

Northern
Ireland
Embrace
a Giant
Spirit



Experience Development Roadshows

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Spirit



NI Tourism Brand & Experience Development

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Northern Ireland – Embrace a Giant Spirit

Northern Ireland tourism brand – Launched 2019

30% increase in likelihood to visit Northern Ireland

5 overarching deliverables:

1. Increased Visitor Numbers
2. Longer Stays
3. Increased Visitor Spend
4. Business Growth
5. Enhanced Reputation



Evolution of the NI Tourism Brand

- Over 100 businesses to develop 114 experiences since 2019
- 5-step experience development process
- Helps us to position Northern Ireland in the new era of travel that was developing up to 2019 and continued to evolve within the current landscape
- Cohesive adoption of the tourism brand across the NI industry, hospitality, accommodation, events
- Further support and guidance for tourism businesses to strengthen the integrity of our visitor offer
- Further international recognition of our visitor offer and brand values



A tourism brand for all...

- A tourism brand that is relevant, beneficial and engaging for all Northern Ireland's Industry, regardless of size and type
- A tourism brand that is understood and harnessed to maximise potential
- A tourism brand that isn't a catchy slogan, but a true representation of the promise to our visitors
- A framework of support to enhance the value of our tourism Industry



A place driven by world-class experiences

Our visitor promise:

To Share the Giant Spirit of Northern Ireland

And

To Awaken that Giant Spirit in our Visitors



2023 Travel Trends

Value for Money

Seamless Travel

Relaxation and Escapism

Authentic Experiences

Sustainable Tourism



How do we deliver these experiences?

1. **Big heartedness**
2. **Legends & stories**
3. **Originality**
4. **Land, water & sea**

The way to share our spirit is to deliver on each of these inspirers for our visitors.

Each one is a signpost that can guide us in the small changes we make.

Each one shows us how we can awaken our visitors' own spirits.

Big heartedness

This is the first and the most important thing that we can share. It means being warm, friendly and down-to earth. It means being polite but informal, like we're with friends rather than just customers. It means being generous, hospitable, and going the extra mile to make people feel welcome.



Legends & Stories

We're famous for our stories. Sharing them means tapping into the legend, myth and history of our home and showing how exciting and inspirational our culture and creativity is.



Originality



We have a talent for being pioneering in Northern Ireland. Sharing that talent means showcasing our ability to be forward-thinking, imaginative, creative, ambitious, hard-working – and to demonstrate our excitement about what’s happening here.

Land, Water & Sea

Sharing our unique landscapes,
nature and produce. We
believe in preserving and
nurturing it in a sustainable
way so that it can be enjoyed
for generations to come



Tourism NI Experience Development Framework

An inclusive framework for Tourism NI to support experience development at all stages, whilst extending our resources as far as possible

Extend seasonality

Grow and scale tourism businesses in a sustainable way

Offer greater availability of scheduled experiences

Enhance the visitor experiences across all stages of the visitor journey

Promote wider sustainability and regeneration

Encourage a network of collectively supportive businesses promoting the destination

Reasons for Change

- Moving away from an exclusive 'collection' of experiences – promotion of a range of tourism businesses underpinned by the tourism brand
- No 'one size fits all' ideal approach to experience development- need a framework which promotes inclusive growth and recognises value of each business
- Support a mature tourism industry – increased commerciality and purchasability to set NI as a competitive tourism destination
- Encourage more tourism experience operators to align with the brand, whilst also enabling deeper engagement with the brand
- Better understand business need, having robust metrics to understand the value of industry and offer targeted support





Developing new experiences

When developing your experience or tourism business, it is important to understand what's happening in your local area and how your product enhances this tourism offer

11 Regional EAGS Ambassadors across the councils

Additional opportunities and networking

Support with market readiness and promotion at industry events

Considerations when developing new experiences

What do you want to achieve by developing the experience?

Who is the visitor that you are looking to attract?

What will be your unique selling point and how can you share authentic elements of Northern Ireland?

How can your visitors awaken their Giant Spirit through connections with local people and local places in your area?

Developing new experiences

Business Guidance
and sectoral advice

Research and Insights

Access to previous
webinars,
presentations and
training

Opportunities and
Campaigns

Experience
Development
Toolkits

Embrace a Giant Spirit Experience Portfolio

A developmental opportunity for established tourism experience businesses delivering market ready, saleable visitor experiences within the context of Northern Ireland's Embrace a Giant Spirit brand.

Four key deliverables:

1. Create a managed collection of **visitor experiences with an assured standard**, through a market-ready criteria to confidently respond to evolving tourism trends
2. Stimulate **innovative and authentic product development** aligned to the tourism brand, enhancing the depth and breadth of visitor experiences across NI
3. Create **developmental opportunities to grow businesses and build business knowledge and confidence** to maximise return on opportunities
4. Ensure that Tourism NI have **up-to-date, accurate information on tourism experiences** to best promote nationally and internationally

Portfolio Eligibility Criteria

- ✓ Tourism businesses in Northern Ireland operating visitor experiences within the context of the NI Tourism Brand
- ✓ Tourism businesses offering regular, high-quality scheduled visitor experiences for consumers or experiences for travel trade
- ✓ Businesses who have already gained a foothold in the tourism market with developed visitor experiences
- ✓ Businesses who have a dynamic online presence with a website/ experience listing and clear booking processes with available dates in place that are easy to find
- ✓ Businesses who can offer year-round customer service, even if their experiences are seasonal
- ✓ Businesses who are able to share key metrics and visitor information annually

Benefits of participation

- ✓ Access to new tailored development opportunities and learning programmes*
- ✓ Tourism NI experience visit with feedback report
- ✓ Increased preparedness for industry opportunities
- ✓ Enhanced knowledge of the NI Tourism Brand to support applications to TNI Programmes and promote your tourism business
- ✓ Access to a network of peer-to-peer and learning
- ✓ Enhanced confidence to navigate the travel trade distribution network

*** Coming soon: EAGS Business Growth Programme**

More information and guidance:

Embrace a Giant Spirit Brand Book

- Information on our NI Tourism Brand
- Practical examples of how to deliver on the brand inspirers
- Upcoming developments: Brand Guidelines and Self-Assessment tools



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- Experience Development Webinar
 - EAGS Website information
 - EAGS Portfolio guidance booklet
 - Visitor Accommodation Grading Scheme