



# Arts, Culture and Heritage in Tourism Toolkit



# About this toolkit

This toolkit is for Arts, Culture and Heritage businesses who wish to attract visitors from outside their local area.

It shows you how you can:

- Be part of the Northern Ireland tourism industry
- Develop an arts, culture and/or heritage product that will attract people from around the world
- Network with others to grow your business
- Create a product that 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 and focuses specifically on those visitors who live outside your area and therefore who stay overnight. They could be a family from Belfast having a weekend on the Causeway Coast, some friends from Galway staying in Fermanagh, a couple from Manchester on a city break in Belfast or a multi-generational 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, we all want to be welcomed and hosted as visitors or guests so this is the terminology used in this toolkit.

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# Your steps into tourism

Tourism can offer great rewards for cultural enterprises with innovation, drive and commitment. It is a big business with huge opportunities for Northern Ireland.

If you are an established local business, diversifying into tourism can widen your horizons and increase your clientele.

Tourism is highly competitive - not just here, but internationally. We compete with many other parts of the UK, Republic of Ireland, Europe as well as the rest of the world. The people who travel to visit us have high standards so your offer will need to be excellent.

Your route to becoming a successful tourism business will require effort, commitment and investment. It begins with clear-sighted and careful planning.

For more on the benefits of linking tourism and culture, look at [How Arts, Culture and Heritage Works in Tourism \(tourismni.com\)](https://www.tourismni.com)



Belfast Traditional Music Trail, Belfast





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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 arts, culture or heritage experience targeting the tourism market.**

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

That idea, and your business, need to be aligned to the tourism brand for Northern Ireland.





# 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 all these 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 all 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 <a href="http://www.discovernorthernireland.com">www.discovernorthernireland.com</a> ?	YES / NO
Have a website that can take online bookings and is maintained year-round, even if your product is seasonal?	YES / NO
Some understanding of tourism in your local area?	YES / NO
An interest in growing your business to add value to your local destination's tourism offer?	YES / NO
Have engaged with your local council tourism team?	YES / NO





# Can you align with our brand and Embrace our Giant Spirit?

## Exercise 1B

The **Northern Ireland - Embrace a Giant Spirit** brand creates excellent opportunities for innovative and committed arts, culture and heritage 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 that will make Northern Ireland stand out: a

1. **Big heartedness**  
2. **Legends & Stories**

3. **Originality**  
4. **Land, water & Sea**

These Inspirers can motivate visitors, help them enjoy their time here and leave them with lasting memories. They should be the touch points of your experience.

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





## 1. Big Hearted

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

Does, or could, your tourism offer include:

- Warm, generous local hosts or guides who will go the extra mile for visitors?
- Inviting visitors into local arts, culture and heritage events and activities?



## 2. Original

Northern Ireland needs tourism experiences that are unique and compelling so we can stand out. The creative industries and our innovative pioneering heritage play a vital role here.

Does, or could, your tourism experience include:

- Offering distinctive local culture?
- Participating in creative activities?
- Being surprised by the unexpected and/or quirky?
- Celebrating the inventiveness of Northern Ireland's people?





### 3. Legends and Stories

Well-told stories touch our visitors' emotions and create lasting memories. The best visitor experiences draw on our great tradition of storytelling. See [How Arts and Heritage can boost our Giant Stories](#) and **Exercise 3B** for more detail on using storytelling with visitors.

Does, or could, your tourism offer include:

- Ancient stories of Northern Ireland, our myths and folklore?
- Tales and anecdotes of local heroes past and present?
- Northern Ireland's strong tradition of writers and story-makers?
- Local storytelling and story-making activities and events, traditional and contemporary?



### 4. Land, Water and Sea

Experiences that reflect land, water and sea will connect visitors more strongly with our landscapes, seascapes and cityscapes. They can include outdoor adventures, discovering different landscapes, connecting with nature, getting off the beaten track, eating local food or experiencing solitude, tranquility and inspiration.

Does, or could, your tourism experience include:

- Encounters with Northern Ireland's landscapes?
- Outdoor adventures, enlivened by the elements?
- Experiencing local food, seeing it being made and meeting producers?







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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 arts, culture or heritage experience for visitors.

The first step in developing a new visitor experience or enhancing an existing one is to know your target audience and their needs.

Tourism in Northern Ireland targets the visitors who are most likely to visit the island of Ireland. We know these people and what they like to do and so tailor what we offer to attract them. The same qualities will be likely to enhance your offer for visitors from elsewhere in Northern Ireland.





# 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.

### International Visitor Segments

**Culturally Curious** visitors are the top priority target audience for Northern Ireland's tourism. They are interested in meeting locals, exploring the place and broadening the mind. **Social Energisers** like meeting other tourists, experiencing adrenaline filled adventures and activities/places with a wow factor. **Great Escapers** like to spend time together, explore the natural beauty of places and learn about other cultures during new experiences.

### Republic of Ireland Visitor Segments

Details of target visitors from the Republic of Ireland are profiled in [roi-market-strategy-2021-26.pdf \(tourismni.com\)](#)

### Northern Ireland Visitor Segments

For domestic Northern Irish visitor profiles, see [ni-domestic-tourism-strategy.pdf \(tourismni.com\)](#)

Visitors to cultural attractions are hugely diverse in what they want from the experience. Some like reading, some like looking at things, others like talking to people or doing practical things. A high-quality experience offers choices so everyone can find something enjoyable to do.

Look at how to present arts, culture and heritage to diverse visitors for more detail on how to broaden the appeal of your experience

How could you do the following things that will make your attraction/experience enjoyable and meaningful for a range of visitors from different places and backgrounds?

Provide something that is authentic and distinctive to the place that they are visiting.

Tell stories that are rooted in the place and about local people.

Help visitors meet and interact with local people.

Give a personal, behind the scenes experience that is more than your standard offer.

Allow people to participate in a memorable activity.

Give those visitors who want it access to reliable, detailed information about your site, your art and/or your stories.

Give those visitors who want it time to reflect and/or soak in your place, its stories and significance.

Give family visitors activities that help them to learn together.

Make your attraction/experience accessible to people with varying needs.



# Communicating with international visitors

## Exercise 2B

Not all visitors who come to Northern Ireland are fluent in English. Non-native English speakers may need additional help in to participate fully in arts, culture and heritage experiences.

Arts experiences that are not language dependent can work well. People from many backgrounds and cultures can tap into universal human themes expressed through music, performance with international visitors for more things and visual arts.

Look at what you can do to communicate better to assist international visitors.

### How could your experience

Provide a multilingual welcome?

Include trained staff to engage with visitors for whom English is not a first language?

Highlight connections with other countries?

Include a brief outline of Northern Ireland's geography and history?

Provide translations of key information?



A History of Terror, Belfast



## Key elements of a great visitor experience

Preparing an arts, cultural or heritage attraction or experience for visitors will involve working on:

1. Meeting visitors' needs
2. Creating active participation
3. Creating relevance to Northern Ireland
4. Ensuring high quality delivery
5. Making your visitor experience accessible





## 1. Meeting visitors' needs

These visitors look for an experience that gives them something unique, authentic and enjoyable. They are time-limited and maybe only able to spend only a few hours with you.

They prefer to book in advance and need reliable information about location, opening times and whether your offer is suitable for them. Evening activities are particularly popular and may be a special opportunity for arts, culture and heritage businesses.

### 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 evenings?

## 2. Active participation

Many visitors, particularly international ones, are looking for arts, culture and heritage experiences. Our sector is well placed to provide this, through contact with passionate guides and opportunities to meet and work alongside artists and craftspeople.

Participative events are attractive for people who wish to use their holiday time to do something different.

### Does, or could, your experience

Provide opportunities to participate in a creative activity?

Spend informal time with an artist or other creative?





### 3. Relevance to Northern Ireland

Arts, culture and heritage activities can give powerful insights into the spirit and the stories of Northern Ireland, past and present. This is particularly attractive for international visitors who often want to get to know the destination. They want to do things that create lasting memories of their time here 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 stories of Northern Ireland in written and spoken form?

### 4. High quality delivery

These visitors are often well-travelled who expect high quality from their cultural experiences 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 in other countries?

Meet best practice standards of 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 challenges that some visitors may experience. This can help future-proof your business and lead to increased demand, revenue, loyalty 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

Give 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 training for staff to ensure they are confident in welcoming visitors with a range of abilities?

Be delivered using British Sign Language or Irish Sign Language?

Offer visual or audio aids if required?

For more information and guidance see [sign-posting-dda-v2.pdf \(tourismni.com\)](#)







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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 arts, culture or heritage 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 story by telling it creatively
- Aligning with our [Northern Ireland - Embrace a Giant Spirit](#) brand





# What can you do that no one else can?

## Exercise 3A

Your experience needs to stand out. In areas of low tourism footfall, it may have to attract people to travel to the area. In places 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 others cannot easily replicate.

These will usually relate to your people, your place, your collections and their stories.

**What do you do, or could do better than anyone else in the world?**

**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?**

**Can you incorporate food or drink that comes from your local area?**





# How to harness the power of your story

## Exercise 3B

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

For travellers from afar, who are a transient and time-limited audience, stories are an important way to connect with the heritage of a place or its people. The arts offer an exciting array of media for conveying meaning and contemporary resonance and breathing fresh life into old stories and bold facts.

Use storytelling skills to bring heritage to life suggests how to build the ingredients of great stories and storytelling into your offer.

## Developing your story

What is your story in a nutshell?

Who are your main characters? Write a short character profile for each

Where is the core drama or tension?

What emotions are connected to the different parts of your story?

What are the universal human elements?

Can you find any contemporary parallels or resonance in your story?





# 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 attraction or experience is just one part 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 the arts, culture and heritage network and beyond it, will be vital.





# Talking about your attraction or experience

## Exercise 4A

Networking involves being able to talk clearly, concisely and confidently about your attraction or 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 or attraction 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?

How many visitors do you expect and when?

Why are you / your team well-equipped to deliver this?

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 people in your area and demonstrate your willingness to work with them.

[How learning from others can help develop a great experience for visitors](#) contains more details on the importance of networking.

## For advice and support

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

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

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

**Tourism Northern Ireland** - Tourism NI is responsible for the development of tourism in Northern Ireland, supporting the tourism industry and for marketing Northern Ireland as a tourist destination. They support the growth and development of quality tourism businesses.





### For helping you communicate with visitors

**Local Visitor Information Centres** – Are an outlet for promotional materials and maybe able to take bookings.

**Local arts and cultural organisations** - May offer opportunities for joint marketing and cross-selling, especially to niche audiences.

**Local accommodation providers** - May you to visitors if they know you and like what you do.

**Local tourism businesses** - May offer joint marketing opportunities to attract visitors to the area.

**Taxi drivers, bus drivers** – Are often a great source of local information for visitors so make sure they know about you.







### For building collaborations

**National arts, culture and heritage organisations, e.g Arts Council NI and Arts and Business NI** – Can help you find artists and arts and heritage organisations in the area.

**Local arts and cultural organisations** - May create or support larger scale events such as festivals or arts trails that you could be involved with.

**Local accommodation providers** - May be able to promote or host artists or performers at their venue or be interested in packaging your experience with their offer.

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

**Tour operators** – If you 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 other transport operators** – Can help visitors without cars reach you.





# Identify the people in your area who need to know about you

## Exercise 4B

 Who can give you advice?
1.
2.
3.

 Who might partner or collaborate with you?
1.
2.
3.


 Who could recommend you to visitors?
1.
2.
3.


 Who could add to what you do?
1.
2.
3.



# Key lessons from your local networking

## Exercise 4C

 What is the key information and advice that people have given 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 arts, culture or heritage experience ready to sell.**

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 confident that your experience is both viable and sustainable, you need to prepare to be your business's strongest advocate.





# Building a 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 <a href="#">Northern Ireland - Embrace a Giant Spirit</a> 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
Made provision for visitors who are not fluent in English? (see Exercise 2C)	YES / NO
Identified what will make your experience unique, authentic and memorable? (see Exercise 3A)	YES / NO
Created your story and worked on how to tell it as engagingly as possible? (see Exercise 3B)	YES / NO
Been able to describe and advocate your offer confidently, clearly and concisely? (see Exercise 4A)	YES / NO
Formed a good local and regional network? (see Exercises 4B, 4C)	YES / NO
Engaged with your local council tourism team? (see page 27)	YES / NO

# Pricing a viable experience

## 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. If you are a business owner, you need to make money. If you are an arts, culture or heritage organisation, you may need this tourism activity to subsidise your core work in your local community.

Pricing your experience properly is essential. The price that you charge needs to cover all your outgoings and give you a profit.



Inside Glenarm Castle & Garden, Causeway Coastal Route

### 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, promotion, website etc.

For expenditure related to each element of your experience, like refreshments, materials etc.

Staff costs – include preparation and follow-up time as well as staff costs for the delivery of the experience.

Promotion costs - including print, website, social media, staff time and attendance at promotional and networking events.

Include your partners' fees if you are working in a collaboration.

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 not make a profit.



# Covering your costs is not enough. You need to make a profit

## What profit do you require?

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

Add this figure to your price per customer.

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

## 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 putting the price up.

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 you can't do that, 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 cut the price, this is unlikely to be a commercially sustainable venture.



Unearthing Macha, Co. Armagh

# Why is your experience special?

## Exercise 5C

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

Take a moment to set out your vision and what you have learned in terms that capture your enthusiasm and joy in what you are going to do.



**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.**

Why will visitors want to travel to your experience?

Will the experience with you be something that they will remember for ever?

What will it cost and why?

Why is your experience worth the price?

Who will love what you do most?

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

What else will the people who come to you like about your area?

Do you have any concerns and how can you address these?

What next? How could the experience you offer be even better in three years?



# Preparing for market: Your elevator pitch

## Exercise 5D

Imagine you have three minutes of a Very Influential Person's time. This is your opportunity to impress.

Prepare yourself for this moment by focusing on three crucial elements of your arts, cultural or heritage 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 evocative verbs to emphasize activity and what people will do and feel.

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

# Looking at the big picture

With the initial burst of enthusiasm, it is all too easy to only focus on the strengths of an idea, but you can learn much more from considering your experience from all angles at an early stage by completing a SWOT analysis – look at all the Strengths, Weaknesses, Opportunities and Threats.

## STRENGTHS

- Third party collaborative opportunities
- Already proven demand in the area
- Good stories to connect people to places
- Engagement of visitors in an innovative way

## WEAKNESSES

- Poor linkages with the tourism providers in the area
- Over focus on the content and not who will consume it
- Lack of skills and experience to deliver this idea
- Ability to deliver during evening and night-time
- Digital capacity and skills to meet current trends

## OPPORTUNITIES

- Collaborate with tourism providers through stories/themes to expand the experience
- Use technology to enhance delivery
- Develop your skills through industry training
- Identify new routes to market through collaborative partners

## THREATS

- Delivery does not match expectations
- Poor clarity on how to deliver the idea
- Working in a silo and not connecting the experience in a place
- No identified routes to market
- Low understanding of who the audience is and could be



# 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](mailto: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](#)

