

## FREQUENTLY ASKED QUESTIONS

### NI EMBRACE A GIANT SPIRIT - EXPERIENCE DEVELOPMENT

A webinar on this topic was delivered as part of Tourism NI's Tourism Enterprise Development (TED) Programme by Jessica Hoyle, NI Experience Brand Development Manager.

Please find below responses to a number of related frequently asked questions:

#### 1. How can tourism businesses get involved with Embrace a Giant Spirit?

As the overall tourism experience brand for Northern Ireland, any business in Northern Ireland can engage with Embrace a Giant Spirit and use it to support their promotion to visitors.

Recommended steps for getting involved with Embrace a Giant Spirit are:

- Using the online resources available via our corporate website [tourismni.com](http://tourismni.com). Here you will find information on what the tourism brand represents and how to reflect this in the way you talk about and promote your business. We also have an [Embrace a Giant Spirit experience development toolkit](#) which can guide you in designing or reviewing your offer within the four Embrace a Giant Spirit brand inspirers.
- Take the opportunity to use the NI tourism brand fonts and logos by downloading them from our [NI Content Pool](#). Alongside high-resolution images of Northern Ireland which you can download, you can use these to enhance your website, social media and marketing and create a consistent look and feel with our distinctive brand image.
- Each of the 11 regional councils have an Embrace a Giant Spirit Brand Ambassador within their tourism teams who work closely with Tourism NI to develop new experiences and promote the destination.
- For more established tourism experience businesses, register your interest for the [Embrace a Giant Spirit Experience Portfolio](#); an opportunity for market-ready experience businesses to deepen their engagement with our tourism brand.
- For graded accommodation businesses, consider registering your interest for our Quality Assurance Grading Scheme (QAGS) providing official Tourism NI star ratings and a valuable business development tool linked to our brand values.

## 2. **Are Embrace a Giant Spirit experiences guided by industry insights?**

Tourism businesses within the Embrace a Giant Spirit Experience Portfolio will be categorised by the three primary thematic areas defined by Tourism NI: Culture & Heritage, Landscapes & Outdoor Activities and Food & Drink. Within this, experiences will be put forward for suitable campaigns and opportunities based on capacity, availability and suitability to particular markets.

New experience development will be guided by industry insights, gaps in the offer across Northern Ireland and evolving tourism trends.

## 3. **What grants are available from Tourism NI for developing new tourism experiences?**

There are currently no direct financial assistance schemes, capital or revenue, available for application through Tourism NI in relation to developing new tourism experiences.

However, your local authority tourism department may offer opportunities for experience development within your area.

## 4. **Tourism Ireland provides a grant for 75% of costs to attend sales outside the island of Ireland. Does that only cover B2B events or events that are mixed?**

The Industry Market Access Programme (IMAP) Scheme, in partnership with Tourism Ireland, financially supports the following:

- Independently organised in-person Leisure and Business Tourism B2B Sales Calls in key European and GB markets.
- Participation at overseas in-person leisure B2B or consumer platforms/ shows/ events, including Group Leisure, Luxury and Golf, not led by Tourism Ireland, and/or where there is an existing recruitment process in place.
- Participation at overseas in-person business tourism B2B shows/ events, including Meeting, Incentive, Corporate Conferences (excluding Association Conferences) and Exhibitions not led by Meet in Ireland and Tourism Ireland, and/or where there is an existing recruitment process in place.

There are currently no live IMAP Schemes available for application however, when live, more information can be found here: [IMAP Opportunities \(tourismireland.com\)](https://tourismireland.com/imap-opportunities)

**5. If you already have an experience listed with Discover NI do you need to reapply? / Are we automatically listed with Embrace a Giant Spirit when we are registered with Tourism NI?**

If you are a tourism experience business that was one of the 23 Embrace a Giant Spirit experiences launching the brand in 2019, have completed the previous Embrace a Giant Spirit experience development programme, or have engaged in either our Historic Houses Programme or NI Distillery Trail programme, you should have already been contacted regarding moving across into the EAGS Experience Portfolio.

If you have not been contacted, please [get in touch](#) with us so we can explore this further.

If you have not completed any of the above opportunities, even if you have a business listing on [discovernorthernireland.com](https://discovernorthernireland.com), or have registered your business on [tourismni.com](https://tourismni.com), you are not automatically listed as an Embrace a Giant Spirit Portfolio business and will be required to complete an [expression of interest](#) via our website.

**6. How well has the tourism industry been doing so far this year?**

Our industry insights so far in 2023 continue to show a generally positive start to the year for tourism in Northern Ireland, in particular domestic and ROI markets.

Our most recent consumer sentiment research offers more detail on this for you to explore [Consumer Sentiment Analysis \(tourismni.com\)](#)