

# Northern Ireland Visitor Information Plan 2010-2020

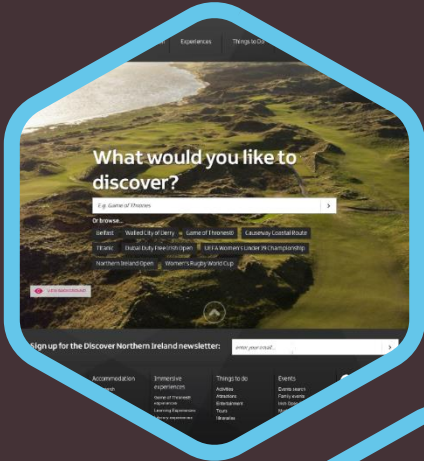
## Network Operations:

Review - Draft

The logo for Northern Ireland, featuring a white stylized map of the island of Ireland on a dark blue background. The text "Northern Ireland" is written in white, bold, sans-serif font across the map.

Northern  
Ireland

# Visitor information



## **AGENDA:**

- **Welcome, introductions & context setting**
- **The Tasks**
  - **Digital vision**
  - **New & flexible network**
- **Group Terms of Reference**
- **Partner Updates**
- **A.O.B.**
- **Schedule of Meetings**

# The Tasks:

# Digital Vision



# The Tasks:

## New & Flexible Network

- State of the nation
- Close to home markets
- Strategic Priorities

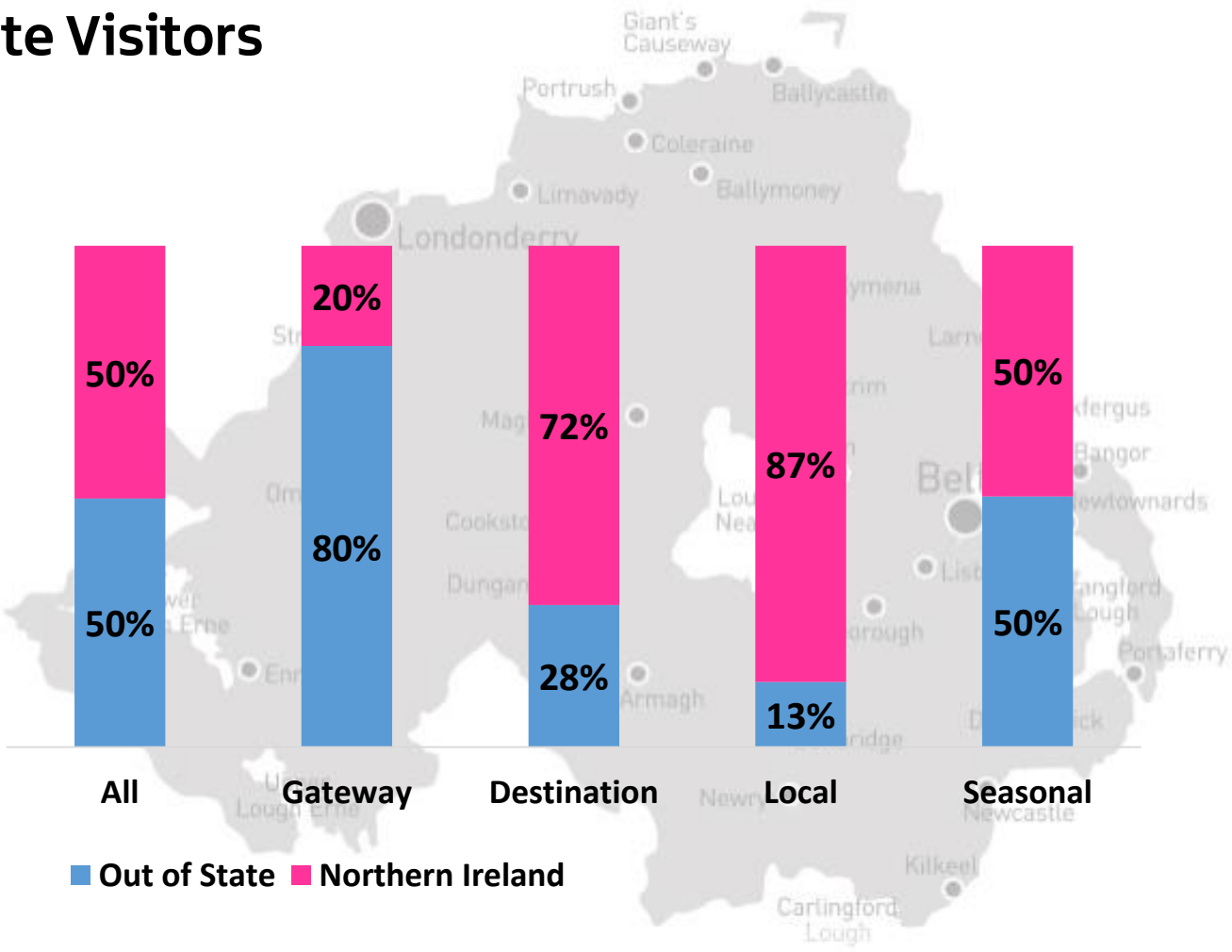
# Visitor Information Centres



All data sourced from Tidi

# Visitor Information Centres

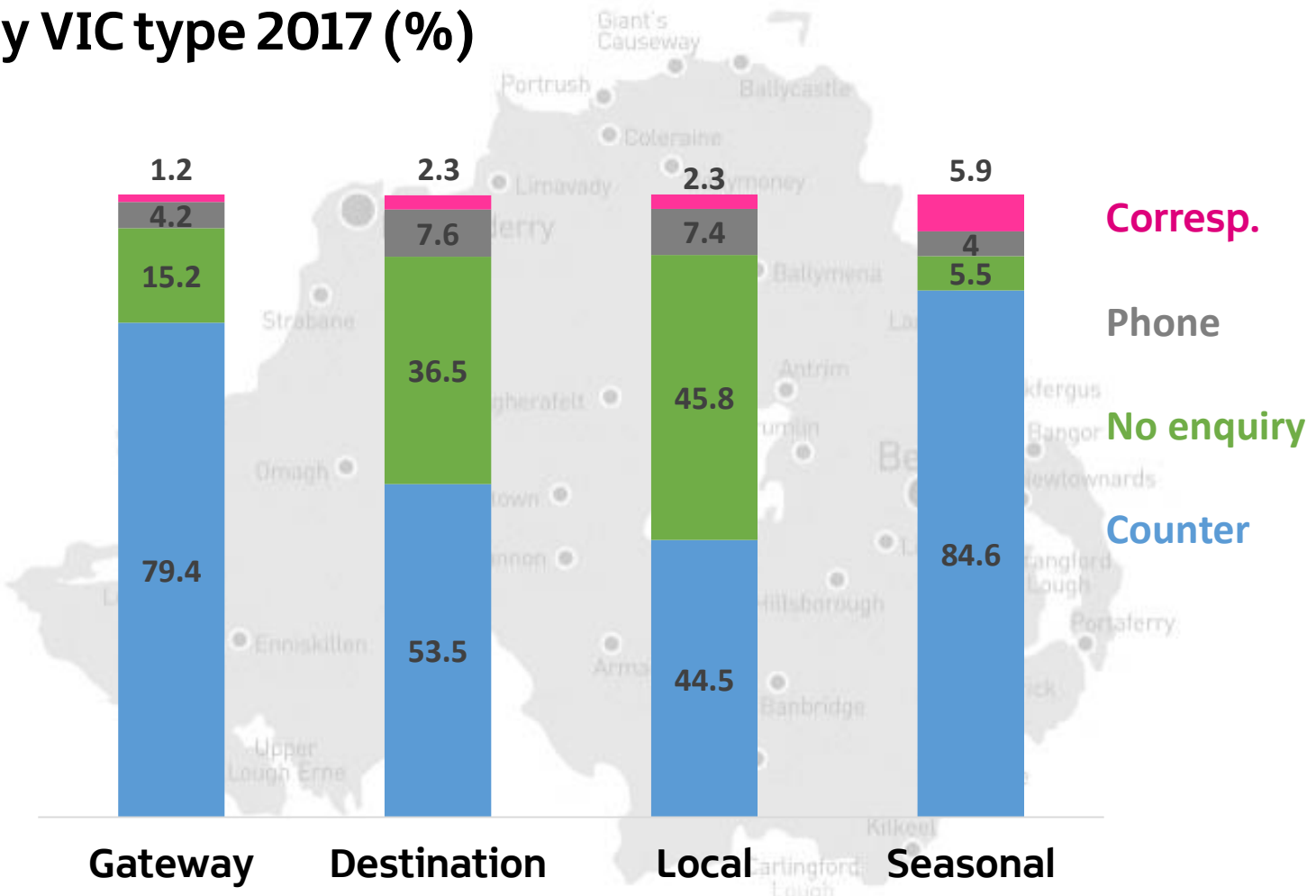
## Out of State Visitors



■ Out of State ■ Northern Ireland

# Visitor Information Centres

## Enquiry by VIC type 2017 (%)





# Visitor Information Centres



## Enquiry Subject\*

	2017	2013
Local Accommodation	0.6%	1.1%
Outside Accommodation	0.3%	0.8%
Camping & Caravan	0.3%	0.6%
Transport & Travel	6.9%	4.8%
Directions	7.1%	8.5%
Entertainment	10.0%	8.0%
Where to Eat	2.2%	1.9%
Places to Visit	9.3%	10.9%
Sales	5.9%	4.9%
Activities	2.5%	6.1%
Local Enquiries	10.6%	14.6%
Bureau de Change	0.2%	0.4%
Miscellaneous	2.8%	3.2%
Council enquiries	25.5%	23.7%
NI enquiries	8.6%	7.2%
ROI Enquiries	0.8%	1.5%
Other enquiries	6.5%	2.0%

- 'Council' enquiries account for ¼ of enquiries
- 'Local' enquiries a further 1 in 10
- 10% of enquiries are 'entertainment' related
- 1 in 11 enquiries are 'places to visit'

\* Excludes Visit Belfast



# Visitor Information Centres

## Enquiry Subject by VIC type\* (2017)



	Gateway*	Destination	Local	Seasonal
Local Accommodation	0.3%	1.3%	0.2%	2.7%
Outside Accommodation	0.2%	0.4%	0.2%	0.5%
Camping & Caravan	0.1%	0.7%	0.1%	1.2%
Transport & Travel	18.3%	1.8%	0.4%	8.5%
Directions	13.8%	5.9%	1.7%	14.7%
Entertainment	0.4%	5.8%	21.9%	12.1%
Where to Eat	2.0%	1.7%	2.5%	4.6%
Places to Visit	7.0%	16.3%	5.6%	16.8%
Sales	4.9%	5.0%	7.6%	4.0%
Activities	1.7%	3.7%	1.3%	22.1%
Local Enquiries	11.3%	14.4%	7.2%	10.2%
Bureau de Change	0.5%	0.0%	0.0%	0.3%
Miscellaneous	4.1%	1.8%	2.6%	0.6%
Council enquiries	17.5%	34.7%	26.9%	0.2%
NI enquiries	15.4%	4.0%	6.2%	1.4%
ROI Enquiries	1.1%	0.9%	0.5%	0.2%
Other enquiries	1.6%	1.6%	15.1%	0.0%
<b>No. enquiries</b>	<b>465,384</b>	<b>396,060</b>	<b>515,046</b>	<b>23,908</b>
	33%	28%	37%	2%

\*Excludes Visit Belfast



# Visitor Information Centres Income Generation



## Accommodation

£3,507 in 2017 -  
£24,160 in 2013



## Retail

Accounts for 99% or  
more of income at  
£1.72m in 2017 –  
46% from Local VICs



## Retail sales per enquiry

98p in 2017 –  
consistently highest for  
Local VICs at £1.36  
Seasonal VICs lowest  
at 75p in 2017 and 18p  
in 2014



## Total income

Growth of 27% from 2013 to £1.73m

## Closer to Home Visitor Information Structures:

- **Failte Ireland**
- **Visit Scotland**
- **Visit England**
- **Visit Wales**



## Failte Ireland:

- ❑ 3 pillar approach
  - ❑ Centres
  - ❑ Outreach
  - ❑ Web/social/digital
- ❑ Network Centres
  - ❑ Discovery Centres enhanced services - Cork
  - ❑ Community Centres
  - ❑ Information Points
  - ❑ Seasonalise
- ❑ Licence agreements with partners to become lighter
- ❑ Deeper *I Know* outreach programme



## ABOUT

# WHAT DO YOU GET IN A VISITSCOTLAND ICENTRE?



Want to get the best out of your time in Scotland? Then we suggest visiting one of our iCentres or iKnow partners for essential information and top tips on where to go and what to see and do.

## WHERE CAN I FIND VISITSCOTLAND ICENTRES?

VisitScotland iCentres can be found throughout Scotland and they are open all year round.



## IKNOW SCOTLAND



iKnow Scotland is a network of accredited VisitScotland partners, with excellent local expertise.

Wherever you see the iKnow logo you can trust that you'll receive excellent advice on how to get the most from your visit, with travel advice and insider tips about the must-see attractions in the local area.

[Find our iKnow partners](#)

## WHAT'S ON OFFER?

### COOKIE POLICY

VisitScotland uses cookies to enhance your experience on our website. By using our website you consent to our use of cookies. Please read our new [privacy and cookies statement](#) for more information.

[I AGREE X](#)



**iKNOW**  
VisitScotland

#COOVAN

Northern  
Ireland

## Visit Wales:

- ❑ 16 Council areas
- ❑ 15 Full time Information Centres
- ❑ 3 Seasonal
- ❑ Info Points (Swansea and Newport VIP's only)



V.I.P is local trade





You are here: [Visitor Information](#) > [Visitor Information Centre](#)

## IN THIS SECTION



PREVIOUS

NEXT

### Visitor Information Centre

We are here to offer help and advice on making the most of your time in and around Cambridge.

## Visitor Information Centre

We are here to offer help and advice on making the most of your time in and around Cambridge.

If you can't find what you want on this site or if you have a specific enquiry or request, please call direct on 01223 791500 and the Visit Cambridge and Beyond Team will assist you in every way possible.

Let our knowledgeable information team assist you in the planning of your visit to our beautiful city.

We can help with local accommodation, public transport, conference services, events, UK holiday information, Official Walking Tours of Cambridge, maps & guidebooks, information for those with disabilities, Cambridge souvenirs, tickets to view the world famous King's College Chapel, chauffeured punt tours & much, much more!

### Discounted Tickets

Early Bird customers can enjoy exclusive promotions if you purchase official guided walking tour, punting or bus tour tickets from the Visitor Information Centre before 12noon daily.

### Left Luggage Cambridge

Store your luggage with confidence at Cambridge Visitor Information Centre.

If you are joining one of our Official Blue Badge Guided Tours or booking your discounted Punting tickets, why not drop off your bags, in the knowledge that they will be looked after safely and securely.

[BOOK NOW](#)

## BID Customer Service Awards

The Cambridge Visitor Information Centre won Best Overall Customer Experience in the Leisure and Tourism Category as part of the BID Customer Service Awards.

The VIC also scored 100% in both mystery shops, resulting in being one of the Overall Winners.



SEARCH & BOOK  
ACCOMMODATION

SEARCH THINGS TO DO

SEARCH WHAT'S ON

SEARCH FOOD & DRINK

SEARCH SHOPPING

### MY ITINERARY

Build your own itineraries by clicking the [+ITINERARY](#) button to add an item to your Itinerary basket.

[VIEW  
SAVED](#)

# Strategic priorities

Recognise importance of online channels for planning, experience and feedback

Consistency across all media channels

Develop wider and more flexible information network

Focus on prime locations and tailor information to relevant segments

Ensure professional quality data, editorial content and imagery

Assist information providers in contributing content

Review opportunities to extend the use of volunteers

Ensure proactive use of social media

Promote the need for high speed web access for visitors and business


Review the role of Visitor Information Centres

Review the role of print in information provision

# A new visitor information network



# A new visitor information network



Prime locations  
(High footfall &  
high value)

## Locations

Major attractions  
Major events  
Cruise ships  
Gateways to NI  
Motorway service stations

## Roles

- Roving ambassadors, with tablets and key print items
- Electronic kiosks
- Information displays
- Mobile Visitor Information Centres

## Responsibility

National partners  
Local authorities

# A new visitor information network



**Visitor  
Information Hubs  
(City or town  
centre)**

## **Locations**

Primary (top 5 or 6) tourism destinations

## **Roles**

- Information Hubs, responsible for all forms of information transfer in their areas – dealing with visitors, partners and businesses
- Role model VICs providing local & national information and ticket sales
- Content acquisition
- Social media engagement
- Brand representation
- Recruitment, training and management of volunteer force

## **Responsibility**

Local Authority / Tourism NI  
Partnership

## Suggested Criteria: for consideration

- Visitor centric / Enhanced visitor services
- Multi lingual staff
- Integration of tourism trade / experiences
- % of OOS v local visitors.
- Enquiry types
- Back office capability - monitor all platforms
- Network of volunteers
- Ticketing function for national and local events
- Trade engagement capabilities
- Social and digital capabilities
- Left luggage facilities?
- Agree to principles of network

# A new visitor information network



**Local and  
community  
information  
centres**

## **Locations**

Towns and villages attracting significant numbers of visitors

## **Roles**

- Personal welcome/information
- Local ticket sales
- Poster displays and leaflet racks
- Interpretation and storytelling
- Local guiding

## **Responsibility**

Local authorities

Local tourism

Community associations

**Northern  
Ireland**

## **Suggested Criteria for consideration:**

- % of OOS v Local Visitors**
- Enquiry type**
- Provide visitor information in a range of formats**
- Promotion local arts and crafts**
- Provision of local tours from VIC**
- Ticketing / Booking service**
- Back office capability to support local itinerary development and content creation**
- Agree to principles of network (to be agreed)**



# A new visitor information network



**Local  
information  
points**

## **Locations**

Accommodation, Pubs, Restaurants, Shops, Attractions, Taxis, etc.

## **Roles**

- Poster displays
- Leaflet racks
- Personal welcome/information

## **Responsibility**

Local businesses  
Voluntary organisations

## Suggested Criteria for consideration:

- Commitment to customer care & tourism training
- Carry agreed branding (light touch)
- Provide visitor information (in a range of formats)
- Be welcoming
- Agree to principles of the network (to be agreed)

# Terms of Reference:

- To champion the roll out and delivery of the Visitor Information Plan within respective organisations and wider tourism stakeholders.
- Review the role of the VI Network and agree a national delivery framework to support a wider and more flexible VI network, incorporating the new Experience Brand, that can be replaced at a local level. This should include criteria to support each of the five tiers of information provision once agreed.
- Define the role of volunteers and private sector in the new information network structure.
- Review the role of print in VI and agree ways to achieve efficiencies whilst continuing to meet visitor needs.
- Agree outputs and develop an implementation plan including timeline, budget and resources for this work stream.

# Partner Updates



- **A.O.B**
- **Schedule of Meetings**

**Thank you**

