

TOURISM
NORTHERN
IRELAND

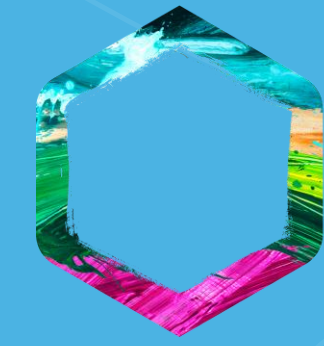
Summer Lunch & Learn

tourismni.com/lunchlearn

TED

Tourism
Enterprise Development
Programme

Summer
Lunch & Learn



TOURISM
NORTHERN
IRELAND

Navigating TourismNI.com

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Tourism Northern Ireland

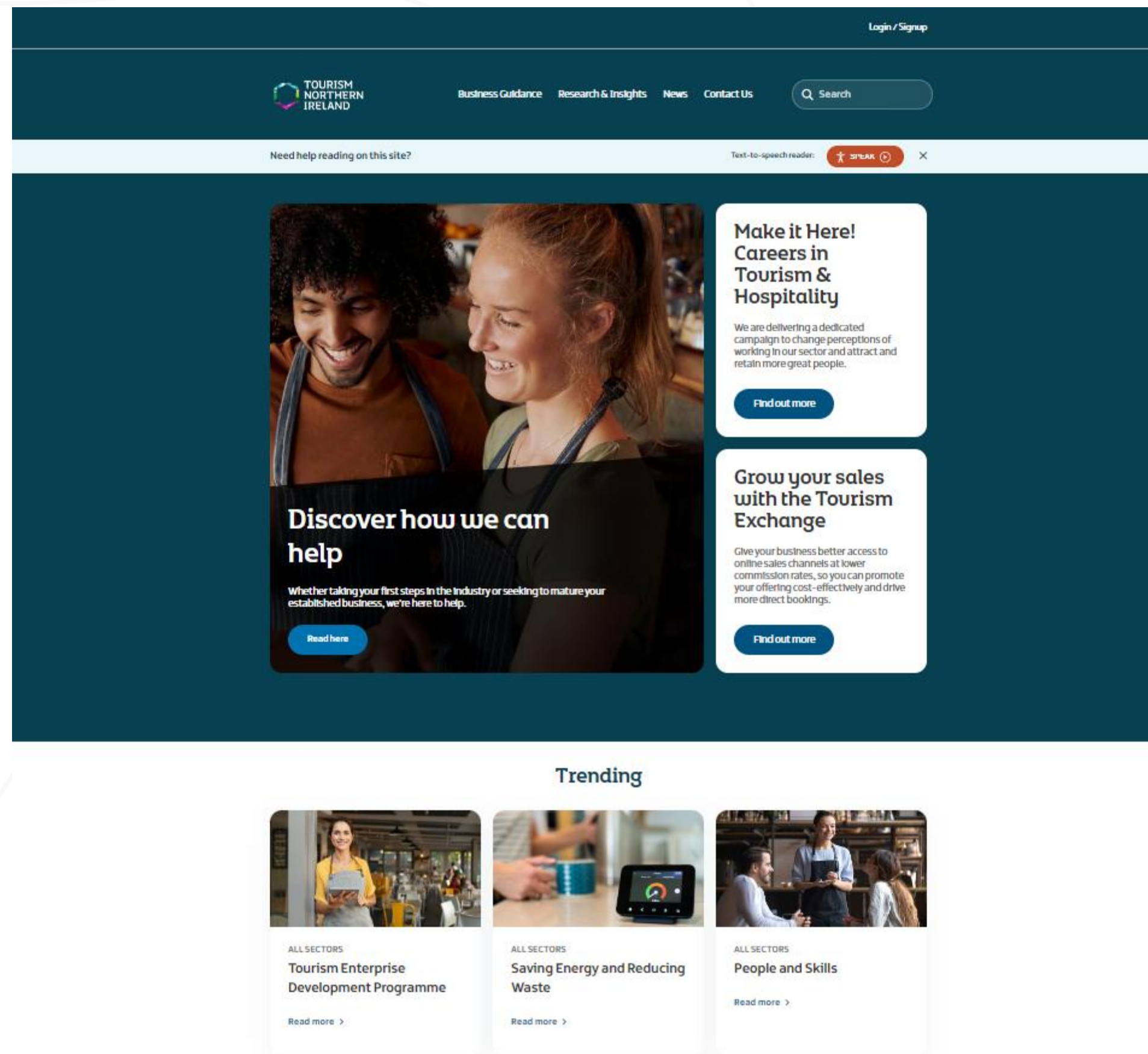


Tourism
Enterprise Development
Programme

welcome

- What is tourismni.com
- How to onboard / sign up to tourismni.com
- What information you will find on tourismni.com
- Signing up for mailing lists
- Useful links and resources
- Q&A

What is tourismni.com?



- Tourism NI's industry and corporate website
- Unlike discovernorthernireland.com that is for the consumer and where your product is listed facing this is a resource for the NI tourism industry.
- Source of information whether it be research & intelligence, booking onto Tourism NI event or general business help and guidance.

onboarding / signing up

Why onboard to tourismni.com?

- Create or update your listing on discovernorthernireland.com
- Sign up for Tourism NI events
- Once you sign up start seeing more personalised content tailored to your primary business activity
- For a video guide and help on this you can visit www.tourismni.com/howto for more information

The onboarding process

The screenshot shows the homepage of the Tourism Northern Ireland website. At the top, there is a dark teal navigation bar with the logo on the left and links for 'Business Guidance', 'Research & Insights', 'News', and 'Contact Us' on the right. A search bar is also present. Below the navigation bar, there is a light blue banner with a text-to-speech reader button labeled 'SPEAK'. The main content area features three white boxes on a dark teal background. The first box on the left is overlaid on a photo of two smiling staff members and contains the text 'Discover how we can help' and 'Whether taking your first steps in the industry or seeking to mature your established business, we're here to help.' The second box is titled 'Make it Here! Careers in Tourism & Hospitality' and describes a campaign to change perceptions of working in the sector. The third box is titled 'Grow your sales with the Tourism Exchange' and describes a program to provide better access to online sales channels. Each box has a 'Find out more' button.

https://www.tourismni.com

Login / Signup

TOURISM NORTHERN IRELAND

Business Guidance Research & Insights News Contact Us

Search

Need help reading on this site? Text-to-speech reader: **SPEAK** X

Discover how we can help

Whether taking your first steps in the industry or seeking to mature your established business, we're here to help.

Read here

Make it Here! Careers in Tourism & Hospitality

We are delivering a dedicated campaign to change perceptions of working in our sector and attract and retain more great people.

Find out more

Grow your sales with the Tourism Exchange

Give your business better access to online sales channels at lower commission rates, so you can promote your offering cost-effectively and drive more direct bookings.

Find out more

The onboarding process

Hi, Tourism Business LunchandLearn ▾

 TOURISM NORTHERN IRELAND

[Business Guidance](#) [Research & Insights](#) [News](#) [Contact Us](#)

Home > Step 2: Create a profile

Thank you for onboarding to TourismNI.com, please note account approvals typically take up to 3 working days. Once your account has been approved you can then register your product and manage your product listing from here. Please do not submit a product registration until your onboarding request has been approved. You will receive an email to notify you when you can proceed to this next step.

Step 2: Create a profile

Personal details

First name *

Last name *

Email *

tourismbusiness21+lunchlearn@gmail.com

Please note your email address cannot be changed at this stage, once Step 2 is complete you can make updates to your profile.

Job title

The onboarding process

The screenshot shows the homepage of the Tourism Northern Ireland website. At the top, the browser address bar displays 'https://www.tourismni.com'. The website header includes the 'TOURISM NORTHERN IRELAND' logo, a navigation menu with 'Business Guidance', 'Research & Insights', 'News', and 'Contact Us', and a search bar. A user greeting 'Hi, Tourism Business Lunch and Learn' is visible. Below the header, there is a utility bar with 'Need help reading on this site?' and a 'Text-to-speech reader: SPEAK' button. The main content area features three promotional cards:

- Discover how we can help:** A card with a background image of two smiling people in a kitchen. Text: 'Whether taking your first steps in the industry or seeking to mature your established business, we're here to help.' Button: 'Read here'.
- Make it Here! Careers in Tourism & Hospitality:** Text: 'We are delivering a dedicated campaign to change perceptions of working in our sector and attract and retain more great people.' Button: 'Find out more'.
- Grow your sales with the Tourism Exchange:** Text: 'Give your business better access to online sales channels at lower commission rates, so you can promote your offering cost-effectively and drive more direct bookings.' Button: 'Find out more'.

The onboarding process

The screenshot shows the Tourism Northern Ireland website. At the top right is a 'Login / Signup' link. The main navigation bar includes the logo, 'Business Guidance', 'Research & Insights', 'News', 'Contact Us', and a search bar. Below the navigation is a utility bar with 'Need help reading on this site?' and a 'Text-to-speech reader: SPEAK' button. The main content area features three cards: 1) A large image of two smiling staff members with the text 'Discover how we can help' and a 'Read here' button. 2) A card titled 'Make it Here! Careers in Tourism & Hospitality' with a 'Find out more' button. 3) A card titled 'Grow your sales with the Tourism Exchange' with a 'Find out more' button.

Login / Signup

TOURISM NORTHERN IRELAND

Business Guidance Research & Insights News Contact Us

Search

Need help reading on this site? Text-to-speech reader: SPEAK X

Discover how we can help

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Give your business better access to online sales channels at lower commission rates, so you can promote your offering cost-effectively and drive more direct bookings.

Find out more

What information can you find on tourismni.com?

- A huge range of business supports
- Latest research and insights
- Upcoming industry events
- Previous webinars and events materials
- News
- Opportunities and campaigns

Business Guidance

The screenshot shows the 'Business Guidance' page on the Tourism Northern Ireland website. The header includes the logo and navigation links for Business Guidance, Research & Insights, News, and Contact Us, along with a search bar. A secondary navigation bar contains links for Home, Support by sector, Opportunities & campaigns, and Events & webinars. The main content area features a breadcrumb trail, a title, a sub-header, and a grid of six sector-specific cards, each with an image, a 'SECTOR' label, a title, and a 'Read more' link.

TOURISM NORTHERN IRELAND Business Guidance Research & Insights News Contact Us Search

Need help reading on this site? Text-to-speech reader: [SPEAK](#) X

[Home](#) [Support by sector](#) [Opportunities & campaigns](#) [Events & webinars](#)

[The Hub Start Page](#) > [Business Guidance](#) > [Home](#)

Building your tourism business in Northern Ireland

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.

Business support by sector

- 

SECTOR
Accommodation
[Read more >](#)
- 

SECTOR
Activities & attractions
[Read more >](#)
- 

SECTOR
Arts, Culture & Heritage
[Read more >](#)
- 

SECTOR
Food & Drink
[Read more >](#)
- 

SECTOR
MICE & travel trade
[Read more >](#)
- 

SECTOR
Tourist guiding
[Read more >](#)

Research and Insights

The screenshot shows the 'Research & Insights' section of the Tourism Northern Ireland website. At the top, the logo for 'TOURISM NORTHERN IRELAND' is on the left, and navigation links for 'Business Guidance', 'Research & Insights', 'News', and 'Contact Us' are on the right. A search bar is also present. Below the navigation, there are accessibility options: 'Need help reading on this site?' and a 'Text-to-speech reader: SPEAK' button. The main heading reads 'Stay up to date with the latest intelligence'. Below this is a secondary search bar and a list of categories: 'All', 'Covid-19', 'Accommodation', 'Attractions', 'Events', and 'Experiences'. A 'Show all topics' link is also visible. The featured article is titled 'Consumer Sentiment Analysis' with a sub-heading 'Consumer confidence' and a 'Read more >' link. Below the featured article are three smaller image thumbnails: one showing a building with international flags, one showing a beach scene, and one showing a person lifting a child in the air.

Industry News

The screenshot shows the 'Industry News' section of the Tourism Northern Ireland website. At the top, there is a dark teal navigation bar with the logo on the left and links for 'Business Guidance', 'Research & Insights', 'News', and 'Contact Us' on the right. A search bar is also present. Below the navigation bar, a light blue banner contains the text 'Need help reading on this site?' and a 'Text-to-speech reader: SPEAK' button. The main heading 'Industry News' is followed by the subtext 'The latest updates from the tourism industry in Northern Ireland.' A search bar is located below the subtext. The news items are displayed in a grid. The largest item features a photo of people on a cliffside and the headline 'Northern Ireland's spectacular Causeway Coast has been named the UK's top location for wildlife', dated 01 Jun 2023. Below it are three smaller items: 'Tourism NI awarded gold for investing in its workforce' (24 May 2023), 'Visitor Experience Improvements Launched at Crumlin Road Gaol' (15 May 2023), and 'Republic Of Ireland Trips Top 1 Million For First Time' (11 May 2023).

TOURISM NORTHERN IRELAND Business Guidance Research & Insights News Contact Us Search

Need help reading on this site? Text-to-speech reader: **SPEAK** X

Industry News

The latest updates from the tourism industry in Northern Ireland.

Date ▾ Search

01 Jun 2023
Northern Ireland's spectacular Causeway Coast has been named the UK's top location for wildlife

In a poll carried out by BBC Wildlife magazine, the breathtaking coastline of the Causeway Coast was named the top spot, surpassing other remarkable locations including the Isles of Scilly, Scour Glen in Dumfries and Galloway, and Wimbledon Common in London.

24 May 2023
Tourism NI awarded gold for investing in its workforce

15 May 2023
Visitor Experience Improvements Launched at Crumlin Road Gaol

11 May 2023
Republic Of Ireland Trips Top 1 Million For First Time

Signing up to the Tourism NI mailing list

Signing up to Tourism NI Mailing List

The screenshot shows the Tourism Northern Ireland website. At the top right, there is a 'Login / Signup' link. The main navigation bar includes the logo for 'TOURISM NORTHERN IRELAND', links for 'Business Guidance', 'Research & Insights', 'News', and 'Contact Us', and a search bar. Below the navigation, there is an accessibility bar with the text 'Need help reading on this site?' and a 'Text-to-speech reader: SPEAK' button. The main content area features three cards: 1) 'Discover how we can help' with a photo of two smiling people in aprons and a 'Read here' button. 2) 'Make it Here! Careers in Tourism & Hospitality' with a 'Find out more' button. 3) 'Grow your sales with the Tourism Exchange' with a 'Find out more' button.

Trending



Links and Resources

- Sign up to Tourism NI.com - tourismni.com/howto
- To update your listing on discovernorthernireland.com – tourismni.com/dnilinging
- Opportunities and campaigns - tourismni.com/opportunities
- TED Programme - tourismni.com/ted
- Upcoming events - tourismni.com/tnievents
- TXGB – tourismni.com/tourism-exchange

Links and Resources

- Key market information including NI, ROI and GB
 - [Tourismni.com/roi-market](https://tourismni.com/roi-market)
 - [Tourismni.com/gb-market](https://tourismni.com/gb-market)
 - [Tourismni.com/ni-market](https://tourismni.com/ni-market)
- Sustainability – tourismni.com/sustainability
- People and Skills – tourismni.com/recruitretain
- Leaner and Greener Series – tourismni.com/leanergreener
- Financial Support – tourismni.com/financialsupport
- International Trade Opportunities - tourismni.com/internationaltradeopportunities

Industry Social Channels

LinkedIn



Twitter



YouTube



Facebook



Coming up . . .

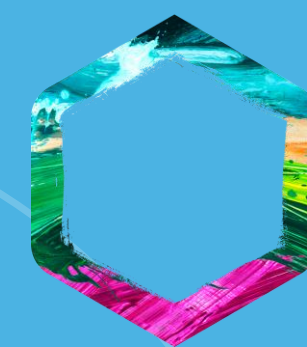
- 27th June Summer 'Lunch & Learn' – Get Involved - Sharing YOUR Stories and Content with Tourism NI
- Make sure you are signed up to our mailing list and keep an eye on tourismni.com/tnievents
- Visit tourismni.com/lunchlearn for all the materials about the webinar series

Q & A

Thank
you

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