



How to get featured on DiscovernorthernIreland.Com

3 easy steps

Join Tourism NI

Visit <u>tourismni.com</u> and sign up to a membership account. This is available to anyone.

2

Create a Product Page on discovernorthernireland.com

Once you have a Tourism NI account you can apply to create a product page on <u>discovernorthernireland.com</u>



Add marketing content to the product page

Once your application is approved you can add marketing content to your <u>discovernorthernireland.com</u> page. This marketing content should feature images, a good description of what the product offers along with details around opening hours, location address, and any contact details.

Then you are good to go, and you have the opportunity to reach the 2.7 million visitors to <u>discovernorthernireland.com</u> each year!

For further instructions and troubleshooting on joining and creating a product page, please see <u>Page 4</u>.

Benefits of being a member of Tourism NI

As a member of Tourism NI, you can apply to attend upcoming business sales opportunities such as Meet the Buyer and sign up for Tourism NI events – both in person and webinar events.

You also have the opportunity to sign up to Tourism NI mailing lists covering a multitude of interesting topics ranging from news, insights, events and sales opportunities.

Benefits of having a product on DiscovernorthernIreland.Com

Once you have a product listed on discovernorthernireland.com you have the opportunity to reach the 2.7 million visitors to the website every year, from 227 different countries. The most common visitors are from the UK, Ireland and United States.

Being on discovernorthernireland.com, also gives the opportunity to feed out to Tourism Ireland's website, <u>Ireland.com</u>, which is aimed exclusively at the overseas market and also many of the local council tourism websites as well. This increases your exposure and opportunity for business.

All of Tourism NI's marketing and PR campaigns targeted across the Ireland of Ireland promote discovernorthernireland.com. It is a free opportunity too good to miss!

E Commerce bookings on discovernorthernireland.com

Through Tourism NI's partnership with Tourism Exchange GB (TXGB) any product listing on Discovernothernireland.com can become bookable online, offering another route to market for your business.

Joining TXGB is free and simple. This provides a valuable resource to products not currently available for bookings online or as an extension to current online booking platforms.

The platform works on a pay as you go model – no bookings, no fees. A Booking Fee of 2.5% + VAT is payable to TXGB for bookings made through the platform.

For further information, or to arrange a demonstration, and see how you can be part of the £500,000 value in product bookings made annually via Discovernorthernireland.com please visit <u>Tourism</u> <u>Northern Ireland – TXGB</u>



Troubleshooting

Joining Tourism NI

1. Go to <u>www.tourismni.com</u> and clie	ck 'Login/Signup'
	Login/Signup
TOURISM NORTHERN IRELAND Business Guidance Research	h&Insights News Contact.Us Q. Search
Need help reading on this site?	Text-to-speech reader: 🕇 SPEAK 💿 🗙
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Contrementation	2. Under 'New to the Business Hub' click 'Sign up now'

3. Type in the email address you want to use for your account and the press 'Send Verification Code'.

Once you press the 'Send Verification Code' button, you will get an email from Microsoft on behalf of Tourism NI containing your verification code (check your junk folder).

Tourism NI B2C account email ver	ification code	
Microsoft on behalf of Tourism NI To Retention Policy Over 18 Month Delete (1 year, 6 mor () Click here to download pictures. To help protect ye	B2C <msonlineservicesteam@microsoftonline.com> ths) Expires 16/03/2025 ur privacy, Outlook prevented automatic download of some pictures in this message.</msonlineservicesteam@microsoftonline.com>	🕲 🗠 Reply 🧠 Reply All
Caution - External Mail > Stop - Think before you click! Is the email r	elevant to your area of work?	
Do not click on links or attachments unles	s the email was expected, you recognise the sender and you are certain the conten	t is safe!
	Verify your email address	
	Thanks for verifying your account!	
	Your code is: 312050	
	Sincerely. Tourism NI B2C	





4. Type your verification codeinto the text box and press'Verify Code'

5. Create a password for your Tourism NI account and fill out your first name and last name.

Please note your password must have at least three of the following:

- A lowercase letter
- An uppercase letter
- A Digit
- A symbol

Once you have filled in your details, tick the box agreeing to the Tourism NI Privacy Policy and click 'Create'.



HI TEST,

You are almost there. Thank you for registering with Tourism NI Business Hub.

Please complete Step 2 to create your profile and complete your registration.

Once you have completed this step and your onboarding request has been approved you will receive a confirmation email. Please ensure your data is accurate and kept up-to-date.



Kind regards,

© 2022 Microsoft Dynamics. All rights reserved. Linum Chambers, Bedford Square, Bedford St, Belfast BT2 7ES Unsubscribe 6. In order to continue to submit your request to join Tourism NI, you must complete 'Create a Profile'. Fill out all the sections that are marked with an asterisk (*).

Once you have completed your details, there is an option to sign up to receive information from Tourism NI. Tick the information you are interested in then click 'Submit'.

Creating a Product Page on discovernorthernireland.com



1. The first step to getting listed is the 'Product Registration'

Log into your tourismni.com profile, click on your name at the top of the screen to display the drop-down menu, click on the 'Product Registration'.



Home > Profile > Product registrations

Product registrations

If you would like to have your tour via the Product Manager please re	ism product listed on www.discovernorthernireland.cor gister here by clicking the Create button.	n or you have an existing produ	uct on the website and would	Create
Reference Number	Product Name	Created On \downarrow	Status Reason	
REG-002161	test	15/04/2022 3:01 PM	Approved	View
REG-001378	test event	11/10/2021 12:45 PM	Approved	View

2. You will be navigated to the Product Registration page.

Click the 'Create' tab to open the Registration form.

Complete the short registration form with all the relevant details, anything marked with an asterisk * is a mandatory field.

Please read through the Tourism NI Contributor Agreement, tick the box to agree to its terms and conditions. You are unable to proceed without agreeing to the Contributor Agreement.

3. Click 'Submit'. If you wish to finish completing the form later, click 'Save as Draft' button

Please ensure your contact details are up to date. You can make changes via the 'My Profile' section.

Please check this box to confirm that you agree to our Contributor Agreement. *



Submit

4. A confirmation your submission will be sent to the email address entered in the product registration form.

Your Product Registration for Damien Test Event 5 has be	en successfully Submitted						
Brian Illand on behalf of MailRelay		٢	C Reply	() Reply All	→ Forward	4	•••
To Damien Coyle Retention Policy Over 18 Month Delete (1 year, 6 months)	Expires 04/03/2025				Fri Of	1/09/202	3 14:50
							ĺ
Hi Damien,							- 1
Your Product Registration for Damien Test Event 5 status has been	en submitted.						- 1
Your reference number is REG-004245.							- 1
A member of the team will review your submission and be in tou	uch within 3 working days.						- 1
Kind Regards, Tourism NI							

Once the registration is reviewed and approved by Tourism NI, you will then receive an approval email and a link to a new product or event form.

Complete the product/event form and click the 'Submit' tab. Your listing will be reviewed and approved for publication.

If you are an accommodation provider, or you are registering an existing listing you will be emailed a link to the listing via the 'Manage Product Listings' tab

Adding marketing Content and keeping your listing updated

You are able to access your listing 24/7 to add marketing content and to keep it updated.

ct Us	A Hi, Damien Coyle ~ Damien Coyle Tourism NI	1. Use the Manage product Listings' tab on the drop- down menu of your
Text-to-	Edit Profile Business details Product registration Manage product listing(s) Pay an outstanding invoice / renew	tourismni.com profile.
We are campoworking	grading scheme membership Platforms Applications Sign out	2. From here you will be directed to the Product Manager/Extranet portal
	simpleview	Damien Test Product 4 ¥
	Below is a list of products and organisations linked to your name. Please select a product or an organisat Search Products Enter text to filter	Ron.
	Non-Events Damien Test Product 4 Attraction modified by: 60:06/2023 16:03:25 test product Activity modified by: 60:06/2023 16:03:25	
	Events Past test event 2 (01/08/2021 To 08/10/2021 +2 additional Opening(s)) Event modified by: bhaughian 25/08/2023 16:15:51	
	If you think there is a product or organisation missing from this list, or a product, or an organisation appea	ars that shouldn't, please contact your local DMO/VIC.

3. Cli	ick on 'Actions' tab follow	ed by 'Edit Proc	luct'. —	
	simpleview			Damien Test Product 4 🔻
	Home > Damien Test Product 4 (856641)			
	Damien Test Product 4 (856641)			Addens +
	Address	Email	Not provided.	Print
	Postal code	Web	Not provided.	
	Country Northern Ireland	Booking website	Not provided.	
	Telephone	Туре	Attraction	
	Telephone 2	Organisation		
	Fax			
	Modified 01 September 2023 12:21			

4. Another menu will appear on the left hand. Select the sections of your listing you would like to update.

≡ simp	olevi	ew 🙏						Damien Test Event 5 ¥
Home > Event > D	amien Tes	st Event 5 (856851)						
Damien T	est E	ivent 5					 Validation This product has imaginated 	ge media with no alt text.
Product Details	-2	Product Deta	ils					Actions +
Descriptions	>							
Media	>	Name	Damien Test Event 5	en	Telephone	+44 (0) 7	777 000 000	
Facilities	->		en		Telephone 2			
Openings		Country	Northern Ireland		Fax			
Tickets	•	Address	Test		Email	test@tou	rismni.com	@

5. When you finished editing and updating your listing click the 'Request Approval' tab at the bottom of the page to submit the updates for approval.

Height Width	1280px 1920px		Comments	A
Change Media	Remove Media	Create Crops		
			Alt Text	To comply with accessibility guidelines we recommend that the Alt text field is completed.
			Copyright	