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A group of four cyclists are riding across a modern, white cable-stayed bridge. In the foreground, a man with a beard wears a yellow and navy blue jacket and a yellow helmet, riding a dark green bike. To his right, a woman in a blue jacket and black helmet rides a teal bike. Behind them, two other cyclists in green and red jackets are visible. The background shows a city skyline with a prominent clock tower. The image is framed by a green abstract shape on the left and a blue abstract shape on the right.

The 'Embrace a Giant Spirit' brand

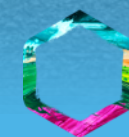


So, who is coming?

ROI Visitor Research



Travel experiences



TOURISM
NORTHERN
IRELAND

A high-angle photograph of a rugged coastline. On the left, a steep, dark rock cliff rises from a rocky shore. A wooden walkway with railings leads down from the cliff edge to a small, rocky cove. A wooden bridge with a lattice railing spans the cove, connecting the shore to a grassy, rocky outcrop on the right. The sea is a deep blue, with white foam from waves breaking against the rocks. The sky is a pale blue with some light clouds. The overall scene is one of natural beauty and adventure.

Travel intent



TOURISM
NORTHERN
IRELAND

A photograph of two women sitting at a table outdoors at night, eating and talking. They are wearing warm winter jackets. The table is set with plates of food, glasses of water, and condiments. The scene is lit by warm, low light, possibly from a campfire or lanterns, creating a cozy atmosphere. The background is dark and blurry, suggesting a natural setting.

Value for money



Cost of living



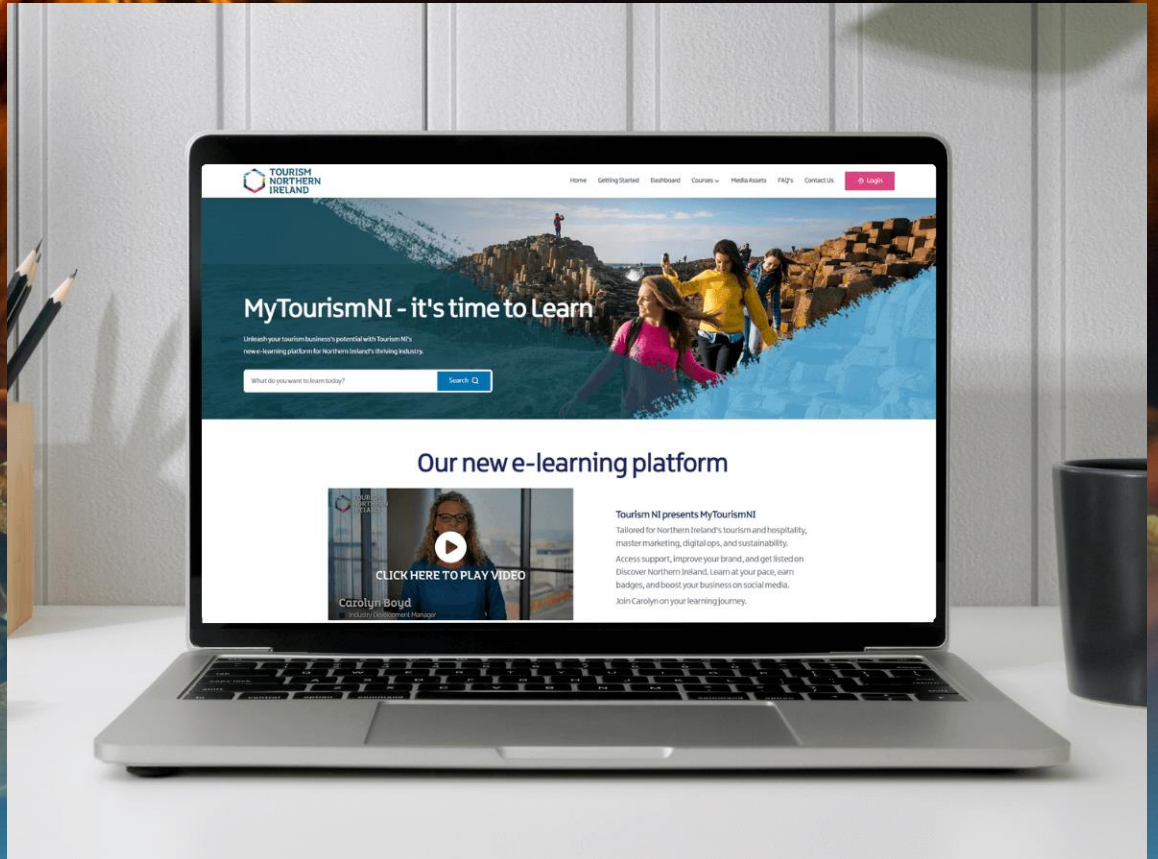
MAKE

it here

**Make it Here Campaign &
The Wellbeing Promise**



**TOURISM
NORTHERN
IRELAND**



E-Learning Platform



Thank you