



Experience Development Lunch & Learn August 2024

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TOURISM
NORTHERN
IRELAND

Covered Today

Northern Ireland – Embrace a Giant Spirit

- Brand Context
- Who is it for?
- Brand Proposition & Values
- Leveraging the brand

Experience Development

- The importance of experiences
- Support for developing experiences
- Tourism NI's Experience Portfolio

Industry Q&A





Northern Ireland –
Embrace a Giant Spirit

Northern Ireland – Embrace a Giant Spirit

Launched 2019 to help Northern Ireland stand out competitively in the tourism landscape

One of 5 'Ireland' Destination & Experience Brands.

30% Increase to choose NI as a place to visit

5 Overarching Benefits for Northern Ireland:

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



Embrace a Giant Spirit & Your Business

Embrace a Giant Spirit is designed to be owned and leveraged by everyone working across the tourism industry in Northern Ireland.

In building a solid and truly inspiring brand we can succeed in reaching our full potential as a tourism destination.

- 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
- An identity which inspires visitors to engage with your business and also get them excited about all that Northern Ireland has to offer



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



Experience Brand Inspirers



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.

Embrace a Giant Spirit Brand Toolkit

The Guide is designed to be a handy reference tool to help you apply the brand, attract potential visitors and inspire them to discover their own 'giant spirit' while they're here.

It covers:

- Brand Proposition
- Brand Values
- Use of Logo and Typeface
- Photography Guidelines
- Tone of Voice guidelines
- Colour Palette
- Digital Brand Guidelines



To find out more: [Northern Ireland's Embrace a Giant Spirit Brand | Tourism NI](#)

How to leverage the brand for your business

Northern Ireland – Embrace a Giant Spirit is designed to support and strengthen your own business brand identity. Download our digital assets and use the guidance in our brand book to help guide your creativity and promotion.

Northern Ireland Content Pool

[Northern Ireland's Content Pool \(northernirelandscontentpool.com\)](http://northernirelandscontentpool.com)

Avail of 1000s of brand-aligned photos and videos that can be used to support your marketing. Download our brand assets here including the Embrace a Giant Spirit logo, social media templates and more.

Create or update your Discover Northern Ireland business listing

Ensure your Discover Northern Ireland listing aligns with the brand and our campaigns. Update your imagery and business experience information in line with the brand toolkit via the Tourism NI Business Hub



Engaging with the brand and maximising opportunities

Year-round Engagement	Tourism NI Marketing Campaigns	International Media Opportunities
<p>Use our brand and campaign hashtags in your social media and online activity #EmbraceAGiantSpirit #MyGiantAdventure</p> <p>Tag or mention Discover Northern Ireland in your social media posts @DiscoverNI</p> <p>Share your content and stories with us: Get involved by sharing your stories & content Tourism NI</p>	<p>Drive bookings by supporting and extending our seasonal campaigns through your own marketing channels, targeting consumers in Northern Ireland and the Republic of Ireland</p> <p>Lunch & Learn: Maximising Opportunities from Tourism NI Marketing Campaigns Autumn 2024 10th September 12.00-12.45pm</p>	<p>Keep abreast of media and PR opportunities with Tourism Ireland and reach the international markets and promote your business overseas.</p> <p>Opportunities (tourismireland.com)</p>



Experience Development Update

Tourism NI's Experience Development Framework

To remain globally competitive, Northern Ireland must offer experiences that meet the ever-changing expectations of holidaymakers and the marketplace, while increasing our capacity to meet demand.

Our Experience Development team work to champion the sustainable growth and development of NI's tourism experience industry through strong communication, collaboration and partnerships.

We help you be more effective and innovative in your product development and maximise opportunities within the context of our tourism brand.

We work closely with all 11 regional council tourism teams to extend the impact of our work, who play an important role in the support and development of new tourism businesses.

Visit our business hub for creating authentic experiences:
[Creating Authentic Experiences \(tourismni.com\)](https://www.tourismni.com)

Strategic areas of Experience Development



New Experience Development Resources

Through **MyTourismNI**, our innovative e-learning platform we offer **three experience development toolkits** to support our experience sectors. They offer guidance on integrating into the tourism industry, developing unique products, networking, and ensuring sustainability.

1. **Checking your business foundations**
2. **Understanding your customers**
3. **Developing your tourism offer**
4. **Building your networks**
5. **Making it happen**
6. **Supporting Materials**

By following these steps, businesses can create memorable and marketable cultural experiences that appeal to both local and international visitors.

Find out more and register for our e-learning platform:

[MyTourismNI](https://www.mytourismni.com)



Outdoor Experiences in Tourism Toolkit



Lunch & Learn Webinar Series



Arts, Culture and Heritage in Tourism Toolkit



Embrace a Giant Taste Toolkit

Embrace a Giant Spirit Experience Portfolio

A continuous learning and development opportunity for established tourism experience businesses, aimed to increase the profitability, visitor appeal and commercialisation of our tourism experience industry.

Through participation in the Experience Portfolio, you can:

- Access enhanced learning and development opportunities structured around areas of **scalability, growth, key market identification, marketing skills, commercial skills** and **travel trade readiness**
- Form part of Tourism NI's **managed collection of quality-assured experiences** where you can benefit from an **enhanced key account management** relationship with Tourism NI
- Avail of **priority consideration** for programmes and industry opportunities such as international sales opportunities and Tourism Ireland's Overseas Engagement Fund
- Avail of **networking opportunities, enhanced communication** and **product knowledge building opportunities**

To learn more and express your interest in applying: [Embrace a Giant Spirit: Experience Portfolio | Tourism NI](#)

Tourism NI Experience Portfolio – Criteria

The Experience Portfolio is designed for businesses interested in having an enhanced relationship with Tourism NI, who are keen to develop, drive revenue, scale-up and innovate their experience businesses within the context of the Embrace a Giant Spirit brand.

To participate, businesses must:

- Be an established tourism business, delivering visitor experiences for no less than one year
- Offer clearly advertised and regularly scheduled visitor experiences
- Have an online presence and direct online bookability, or where your business only offers group/travel trade bookings, have this reflected on your website
- Offer year-round customer service, even if your business is seasonal
- Have an up-to-date business listing on Discover Northern Ireland
- Commit to participating in an annual business survey, sharing key metrics and insights to help shape future learning and development based on industry need
- Engage in at least one Experience Portfolio opportunity per year

Tourism NI Experience Portfolio – Opportunities

To date, Experience Portfolio participants have had the opportunity to access training such as:

- Commercial Planning, Data & Insights Workshop
- B2B Pricing and Contracting Webinar
- B2B Verbal Pitch Webinar
- Business Mentoring

Upcoming Opportunities:

Networking and Celebration Event: Tourism Week 2024

- Opportunity to engage with other portfolio participants and hear from industry speakers
- Opportunity to build product knowledge with FAM visits

Business Growth and Development Opportunities

- LinkedIn Strategy Workshop: Building Connections and Driving Sales
- Systemisation for Commercial Growth Workshop: Improving sales and building repeat business

Enhanced learning and Development on MyTourismNI E-learning Platform, only available to participants

- How to Create a Commercial Plan
- Mastering B2B Pricing and Contracts
- Preparing your B2B Verbal Pitch and Marketing Collateral
- Leveraging opportunities for FAM Trips, Media and Site Visits



To find out more:

Contact us: [Contact Us](#) | [TNI \(tourismni.com\)](#)

