



Embrace the Outdoors: Outdoor Experiences in Tourism Toolkit

September 2023

About this toolkit

This toolkit is for businesses who provide outdoor experiences and wish to attract people from outside their local area.

It shows you how you can:

- Be part of the Northern Ireland tourism industry and advance our reputation for sustainable and regenerative tourism
- Develop an offer that combines landscape, people and outdoor activity to create unforgettable experiences
- Tailor your offer to the specific interests and needs of your visitors
- Grow your business and make it more original and distinctly Northern Ireland
- Network with local partners to create a more attractive destination
- Ensure your offer is sustainable and viable

It explains what you need to think about and what you need to do in five key steps:

- Step 1:** Checking your foundations
- Step 2:** Understanding your customers
- Step 3:** Developing your tourism offer
- Step 4:** Building your networks
- Step 5:** Making it happen



What makes a tourist?

This toolkit is about tourism. It focuses specifically on visitors who live outside your area. They could be a family from Belfast having a weekend on the Causeway Coast, a group of friends from Galway staying in Co. Fermanagh, a couple from Manchester on a city break in Belfast or a tour group from the US touring Northern Ireland.

Whoever they are, whenever they visit, they are looking for new and interesting things to do, often wanting to find out more about the place they are visiting and its people. They have limited time, and this may well be their only visit to your area.

Not everyone wants to be a tourist; some prefer to be welcomed and hosted as visitors or guests therefore that is the terminology used in this toolkit.





Your steps into tourism

Tourism NI's visitor research shows visitors to Northern Ireland highly value our beautiful landscapes and seascapes. Outdoor activities that enable them to explore are popular; but there is room for more. We need to offer immersive experiences that enable visitors to connect with the elements, feel inspired by our landscapes and create lasting memories of Northern Ireland.

The outdoor tourism sector is highly competitive. Northern Ireland competes with other parts of the UK, Republic of Ireland, Europe and other international destinations to be a destination of choice.

A successful tourism business depends on professionalism, attention to detail, the ability to adapt and innovate and a strong network of good business relationships. It requires a long-term investment of effort, time and money.

This all begins with clear-sighted, careful planning. This toolkit will help you create your plan.

For more on the importance of outdoor experiences for Northern Ireland tourism and current trends see: [Why We Embrace the Outdoors](#) (*Chapters 1 and 2*)



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Step 1: Checking your foundations



Step 1: Checking Your foundations

This toolkit is designed for established businesses who wish to develop a new or existing outdoor activity offer for the tourism market.

Building a domestic, regional and eventually an international reputation and customer base requires strong business foundations as well as a great idea that will motivate your target visitors.

Your idea, and your business, should align with the Embrace a Giant Spirit tourism brand for Northern Ireland.



Giant's Causeway, Co. Antrim

Does your business have strong foundations?

Exercise 1A

Before you start working through this toolkit, take stock of where your business is now, using this checklist.

When you can tick yes to each of the boxes, it may be time to think of stepping up to bigger markets. At that point, this toolkit will help you.

If you can't tick yes to each of the boxes, your first steps should focus on filling the gaps.

Do you have all the following in place?

- | | |
|--|----------|
| A strong, unique product that you know your current customers enjoy? | YES / NO |
| An outline concept of the tourism offer you want to further develop? | YES / NO |
| Have a business listing on discovernorthernireland.com ? | YES / NO |
| Have a website that can take online bookings and is maintained year-round, even if your product is seasonal? | YES / NO |
| An awareness of the tourism product on offer in your local area? | YES / NO |
| Have engaged with your local Council Tourism team? | YES / NO |
| An interest in growing your business networks and partnerships to add value to your local destination's tourism offer? | YES / NO |



Can you Embrace a Giant Spirit?

Exercise 1B

The **Northern Ireland - Embrace a Giant Spirit** brand creates excellent opportunities for innovative and committed outdoor and activity businesses and makes this a great time to step into tourism.

We know that the brand makes a great impact. When tested with our key markets, it increased likelihood to visit Northern Ireland by 30%.

Northern Ireland –Embrace a Giant Spirit identifies four inspirers which can help Northern Ireland stand out:

1. Big heartedness
2. Legends & Stories

3. Originality
4. Land, water & sea

These can inspire visitors, help them enjoy their time here and leave them with lasting memories. They should be the touch points of your experience. The fourth inspirer, land, water and sea is particularly relevant for most outdoor experiences.

It is important to check that your business aligns with the Northern Ireland – Embrace a Giant Spirit brand even if it was established before 2019 when the brand was launched.

For more on how the Northern Ireland - Embrace a Giant Spirit relates to outdoor activities see: [Why We Embrace the Outdoors](#) (Chapter 2 of Embrace the Outdoors)

For a more detailed approach to developing brand-aligned tourism offers see: [Northern Ireland - Embrace a Giant Spirit Experience Development Toolkit](#)

The Gobbins, Co. Antrim



1. Big Hearted

Big-hearted experiences help visitors to meet the people of Northern Ireland. This means the warm Northern Ireland approach to visitors should be front and centre of every aspect of your experience. Big-hearted is an important inspirer.

Does, or could, your tourism offer include:

- Giving a big hearted, inclusive welcome to all visitors?
- Meeting warm, generous local guides who will go the extra mile for visitors?
- Inviting visitors into the heart of our communities to attend outdoor events and activities?



2. Original

Northern Ireland needs tourism experiences that are unique and compelling so we can stand out. Although activities such as walking, paddleboarding, sea-fishing and other activities can be done in many places, it is our remarkable landscapes that make our outdoor experiences unique.

Does, or could, your tourism offer include:

- Sharing new and different experiences?
- Special access to wild places and landscapes?
- The opportunity to be surprised by the unexpected?



3. Legends and Stories

Our landscapes become more alive and resonant for visitors when we share the stories of people who have lived in them and shaped them. The best outdoor experiences draw on our great tradition of storytelling. See Exercise 3C for more detail on using stories in your outdoor experiences.

Does, or could, your tourism offer include:

- Connecting your outdoor activity to the ancient stories of Northern Ireland, our myths and folklore?
- Insights into the local people and way of life of the place, past and present?



4. Land, Water and Sea

Outdoor experiences are vital in helping visitors to connect more strongly with our landscapes and seascapes. They can include outdoor adventures, nature-watching, discovering local food or experiencing solitude, tranquillity and inspiration.

Does, or could, your tourism offer include:

- Close encounters with Northern Ireland's landscapes?
- Outdoor adventures, where the senses are enlivened by the elements?
- Experiencing local food, meeting producers or seeing it made?





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Step 2: Understanding your customers



Step 2: Understanding your customers

This section of the toolkit focuses on how to prepare your outdoor experience for visitors.

Your tourism business will be more compelling and distinctive if you understand your target audiences. Hoping to appeal to everyone is not a strategy for success.

Most tourism businesses will start by targeting visitors from elsewhere in Northern Ireland, Republic of Ireland and the rest of the UK. With support from TNI market intelligence and insights, you can tailor your offer to their needs and motivations for travel. This gives a strong base for eventually expanding into wider international markets, if appropriate.

Not all products and experiences will also be suitable for international visitors as expectations vary between key markets. Domestic and international visitors have different travel needs.



Men of the Mournes, Co. Down

Can you provide for a range of visitors?

Exercise 2A

Before doing this exercise, familiarise yourself with the insights into the characteristics and interests of our priority visitor segments.

A good starting point for information on what our visitors want from their holidays is [Why We Embrace the Outdoors](#) (Chapter 3 and 4) This will help you see which visitor segments are most likely to be attracted to outdoor experiences and give you ideas for adapting your offer for these visitors.

For a more detailed approach to market segments, including research, insights and webinars, see:

- [NI Domestic Market](#)
- [Great Britain \(GB\) Market Review](#)
- [Republic of Ireland \(ROI\) Market Review](#)

Which of the following could you do to make your experience attractive to visitors? The ones that you could do best or most easily, may help you decide which visitor segments to target.

- Provide safe, 'soft' adventures including introductory outdoor experiences for beginners and people seeking gentle discovery
- Offer something that is authentic and distinctive to the place they are visiting
- Give access to beautiful places, nature and landscapes, ideally off the beaten track
- Provide environmental based experiences which help to regenerate our landscape
- Provide innovative and engaging accessible experiences
- Offer activities which families can do together
- Deliver activities linked to high quality local food and accommodation
- Provide physical exercise and contact with nature as a well-being experience
- Offer relaxation and mindfulness activities that benefit mental as well as physical wellbeing
- Incorporate local culture, heritage and people into your outdoor experience
- Provide adventure tourism for those seeking excitement, adrenalin and challenge

Key elements of a great visitor experience

Exercise 2B

Preparing a successful experience for visitors will involve:

1. Meeting their needs
2. Capitalising on your local resources
3. Creating relevance to Northern Ireland
4. Ensuring high quality delivery
5. Making your visitor experience accessible



1. Meeting visitor needs

Visitors look for an experience that gives them something unique, authentic and enjoyable. They are time-limited and may only have a few hours to spend with you.

They want to book in advance and need reliable information about location, opening times and whether your experience is suitable for them.

Does, or could, your experience

Be presented as a compelling package that can be enjoyed in 3 hours or less?

Be available when visitors have time, including in evenings?

Provide a multilingual welcome and provide translations of key information?

2. Capitalising on your local resources

Visitors are looking for great value for their time and money. You can appeal to them by harnessing your local landscape and environment to help your experience stand out.

Your outdoor activity is just one element of your customers' trip. Think about whether you can link aspects of local culture and stories to the physical activity.

Does, or could, your experience

Maximise the opportunity to see interesting and attractive landscapes?

Provide opportunities to see and/or talk about local life past and present?

3. Relevance to Northern Ireland

Outdoor activities can provide powerful connections to the landscape, spirit and stories of Northern Ireland, past and present. This is particularly attractive for international visitors. They want to do things that create lasting memories of their time in Northern Ireland and seek out experiences that help them connect with the place and people.

Does, or could, your experience

Represent something of the spirit and character of Northern Ireland, past and/or present?

Convey captivating stories of the area?

Be presented as unique to Northern Ireland –local guides or other features that can't be replicated elsewhere?

4. High quality delivery

Visitors are often experienced travellers who expect high quality from their outdoor activity and may use international experiences as their benchmark. You cannot compromise on quality at any stage of the customer journey.

Does, or could, your experience

Compare well with the best experiences of this type internationally?

Ensure consistent excellent customer care?

Meet best practice standards of environmental sustainability?



5. Making your visitor experience accessible

To deliver excellent visitor experiences for all, it is vital that tourism businesses understand the opportunities and address the barriers and challenges for some customers. This can help future-proof your business and lead to increased revenue, loyalty, demand and customer satisfaction.

Your experience should aim to be accessible to as many people as possible, irrespective of their age and ability. Requirements to accessibility include cognitive, hearing, mobility and vision dimensions, but it also includes any person that needs to access places with ease, for example, parents with prams, as well as people experiencing reduced mobility.

Could your experience

Provide a clear description on your business website with important accessibility information?

Provide photos of the experience to enable customers to decide if this is the right experience for them?

Include staff trained to make sure they are confident in welcoming visitors with a range of abilities?

Be delivered using British Sign Language or Irish Sign Language?

Provide visual or audio aids if required?



For more resources that may improve the accessibility of your experience see: [Embracing the Disability Discrimination Act](#)



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Step 3: Developing your tourism offer

Step 3: Developing your tourism offer

This section of the toolkit is about how to create a great outdoor experience that is worth travelling to and paying for.

Things that can make your experience world-class are:

- The uniqueness of what you offer
- Harnessing the power of your landscape
- Good local stories incorporated into the experience
- Aligning with our **Northern Ireland - Embrace a Giant Spirit** brand (see Step 1)



How to stand out

Exercise 3A

Your outdoor experience needs to stand out. In some places it may have to attract people to travel to the area. In areas where there are more activities on offer, it must rise above the competition.

In either case, a successful visitor experience must be special, unusual and if possible unique. You need to capitalise on what you do exceptionally well and that others cannot easily replicate.

For many outdoor experiences in Northern Ireland the location and landscape can enhance the unique quality, sometimes beyond the activity type itself.

What do you do, or could do better than anyone else?

What are the essential ingredients of this? These are the things that you must guarantee that all visitors encounter.

Why is this relevant or interesting to your visitors?



How to find and tell your stories

Exercise 3B

Visitors have always enjoyed exchanging stories. Well-told tales are a great way to connect with a place quickly.

Informal chats with local people that include stories about local characters and places can be one of the most memorable aspects of a trip. Outdoor activities such as walks, kayaking, boat trips etc. can be an excellent backdrop for conversation. Use these opportunities for storytelling which should appear spontaneous, even when it is not.

Telling stories requires practice. Watching your audience carefully and responding to what interests them is the best way of deciding which stories to tell and how to tell them. Changing the stories is good practice and helps you to keep your delivery fresh.

Find your stories, identify what you can say and how. Consider:

What visitors will see during the activity e.g. objects, buildings, landscape, wildlife. Telling stories about the place in the place is very powerful and can emphasise uniqueness.

Interesting and intriguing characters; past or present, historical or mythical. Characters drive stories because people empathise with them.

Local stories including ancestral heritage and folklore. Your stories could be entertaining, include local characters and connect with important cultural and historical events.

For more on storytelling in outdoor experiences see: [Stories in the Outdoors](#) (Chapter 6 of Why Embrace the Outdoors)

Ideas to inspire

When defining the big idea, you need to consider the whole offer from a visitor's perspective. Make sure some of the following themes and services are included within your idea. They may appear in your idea through working with others, or they may be more core to your own idea. You might link these into your idea to develop more authenticity and personalisation. Use these suggestions as a checklist:

- local crafts
- craft workshops
- local art
- yoga, meditation, wellness
- live music
- local gardens & floristry
- locally sourced food & drink
- learning new skills
- major dates & anniversaries
- events & festivals
- soft adventure
- glamping
- outdoor activities
- kids' experiences
- water based activities
- local markets
- family stories & folklore
- film & TV location
- artisan food & drink
- kids treasure hunts & puzzles
- walking tours
- literary greats
- myths & legends
- seasonal events
- affordable luxury
- wet weather escapes
- theatrical props & kids dressing up
- authentic pubs & restaurants
- e-bikes, e- transport
- local community
- places to stay
- encouraging locals to get involved
- digital technology
- online bookings
- online platforms
- social media
- augmented reality
- virtual reality
- data capture
- language translation
- car hire, bus
- collaboration in the area
- cooperative group working
- accessibility/requirements
- transport
- access in rural places
- make it all easy
- emerging new markets
- sustainable practices
- business tourism
- social responsibility
- night-time economy
- overtly ethical & sustainable
- diaspora
- academia linkages



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Step 4: Building your networks

Step 4: Building your networks

This section of the toolkit is about learning from and working with other businesses.

For your visitors, your outdoor activity is just one element of their trip.

Successful tourism is an ecosystem of providers who offer visitors places to stay, places to eat, ways to move around and interesting things to do. Your success will depend on being part of that network.

Collaborating with other businesses, in your outdoor activity network and beyond it, will be vital.



Talking about your experience

Exercise 4A

Networking involves being able to talk clearly, concisely and confidently about your experience and what it offers to potential partners and supporters. You often have only a short time to do this; remember that first impressions count.

You need to make others believe in your experience, even if it doesn't exist yet.

You may find this daunting at first but every time you do it, it will get easier. Your pitch will improve with practice.

Rehearse talking about your experience by making notes on:

What is unique or unusual about what visitors experience with you?

Which part of the experience has the biggest impact on visitors, and why?

How many visitors do you expect and when?

How are you / your team well-equipped to deliver this safely and professionally?

Why are you passionate about your experience?



Who you need to meet

When you are developing a new tourism offer you need to make yourself known to other providers in your area and demonstrate your willingness to work with them.

[Collaborating for Success](#) (*Chapter 7 of Why Embrace the Outdoors*) contains more details on the importance of networking for outdoor businesses.

For advice and support:

Council tourism officers - Your local council should be one of your first contacts when you are developing a new experience for visitors.

Other local tourism businesses - They will know who visits your area and what they are looking for.

Local tourism collaborative networks - This is a network of geographically based tourism businesses and other organisations who aim to collaborate to improve the area as a destination.

Tourism Northern Ireland - Tourism NI is responsible for the development of tourism in Northern Ireland, providing a range of practical help to businesses and in partnership with Tourism Ireland, promote the destination to domestic and international audiences.



Building collaborations

Local accommodation providers - They may be able to host your customers and develop accommodation, food, and activity packages with you.

Local food producers and suppliers - They can provide authentically local food for your experience, creating a stronger sense of place.

Tour operators who bring groups to your area - If you can offer a suitable package, they may be interested in bringing groups to you.

Tour guide associations - Can help you find guides and people who can train your staff.

Local buses, taxis and active transport providers - They can help people without cars reach you using other forms of transport including bikes and e-bikes.

Helping you communicate with visitors

Visitor Information Centres - Are an outlet for promotional materials and may be able to take bookings for you.

Local accommodation providers - Can recommend you to visitors if they know you and like what you do.

Local tourism businesses - May offer opportunities for joint marketing and cross-selling, especially to niche audiences.

Transport staff – Coach and train staff, taxi drivers and bike hire companies are often a great source of local information for visitors so make sure they know about you.




Linking into your network

Exercise 4B: Identify the people in your area who need to know about you

 Who can give you advice?	 Who might partner or collaborate with you?
1.	1.
2.	2.
3.	3.
 Who could recommend you to visitors?	 Who could add to what you do?
1.	1.
2.	2.
3.	3.

Key lessons from your local networking

Exercise 4C

 What key information and advice have people shared with you about tourism in your area?
1.
2.
3.
4.
5.
6.
7.
8.
9.
10.

 How can you use these insights to make your venture more successful and resilient?
1.
2.
3.
4.
5.
6.
7.
8.
9.
10.



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Step 5: Making it happen

Step 5: Making it happen

This section of the toolkit is about getting your outdoor experience ready for market.

If you have worked through this toolkit, you are probably ready to go.

You are going to be very busy. Launching a tourism offer is a big task.

At this stage you need to pause and check that your business has a realistic chance of success.

If you are assured that it is viable and sustainable, you need to prepare to be your business's strongest possible advocate.



Carrick-a-Rede Rope Bridge, Co. Antrim

Building success checklist

Exercise 5A: Use this list to check that you have achieved the key steps covered in this toolkit

Have you?

Aligned your tourism experience to the Northern Ireland – Embrace a Giant Spirit brand? (See Exercise 1B)	YES / NO
Considered the main visitor segments for domestic and international visitors and made sure your experience will appeal to them? (See Exercises 2A, 2B)	YES / NO
Evaluated how to make your experience inclusive and accessible? (See Exercise 2B)	YES / NO
Identified what will make your experience unique, authentic and memorable? (See Exercise 3A)	YES / NO
Established how you will capitalise on your location and landscape? (See Exercise 3B)	YES / NO
Selected the stories you can tell and worked on how to structure and best tell them? (see Exercises 3B)	YES / NO
Gained confidence to describe and advocate your offer clearly and concisely? (See Exercise 4A)	YES / NO
Formed both a good local and regional network? (see Exercises 4B, 4C)	YES / NO
Ensured your activity and staff comply with all professional and safety standards, requirements and best practice guidelines?	YES / NO
Incorporated care and respect for both host communities and the natural environment within your experience?	YES / NO

For more on final preparations for outdoor activity businesses see: [Top Ten Questions](#) (Chapter 9 of Why Embrace the Outdoors)

Reality check: Can this work?

Exercise 5B

Take a final look at the economic viability of your business and its environmental and social impact before moving forward.

Your new venture must contribute to your finances. Pricing your experience properly is essential. The price that you charge needs to cover all your outgoings and ensure a profit in return.

Identifying all your costs is vital. What are your costs?

Set-up costs like equipment, signage, refurbishment or repurposing of spaces. Identify when you will recoup this investment.

Indirect costs like running costs of building, vehicle and fuel costs, insurances, website etc.

Expenditure related to events, like refreshments, materials etc.

Staff costs including preparation, follow-up time as well as delivery of the experience.

Promotional costs per year including print, website, social media including staff time, attending marketing and networking events.

If you are working in a collaboration, include applicable partners' fees.

Work this out as a price per customer. This is the bottom line. If your average price per customer is less than this, you will lose money.



Covering your costs is not enough

Exercise 5C

What profit do you require?

Identify the profit you would like to make per year and divide by a reasonable estimate of visitor numbers.

Then add this to your price per visitor.

Don't forget to allow for discounted rates for groups and tour operators.



Erne Water Taxi, Co. Fermanagh

**This is the price that will give you what you need.
Will your customers pay it?**

Is your price competitive?

Compare your price with what comparable businesses around you are charging.

If your price is cheaper, and you are convinced the quality is comparable, consider increasing the price.

If your price is higher, look at whether you can cut costs to bring the price down without impacting on the quality of the core experience.

If this is not possible, critically assess whether you offer added value for your higher price. If you do, identify and promote what makes you stand out.

If you don't offer extra value and cannot lower the price, this is unlikely to be a commercially sustainable venture.

Why is your experience special?

Exercise 5D

Make sure that you can speak with confidence and conviction about what you are offering.

Take a moment to capture your vision and what you have learned, in terms that reflect your passion and joy for what you are doing.



Write yourself a one-page summary for when you have to sell your experience. Use your most enthusiastic language to capture your aspiration. Include answers to these questions.

What will motivate people to travel to you?

What will they experience with you that they will remember?

What will it cost them and why?

Why is the experience worth the price?

Who will love what you do most?

How will you tell potential visitors about your experience? Who can help you with that?

What else will visitors like about your area?

What possible challenges do you foresee and how can you address these?

What next? How could the experience you offer develop in three years?

Preparing for market: Your elevator pitch

Exercise 5E

Imagine you have three minutes of a tour operator's time - an important opportunity to impress. Prepare yourself for this by focusing on three crucial elements of your outdoor experience. Make each of them as compelling, original and memorable as you can.

1 Describe your **LOCATION** using vivid descriptions, highlighting all the senses

2 Describe your **EXPERIENCE** in impactful verbs to emphasize the activity and what people will do and feel

3 Describe your **STORY** through the characters that bring it to life

TNI Support Links:

Business Support

Whether it's setting up a new business, developing an existing one, or just helping you stay ahead of changes and trends in the industry - we've got information to help. [Build your Tourism Business - Support | Tourism NI](#) provides guidance on:

- Business support for tourism enterprises
- Industry opportunities and campaigns

Northern Ireland's Content Pool

Register with [Northern Ireland's Content Pool](#) to gain free access to assets to use in print, on your website and social media. You'll find:

- Destination imagery and videos
- Embrace a Giant Spirit brand logos assets

Tourism Enterprise Development (TED) Programme

Access webinars, business development opportunities, workshops, masterclasses and skills training at [Tourism Enterprise Development Programme \(tourismni.com\)](#).

This resource includes:

- Business support programmes
- Competitiveness via revenue management, cost base analysis and financial planning

Visitor Information

Northern Ireland is marketed using its consumer website [discovernorthernireland.com](#). [Promote your business on Discover NI.com \(tourismni.com\)](#) provides steps and video guides to register your business:

- You can add events and scheduled visitor experiences
- Business entry automatically migrates to Tourism Ireland's global marketing platform - Ireland.com
- [Marketing Campaign for Tourism in Northern Ireland \(tourismni.com\)](#) provides up to date marketing toolkits and helps you get involved in online campaigns targeting Northern Ireland and Republic of Ireland visitors

Digital Marketing

How can I get involved?

- If you have interesting stories or quirky facts about your tourism business or local area, share your stories. If you are out and about, take great pictures. You can share your content using our #discoverNI.
- Encourage your visitors to share their experience using #discoverNI #EmbraceAGiantSpirit #MyGiantAdventure
- Tourism NI run a number of activations and campaigns each year. In line with this, why not upload an incentive offer to our website?
- You can send all content, features, ideas and suggestions for consideration to digital@tourismni.com.

Online Sales

Access online sales channels and drive more effective direct bookings: [TXGB | Grow your sales with the Tourism Exchange GB \(tourismni.com\)](#)

International Trade Opportunities

Access year-round opportunities to engage with international trade: [International MICE & Travel Trade Calendar | Tourism NI](#)

Help promote your business overseas: [Opportunities \(tourismireland.com\)](#)

Sustainability

Help to make Northern Ireland a sustainable tourism destination: [Sustainability - Growing Greener Experiences Together \(tourismni.com\)](#)

Signpost your visitors to our Visitor Pledge and raise awareness of supporting local, protecting our environment and preservation: [Visitor Pledge | Make a Giant Difference \(discovernorthernireland.com\)](#)

Consumer Intelligence

Access the latest in-depth analysis on consumer confidence and motivators for travel: [Tourism Statistics, Research & Insights | Tourism NI](#)

Embrace a Giant Spirit

Enhance your engagement with the Northern Ireland destination brand: [Northern Ireland's Embrace a Giant Spirit Brand | Tourism NI](#)

Here to help

There are a range of organisations that can help you develop your experience and bring it to market:

Tourism Northern Ireland (TNI)

Responsible for the development of tourism and the marketing of Northern Ireland as a tourist destination to domestic tourists, from within Northern Ireland, and to visitors from the Republic of Ireland.

Tourism Ireland (TI)

Responsible for engaging with trade to promote the island of Ireland to overseas markets via a range of industry opportunities.

Ireland's Association for Adventure Travel (IAAT)

An independent representative association for the adventure tourism sector on the island of Ireland. They aim to work with operators to develop the sector in a sustainable and responsible manner.

Outdoor Recreation Northern Ireland (ORNI)

A not-for-profit organisation responsible for developing, managing and promoting outdoor recreation in Northern Ireland.

Association of Leading Visitor Attractions (ALVA)

A membership organisation who through their events, benchmarking services, networking and insights help their members continually improve high standards of visitor management and visitor experience.

Visitor Safety Group

A membership organisation providing workshops, webinars and guidance to provide a consistent approach to the management of visitor risk at historic buildings and landscapes.

Whether you live here or are a visitor - Northern Ireland is ours to care for.
Let's all take a few simple steps to keep Northern Ireland beautiful now and for generations to come.



Visit discovernorthernireland.com/visitor-pledge to find out more



