



**The Voice for Tourism in Northern Ireland**

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# What is the Northern Ireland Tourism Alliance (NITA)

## The Voice for Tourism in Northern Ireland

- ▶ NITA is the **independent** voice representing the Tourism economy in NI
- ▶ NITA members cover the **range of sectors** contributing to the business of Tourism
  - ▶ Accommodation, Food & Drink, Regional DMO's, Tourist attractions, Tour Guides, Transport (road, air, sea), Councils, Education & Skills providers, conference venues
- ▶ NITA ensures the voice of the Tourism Economy **influences** policy and decisions
- ▶ NITA is **governed** by a board with representation across all sectors of Tourism

## Our Mission

# To Shape the Future Growth of Tourism

### How?

- ▶ **Communicate** the importance of Tourism as a driver of economic growth and social impact through our Tourism Agenda
- ▶ **Engage** with our members and stakeholders to better understand and articulate the challenges and opportunities within the tourism economy
- ▶ **Utilise** the strength of our members to engage with decision makers
- ▶ **Challenge** and hold to account government, agencies and politicians
- ▶ **Influence** and shape policy based in industry insights and knowledge
- ▶ **Lobby** at all levels of government, local and national, to ensure policy is developed through the lens of Tourism
- ▶ **Partnership** with stakeholders in UK and RoI to influence at national level

The background features abstract, overlapping geometric shapes in various shades of green, ranging from light lime to dark forest green. The shapes are primarily triangles and polygons, creating a dynamic, layered effect. The overall composition is clean and modern, with the text centered in the white space.

# Priority Areas for NITA

## Member Engagement Critical

# DELIVERY

# POLICY FOCUS

# ACTIVITIES

## POSITION TOURISM AS KEY ECONOMIC DRIVER

>£1bn revenue, 10% of total jobs, 70% export, regional benefit

NITA  
Tourism  
Agenda



Tourism Sector  
Deal for NI

BREXIT

Competitiveness

Access, Taxation  
Regulation &  
Infrastructure

People & Skills

Sustainability

Management,  
Environment &  
Accessibility

DATA

Tourism Strategy

- Influence
- Facilitate member engagement
- Response to Consultation

Policy

Member Focus Groups

Stakeholder  
Engagement

# Tourism - Key Economic Driver

- ▶ 35% growth in spend in last 5 (2014-18) years to £968m
- ▶ 20% growth in jobs from 2014 - 2017 to 64,900
- ▶ 70% spend generated from outside Island of Ireland
  - ▶ 57% of all visitors
- ▶ GB is our largest market
- ▶ £2.5m spent everyday
- ▶ We exceed expectations - NPS 67
- ▶ Ambition to double economic impact by 2030

# Tourism - Everybody Benefits

- ▶ Delivering across Northern Ireland
  - ▶ 60% of tourism spend outside of Belfast
  - ▶ 70% of tourism jobs outside of Belfast
- ▶ Tourism driver of growth
  - ▶ 75% jobs created through Tourism are in hospitality
  - ▶ Drives entrepreneurship
  - ▶ Continuing investment in hotel stock - £600m, 10,000 rooms by 2020
- ▶ City growth deals investing in Tourism product and experiences

# Challenges Facing Tourism

## 1. Brexit

- ▶ Promotion and seamless cross border travel

## 2. Competitiveness - *attracting visitors is the life blood for Tourism!*

- ▶ Taxes - rates, VAT
- ▶ Funding and resources - Business Tourism, product development, business support
- ▶ Access and Connectivity

## 3. People & Skills

- ▶ Supporting collaborative network
- ▶ Career Attractiveness
- ▶ Lobby MAC with regard to immigration reforms

## 4. Data

- ▶ Timeliness, relevance, collation across sources

## 5. Sustainability & Accessibility

- ▶ Environmental, capacity management
- ▶ Extending season and clustering

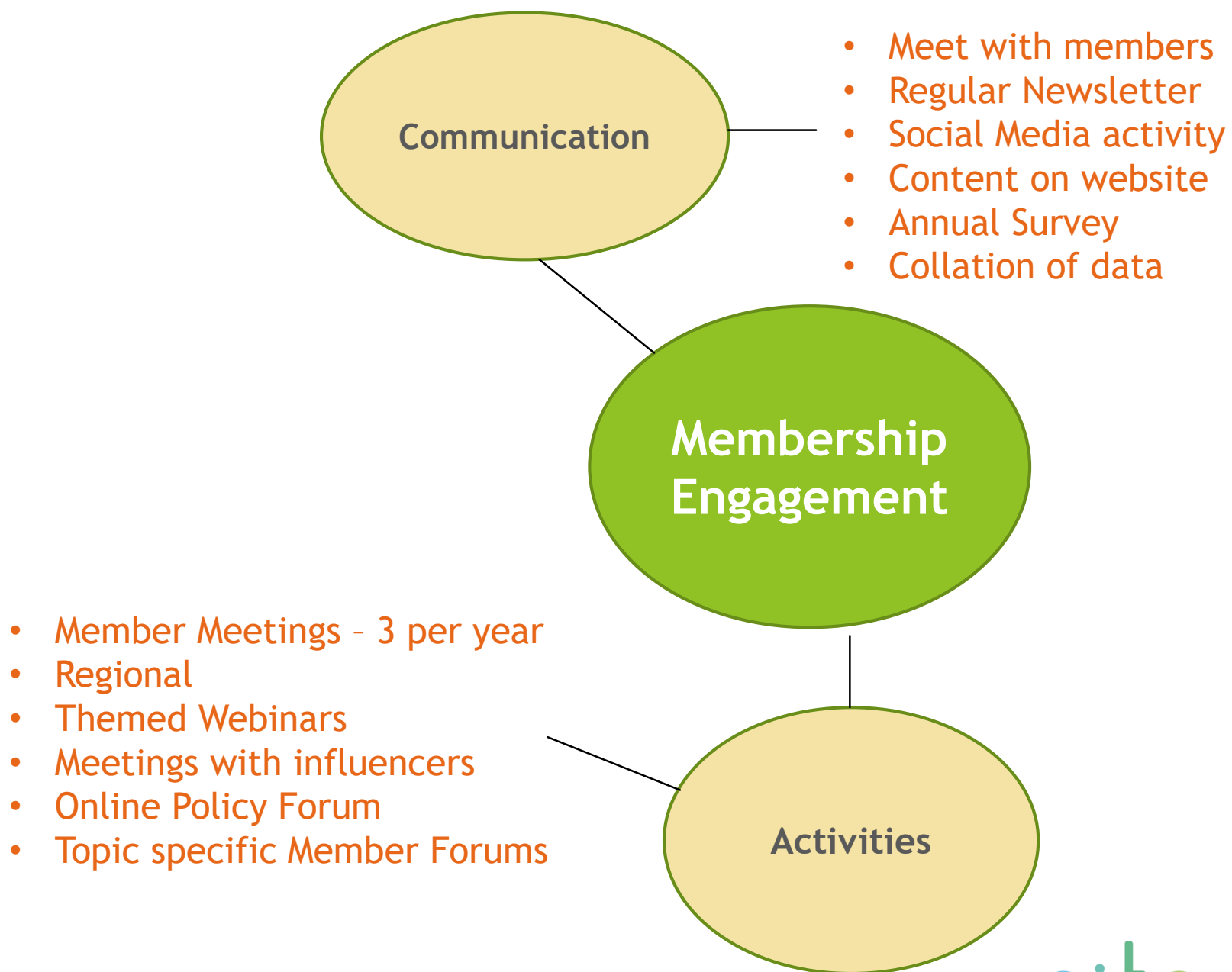


# Activities

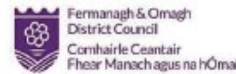
- ▶ **Develop policy positioning papers with members**
- ▶ **Tourism Strategy**
  - ▶ Pre-consultation industry workshop
  - ▶ Member engagement and focus groups
  - ▶ NI Assembly 3 Committee event
  - ▶  *Holding government to account*
- ▶ **Stakeholder engagement and lobbying**
  - ▶ Based on policy papers
  - ▶ Policy Forum across members
- ▶ **Voice for NI in GB & Rol**
  - ▶ Tourism Industry Council, Counterparts (Wales, Scotland, Ireland)
  - ▶ Working with ITIC in Rol
  - ▶ TI Brexit Taskforce, Central Marketing Group

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Membership Engagement  
is  
Critical



# Our Members



Thank you for your support!

Questions?