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CEO, Tourism Northern Ireland



**TOURISM
NORTHERN
IRELAND**

Innovation in Tourism

‘a new or improved product, service, or way of doing things’

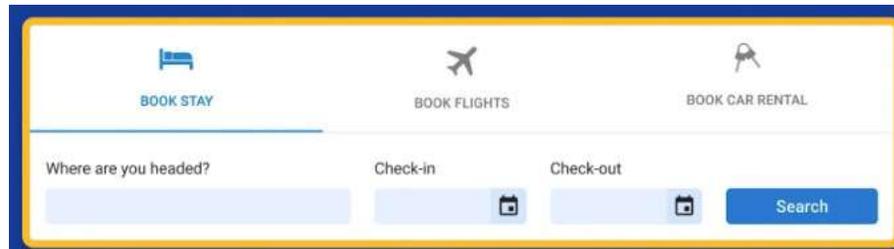
Key to business survival:

- Adapt and grow in a competitive marketplace
- Respond to changing consumer preferences

Our successful response to the Covid-19 pandemic was driven by innovation



TOURISM
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START YOUR SCRAPBOOK - LOGIN

discovernorthernireland.com

our most traditional recipes! Hopefully this can keep you going until Tracey is able to welcome you back to her cosy kitchen on the shores of Strangford Lough!



Soda bread Focaccia

This is such an easy bread to make – and delicious! You can add any toppings you wish to make it into a pizza.

Top



A Small Step to a Giant Adventure

A way to overcome the **Barriers** that hold us back as a holiday destination = **Effortless Access**

A way to accelerate the **Drivers** of acceptance of the quality of the NI holiday experience = **Epic fun**





GLENSHANE
COUNTRY FARM



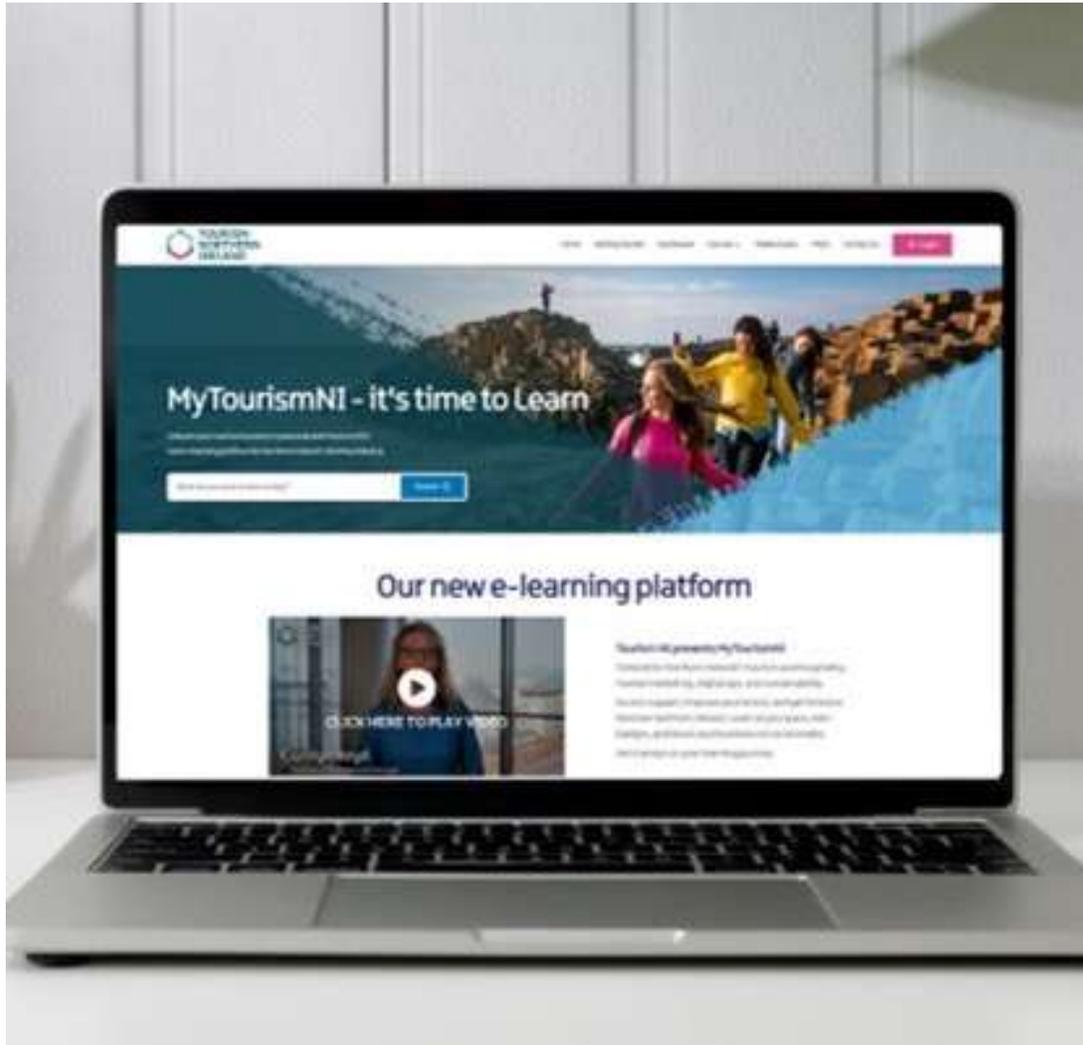
Innovation

- **E-Learning Platform – MyTourismNI**
- **Tourism Data Hub**
- **Innovation Recognition Scheme – Innovate NI**
- **Innovation Support – TourismNI.com, TED Programme**
- **Make it Here campaign**
- **Visitor Experience Development Programmes**
- **Sustainability Programme**



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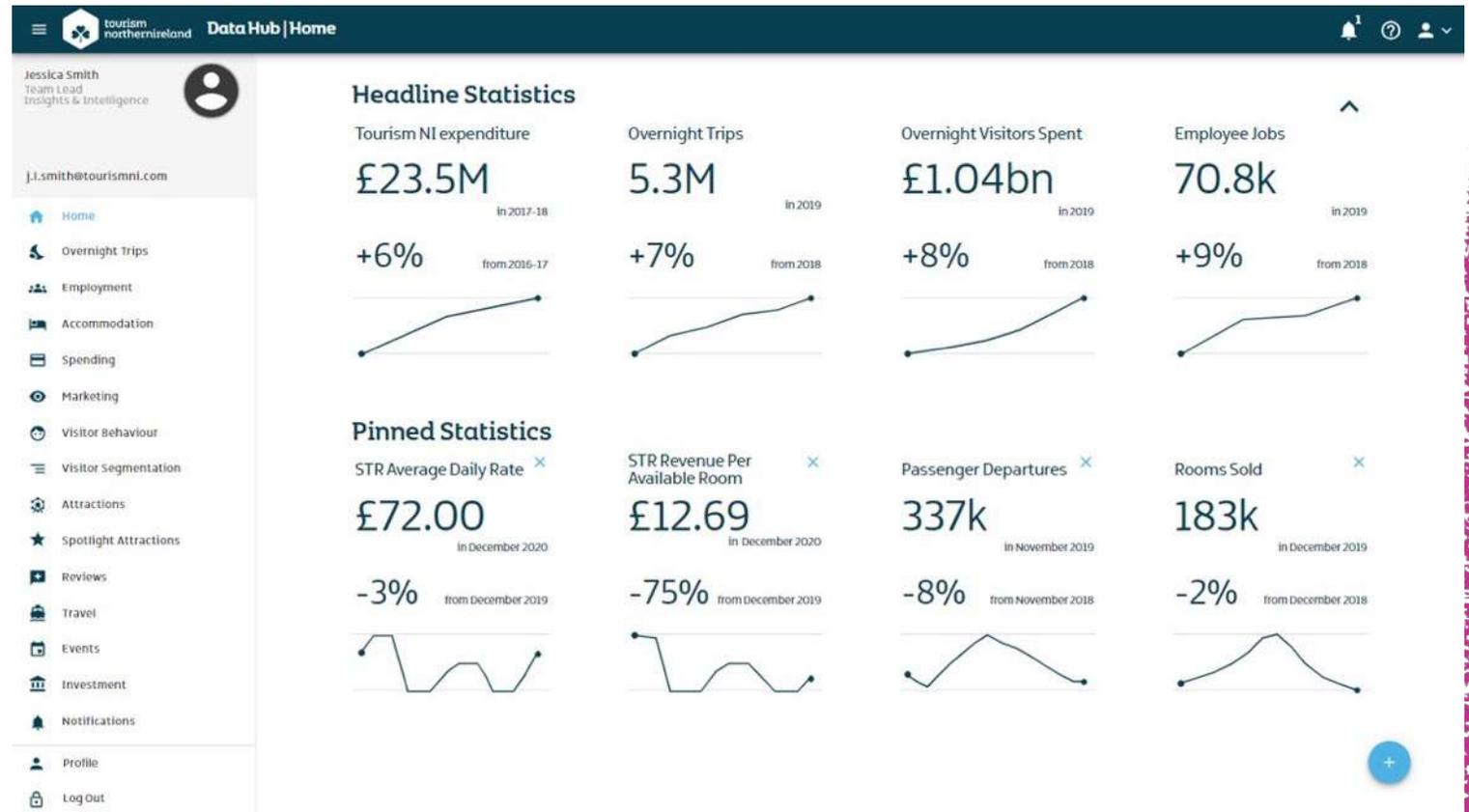
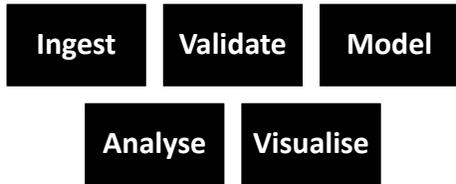
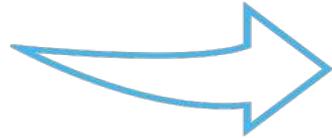
MyTourismNI e-learning platform



 Brilliant Basics - Attract People	 Content Creation Digital	 Online & Offline Marketing Digital	 Market Insights Sales & Marketing
 Brilliant Basics - Recruit People	 Social Media Digital	 Finance Fundamentals Operational Effectiveness	 Lunch & Learn NI Embrace a Giant Spirit
 People Insights People	 Social Media Network Features Digital	 Business Planning Operational Effectiveness	 Leaner & Greener Sustainability
 Presenting your product online Digital	 Google Analytics Overview	 Sales Ready Sales & Marketing	



Tourism Data Hub



Innovate Tourism



Self Assessment

A diagnostic to identify how innovative your business is and get suggested next steps.

Innovation framework

A four-step process to take you from ideation to commercialisation.

Innovation Recognition

A four-tier recognition scheme based on the Self-Assessment and the Innovation Framework.

Innovation Management StandardsTM

A structured process to ensure your business continuously follows the principles of innovation.

Stage 1
Idea

Stage 2
Select/validate/test

Stage 3
Develop

Stage 4
Commercialise/Implement

Advice, guidance & support delivered at each stage of the innovation journey

THE INNOVATION FRAMEWORK



GOLD LEVEL INNOVATOR



Innovation

Turning ideas into value



MAKE

it here



Innovation through the Sustainability Programme





The Power of AI in Tourism and Travel



Tourist Attractions

Brought to life
and written by AI



Thank you

www.tourismni.com

