



1. What type of organisation do you represent?

- Central Government
- Local Government
- Voluntary & Community Sector
- Tourism Industry
- Private Sector
- Individual
- Other

If you have selected 'Tourism Industry' please specify below, which area of the Industry you represent:

- Attraction/Experience Provider
- Accommodation
- Transport
- Tour Operator
- Destination Management Organisation
- Food & Drink
- Other

If you have selected 'Other' Please specify below:

2. Thinking of the Vision, Mission and Strategic Aim, to what extent do you agree or disagree that they are the right Vision, Mission and Strategic Aim for the Industry?

Our Vision: Establish Northern Ireland as a year-round world class destination which is renowned for its authentic experiences, landscape, heritage and culture and which benefits communities, the economy and the environment, with sustainability at its core.

Our Mission: To support the tourism sector in building an innovative, sustainable and inclusive tourism industry for all people and places in Northern Ireland which enriches its people, its economy and its guests.

Our Strategic Aim: To increase the value of tourism to the Northern Ireland economy by 50-75% compared to 2019.

NB: Please note the 50-75% increase in the value of tourism expressed in the Strategic Aim is based on a Compound Annual Growth Rate (CAGR) of 4-6%. We are particularly keen to hear views on the quantitative aspect of this aim that balances ambition, realism and sustainability.

- Strongly Agree
- Agree
- Neither Agree nor Disagree
- Disagree
- Strongly Disagree

If 'Disagree or Strongly Disagree' Please Expand Below.

We welcome the need for a 10 year Tourism Strategy for Northern Ireland, and whilst agree that the vision and mission effectively consider driving tourism forward, the strategic aim appears overly focused on a single statistic. To ensure sustainable growth it should recognise alignment with market needs and demands, encompassing a broader perspective and measurement for success better aligned to the mission.

Underpinning this approach presents a significant opportunity for better data sharing between and across government departments and local authorities. However clarity is sought on the measurement and value placed on metrics beyond traditional measures of economic impact such as visitor numbers, bednights and day spend.

We understand that targets are set at topline level but seek clarity on the role, partnerships and investment at local levels aligned to tourism product, infrastructure and capacity. Alongside this greater depth of modeling against the targets would be beneficial.

3. Thinking about the Themes and associated Indicators outlined in the Strategy, to what extent do you agree or disagree that they are the right ones to target future growth of the industry?

	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
Inclusive	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Innovative	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sustainable	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Collaborative	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Attractive	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

If 'Disagree or Strongly Disagree' Please Expand Below.

We are broadly in agreement that the themes are aligned with delivering the objectives of the strategy. Consideration could be given to the role of attractiveness as an underlying principle driving all themes to position Northern Ireland as an attractive place to visit.

Accessibility is an important theme to consider taking into account air access, ETA and enabling infrastructure. Strengthening the need for cross cutting collaboration with departments that have ownership of levers that will drive forward and enable change and growth.

There is a need to consider definitions of the terminology associated with innovation and sustainability in a tourism context to give clarity to industry on how they can work to deliver against these objectives. It is important to note that in order to deliver on innovation in particular having the processes and partnerships in place that can deliver timely action and decision making will enable the sector to take advantage of market trends.

4. What would you view as the five most important actions which could contribute to achieving the indicators outlined within the Strategy? Please note a number of these actions would be dependent on the Public Expenditure available and the wider political and financial climate.

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- Develop and deliver a bespoke Skills Action Plan
-
- Develop a Quality Employer Charter
-
- Develop a Tourism Employer Excellence Programme
-
- Build awareness in businesses of sustainability (green) practices
-
- Encourage and develop NI cross government collaboration
-
- Build awareness of, and support for, accessing sources of alternative funding
-
- Build awareness in businesses of innovation within the tourism sector
-
- Formally recognize/accredit businesses for demonstrating innovation
-
- Additional Data Collection and Robust Benchmarking
-
- Marketing Campaigns – Regional messaging across international campaigns
-
- Develop a NI Events Framework
-
- Support local events and festivals
-
- Support larger events that attract people from outside of NI
-
- Promote importance of Business Tourism and deliver on Business Tourism Strategy
-
- Deliver an annual tourism awards programme to recognise best practice in the industry
-
- Develop an air route development programme to improve connectivity with France and Germany
-
- Increased delivery of Travel & Tourism programmes in schools leading to increased qualifications
-
- Stronger connection between employers/delivery partners/programmes to support businesses to participate in opportunities
-
- Develop a bespoke Sustainability Accreditation Scheme and/or promote a framework to promote and recognize other quality assured sustainability accreditation schemes
-
- A Regenerative/Sustainable Tourism Development Programme similar to the EDP to support the development of new and enhanced sustainable tourism experiences;
-
- Promote the role tourism plays in sustaining other sectors, eg culture, arts & heritage and food
-
- Encourage and facilitate collaboration within the sector to share best practice/knowledge/networks
-
- More collaboration between councils to produce integrated tourism/destination plans at local level

5. What do you think your organisation, business or those you represent, could deliver to contribute towards the Tourism Strategy? This could be in general, or in terms of the specific Themes and Indicators set out in the Strategy.

Local authorities can provide a range of support roles by fostering inclusivity, embracing innovation, promoting sustainability and nurturing collaboration.

We aim to enhance visitor experiences through diverse offerings, implement innovative solutions for tourism development that prioritise sustainable practices and collaborate with stakeholders to ensure a comprehensive and inclusive approach to city tourism.

As outlined in Belfast's 10 year Tourism Plan, Make Yourself at Home, we are strongly positioned to deliver a people centred approach for visitors and citizens. We can play an important convening role and are well placed to advise on relationships, networks and local infrastructure. A core objective is to develop neighbourhood tourism and we would welcome recognition and support in the role that this can play in delivering a vibrant and authentic tourism experience complementing the collaborative approach to delivering city deal projects and maximising return on investment.

6. Based on your responses to the above questions, do you have any further comment on the Strategy as a whole? i.e. Is there anything missing? Is it taking the industry on the right path for current and future challenges/opportunities?

Councils are well-placed to work with DfE to advise on appropriate approaches based on knowledge, networks and insights. However, we note the importance of delivering regional growth by recognising the important role of Belfast as a gateway city generating over 50% of NI tourism.

We welcome the opportunity to consult and look forward to associated action and delivery plans that will identify timelines, associated resources, collaborative opportunities and ownership to deliver.

We welcome the importance placed on a data driven approach but urge clarity on consistency across reporting, access to real time data and usable dashboards that facilitate both regional and local insights.

Greater inclusion on the value of tourism segments and the opportunity that business tourism presents to drive seasonal and mid-week high value spend against the outlined targets could be considered.

The opportunity presented is exciting particularly if alignment with city and growth deals is fully maximised with the potential for transformative new product such as Belfast Stories to drive demand that will support place positioning and strengthen the broader industry opportunity.

7. In the event that we need to better understand some of the responses collected, would you be willing to be contacted by the Department for the Economy to discuss your responses in further detail? Please note that your responses are otherwise confidential.

Yes

No

If Yes, please provide:

Name: Lesley-Ann O'Donnell

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If you have any concerns or questions at all about the Tourism Strategy, please do not hesitate to contact 02890529930 or tourismstrategy@economy-ni.gov.uk