

Helping your
clients
find their
True North

Northern
Ireland
Embrace
a Giant
Spirit



Northern Ireland

Embrace a Giant Spirit



tourism
northernireland

A person is standing on the edge of a dark, rocky cliff. The cliff face is rugged and covered with patches of green and yellow grass. The ocean is a deep blue, stretching to the horizon. In the distance, there are more landmasses under a clear sky. The overall scene is serene and majestic.

A Giant Welcome to Northern Ireland

A land filled with untapped unique, original,
and distinctively Northern Irish experiences.

Where we work hard to exceed
your client's expectations.

Your Giant Opportunity



Fantastic range of accommodation offers and options, to suit all tastes and budgets



Authentic, immersive experiences perfect for big & small travel groups



Considerable upselling on convenient close by experiences



Competitively priced, mixed experiences help your client's budget stretch further



Ideal for sustainable travellers and making a meaningful impact



One Place. Many Experiences.

Our compact size and accessibility allow you to easily tailor itineraries and combine experiences to perfectly match visitor interests.

Visitors benefit from our wide range of transport options, with close proximity to our airports and rail stations in both Belfast City and Derry~Londonderry.

No two trips are ever the same, even when taken by the same group, and there's always more to discover.

- 
-  1 Belfast International Airport
 -  2 George Best Belfast City Airport
 -  3 City of Derry Airport
 -  4 Dublin Airport
 -  1 Belfast Harbour
 -  2 Port of Larne
 -  3 Dublin Port



Belfast is only 2hrs
from Dublin

What makes Northern Ireland unique



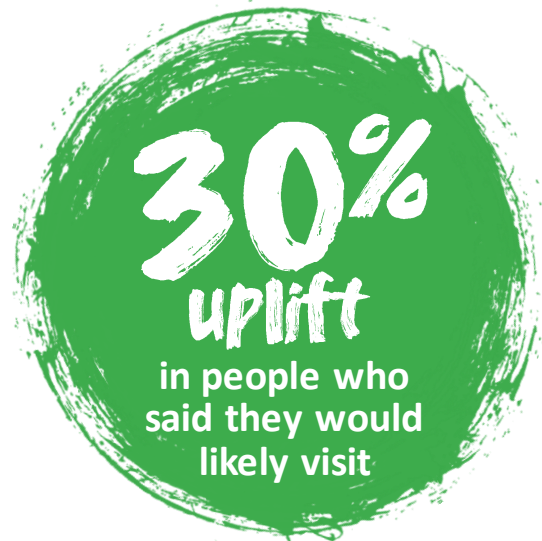
- Vibrant culture: Rural escapism with buzzing urban life
- Mythical land: The home of Game of Thrones and legendary Irish lore
- No seasonal restrictions: Experiences available all year round
- Scenic: Dramatic and varied open landscapes and mountains, stunning coastlines, world-famous golf courses and home to Game of Thrones® Territory
- Dining: World class food, drink, and artisan craft experiences
- Compact: Everything is in close proximity and easily accessed

**Northern
Ireland**

**Embrace
a Giant Spirit**



We researched our new
Embrace a Giant Spirit
brand positioning with 3,000 participants



**Inherently
welcoming**
Delivers on a sense
of belonging

**Goes beyond
stereotypes**
associated with island
of Ireland

**Puts
People
First**

Some places you visit, others you experience, feel, and cherish.

Helping your clients find their True North

Key experiences



From our legendary stories to world-class food and hospitality, here are some key experiences we can offer your clients to give them the Giant Adventures they deserve.



We've curated all of these unique experiences to give you stand-out offerings and competitive cut-through.



Embracing
giant
experiences



Northern Ireland



Embrace a Giant Spirit

- 1 Sheepdogs at Work
- 2 Lord Rawdon's Montalto
- 3 Belfast Traditional Music Trail
- 4 Tracey's Farmhouse Kitchen
- 5 Clifftop Experience
- 6 Beyond the Bridge
- 7 Men of the Mournes
- 8 Stars and Stones
- 9 Hands-On Belleek
- 10 Walking the Edge
- 11 Titanic Sunday Afternoon Tea
- 12 Hillsborough Castle and Gardens

- 13 HMS Caroline - Meet the crew
- 14 Toast the Coast
- 15 Blossom to Bottle
- 16 Belfast Food Tour
- 17 Whiskey on the Rocks
- 18 Catch and Sea
- 19 Coastal Canters
- 20 Island Discovery
- 21 Glide with the Tide
- 22 Unlocking the Walled City
- 23 Seamus Heaney HomePlace

-  1 Belfast International Airport  2 George Best Belfast City Airport  3 City of Derry Airport
-  1 Belfast Harbour  2 Port of Larne





Sheepdogs at work

James invites visitors to his farm
set deep in the beautiful ancient
landscape of the Sperrin Mountains.

Sheepdogs At Work, Glenshane Country Farm, Derry~Londonderry
ONLY 55 MINUTES FROM BELFAST





Lord Rawdon's Montalto

A majestic estate and a beautiful Georgian mansion are the setting for an unforgettable experience.



Lord Rawdon's Montalto, Montalto Estate, Co. Down
ONLY 30 MINUTES FROM BELFAST



A Spirited People



Spirit of Adventure



Urban Spirit



Great Tastes

Belfast Traditional Music Trail

There's music in the air here.
It's what makes the city special.





Spiced people



Land of legends



Giant tastes

Tracey's Farmhouse Kitchen

A freshly baked taste of
tradition – what could
be better?



Tracey's
Farmhouse Kitchen

Tracey's
Farmhouse Kitchen

Tracey's Farmhouse Kitchen, Co. Down
ONLY 40 MINUTES FROM BELFAST



Clifftop Experience

Think you know the Giant's Causeway?
See it from a whole new angle.



Clifftop Experience, National Trust & Away A Wee Walk, Co. Antrim
ONLY 70 MINUTES FROM BELFAST



A spirited people



Land of legends



Natural wonder



Spirit of adventure



The Giant Coast

Beyond the Bridge

Follow in the footsteps of generations of salmon fishermen – and cross the bridge from the present to past.



Beyond the Bridge, National Trust & Dalriada Kingdom Tours, Co. Antrim

ONLY 75 MINUTES FROM BELFAST



Men of the Mournes

If these stones could speak, they'd tell tales of hermits, smugglers and fugitives...



Men of the Mournes, Walk the Mournes, Co. Down
ONLY 60 MINUTES FROM BELFAST



Stars and Stones

Stargazing all the way from the
Bronze Age to the Digital Age



Stars and Stones, Mid Ulster Council & Davagh Dark Sky Observatory, Co. Tyrone
ONLY 80 MINUTES FROM BELFAST



Hands-on Belleek

Discover the craft behind the world-famous
Belleek pottery.

Hands-on Belleek, Belleek Pottery, Co. Fermanagh
ONLY 130 MINUTES FROM BELFAST



A Spirited People



Land of legends



Natural wonder



Spirit of adventure



The Giant Coast

Walking the Edge

Step out and find yourself between
earth, sea and sky.



Walking the Edge, Gobbins Cliff Path – Mid & East Antrim Council, Co. Antrim

ONLY 40 MINUTES FROM BELFAST



A spirited people



Land of legends



The Giant Coast



Giant tastes

Titanic Sunday Afternoon Tea

Take tea within Titanic Belfast,
beside a replica of the ship's
famous Grand Staircase.



Titanic Sunday Afternoon Tea, Titanic Belfast



Hillsborough Castle and Gardens

A unique heritage destination with a
glorious past – and a royal present.



HRP Hillsborough Castle and Gardens, Co. Down
ONLY 20 MINUTES FROM BELFAST



HMS Caroline Meet the crew

Want to discover what life was like at
sea in a First World War battleship?
All aboard!



HMS Caroline, National Museum Royal Navy HMS Caroline, Belfast



A spirited people



The Grant Coast



Urban spirit



Grant tastes

Toast the Coast

From coastline to countryside, this
is a landscape of stunning beauty –
and abundance.



Toast the Coast, Co. Antrim
ONLY 30 MINUTES FROM BELFAST



Blossom to Bottle

Welcome to the place where
unforgettable memories are
always in season.



Blossom to the Bottle, Armagh Cider Company Co. Armagh
ONLY 40 MINUTES FROM BELFAST

Belfast Food Tour

Discover the real Belfast – one bite at a time.



A Spirited People



Urban Spirit



Grant Tastes



Belfast Food Tour, Taste and Tour, Belfast

Whiskey on the Rocks

How do you take your whiskey?
With a little geology...



A spirited people



Land of legends



Natural wonder



The Giant Coast



Giant tastes



Whiskey on the Rocks, National Trust, Co. Antrim

ONLY 70 MINUTES FROM BELFAST

Catch and Sea

Feel the wind in your hair on this early morning fishing trip in the Atlantic Ocean.



A Spotted People



Land of legends



Natural wonder



Spirit of adventure



The Giant Coast



Giant tastes



Catch and Sea, Causeway Coast Foodie Tours, Co. Antrim
ONLY 80 MINUTES FROM BELFAST



Coastal canTERS

Experience the best of what the north coast
has to offer from a different perspective...
on horseback.



Coastal CanTERS, Shean's Horse Farm, Co. Antrim
ONLY 70 MINUTES FROM BELFAST



Island Discovery

Discover one of the world's most
beautiful waterways



Island Discovery, Erne Water Taxi, Co. Fermanagh
ONLY 105 MINUTES FROM BELFAST

Glide with the Tide

A unique way to discover a unique
marine environment – and its riches.



Glide with the Tide, Mobile Team Adventure, Co. Down
ONLY 40 MINUTES FROM BELFAST

Unlocking the Walled City

The great walls of Derry- Londonderry,
Ireland's only fully intact walled city,
have witnessed centuries of drama.



Unlocking the Walled City. Visit Derry, Derry~Londonderry
ONLY 90 MINUTES FROM BELFAST

Seamus Heaney Homeplace

Discover a place made of words, and
words made of a place.

People & Place

Seamus Heaney grew up working in the family farm in the village of Bellaghy. He was a poet, a writer, and a man of letters. He was a man of the land, and the land was in him. He was a man of the people, and the people were in him. He was a man of the place, and the place was in him.



'Between haystack and sunset sky,
Between oak tree and slated roof,

I had my existence. I was there.
Me, the place in me'



Seamus Heaney Homeplace – Mid Ulster District Council, Derry-Londonderry

ONLY 45 MINUTES FROM BELFAST

Working together



All sectors are **good to go** and back open for business

The safety and comfort of all visitors and staff is extremely important to us.

Across tourism and hospitality, we've put in place special measures and sector guidelines regarding social distancing, additional sanitisation stations, and to ensure extra hygiene precautions are taken.

We're advising all group organisers to carefully check their itinerary and contact all experience providers in advance to double check any special measures in place, such as dividing tours into smaller groups or wearing masks.



Good to Go Safety Mark



This industry wide charter mark is in place all throughout the UK. Businesses are required to complete a safety assessment to ensure they are 'Good to Go'.

A list of 'Good to Go' businesses will be available at discovernorthernireland.com

We can work together



Media Library Access with hi res imagery and footage
Travel Trade Experience Brand website
embracegiantspirit.com



International Travel Trade Guide
Range of Sample Itineraries
Immersive Incentives in Northern Ireland Guide



Working closely with our Tourism Ireland colleagues
in the international markets
Familiarisation Trip Support



Programming information, destination updates,
industry contacts and itinerary development
assistance available from Tourism NI Business
Solutions Team





A
GIANT
helping
hand

Meet our
Experience
providers

Chat to our
Business
Solutions Team

Get in touch

www.embraceagiantspirit.com

businesssolutions@tourismni.com



Thank you!

Contact Us: businesssolutions@tourismni.com

www.embraceagiantspirit.com