





People

Greatest Asset
Trained
Aware
Safe
Compliant
Confident
Engaged
Ready to go

TED | Thames Valley University



COMING SOON

THE SEMINAR SERIES



PEOPLE
Who will be joining you down 'the road to recovery'?

Three 45-minute seminars will look at the solutions and grow from challenges. Each 45-minute seminar will be delivered by Tim Browne who is an experienced trainer with an engaging mix of energy, enthusiasm and humour in his delivery to teams and audiences.

SALES
The destination – where will your customers come from? Our markets, the segments and best prospects.

This 45-minute seminar will provide an in-depth analysis for the future sector including an action plan and a checklist for delegates. It will be delivered by Helen O'Leary, business consultant to the tourism industry and a specialist in sales, marketing and commercial strategies.

NHS
The Seminar Series will be delivered online in preparation for the re-opening of the sector. Further details soon at nvt.co.uk.



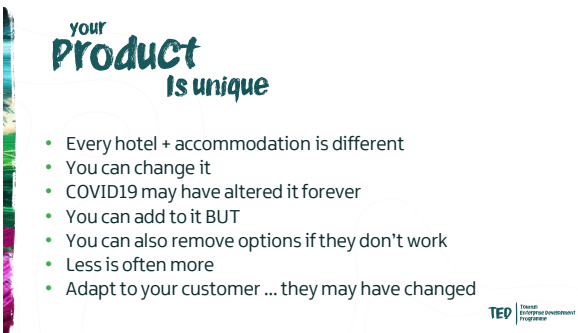
Product

Advertise
Market
Tailor
Clear
Deliverable
Safe
Compliant
Flexible



your Product Is unique

- Every hotel + accommodation is different
- You can change it
- COVID19 may have altered it forever
- You can add to it BUT
- You can also remove options if they don't work
- Less is often more
- Adapt to your customer ... they may have changed



TED | Travel Recovery Investment Programme



Premises

Investment
Flagship
Physical
Maintained
Safe
Compliant
Appropriate
Findable



Everyone's Premises are different

- Every hotel + accommodation is different
- You can change with investment - large or small
- COVID19 may have altered building permanently
- Digital solutions can help with physical issues
- Business will evolve - remove options if they don't work
- Adapt the space to your market segment
- Staff input & awareness can give valuable insight

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Entrepreneur Development
Programme



Promise

Brand
Reputation
Communicate
Alive
Evident
Appropriate
Deliverable
Relevant

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Entrepreneur Development
Programme

Your brand Promise crucial

- Your brand is an investment
- Your staff need to know your promise + deliver it
- It needs to be alive + evident in your business
- COVID19 may require revisit or alter it
- Branding doesn't need to be expensive
- Keep it unique but look at others
- Use opportunities to promote it

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Entrepreneur Development
Programme



Profit

Essential
Purpose
Planned
Communicate
Invest
Grow
Adapt
Achievable

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Programme

making a Profit crucial

- Businesses need profit, successful businesses make money
- Staff need to be aware of cost, profit + plans
- Keep your financial institution in the picture
- COVID19 may require a different approach
- Your business may need to adapt + change
- Profit may not be immediate
- Long term loss is not sustainable

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Different

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A Global phenomenon



**Society
Market
Customer
Adaptability
Opportunities**

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Challenging

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These are
**Uncharted
Tourism**
Times



Cost
Uncertainty
Confidence
Staffing
Investment

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Opportunities

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^A Substantial
Reward



Others 4.2m
GB 5.7m
ROI 1.9m
NI 4.8m

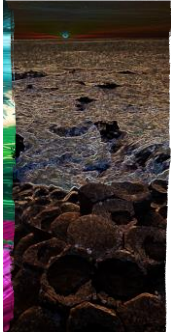
Overnight Stay - £5.58m
Expenditure - £1,045m

staycation
Pent up demand
Savings
reconnecting
reinvention

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Investment
Programme

A New Era

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Programme



A Reopening Plan

- Engage your staff
- Tell your story
- Adapt your business
- Dazzle your audience
- Stay flexible
- Don't be afraid of change
- Plan for profit

Winston Churchill

A pessimist sees the difficulty in every opportunity;
an optimist sees the opportunity in every difficulty.

TED | Towns Enterprise Development Programme

Thank you

Northern Ireland
Embrace a Spirit

TED | Towns Enterprise Development Programme

tourism northernireland

Getting ready to Reopen

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tourism northernireland



Tourism NI

**Quality Assurance
Support & Learnings**

Samantha Corr

Northern Ireland
Embrace
Our Spirit

tourism
northernireland



Certification & Quality Assurance

Certification: Existing certificates remain in place
Four-month extension

Quality Assurance: One-year extension, free of charge

<https://ownerlogin.tourismni.com>



Quality Support in 2021

- Assessments recommence in April/May 2021
 - New Businesses & New Quality Assurance members
 - Those waiting for a reassessment
- Continued engagement and support



Tips for Reopening

Northern Ireland
Embrace
Our Spirit

tourism
northernireland

Cleanliness

1) Cleanliness & Health Measures

- 69% of travellers cite cleanliness and health measures as a critical component of travel brands' crisis response.

2) Showcase your standards

- 70% of people will book accommodation only if they know what health and hygiene policies are in place.

3) Safety Assurances

www.goodtogo.com



Awareness & Education

4) Staff Training

- Tourism NI & NIHF resources, e.g. Working Safely during COVID-19
- NI Direct: <https://www.nidirect.gov.uk/articles/coronavirus-covid-19-regulations-guidance-what-restrictions-mean-for-you>

5) Customer Engagement

- Walk the visitor journey
- Make it easy to follow guidance

Food service & hospitality

6) The Hospitality Tray

- Portioned or personalised

7) Room Service

- Clear procedures in place

8) Breakfast Buffet

- Changed but not gone

Adapting for the future

9) Technology

- 'Three years' of digital transformation in three months'

10) Adaptability

- Tailoring your product to different markets
- Flexible cancellations

Thank you

Samantha Corr

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Getting ready to Reopen



WEB: covid19.tourismni.com

EMAIL: industry.development@tourismni.com

Tourism NI COVID19 Business Support Helpline

028 95925313

Lines open Monday to Friday 9am-5pm



