

#NISurviveReviveThrive



# David Roberts

Director of Strategic Development  
Tourism NI



# Building back better, Together

# Business SUPPORT Hub



Sectoral  
Focus



Get registered  
for the hub

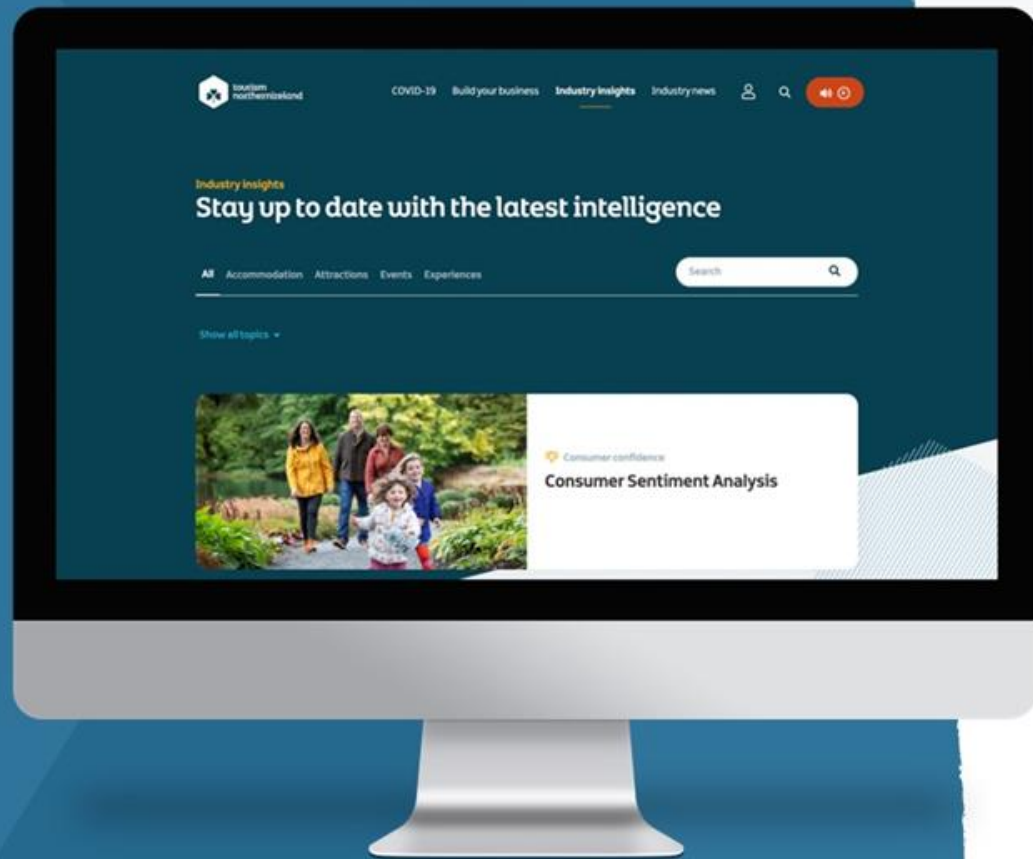


New TNI  
Business  
Hub



Insights, Campaigns, International Sales  
Platform, Toolkits, Business Guidance,  
News, Virtual Events & Webinars





# Insight & Market Intelligence series

- Insights from **real time** data sources
- Market Intelligence
- **Tourism 360** – insights ezine
- Regular **Consumer Research** from NI and ROI Markets

All research and insights is made available as and when it is completed and is published on the [tourismni.com](https://www.tourismni.com) website.



# TED | Tourism Enterprise Development Programme



Know to Grow – Markets Programme



People & Talent Management Series



Digital Series



Customer Service Excellence



Business & Financial Planning



Sales Growth Programme

WorldHost 2020 Training - Keeping Customers Safe

Responsibility and Tourism Recovery Training Programme announced

Apprenticeships offer so many opportunities that we're the best part of economic recovery

New JobStart Scheme Commences

Funded skills support to help you develop your people and your business

Management Skills Spotlight Series - Spotlight on Skills Support

Management Skills Spotlight Series - Spotlight on Recruitment and Retention of Staff

Management Skills Spotlight Series - Spotlight on Charging Customer Service Issues

Management Skills Spotlight Series - Spotlight on Building Resilience

NIHF People Seminars

RE-ENERGISE THE BUSINESS

People Seminar - Re-energise the business in available opportunities

People Seminar - Re-energise with your ideas

People Seminar - Re-energise your identity

**Funded skills support to help you develop your people and your business**

Building back with a better skilled workforce

hats | tourism northernireland | Invest Northern Ireland | Department for the Economy



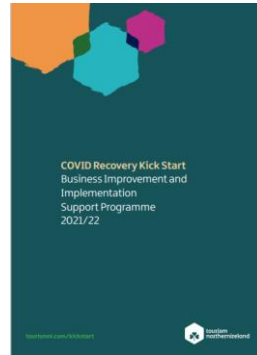
# SUPPORT PROGRAMMES



# Funding Programmes



Experience Development Programme



COVID Recovery Kickstart



Website Development



COVID Business & Financial Planning



Market Led Product Development



International Tourism Events Programme



Co-operative Marketing Campaign



# City and growth deals

We will continue to work **with local authorities** across **Northern Ireland** on the City and Growth Deals, and the Complementary Fund, including support on:

1

Project shortlisting

2

Concept development

3

Product research

4

Outline business case development

5

Investment appraisal





# PEOPLE and Skills

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- Supporting Northern Ireland Tourism & Hospitality Sector with a sectoral recruitment & retention communications strategy



# Events

- Whether it is home-grown events or major one-off internationals, events in general have the capacity to showcase our people and places on a global stage.
- Events can drive visitor numbers, generate increased spend and also provide platforms for the visitor to interact with the local culture, local people and explore our scenic landscapes and cities.



# “Embrace a Giant Spirit” Experiences

- Experience Development Programmes



Food



Distilleries



Historic House



Gardens



Outdoor Activities

- NIEAGS **Brand Ambassador** Network in partnership with Councils





# get in Touch

[Tourismni.com](https://www.tourismni.com)



Register



Business Helpline



Get active  
campaigns, use hashtags!