



Carolyn Boyd

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A group of people are cycling across a modern cable-stayed bridge. In the foreground, a man with a beard and a yellow helmet is smiling, wearing a dark blue and yellow jacket. Next to him, a woman in a blue jacket and black helmet is also smiling. Behind them, other cyclists in various colored jackets (green, red) are visible. The background shows a cityscape with a prominent clock tower. The image is overlaid with a green and blue graphic design.

The 'Embrace a Giant Spirit' brand



So, who is coming?

ROI Visitor Research



Travel experiences



Travel intent



TOURISM
NORTHERN
IRELAND



Value for money



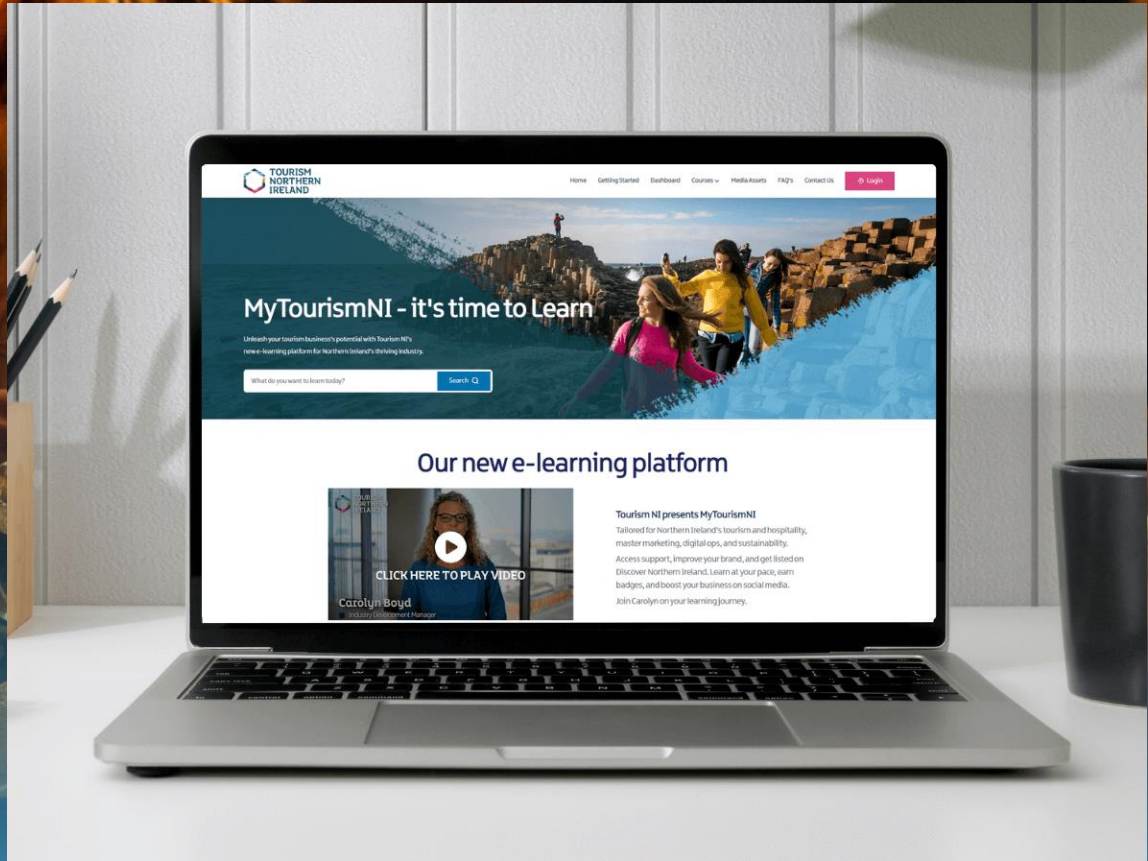
Cost of living



MAKE
it here

**Make it Here Campaign &
The Wellbeing Promise**





E-Learning Platform

E-Learning Platform – Golf Modules



TOURISM
NORTHERN
IRELAND



Thank you



TOURISM
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