

#NISurviveReviveThrive



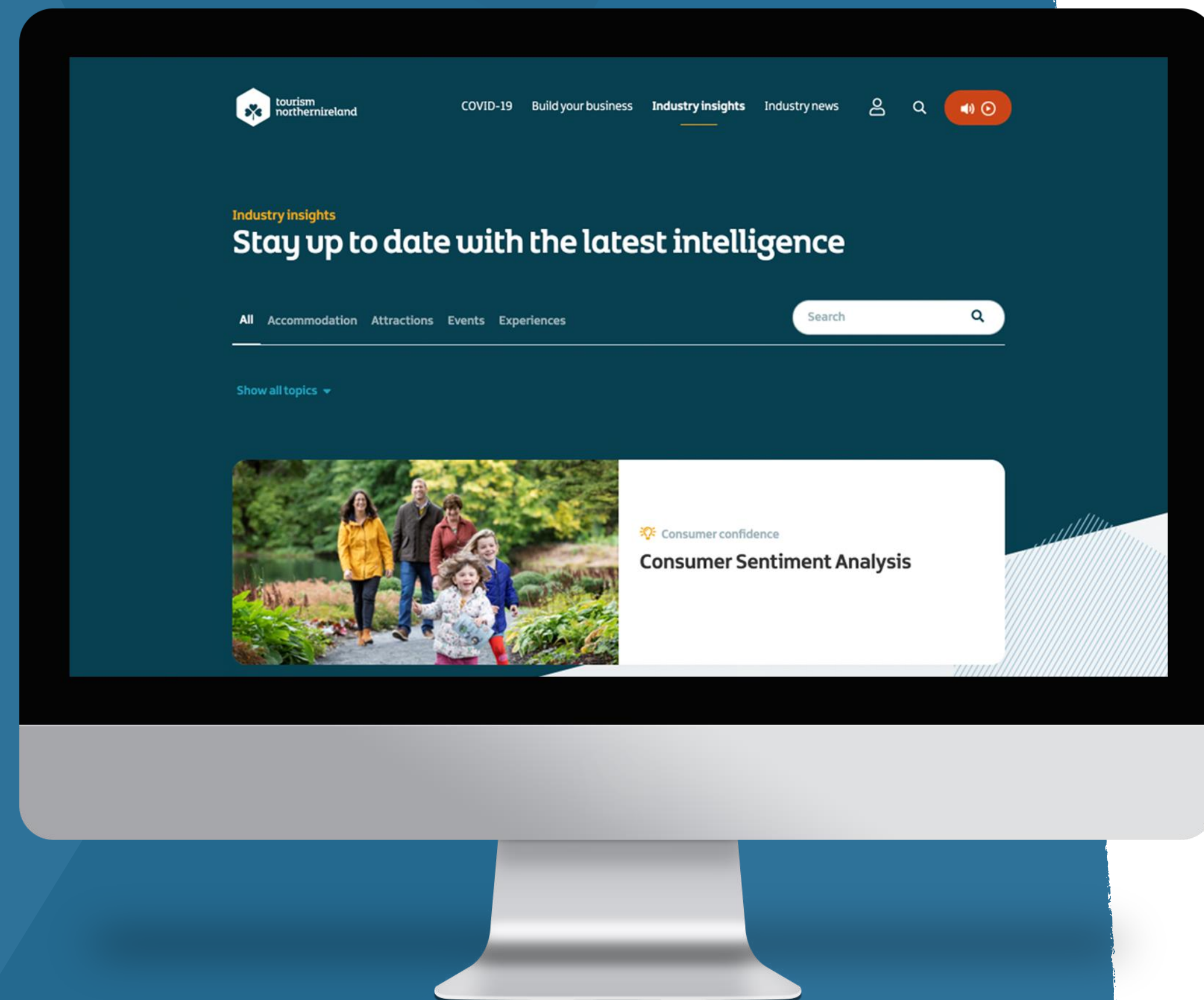
Aine Kearney

Director of Business Support and Events, Tourism NI



Building back better. Together

Insight & Market Intelligence series



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

Research and Insight regularly updated and published on **tourismni.com** website.



Business Support Hub



Insights, Campaigns, Toolkits, Business Guidance, News, Virtual Events & Webinars



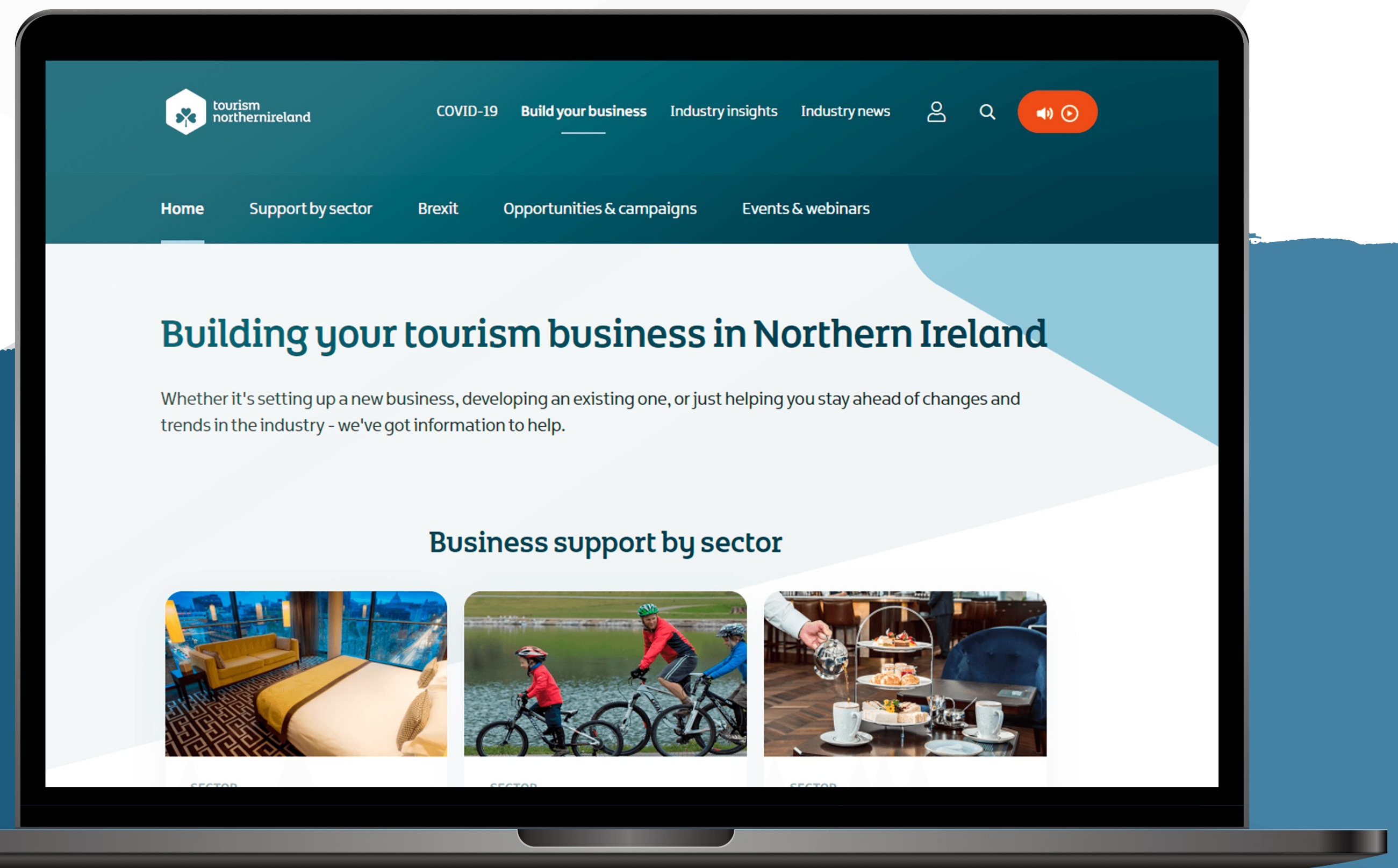
New TNI Business Hub



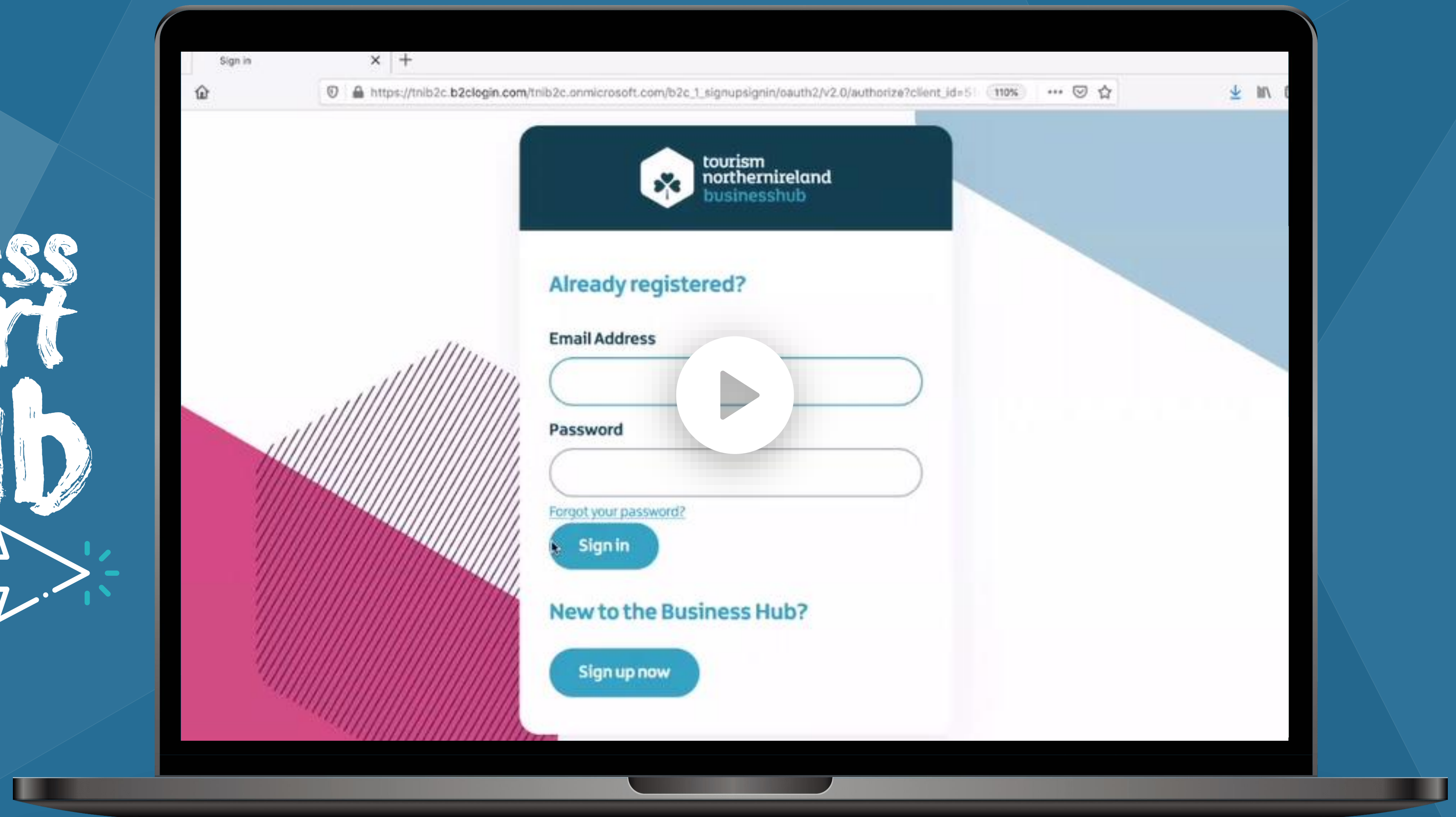
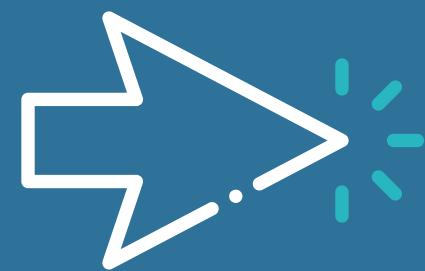
Sectoral Focus



Get registered for the hub



Business Support Hub



Please queue
here for entry
into the Castle

We are committed to making your
visit enjoyable and safe

Our staff will maintain a distance
from you and may be wearing
protective equipment

Please feel welcome to ask them
any questions – they are here to
share the castle's amazing stories
with you

Please respect social distancing
at all times



COVID Hub & BUSINESS SUPPORT Helpline

Keep up to date on our COVID-19 Support
Hub for new and updated expert content.



HR



Financial
Planning



Sales &
Marketing



Operational
Guidelines



Operational
Performance



Funding
& Support

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

Hospitality and Tourism Recovery Training Programme announced

Apprenticeships offer so many opportunities and can be key part of economic recovery

New JobStart Scheme Commences

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

Funded Skills Support

Management Skills Spotlight Series

Management Skills Spotlight Series - Spotlight on Skills Support

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

Management Skills Spotlight Series - Spotlight on Changing Customer Service Needs

Management Skills Spotlight Series - Spotlight on Building Resilience

NIHF People Seminars

People Seminar - Re-energise the business to maximise opportunities

People Seminar - Re-engage with your stakeholders

People Seminar - Re-establish your identity

WELCOME
WE ARE
OPEN
PLEASE COME IN

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

Building back with a better skilled workforce



Funding Programmes



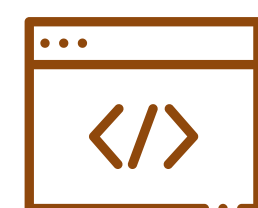
COVID Business and Financial Planning Programme



National Tourism Events Sponsorship Scheme



Experience Development Programme



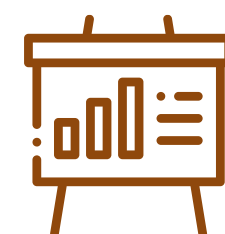
Website development programme



COVID Digital Innovation and Productivity Programme



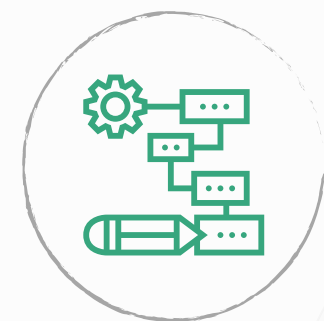
International Tourism Events Programme



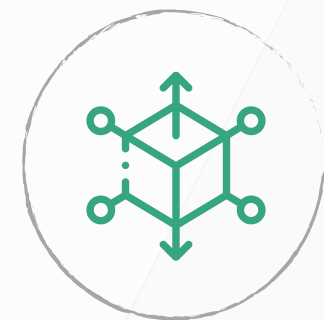
Co-operative Marketing Campaign



Tourism Kick Start Post Covid Programme



Business model
restructuring &
Recruitment



**Recruitment
& Talent**
Development



Sustainability



**Increase Productivity
& Competitiveness**



**Sustain Market
Demand**



**Enhance
Competitiveness**



**Respond to Market
Opportunities**



“Embrace a Giant Spirit” Experiences



Support the **development** of **new unique experiences** under the NIEAGS experience brand.



Encourage anyone interested in **developing new experiences** or **enhancing their existing experiences** to submit their idea.



A comprehensive experience development support programme (including **mentoring**, **webinars** and **online resources**) will be tailored to the needs of those businesses developing NIEAGS experiences.



“Embrace a Giant Spirit” Experiences

- Experience Development Programmes



Food



Distilleries



Historic
House



Gardens



Outdoor
Activities

- NIEAGS Brand Ambassador Network
in partnership with Councils





Driving Quality through Assurance



Certification
Accommodation
Businesses



Accommodation
Quality Assurance
Scheme



Visitor Experience
Quality Scheme



We're Good
To Go



70% visitors
influence
decision to
book

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





Stimulating demand Marketing campaigns

Co-operative Marketing Fund



Stimulating Demand **Always** on Digital & Social

- 1 Update your **listings**, submit your **offers** and **events** for **discovernorthernireland.com**
- 2 Use **#MyGiantAdventure** and encourage your customers to **do so**.
- 3 Share content with us by emailing **digital@tourismni.com**
- 4 Register for the **tourismni.com** business hub
- 5 Avail of training resources to **maximise your presence** on social and digital platforms and extend the NI offer.



6.5M
Social media
engagements



2M
Impressions on
influencer channels



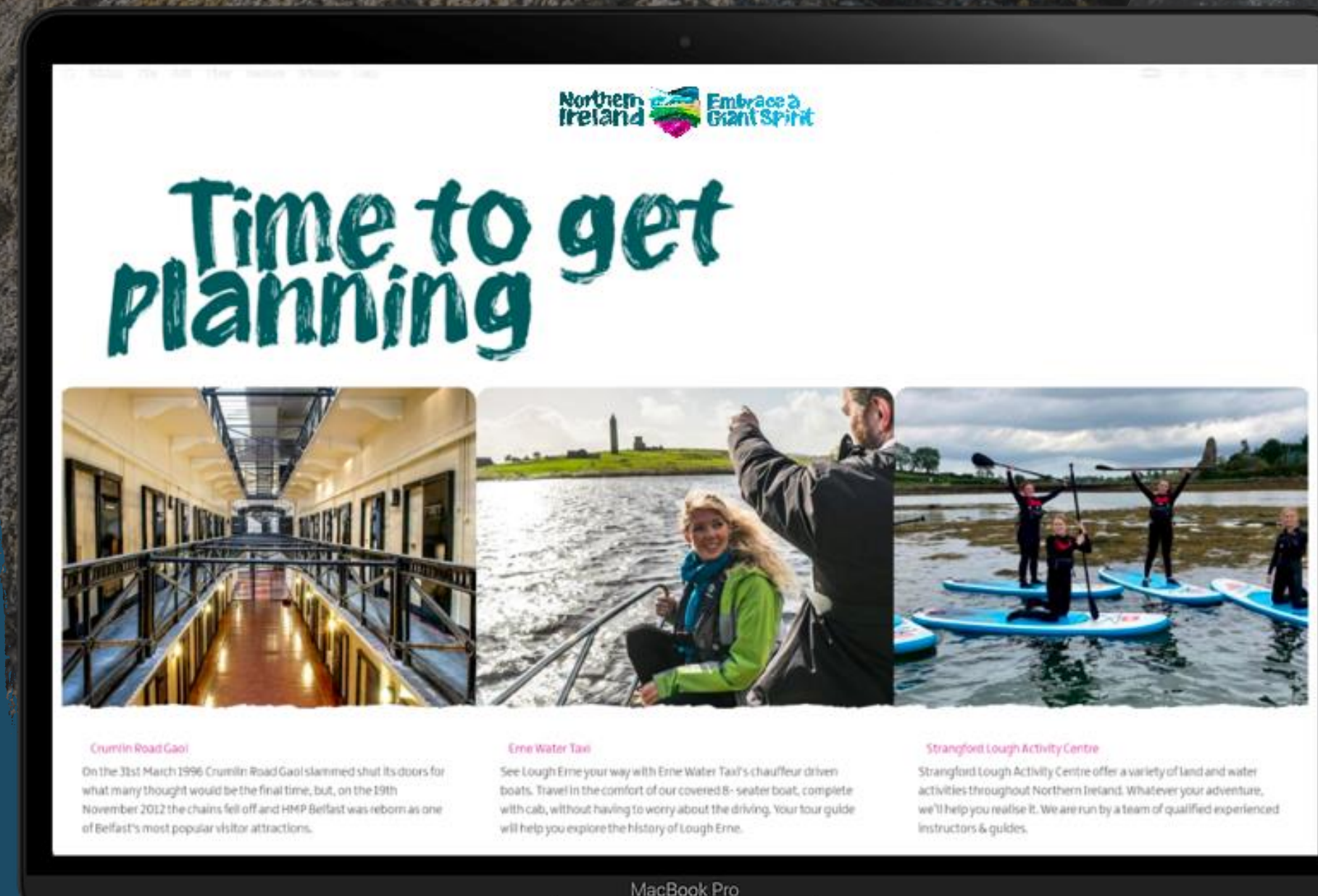
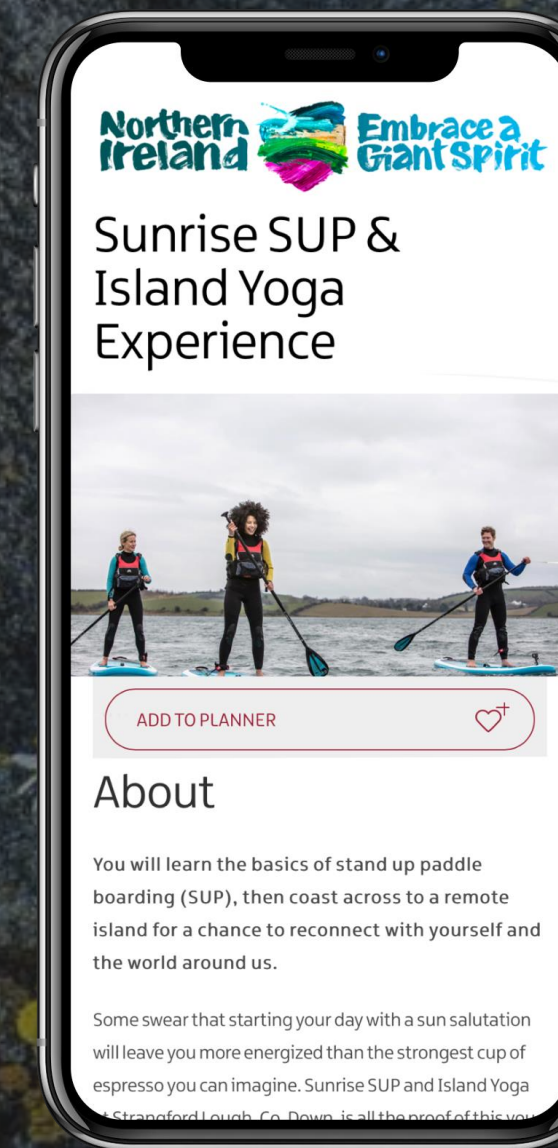
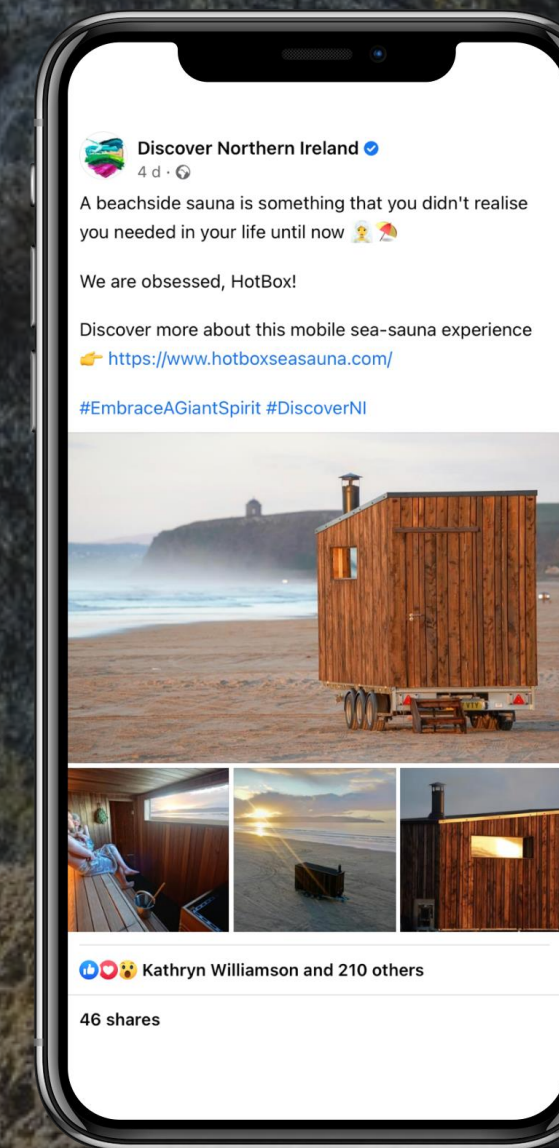
65M
Campaign ad
impressions



2M
Unique
users



New
NIEGAS
content



Stimulating Demand PR & Media Highlights/headline from 2020



£18m PR value
(12.3 PR value ROI;
4.8m NI)



Media
Influencer
Events



630+ pieces
(print, online
and broadcast)

Belfast Telegraph



Soothing Stories of
Northern Ireland will
bring listeners on a
journey through
our rich heritage

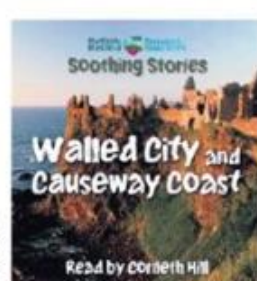
A
rma chair travel is as close as
we're getting to a holiday
currently, but a new series
will give us a travel experience
from the comfort of our own
homes. Travel author Beth
Linder has written a four-part Soothing
Stories of Northern Ireland series, bringing
listeners on a journey through our rich
landscapes and culture. Read by Conleth
Hill and through Wough, the calming sto-
ries – between 10 and 12 minutes each – are
perfect for when you're getting daily exercise
or waiting a very special bedtime story.

Unlock your wanderlust as you're trans-
ported to the Mourne Mountains, the
Causeway Coastal Route, Belfast city and
the Antrim Peninsula.

Conleth Hill said: "I was enthralled by the
beautiful stories from my hometown and it
has been a great privilege to tell them.

"They brought back some nostalgic mem-
ories. I can remember hearing about the
myths and legends of Northern Ireland when
I grew up in Rallicastle and finding them
truly fascinating. It has been really special to
be able to tell some of those stories as well as
describe the breath-taking landscapes that
people can enjoy in this part of the world."

Brough said: "When I come home, I am
always surprised by the new and unique



EASY LISTENING: The Soothing Sounds series is read by Conleth Hill and through Wough

experiences here to discover, but I also still
enjoy visiting my old, favourite spots and
regularly make it back to Mourne's Temple,
Dunluce Castle and of course a brisk walk on
Portstewart Strand to let the wild Atlantic

air blow the cobwebs away. The stories have
been written and produced in such a calming
and soothing way.

"I hope listeners can really relax, transport
themselves in their mind to these landscapes

Sunday Life



As DIY shops sell out of fence paint
and patio sets, professionals who
tend to some of NI's top estates give
you their tips on the perfect garden

News Letter



Tourism was in the spotlight at a special virtual media event

THE IRISH NEWS



Enjoy a staycation and get to know Northern Ireland through the eyes of a tourist

Summer is here and it's time to get out there. But with the current situation, it's not about how far you travel, it's about how fun you have. The Irish News has a special feature on how to enjoy a staycation in Northern Ireland.

Discover the best of Belfast and relax in the award-winning 1800 Belfast City Centre. With its excellent location and free Wi-Fi.

Chic City Break! Explore the best of Belfast and relax in the award-winning 1800 Belfast City Centre. With its excellent location and free Wi-Fi.

Get the lowest rates at ibis.com



0:37 / 3:43 STUDIO: GLENGORMLEY



Driving Growth through trade Sales



Seasonal Engagement & Sales Programme with Travel Trade – **webinars, virtual trade shows, expos, virtual fam trips**



NI Showcase Events



Meet the Buyer



Strategic Partnership Campaigns in Key Markets

800

Virtual industry opportunities from business tourism content pool.



Stimulating Demand Business Events



Work with Strategic Partners

Visit Belfast & Visit Derry to promote NI as a destination of choice for MICE



£80m approx.

in booked business until 2028



Strategic Partnerships

with SITE & PCMA



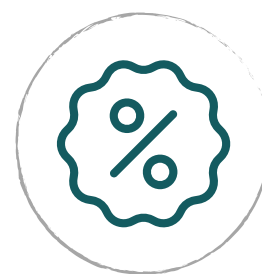
MICE

industry platforms



Flexible Conference

Support scheme



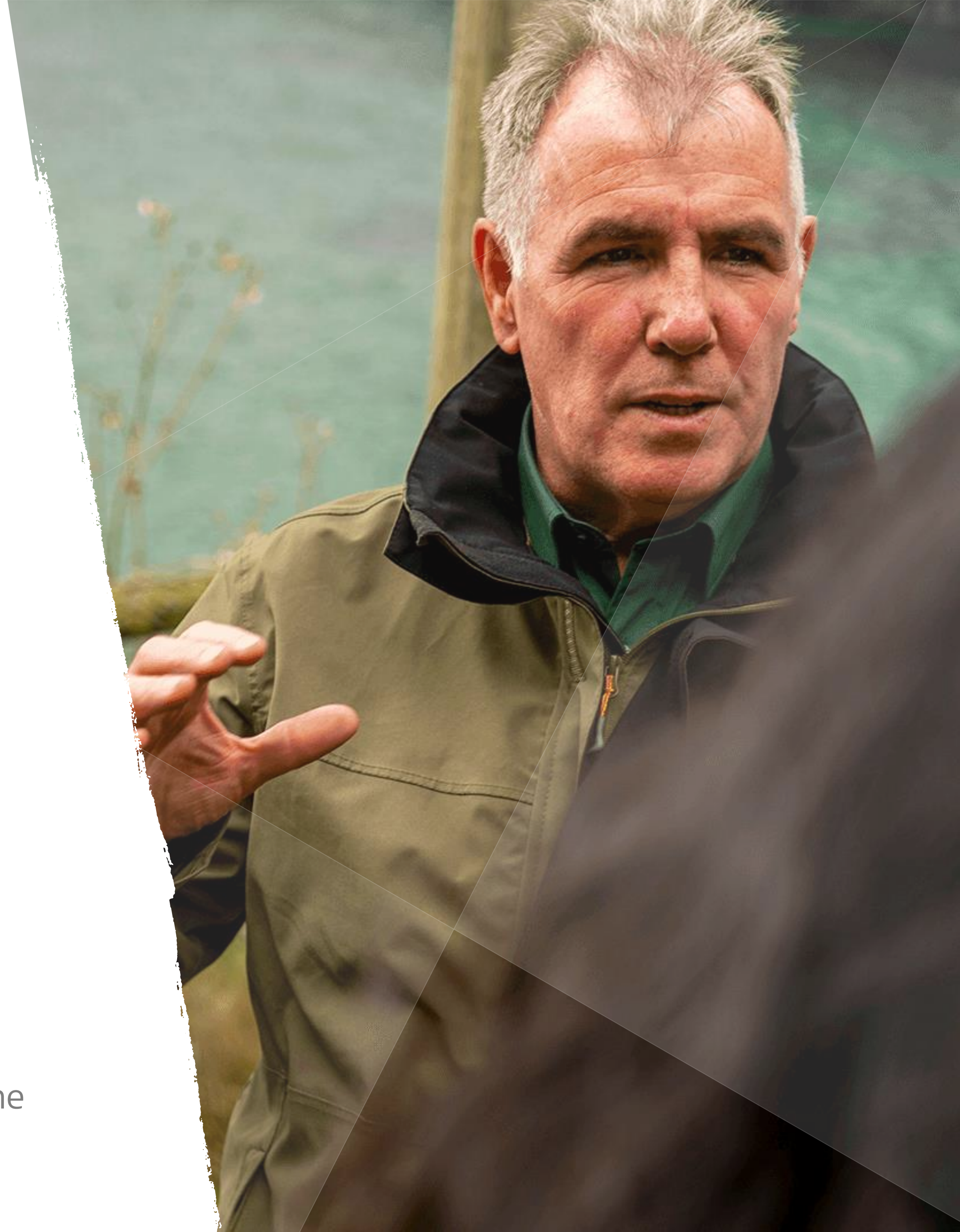
New Sales

& Marketing Assets



Relaunch of Successful

Ambassador Programme



Holiday at Home Voucher Promotion

**a giant
voucher for
a giant
adventure**

Claim up to £100 off your trip

Claim back up to £100 on a two-night stay or up to £20 off a visit to an attraction or experience in Northern Ireland with the Holiday At Home Giant Voucher Scheme.

Register today and use the voucher at www.giantvoucher.nl.com



 **Sign up**

 **Book a trip**

 **£
Claim back**

visit www.giantvoucher.nl.com

Find out all the things you can see and do at discovernorthernireland.com

Terms & Conditions:
H&A only. Internet access required. Vouchers open 00:00 18/12/20 to 23:59 31/03/21 or until vouchers are claimed. Bookings 18/12/20 - 23/03/21. Claims 04/04/21 - 26/03/21. One of each voucher per household. 13,636 accommodation vouchers & 30,624 attraction vouchers available. Return receipt. Up to £20 cashback voucher for min £40 attraction spend, 50% cashback for under £40 spend. Up to £100 cashback on min 2-night accommodation booking with min £200 spend, 50% cashback for under £200 spend. Apply and fulfil T&Cs at www.giantvoucher.nl.com. If you would like to register via an alternative format please contact: 0300 303 4685.

**a giant
voucher for
a giant
adventure**

Claim up to £100 off your trip

Claim back up to £100 on a two-night stay or up to £20 off a visit to an attraction or experience in Northern Ireland with the Holiday At Home Giant Voucher Scheme.

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 **Sign up**

 **Book a trip**

 **£
Claim back**

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Visitor Charter

Promotion of the charter will be live across **Facebook & Instagram** as well as the **Google Display Network** to direct users to the dedicated landing page and to encourage them to sign.

WATCH
LIVE 



The spirit of Northern Ireland is giant.

But we can all take small steps to protect it.
So let's make a pledge to do what we can.

Take care of each other

1. I will care for myself. I will regularly wash and sanitise my hands.
2. I will keep a safe distance. I will avoid crowded areas and choose quiet open spaces.
3. I will be responsible. I will wear a face covering when required and I will act immediately if I feel unwell or present symptoms.

Take care of the land

1. I will guard its natural beauty. I will love the place by leaving no trace behind.
2. I will be outdoor smart. I will plan ahead, park responsibly and respect local rules.
3. I will not disturb the land. I will respect people around me. I will keep dogs on a lead when needed and leave gates as I've found them.

Take care of local businesses

1. I will support the local business community. I will enjoy local attractions and culture and choose to support local produce, food and drink.
2. I will plan ahead. I will look ahead to help places prepare for my visit and I will be patient as we adjust to longer waiting times and new guidelines.
3. I will respect guidelines. I will stay informed about current travel restrictions and local government guidelines and I will respect the wishes of businesses that are following them.

Because though our steps may be small, when we take them together, and we take them every day, the difference we make will be giant.

Giant, like our spirit.

To sign the pledge, visit
[DiscoverNorthernIreland.com/GiantDifference](https://discovernorthernireland.com/GiantDifference)

 **Northern Ireland**  **Embrace a Giant Spirit**
discovernorthernireland.com



A photograph of two men on a golf course. In the foreground, a man in a blue and white striped shirt and dark pants is bent over, putting a golf ball. In the background, another man in a pink shirt and light-colored pants stands near a flagstick. The background features rolling green hills and distant mountains under a blue sky. The image is overlaid with semi-transparent geometric shapes in shades of blue and green.

Stimulating demand Golf

Stimulating demand through Golf

- | | | | |
|----|-----------------------------------|----|---|
| 1 | Golf Ireland Convention (June) | 2 | DDFIO Mount Juliet (July) |
| 3 | Northern Ireland Open (June) | 4 | ISPS Handa World Invitational (August) |
| 5 | EuroPro Tour Clondeboyne (August) | 6 | Virtual North American Convention (September) |
| 7 | Virtual IGTOA (October) | 8 | IGTM (October) |
| 9 | Golf FAM TRIPS | 10 | Influencer content |
| 11 | Golf Quality Assurance Programme | 12 | Golf trip Competitions |

tourismni.com

#NI made for Golf
#EmbraceAGiantSpirit
#DiscoverNI

Stay & Play

As proud hosts of The 148th **Open** and with challenging parkland and links courses, Northern Ireland really is **Made for Golf**.





ISPS Handa World Invitational



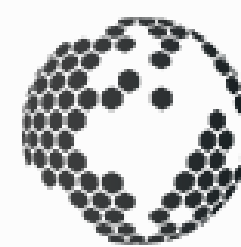
07/05/2021

Mehaffey ready to join the professional ranks



26/02/2021

Tours join forces for ISPS Handa World Invitational



ISPS | **WORLD**
HANDA | **INVITATIONAL**
PRESENTED BY MODESTI GOLF MANAGEMENT



2,500 TV
hours



500 Million
homes



\$2.2 Million
prize



Get in touch



Register



Business Helpline



Get active
campaigns, use hashtags!

Tourismni.com

#discovernorthernireland | #embraceagiantspirit | #nimadeforgolf

#NISurviveReviveThrive

survive revive thrive



tourism
northernireland