



Alice Mansergh

Chief Executive



## Our remit

Grow overseas tourism to the island of Ireland.

Assist Northern Ireland to realise its potential.

Northern Ireland revenue growth

# +6.5%

average year on year  
to 2030

Island of Ireland revenue growth +5.6%  
average year on year to 2030



## Vision

Increase the value of overseas tourism to the island of Ireland, sustainably supporting economies, communities and the environment.

Do so by inspiring visitors and strengthening strategic partnerships, always with a values-led approach.



Fill your heart with **Ireland** 

## Inspiring visitors





Seasonality

# Home of Halloween

Landmark autumn festival


Rory Best's Northern Ireland

# Rory Best's Northern Ireland

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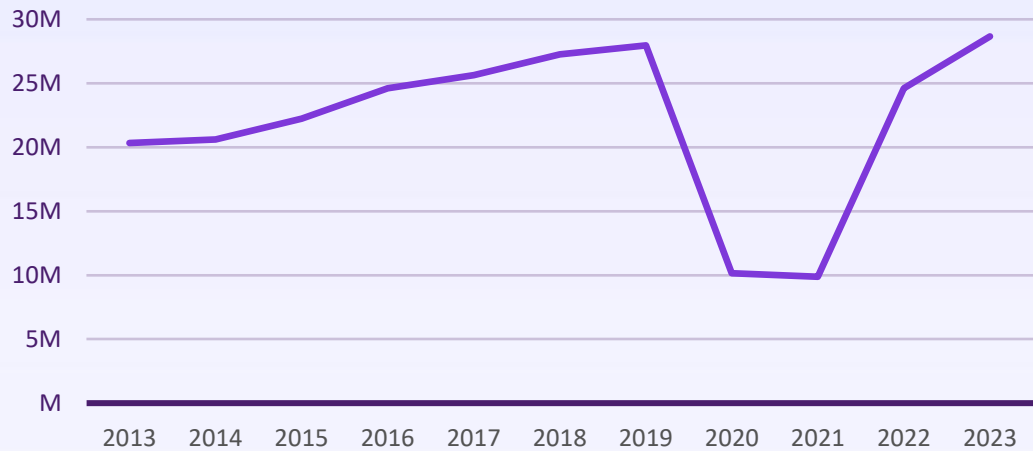
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Fill your heart with **Ireland** 

# Strengthening partnerships

## Air and sea access sets the stage

Island of Ireland Air Seats\*



\* Direct one-way seats available to the island of Ireland

Source: OAG



## Putting Northern Ireland tourism businesses on global stage

**25,000** meetings





# All-island Sustainable Tourism Assurance Scheme

