

A scenic view of a waterfall cascading over mossy rocks in a forest. The water is white and frothy as it flows over the dark, moss-covered rocks. The surrounding forest is dense with trees, some of which are bare, suggesting a cool or autumnal setting. The overall atmosphere is serene and natural.

Unlocking Northern Ireland's outdoor assets

Welcome!


- Share project context and background
- Suggest how we can work together to deliver success
- Gather perspectives and insights
- Hear your ideas and suggestions
- Outline next steps

Today's Plan





CONTEXT AND BACKGROUND



Survive,
revive and
Thrive

Ensuring Recovery and Growth

for Northern Ireland's
tourism industry.



tourism
northernireland

Tourism, employment and revenue

growth

Tourism has
grown by

46%

since
2013

12,800

new jobs
created since
2013

Achieved an
unprecedented

£1bn in
revenue
in 2019

Approx.

70,000

were employed
in 2019



Tourism is a Key Sector

Of our economy and **benefits us all**



Central to **economic** and **social wellbeing**



Renewal of **local** and **national pride**



Needs **ongoing investment**



Drives **export earnings**



Supports **promotion** of our unique **culture**



Balanced sub **regional growth** and **job creation**



Provides **local** and **central government revenue**



Connects **people** with **place**



Attracts **inward investment** and **growth**





Consumer Trends:

- Safety is key – WG2G
- Health and wellness
- Trips for rest and relaxation
- Outdoor experiences
- Getting back to nature
- Food and drink
- Hidden gems and getting off the beaten track
- Multi-generational offers for families
- Consumers want to be able to use technology to research in advance
- Value for money
- Sustainability- environmental and economic
- Supporting local to stimulate post-Covid recovery and support local communities



Northern
Ireland
Embrace
a Giant
Spirit



Five strategic pillars

A thriving tourism
ecosystem that enriches
Northern Ireland, its people and its guests

Share our Giant Spirit and Awaken it in Our Visitors
and create a world-class, short-stay destination

Heritage

A place full of
stories, myths,
writers, poets and
history

Legendary

Environment

Rugged landscapes,
wild seas, lush
greenery, rich
natural resources

Elemental

Culture

Our island
shaped by a
Giant Spirit

Giant Spirit

Industry

Ambition,
imagination,
hard-working
perseverance

Pioneering

Community

Special generosity,
hospitality and
warm welcome

Big-hearted

Place

People

Principles

Moving forward

- Emerging demand aligns strongly with what NI and the experience brand offers
- Sustainable, meaningful and regenerative tourism is key to our recovery
- Work closely with local stakeholders to align our efforts to their respective development strategies.
- Develop compelling experiences to meet market demand.
- Ensure consistency within the Embrace a Giant Spirit brand





Working Together....



Vision and ambition guided by..

Desire to **unlock** Northern Ireland's natural assets to attract and motivate visitors spend time exploring and enjoying the destination, contributing to economy and host communities

Need to create and hone **world class, distinctive visitor experiences.**

Opportunity to harness skills and knowledge in consumer brand led experience development to support product design, development and implementation

Ambition to build a partnership that is **sustainable and** valued by its **network of stakeholders**

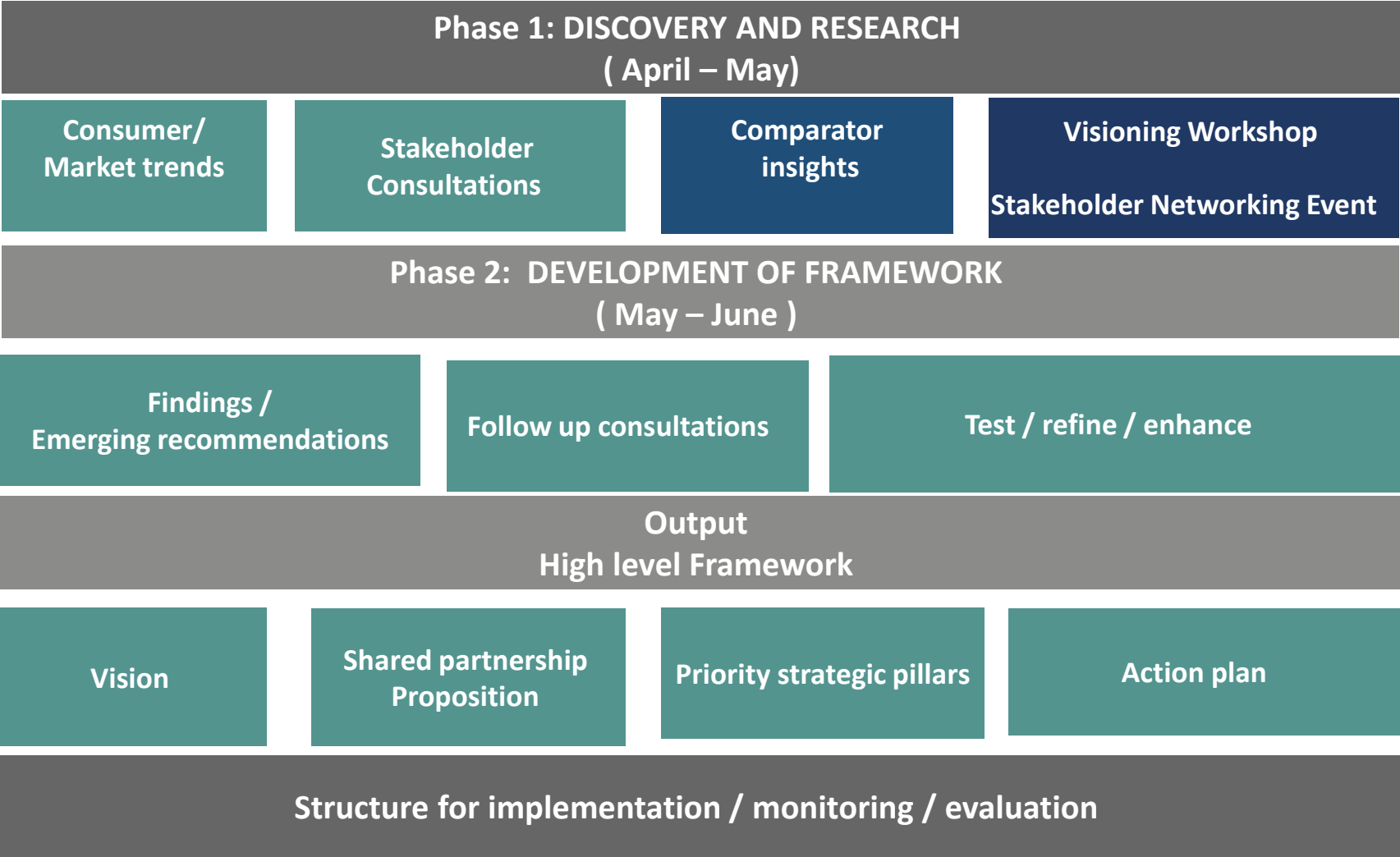
The development of a distinctive, compelling and **relevant Framework** informed by consumer needs, business opportunity and one that delivers on Embrace a Giant Spirit brand promise, endorsed and supported by relevant stakeholders

The stakeholders





Our approach





Our speakers ...



- **Rob Holmes – GLP Films**
- **Yvonne Gordon – Travel Writer**
- **Rob Rankin – Vagabond Tours**
- **Brendan Kenny – IAAT**

A scenic view of a river flowing through a forest. The river is surrounded by moss-covered rocks and trees. The water is clear and flows over the rocks, creating small rapids. The forest is dense with trees, and the ground is covered in fallen leaves. The overall atmosphere is peaceful and natural.

Unlocking Northern Ireland's outdoor assets

Rob Holmes

A scenic view of a river flowing through a forest. The river is surrounded by moss-covered rocks and trees. The water is clear and flows over the rocks, creating small rapids. The forest is dense with trees, and the ground is covered in fallen leaves. The overall atmosphere is peaceful and natural.

Unlocking Northern Ireland's outdoor assets

Yvonne Gordon

Unlocking the outdoors



Yvonne Gordon, Travel Writer

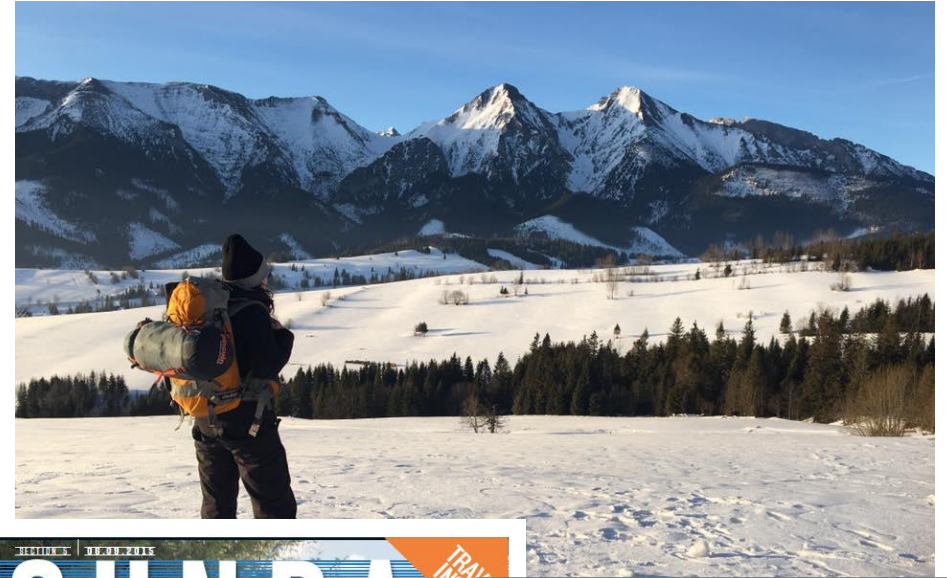


Travel writer...

Newspapers, magazines and websites around the globe

Travel guides — Lonely Planet, Frommer's

Adventure Travel Writer of the Year 2019



Embrace a Giant Spirit

- Good timing for reposition
- Growth in adventure travel
- Demand for more outdoor and nature experiences
- More media coverage

- EAGS gives framework and brand to unlock these
- How to communicate this
- How to deliver on the promise communicated



Tuscany





Tuscany

Tuscany Adventure Times is born, the new holiday project in Tuscany

June 27, 2018 Editorial board Strategies & Promotion 0



Journalists arrive at the press conference sailing the Arno on a raft.

Skipass, the Tuscan mountain is told through its products
October 29, 2021 0

Two tourism medals: Tuscany showcase best project, Val d'Orcia best welcome
October 15, 2021 0

Experiential tourism, Tuscany in Rimini under the sign of Dante
October 13, 2021 0

TERRITORIES



Toscana Plastic Free: the

HOME > FIERE & B2B > Turismo avventura, a Montecatini (prima volta in Italia) l'Adventure Travel World Summit

Turismo avventura, a Montecatini (prima volta in Italia) l'Adventure Travel World Summit

28 settembre 2018 Redazione Fiere & B2B 0



FIERE & B2B

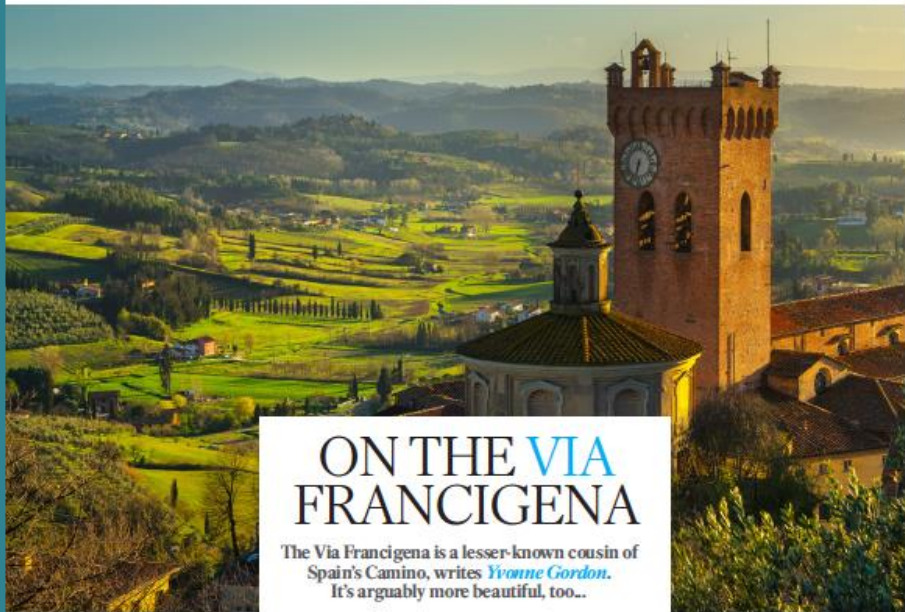
Skipass, la montagna toscana si racconta attraverso i suoi prodotti
29 ottobre 2021 0

Due medaglie al turismo: Vetrina Toscana miglior progetto, Val d'Orcia migliore accoglienza
15 ottobre 2021 0

Turismo esperienziale, la Toscana a Rimini sotto il segno di Dante
13 ottobre 2021 0

TERRITORI





ON THE VIA FRANCIGENA

The Via Francigena is a lesser-known cousin of Spain's Camino, writes *Yvonne Gordon*. It's arguably more beautiful, too...

"San Miniato is halfway between Pisa and Florence," says Anna Deiri, our walking guide. "The experience of the tower here is the other as you would experience the power and authority of it, right, you can see the lights of Pisa, Lucca and Florence."

We're standing at a panoramic point, in the town of San Miniato in Tuscany hearing about ancient power struggles while enjoying views over green hills, olive and cypress groves, and a clock tower. The town is along the Via Francigena, the path that led pilgrims from Canterbury England to Rome in the middle ages, passing through France, Switzerland and Italy, much of it through Tuscany. If you've heard of the Camino de Santiago in Spain, this is its lesser-known – and arguably more beautiful – cousin.

The Via Francigena route dates back to the 6th century and Archbishop of Canterbury Sigeric wrote an account of travelling the route in 990. During the Middle Ages, it was a main road to Rome for both pilgrims and goods, where overnight stops were set up as manasteries and churches to assist on the way. Many will welcome Via Francigena pilgrims on this day, from one of the 1,000+ stops where overnight stays were set up as manasteries and churches to assist on the way. Many will welcome Via Francigena pilgrims on this day, from one of the 1,000+ stops where overnight stays were set up as manasteries and churches to assist on the way.

Taken with the idea of walking as one of the first or a few days, and seeing Tuscany as it was once, I sign up for a guided walking trip – a taste of the land's history.

After what seems like Everest-type preparations the night and morning before our start – with everyone preparing snacks and picnic in bins, filling water bottles, checking gear, packing sun cream, blister pads and spare socks, checking the forecast, public transport and the best and best of all – we set off.

Our first day is long – walking from San Miniato to Gambassi Terme, around Siena, 40km – some 28°C, and despite the snacks and fancy gear (I'm in brand new trail shoes), we're not the hearty bunch we can kind of see of us skip the first 5km while others skip the first 10km – worried about losing the full 24km in the heat.

We ease into it, starting where the trail leaves the main road and turns into a well-used track leading to a typical Tuscan scene. There are low, rolling hills all around, dotted with olive groves and patches of cypress trees. In the distance, a large path curves up several green hills to a golden-yellow farmhouse with a red tiled roof.

As we walk through the Elba Valley, the trail becomes gentler with more lining our path. We pass more farmhouses and along an avenue of cypress trees, we reach a golden-yellow farmhouse with a red tiled roof.

As we walk through the Elba Valley, the trail becomes gentler with more lining our path. We pass more farmhouses and along an avenue of cypress trees, we reach a golden-yellow farmhouse with a red tiled roof.

Camino and decided to do another trail. The woman who goes out immediately reports to Mary, who has walked the entire Camino.

At the small church at Ortoles, benches and a water fountain mark the ideal stop for a picnic lunch. In the afternoon, the trail opens out to a top-lined path to open countryside and we can see across the wheat fields to distant valleys, with olive groves and tiny villages dotted in the hills. Haystacks sit in perfect rows under a blue sky with white fluffy clouds now pass up and down the gentle inclines.

It's beautiful, but so long, the heat and the lack of shade of my last hour is spent wondering if we're nearly there. When the guide says there's 5km to go, I've no idea how long it will take and try to do walking speed calculations in my head. We finally reach the end of the trail at the top of a hill which curves upwards a wayside.

The next day is an easier walk to San Gimignano, a beautiful 13km trek. We stop for a rest at the monastery at Pieve di Chittella, a quiet space with beautiful views of valleys and distant vineyards. Our next stage is 18km to Colle Val d'Elsa, a town divided into upper and lower sections, the latter upper part dating back to medieval times.

As we walk, we chat, greeting to know each other and hearing each other's stories. Some of the group have done parts of the Camino de Santiago, others walk or hike as weekenders. We're all ages and everyone has a different reason for wanting to see people walking pilgrims, a couple who came to walk the trail years ago but couldn't due to an injury and four who are on the Spanish

Take three: travel tips

Storytime
Learn the route's story at the Via Francigena museum in Lucca (via Francigena street, nr. 4). Don't miss the superb video installation in the basement vaults.

Bedtime
Spend the night at a traditional hostel like the Convento Ave del Lombardi in Pisa (1-39 0577 302000) in Abbadesse Stabia. It has welcomed pilgrims since the middle ages.

Swim time
Swim in a thermal pool. Tuscany is full of healing thermal springs – take a dip where the Via Francigena trail passes La Caldina near Colle di Val d'Elsa. It dates to Etruscan times.

What to pack

Travel is easier, more comfortable when you are well. Great Outdoors (greatoutdoors.ie) do a proper fitting service and gear list, and will explain why a wet weather jacket is a difference. Bring a reusable water bottle to fill at fountains and plenty of sunscreen and snacks.



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Sunny Spain & Picturesque Port

The Algarve Coast & Country

Solo-Friendly Available

From €459

Departs 24 Sep (€449), 28 Sep (€619), 17 Oct (€529), 23 Oct, 25 Oct (€499), 29 Oct (€659) & 14 Nov (€579)

Fully Guided | 7 nights | 3* or 4* B&B / Half board

What's included:

- Flights from Dublin to Faro
- 7 nights in Albufeira or Praia de Rocha beach, in the southern Algarve region
- A half day excursion to the beautiful town of Silves and the Algarve countryside
- A full day excursion to the unspoiled towns of Lagos and Sagres
- A half day trip to the historic town of Faro and the market in Olhão

Costa Brava & Barcelona

Solo-Friendly Available

From €599

Departs 25 Sep (€619) & 17 Oct (€699) 2018

13 Mar (€599), 20 Mar (€679) & 31 Mar (€729) 2019

Fully Guided | 7 nights | 4* Half board

What's included:

- Flights from Dublin to Barcelona
- 7 nights in the beachside town of Pineta de Mar, Santa Susanna or Vilanova de Mar
- A full day panoramic tour of Barcelona and a free day in the city with guided transfers
- A full day excursion including Cava wine tasting and a visit to Montserrat
- A full day excursion to Girona visiting the Dalí Museum in Figueras

W: traveldepartment.ie T: 01 637 1636

Irish Independent

TUSCAN GURU

GET THERE

via Francigena

ACTIVE | NATURE

Step out on the Via Francigena

October 1, 2018 | By Yvonne Gordon

It felt like I was walking into a painting. Beneath the blue sky, a grassy path curved around a hill scattered with haystacks, with a row of cypress trees at its base. The colorful patchwork of a distant hill was made up of golden fields, a pale green vineyard and a cluster of white stone walls, with some olive and a few tall trees completed the view. It was the perfect Tuscan scene that I always dreamed of exploring. Walking some of the Via Francigena, the ancient pilgrim route from Northern Europe to Rome, I was treated to such landscapes all day every day.

I started that particular day in the town of San Miniato. Filling my water bottle at the fountain and stocking up on fruit, sandwiches and sweet cornmeal biscuits at the local deli before setting off. San Miniato, strategically located on the junction between the Via Francigena and the road from Florence to Pisa, was the source of many battles in the Middle Ages and earlier when fortified with a castle and city walls. It was all quiet, though, as I looked out on the Arno Valley from the clock tower, before heading south to the Tuscan countryside on foot.

Tearing off the main road, I joined a white gravel trail, exchanging the noise of the traffic for that of water in a stream and the song of birds and cicadas. I passed lush olive fields with rows of olives, and walking lanes, vineyards and olive groves, admiring as I went the views across the valleys to blue and black hills on the horizon.

White gold: back into Tuscany's truffles

October 1, 2018 | By Yvonne Gordon

Discover more

Why Tuscan craft beers are in a league of their own

Discover more

San Gimignano is an essential stop along the route. Photo: Shutterstock/Marky, Route: Google/Mapy

Later that day, I arrived in the town of San Gimignano and added a evening coffee in the main square before exploring the city's streets and shops. I discovered tall houses with ornate facades, medieval towers by wooden shutters and boxes of flowers, and old-fashioned street lamps that lit my way when dark descended. It reminded me that the town was popular for its hot springs and pilgrims would stop here on their long journey to the holy city or seek the curative waters. Midweek-day pilgrims like me can still take the waters or check into a spa resort.

The next day, the trail led me to San Gimignano. At times the path was lined with wild white flowers among which daisies and dandelions. Elsewhere I walked through copes of dark green oak and chestnut forest and olive groves, and saw olive orchards on the hillside crowned with their white flowers.

RAFTING AND OUTDOOR ACTIVITIES IN TUSCANY

over 400 km routes on rivers, coast and lakes

SEE MORE



rafting

packrafting

kayak

SUP

footbike

rivertrekking

swimtrekking

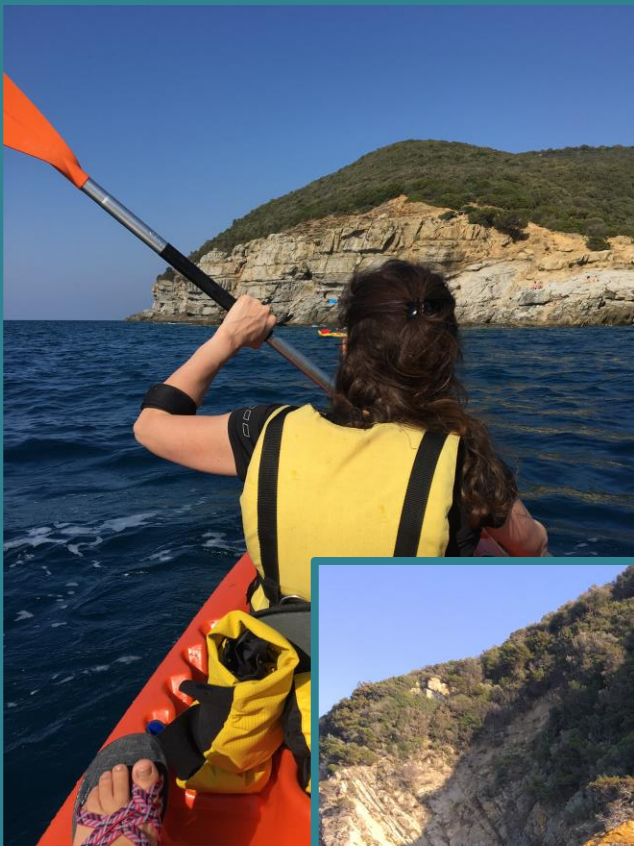
trekking hiking

RAFTING AND OUTDOOR ACTIVITIES IN TUSCANY

over 400 km routes on rivers, coast and lakes

SEE MORE







FLOATING
UNDER THE
TUSCAN SUN
意國艷陽下「浪」遊

YVONNE GORDON ditches the road less travelled
to explore Tuscany via its waterways

Yvonne Gordon 展開托斯卡納河上漫遊之旅，
另闢「浪」徑探索區內隱世風光

Pack It In

The Alaskan adventure sport of packrafting makes a splash in Tuscany

It's a peaceful day at Tuscany's Lake Bianco, and on a small, stony beach, a group of hikers is inflating rafts—with many an air pump to speed the quiet. Instead, these outdoors enthusiasts are catching air in what look like kitchen-size garbage bags and then squeezing the air into yellow dinghies that they've enrolled from waterproof backpacks. Packrafts, as these boats are known, were popularized in Alaska but have recently landed on Italian shores, thanks to the Fiesole-based water sports outfitter T-Rafting.

While many travelers see Tuscany by bicycle, T-rafting owners Sebastian Schweitzer and Enrico Pint Prato—both of whom have PhDs in freshwater ecology—are taking to the region's many waterways. In addition to activities such as whitewater rafting and floating under the Ponte Vecchio, last season the company debuted this packrafting excursion, which begins about 20 miles from Florence. After a gentle hike through rolling countryside and forest from the Bosco di Prati convent to the lake, participants unzip their backpacks to reveal a foldable paddle and a one-person raft that weighs between 35 and 8 pounds. Once inflated, the rafts carry the paddlers to a picnic on the other shore. It takes just a few minutes to deflate and pack them up, at which point the group continues on, hiking past the 12th-century Castello

del Trebbio and stopping for a wine tasting at a local farm.

"This is the cool thing about packrafting: A body of water doesn't stop your hike or biking trip," Schweitzer says. "This equipment gives you incredible freedom, making water and land your gaming ground and opening your horizons."

With its 250 miles of coastline, seven main islands, and dozens of lakes and rivers, Tuscany is particularly ripe for this sport. "We have beautiful rivers such as the Ombrone in Maremma—a wild area of Tuscany—or the nature reserves of the Upper Arno," says Schweitzer, who also loves packrafting around the region's islands. "Walking in Mediterranean bush and paddling into the crystal-clear water during the same excursion is an unforgettable experience." 1.5-hour trips from \$40; 3-hour trips from \$62; t-rafting.com



Conquering in Tuscany's hot basins

A WORLD OF ADVENTURE



TUSCANY, ITALY AN ADVENTURE RENAISSANCE

EVEN JUST saying the word Tuscany feels relaxing. But don't mistake this part of Italy for being only about vineyard tours and villa escapes. The region has long been an under-the-radar haven for plucky Italians seeking out an adrenaline buzz, as I learned last year.

Mountain ranges like the dramatic Apuan Alps, which rise 6,000 feet from the Mediterranean Sea, and dormant volcanoes like Monte Amiata provide thrilling downhill mountain-bike runs and networks of forest hikes. There are quiet roads and gravel trails for road cycling, plenty of crags and ridges for climbing, and even canyoneering in narrow river canyons. Tuscany also has 140 miles of coastline for sailing, kayaking, or SUPing. Best of all, the region is chock-full of geothermal activity, meaning it's littered with (mostly) hot springs like those in the town of Saturnia, where hot sulfur pools are perfect for sore muscles. And, yeah, there's no shortage of vino to relax with, too. —YVONNE GORDON

070

Travel

20 GET YOUR KICKS
JUST TO THE
BUSINESS SIDES



Reach end of your tether in Tuscany

Most visitors associate the Italian region with picturesque scenery, food, wine, Renaissance art and architecture—but Yvonne Gordon traces chianti for canyons and ropes up to find its energetic side

ESCAPE THE CROWD
WIN RETURN FLIGHTS
TO SOUTH AFRICA

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A life-changing vacation... the about-face of a region that's been so long... the about-face of a region that's been so long...

It's hard not to feel fear while stepping over the edge of each drop. Do my best to focus.



On the island... it's hard not to feel fear while stepping over the edge of each drop. Do my best to focus.

Gordon and her... through a canyon... climbing, rock... rappelling and... rappelling and... rappelling and... rappelling and...

More than... the region's... the region's... the region's... the region's...

TUSCANY FOR TOUGH GUYS
A canyoning guide for... a canyoning guide for... a canyoning guide for... a canyoning guide for...

FLOATING UNDER THE TUSCAN SUN



YVONNE GORDON catches the road less traveled to explore Tuscany via its waterways



It's a peaceful day at Tuscany's Lake Bianco, and on a small, stony beach, a group of hikers is inflating rafts—with many an air pump to speed the quiet.

WE MADE SLOWLY UP THE RIVER, AND BEFORE LONG THE YELLOW AND GOLDEN BUILDINGS OF FLORENCE CAME INTO VIEW

As I made my way up the river, the yellow and golden buildings of Florence came into view. The river was calm and the sun was shining brightly.



The river was calm and the sun was shining brightly. The buildings were yellow and golden.

The river was calm and the sun was shining brightly. The buildings were yellow and golden.

TRY THESE OTHER WATERSPORTS IN TUSCANY

Mountain biking, kayaking, and SUPing are popular activities in Tuscany. The region offers a variety of options for outdoor enthusiasts.



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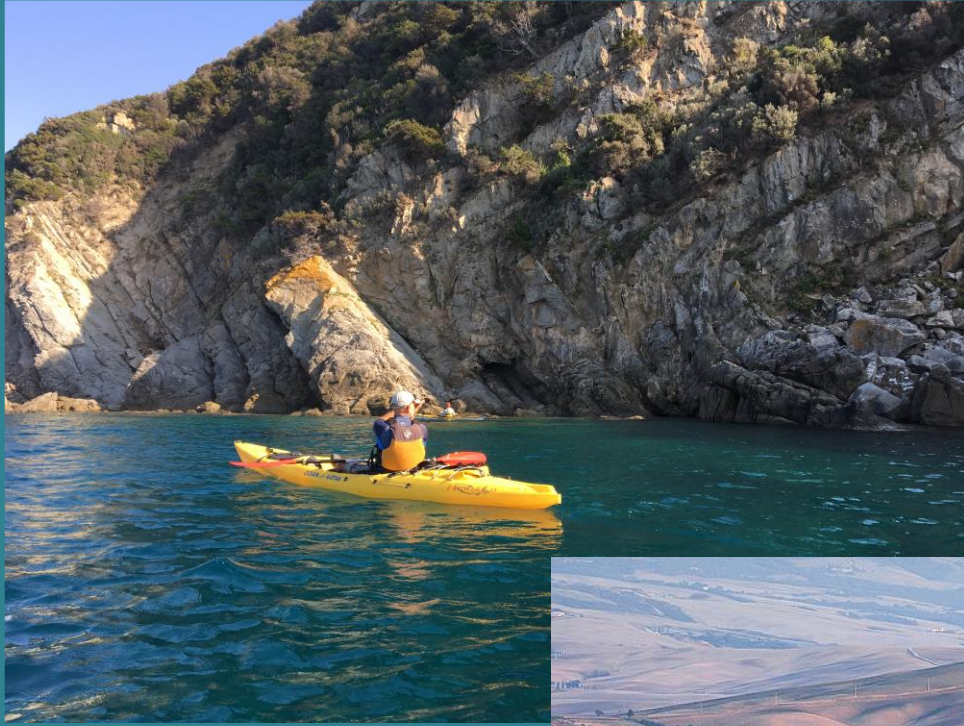
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Sligo



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HOTEL PACKAGES WITH ADVENTURE SLIGO >>



Carraig Climbing

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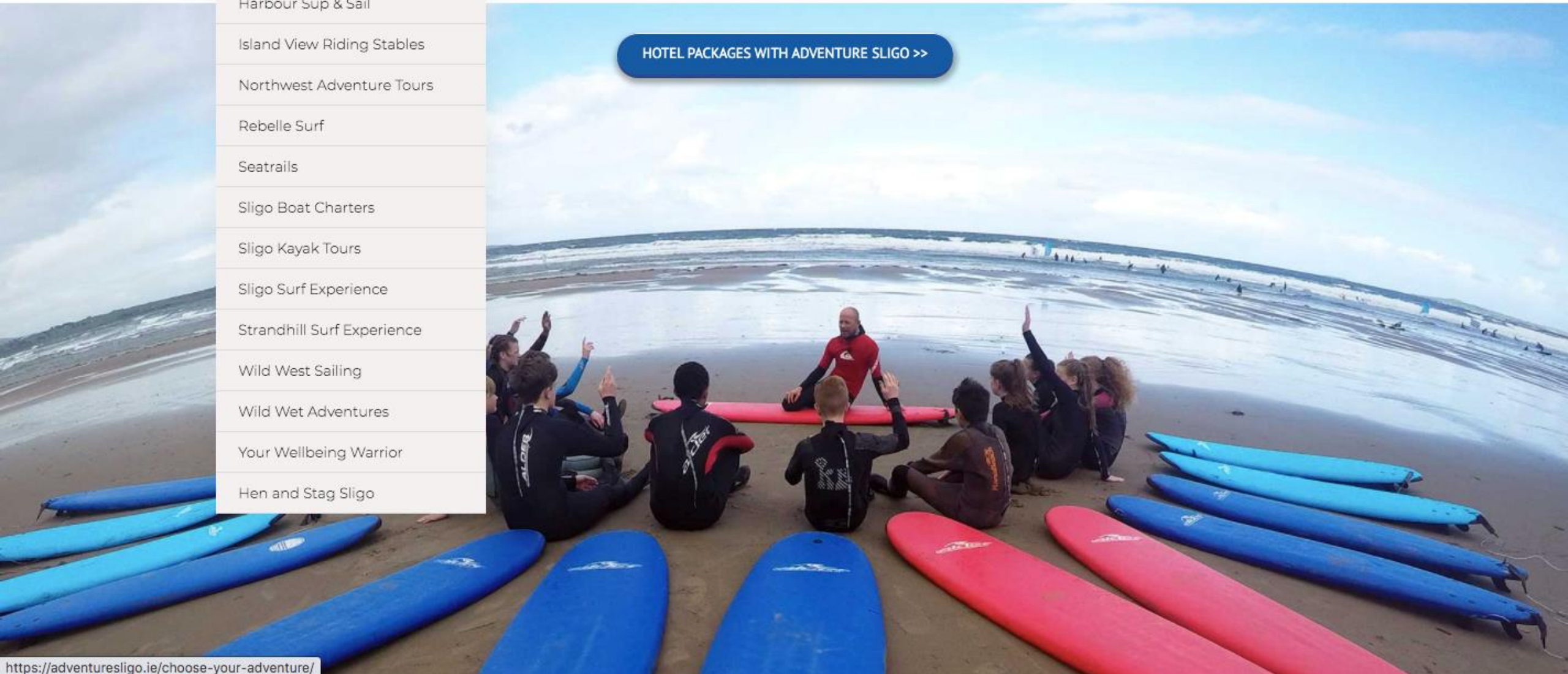
Wild West Sailing

Wild Wet Adventures

Your Wellbeing Warrior

Hen and Stag Sligo

HOTEL PACKAGES WITH ADVENTURE SLIGO >>







SURF N' TURF IN SLIGO

Sligo wants to be the adventure capital of Ireland. Award-winning travel writer *Yvonne Gordon* puts it to the test...

There has never been a better time to visit Sligo than now. The county is celebrating its 100th birthday and is looking to become the adventure capital of Ireland. It's a beautiful county with a rich history and stunning scenery. The county is home to some of the best beaches in Ireland, and it's also a great place to visit if you're looking for a bit of adventure. Sligo is a beautiful county with a rich history and stunning scenery. The county is home to some of the best beaches in Ireland, and it's also a great place to visit if you're looking for a bit of adventure.

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"We have everything from high season, still-seeable horses to a lovely 12th-century castle with a view of the sea. It's a beautiful county with a rich history and stunning scenery. The county is home to some of the best beaches in Ireland, and it's also a great place to visit if you're looking for a bit of adventure.

What to pack: Sligo is a beautiful county with a rich history and stunning scenery. The county is home to some of the best beaches in Ireland, and it's also a great place to visit if you're looking for a bit of adventure.

Click&Go HOLIDAYS to TURKEY June to Sept from €319. Prices include Return flights, 7 nights accommodation. NEW FOR 2019. HOLIDAYS are just a click away | Book today | 01 699 5154 | clickandgo.com

How I learnt to make it Life:2. SUE BRYANT ON WHY SHE'S CRUISING AGAIN. An advertisement for a travel magazine or website.

An adventure in Sligo. As Ireland reopens for domestic travel, Yvonne Gordon looks at the spots in Yeats country where you can avoid the crowds. An advertisement for a travel magazine or website.

el. An advertisement for a travel magazine or website, featuring a photo of a person and some text.

TRAVELERS - THE TRAVEL EXPERTS. SITTING THE STANDARDS BY TRAVEL SINCE 1970. TRAVELERS - MARKET LEADERS. Our Dublin, Cork, Limerick and Belfast Travel Centres are now open. An advertisement for a travel agency.

THE BEEF. A beef burger with a bun, cheese, and vegetables. An advertisement for a restaurant or food business.

THE FOX DEN. A dog sitting on a table. An advertisement for a dog-related business or service.

SMART TIP. A person holding a glass of wine. An advertisement for a wine-related business or service.

SECRET SLIGO

Yeats Country is well-travelled but Co Sligo also offers lesser-spotted nooks and crannies that are at once surprising and eminently beautiful at any time of year.



Sligo is a beautiful county with a rich history and stunning scenery. The county is home to some of the best beaches in Ireland, and it's also a great place to visit if you're looking for a bit of adventure.



- Ni has all the natural resources — coast, rivers, lakes, beaches, cliffs, caves, islands, mountains, forests
- Local companies and guides not just signage and routes
- Support, access and permits
- Nature as nature — not manicured, or spoiled by development
- Media support — storytelling
- Bookable experiences





A scenic view of a river flowing through a forest. The river is surrounded by moss-covered rocks and trees. The water is clear and flows over the rocks, creating small rapids. The forest is dense with trees, and the ground is covered in fallen leaves. The overall atmosphere is peaceful and natural.

Unlocking Northern Ireland's outdoor assets

Rob Rankin

Rob Rankin

Founder and Owner - Vagabond Tours of Ireland

Owner - Sustainable Travel Ireland

President (just retired) - ITOA

Founding chairman - IAAT

Husband and Father of three (and youngest of six..)



Sustainable
Travel Ireland

A potted history of Vagabond...



VAGABOND
SMALL-GROUP TOURS OF IRELAND

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HOME > VAGABOND'S ACTIVE GUIDED TOURS OF IRELAND > 12 DAY GIANT IRISH ADVENTURE

12 Day Giant Irish Adventure

Epic 12 Day Tour Around Ireland

This 12 day Giant Irish Adventure is the tour of a lifetime around Ireland, exploring our rich history and culture while also taking part in some active adventure activities, such as hiking, biking, and horse riding.

This 12 day round trip is a comprehensive Ireland and Northern Ireland tour, including: The Cliffs of Moher, Connemara, and the Antrim Coast in Northern Ireland. Journey over mountain passes, horse-ride along deserted beaches and explore the Wild Atlantic Way. When you venture off the beaten path, Ireland has countless riches waiting for you, from the legendary Giant's Causeway in Northern Ireland to the rugged south-west coast and the awe-inspiring Skellig Michael.

BOOK THIS TOUR FOR ONLY €100 DEPOSIT PER PERSON. [Check Out Our New Flexible Booking Terms](#)

For a relaxed, gentler-paced tour around Ireland, check out our [11 Day Discover Ireland Tour](#) or any of our [Driftwood small-group tours of Ireland](#).

VAGABOND

12 Day Giant Irish Adventure Tour Map

From **€2,605.50 pps***
 *Single Supplement From €445.50
 Estimated \$ USD 2020 Price: \$3,046 (based on \$1 = €0.85)

feefo ★★★★★
 Product Rating 869 reviews

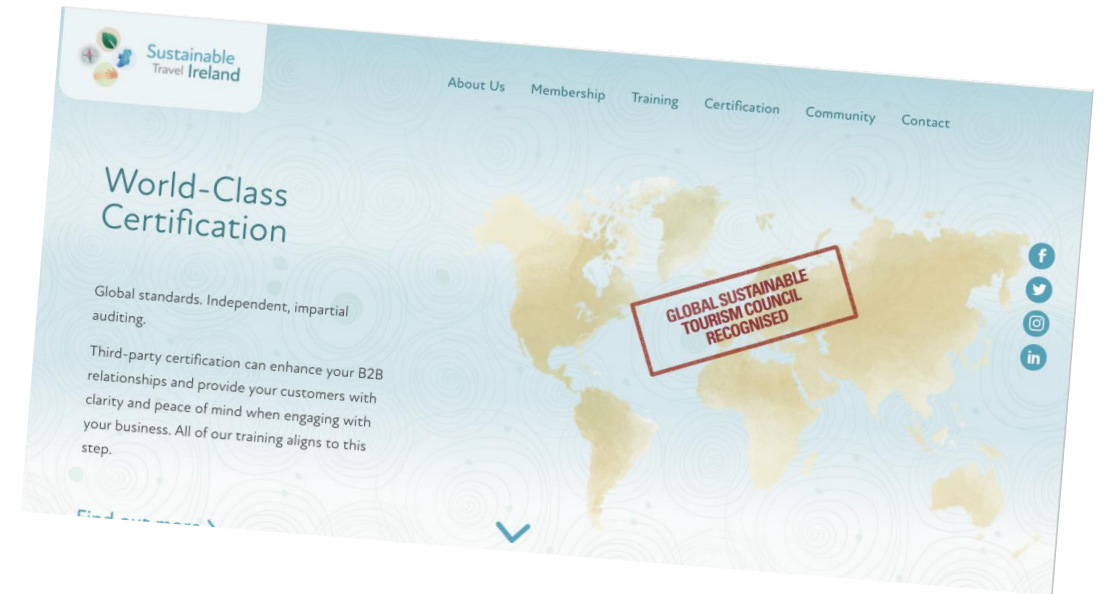
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Sustainable
Travel Ireland

Sustainable Travel Ireland (STI)

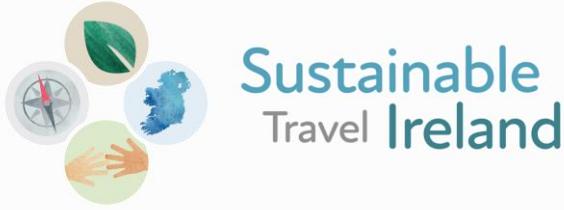
Passionate about inspiring and helping tourism businesses to become more sustainable...



Once upon a time...



Cultural Adventures...



The Bigger Destination...

7 Day Magnetic North Adventure Tour

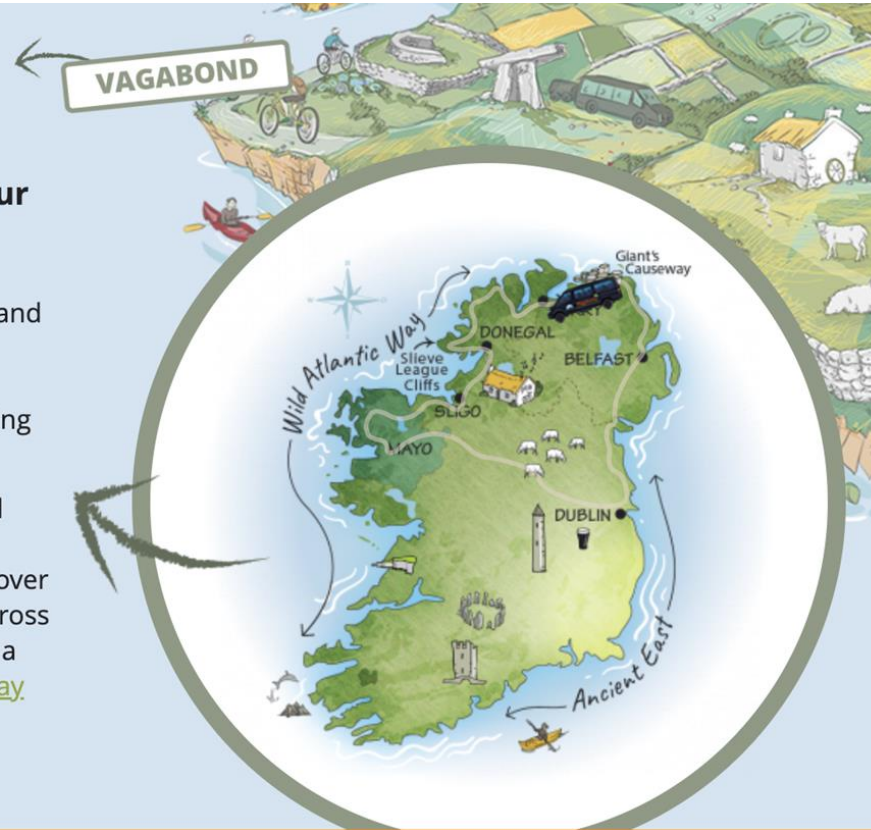
Our Most Immersive Northern Ireland Tour Ever

Head north, touring Belfast to Donegal via Giant's Causeway. This is our most immersive Northern Ireland adventure vacation yet! Spend 7 days on an unforgettable adventure holiday in Ireland. Explore rugged coastlines and learn about Ireland's fascinating history and culture.

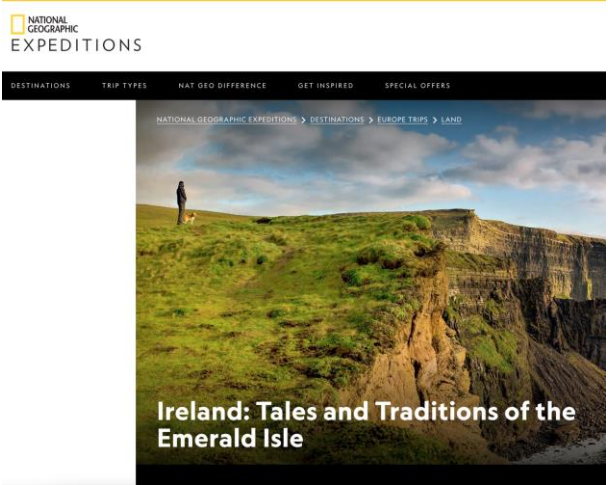
Combine Mayo, Donegal and Northern Ireland's wild outdoors with the warmth of Belfast and Derry/Londonderry. Hike the Giant's Causeway, discover the beaches of Donegal, explore Mayo by bike and cross the Carrick-a-Rede Rope bridge. If you're looking for a longer active vacation in Ireland, check out our [12 Day Vagabond Giant Irish Adventure Tour](#).

💰 **ENJOY 10% OFF MARCH & APRIL DEPARTURES.**

Check Out Our [Springtime Special Offer](#)



How the Landscape has changed for Irish Adventure Tourism...



What has sustainability ever done for Vagabond...



Why Sustainability (and what is it)?

Tourism, as we know it, will not survive unless we change the way we do business.

The challenges:

1. Climate emergency
2. Biodiversity
3. Over-tourism



“Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment, and host communities”

UNWTO

TOURISM: THE BAD



- Worldwide, tourism accounted for 8% of global greenhouse gas emissions from 2009 to 2013, making the sector a bigger polluter than the construction industry. [Nature Climate Change 2018](#).
- CO2 emissions from tourism are forecasted to increase by 25% by 2030. [Climate change | New report | UNWTO](#)
- The hotel sector accounts for around 1% of global carbon emissions.
- Don't have carbon stats for Ireland's tourism industry yet.

TOURISM: A FORCE FOR GOOD



- Redistributing wealth - nationally and globally.
- Regional and seasonal employment.
- Regeneration of communities.
- Fostering understanding, peace and cultural exchange.
- Protecting and putting a value on cultural heritage - both tangible and intangible.
- A vehicle for both valuing and protect biodiversity and nature.
- Promoting wellbeing.
- Reconnecting people with nature.

But there is also an opportunity...

‘Until everybody on the whole planet gets sustainability there is a real competitive advantage in moving in this direction’

Neil Carson, CEO of British multinational Johnson Matthey in 2010



The results

The company has grown constantly - 60% between 2016-2019

It is more efficient profitable

Staff turnover is exceptionally low - engagement is high

Customer satisfaction is very high



Sustainable
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Communicating our story with confidence



Collaboration

- Destination Level
- Association Level
- Business to Business
- Sustainability
- Communities



IAAT GOALS AND CULTURE:

Goals:

1. To achieve top ten status for Ireland in the index of adventure tourism destinations
2. To increase sector profile in Failte Ireland and Tourism Ireland marketing campaigns
3. To establish an annual 'Get out there' style conference to energise membership
4. For the adventure sector to 'have a seat at the table' and be recognised as a major force in Irish tourism.
5. To be Ireland's first carbon neutral association.

Culture of the Association:

1. To provide leadership
2. To encourage sharing and cooperation
3. To be proactive and positive
4. To innovate and set trends



Sustainable
Travel Ireland

To conclude:

- Going in the right direction
- Lessons from other destinations
- Embrace Sustainability
- Work together



Thank you very much!

Please feel free to ask any (easy) questions...

Rob Rankin

<https://vagabondtoursofireland.com/>

<https://www.sustainabletravelireland.ie/>





IAAAT

**IRELAND'S ASSOCIATION
FOR ADVENTURE TOURISM**



**Brendan Kenny – Chief
Executive IAAAT**



Ethna Murphy Consulting
Tourism Development through Partnership & Innovation



Note and consider ..



What do you like /
what could we learn



What surprises you?



What do you find
challenging / need
more information ?

Getting the best from working together
in small groups today





Tables 1 , 3 , 5,

What **works well now** that needs to be retained and built on to ensure your business, community and Northern Ireland can grow and develop in a manner that is sustainable and recognised as being the best place to visit and spend time in..

What needs to change and why ?

Who needs to be involved and why ?




Tables 2 , 4 , 6

Describe our future target market and consumer

What specifically may attract them to Northern Ireland ?

What information do they need and what will they pay attention to ?

What' the most important thing we need to do to now ?



**What is the MOST important thing we need to do to position
Northern Ireland as
THE Destination
to experience
Giant adventures in nature and outdoors**



Next Steps

Consultation and follow up underway and ongoing - March / April

Draft Framework – May

Sign off – May / June

Questions / Comments ...





A PARTING SHOT

Want to hear and understand...

The most important thing(s) we need to get right:

Barriers we need to address and risks that need to be managed:

Who needs to be involved

How can I or my organisation help

Contact details (optional)

Thank you!

S.Dickson@tourismni.com

