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| **Key Learning** | **What do we currently do?** | **How can we enhance this?** | **Priority Projects / Quick wins** |
| Spending time with family / friends |  |  |  |
| Romantic breaks |
| Large, comfortable hotels |
| “Indulge” |
| Good Food & Music |
| Shopping |

**INDULEGNT RELAXERS- How can we appeal to them better?**

**INDULEGNT RELAXERS- How can we appeal to them better? Example**

|  |  |  |  |
| --- | --- | --- | --- |
| **Key Learning** | **What do we currently do?** | **How can we enhance this?** | **Priority Projects / Quick wins** |
| Spending time with family / friends |  | Images of couple, families, groups |  |
| Romantic breaks |  | Extra romantic touches​  Upgrades/ upsells​  SEO for “Romantic Breaks” etc |  |
| Large, comfortable hotels |  | Images, Videos​  Testimonials​  SEO for eg “Top Hotels Belfast” |  |
| “Indulge” |  | Upgrades, Spa offers​  Food & Wine options​  Treats on site and locally |  |
| Good Food & Music |  | Video/ images​  Local options​  Social proof! |  |
| Shopping |  | Shopping breaks​  Coupons/ vouchers/ offers |  |

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

