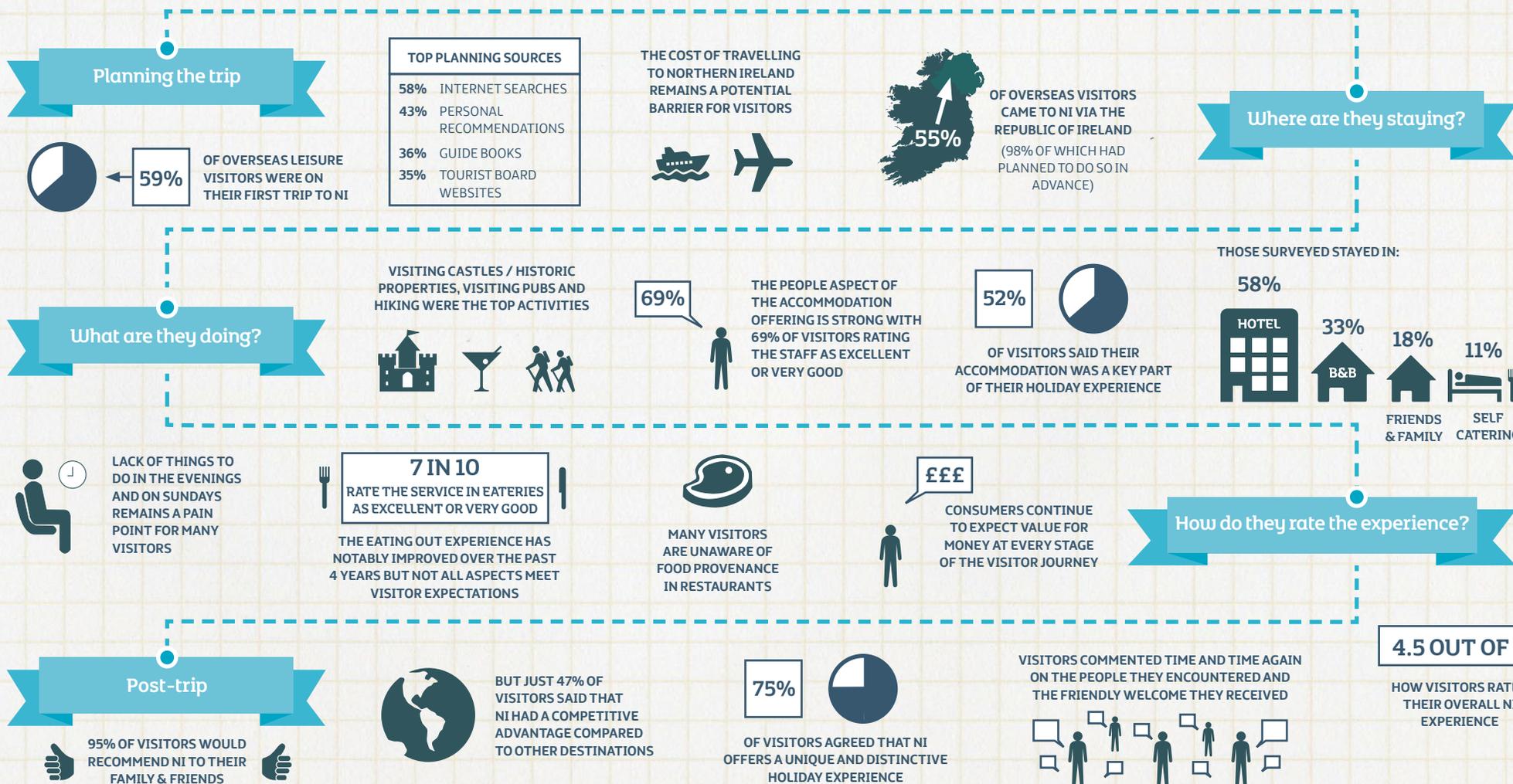


# Northern Ireland Visitor Journey Mapping

The visitor journey reflects how the visitor behaves and feels at different stages of travel through a destination. Using NITB's Visitor Attitude Survey, we consider the Northern Ireland visitor experience through the eyes of our domestic and overseas leisure visitors.



# Key touchpoints in the NI visitor journey

The Northern Ireland tourism experience consists of interconnected touchpoints, which together contribute to a visitor's overall feelings about their trip. Taken in isolation, we can identify where there are opportunities to add value and where there is need for improvement. Importantly, if failure points occur with individual touchpoints, the total visitor experience can be jeopardised no matter how strong the peak experience(s) may be.

- **Visitor expectations** - the stated importance of the touchpoints to the visitor
- ! **Opportunity to add value**
- 👍 **Expectations are being exceeded**
- ✗ **Hygiene factor is not being met**
- 🎯 **Benchmark** - performance of nearby competitors

