

### What type of organisation do you represent?

**Central Government**

**Local Government**

**Voluntary & Community Sector**

**Tourism Industry**

**Private Sector**

**Individual**

**Other**

If you have selected 'Tourism Industry' please specify below, which area of the Industry you represent:

**Attraction/Experience Provider**

**Accommodation**

**Transport**

**Tour Operator**

**Destination Management Organisation**

**Food & Drink**

**Other**

If you have selected 'Other’ Please specify below:

### Thinking of the Vision, Mission and Strategic Aim, to what extent do you agree or disagree that they are the right Vision, Mission and Strategic Aim for the Industry?

**Our Vision:** Establish Northern Ireland as a year-round world class destination which is renowned for its authentic experiences, landscape, heritage and culture and which benefits communities, the economy and the environment, with sustainability at its core.

**Our Mission:** To support the tourism sector in building an innovative, sustainable and inclusive tourism industry for all people and places in Northern Ireland which enriches its people, its economy and its guests.

**Our Strategic Aim:** To increase the value of tourism to the Northern Ireland economy by 50-75% compared to 2019.

NB: Please note the 50-75% increase in the value of tourism expressed in the Strategic Aim is based on a Compound Annual Growth Rate (CAGR) of 4-6%. We are particularly keen to hear views on the quantitative aspect of this aim that balances ambition, realism and sustainability.

**Strongly Agree**

**Agree**

**Neither Agree nor Disagree**

**Disagree**

**Strongly Disagree**

If ‘Disagree or Strongly Disagree’ Please Expand Below.

### Thinking about the Themes and associated Indicators outlined in the Strategy, to what extent do you agree or disagree that they are the right ones to target future growth of the industry?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Strongly  Agree** | **Agree** | **Neither Agree  nor Disagree** | **Disagree** | **Strongly Disagree** |
| **Inclusive** |  |  |  |  |  |
| **Innovative** |  |  |  |  |  |
| **Sustainable** |  |  |  |  |  |
| **Collaborative** |  |  |  |  |  |
| **Attractive** |  |  |  |  |  |

**If ‘Disagree or Strongly Disagree’ Please Expand Below.**

### What would you view as the five most important actions which could contribute to achieving the indicators outlined within the Strategy? Please note a number of these actions would be dependent on the Public Expenditure available and the wider political and financial climate.

Develop and deliver a bespoke Skills Action Plan

Develop a Quality Employer Charter

Develop a Tourism Employer Excellence Programme

Build awareness in businesses of sustainability (green) practices

Encourage and develop NI cross government collaboration

Build awareness of, and support for, accessing sources of alternative funding

Build awareness in businesses of innovation within the tourism sector

Formally recognize/accredit businesses for demonstrating innovation

Additional Data Collection and Robust Benchmarking

Marketing Campaigns – Regional messaging across international campaigns

Develop a NI Events Framework

Support local events and festivals

Support larger events that attract people from outside of NI

Promote importance of Business Tourism and deliver on Business Tourism Strategy

Deliver an annual tourism awards programme to recognise best practice in the industry

Develop an air route development programme to improve connectivity with France and Germany

Increased delivery of Travel & Tourism programmes in schools leading to increased qualifications

Stronger connection between employers/delivery partners/programmes to support businesses to participate in opportunities

Develop a bespoke Sustainability Accreditation Scheme and/or promote a framework to promote and recognize other quality assured sustainability accreditation schemes

A Regenerative/Sustainable Tourism Development Programme similar to the EDP to support the development of new and enhanced sustainable tourism experiences;

Promote the role tourism plays in sustaining other sectors, eg culture, arts & heritage and food

Encourage and facilitate collaboration within the sector to share best practice/knowledge/networks

More collaboration between councils to produce integrated tourism/destination plans at local level

### What do you think your organisation, business or those you represent, could deliver to contribute towards the Tourism Strategy? This could be in general, or in terms of the specific Themes and Indicators set out in the Strategy.

### Based on your responses to the above questions, do you have any further comment on the Strategy as a whole? i.e. Is there anything missing? Is it taking the industry on the right path for current and future challenges/opportunities?

### In the event that we need to better understand some of the responses collected, would you be willing to be contacted by the Department for the Economy to discuss your responses in further detail? Please note that your responses are otherwise confidential.

**Yes**

**No**

**If Yes, please provide:**

**Name:**

**Job Title:**

**Name of Organisation (if appropriate):**

**Email:**

**If you have any concerns or questions at all about the Tourism Strategy, please do not hesitate to contact 02890529930 or tourismstrategy@economy-ni.gov.uk**