

Getting NI Ready to Reopen:

Non hotel accommodation

**Northern Ireland
Embrace
Grant
Spirit**

TED | Tourism Enterprise Development Programme

**tourism
northernireland**

Janice Gault
Northern Ireland Hotels Federation

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**In the future...
Life & Business
will be ...**



**Different
Challenging**

**With many
opportunities**

**Requiring bespoke
solutions**

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ALL Accommodation will Reopen

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People

Greatest Asset
Trained
Aware
Safe
Compliant
Confident
Engaged
Ready to go

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your People
Are an asset

- Your staff may be returning after a long break
- You may need to recruit
- Creating a team will be crucial
- Communicate what your plans are for the business
- Retraining & engagement can be staged during furlough
- Lots of FREE options to train, upskill & engage
- Additional support beyond the job role

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

Building back with a better skilled workforce

hats
HOSPITALITY AND TOURISM SKILLS

The HATS network has partnered with the Department for the Economy to bring you this guide to a range of available skills support to help hospitality and tourism businesses retain talent through this difficult time and develop the skills needed for the future.

Department for the Economy
www.economy-ni.gov.uk

COMING SOON

THE SEMINAR SERIES



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

These 45-minute seminars will look at the solutions and give those 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

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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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Promise

Brand
Reputation
Communicate
Alive
Evident
Appropriate
Deliverable
Relevant

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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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Look to Customer Feedback



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Profit

Essential
Purpose
Planned
Communicate
Invest
Grow
Adapt
Achievable

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Entrepreneurship 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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Entrepreneurship Programme

Different

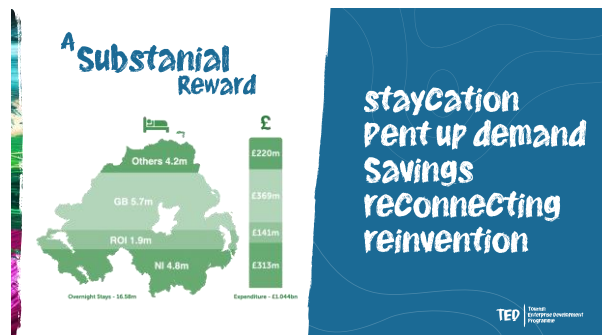
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A Global phenomenon



Society
Market
Customer
Adaptability
Opportunities

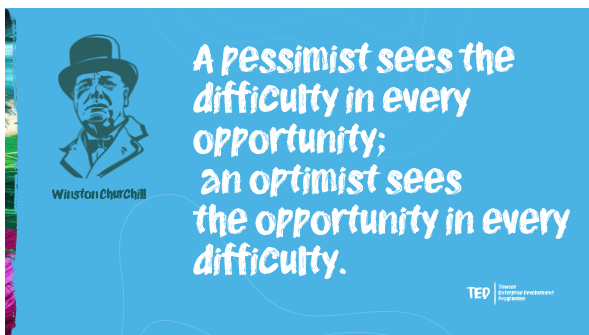
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A Reopening Plan

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



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Quality Assurance Support & Learnings

Samantha Corr

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Certification & Quality Assurance

Certification: Existing certificates remain in place
Four-month extension

Quality Assurance: one-year extension, free of charge

<https://ownerslogin.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**



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.



Awareness & Education

4) Guide to Restrictions

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

5) Helping your guests

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



Amenities and personal effects

6) The Hospitality Tray or Welcome Pack

- Portioned or personalised

7) Soft Furnishings and Personal Touches

- Clear procedures in place

Adapting for the future

8) Technology

- 'Three years of digital innovation in three months'

9) Flexibility

- Booking policies and cancellations

10) Adaptability

- Tailoring your product to different markets

Thank
you

Samantha Corr
078 2501 0682
s.corr@tourismni.com



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WEB: covid19.tourismni.com

EMAIL: industry.development@tourismni.com

www.goodtogoni.com

Tourism NI COVID19 Business Support Helpline
028 95925313
Lines open Monday to Friday 9am-5pm

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