

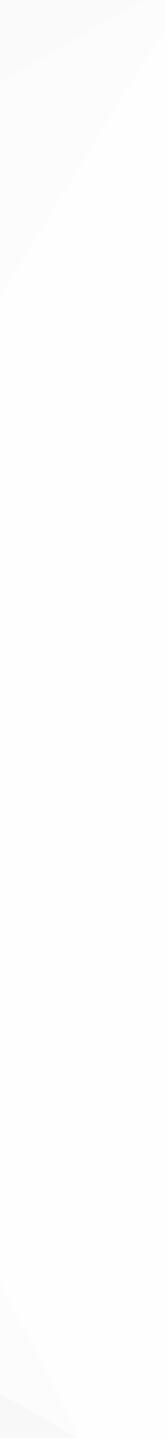


CEO, Tourism NI



















Supporting the tourism ecosystem through recovery and growth,

ensuring it is well-placed to meet and maximise demand in future years.







Ensuring that all parts of Northern Ireland's tourism and hospitality industry provide a

weleoming and <u>32 fe environment</u> FOR MISSHOMS

both domestic and out of state.







Using Northern Ireland's WOYID Class Tourism and hospitality Product

to stimulate consumer demand, and essential consumer revenue.



Secondande



Recognising the critical importance of Northern Ireland's







Providing sustainable and world class visitor experiences

which can meet the expectations of the visitor of the future.



Supporting businesses in increasing their sales and marketing activity and converting

interest generated by **Tourism NI** through its **marketing platforms** into **business revenue**.







Enhanceing the



Supporting **business** in the

attraction, development and retention of a highly skilled and engaged worktorce for whom tourism and hospitality offer an attractive career choice.







Providing a **Modern, Supportive Jegislative and PoliCy Environment aimed** at expectations

of today's tourist and sustainable growth.









#NISurviveReviveThrive

tourism northernireland

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