

BUSINESS RESILIENCE & LEADERSHIP IN A CRISIS FOR TOURISM BUSINESSES WEBINAR

This webinar was delivered as part of Tourism NI's Tourism Enterprise Development (TED) Programme by Feargal McCormack, Managing Director of PKF-FPM.

Following the session Feargal kindly provided responses to a number of industry questions received during the webinar.

Questions and Responses

- 1. Where do you think will be the best place to position tourism marketing? Domestic and ROI or just be guided by research into recovery? Are there particular markets that you see as more resilient?**

Tourism NI will be sharing new research on the Domestic Market and supporting businesses on ROI and GB markets in the near future. Keep an eye on upcoming webinars on these topics coming soon.

- 2. What do you think are the chances of people being allowed in from the States at the end Aug?**

This is obviously a matter for the government, but given the current environment it is unlikely there will be international tourism in NI this year.

- 3. What would your initial thoughts be on a business recovery for home based international events?**

Organisers must consider what innovative home based tournaments can be setup to replace the international market for 12 months that would attract people to attend. Further advice on event/gatherings, e.g. capped numbers, is expected from the Prime Minister on Sunday 10th May.



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4. What ideas you can suggest for rooms only (with no food offering)?

Within the webinar we refer to staycations. We also referred to, in the short term, exploiting the opportunity that offices in sites may be open very long hours and may need to be able to provide accommodation for staff. Obviously the challenge here is to try and replace, in the short term, international tourism revenue with local revenue.

5. Do you have suggestions for the tour guiding sector as well?

We are going to have to focus on the home market in the short term and diversifying into trying to meet niche sector interest and demands within the home market. It is unlikely that many people from the Island of Ireland will be travelling overseas this year and therefore this is a business opportunity. Tourism NI will be looking closely at innovation coming from the important Tour Guiding Sector.

6. This was my first year trading as a sole trader so I fell in between the cracks of getting any government help - has the new government loan or grant improved my chances of getting some aid?

Unfortunately details of the hardship fund are not being released until next week (week commencing 11th May). In terms of loans, you could potentially access the bounce back loan scheme. Universal credit may also be another option.



7. Our business has a NAV of £8,700 so only get the grant of £10,000, but we have 14 staff on furlough so the grant goes on staff wages. Why can we not apply for the £25,000 grant for Hospitality?

Unfortunately to be eligible for the £25k grant, you have to have a NAV of between £15,001 and £50,000.

In relation to the furlough scheme – this is a separate scheme. You can claim 80% of each employee's gross salary up to £2,500 per month. Note there is no requirement to top up the remaining 20% of the employee's salary.

*Delivered as part of the Tourism Enterprise Development (TED) Programme
on behalf of Tourism NI by:*



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