

Tourism and Craft A Partnership

Major Capital Investment

- Titanic
- Giants Causeway Visitor Centre
- Walled City of Derry
- St Patricks Trail

Titanic



The Giant's Causeway



World Class Visitor Centre



The Walled City



St Patrick's Country



2020

Ambitious Targets for 2020

4.5 million visitors
(3.2 million)

£1 billion contribution to the economy
(£536million)

2012

NI 2012 A year of Opportunity

NI 2012 / 13

Driven by draft tourism strategy to 2020

Core Aims:

- Raise profile
- Drive visitor numbers
- Generate economic impact

2012

Titanic Festival April-May 2012

Peace One day Concert June 2012

Land of Giants Carnival June 2012

Clipper Round the World Festival July 2012

Giant's Causeway Opening Event Sept 2012

50th Belfast Festival Queens Oct 2012

2020

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Visitor Inspired




step 15

Embrace the next generation of technology.

Check out the latest innovations and take advantage of the benefits.

Be visitor inspired.



Technology is playing an increasingly important role in the tourism of Northern Ireland. Websites, online booking systems, touchscreen info points and social networking are all allowing visitors to access information in new ways – and in ways that they will respond to.

Recognising the wants and needs of our visitors, we were able to deliver 30 Information Technology training workshops to the bed and breakfast and guesthouse sectors. The programme was designed to show proprietors how to use the internet to build relationships with potential visitors – and how to make the most of promoting any unique services, features or local stories to maximise online interest and increase bookings.

Embrace new technology. Use it to your advantage. And reap the benefits.

16 Simple Steps download from
www.nitb.com



Be authentic

Take pride in being proud.

Northern Ireland is a land of contrasts and contradictions. Moments of great achievement and moments of great tragedy.

When faced with challenges, we are bold, daring and proud. Our confidence, competence and creativity have shaped our history and are at the heart of our future.

Take pride in our heritage and be open with visitors. Be proud, be confident and be yourself.



BEHAVIOUR:
Beyourself.

SUGGESTIONS:

Uncover some surprising secrets about your local area and tell these stories in new and novel ways. Invite a local character to share stories of 'how life was' with your guests.

Get in on the act! Celebrate great achievements. From Saint Patrick's Day to motorbike racing, from cultural festivals to food festivals, from 'Tall Ships' to small ships, Northern Ireland has a range of events and festivals worth celebrating. Invite your customers to be part of it.

Celebrate your people and make the most of their talents. Ask your chef to open up the kitchen to share recipes and tips on the traditional way of doing things!

Share the myths and legends of your area. And, if anyone asks, of course they're true!

What our visitors say

- They want more shops stocking local items such as craft products
- They want authentic experiences and unique products to purchase
- What to shop in places with a distinct NI look and feel to shops - want a strong sense of place
- A greater range of independent shops rather than chains which can be found in every UK city centre.



Growing craft-based tourism
in Northern Ireland

Opportunity to buy



Partner with accommodation
sector



Local
partnership



Develop Learn to
opportunities



Working with groups

Visitor Inspired

Thank you