



# **'Connecting *Shaped by Industry - Shared with Pride* to Visitors through Experiential Tourism': A Toolkit for Beyond the Project Phase**

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## **Foreword**

**Experiential Tourism** allows the visitor to immerse in a **sense of place** and connect with locals, heritage, culture, the uniqueness of a place, and leave with an emotional connection worth talking about.

*Shaped by Industry - Shared with Pride* has opportunity to offer an exceptional visit and benefit from longevity expected from visitors seeking experiential tourism. It falls within six key passion points identified by Tourism Ireland as the aspects that visitors are seeking. It is expected that experiences offered under these areas of tourism will be sustainable over time. Key elements in strategic marketing, they have shaped campaigns over 2019 and beyond, with expected reach of 1 billion people in 2019 under the campaign *Fill Your Heart With Ireland*. With the same focus on passion points (shown later in report) Tourism Northern Ireland will be launching a similar ethos driving their new campaign in the autumn of 2019.

For an experience to be both consumable and meaningful, an understanding of the potential customer on which to build a delivery plan and brand the experience is required. Both as individual offerings, as a group of offerings, and as a collaborative experience in the immediate catchment community/areas being visited. An equal and motivated partnership between all parties involved will be vital for a strategy to develop and be implemented. To achieve it there must be an understanding that working together will be essential, collaboration key and that it will be a drip feed success journey (1 - 5years).

The purpose of the toolkit is to evaluate where the opportunity is, and to initiate **Project Phase Out Partner Phase In**. It is a **baseline guide to initiate workshop activities and identify the formation of the *Shaped by Industry* working group/cluster of partner**





### **Scene 1: Experiences & Theatre**

'One of Northern Ireland biggest strengths is its sense of place.'

Tourism NI

'A tourism product is what you buy; a tourism experience is what you remember.'

Canadian Tourism Commission

Experiential tourism shows the visitor and helps them to feel, connect with emotion, and understand. The tourist becomes an active participant, valuing their visit because of direct experience, much greater than any other type of visit. Experiential tourism encourages visitors to participate and promotes activities that pull people into cultures, communities, and usually the outdoor or authentic setting. Different visitors will want different 'commitment levels' to the immersion, but the principles remain the same. For the visitor this might mean learning, meeting, or engaging, they want to share our local culture and heritage, but whatever the experience it will be hands-on participation, not a passive visitor looking on. Experiential tourists seek diverse experiences that match their interests, make them feel they have taken part, learnt something, felt a sense of personal achievement and made lifelong memories.

#### **Why use theatre?**

It has its own identity in attracting visitors purely seeking 'theatre'.

Cultural tourism is a type of **special interest tourism**. In cities, such as New York and London, which are defined and identified by their theatre districts, attracting and maintaining an audience of tourists is incredibly important to keep money coming into the theatres and the local economy. The Visit Britain 2017 end of year report details 3.3 million visitors (9% of all visits) who came to Britain to attend cultural/music/sports events. In comparison live music event visitors are at 2.6million, live football match visitors number 800,000, and horse racing 68,000.

*Source: International Passenger Survey 2006-2017 \*By those whose visit included the activity.*

[https://www.visitbritain.org/activities-undertaken-britain%](https://www.visitbritain.org/activities-undertaken-britain%20)

#### **2017 Tourism Ireland Visitor Market Analysis Report**

86% of visitors are white collar/management/professional (ABC1)

54% are aged 35+

70% of visitors are from the consistent main markets of Britain, US, Germany and France.

English language training visits numbered 140,000 (is this an opportunity?)

#### **July 2019 Tourism Ireland Figures**

There were 3,986,700 arrivals in Ireland between January and May 2019, which equates to an increase of 3.7% on the same period last year. North America and long haul markets continue to perform positively, up 9.1% and 7.2% respectively. However, Mainland Europe (+3.2%) and Great Britain (+0.8%) have shown a weaker pattern for the year so far, and in the month of May alone were down 4.6% and 4.4% respectively. This is giving cause for concern, and Tourism Ireland and industry partners are monitoring the situation closely. The Northern Ireland Statistics and Research Agency (NISRA) figures for 2018 show an increase of 12% in overseas holidaymakers to Northern Ireland, with a 13% increase in holidaymaker spend.



## Scene 2: Use the Lead Role

Experience providers within the Mid & East Antrim area benefiting from visitor growth are those who are engaging and using the services and toolkits provided by Tourism Northern Ireland, for example Training Workshops by Tourism Ireland, and Industry Opportunities provided by Council, such as *Shaped by Sea & Stone*. *Shaped by Sea & Stone* is the promotional marketing campaign primarily aimed at the tourism trade and international visitors, launched by Mid & East Antrim Borough Council in November 2018.

With phenomenal budgets, Tourism Ireland and Tourism Northern Ireland are targeting travellers worldwide and nurturing trade connections, sales and marketing strategies help individual businesses, and groups have a place on the world platform (at no or subsidised expense to the individual business).

### Current Strategy: Tourism Ireland Marketing Campaign 2019

Fill Your Heart with Ireland - WORLDWIDE

Six Consumer Passion Points are considered as the categories in which people want to visit, and why they might book. These six points are the key elements of the campaign calendar, presented by Tourism Ireland at their 2019 Marketing Launch.



**Question:** Can you provide one? YES: Living Culture.

**Question:** Can you provide more than one in one visit? YES: Living Culture & Built Heritage.

**Question:** Can you collaborate to provide more than one in one visit? YES: Living Culture, Built Heritage, Food & Drink.

### Northern Ireland Message Campaigns

Northern Ireland message must always come first, once hooked, then what visitors will do when they visit means individual experiences can offer solutions.

You are already on the world stage so **OPEN THE DOOR. HOW?**

### Great Britain Back on TV

Fill your heart with Ireland

TV: **itv**, **sky**, **vue**, **4**, **5**, **ODEON**

Cinema: **sky**, **ADSMART**

Catch-up & Sky AdSmart: **itv**, **more**

Online video: **YouTube**, **Teads**, **SPOTX**

Reach **40%+** all GB ABC1 adults

### Germany & France Cinema & TV

Fill your heart with Ireland

**34m** Reach

Fill your heart with **Ireland**

SAT.1, RTL, france.2, VOX, ARD, TFI

### Mainland Europe

Publicity **£27m** EAV (YTD)

**1.5m** Views

france.5

**1+m** Reach

metropolis, arte

**200k+** Views

### Canada

Fill your heart with Ireland

**Bigger campaigns Spring and Autumn 2019**

**Access** Trade Roadshows

Vancouver	Ottawa	London (ON)
Calgary	Montreal	Toronto
Hamilton		

**Publicity**

**2m** Reach

THE TRAVEL GUYS CANADA





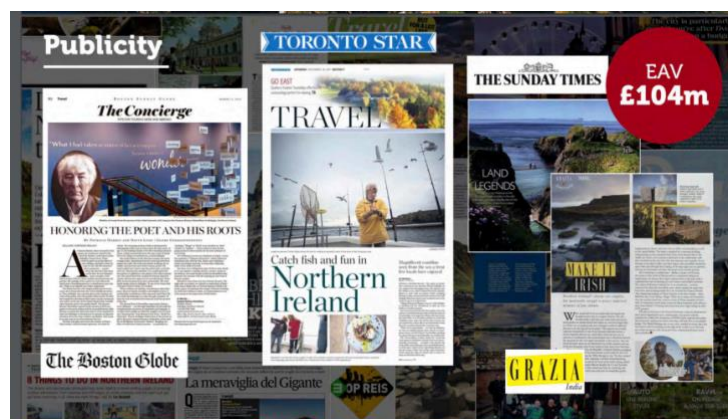
### Social conversations

Social conversations happen online through a social media platform, such as a boast about a holiday, checking in and telling others about where you're staying, selfie at the theatre, video of a road trip, photos of a meal, these all start conversations. Engagement and digital campaigns can help to build potential customers' knowledge of what can be experienced. It also enables customers/visitors to endorse and extend your marketing reach and capabilities. There is the opportunity to build a conversation of 'social content' around *Shaped by Industry - Shared with Pride* and how performances should not be missed. This takes time and effort, but is an essential tool. It is recommended to use the three social media platforms of Instagram, Twitter, and Facebook a minimum of 3 times a week.



### Non-Digital

Trade ezine coverage and familiarisation trips (FAMS) directed to target buyers. The opportunity to tell and sell the story of the experiences available.



## Delivering Together

### Meet the Buyer 2018

- 179 NI tourism reps

### Travel Trade

- 52 Group Fam Trips
- 788 international buyers

### Media Visits 2018

- 530 media hosted

### NI & ROI Market

**AUTUMN 2018 MARKETING OPPORTUNITIES**

ACTIVATING THE BENEFIT OF WELSH MOUNTAIN FOR ACCOMMODATION PROVIDERS AND VISITOR ATTRACTIONS

61 industry partners

**ROI Market 2017**

£90m (+29%)

### Business Tourism

- 94 conferences
- £45.9m economic impact

### Golf Tourism

- £40m (+12%)

## 2019 A Year of Opportunity

Experiential tourism is the opposite of mass tourism, that traditionally focused on package tours and holidays with low levels of personal involvement. Experiences must tap the hearts and minds of curious travellers, inviting them to connect with Northern Ireland's people, culture and geography through personal exploration.

Research into global best practice has shown that, in order to truly connect with our visitors, and ultimately grow market share, the focus needs to be on the emotions, feelings, and sensations visitors will have on their journey, the stories they will learn, and the connections they will make.

## 2019 A Year of Opportunity

### 2 NI & ROI Campaigns

### Co-op Marketing Fund

### Business Tourism

- 7 Trade Shows

### Travel Trade

- Meet The Buyer
- Coach & Group Workshop
- ITOA Workshop

### Golf Tourism

- 5 Trade Shows
- 5 Consumer Shows

## #THEOPEN

Planning and delivering exceptional visitor experiences requires considering the entire visitor journey from the visitor's perspective, from the moment they think about travelling until they are sharing stories, photos and videos at home or online. This will require the tourism industry to work much more closely together to offer the visitor an end-to-end holistic experience, that meets the needs of each visitor segment. Only products that are unique, authentic, and that encourage interaction could be described as experiential. This approach is firmly embedded in other world-class destinations, and most importantly is the bedrock of the NI tourism brand.



### Visit Britain Campaign & Target strategy 2019-2025

Great Britain has provided significant growth over recent years, with holidaymaker revenue to the island of Ireland growing 46% between 2012-2017, with Northern Ireland seeing growth of 86%.

<https://www.tourismireland.com/TourismIreland/media/Tourism-Ireland/Research/Great Britain Market Strategy Review 2.pdf>

### Additional Research - Country of Residence Survey

Results from the Central Statistics Office (CSO) evidence 3,986,700 overseas arrivals to Ireland between January and May 2019, an increase of 3.7% on the same period in 2018. North America (+9.1%) and long-haul markets (+7.2%) continue to show consistent growth so far throughout the year. However, Britain and Mainland Europe have shown a weaker pattern as the year unfolds, with British arrivals down 4.4% and Mainland Europe down 4.6% for the month of May. Latest data for Northern Ireland, for January to December 2018, shows strong overseas holidaymaker growth of 12%. British holidaymakers increased by 10%, North American by 22%, Mainland European 5%, and emerging markets grew by 14%. Overseas holidaymaker spend also increased last year, with growth of 13% recorded. Spend by Great Britain was up 6%, North American visitor spending was up 33%, Mainland Europe 11%, and emerging market spend was up 16%. Latest estimates for the island of Ireland in 2018 show holidaymaker growth of 11% for the year. Great Britain saw holidaymaker growth of 5%, North America was up 18%, Mainland Europe grew by 11%, and emerging markets was up 10%. Holidaymaker revenue also grew, with an increase in spend of 13% year-on-year. Great Britain holidaymaker revenue was up 3%, North America grew by 19%, Mainland Europe was up by 10%, and emerging markets increased by 13%.

Sources: CSO Country of Residence Survey and Passenger Card Inquiry, NISRA Northern Ireland Passenger Survey, Fáilte Ireland's Survey of Overseas Travellers.

<https://www.tourismireland.com/TourismIreland/media/Tourism-Ireland/Research/SOAR-June-2019.pdf?ext=.pdf>

### 2017 NI Facts & Figures Infographic Report Details

(2017 is the latest report in this format)

Overseas visitor totals

Why visitors were here

Where did revenue come from

Average spend

Popular places

Market area share & where visitors come from

Profile on visitors

[https://www.tourismireland.com/TourismIreland/media/Tourism-Ireland/Press%20Releases/TI\\_2017\\_Facts-Figures.pdf?ext=.pdf](https://www.tourismireland.com/TourismIreland/media/Tourism-Ireland/Press%20Releases/TI_2017_Facts-Figures.pdf?ext=.pdf)



### Scene 3: Know Your Audience

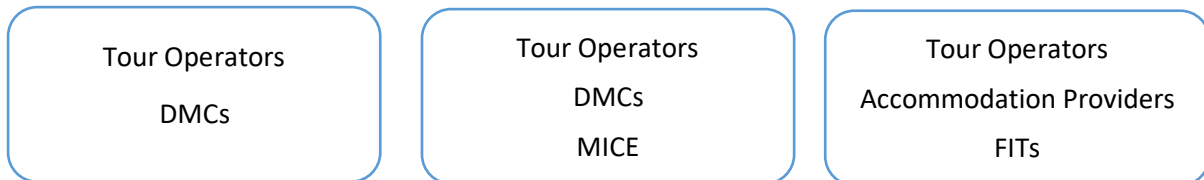
#### Who is selling and who is the customer?

In simplistic terms the opportunities could be zoned into 3 experience category options:



It is essential to **identify the product**, what the **experience offer** is, and how it can it be sold to a **target market**.

#### Who are the customers?



DMC: Destination Management Companies who handle all ground operations for international companies.

MICE: Meetings Incentives Conferences & Events

FITs: Free Independent Travellers

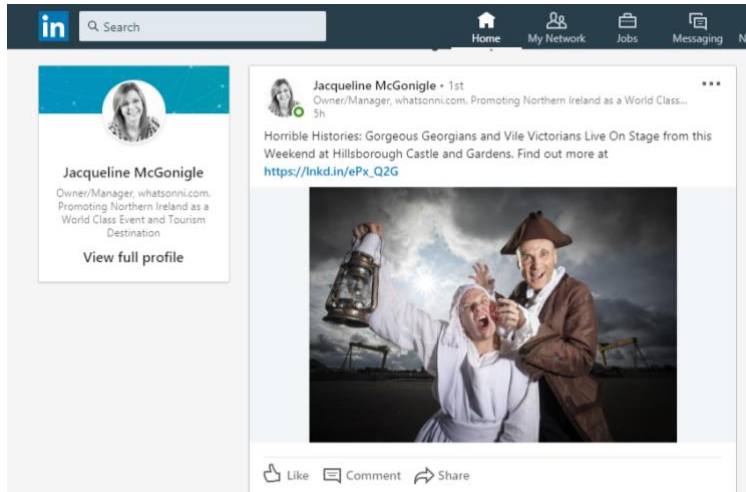
#### Who are the competitors, strengths & weaknesses?

Who	Product offered	Strengths	Weaknesses	Matched or Differentiation
1.Centre & Fort	Welcomed by characters, hear the stories & legends, short walking tour. 45mins	Free. Authentic. Historical & Factual.	Only available on 2 days a week.  1 location only.	
2.	Consider Ireland wide E.g. Navan Fort, Hillsborough Castle, Birr Castle, Cobh Heritage Centre, Presidential homestead tour & food.	List for each Product offer identified.	List for each Product offer identified.	
3.	Consider what is an option to book, not necessarily in the same category e.g. Titanic attraction tour, Theatre tickets, guided coach tour.	List for each Product offer identified.	List for each Product offer identified.	





### Hillsborough Castle Scheduled Event Example



### Market Research, know who to target, when and how?

Collect data intelligence from several sources and utilise free provisions from Tourism Northern Ireland and Tourism Ireland.

- Know Your Customer  
<https://tourismni.com/Grow-Your-Business/know-your-customer/>
- Markets & Segments  
<https://tourismni.com/Grow-Your-Business/know-your-customer/markets-and-segments/>
- Campaigns (ROI, GB & Fill Your Heart with Ireland)  
<https://tourismni.com/Grow-Your-Business/know-your-customer/markets-and-segments/ROI-Market/>  
<https://www.tourismireland.com/Marketing>
- Tourism Performance SOAR reports  
<https://tourismni.com/facts-and-figures/>
- Overall Research  
<https://www.tourismireland.com/Research>

Sign up to receive the latest data when it is released <https://www.pages03.net/nitb/doi-confirmation/DOIProcess/?webSyncID=ee9427b4-61c9-9a19-a600-d8a596072e77&sessionGUID=6008ac8e-362d-c307-c83c-708a64a4055a>

### Branding

This will need careful collective planning, to entice and persuade interest and bookings for individual locations AND/OR as a group offering. An individual offering can be part of the overall brand if it is a static location or host company, offering the *Shaped by Industry – Shared with Pride* experience as part of a visit or package. Collectively, there is an opportunity to brand together and be part of the ‘bigger sell’ via a strong key identifier (logo), and supportive material (digital and sales kit).



### Marketing Mix

Marketing strategy could be broken down into a 5-year plan, year by year, month by month determined by objectives to be achieved. Relating back to the very first point in this section of who is selling and who the customer is, the three main experience category options will determine individual and collective marketing plans.

Marketing Mix will need to be determined for all 3 category options, here are the baseline basics:

- **Product:** The range, design & mechanics, features, benefits, USP.
- **Price:** Set around the basic offer, packaged offer, collective offer. Public versus private.
- **Place:** Trade shows, tour operators, Visitor Information Centres, accommodation providers, partner businesses, industry opportunities, campaign involvement.
- **Promotion:** Online and traditional offline.



#### **Scene 4: Script to Sell**

To maximise sales opportunities a factual and precise document/portfolio of experiences is the optimum resource to connect and grab the attention of private buyers (tour operators, domestic group tours (Ireland & UK) e.g. UAE, WI, Rotary, Inner Wheel, Clubs & Societies).

#### **Checklist**

- Introduction
- Who, What, Why, When, How?
- Key Contact profile & details
- Description of experience offer
- In-depth description, facts & mechanics
- Booking procedure
- Availability & restrictions
- Pricing
- Photo & Video

#### **Format**

Printed documentation.

Digital documentation (to email or send via wetransfer.com or USB handover).

Photo & Video portfolio (to email via wetransfer.com).

#### **Case Study Portfolio**

Visitors want to enliven their senses, to smell, touch, hear and see something that they can't experience elsewhere. Something you can't get at home. It can be complicated with many elements or just a simple gesture, but complemented by the story and the giving of the recipe, such as the sweet traybakes 'fifteens' invented in Northern Ireland. The challenge and the opportunity are to identify, differentiate and package something only available in Northern Ireland or the local area – YES the industrial heritage!

For example Toast The Coast's Food Tour tasting plate of Organic Shorthorn Beef and Organic Glenarm Salmon tasted at its farm source, in Glenarm, only available in Northern Ireland, only available in Glenarm. Creating an experience worth buying in the visitor's eye (often in advance) involves a high level of trust. Therefore, all factors must consider if the buyer will be informed to make a purchase.

<b>Offer</b>	<b>Response</b>	<b>Outcome</b>
Café breakfast plate at £3.50	Customer eats, hunger satisfied.	Happy customer.
Café breakfast plate with Irish food only, priced at £5.	Customer feels connected to the food, and wants to know more. Hears the story, knows what they are getting by paying more.	Happy customer, willing to pay more.
Café breakfast plate with Irish food only, hears from owner where it's from, how the café started, why there is a deli, how the food is sourced and bought. Told how breakfast plate is only available to customers on the food tour, priced at £12.	Customer is emotionally connected, feels the service is excellent, feels like a local, takes photos of food and people, boasts on social media, tells friends about it, and purchases food to take home from the deli as gifts. Shares their own food stories, tells us about favourite places to eat back home. Tips the owner.	Happy customer, willing to pay more. Owner has larger profit margin, 500 people see positive post on social media. Customer tells tour company they had a great time. Owner gets 10 more bookings for the year. Owner gets a monetary tip.



**Whitehead Railway Museum Case Study (based on a group size of 15 people)**

- 15-minute pop up performance £45 per person.
- 45-minute performance £63 per person.
- 45-minute performance, museum guided tour, and light luncheon £82 per person.
- 45-minute performance, museum guided tour, steam train ride\* & cream tea £135 per person.

(\*Steam train ride costs were estimated by author, draft calculations below)

	Who	Costs	Costs 45min Expereince with Tour & Lunch/Cream Tea	Costs 45min Expereince with Tour, Steam Ride & Lunch/CreamTea
<b>Production</b>				
	Theatre Company	£ 800.00	£ 200.00	£ 200.00
Project Management	Theatre Company	£ 500.00	£ 100.00	£ 100.00
Costume Maker (only for new projects)	Theatre Company	£ 300.00		
<b>Performance</b>				
2 days rehearsals, 1 day tech, 4 performances in 1 day				
1 Stage Managers @ £150 x 4 days	Cast	£ 600.00	£ 150.00	£ 150.00
2 Cast Members @ £150 x 4 days	Cast	£ 1,200.00	£ 300.00	£ 300.00
Travel Expenses (funded projects only)		£ 102.50		
<b>Materials</b>				
Props/special effects (only for new projects)	Theatre Company	£ 100.00		
Costume materials (only for new projects)	Theatre Company	£ 100.00		
<b>Museum</b>				
Tea Coffee &Lunch/Cream Tea	Museum	£ 12.00	£ 180.00	£ 180.00
Museum Tour	Museum	£ 6.00	£ 90.00	£ 90.00
Margin	Museum	£ 200.00	£ 200.00	£ 200.00
Museum Steam Carriage Cost	Museum	£ 800.00		£ 800.00
<b>Price per Group based on group Size 15</b>			<b>£ 1,220.00</b>	<b>£ 2,020.00</b>
<b>Price per person based on Group Size 15</b>	<b>15</b>		<b>£ 81.33</b>	<b>£ 134.67</b>
Theatre Company			£ 300.00	£ 300.00
Actors			£ 450.00	£ 450.00
Museum			£ 470.00	£ 1,270.00

	Who	Costs	Costs 15min Experience	Costs 45min Expereince
<b>Production</b>				
	Theatre Company	£ 800.00	£ 125.00	£ 200.00
Project Management	Theatre Company	£ 500.00	£ 100.00	£ 100.00
Costume Maker (only for new projects)	Theatre Company	£ 300.00		
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<b>Museum</b>				
Tea Coffee &Lunch/Cream Tea	Museum	£ 12.00		
Museum Tour	Museum	£ 6.00		
Margin	Museum	£ 200.00	£ 150.00	£ 200.00
Museum Steam Carriage Cost	Museum	£ 800.00		
<b>Price per Group based on group Size 15</b>			<b>£675.00</b>	<b>£950.00</b>
<b>Price per person based on Group Size 15</b>	<b>15</b>		<b>£ 45.00</b>	<b>£ 63.33</b>
Theatre Company			£ 225.00	£ 300.00
Actors			£ 300.00	£ 450.00
Museum			£ 150.00	£ 200.00






## EXPERIENCES

# SHAPED BY INDUSTRY SHARED WITH PRIDE

Participative theatre performances on location, with locals & where the real stories of heritage & industry are brought to life.

Information of what is on offer, a paragraph to sell sell sell the theatre performances

- 15 minute pop up experience
- 45 minute immersive participative experience
- Half & Full Day packages with 45minute session, along with museum tour and food.
- Full Day packages with 45minute session, along with museum tour, food, with options to pick: steam carriage ride, guided walking tour in the town, second location visit.

Whitehead Railway Museum, combines the past with the present. You can get up close to some of the magnificent steam locomotives in the Railway Preservation Society of Ireland collection.



## PARTICIPATIVE THEATRE EXPERIENCE EXAMPLE FOR GROUPS

1	2	3
<p>15 minute performances.</p> <p>Story Story Capacity Availability What else</p>	<p>Museum &amp; Locomotive Tour 1 to 3 hours</p> <p>Audio or Guided Tours</p> <p>Edwardian Tea Room breakfast, lunch, afternoon tea</p>	<p>Standard Composition 2 to 15 people.</p> <p>Split group rotational capacity options.</p> <p>Exclusive private experiences for custom requirements.</p>

## INFORMATION & BOOKING

 <h3>Information &amp; Booking</h3> <p>Photo &amp; Video Portfolio Booking Form Notice Requirements</p>	<p>Contact Name Contact No Contact Email Website Address</p>
 <h3>Pricing</h3> <p>What it includes</p>	<p>Distance from Belfast, Dublin , Giants Causeway &amp; Londonderry.</p>
 <h3>Mechanics</h3> <p>Facilities on site. Accessibility. Restrictions etc.</p>	<p>Grading information World Host etc</p> <p>Social Platforms</p>



### **Scene 5: Engage the Audience**

Main targets are split into categories, where one can be targeted, or several with acute and fine-tuned sales & marketing strategies (as one or all 3 experience category options.)

Domestic: Customer segmentation based on age, location, interest grouping  
International: FIT's (Free Independent Travellers) as individuals or small groups, Group Travel, MICE (Meetings, Incentive, Conference & Events promoted & sold by Tour Operator & DMCs (Destination Management Companies).  
Cruise ship industry is complex, requiring specialist focus. Often a membership with Visit Belfast is required to progress in this area.  
Consider: Budget, luxury, bespoke experiences tailored to the exclusive experience, languages, tour guide qualifications, H&S, insurance, World Host, schemes such as China ready.

Atlas Travel Solutions

[www.atlastravel solutions.com](http://www.atlastravel solutions.com)

Dublin based DMC

Special Interest

CIE Tours [www.cietours.com](http://www.cietours.com)

Dublin based tour operator

Large groups on scheduled itineraries

Back Roads Touring

[www.backroadstouring.com](http://www.backroadstouring.com)

UK based small group travel (18 people per tour)

Enriched heritage of local communities, meet locals, & food

Moloney & Kelly [www.moloneykelly.com](http://www.moloneykelly.com)

Dublin based DMC

High end budgets

Hospitality Line [www.hospitalityline.co.uk](http://www.hospitalityline.co.uk)

UK based individual & group travel

Theatre Breaks

Great Rail Journeys [www.greatrail.com](http://www.greatrail.com)

York based tour operator

Only sells rail discoveries & experiences

Railtours Ireland [www.railtoursireland.com](http://www.railtoursireland.com)

Dublin based dedicated rail tour operator

Select Travel Services [www.selecttravel.co.uk](http://www.selecttravel.co.uk)

UK based tour company, private leisure & corporate travel

Cultural & special interest trips

Abercrombie & Kent

[www.abercrombiekent.com](http://www.abercrombiekent.com)

Worldwide Group and individual tours

Highlaender Reisen [www.highlaender-reisen.de](http://www.highlaender-reisen.de) \*

German based tour operator

Special interest tours (& outdoor activity tour)

Brack Tours [www.bracktours.com](http://www.bracktours.com)

NI Based DMC

History & heritage

Reisewelt Teiser [www.reisewelt-neuhof.de](http://www.reisewelt-neuhof.de) \*

German based tour operator

Special interest tours, culture & history

Brendan Vacations

[www.brendanvacations.com](http://www.brendanvacations.com)

USA/Ireland based tour operator

Locally hosted rail vacations

Kesari [www.kesari.in](http://www.kesari.in)

India based tour operator

Unique Speciality Tours

Cara Group Travel

<https://caragrouptourtravel.tumblr.com/>

USA/Ireland based tour operator

Heritage group travel

Adams & Butler [www.adamsandbutler.com](http://www.adamsandbutler.com)

Dublin based DMC

Exclusive high end, extensive budgets.

Collette [www.collette.com](http://www.collette.com)

Uxbridge based tour operator

Rail journeys



## *Shaped by Industry - Shared with Pride Project Toolkit*

Crafted Ireland [www.craftedireland.com](http://www.craftedireland.com)  
Dublin based DMC  
High end luxury

Wens Travel [www.wenstravel.com](http://www.wenstravel.com)  
Netherland Based tour operator  
Music, history, cultural, educational and  
participative experience tours

Ireland Unlocked Tours  
[www.irelandunlockedtours.com](http://www.irelandunlockedtours.com)  
USA based tour operator  
Themed group & private tours

\*To translate these websites from German to English right click and select the 'Translate to English' option.

### Priority Sales Opportunities

Meet The Buyer Belfast approximately 2<sup>nd</sup> week in April every year.  
15-minute appointments, full or half day to meet with representatives from over 200 companies, matched on theirs and your requirements. Pre-scheduled appointments.  
Organised by Tourism Northern Ireland and Tourism Ireland.

ITOA Belfast approximately 2<sup>nd</sup> week in November every year.  
10-minute appointments, no scheduled appointments, cold sell/pitch in queuing system.  
Organised by ITOA, Tourism Northern Ireland and Tourism Ireland.

GB & ROI Coach & Group Operator Workshop (Meet The Buyer).  
Annually in September.  
<https://tourismni.com/tnievents/gb--roi-coach--group-operators-workshop-2019/>  
Organised Tourism Northern Ireland.

Tourism & Hospitality Cluster Meetings.  
Collaborative networking and cross selling to market the entire area as a destination.  
Meet once approximately 9 times a year.  
Gobbins Cluster.  
Glens Cluster.

### Listings of experiences can be published with free & charged options:

- Discover Northern Ireland (automatically feeds through to Tourism Ireland.)
- Shaped by Sea & Stone (Mid & East Antrim Council notify & listing is lifted from DNI).
- Experience Northern Ireland.
- Visit Belfast.
- Visitor Information Centres (even outside the area).
- Industry Opportunities provided by Tourism Ireland across world Tourism Ireland offices and branches as well as targeted campaigns, trade ezine and workshops.  
<https://www.tourismirelandindustryopportunities.com/opportunity-listing>
- Seasonal campaigns, such as Causeway Coastal Route Slow Road Autumn campaign, where product can be uploaded to be featured across Europe by Tourism Ireland's marketing campaign. Extending the traditional 'tourist season' of June to September into the rest of the year is an objective of Tourism Ireland's marketing strategy and will feature in the 2020 to 2022 strategy, expected to launch December 2019.

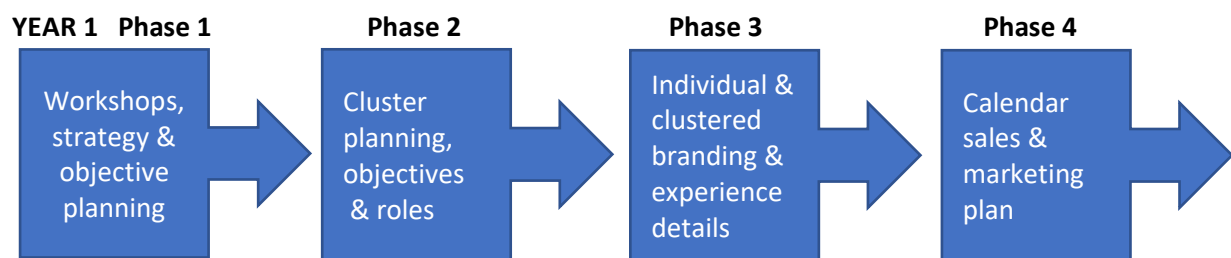


## **Scene 6: Recommendations & Opportunities**

### **Recommendations**

1. Partnership is required for project phase out, partner phase in. Focus on a 1 to 5 year plan based on individual location offer and joint multisite, multi-experience offer.
2. Establishing a *Shaped by Industry – Shared with Pride* partner working group/cluster would facilitate the ability to meet 5 times per year to plan sales and marketing activities, and attend sales events. Working group members should consist of one representative from each site and one Theatre Company representative, with a minimum of five members.
3. It is recommended that each site identifies at least three additional trusted partners to work with to provide a destination offering e.g. hotel breakfast, lunch, afternoon tea, overnight stay, other on-site provisions, or other provisions, such as tours or retail. Partners that can complement and increase visitor numbers and revenue, and add a *Shaped by Industry* option to their own portfolio of experience offers. Working group to meet in own location throughout the year, and all to meet 3 times per year as entire *Shaped by Industry - Shared with Pride* cluster tourism experience product.
4. It is recommended that the working group identifies further potential partnerships outside private group bookings, to further promote *Shaped by Industry* in the four locations. These should tie in with existing scheduled public events and festivals, such as Glens Storytelling Festival, Naturally North Coast & Glens Food Market, Dalriada Festival, Whitehead Food & Folk Festival, Whitehead Wool & Yarn Fest, Whitehead Victorian Street Fair, Carnlough Festival, Siege of Carrickfergus, European Heritage Open Day weekend. Development of new initiatives with substantial marketing collateral are an opportunity to promote scheduled public events or bookable private events. One such event is *Taste the Island*, an all island food celebration, September to November in 2019-21.
5. Within the five year plan, consideration could be given as to how the theatre performances could evolve over time, with new productions. The initial product will need to be kept fresh, and have a resell value in 5 to 10 years. Consider the development of gaming, apps, virtual reality, augmented reality, and paranormal and dark tourism (travelling to places associated with death and suffering).
6. In a one to one or group sales activity, such as Meet The Buyer, the overall benefit of visiting Northern Ireland needs to be promoted, then Whitehead/Carrickfergus/Carnlough/Glenarm, then the location and experience (the USP). It is vital to be able to recommend other activities and experiences, where else to stay, and where to eat. This is another reason to ensure partnerships are developed, and nurtured over time, by attending tourism cluster meetings and networking events. Make the product on offer part of the cultural footprint, and showcase as a much to see and do for the local area. Make the destination stand out from the rest of NI and further afield.
7. With individual offerings identified and a collaborative working group established, there is opportunity to incorporate a wider offering by collaborating with suitable partners outside of Mid & East Antrim. Connecting with other heritage sites and experiences across NI could form a strategic plan to map out and deliver Northern Ireland as a recognised *Shaped by Industry* sought out travel destination. Examples of collaboration between tourism offerings can be used as case studies to identify key parameters to achieving 'destination' status. These include Cinque Terre, a rugged coastline of 5 hillside villages in Italy, San Sebastian Pintxos Food Trail, St Patricks Trail Ireland, Venice Art Biennale and the Irish or Scottish Whiskey Trails.
8. Motivating and empowering your working partners and your team or volunteers is key to your offer. Their skills, ideas, and contribution are vital for seamless operations and customer satisfaction. This can be identified in an 'experience time workflow/operations sheet', identifying a timeline and action list, assigned to people and times to allow efficient communication. Remember to include preparation time, and time afterwards to review.





### **Opportunity**

The opportunity exists to extend the overall experience of visitors, maximise satisfaction, and perceived value for money. This can be achieved through bundling individual or multi-site offers and increasing visitor spend, and therefore revenue. If the individual location does not currently charge for entrance this may need to be evaluated to benefit extended group partners, or feedback into the charity/social status as fundraising, support marketing plans.

As well as targeting identified tour operators it would be beneficial to research and engage with specialist travel/study tours, and incorporate the participative theatre into the programme of visit. E.g. Learn English/Irish study programmed, Food & Drinks of the time, Creative Writing Classes, Prop-Picking/Creation and Management, Theatre Skills, Remote Stage Management, Make up and Costume Design. This is another option to add additional credit to the objective of preserving heritage.

Private, specialist and public experience products aside, an opportunity lies within the luxury VIP market to create 'money can't buy' exclusive 'magic moments', such as an exclusive afternoon tea with 'Lady Londonderry'. This is a specialist area and worth exploring what options are available at each location for the right customer!

Put the visitor at every part of the customer experience when you plan, deliver and review your experience product on offer. Share your part of Northern Ireland with real pride!



### **Bio**

*'Connecting Shaped by Industry Shared with Pride to Visitors through Experiential Tourism'* Toolkit author, Portia Woods founded and designed Toast The Coast Food Tours & Experiences, widely recognised in the tourism sector as one of the leading experiential tourism offerings in Northern Ireland. Toast The Coast focuses on the entire experience that can be found on the Causeway Coastal Route between Belfast and Bushmills, focusing on Northern Irish food and drinks, the story of food heritage, meeting local people and their individual stories, stunning scenery, feeling connected and immersed in a sense of place.

Two years old and thick in development, founder of Toast The Coast Portia Woods is living the journey of connecting the experience offering with potential buyers, with failures and success to relate and report. She has experience of product design, sales and marketing, pricing, brand development, four *Meet The Buyer* shows, pitch competitions, several FAM (familiarisation) trips, and hosting a diverse segmentation of visitors. Portia was voted Food Entrepreneur of the year 2019 at the Northern Ireland Women's Awards 2019.