

A scenic photograph of two women standing on a grassy hill overlooking the ocean at sunset. The woman on the left is wearing a pink shirt and a dark jacket, while the woman on the right is wearing a yellow jacket. They are both looking towards the ocean. The sky is a mix of blue and orange, with some clouds. The foreground is filled with tall grasses, some of which are out of focus. The overall mood is peaceful and scenic.

# Welcome

[tourismni.com](http://tourismni.com)

#TourismInAction



# Carolyn Boyd

Industry Development Manager  
Tourism NI



# Our Focus

- Performance and Competitiveness
- Market Retention and Diversification
- People Skills and Capability
- Digital skills and Innovation.
- Sustainable Tourism





## Hospitality and Tourism Skills Development



Our "Good to Go" campaign built confidence around safety

81% Adults reached through outdoor campaign  
 +40M digital impressions delivered  
 "Good to Go" integrated into content and editorial

## Driving Growth through trade Sales

- Seasonal Engagement & Sales Programme with Travel Trade – webinars, virtual trade shows, expos, virtual fam trips
- NI Showcase Events
- Meet the Buyer
- Strategic Partnership Campaigns in Key Markets

**800** Industry opportunities

# TOURISM CONFERENCE



- Business Continuity
- Creating Consumer Confidence
- Stimulating Consumer Demand
- Safeguarding Connectivity
- Enhancing the Competitiveness of the Region
- Enhancing the Capability of Businesses
- Enhancing the Skills of the Workforce
- Creating a Supportive Policy Environment

# TOURISM IN ACTION



- Continuation of the We're Good to Go Accreditation Scheme
- A Co-Operative Marketing Fund
- A Holiday at Home Voucher Scheme
- Experience Development Programme
- Website Development Programme
- Covid Recovery Kick Start Programme
- Market Led Product Development Funding Programme
- The Rural Tourism Capital Scheme in collaboration with DAERA



Thank

You



tourism  
northernireland





A scenic photograph of two women on a grassy hill at sunset. The woman on the right is using binoculars, and the woman on the left is looking towards the ocean. The sun is low on the horizon, creating a warm, golden glow. The foreground is filled with tall grasses, some in focus and some blurred. The sky is a mix of blue and orange. The overall mood is peaceful and adventurous.

# Q&A

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