

A scenic view of a coastal cliff in Northern Ireland. The foreground shows a grassy slope where two people are sitting, looking out at the ocean. The middle ground features a steep, layered cliff face that meets the sea. The ocean is a deep blue with white waves crashing against the rocks. The sky is a pale blue with some light clouds. The overall mood is peaceful and majestic.

Northern Ireland  
IMAP

Industry Briefing

Fri 8 October 2021

# Today's Agenda

- Welcome & Intros
- NI IMAP Objectives
- NI IMAP Overview
- Q&A





# Helping your clients find their True North

## Business Solutions Approach

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**Market Engagement** - over 1500 virtual opportunities, all fully funded



**Education** – be best prepared for recovery

**Environment** – creating the right conditions to sell

# SUPPORTING the RECOVERY



Tourism  
Recovery Action  
Plan

# Good to Go Safety Mark



This industry wide charter mark is in place all throughout the UK. Businesses are required to complete a safety assessment to ensure they are 'Good to Go'.

A list of 'Good to Go' businesses will be available at [discovernorthernireland.com](https://discovernorthernireland.com)



Derry~Londonderry

Belfast

Dublin

-  1 Belfast International Airport
-  2 George Best Belfast City Airport
-  3 City of Derry Airport
-  4 Dublin Airport
-  1 Belfast Harbour
-  2 Port of Larne
-  3 Dublin Port

    
Belfast is only 2hrs  
from Dublin

# NI IMAP - The need?

# NI IMAP



To support the recovery by enabling greater access to core overseas markets



To Remove the barriers to participation



To enable our industry



To make it easier for overseas buyers to buy Northern Ireland



To build on the legacy of 2019 in a Covid recovery environment



# International B2B Opportunities

🏠 [tourismni.com/build-your-business/sector/mice-travel-trade/mice-and-travel-trade-trends-and-opportunities](https://tourismni.com/build-your-business/sector/mice-travel-trade/mice-and-travel-trade-trends-and-opportunities) 🔍 ☆ ⚙️

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← All 'Support by sector'

International trade opportunities

## 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

# Northern Ireland IMAP website Location

tourismni.com/build-your-business/sector/mice-travel-trade/mice-and-travel-trade-trends-and-opportu... 🔍

login |...  Business Solutions...  My Meetings - Zoom  Northern Ireland's...  Contact Us  Finance and

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Event	Date	Format	Market	Description/Area	Recruitment Status
Flavours of Ireland	11 Oct 2021	Face to Face	GB	Travel Trade	Recruited
IFTM	5-6 Oct 2021	Hybrid	France	Travel Trade	Recruited
TTG	13-15 Oct 2021	TBC	Italy	Travel Trade	Recruited
	18-21 Oct				Recruitment

# Sign up Form

ourismni.com/newsletter-sign-up/

gin |...  Business Solutions...  My Meetings - Zoom  Northern Ireland's... 

## Keep up to date on industry news & events



Sign up to receive the latest news and insights from  
Tourism NI

First name \*

Last name \*

Email \*

Company Name \*

County \*

Postcode \*

Country \*

Primary Activity (e.g. Accommodation, attraction, local council, tour guide) \*

Primary Activity (e.g. Accommodation, attraction, local council, tour guide) \*

Start typing to show business types

What information would like to receive in addition to Tourism NI  
News and Insights? (Please check all that apply, for more  
information hover over ⓘ )

- ☐ Business Solutions Mailings ⓘ
- ☐ Business Tourism Tradeshow Recruitment ⓘ
- ☐ Embrace a Giant Spirit ⓘ
- ☐ Tourism NI Events Fund ⓘ
- ☐ Industry Training and Information Sessions ⓘ
- ☐ Screen Tourism Updates
- ☐ Tourism 360 Publications ⓘ

Let us know which opportunities or programmes you are interested  
in applying for. (Please check all that apply)

- ☐ Accommodation Certification
- ☐ Grading Scheme
- ☐ Funding Schemes
- ☐ Marketing Opportunities
- ☐ Meet the Buyer
- ☐ New Tourism Experience Submission

- ☐ I confirm I would like to receive News and Insights mailings from Tourism NI \*
- ☐

Yes, I agree to the collection, processing and use of my personal data in accordance with  
the Privacy Policy which can be viewed below \*

Submit

A wide-angle photograph of a coastal landscape. In the foreground, two people are sitting on a grassy cliff edge, their backs to the camera, looking out at the ocean. They are wearing backpacks. The cliff is covered in green grass and some low-lying vegetation. In the middle ground, the cliff face is visible, showing distinct horizontal rock layers. The ocean is a deep blue, with white waves crashing against the base of the cliff and some rocky outcrops. The sky is a pale blue with some light, wispy clouds. On the far left edge of the image, there is a vertical strip of colorful, abstract, painterly textures in shades of teal, green, and magenta.

over to  
Niamh....

A wide-angle photograph of a coastal landscape. In the foreground, two people are sitting on a grassy cliff edge, their backs to the camera, looking out at the ocean. The person on the left is wearing a white beanie and a dark jacket, and the person on the right is wearing a dark jacket and a backpack. The cliff is covered in green grass and some small rocks. In the middle ground, the ocean is a deep blue with white waves crashing against the base of the cliff. There are several large, dark rock formations in the water. The background shows a long, flat-topped cliff extending into the distance under a blue sky with scattered white clouds. On the far left edge of the image, there is a vertical strip of colorful, abstract, painterly textures in shades of teal, green, and magenta.

over to you.....

Q&A session