



What's the Story with Sustainability?

Thursday 13th November | 10:00 – 14:00 | room2 Hometel



Welcome

Eimear Callaghan, Tourism NI



Today at a Glance

10:05 Room2: Sustainability Story - Aine Finnegan (room2 Hometel)

10:15 Tourism NI Setting the Scene - Eimear Callaghan (Tourism NI)

10:30 Why it Matters: The Power of Sustainable Tourism - Tina O'Dwyer (Tourism Space)

10:55 Panel Discussion: Place – Terry McCartney (Belmore Court & Motel), Pauline Carey (The Boatyard Distillery) and Jac Callan (Visit Belfast)

11:30 Comfort Break (20 minutes)

11:55 Collaboration & 'Share Your Story' – Nikki McQuillan (Ulster University)

12:05 Bringing your Sustainability Story to Life - Tina O'Dwyer (The Tourism Space)

12:25 Panel Discussion: Storytelling - Laura Bradley (Indie Fűde), Sinead Mackle (Armagh Observatory) and Melanie Harrison (The Harrison)

12:55 Closing Comments - Carolyn Boyd, Tourism NI Industry Development Manager

12:30 Networking Lunch



Aine Finnegan

Room2 Hometel



Aine Finnegan

Room2 Hometel



Setting the Scene

Eimear Callaghan, Tourism NI

NISRA 2024



Northern Ireland Tourism Performance Jan-Dec 2024

At A Glance



4.7m
Trips

-13% vs 2023



14.9m
Nights

-9% vs 2023



£1.1bn
Spend

-10% vs 2023

Average Spend per Trip

£233.05

+4% vs 2023

Average Spend per Night

£73.18

On par with 2023

Average Length of Stay

3.2 Nights

+0.1 nights vs 2023

Proportion
of Trips by
Reason
for Visit

5%
Other

8%
Business

51%
Holiday

37%
Visiting Friends
& Relatives

Number of Trips
by Reason for Visit
vs 2023

Holiday

-14%

VFR

-16%

Business

-3%

Other

+10%

Proportions may not equal 100% due to rounding.

Proportion of Trips by Market



Number of Trips
by Market
vs 2023

NI

-27%

ROI

-14%

GB

On Par

Other

+12%

Tourism in Northern Ireland Impact

70,384

Tourism jobs supported in
NI in 2022
(+8% vs 2021)



70%

Total tourism jobs supported
located outside Belfast in 2022



5,845 **Highest on record**

Tourism businesses in NI in 2023
(+5% vs 2021)

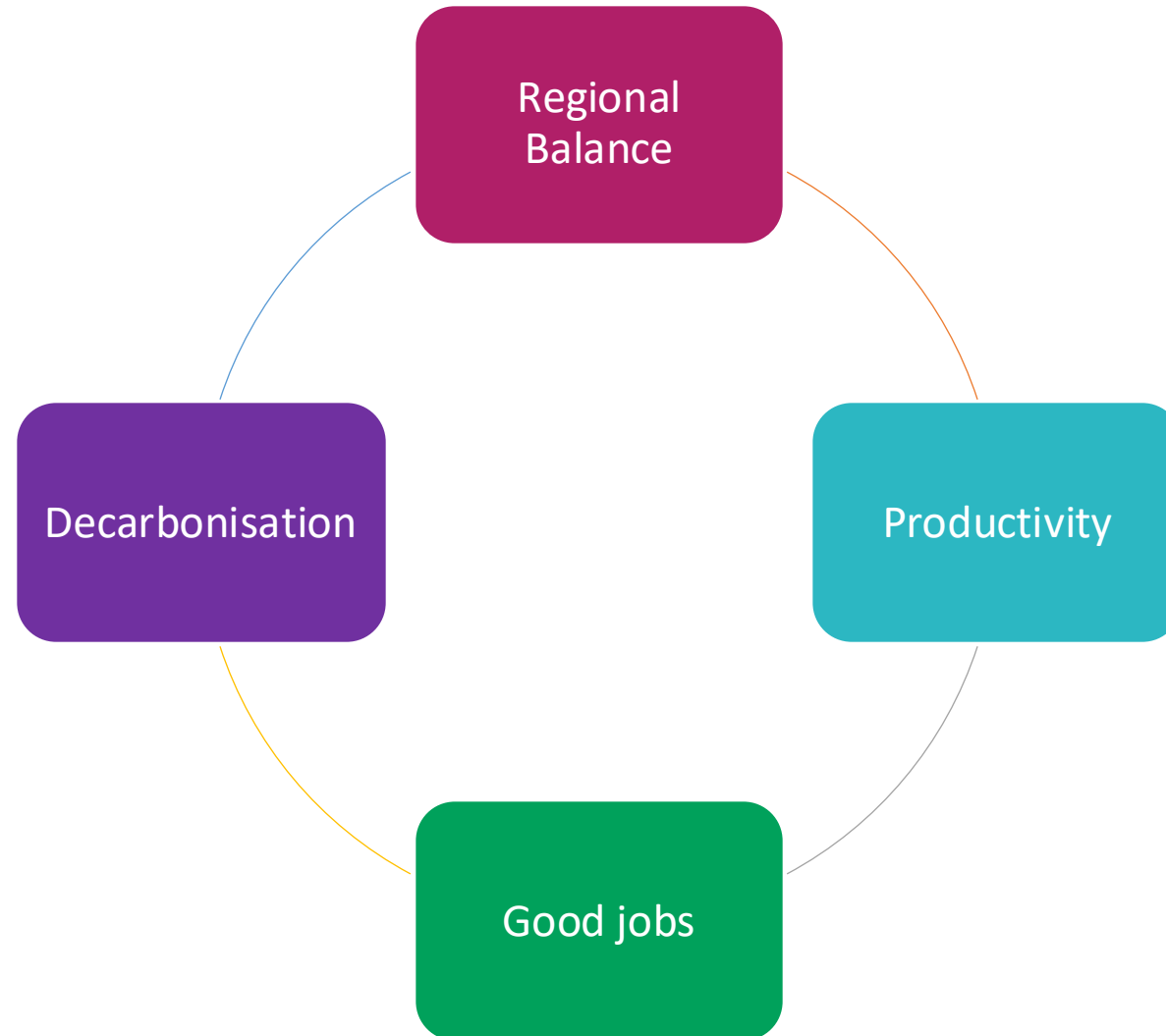


77%

Total tourism businesses located
outside Belfast in 2023



Tourism Vision & Action Plan



2. Tourism Northern Ireland Strategic Framework 2025/28

Tourism NI Goal

By 2028: Support the industry to grow the domestic market by 2% year on year and achieve a 10% value share of Republic of Ireland trips on the island of Ireland

Five Strategic Objectives:	1. Regional Balance: a balance between urban, rural, and coastal destinations - ensuring that investment and economic activity is spread broadly across Northern Ireland, and not overly concentrated in the capital city of Belfast and a concentration of honeypot areas. Regional Balance is not about displacement - it is about generating new growth.		
	2. Good Jobs: secure, flexible, rewarding employment with supportive employers, offering opportunities for skills development and career progression where wellbeing is valued.		
	3. Productivity: a competitive tourism industry that offers a compelling proposition, is innovative, and maximises resources and the potential of our assets throughout the year.		
	4. Sustainability: a tourism industry that is economically, environmentally and socially sustainable.		
	5. Strong Organisational Capability: Tourism NI is an effective, diverse, innovative and impactful organisation for which people are proud to work.		
Through the development and marketing of:	An internationally compelling destination focusing on our Landscape, Heritage, History & Culture and world class Food & Drink offer		
Resulting in:	Visitors Staying Longer, Spending More, All Year Round, Across the Region		
Enabled by:	• All Island Collaboration	• Insights and Data Analytics	• Industry Capacity Building
	• Local Network Building	• Supportive Policy Environment	• Supporting Sales Growth
	• Strategic Leadership through Stakeholder Engagement	• Product Development	• Stimulating Consumer Demand



Challenging Operating Environment

1: Cost of doing business

2: VAT

3: Staff

4: Consumer Sentiment

5: Geopolitics

Why does Sustainability Matter?

1: Global Sustainability Priority

- critical focus in global tourism, accelerated by the pandemic

2: Northern Ireland Tourism Vision

- sustainability is integrated in our Tourism Vision & Action Plan

3: Climate Change Legislation Targets

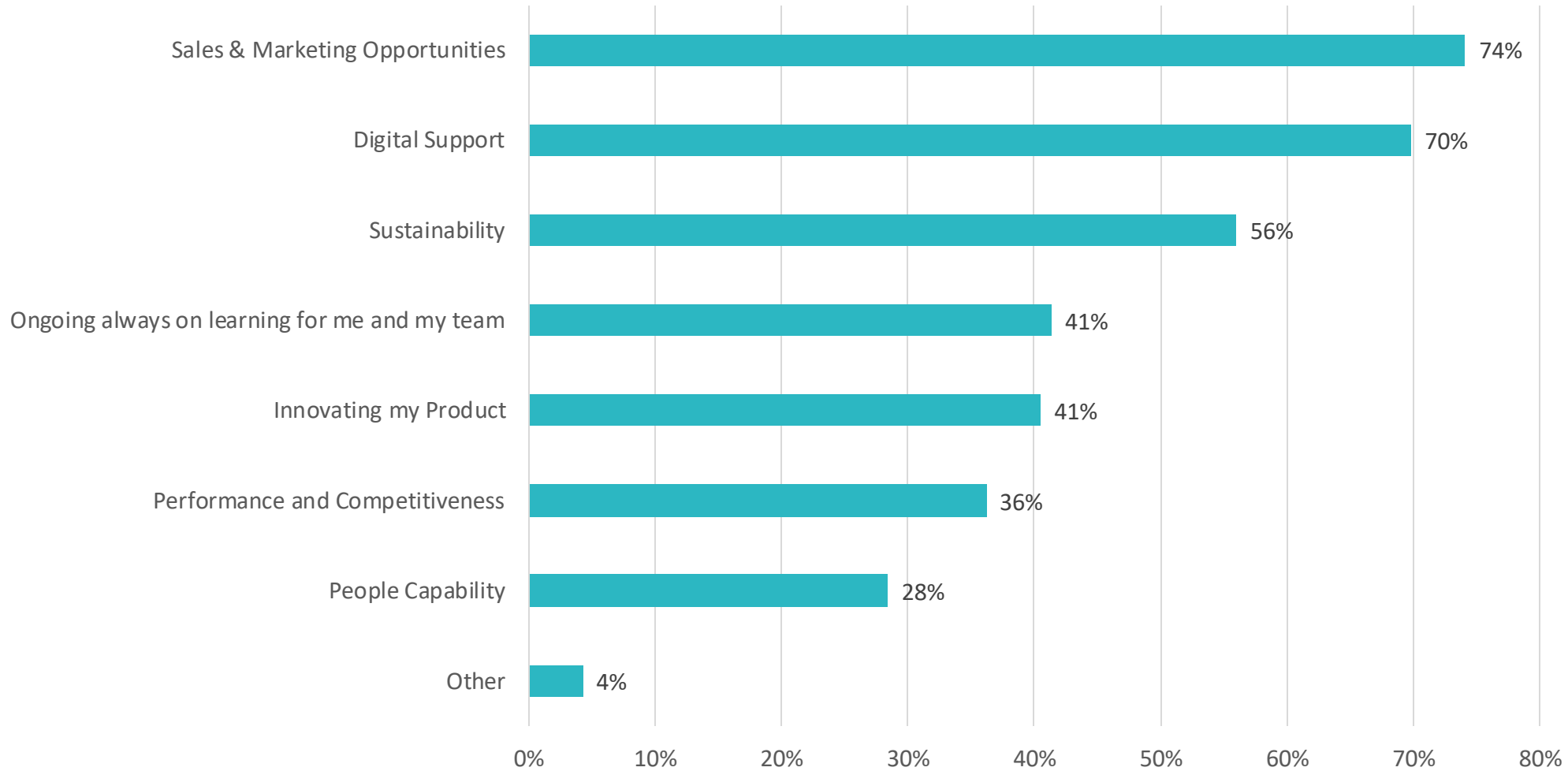
The 2022 Climate Change Act mandates net zero greenhouse emissions by 2050 and a 48% reduction by 2030, urging tourism businesses to act.

NI Energy Strategy – Pathway to Netzero

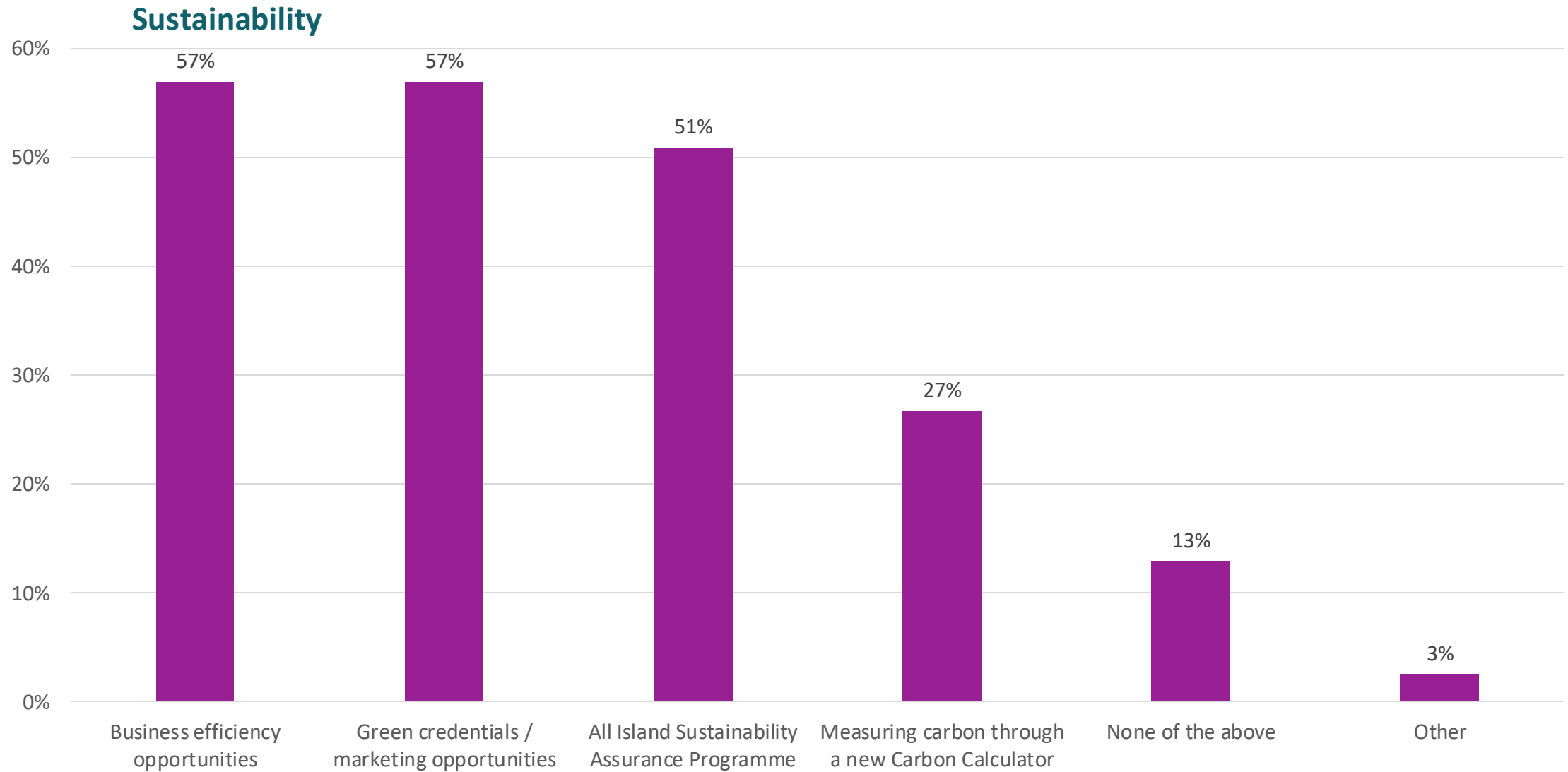
4: Benefits of Sustainable Practices

Adopting sustainability in tourism enhances efficiency, reduces costs, and attracts environmentally conscious visitors.

Sustainability is an industry priority also



What industry want to know





Need to broaden our understanding.

Sustainability in a tourism context is more than just energy saving and recycling.

It's also about visitor management and supporting communities.

THE 17 GOALS



United Nations

Department of Economic and Social Affairs
Sustainable Development



Sustainability matters to Visitors

Growing Demand for Sustainability

- Over half of global travelers now consider travel's impact on communities and the environment.

Sustainability Influences Destination Choice

- More than two-thirds of travelers from Northern Ireland and ROI prioritize sustainability when choosing destinations.

Barriers to Sustainable Travel

- Cost remains a major barrier, with 60% citing expense as a deterrent to sustainable tourism.

Positive Perceptions of Northern Ireland

- Half of overseas consumers see Northern Ireland as a sustainable holiday choice and support public transport use.



Sustainability matters to Businesses

- **Rising Operational Costs**
- **Demand for Sustainability Support**
- **Strategic Business Advantages**
 - Adopting sustainable practices helps businesses improve resilience, competitiveness, and meet consumer expectations.
- **Structured Sustainability Initiatives**
 - Initiatives include accredited learning programmes and Carbon Calculators to drive practical sustainable actions.

Our Sustainable Tourism Pathway

- ✓ Recognises need to support tourism businesses
- ✓ Practical & intuitive
- ✓ Tailored to business need
- ✓ Addresses varying knowledge levels & starting points
- ✓ Understands business objectives & needs
- ✓ Provides clarity in an uncertain environment
- ✓ Provides clear roadmap to sustainable progress

Our Sustainable Tourism Pathway

Step 1
Leaner &
Greener

Step 2
MyTourismNI

Step 3
Sustainable
Tourism
Business
Programme

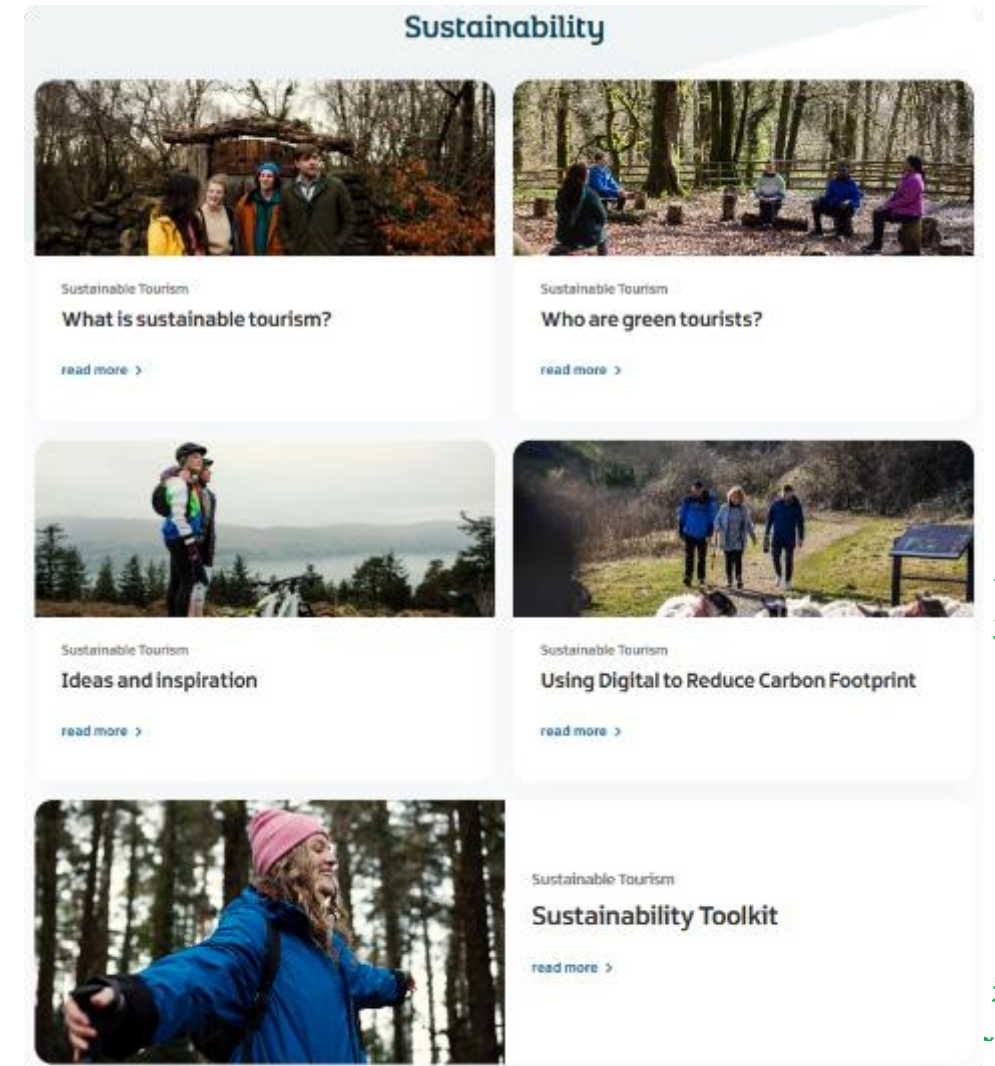
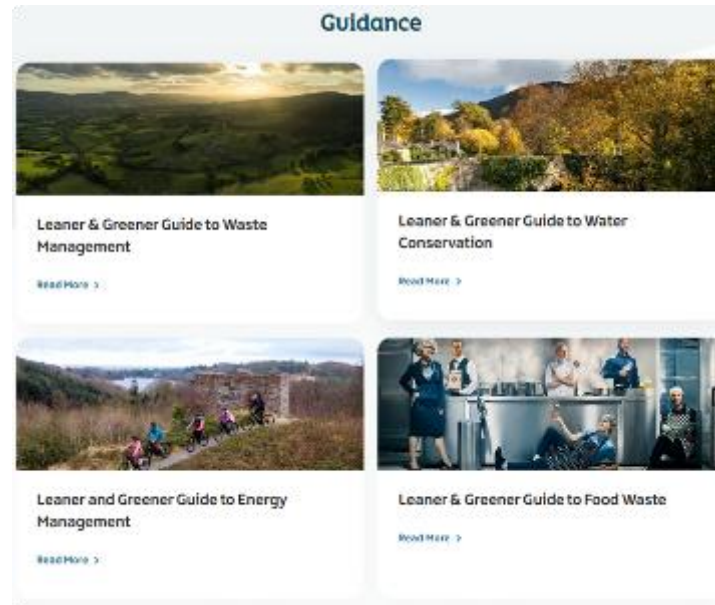
Step 4
Graduate
Programme

Step 5
Carbon
Calculator

Step 1

Leaner & Greener

- ✓ Open to all
- ✓ Tourism.com
- ✓ Intro to Sustainable Tourism
- ✓ Creating Sustainable Experiences



Step 1

Leaner & Greener

- ✓ Toolkits on Energy, Water, Waste & Food waste
- ✓ NI Commitment to Climate Change
- ✓ Biodiversity



Guide to Waste Management - PDF Download

How to minimise waste, lower emissions and reduce costs in your tourism business

[Download Guide](#)



Leaner and Greener - Waste Management Webinar

If you missed our webinar you can access the presentations and recording here.

[View now](#)



Leaner and Greener

Guide to Energy Management - PDF Download

How to conserve energy, reduce emissions and reduce costs in your tourism business. [Click here to download.](#)

Step 2

MyTourismNI

MyTourismNI: New E Learning Modules

Step 2

MyTourismNI

MyTourismNI: New E Learning Modules

Now live !

- ✓ **NI's Commitment to Climate Change**

Course Duration: 1 hour : 5 modules

- ✓ **Energy Management**

Course Duration: : modules

- ✓ **Waste Management**

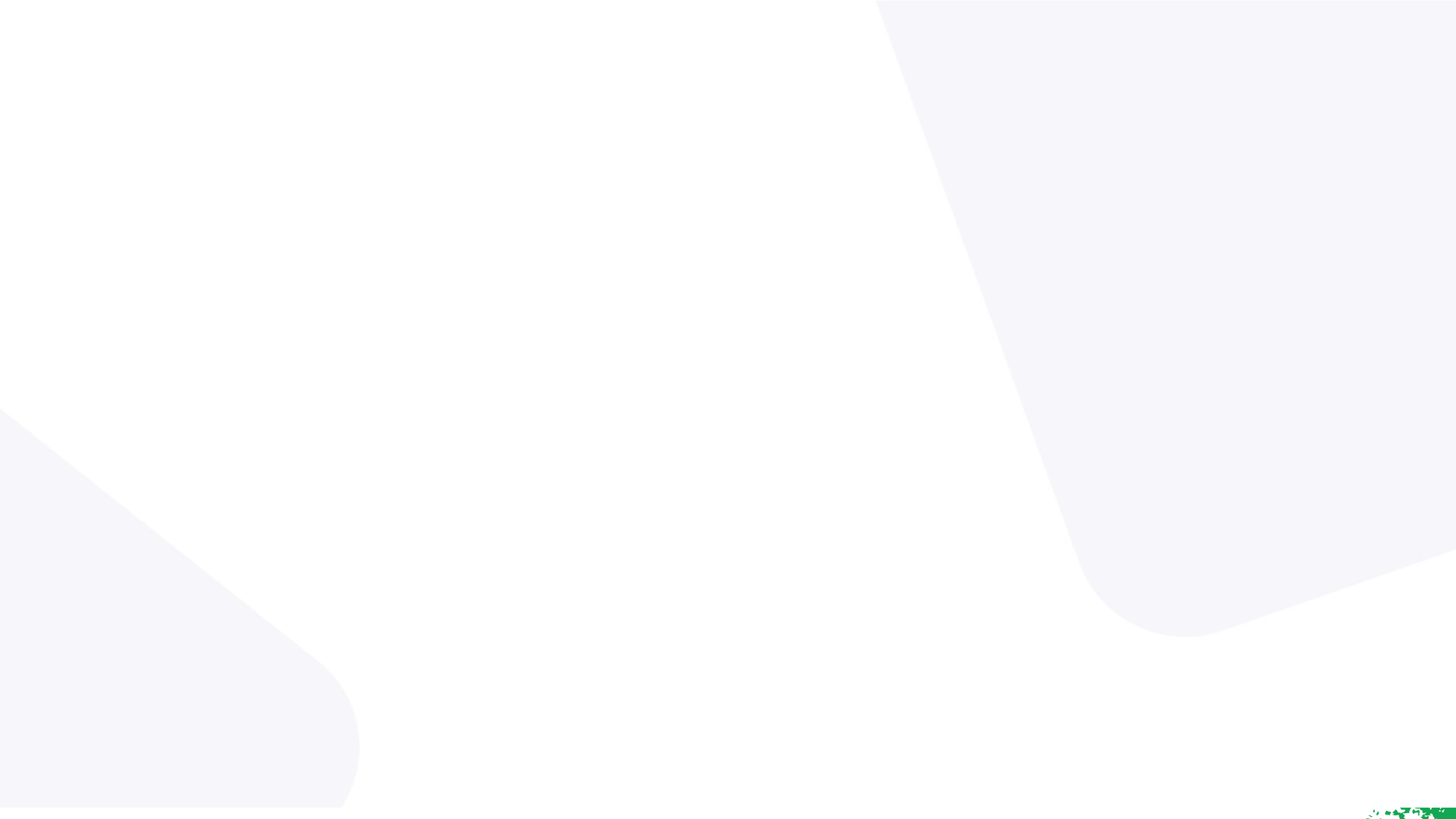
Course Duration: 1 hour : 4 modules

Coming Soon

- ✓ **Jan 26: Water Management**

- ✓ **Feb 26: Food Waste Management**

- ✓ **March: Threats to Biodiversity**



Step 3
Sustainable
Tourism
Business
Programme

Level 4
Certificate in Sustainable Tourism
Practice in Destinations
with Ulster University



Sustainable Tourism Business Programme

A comprehensive 12-module industry programme to support tourism businesses in embedding cost-saving sustainable initiatives for their business as well as enhancing their storytelling, accessibility and join a growing cohort of sustainable-focused businesses across the destination.

- 5 x TNI cohorts to date
- 2 x Cuilcagh Geopark cohorts
- 76 unique businesses
- 93% outside of BCC region



Armagh Banbridge Craigavon



Ards & North Down

1

LEANER & GREENER

Reduce costs and carbon through managing waste, water and energy

2

BETTER & BRIGHTER

Help your business and your visitor to make the world a better place

3

LOUDER & PROUDER

Communicate and market your sustainable and responsible practices

Programme Structure – 3 Strands

Positive Programme Evaluation

EVALUATION QUESTION	COHORT 2	COHORT 3	COHORT 4
Improved understanding of sustainable tourism	100% strongly agree	100% strongly agree	100% strongly agree
Improved ability to implement a sustainable action plan	100% strongly agree	100% strongly agree	100% strongly agree
Overall evaluation of programme	90% strongly agree	100% excellent	100% excellent

Step 4

Graduate Programme

A dedicated programme to continue to build support & momentum for businesses, championing and growing cohort of like-minded sustainable-focused tourism businesses across the destination.

Learning focuses on more advanced & topical learning.

- ✓ **Open to all graduates**
- ✓ **Now in Year 2**
- ✓ **Webinars: Mon 26th Jan & Wed 11th March**
- ✓ **Celebration Event: 26th February**



Step 5

Carbon Calculator

What is this?

- Pilot Programme for industry specific Carbon Calculator

Outcomes

- Provide business support to sector to measure energy usage, water usage and waste.
- Provide destination insights & benchmarking
- If successful, wider industry roll out planned
- Partnership with NIHF & large visitor attractions

Estimated Timeline

- **Dec /Jan – Recruitment for participants**
- **Late Jan – Intro Webinars**
- **Feb – Mentoring sessions**
- **March – Mentoring sessions**

A woman with long dark hair, wearing a brown puffer jacket over a light-colored knit sweater, is reaching up to touch a pink camellia flower. She is looking up at the flower with a smile. The background features a stone archway and a large bush of pink camellias. The scene is outdoors, likely in a garden or park.

Wider Sustainable Tourism Supports

Invest NI Sustainability supports

Sustainability Reports

A Sustainability Report gives your business a clear, holistic view of its environmental performance.

The report will assess environmental performance across critical areas, including:

- Raw materials
- Energy
- Carbon
- Packaging
- Biodiversity
- Waste

Benefits include:

- Improved operational efficiency and cost savings
- Enhanced brand reputation through visible sustainability efforts
- Increased consumer trust and loyalty

Who is eligible for Sustainability Report support?

Support is available to any business in Northern Ireland that meets the following criteria:

Annual energy and resource expenditure exceeds £30,000

Eligible costs may include:

- Heating costs
- Electricity bills
- Water usage charges
- Waste disposal expenses
- Raw material billings

Invest NI Sustainability supports

Technical Consultancy

Can help identify how your business can save energy, reduce waste and optimise the use of raw materials.

9 technical consultancy specialist areas:

- Resource Efficiency and Waste Management Systems
- Efficient Technology/Processing Systems
- Renewable Technology Systems
- Energy Management and Efficiency
- Investigation of New Technologies
- Packaging Solutions
- Standards, Accreditations and Systems
- Transport & Logistics Efficiency
- Sustainable Business Collaborations

For more information visit:

[Reduce waste and save energy | Invest Northern Ireland](#)

Who is eligible for Technical Consultancy support?

The Technical Consultancy support is open to any business in Northern Ireland that has an annual energy resource spend in excess of £30,000. This could include the combined value of your heating, electricity, water, waste disposal or raw material billings.

Sustainability supports for your business

Consumer Council for Northern Ireland

- Advice for small businesses on energy bills, tariffs and switching.
- Gas and electricity comparison tools

Power NI

- Northern Ireland Sustainable Energy Programme – 25/26 grant scheme now open for applications. Avail of 20% funding through Power NI for installation of energy saving products for your business.

Keep Northern Ireland Beautiful - climate change training for SME's

- Carbon Literacy Course
- Climate Smart Training
- Climate Briefing

Key Takeaways

- ✓ Find your place on our **Sustainable Tourism Pathway**
- ✓ Review **Leaner & Greener**
- ✓ Start E Learning on **MyTourismNI**
- ✓ Look out for next recruitment of **Sustainable Tourism Business Programme** or the **Pilot Carbon Calculator**
- ✓ Commit time
- ✓ Develop a plan
- ✓ Keep in Touch!

Our Sustainable Tourism Pathway





Why It Matters: The Power of Sustainability

Tina O'Dwyer, The Tourism Space



The Power of Sustainable Tourism



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IRELAND



Tina O'Dwyer

tina@thetourismspace.com



3 Angles

- 1.Trends
- 2.Travellers
- 3.Trust

1. Trends



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Trends in Tourism



Meaningful experiences

Cool Tripping (connected and considered)

Slow and Deep

Local is luxury

Purpose and Profit (inherent)

Trends in Sustainable Tourism

Sustainability is mainstreaming

Data and Transparency is growing

Regenerative principles are leading

The word 'sustainability' seen as a barrier

Travellers seeking deeper meaning
Destinations seeking deeper impact



2. Travellers



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84% say travelling sustainably is important

93% Want to make more sustainable choices

69% want to leave places better than they found them

73% want the money they spend to go back into local communities



92% want to travel more sustainably
Only 57% actually do

Why? Cost and lack of clarity

**Trip.com Group Sustainable
Travel Consumer Report 2024**

Meaning Seekers, not Sightseers

Identity-driven Travel

The Say-Do Gap

Aspire to Authenticity

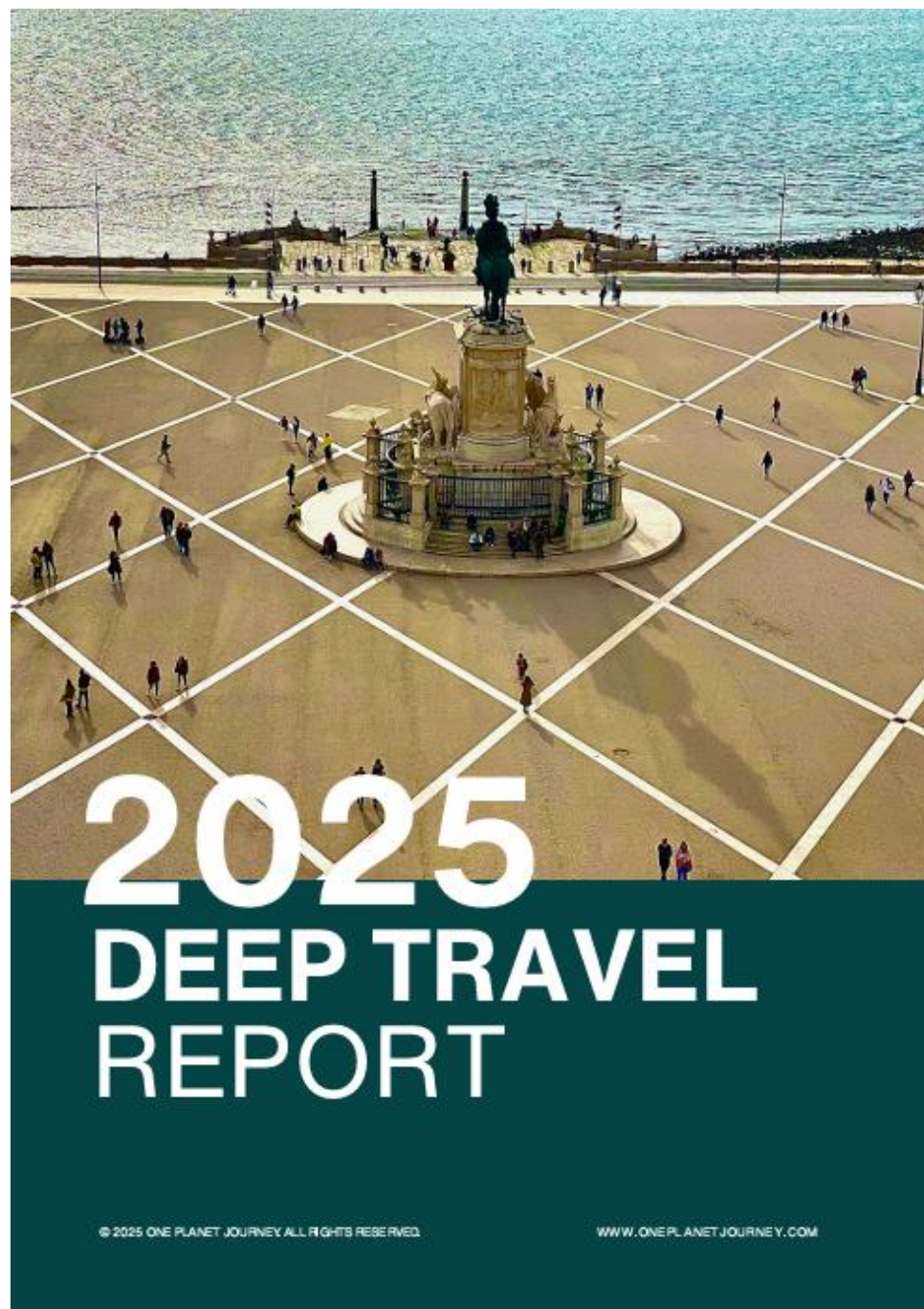
Sustainability as Quality, not
compromise

Effortless Sustainability

The Sustainable Traveller

The Sophisticated Traveller

The Deep Traveller



3. Trust



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Clear, credible and consistent storytelling, using a variety of techniques and tools, is the greatest way to build and maintain trust

Clear, credible and consistent
storytelling, using a variety of
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greatest way to build and maintain
trust









Vast Number of Certification Options



Multiple Levels within most options



Confusing Terminology

Standard

A description of an activity or behaviour that demonstrates sustainable tourism practice.

There are many standards.

They are also called 'Criteria' or 'Indicators'.

Certification

Certification is a verification that a business or destination conforms to a set of standards, established through a voluntary, third-party assessment.

Those who offer certification are called Certification Bodies.

Accreditation

Accreditation is a formal recognition that a Certification Body is qualified to audit and certify according to certain standards.

A quality stamp for Certification Bodies

Not clear who is in charge...



The EU Green Claims Directive

2020 Research

- More than 50% of claims were found to be misleading or unclear
- 40% had no support or evidence for their claim
- 88% consumers want to make more positive, sustainable choices.
- EU wants consumers to be able to make informed decisions based on trusted and accurate data





‘Green Claim’:

Any communications from a business that state an environmental impact/benefit from a product or service”



Implications



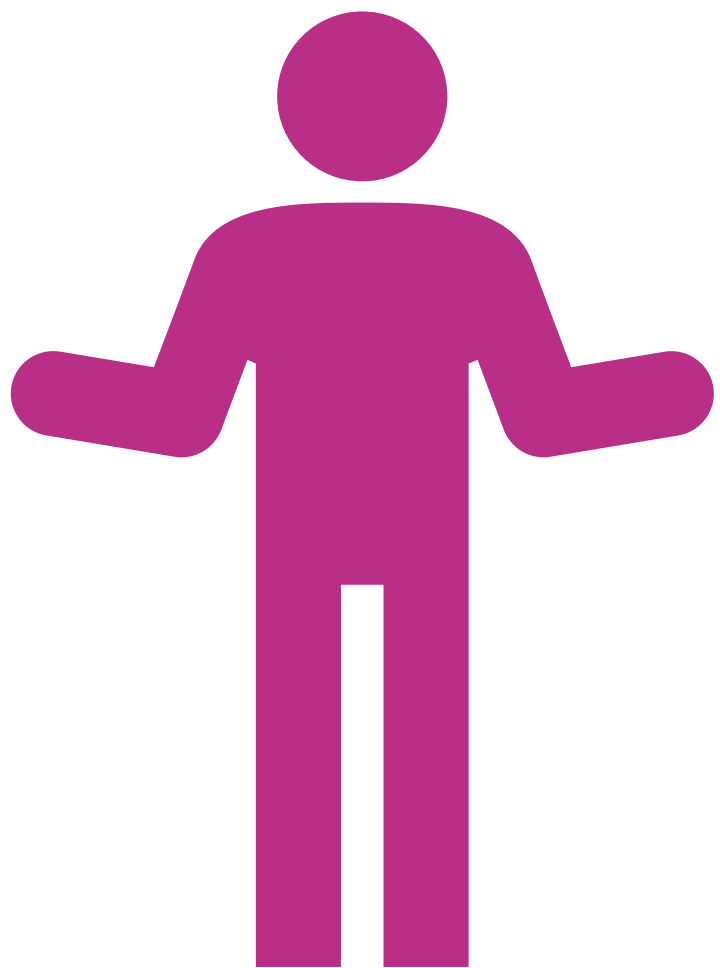
- Evidence, and the support you have for that evidence, needs to be robust
- Unverified labels will no longer be accepted



The EU Green Claims Directive

Paused!





What Certifiers do

- ✓ Define the set of standards that must be taken to achieve an award
- ✓ Provide tools, templates and roadmaps for applicants to support their sustainability journey
- ✓ Review applications and associated evidence to establish conformity with standard
- ✓ Audit the applicant, either remotely or on site, to verify conformity with standard
- ✓ Provide confirmation of certification with badges and logos



What Certifiers do

- ✓ Charge a fee for services
- ✓ Often offer complementary services such as training, consultancy, awards.
- ✓ Some Marketing and PR





Main Challenges for Businesses

Costs
Money and Time

Gathering Data

Compiling
Evidence

Re-Assessment
Process

Remember...

Certifying Bodies are mostly private, commercial entities

Audits are important – if a Certification Body does not audit you, then they are not verifying you.

Certification Bodies are not marketing organisations. To get the most benefit, you need to do your own marketing.

While consumer and visitor awareness is low, trade awareness and demand is steadily growing.

Annual fees can be substantial – check what you are getting for your membership fee.

Some Certification Bodies in Ireland and UK



EARTHCHECK



Checklist for Selection

- Is it directly relevant to your business type?
- What other businesses use it?
- What countries use it or recognise it?
- How is it verified? How often?
- How much does it cost? To apply? For audit? Then annually?
- What time is involved?
- What supports are provided during application?
- Do your customers value it?
- Do your trade partners value it?



The Power of Sustainable Tourism



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Trends moving towards meaning and
inherent sustainability

Travellers aspiring to authentic
connection and effortless sustainability

Success depends on Trust





The Power of Sustainable Tourism



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Panel Discussion: Place

Terry McCartney, Belmore Court & Motel

Pauline Carey, The Boatyard Distillery

Jac Callan, Visit Belfast

Royal Portrush Golf Club Sustainability Video



Comfort Break

A photograph of a modern, multi-story building with a glass and brick facade, identified as Ulster University. The building features a prominent glass section on the left and a brick section on the right. The sky is blue with some clouds. In the foreground, there are trees, a street with a car, and the backs of two people walking.

Collaboration & 'Share Your Story'

Nikki McQuillan, Ulster University Senior
Lecture



What's the Story with Sustainability?

Thursday 13th November | 10:00 – 14:00 | room2 Hometel

A scenic landscape featuring three mountain bikers on a dirt trail. The bikers are positioned in the foreground, riding away from the viewer towards a large body of water. The first biker on the left is wearing a white t-shirt and a white helmet. The middle biker is wearing a bright yellow-green shirt and a black helmet. The third biker on the right is wearing a black and yellow jersey and a red helmet. They are riding on a path that is bordered by several tall, thin trees. In the background, a calm lake stretches across the middle ground, with rolling hills and mountains visible on the far shore under a cloudy sky.

Bringing your Sustainability Story to Life

Tina O'Dwyer, The Tourism Space

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Sustainability

Storytelling



xd f d f s d

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5 Things to Think About

1. Remember stories matter more than claims
2. Tailor to who you're talking to
3. Make the Visitor the Hero
4. Tell the Bigger Story
5. 5 Top Tips



1. Stories matter more than claims

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“Marketing is no longer about the stuff
that you make, but about the stories you
tell”

Seth Godin, Author and Entrepreneur



Greenwashing

Greenhushing

A vertical paint stroke on the left side of the slide, featuring a mix of teal, green, and purple colors.

Greenwashing

Behaviour or activities that make people believe that a company is doing more to protect the environment than it actually is



Greenhushing

The practice where companies intentionally downplay or refrain from communicating their sustainability efforts or environmental goals (out of fear of criticism or backlash)



Greenwashing

Greenflushing

Greenlighting

Greenmarking

Greencrowdin
g

Greenrinsing

Greenspeakin
g

Greenpraising

Greenhushing

Why do businesses hesitate?

- “Others know more than me – who am I to talk about it?”
- “Who would listen? Does anybody really care?”
- “How would I word it? I don’t have the language”
- “Customers don’t really like change – I wouldn’t want a bad reaction”
- “Is ‘sustainability’ a kind of negative word?”
- “I haven’t measured everything yet”
- “I’ll wait until we have more done”

Start telling your Sustainability Story in your own way Now



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2. Tailor to who you're talking to

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2 Distinct Audiences



Trade



Visitors



2 Languages – 1 Story

Tools for Trade Storytelling

- A detailed Sustainability Policy
- A detailed Sustainability Action Plan
- Focus on Data and Evidence
- Certifications
- Language : formal, detailed and convincing



Tools for Visitor Storytelling

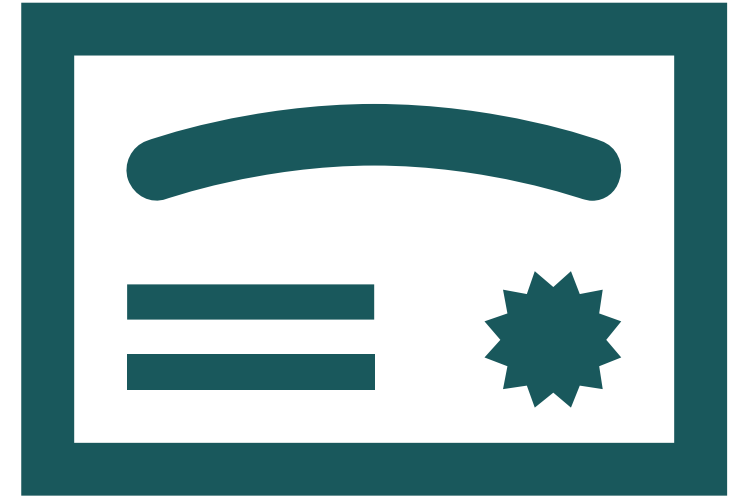


- A dedicated website page
- Social media activity
- Focus on people, place and purpose
- Awards
- Language : personal, casual and compelling

Certifications

Third Party Verification that can provide the following benefits:

1. Credibility
2. Reputation
3. Competitive Advantage
4. Endorsement
5. Meeting potential new requirements



Can be expensive and time-consuming, difficult to know which one to work with.



3. Make the Visitor the Hero

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What do you want your visitor to do, feel
and remember?

room2

access your handy digital guidebook to room2 Belfast



scan the QR code

Sustainability



Green modern



Appliance Guide

Before you start

1. Check the 'Before you start' section of the room2 Belfast digital guidebook for more information.
2. If you are using any of the appliances, please ensure you have read the instructions and the power supply is correct.
3. Room2 Belfast has a dedicated team to help you with any questions or issues.
4. Please ensure you have read the instructions for the appliances.
5. Please ensure you have read the instructions for the appliances.
6. Please ensure you have read the instructions for the appliances.



Maximum use

1. To ensure the appliances are used correctly, please refer to the instructions.
2. To ensure the appliances are used correctly, please refer to the instructions.
3. To ensure the appliances are used correctly, please refer to the instructions.
4. To ensure the appliances are used correctly, please refer to the instructions.

A - Z of room2 Belfast

A - Appliances: To make your stay a little more comfortable, we've got our handy guide hanging on the noticeboard.

B - Breakfast: Head to Room2 Cafe & Bar on the ground floor to enjoy a hot digital breakfast. See the digital guide for more.

C - Check out: 12pm (2pm for members). On the day of check out there is nothing you need to do as your final bill will be sent by email.

D - Drinks: Make yourself a hot coffee tea or coffee. There are empty milk bottles by your kettle, just pop down to the cafe to fill it with a milk of your choice.

E - Extras: Need an extra chair? Or more pillows and duvets? A laptop to use in your room? These are all requests we can make on 011 8230 2088 or pop down to reception.

F - Fire/smoking: Our fire alarms are tested every Monday at 12pm, please don't be alarmed and there is no need to exit the building. Otherwise, if you hear the alarm or smell smoke, check the emergency plan by your door for your details and route.

G - Gym: Keep that routine going! Our studio gym on the first floor is open 24 hours. You'll find yoga mats, Pilates bikes, free weights, small rowing machines and more. There are also free towels and water available for all hotel guests.

H - Housekeeping: Everyday our roomkeepers will give you room service. Every week we'll get these rooms changed. Let us know if you need additional linen or service, we can certainly arrange this for a small charge.

I - Internet: Free wifi, of course, just select the 'room2 Belfast guest' network and you'll be online in a jiffy.

J - Last call: Let's be fair, most of us have a much better time if you don't find a bedtime in your room. But we're always here to help, so call 011 8230 4185 if you need our help throughout your stay. Not up for talking? WhatsApp us on 011 8230 2088.

K - Keep it hot next time: If you're a regular and want to make something better, let us know and we'll try our best to find a spot to store your things until you return.

L - Laundry: Use our handy laundry facilities with washer and dryer on the first floor. Cash is £4 and is card payment only. Don't forget washing powder is provided on the brand.

M - Mobile phone: Should you need an emergency mobile phone at any of all times, please request one from reception.



TOU
NOI
IRL



Sustainability

Find out more
about our
sustainable
initiatives here.



Local makers

Championing our
local artists and
craftsmen. Scan
the code to meet
the makers!







A close-up photograph of a window frame. The frame is a dark grey color. A blue window handle is visible at the top left. A white sign is attached to the frame, containing the text 'SAVE ENERGY WASTE' in bold, followed by 'Please keep me shut when the heating or cooling is on' in a smaller font. The background shows a clear blue sky and a blurred view of a building and a car through the window glass.

SAVE ENERGY WASTE
Please keep me shut when
the heating or cooling is on



222

Marvin



What do you want your visitor to do, feel
and remember?

*They want you to help them live their values and
feel good about their choices*

- **Questions about “climate anxiety” grew 4,590% in last five years**

Source: Jeremy Smith, Climate Action Expert

- Questions about “climate anxiety” grew 4,590% in last five years
- More than half feel sad, anxious, angry, powerless, helpless, and guilty

Source: Jeremy Smith, Climate Action Expert

- **Questions about “climate anxiety” grew 4,590% in last five years**
- **More than half feel sad, anxious, angry, powerless, helpless, and guilty**
- **Fewer than 1 in 10 national CAPs include support for mental health**



“Hope is a marketing tactic”

Kate Webb, FoodCloud

4. Tell the Bigger Story of Your Place



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5. Top Tips



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People before Proof

Hope not Fear

Invitation over Announcement

The Extra-Ordinary

Let others do the talking for you

One consistent story told many ways

Sustainability

Storytelling



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Panel Discussion: Storytelling

Sinead Mackle, Armagh Planetarium

Laura Bradley, Indie Fude

Melanie Harrison, The Harrison Belfast

Killeavy Castle Hotel Sustainability Video



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Closing Remarks

Carolyn Boyd, Tourism NI

More Tourism NI Industry Opportunities

20 th November	AI Check-in Webinar – Get Christmas Ready	Online	Registration Open
24 th November	Creating Powerful Marketing Collateral for your Experience Business	Online	Opening Soon *Exclusive to EAGS members
27 th November	Inclusive Recruitment in Tourism and Hospitality	Online	Registration Open
29 th January	Sustainable Storytelling	Online	Registration Opening Soon

A man with curly hair and a beard, wearing a brown t-shirt and a blue striped apron, is smiling and looking at a tablet. A woman with blonde hair in a ponytail, wearing a green t-shirt and a blue striped apron, is also smiling and looking at the tablet. They are standing in a cafe or bakery setting with wooden tables and various items in the background.

MAKE
it here



TOURISM
NORTHERN
IRELAND

Spring 26 Programme

Coming Soon....

➤ AI webinar series:

- 15 January 2026 - Transform your analytics with AI: From Data to Decisions
- 10 February 2026 - AI for Accessibility: Opening Tourism to Everyone

- Innovate Tourism
- Regional Roadshows
- Marketing Masterclass
- Tourism Conference
- Sustainability Storytelling
- Make it Here webinar
- Luxury Tourism

AI modules – Mytourismni.com



Designed to help tourism businesses in Northern Ireland harness the power of artificial intelligence in practical, accessible ways. By the end you'll have a personalised AI roadmap to help you improve guest experiences, save time and make information decisions across your business.

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▶ **Leveraging Online Reviews in Tourism**

INTERACTIVE CONTENT
▶ **Demand Forecasting For Tourism**

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▶ **Features of ChatGPT**

INTERACTIVE CONTENT
▶ **Cash Flow Prediction With AI**

INTERACTIVE CONTENT
▶ **AI for Staff Training and Workforce Management**

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▶ **Sentiment & Theme Analysis**

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▶ **AI for Inclusive and Accessible Tourism**

INTERACTIVE CONTENT
▶ **Introduction to Canva AI for Tourism Businesses**

- Find out more at tourismni.com/mytourismni



Thank You