



Northern
Ireland
Embrace
a Giant
Spirit

Tourism Northern Ireland



Our

Giant

experiences

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Ireland
Embrace
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Spirit





Mourne, Gullion and Strangford- UNESCO Global Geo Park

- Recognised as an area of outstanding geology and landscape's
- Ratified May 2023
- Only one of 9 in the world



Slieve Donard Resort-
Refurbishment

Titanic Belfast Gallery Refresh



Titanic Distillers

First working Distillery in Belfast in around 90 years



The Northern Ireland Spirits Trail



1- Belfast Artisan Gin School	06
2- The Copeland Distillery	08
3- Echlinville Distillery	10
4- Rademon Estate Distillery	12
5- Hinch Distillery	14
6- Killowen Distillery	16
7- Woodlab Distillery	18
8- Boatyard Distillery	20
9- Wild Atlantic Distillery and Gin School	22
10- Bushmills Distillery	24



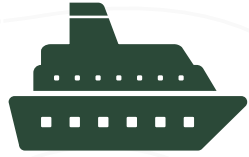
**Northern
Ireland
Spirits
Trail
Distillery
Passport**

Taste &
Tour

THE SPIRIT
BY BELFAST
THE GLASS
CIRCLE

AHOY BELFAST
UP THE
LAGAN!
CRUISES

Hotel Developments



Hamilton Dock, Titanic Quarter –
256 rooms, hotel or aparthotel
Late 2025



Room2 Belfast – “Homotel”-175
studio apartments opening
October 2023



The Regency Belfast



Belfast ranked in Top 20 global sustainable destinations

Sustainable tourism commitment



Launched the largest ever Green Tourism partnership with a city in partnership with Belfast City Council to support our industry to improve their sustainability credentials and provide funding for Green Tourism accreditation

50

Targeted 50% of our industry being committed in the next 12 months to having the Green Tourism / Green Meetings 3rd party certification



Developed a sustainable events framework to support conference organisers with the aim of 30% of events in Belfast having a sustainability plan in 2022



Established a sustainability team, appointed a Sustainability & Impact Manager within Visit Belfast, and developed a new sustainability strategy

30

Committed to 30% of Belfast events having a legacy and impact plan in 2022



Joined the Global Destinations Sustainability Index to accelerate our sustainability performance as a destination



Became a certified Green Tourism business (Bronze, June 2021)



THE EBRINGTON HOTEL



4 Star
150 Bedrooms
Hotel, Spa, Bar, Restaurant, MICE Venue

The City Hotel - Derry Londonderry





WHAT'S GOIN' ON
WI'ERIN?

KEEP
OUT!
GENIUS AT WORK

The Derry Girls Experience - Tower Museum

Lough Erne

Multimillion pound facelift

Focus on guest well-being and mindfulness

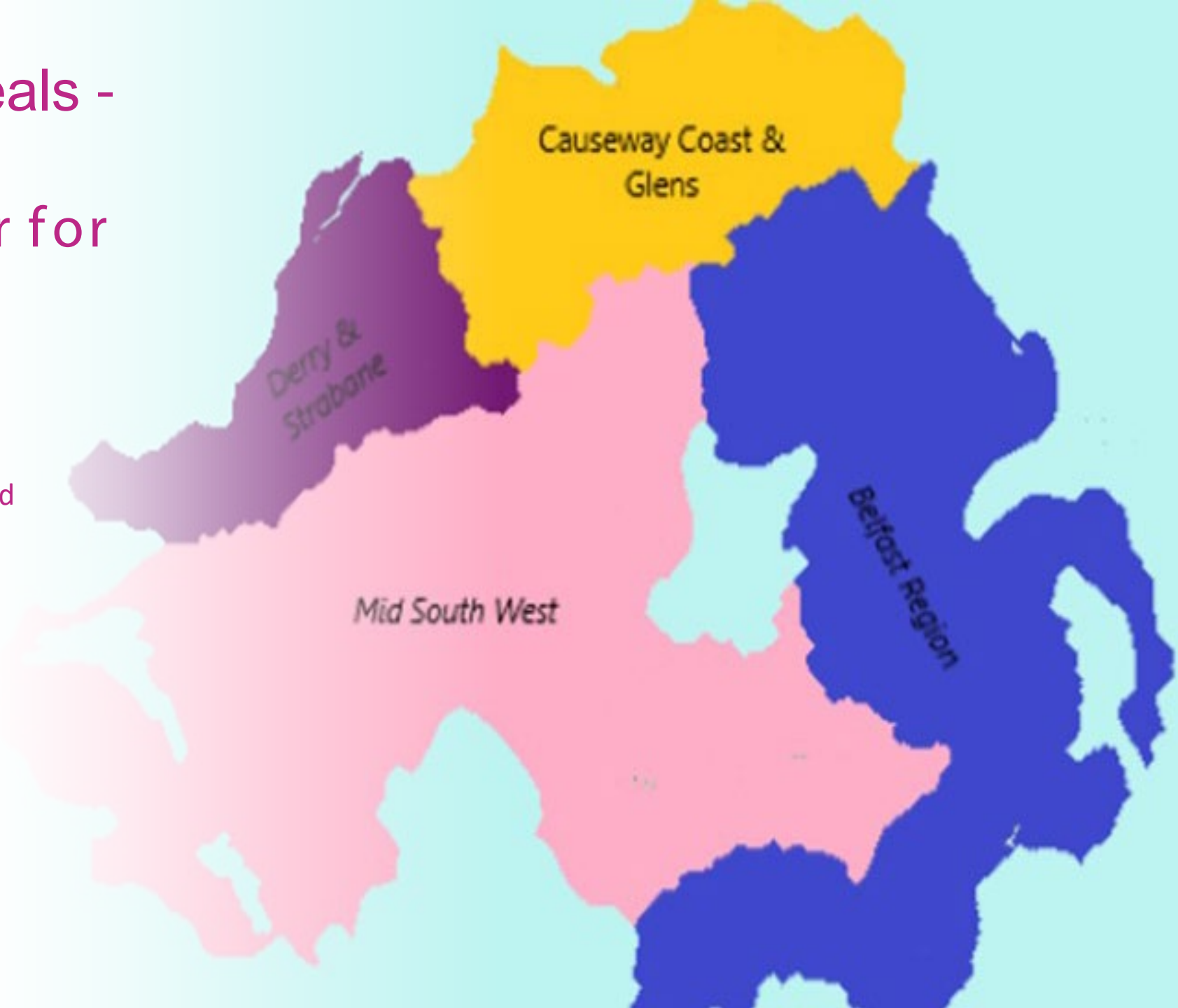


City and Growth Deals - What will this Investment Deliver for Tourism?

In the next 10 years, Northern Ireland will substantially extend its tourism offering building a mix of exciting and new attractions across Northern Ireland

Unprecedented £1.2bn of funding which will deliver physical infrastructure projects

TNI will work closely with partners to deliver new engaging, ambitious and authentic tourism projects





Derry on the North Atlantic - 2025

The £13m DNA project will create a new anchor visitor attraction, on the Waterside area of the City

Destination

Royal Hillsborough- 2027

The forthcoming £26m investment will create a world class visitor destination based in Hillsborough

Gobbins Phase II- 2027

This project will deliver both access and visitor experience improvements to the existing Gobbins Cliff Path totalling £13.6 m

Belfast Stories- 2028

Situated in the heart of Belfast costing £100m the interactive galleries will reveal the personal stories and fascinating facts that give Belfast its unique identity

Mourne Mountains

Gateway Project- 2029

This £40m project will create an unforgettable gondola trip to a mountain top visitor centre, allowing the visitor to enjoy views across the Mourne mountains, Irish Sea and Isle of Man

A group of four riders on horses galloping through shallow water on a beach. The horses are splashing water, and the riders are wearing helmets and riding gear. The background shows a grassy hillside.

Thank you!
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