

TOURISM  
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# Summer Lunch & Learn

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**TED**

Tourism  
Enterprise Development  
Programme

# Summer Lunch & Learn



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# NI Embrace a Giant Spirit – Experience Development Update

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# Covered today

- 2023 Key Tourism Trends
- Developing new tourism experiences
- Embrace a Giant Spirit Brand – How do we share our Giant Spirit and awaken it in our visitors?
- Embrace a Giant Spirit: Experience Portfolio
- Opportunities and campaigns







# 2023 Tourism Trends

**Value for Money**

**Seamless Travel**

**Relaxation and Escapism**

**Authentic Experiences**

**Sustainable Tourism**

# Developing new experiences

Business Guidance and  
sectoral advice

Research and Insights

Access to previous  
webinars,  
presentations and  
training

Opportunities and  
Campaigns

Experience  
Development Toolkits

# 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?



# Our Brand Promise

Share the giant spirit of Northern  
Ireland

and

Awaken the giant spirit in our visitors



# What makes an NI – EAGS Experience?

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.

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

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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.

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# 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 generation to come





# Getting involved with our tourism brand

## Top three recommendations:

1. Access to our font, logos and brand guidelines
2. Discover Northern Ireland
3. Social Campaigns



# Embrace a Giant Spirit Experience Portfolio

Tourism Northern Ireland's managed collection of market ready, saleable tourism businesses that deliver visitor experiences within the context of Northern Ireland's Embrace a Giant Spirit brand.

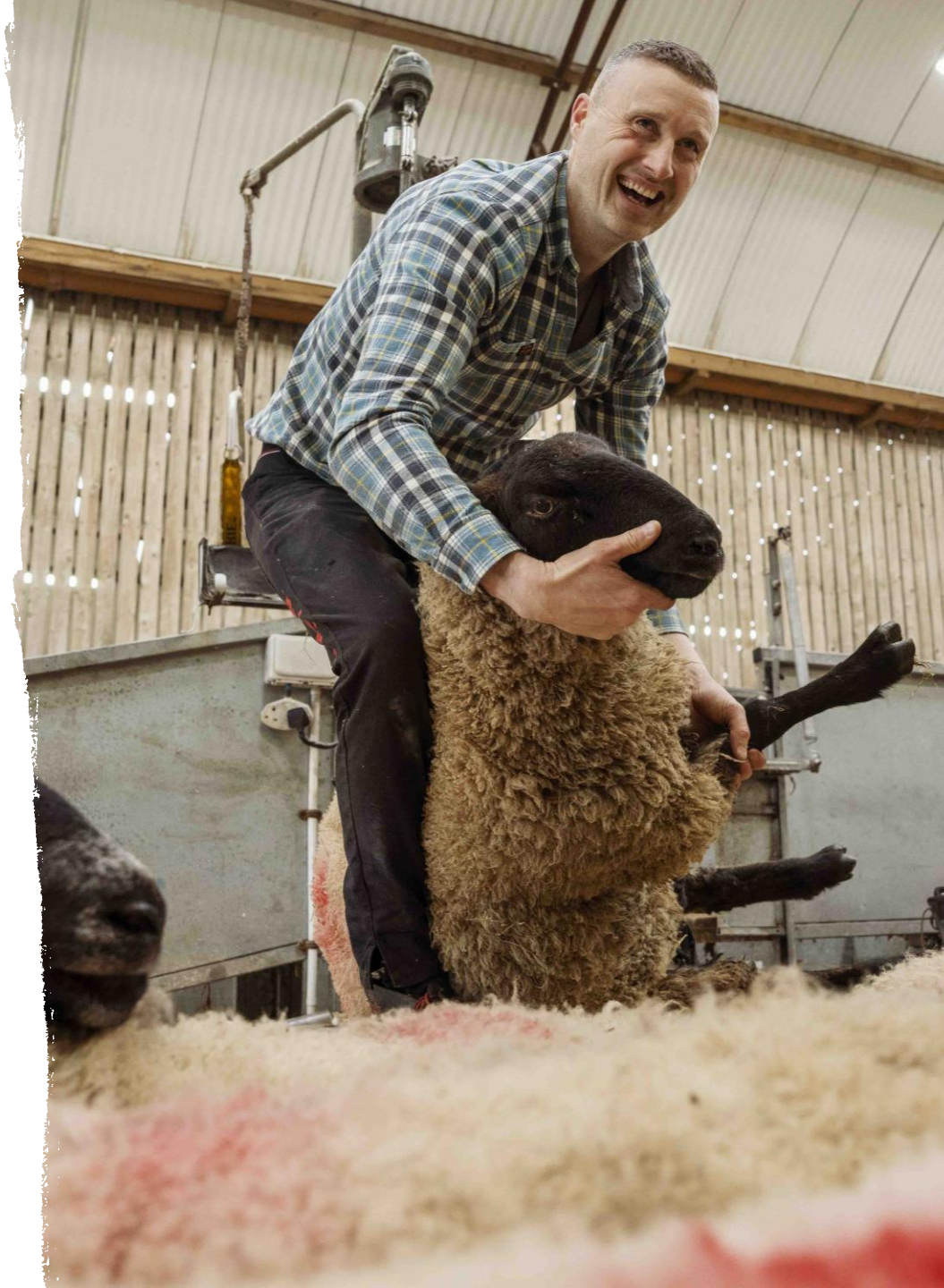
Four key deliverables:

1. Stimulate **innovative and authentic product development** aligned to the tourism brand, enhancing the depth and breadth of visitor experiences across NI
2. Offer an **assured standard of visitor experiences** through a market-ready criteria to confidently respond to evolving tourism trends
3. Create an **inclusive framework for tourism businesses** to engage with
4. Ensure that Tourism NI have **up-to-date, accurate information on tourism experiences** to best promote nationally and internationally



# Benefits and opportunities

- Opportunity to align your business with the tourism brand, not just experiences and to create easier routes to do this
- Support your business to become travel-trade ready or increase confidence and knowledge in this area
- Tourism NI experience visit and feedback audit for new experiences structured around the tourism brand characteristics
- Identify areas of development across industry to enhance experience businesses and our overall tourism offer
- Priority consideration for TNI marketing opportunities
- Priority consideration for Tourism NI and Tourism Ireland opportunities such as trade shows, FAM trips and media opportunities
- Enhanced knowledge to grow your sales, booking and business through tailored development opportunities



# Eligibility Criteria



Be a tourism business operating in Northern Ireland, offering visitor experiences which align with the tourism brand and have an identifiable USP



Have gained a foothold in the Northern Ireland tourism market, operating as a tourism business for a minimum of one year



Have a dynamic online presence with a website/ experience listing and clear booking processes and available dates in place that are easy to find



Have clear contact methods that are monitored year-round, even if your experience is seasonal



Have appropriate licensing or permissions where required for your experience



Commit to sharing key performance and business metrics with Tourism NI through the business hub on an annual basis e.g. visitor figures and profiles and annual turnover



# How to participate in the EAGS Experience Portfolio

Expressions of interest will open to new experiences within the next fortnight

Review the supporting information

Prepare for the expression of interest: visitor information, brand-alignment information, business metrics

Assessed by our product development team

Chat to us if you have any queries!

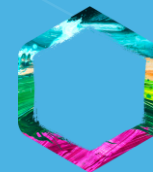




# Key Information Overview

- When developing new experiences or reviewing your current offer, our online resources are the most effective starting point for you
- Consider tourism trends and how your experiences respond and evolve with these
- Deepen your understanding of how to deliver experiences within the context of our tourism brand by using our new Brand Book
- Our brand assets are there for you to use and support the promotion of your business
- For more established experiences, consider joining our EAGS Experience Portfolio for additional support and opportunities with Tourism NI





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