



Briefing Session Friday 12 November 2021





Agenda

- Welcome: conor carberry, Tourism NI
- Briefing: Ruth Andrews Chief Executive, ITOA
- Q&A session
- · Wrap up
- Session duration: 45 mins





Meet the Business Solutions Team

Connecting Northern Ireland industry with overseas buyers, focusing on Group Leisure & MICE

- Gwen Beveridge
- conor carberry
- · Pawn Corrigan
- · Aoife Fee
- · Heather Gibson
- Gillian Spratt
- Joanne Taylor







second event for Northern Ireland industry Partners to meet each other.

Learn more Collaborate Cross Sell

2021 event:

126 NI Industry
900 sales
appointments



- 2020 First ever Virtual Meet the Buyer
- · 2021 built on this success

2021: 192 NI industry 173 International Operators 15 markets

We aim to build on this success for 2022 with return to face to face event



4th year of Partnership
Objectives
1: Continue to raise
awareness
2: Influence programmes
& itineraries

3: Secure future bookings & economic impact

4: Support a resilient recovery

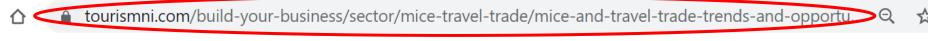


Sign up Form

ourismni.com/newsletter-sign-up/ Northern Ireland's... Keep up to date on industry news & events tourism norther<mark>ni</mark>reland Sign up to receive the latest news and insights from Tourism NI First name 7 Enter your first name Enter your last name Enter your email Company Name* County* Postcode* Country* Primary Activity (e.g. Accommodation, attraction, local council, tour guide)*

Start typing to show business typ	es 🔻
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What information would like to I	receive in addition to Tourism NI
News and Insights? (Please check	call that apply, for more
information hover over 🗓)	
☐ Business Solutions Mailings ☐ ☐	Industry Training and Information Session
Business Tourism Tradeshow Recruitment	Screen Tourism Updates
☐ Embrace a Glant Spirit (W)	☐ Tourism 360 Publications ①
Tourism NI Events Fund ① Let us know which opportunities	or programmes you are interested
Tourism NI Events Fund ①	or programmes you are interested that apply)
Tourism NI Events Fund ① Let us know which opportunities in applying for. (Please check all to the Accommodation Certification	or programmes you are interested that apply) Marketing Opportunities
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International B2B Opportunties



International trade opportunities

Office 365 Login |...



Business Solutions...



My Meetings - Zoom



Northern Ireland's...





Contact Us Finance and Operat...

← All 'Support by sector'

Contents

- → International trade opportunities
- → Northern Ireland Industry Market Access Programme (NI IMAP)
- → Covid-19 Recovery Tourism Enterprise Development Programme
- → Get involved in our digital and social media channels
- → Feature your Experience
- → Northern Ireland Embrace a Giant Spirit

International trade

opportunities

All year round there are different events that present an opportunity to engage with international trade.

Event	Date	Format	Market	Description/Area	Recruitment Status
Wyred Ireland	17-19 Aug 2021	Virtual	US/European	Luxury	Recruited
Moulden Marketing GB LIVE Showcase	26 Aug 2021	Live	GB	MICE	Recruited
SMU International	26-28 Aug 2021	Live	US	MICE	Recruited



- Tourism Action Recovery Plan
- NI IMAP
 - -Joint initiative between Tourism Ireland & Tourism NI
 - -Support NI industry to get back to overseas markets as soon as possible
 - -Up to 80% of Costs
 - Activities to March 31st 2022



Todays briefing session

Ruth Andrews

Chief Executive of the Incoming Tour Operators Association of Ireland

