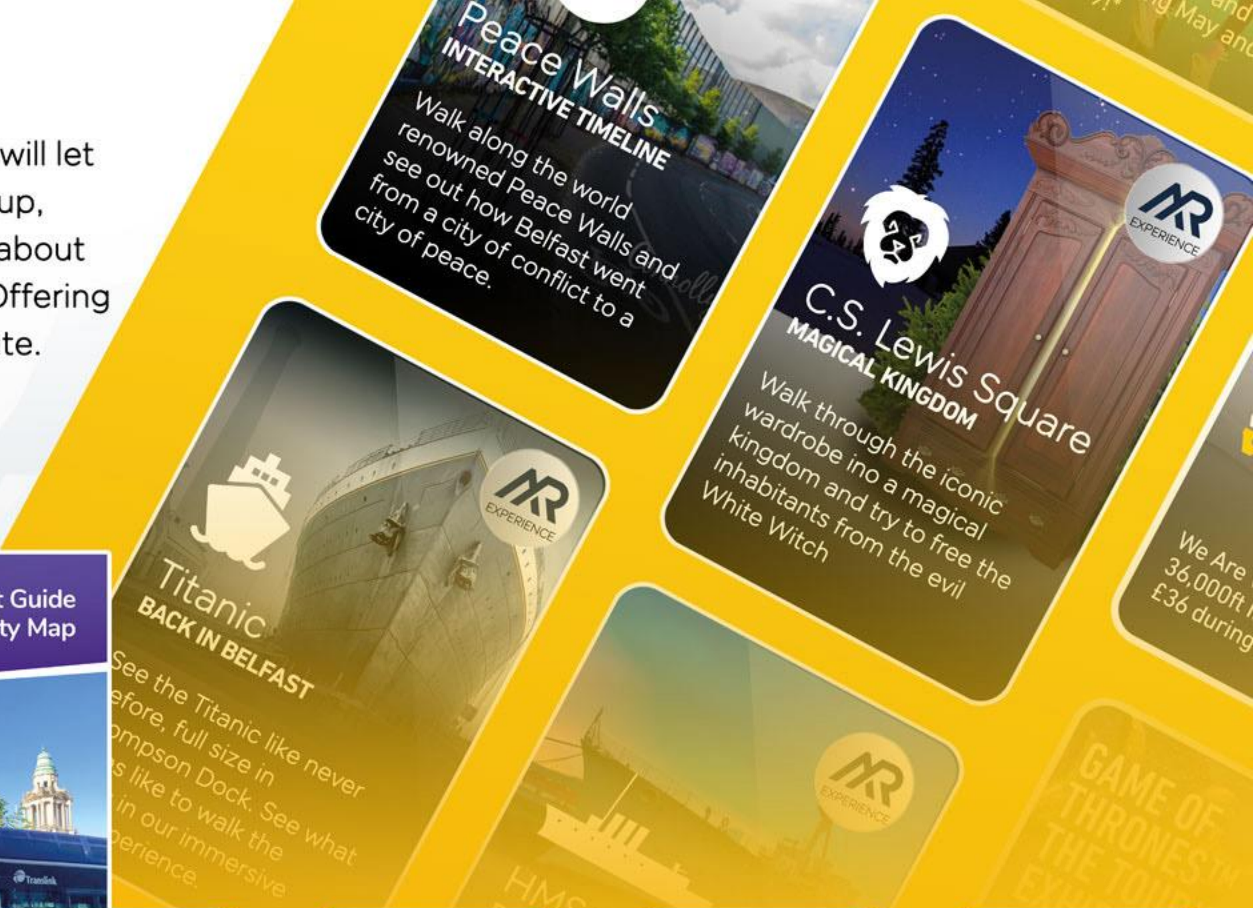
£4
Per Day Ticket
Hop on / off
Free WiFi Onboard

Free Glider App

TITANIC

Timetable & Virtual Visitor Attractions Available

Get Started
See & Do
Eat & Drink
Offers & Events
lider Route Map



Peace Walls
INTERACTIVE TIMELINE

Walk along the world renowned Peace Walls and see out how Belfast went from a city of conflict to a city of peace.

C.S. Lewis Square
MAGICAL KINGDOM

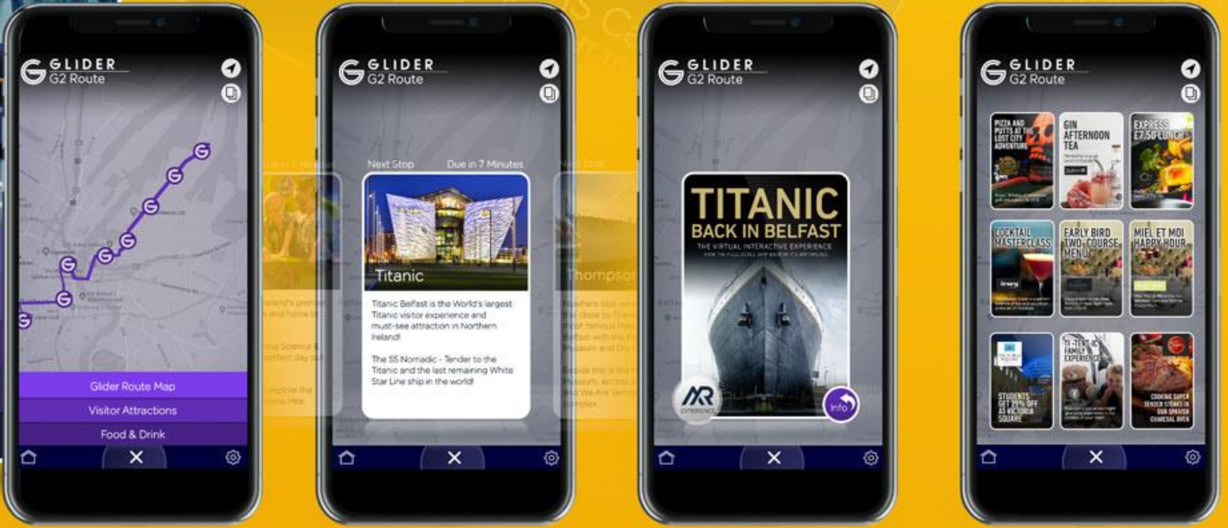
Walk through the iconic wardrobe ino a magical kingdom and try to free the inhabitants from the evil White Witch

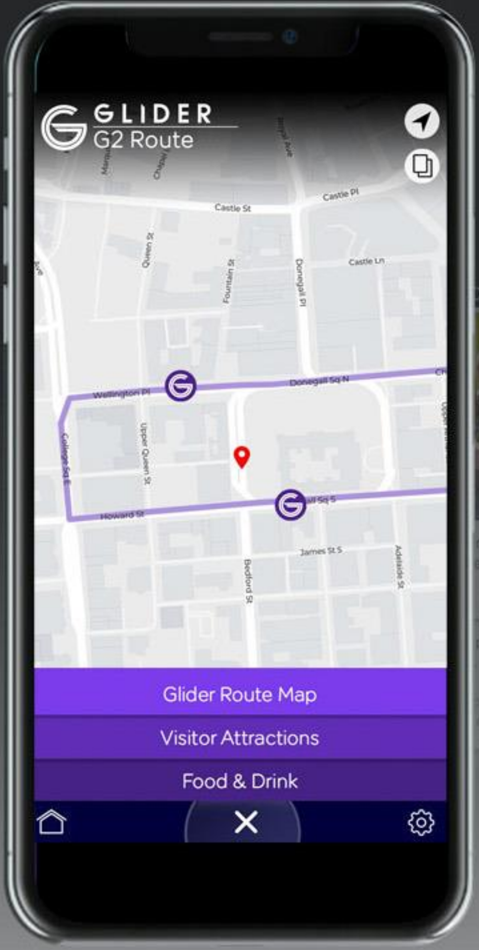
Titanic
BACK IN BELFAST

See the Titanic like never efore, full size in ompson Dock. See what s like to walk the in our immersive perience.

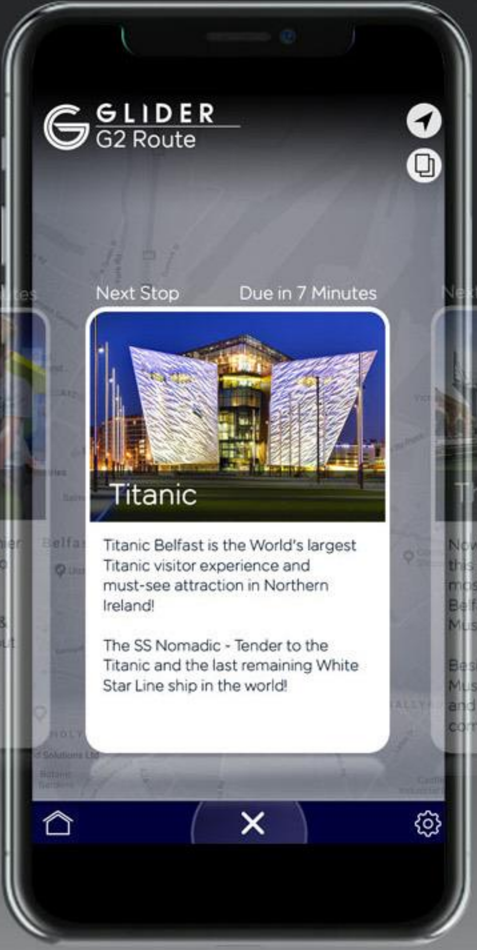
We Are
36,000ft
£36 during

AR EXPERIENCE
HMS Ca
GAME OF THRONES THE TOUR


GLIDER
G2 Route
Glider Route Map
Visitor Attractions
Food & Drink
Next Stop
Due in 7 Minutes
Titanic
Thompson
TITANIC
BACK IN BELFAST
Info


GLIDER
G2 Route
Castle St
Castle Pl
Castle Ln
Wellington Pl
Donegall Sq N
Howard St
James St S
Glider Route Map
Visitor Attractions
Food & Drink

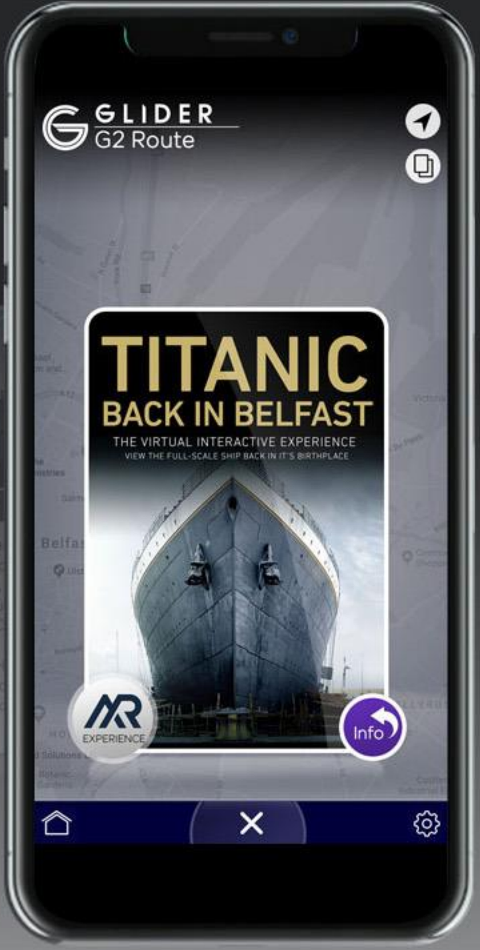
A Real-time map showing the passenger exactly where there are along the Glider Route


GLIDER
G2 Route
Next Stop
Due in 7 Minutes
Titanic

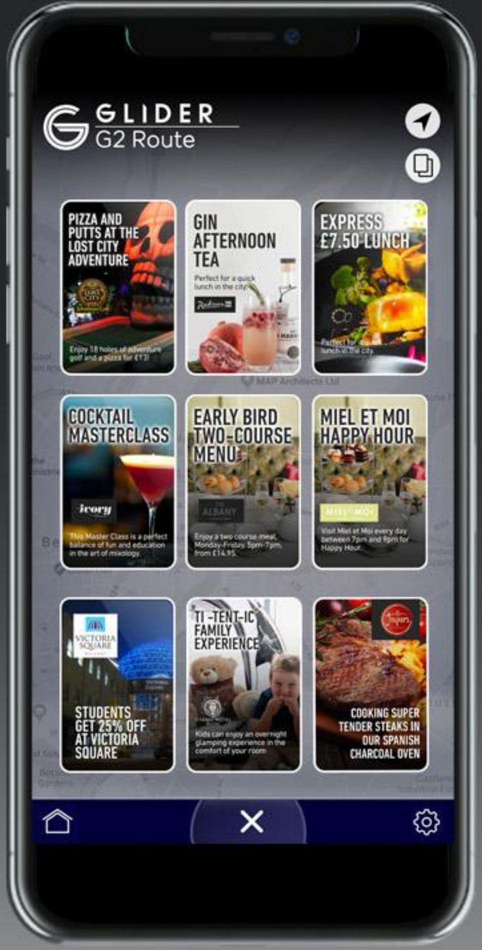
Titanic Belfast is the World's largest Titanic visitor experience and must-see attraction in Northern Ireland!

The SS Nomadic - Tender to the Titanic and the last remaining White Star Line ship in the world!

Dynamically Controlled information panels that animate across as passenger travels along Glider Route - Providing estimated arrival times

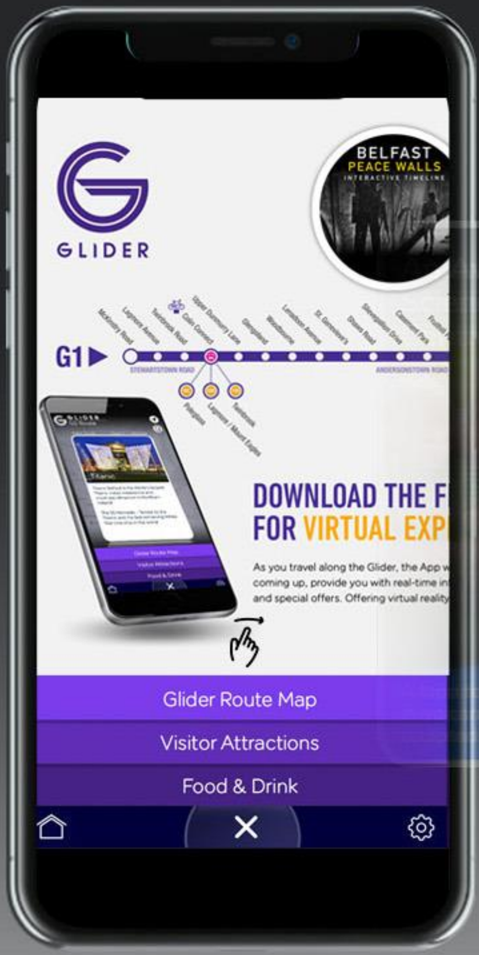

GLIDER
G2 Route
TITANIC
BACK IN BELFAST
THE VIRTUAL INTERACTIVE EXPERIENCE
VIEW THE FULL-SCALE SHIP BACK IN IT'S BIRTHPLACE
AR
EXPERIENCE
Info

Offering the ability to advertise local tourist attactions as well as activities, restaurants and bars


GLIDER
G2 Route
PIZZA AND PUTTS AT THE LOST CITY ADVENTURE
GIN AFTERNOON TEA
EXPRESS £7.50 LUNCH
COCKTAIL MASTERCLASS
EARLY BIRD TWO-COURSE MENU
MIEL ET MOI HAPPY HOUR
STUDENTS GET 25% OFF AT VICTORIA SQUARE
TI-TENT-IC FAMILY EXPERIENCE
COOKING SUPER TENDER STEAKS IN OUR SPANISH CHARCOAL OVEN

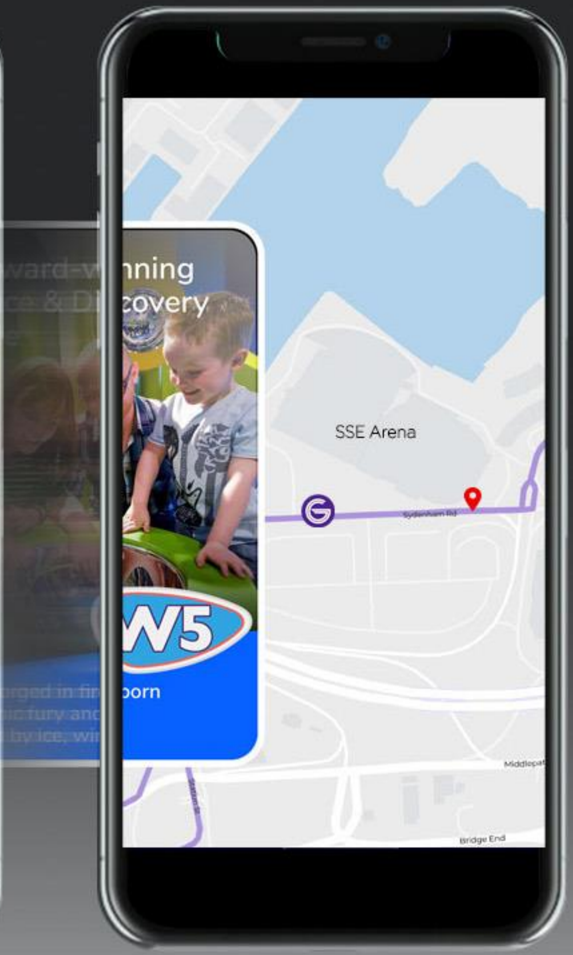
A Netflix styled menu presenting the tourist with experiences and offers matched to their preferences

tourism northernireland

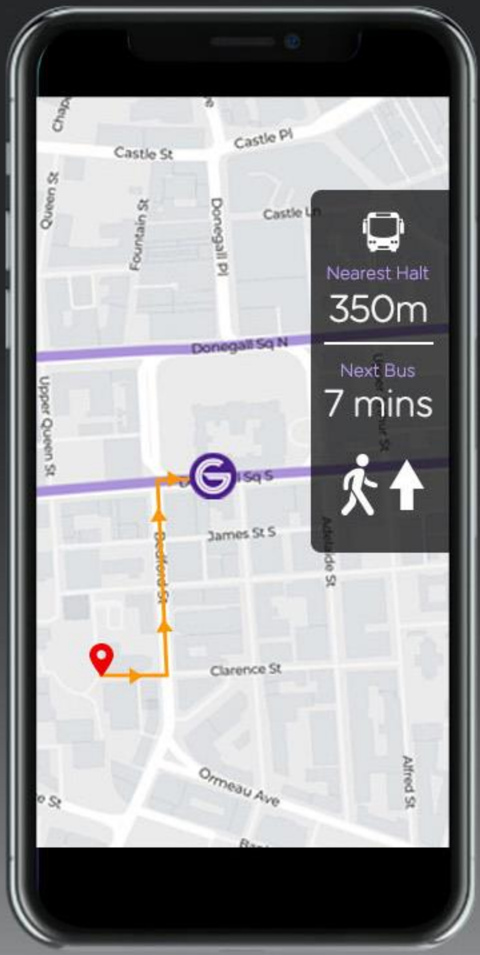

GLIDER
BELFAST PEACE WALLS INTERACTIVE TIMELINE
G1
DOWNLOAD THE F
FOR VIRTUAL EXP
Glider Route Map
Visitor Attractions
Food & Drink

As you travel along the Glider, the App w
coming up, provide you with real-time in
and special offers. Offering virtual reality

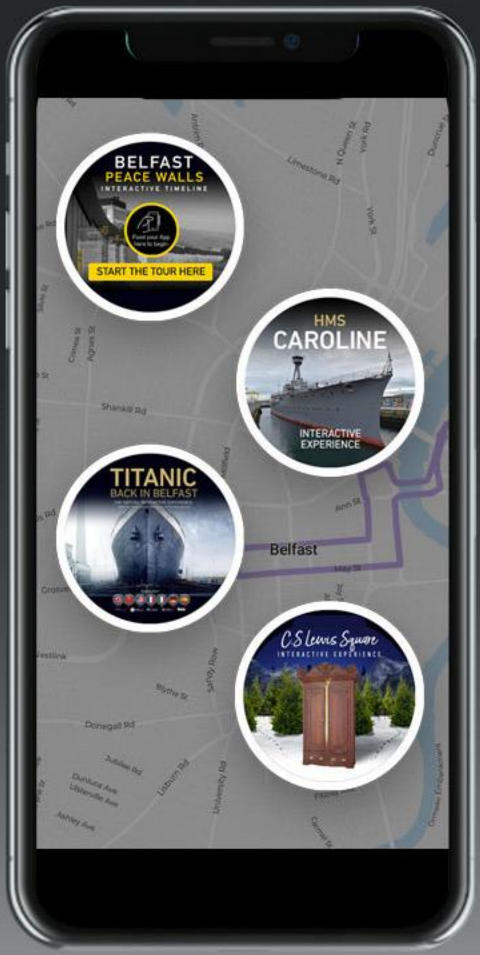
A built in Glider route map helps uses plan where they ant to go and allows for advertising and promotions to be shown along the route.


nning
covery
W5
porn
SSE Arena
Sydenham Rd
Middlepath
Bridge End

By tracking the users location while using the app we can display content and promotions based on location, directing them to nearby venues.


Castle St
Castle Pl
Castle Ln
Queen St
Fountain St
Donegall Pl
Donegall Sq N
Upper Queen St
James St S
Bedford St
Clarence St
Adelaide St
Ormeau Ave
Alfred St
Nearest Halt
350m
Next Bus
7 mins

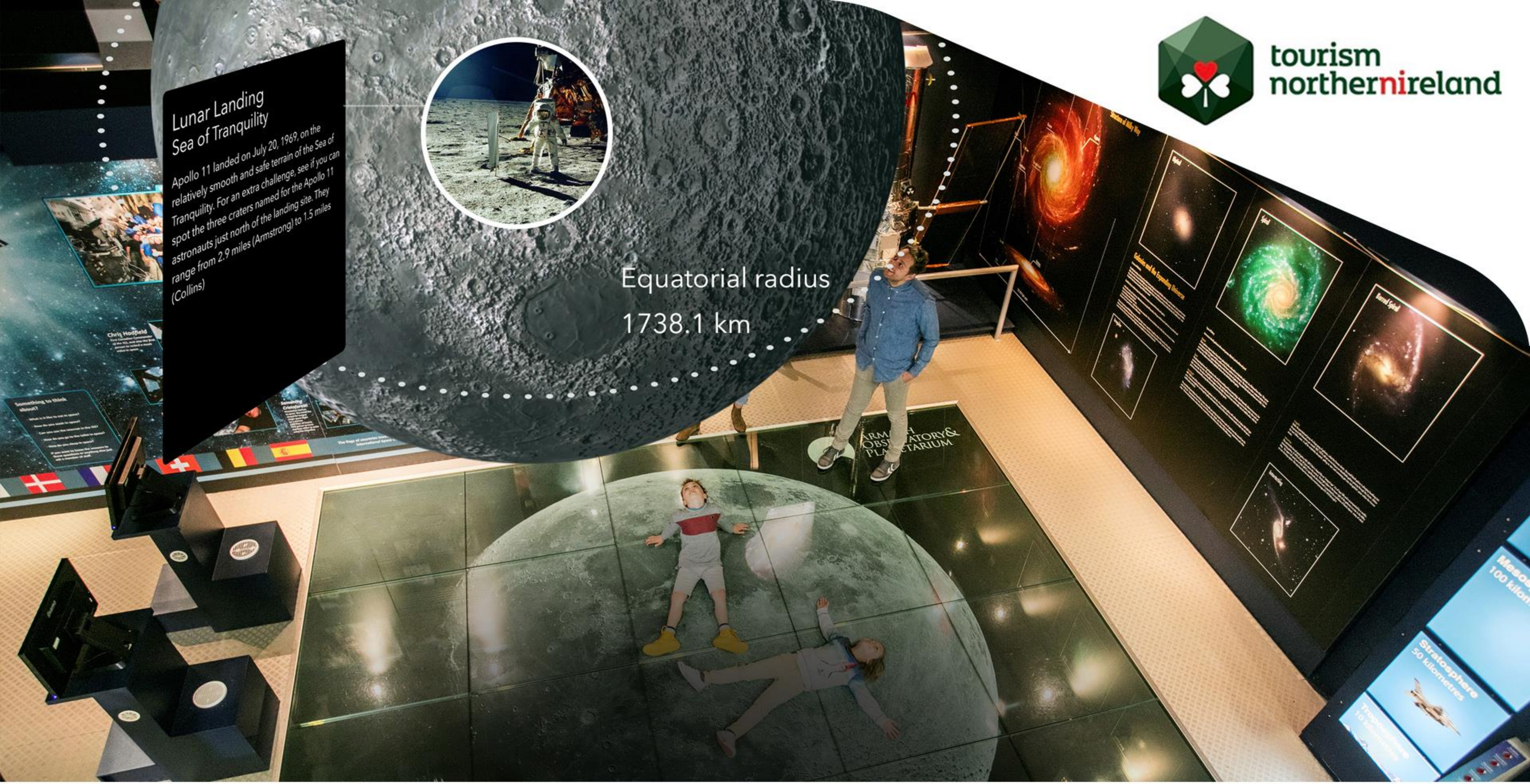
Pin-pointing the users location allows us to guide the user to the neasest Glider Halt, showing how far away they are and when the next bus arrives


BELFAST PEACE WALLS INTERACTIVE TIMELINE
START THE TOUR HERE
HMS CAROLINE
INTERACTIVE EXPERIENCE
TITANIC BACK IN BELFAST
C S Lewis Square
INTERACTIVE EXPERIENCE
Belfast

There are many immersive experiences along the Glider route which have the ability to be embedded directly into the main Glider app

tourism northernireland

tourism northernireland


Lunar Landing
Sea of Tranquility
Apollo 11 landed on July 20, 1969, on the relatively smooth and safe terrain of the Sea of Tranquility. For an extra challenge, see if you can spot the three craters named for the Apollo 11 astronauts just north of the landing site. They range from 2.9 miles (Armstrong) to 1.5 miles (Collins)
Equatorial radius
1738.1 km
ARMAGH OBSERVATORY & PLANETARIUM
Stratosphere
50 kilometres

Intelligent Tourism

Data Collection

Location

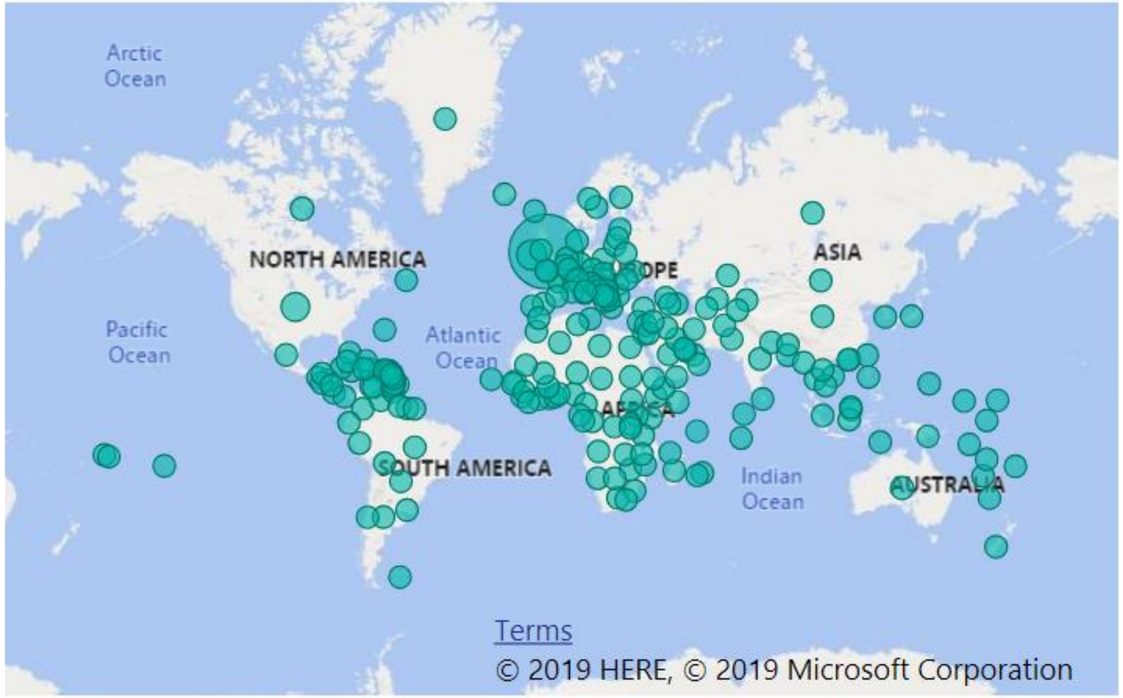
Nationality

Budgetary Spend

Preferences

Website Analytics discovernorthernireland.com

Sessions by Country 2019 (YTD)


Arctic Ocean
NORTH AMERICA
Pacific Ocean
Atlantic Ocean
EUROPE
ASIA
AFRICA
SOUTH AMERICA
Indian Ocean
AUSTRALIA

Terms

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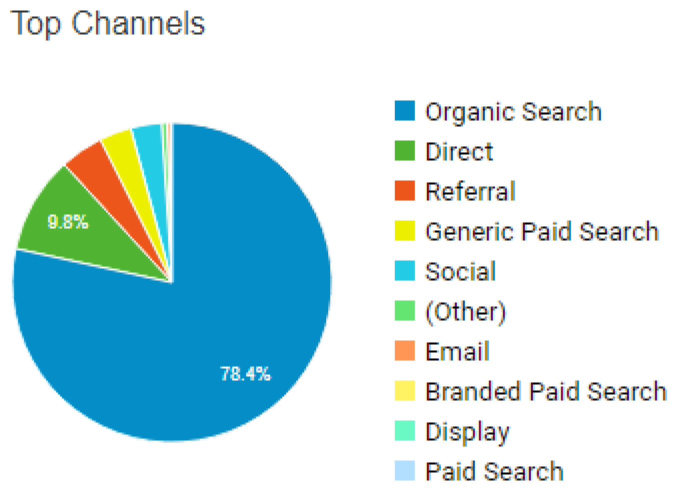
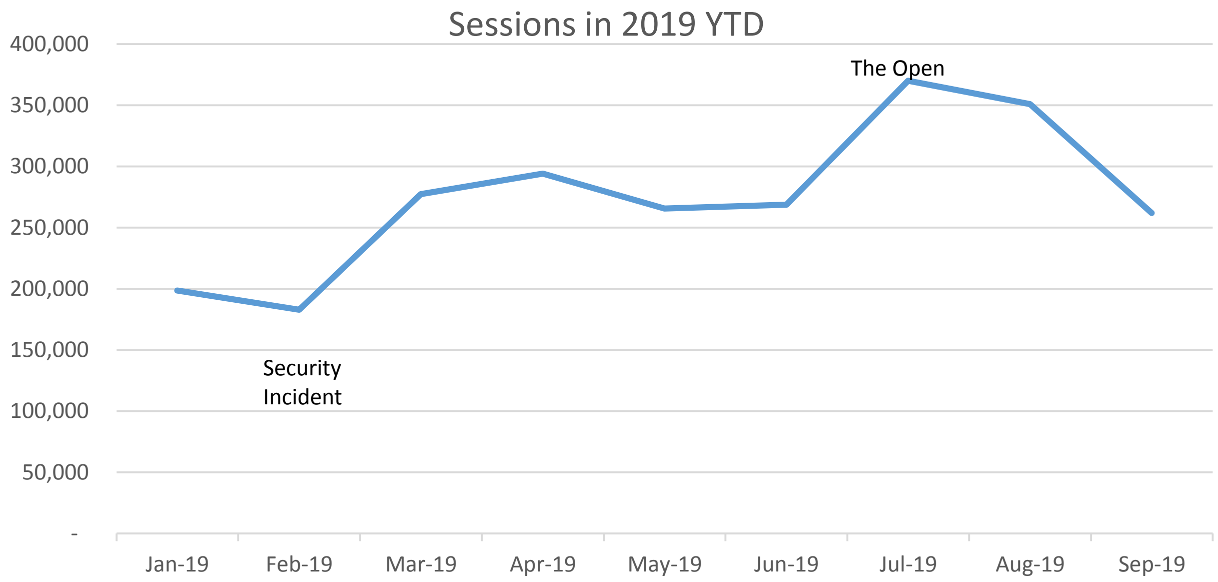
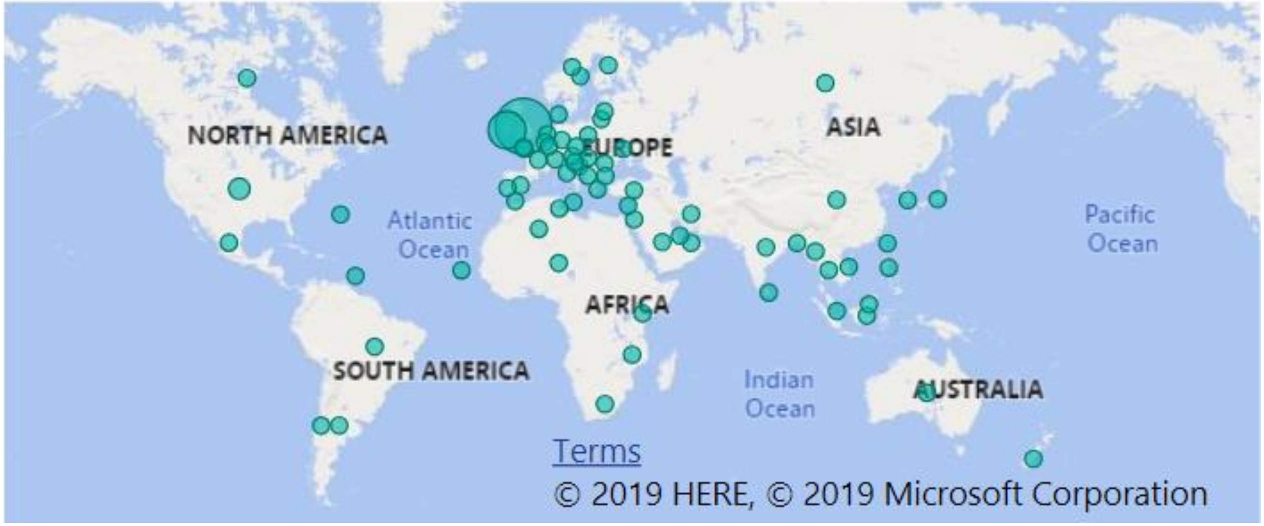
Top Pages	
Homepage	Causeway Way Coastal Route
Dunluce Castle (Product Entry)	Spring Campaign Page
Events page	Plan your trip FAQs
Game of Thrones page	Glamping
Things to do	Dark Hedges (Product Entry)





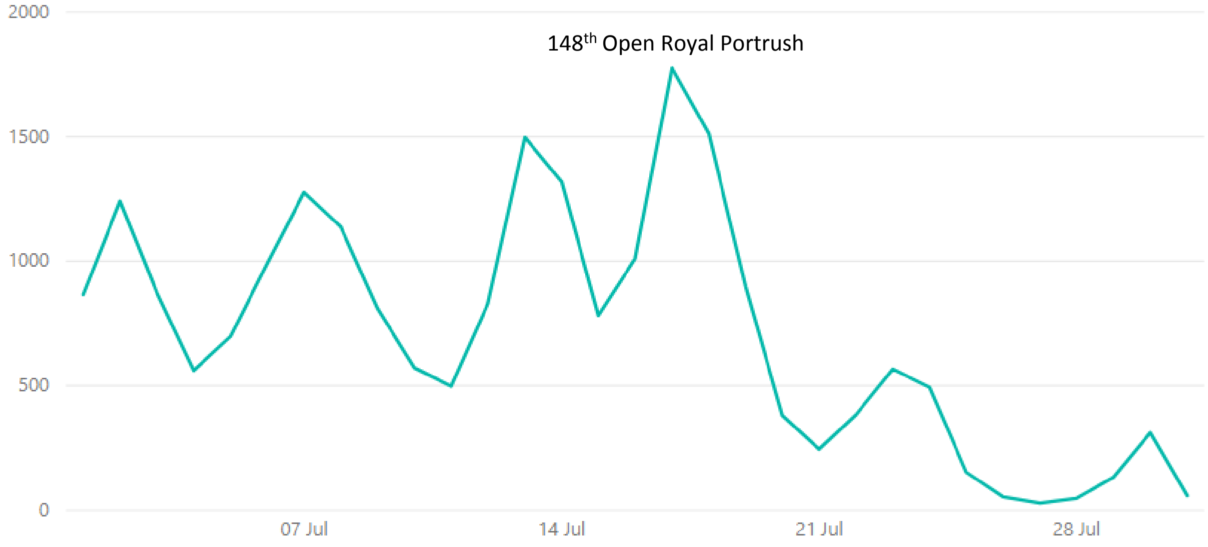
Website Analytics nimadeforgolf.com

Sessions by Country July 2019


NORTH AMERICA
EUROPE
ASIA
Atlantic Ocean
Pacific Ocean
AFRICA
SOUTH AMERICA
Indian Ocean
AUSTRALIA
Terms
© 2019 HERE, © 2019 Microsoft Corporation

Top Pages
The Open event page
The Open FAQs
Selected events taking place in NI
Homepage
Golf Breaks

Sessions per day July 2019



- 1. Presence
- 2. Behaviour
- 3. Industry Aggregation

- Sensors
- Cameras
- Wi-Fi
- PoS / Booking Systems

DESTINATION CO

Derry City & Strabane District Council
Comhairle Chathair Dhoire & Cheantar an tSratha Báin
Derry Cittie & Stràbane Destrick Cooncil

Comhairle Ceantair an Iúir, Mhúrn agus an Dúin
Newry, Mourne and Down District Council

esa
European Space Agency

VisitBritain

VisitEngland

National Trust

George Best BELFAST CITY AIRPORT

P
Giant's Causeway World Heritage Site
Thank you
for supporting our conservation work here and across Northern Ireland

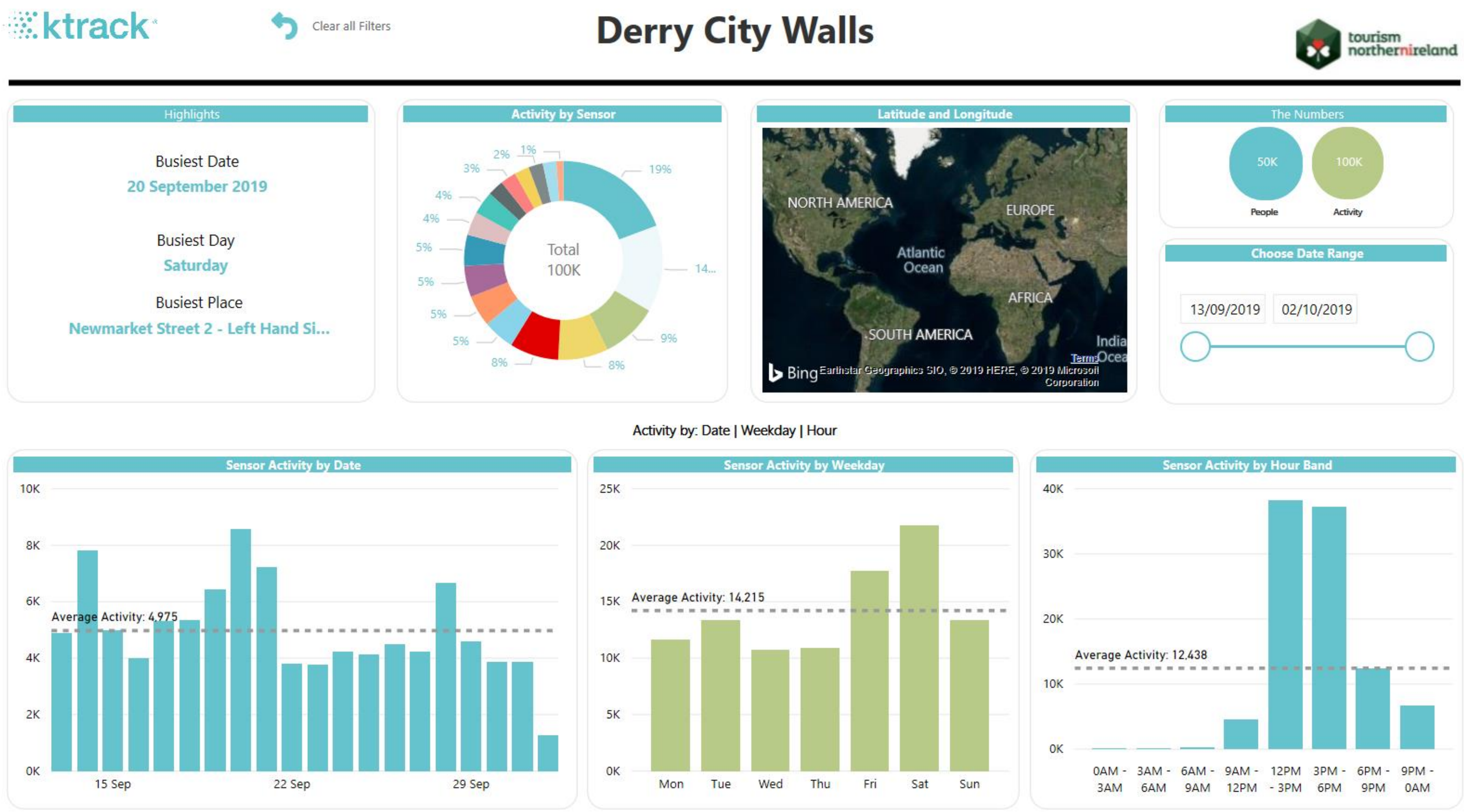
ReviewPro

ADARA
Predictive Traveler Intelligence

VISA

EE O2

vodafone



Derry City Walls

Highlights

Busiest Date
20 September 2019

Busiest Day
Saturday

Busiest Place
Newmarket Street 2 - Left Hand Si...

The Numbers

50K People

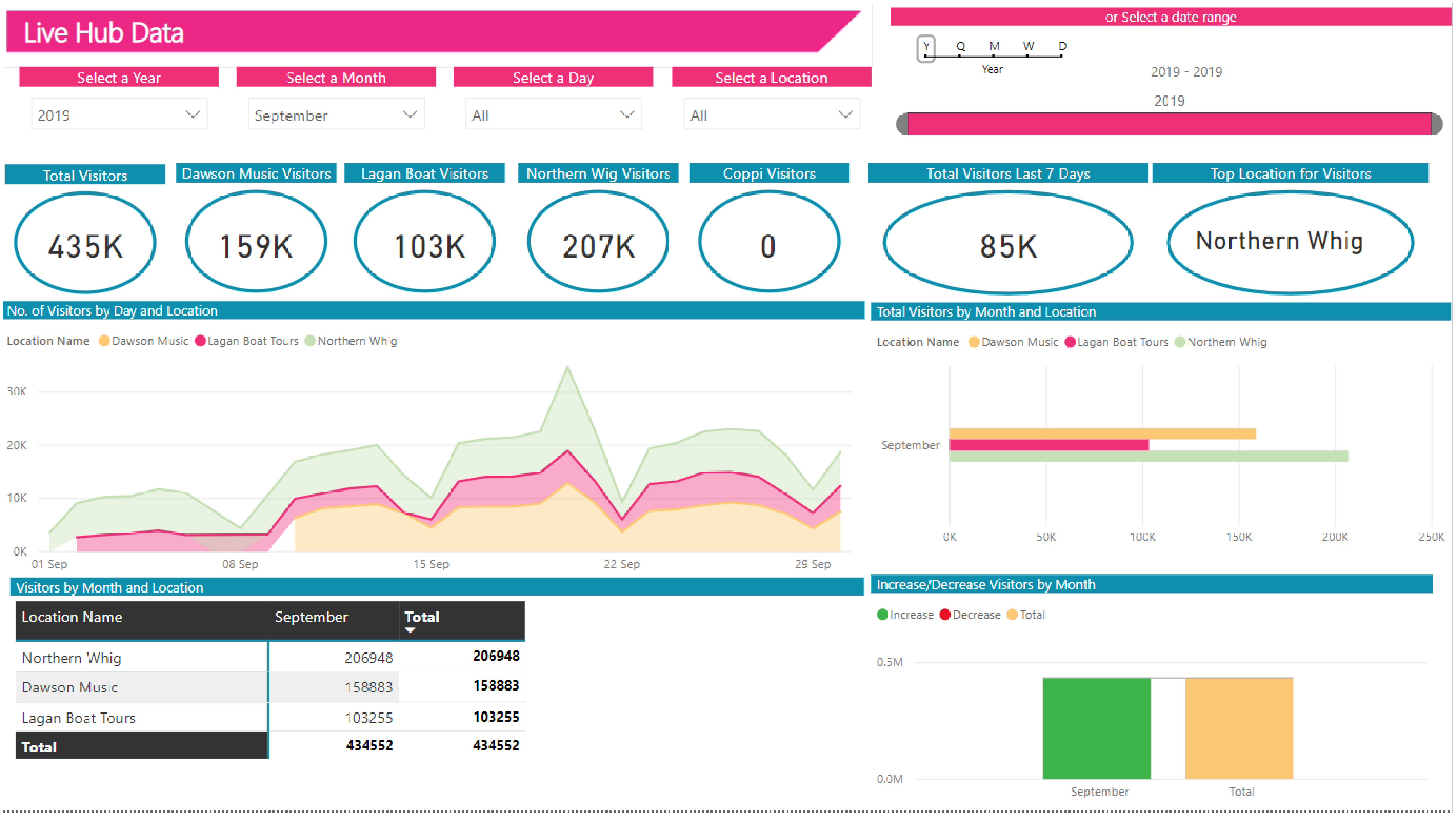
100K Activity

Choose Date Range

13/09/2019 02/10/2019

Activity by: Date | Weekday | Hour

ktrack
Clear all Filters
tourism northernireland
Activity by Sensor
Total
100K
19%
14...
9%
8%
8%
5%
5%
5%
5%
4%
4%
3%
2%
1%
Latitude and Longitude
NORTH AMERICA
EUROPE
Atlantic Ocean
AFRICA
SOUTH AMERICA
India Ocea
Bing
Earthstar Geographics SIO, © 2019 HERE, © 2019 Microsoft Corporation
Terms
Sensor Activity by Date
10K
8K
6K
4K
2K
0K
Average Activity: 4,975
15 Sep
22 Sep
29 Sep
Sensor Activity by Weekday
25K
20K
15K
10K
5K
0K
Average Activity: 14,215
Mon
Tue
Wed
Thu
Fri
Sat
Sun
Sensor Activity by Hour Band
40K
30K
20K
10K
0K
Average Activity: 12,438
0AM - 3AM
3AM - 6AM
6AM - 9AM
9AM - 12PM
12PM - 3PM
3PM - 6PM
6PM - 9PM
9PM - 0AM



Live Hub Data

Select a Year: 2019

Select a Month: September

Select a Day: All

Select a Location: All

or Select a date range: Year, 2019 - 2019

Y
Q
M
W
D
Year
2019

Total Visitors	Dawson Music Visitors	Lagan Boat Visitors	Northern Wig Visitors	Coppi Visitors	Total Visitors Last 7 Days	Top Location for Visitors
435K	159K	103K	207K	0	85K	Northern Whig

No. of Visitors by Day and Location

Location Name
Dawson Music
Lagan Boat Tours
Northern Whig
30K
20K
10K
0K
01 Sep
08 Sep
15 Sep
22 Sep
29 Sep

Total Visitors by Month and Location

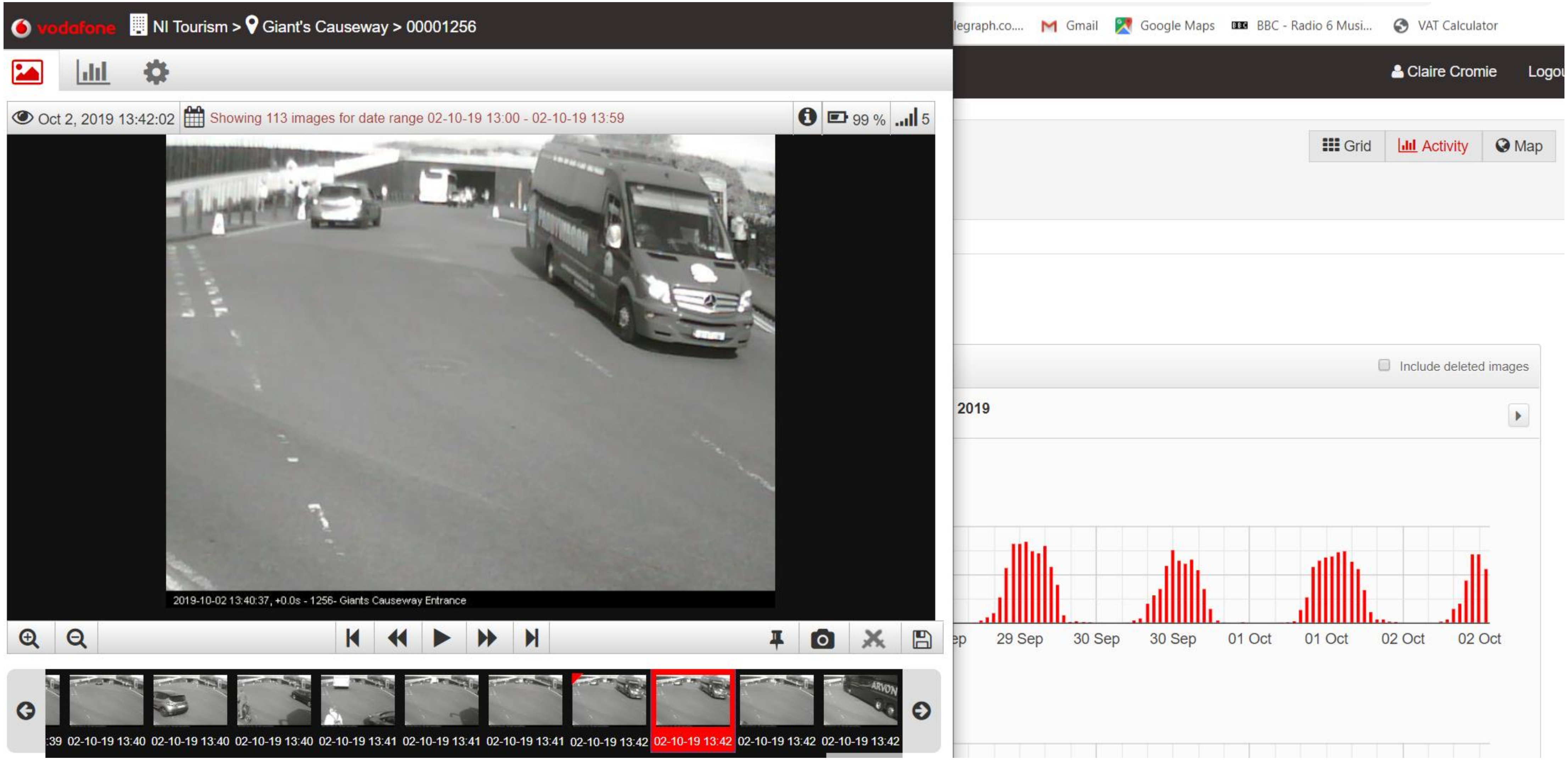
Location Name
Dawson Music
Lagan Boat Tours
Northern Whig
September
0K
50K
100K
150K
200K
250K

Visitors by Month and Location

Location Name	September	Total
Northern Whig	206948	**206948**
Dawson Music	158883	**158883**
Lagan Boat Tours	103255	**103255**
Total	**434552**	**434552**

Increase/Decrease Visitors by Month

Increase
Decrease
Total
0.5M
0.0M
September
Total


vodafone
NI Tourism > Giant's Causeway > 00001256
legraph.co....
Gmail
Google Maps
BBC - Radio 6 Musi...
VAT Calculator
Claire Cromie
Logou
Grid
Activity
Map
Include deleted images
2019
Oct 2, 2019 13:42:02
99 %
5
ARVON
ep
29 Sep
30 Sep
30 Sep
01 Oct
01 Oct
02 Oct
02 Oct
:39
02-10-19 13:40
02-10-19 13:40
02-10-19 13:40
02-10-19 13:41
02-10-19 13:41
02-10-19 13:41
02-10-19 13:42
02-10-19 13:42
02-10-19 13:42
02-10-19 13:42

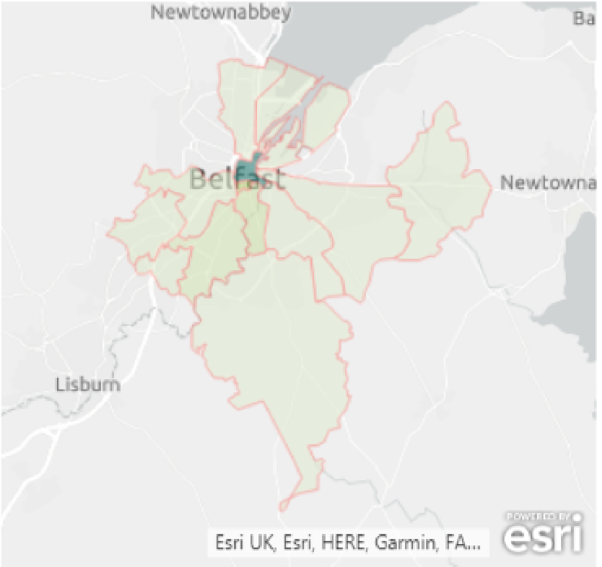
Showing 113 images for date range 02-10-19 13:00 - 02-10-19 13:59

2019-10-02 13:40:37, +0.0s - 1256- Giants Causeway Entrance

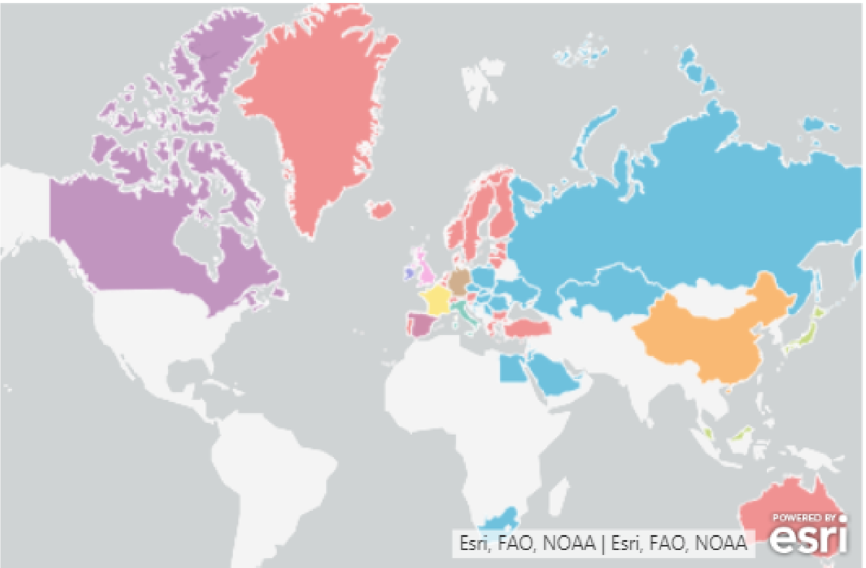
Spend in Belfast Area

54.40M

Spend Location


Newtownabbey
Ba
Belfast
Newtowna
Lisburn
Esri UK, Esri, HERE, Garmin, FA...
POWERED BY esri

Country and Issuer Country


Esri, FAO, NOAA | Esri, FAO, NOAA
POWERED BY esri

01/04/2018 01/03/2019

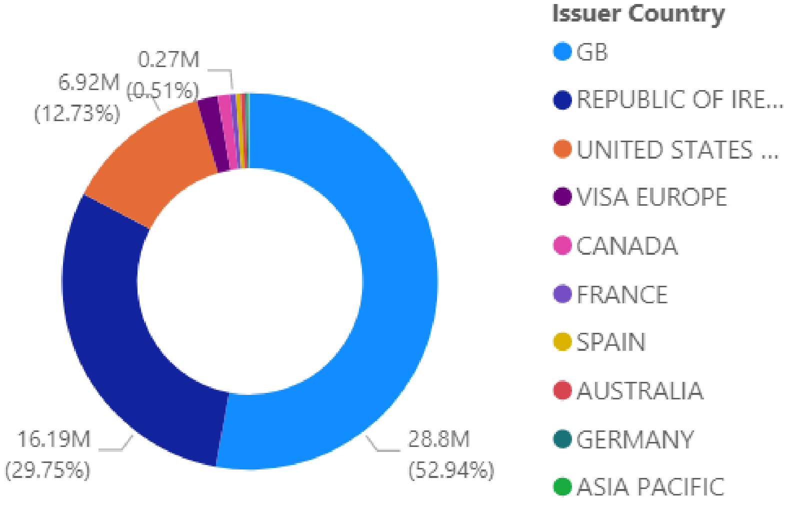
Issuer Country

☐ ASIA PACIFIC
☐ AUSTRALIA
☐ C.E.M.E.A.
☐ CANADA

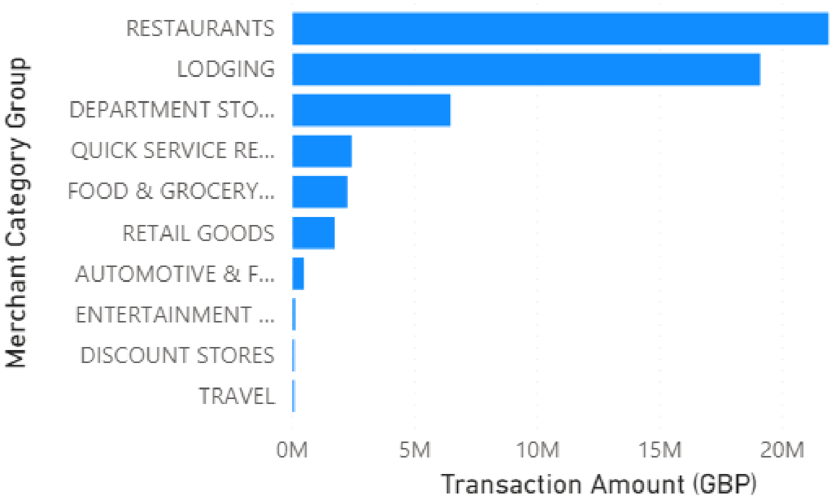
Merchant Postcode Disctrict

☐ BT1
☐ BT10
☐ BT11
☐ BT12

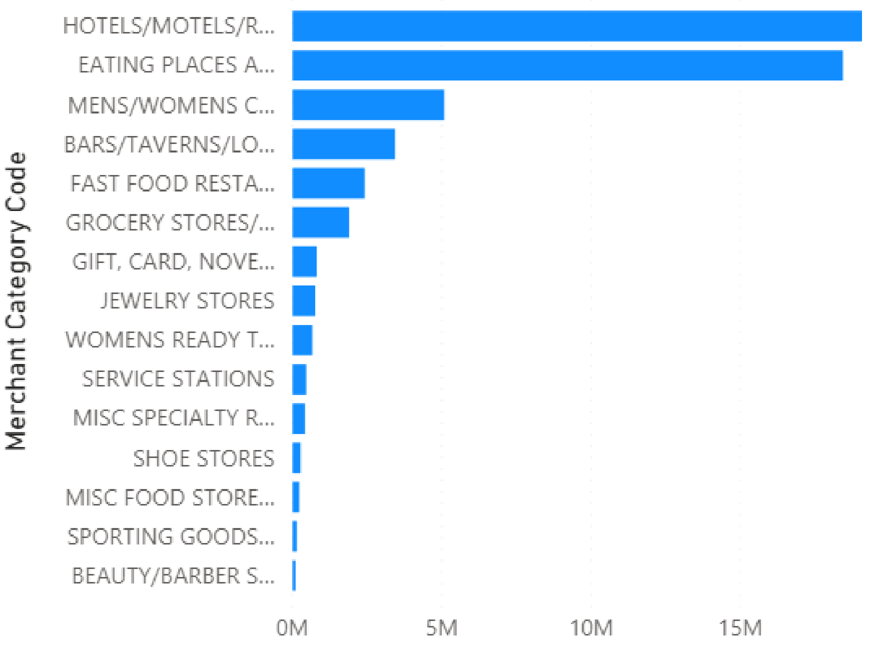
Transaction Amount (GBP) by Issuer Country and Issuer Co...

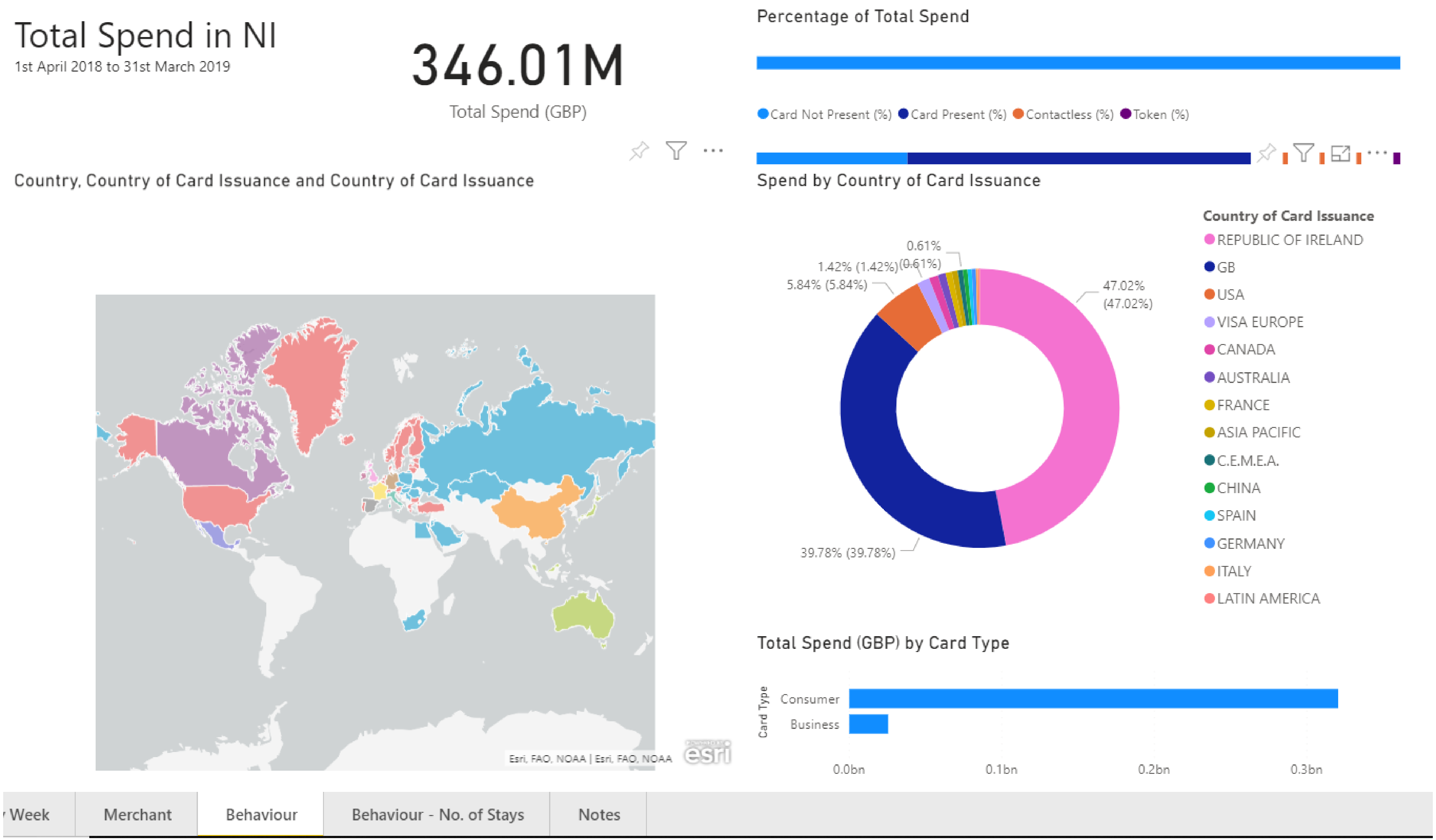


Transaction Amount (GBP) by Merchant Category Group



Transaction Amount (GBP) by Merchant Category Code





Total Spend in NI

1st April 2018 to 31st March 2019

346.01M

Total Spend (GBP)

Percentage of Total Spend

Country, Country of Card Issuance and Country of Card Issuance

Spend by Country of Card Issuance

Total Spend (GBP) by Card Type

Card Not Present (%)
Card Present (%)
Contactless (%)
Token (%)
Esri, FAO, NOAA | Esri, FAO, NOAA
esri
0.61%
1.42% (1.42%)
(0.61%)
5.84% (5.84%)
47.02%
(47.02%)
39.78% (39.78%)
Country of Card Issuance
REPUBLIC OF IRELAND
GB
USA
VISA EUROPE
CANADA
AUSTRALIA
FRANCE
ASIA PACIFIC
C.E.M.E.A.
CHINA
SPAIN
GERMANY
ITALY
LATIN AMERICA
Card Type
Consumer
Business
0.0bn
0.1bn
0.2bn
0.3bn
Week
Merchant
Behaviour
Behaviour - No. of Stays
Notes

Thank you …