

John McGrillen

CEO - Tourism Northern Ireland

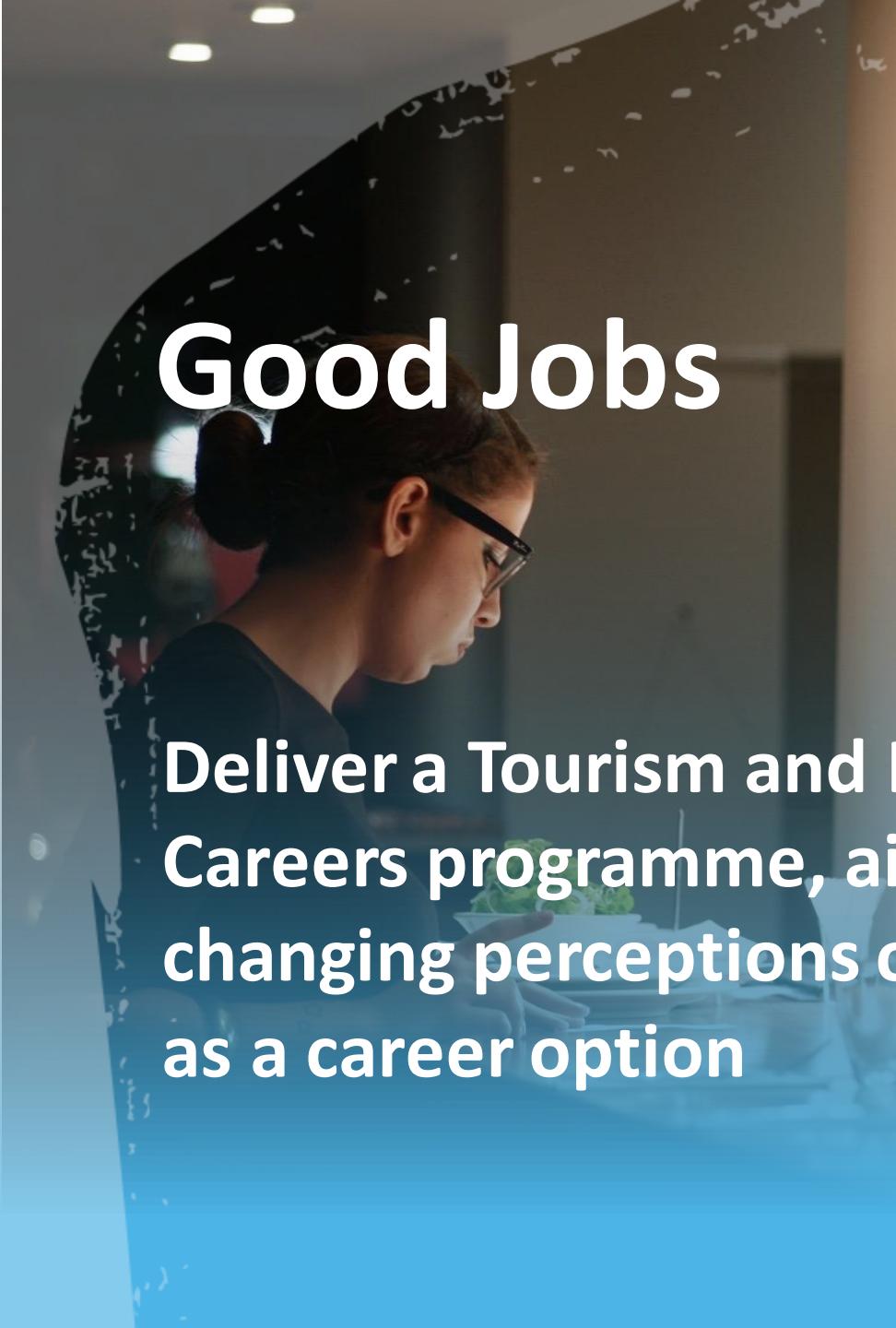




2023/24 Performance

The background image is a wide-angle photograph of a natural landscape. In the foreground, there's a large body of water with several small, densely forested islands. One prominent island in the center-right has a wooden pier extending from its shore where a few people are standing. Another smaller island is visible in the distance. The middle ground shows rolling hills covered in green vegetation under a clear blue sky. The horizon is flat, suggesting a coastal or lakeside view. The overall atmosphere is peaceful and scenic.

Key Activities for the Year Ahead



Good Jobs

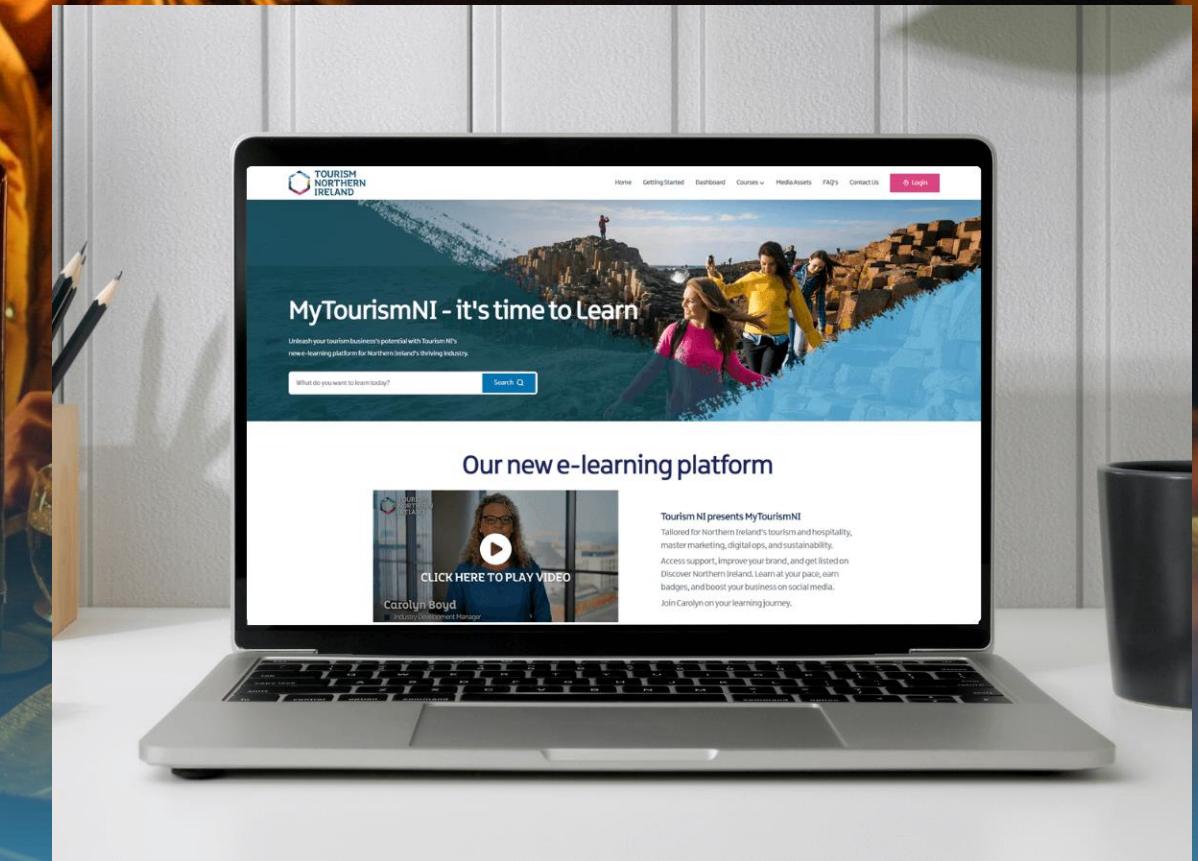
Deliver a Tourism and Hospitality
Careers programme, aimed at
changing perceptions of the sector
as a career option



MAKE
it here

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

Book
your next
giant
adventure

Northern Ireland  Embrace a Giant Spirit



TOURISM
NORTHERN
IRELAND

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



Northern
Ireland
**Embrace
a Giant
Spirit**



TOURISM
NORTHERN
IRELAND

Increased Productivity

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



Innovate Tourism



TOURISM
NORTHERN
IRELAND



Innovation
Turning ideas into value



TOURISM
NORTHERN
IRELAND

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



Sustainability

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



Sustainability

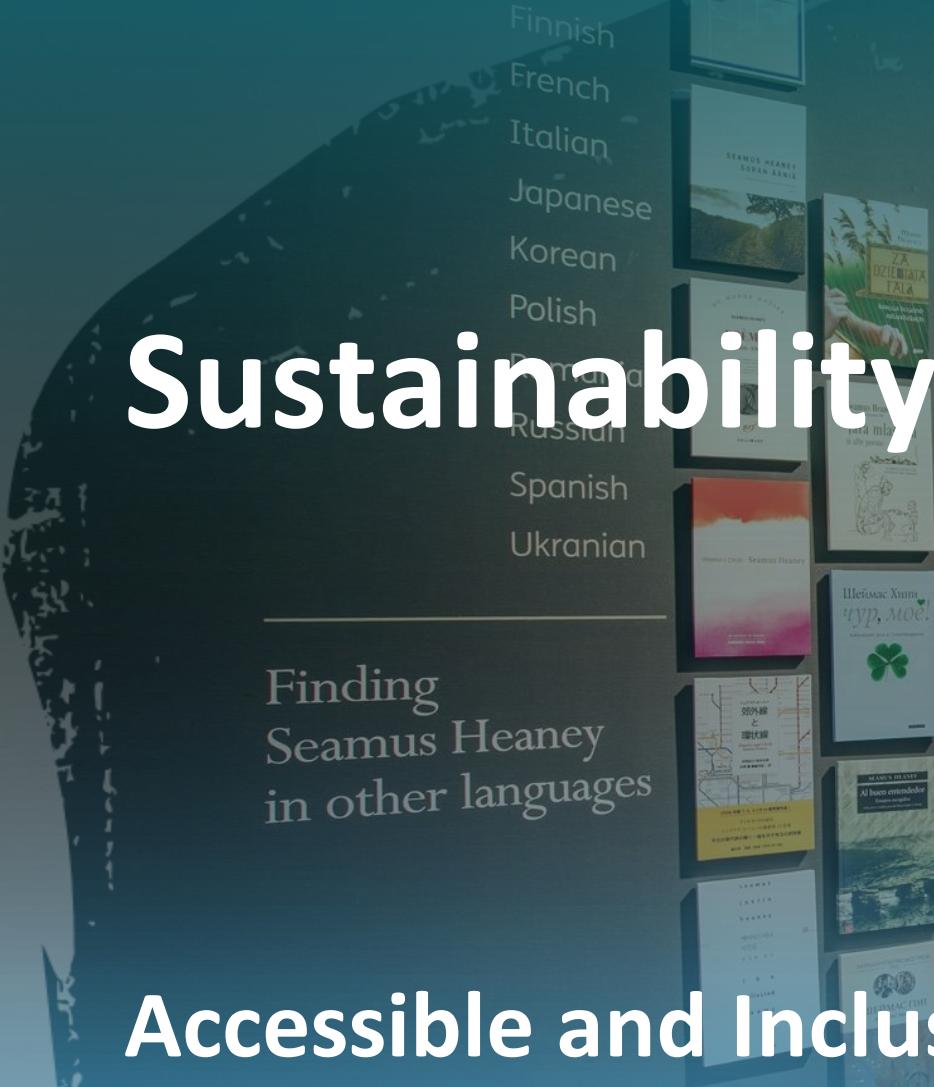
Deliver a Sustainability Industry
Programme to support wider
Climate Action initiatives and
the All-Island Programme



Sustainability

Finding
Seamus Heaney
in other languages

Accessible and Inclusive Tourism industry toolkit





Thank you

