



John McGrillen
CEO - Tourism Northern Ireland



**TOURISM
NORTHERN
IRELAND**

2023/24 Performance



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Key Activities for the Year Ahead

Good Jobs

Deliver a Tourism and Hospitality
Careers programme, aimed at
changing perceptions of the sector
as a career option



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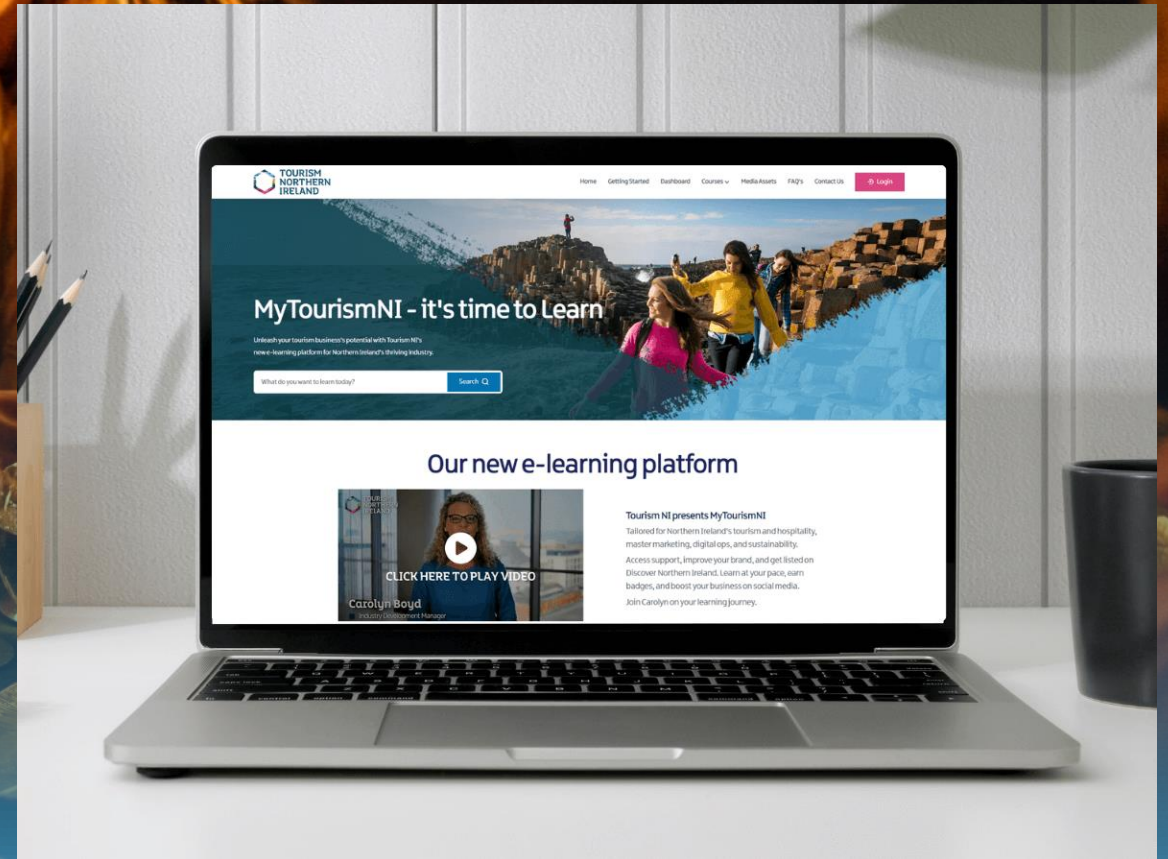
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Good Jobs

Develop the 'MyTourismNI' e-learning platform to enhance capacity and professionalism within tourism and hospitality enterprises



Regional Balance

Promote Northern Ireland as a short-break destination across the Island of Ireland through integrated marketing campaigns driving visitor growth and revenue, supporting regional and seasonal balance



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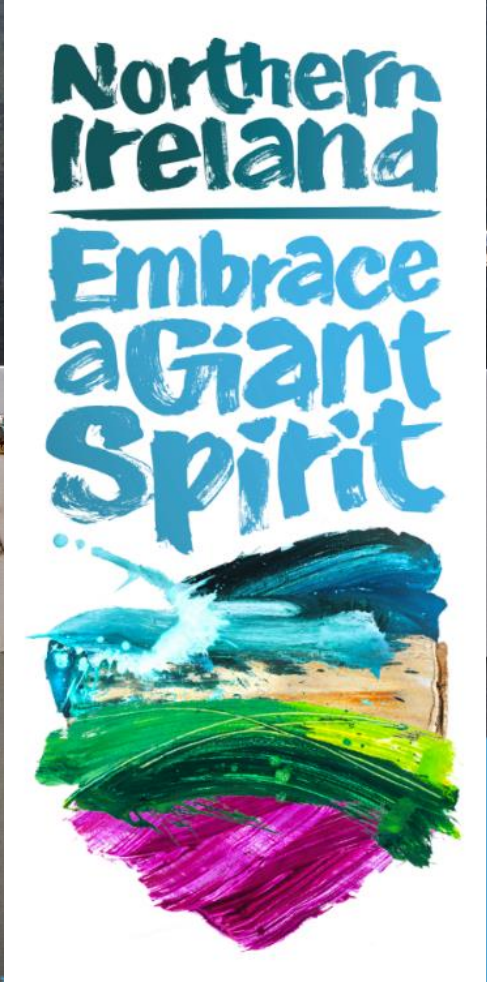
Regional Balance

Support the development and delivery of the major new tourism investment projects identified within the City and Growth Deals across NI



Regional Balance

‘Embrace a Giant Spirit’
Portfolio development



Increased Productivity

Deliver an Innovate Tourism Growth Programme aligned to Innovate NI framework and wider programme/ fund opportunities

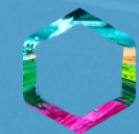
Innovate Tourism



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Innovation
Turning Ideas into Value



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Increased Productivity

Deliver the Business Tourism Strategy to support the industry in securing conferences and business meetings for NI

Northern Ireland
Business Events

Integrated Strategy
2030

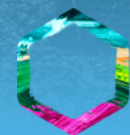


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Sustainability

Deliver the All-Island Sustainability Tourism Assurance programme in collaboration with Fáilte Ireland and Tourism Ireland



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Sustainability

Deliver a Sustainability Industry Programme to support wider Climate Action initiatives and the All-Island Programme

Sustainability

Accessible and Inclusive Tourism industry toolkit





Thank you



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