



tourism
northernireland

VIC Network Supervisors meeting

Wednesday 13th March

Agenda

Welcome and introductions

Jayne O’Neile, TNI

Update on The Open

Deirdre Melly, TNI

Visitor attitude survey feedback

Anne-Marie Montgomery, TNI

Visitor information review

Patricia McEldowney, M&EA

Information sharing

All

Tourism AI update

Fiach Reid, Derry Creative Collectives



tourism
northernireland

Dr Anne Marie Montgomery

Wednesday 13th March

TNI's Regional Visitor Attitude Survey 2018



1. Profile the characteristics of both **out of state and domestic leisure tourism visitors** across NI's 11 council areas
(including overnight and day trips)
2. Measure the visitor experience through the analysis of leisure visitors' behaviours and attitudes towards the tourism product and services
(both nationally and regionally)
 - Measured in terms of the **'visitor journey'** and overall satisfaction



June-
November
2018

VIC/F2F/ONLINE

- 14,400 short f2f questionnaires
- 476 extended f2f interviews
- 13,730 email addresses collected

F2F

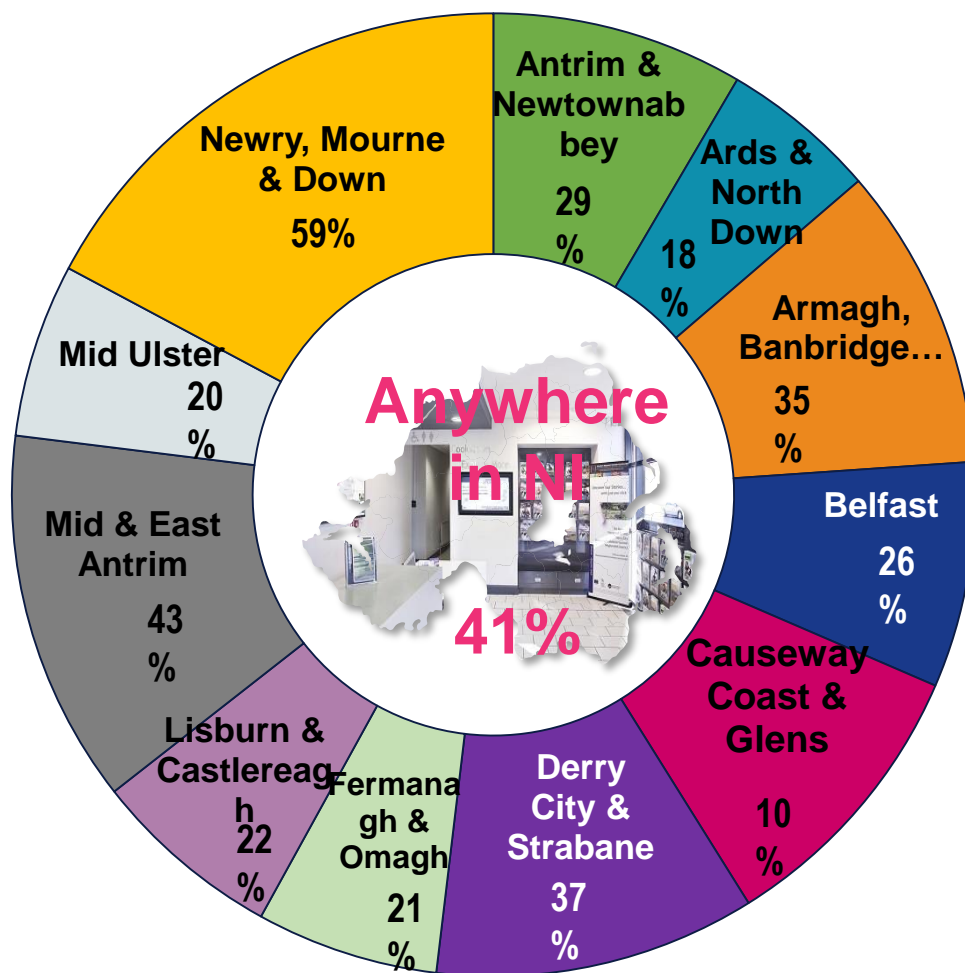
1,879 emails
collected by VICs

VIC COLLECTION

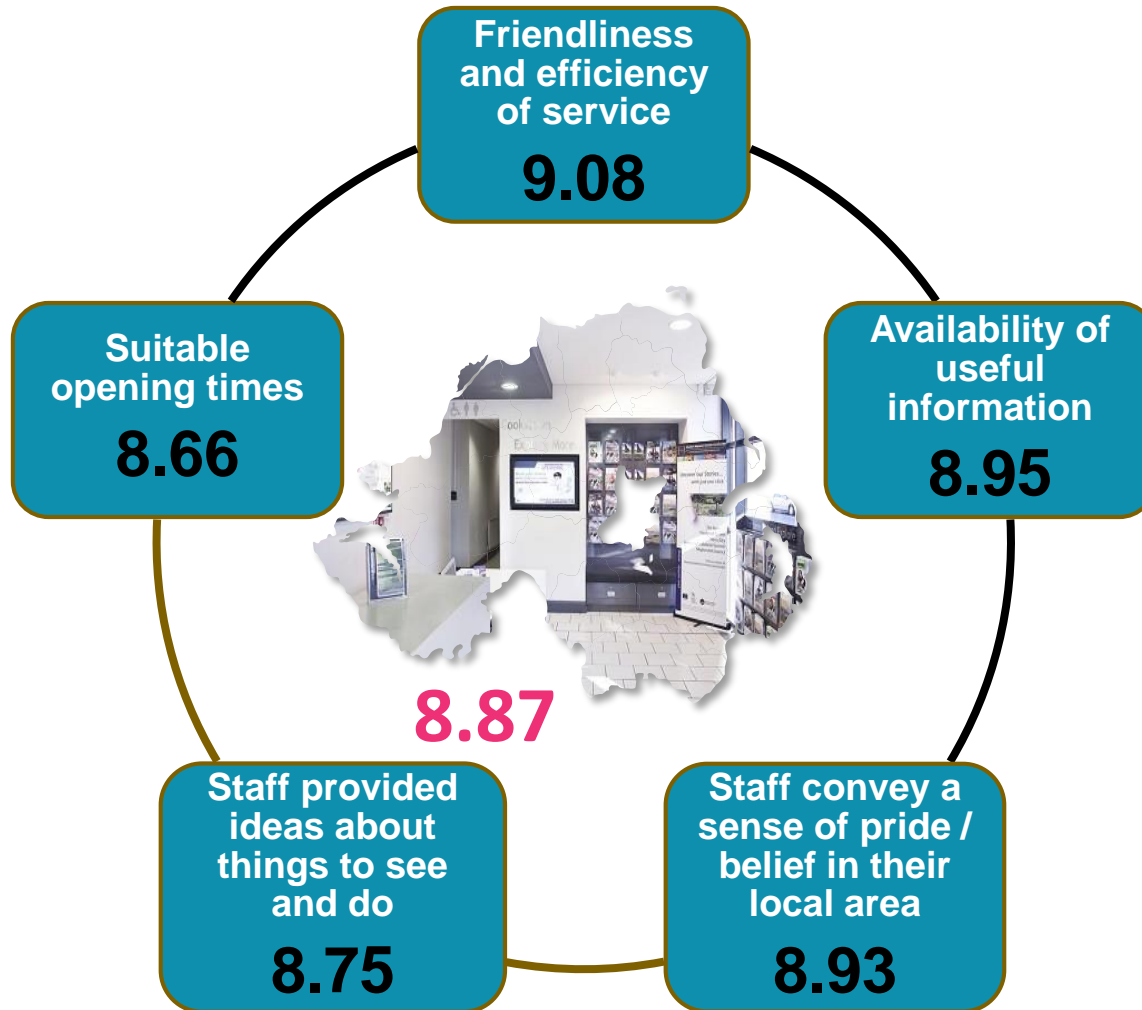
Online Survey

- 15,600
- n = 2,474
(16%)

ONLINE



Rating of VIC visited in area



Base: All who visited a Visitor Information Centre n=759

Mean Scores 10 =
Excellent

38%

received information which encouraged them to visit other areas in NI they hadn't planned to visit

18%

received information which encouraged them to stay longer in NI

For most visitors extending their trip wasn't an option

No one area stands out as being more or less likely to encourage visitors to commit to a longer stay than they had planned or visit other areas of NI

TNI also produce fact cards for each NI council area on an annual basis (based on data released by the NISRA).



To find out ‘at a glance’ about the number of overnight trips taken by NI residents and visitors from outside NI for each Council area, including:

- spend data
- where visitors came from
- accommodation statistics (stock and occupancy)
- tourism job numbers
- visits to visitor attractions

Available at www.tourismni.com

Thanks!



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northernireland

Deidre Melly

Wednesday 13th March

The 148th Open, Royal Portrush

Deirdre Melly

Major Events Officer, The 148th Open
Tourism Northern Ireland

Proud to host

THE
 OPEN[®]
148TH ROYAL PORTRUSH

14-21
July 2019

Northern
Ireland

Made
for
GOLF



tourism
northernireland



discover
northernireland
.com

NI Made for Golf

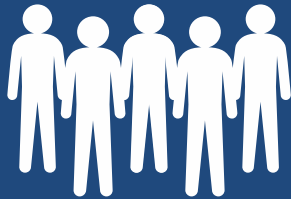
<https://youtu.be/KPPKRrsR-js>

The 148th Open, Royal Portrush



- NI is set to come alive from 14th to 21st July 2019
- One of the four MAJORS – only one played in UK
- We have cut our teeth on previous events such as The Irish Open
- Many golf visitors will experience our world-famous links and stunning parklands for the first time
- A chance to showcase your area as the fabulous destination it is
- Expected 190,000 + ticket holders
- Championship days sold out: Thurs 18 – Sun 21 July 2019
- Practice days ARE available: Sun 14 – Wed 17 July 2019

The Open in Numbers



Over 190,000
Spectators and visitors
From across the world



£80 Million
Estimated economic benefit
from hosting the event



500 Journalists from all
over the world will be
covering the event



7
Days of town centre activity
while The Open is on



Over 150
Countries broadcast The
Open



80 Million
Tv audience that watch
The Open every year

The Biggest & Best Open in history



NI Opportunity

We want them
to return

Warmth of
welcome

Unforgettable
experience

NI is Made for
Golf & future
golf vacations



NI Made for Golf



Golf Tourism Value in Northern Ireland

- Golf Tourism currently worth £39.9m (+12% YOY)
- Non domestic value £29.9m
- 123,200 golf visitors
- Estimated spend per golfer - £2,228 per break, £253 per day
- Key markets - North America, Nordics, Germany, GB, ROI
- North America is a key golf tourism market (45% of income)
- 60% of golf visitors want to visit tourist attractions when they're not on the course
- Typical visitor takes between 1 - 2 golf holidays per year
- Books rounds of golf through an online tee booking website
- Visits 3 courses, playing 4 rounds
- Golf tourism holding strong at a time when golf participation continues to fall

Source: Golf Tourism Monitor 2017



Collaborative working



Dressing & Animation

- This should have a celebratory spirit
- Be inclusive and accessible, engaging and inspiring
- Feel time-bound to maintain excitement & interest
- Gateway dressing – airports, ports, train stations
- Supported by volunteer network
- City dressing
- Point of Sale kits
- 19th hole experience
- Nod towards what we're celebrating i.e. The Open or Golf
- NI Made for Golf



Banners



Proud Host

THE OPEN
148TH ROYAL PORTRUSH

Northern Ireland Made Golf discover northernireland.com

Made for Golf

Northern Ireland

Northern Ireland Made Golf discover northernireland.com

discover northernireland.com

Northern Ireland Made Golf discover northernireland.com

Welcome to headline in this area

Northern Ireland Made Golf discover northernireland.com

Welcome to headline in this area

Northern Ireland Made Golf discover northernireland.com

Welcome to unmissable greens

Northern Ireland Made Golf discover northernireland.com

THE OPEN
148TH ROYAL PORTRUSH

Almost there

Northern Ireland Made Golf discover northernireland.com

Causeway Coastal Route

Welcome to epic drives

Northern Ireland Made for Golf discover northernireland.com

Banners



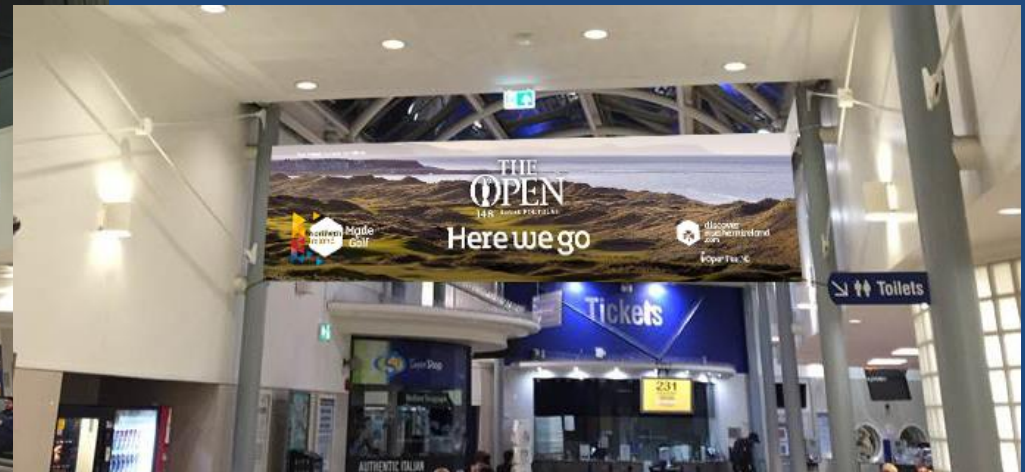
- Welcome dressing
- Welcome ambassadors – do you have any we can tap into?
- Golf Simulator (Trackman, Belfast City Airport)
- POS distribution across restaurants/shops



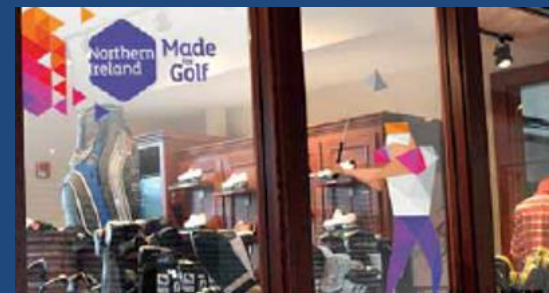
Baggage handlers, car hire, taxis, social media

Train & Rail stations

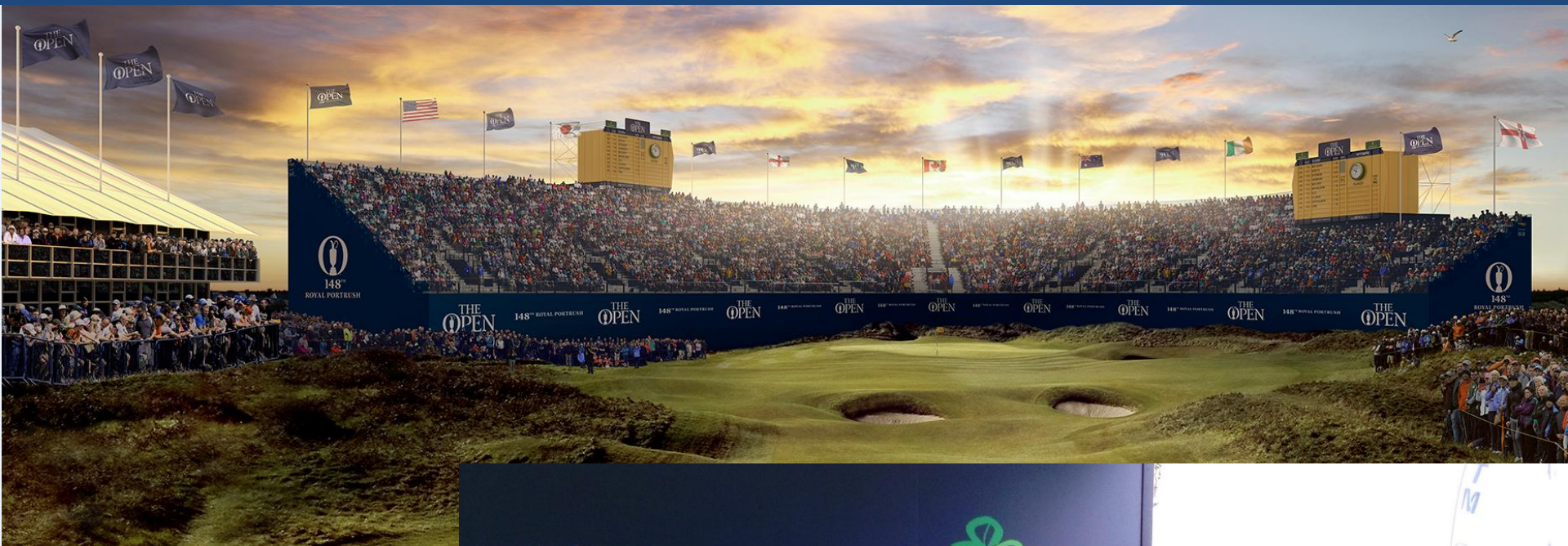
- Belfast stations – Lanyon Place & Europa
- Portrush station
- Coleraine station
- Derry~Londonderry – Rail & bus station



Point of sale



Volunteer now partnership



Volunteering Opportunities

- Volunteer Role: **Open Ready Ambassador (500 volunteers)**
- Tasks will include;
 - Meet & Greet spectators and members of the public
 - Provide a warm welcome to visitors
 - Answer questions and orientate visitors
 - Provide information on other events taking place in Portrush town centre and across NI
- Locations may include;
 - Key Park and Rides across Portrush
 - Along Shuttle Bus Stops
 - Key Train Station(s)
 - Main Coach Park
 - Transport Hub
 - Other key entry point for visitors such as main bus and train transport hubs and airports across Belfast, Derry/Londonderry, Coleraine and Dublin
- All volunteers will have detail on what's on in local towns – can you gather this detail and feed it through to VB?
- Volunteer opportunities via Volunteer Now

Uniform



- Sunday 14th July – Wednesday 17th July – Practice Days
- Thursday 18th July – Sunday 21st July – Championship days

- Traffic and transport to be launched mid April

- Ticket Holder accommodation stats
- 20% of ticket holder accommodation booked in Belfast
- 2.5% Mid and East Antrim
- 9.8% Derry City and Strabane
- 8.8% ROI

(taken from ticket purchaser survey)

Tee times (subject to change) 14th – 21st July

- Sunday, Monday, Tuesday – last tee off 4.00pm (practice days)
- Wednesday – last tee off 3.00pm (practice day)
- Thursday & Friday – 1st tee off 6.35am, last putt 8.30-9.00pm
- Saturday – 1st tee off 8.00am, last putt 8.00pm
- Sunday – 1st tee off 8.00am, last putt 7.00pm

- Working alongside council to programme
- Get involved
- Consider audience and timings
- Be part of it
- The 19th hole
- Engage other businesses
- Community engagement
- Success of EPIC Journey – captured imagination
 - 14 March – Enniskillen Castle
 - 2nd April – Dublin City Centre
 - 9th May – Shambles Yard, Armagh
 - 16th May – Guildhall, Derry~Londonderry
 - 30th May – Portrush Golf Club
 - 6th June – Slieve Donard, Newcastle
 - 13th June – Hill of O’Neill VC, Tyrone

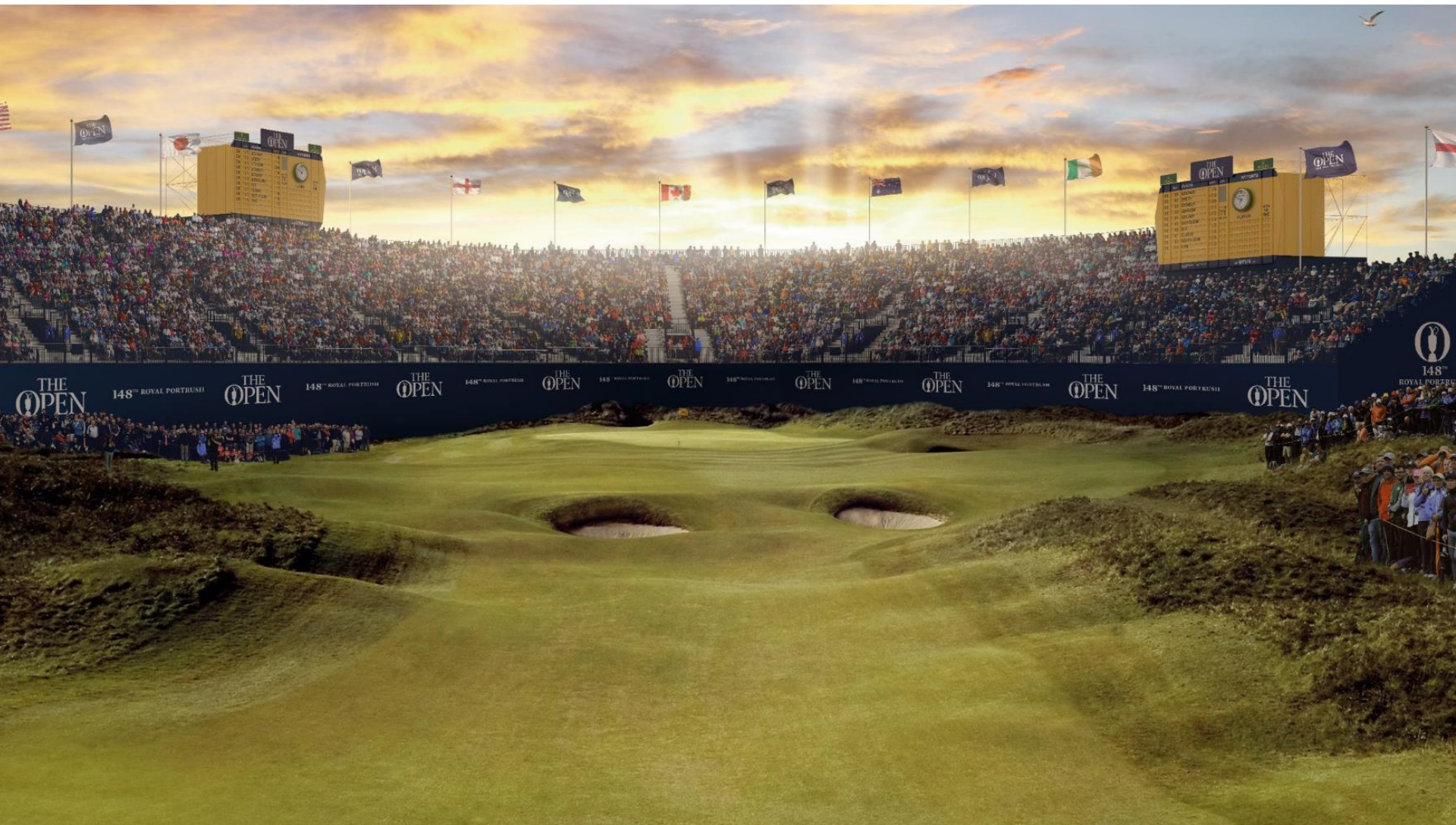
The ask:



- Register interest for POS kits
- Register on TNI media library to download NIMFG brand assets
- Encourage local businesses to activate and animate/create a 19th hole experience

- TELL US ABOUT IT

- Tourism NI team
- Tourismni.com
- Register for our email alerts
- medialibrary@tourismni.com
- Discovernorthernireland.com
- Theopen.com
- The Open app
- Visit Belfast
- Translink.co.uk
- Visitcausewaycoastandglens.com



Get in touch:

Deirdre Melly

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Patricia McEldowney

Wednesday 13th March

MID AND EAST ANTRIM BOROUGH COUNCIL

Visitor Services Review Update

Patricia McEldowney



Mid and East Antrim Borough Council sourced an independent consultant to:

- ❖ Provide an independent assessment on the location and role of Visitor Information Centres in the Borough
- ❖ A comprehensive review on the provision of Visitor Information in the Borough.





Background



- ❖ **Tourism Strategy** - increase share of GB and international visitors by 7%
- ❖ **Grow Tourism** - develop attractions and events
- ❖ **Economic Development** - increase average length of stay by 0.5days
- ❖ **Partnerships** - establish effective working partnerships with the industry
- ❖ **Align with Tourism NI's draft Regional Strategy and Visitor Information Plan 2016 - 2020**

Review



- ❖ List of offices/ points
- ❖ Services offered to visitors
- ❖ Location detail
- ❖ Footfall
- ❖ Income
- ❖ Operating times
- ❖ Staffing levels, skills and duties

Recommendations



Carrickfergus Visitor Information Centre – dual function

- ❖ Enhance signage at entrance
- ❖ Proceed with light touch refurbishment
- ❖ Enhance retail offer to reflect local craft and food offer in line with Castle





The Gobbins (currently limited Visitor Information)

- ❖ Develop Visitor Information Point – with potential to expand to full Visitor Information Centre
- ❖ Adopt TNI Branding on signage
- ❖ Develop skills of current staff to facilitate developments
- ❖ Continue development of successful retail offer
- ❖ Enhance language provision



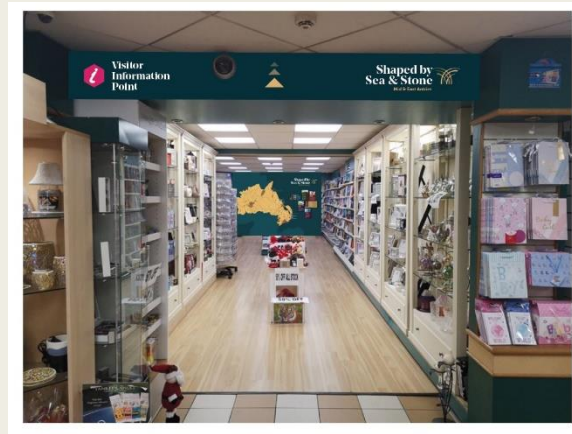


Larne Visitor Information Centre

- ❖ Close the VIC and relocate to area of high footfall
- ❖ Seek alternative Visitor Information Point in town centre



Book Nook – Visuals of new Visitor Information Point →



← Book Nook – View from entrance



Thank you

Q&A



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Jayne O'Neile

Wednesday 13th March

Discover NI website

discover northernireland.com

Accommodation Experiences Things to Do Events About NI

Belfast

Say hello to more

What would you like to discover?

E.g. Game of Thrones

Or browse...

Spring Deals 2019 Bucket List Game of Thrones@ Golf Belfast

The 148th Open, Royal Portrush GAME OF THRONES™: The Touring Exhibition

Say Hello to More Hello Maritime Mile Causeway Coastal Route

VIEW BACKGROUND

#discoverni

Sign Up for the Discover Northern Ireland Newsletter

Enter your email... Submit

This website uses Cookies. By continuing to use the site you are consenting to this. [Click here to find out more about Cookies and how we use them.](#) ACCEPT COOKIES

VIC resource library

The screenshot shows the homepage of the Visitor Information Network Resource Centre. At the top is a dark teal navigation bar with the Tourism Northern Ireland logo and menu items: Accommodation Start-up Advice, Grow Your Business, Facts and Figures, Media Centre, Events, and a search icon. Below the navigation bar is a breadcrumb trail: Home / Visitor Information Network Resource Centre. The main heading is 'Visitor Information Network Resource Centre'. A welcome message reads: 'Welcome to the Visitor Information Network Resource Centre. Here you will find training materials, information on meetings and events, contact details and other key documents for internal use.' The main content area features a section for 'Previous Training Materials' dated 26 April 2018. Below this are three cards: 'VIC Network Events' (5 October 2016) with a 'View detail' button, 'Training Materials' (15 August 2016) with a 'View detail' button, and 'Mystery Shopper' (15 August 2016) with a 'View detail' button. On the right side, there is an 'Upcoming Events' sidebar with two items: 'Facebook for Impact' (11 March 2019) and 'Instagram for Impact' (11 March 2019), both with right-pointing arrows.

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Tourism Northern Ireland

Accommodation Start-up Advice

Grow Your Business

Facts and Figures

Media Centre

Events

Home / Visitor Information Network Resource Centre

Visitor Information Network Resource Centre

Welcome to the Visitor Information Network Resource Centre. Here you will find training materials, information on meetings and events, contact details and other key documents for internal use.

26 April 2018

Previous Training Materials

Previous Training Materials

5 October 2016

VIC Network Events

This section holds information on frontline fam trips, network meetings, workshops and training.

[View detail](#)

15 August 2016

Training Materials

Training presentations for the VIC Network

[View detail](#)

15 August 2016

Mystery Shopper

Mystery Shopper report.

[View detail](#)

Upcoming Events

Facebook for Impact

11 March 2019

Roe Valley Arts and Cultural Centre, Limavady

Instagram for Impact

11 March 2019

Mystery Shopper reports

The screenshot shows the 'Mystery Shopper' page on the Tourism Northern Ireland website. The page features a dark teal header with the logo and navigation links. The main content area is white with a teal accent bar. A 'Recent Insights' dropdown menu is visible on the right. The main text includes a post date, a title, a link to view reports, and a 'Downloads Assets' section with a PDF file link.

tourism northernireland
Tourism Northern Ireland

Accommodation Start-up Advice | Grow Your Business | Facts and Figures | Media Centre | Events

Home / Mystery Shopper


Mystery Shopper

Posted on: 15 August 2016

Mystery Shopper report.

To view your individual VIC's mystery shopper report, please click [here](#).

Downloads Assets

 [VIC User Guide to Online Mystery Shopping System revised 2017 01.pdf](#)

Recent Insights

Keep up to date on industry news & events [Sign Up](#)

EXPERIENCE THE ARTISTRY OF THE WORLD OF WESTEROS
OFFICIAL EXHIBITION OF THE HIT HBO SERIES

GAME OF THRONES™


THE TOURING EXHIBITION ♦

TICKETS AVAILABLE FOR
NORTHERN IRELAND,
STARTING APRIL 11, 2019



Northern Ireland Print review - NI

- Preview of the survey we would like you all to complete – feedback welcome



Print review _ NI version

Production


1. What quantity of the following visitor information does your council produce in print?

	Less than 10k	10k - 25k	25k - 50k	50k - 75k	75k - 100k	100k +
Visitor Guide	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
What's On (events) Guide	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Accommodation Guide	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eating out Guide	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Map of local area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Map of wider area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (please specify in the comment box)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Comments

* 2. What languages is your Visitor Guide available in?

- English
- French
- German
- Spanish
- Italian
- Mandarin
- Other (please specify)



* 3. Does your council date its printed visitor information? e.g. Visitor Guide
2019

Yes

No



Print review _ NI version

Budget

* 4. What is your annual visitor information print budget?



* 5. How would you currently rate demand for the following publications in your VIC?

	High Demand	Medium Demand	Low Demand	No Demand
Causeway Coast and Glens Council Visitor Guide	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Belfast Visitor Guide	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Derry Visitor Guide	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Armagh Visitor Guide	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ards and North Down Visitor Guide	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Newry, Mourne and Down Visitor Guide	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fermanagh and Omagh Visitor Guide	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mid Ulster Visitor Guide	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mid and East Antrim Visitor Guide	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Antrim and Newtownabbey Visitor Guide	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lisburn and Castlereagh Visitor Guide	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Northern Ireland Visitor Journal	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Belfast and Northern Ireland In Your Pocket	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Northern Ireland Visitor Attractions Map	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Game of Thrones Map	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Regional Maps	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
City Maps	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

* 6. How much of the following publications is recycled at the end of each season? Please tick the box that best applies

	None	0 - 50 copies	50 - 100 copies	100+ copies
Causeway Coast and Glens	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Derry City and Strabane	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fermanagh and Omagh	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mid Ulster	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Armagh Banbridge and Craigavon	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Newry Mourne and Down	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lisburn and Castlereagh	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Belfast	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ards and North Down	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Antrim and Newtownabbey	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mid and East Antrim	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Comments

* 7. Is there an over or under supply of the following publications?

	Over supply	Sufficient	Under supply
NI Visitor Journal	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Belfast and NI In Your Pocket	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Belfast Whats on Guide (Quarterly)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Print review _ NI version

Overseas distribution

* 8. Do you distribute to Tourism Ireland market offices?

Yes

No

Print review _ NI version

ROI distribution

* 9. Do you distribute to to Failte Ireland offices?


Yes

No

Print review _ NI version

* 10. Where do you distribute to?


- Failte Ireland owned offices
- Failte community offices
- Failte information points
- Other (please specify)



* 11. How do you distribute print to ROI locations?

- Via Failte Ireland central contact
- Direct to individual Failte Ireland offices
- Other (please specify)






* 12. How often do you distribute to ROI?

- Once a year
- 2-5 times a year
- 5+ times a year





* 13. Do you see merit in a central distribution service option for ROI locations?

Yes

No

Print review _ NI version

NI distribution

* 14. What council areas in NI do you service with print?

- Causeway Coast and Glens
- Mid and East Antrim
- Antrim and Newtownabbey
- Belfast
- Ards and North Down
- Lisburn and Castlereagh
- Armagh Banbridge and Craigavon
- Newry Mourne and Down
- Mid Ulster
- Fermanagh and Omagh
- Derry and Strabane
- Airports
- Giants Causeway



15. Do you service the following with your Visitor Guides?

	Local Area only	Local area plus surroundings	Local area plus Belfast and Derry	All of NI	ROI	None
Hotels	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
B&B's/Guesthouses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Self-catering accommodation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Attractions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



Print review _ NI version

Distribution contrat

* 16. When is your distribution contract up for renewal?



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Information Sharing

Wednesday 13th March



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northernireland

Fíach Reid

Wednesday 13th March

Derry Creatives Collective

Tourism NI AI Challenge 2019 - Alexa Tourism assistant



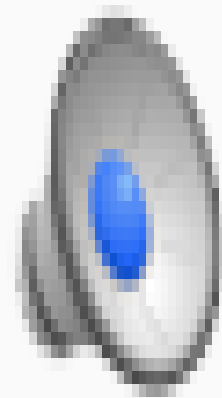
What is it?

This is a “AI bot” or “Skill” that will enhance the capabilities of Alexa, allowing Alexa to respond better questions from tourists regarding northern ireland.

Although it's still in development here are a few video-demos of the bot in action:

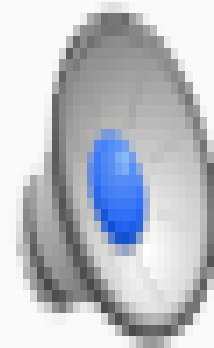
Finding a hotel

“Alexa, where can I stay in newry?”



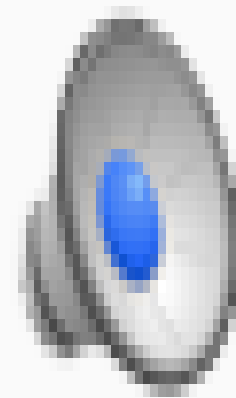
How to get around

Alexa, How do I get from Brighton to Newry?



VIC Specific information

Alexa, tell me about the stangford ferry?



What's on ?

Alexa, What's on in Belfast in July?

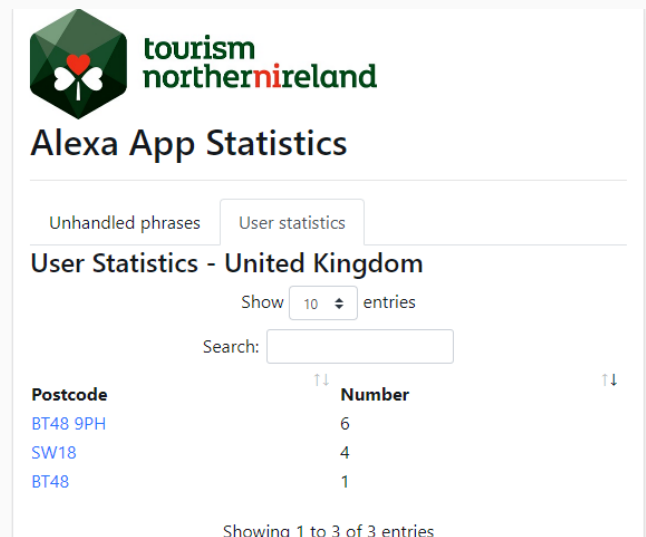


Web interface for statistics

Web interface available to show usage statistics,

Where the users have come from?

What requests have failed?



The screenshot shows the 'tourism northernireland' logo at the top left. Below it is the title 'Alexa App Statistics'. There are two tabs: 'Unhandled phrases' and 'User statistics', with 'User statistics' being the active tab. The main heading is 'User Statistics - United Kingdom'. Below this, there is a 'Show' dropdown menu set to '10' and the text 'entries'. A search box is labeled 'Search:'. The data is presented in a table with two columns: 'Postcode' and 'Number'. The table contains three rows of data. At the bottom, it says 'Showing 1 to 3 of 3 entries'.

Postcode	Number
BT48 9PH	6
SW18	4
BT48	1

How can VICs help?

Looking for Q&A type information from local VICs - help tourists enquire about attractions specific to each area of Northern Ireland

Already received information from:

Ards, Ballycastle, Bangor, Derry, Downpatrick, Maghera, Newcastle, Newry and Warrenpoint.



Thank you