

Appendix 1- Virtual Exhibitions, Sales Calls and Shows 20-21

All of the Business to Business promotions and shows continued throughout 2020 and 2021 and indeed given the ease of virtual connections some new events were added to the calendar. Staff also networked and brought these contacts to fruition by organising one to one and Mid Ulster cluster business calls to individual key operators. Whilst the group tour businesses is quiet at the minute, we are starting to see some bookings materialise in particular from UK based operators and 2023 bookings are starting to register from Canadian and US based Operators.

The staycation market and domestic tourism has provided this year again a real boost for our sector with businesses reporting excellent footfall and in some cases 100% occupancy.

Date	Event	Market
July 2020	Meet the Buyer	International Operators from all markets worldwide
November 2020	World Travel Market	All international markets represented
November 2020	Flavours Of Ireland	International Coach and Group Tour Operators workshop with European Tourism Association
November 2020	Abbey UK & Ireland Webinar	North America & Europe team members joined.
January 2021	Britain & Ireland Marketplace	UK and Ireland based operators
January 2021	Meet the Industry NI	All Mid Ulster businesses invited to meet and network across NI industry
February 2021	Incoming Tour Operators Association (ITOA)	ROI based Destination Management Companies serving worldwide markets
March 2021	Explore GB	
March 2021	N America Expo	
March 2021	Abbey Tours Webinar	Luxury high end American tour operators – Only NI business asked to join this presentation
April 2021	Meet the Buyer	
May 2021	CEM China	
	Unikereisen - Denmark	B2B Operators sales Calls
	Carrolls Tours – ROI	
	Mund Touristik - Germany	
July 2021	Tourism Ireland USA and Canadian Adventure Market	649 US and Canadian Tour Operators webinar, the only NI business asked to present.

TV/Radio

RTE Radio one – Dark Sky interview lunch time show

Radio Ulster, Your Place or Mind and the Lynette Faye Show

BBC 1 Barra on the Foyle

Channel 4 – Derry Girls star Siobhan McSweeney (Sister Michael) on touring around Northern Ireland

Virgin Media 1 – Embrace the Giant Spirit, featuring in series 1, 2 and 3

Featuring in Tourism NI Embrace the Giant Spirit television and social media campaigns with airport 48 sheet advertising at Belfast City and International airport.

RTE 1 Today television show – Travel feature with Ed Finn

NI Opera televised a show featuring OM Dark Sky and Observatory which will be shown on PBS (USA television)

National Geographic with Pol O’Conghaile who is also a travel editor for Irish Independent and Independent.ie

Influencers campaign with Paulo Ross from Cool Fm – supported by Tourism NI

Staycation Campaign rolled out from Monday 9th August until 30th August, this included Facebook, Google PPC, Google display, outdoor billboard campaign, bus promotions plus UTV TV advertising. This campaign targeted the ROI and NI staycation market. Tourism NI funded the campaign, total cost £33k