

CONTENTS

PAGE

| | |
|--|-----------|
| 1. INTRODUCTION | 3 |
| 2. SETTING THE SCENE | 3 |
| 3. WHAT THE VISITOR WANTS | 3 |
| 4. WHAT THE VISITOR GETS | 4 |
| 4.1 Expectations on arrival | 4 |
| 4.1.1 Key findings | 4 |
| 4.1.2 A few suggestions | 5 |
| 4.2 Information needs | 5 |
| 4.2.1 Key findings | 5 |
| 4.2.2 A few suggestions | 6 |
| 4.3 Accommodation | 6 |
| 4.3.1 Key findings | 6 |
| 4.3.2 A few suggestions | 6 |
| 4.4 Eating and drinking out | 7 |
| 4.4.1 Key findings | 7 |
| 4.4.2 A few suggestions | 8 |
| 4.5 Things to do | 8 |
| 4.5.1 Key findings | 8 |
| 4.5.2 A few suggestions | 9 |
| 4.6 Travelling around NI | 9 |
| 4.6.1 Car hire | 9 |
| 4.6.2 A few suggestions | 10 |
| 4.6.3 Travelling by car | 10 |
| 4.6.4 A few suggestions | 10 |
| 4.6.5 By taxi | 11 |
| 4.6.6 A few suggestions | 11 |
| 5. CONCLUSION | 11 |
| 5.1 How do we compare to other destinations? | 11 |
| 5.2 Delivery of brand values | 11 |
| 5.3 Return visits to NI | 12 |
| 6. SOURCES OF INFORMATION | 12 |

1. INTRODUCTION

With Northern Ireland's (NI's) unique culture, breathtaking scenery and superb visitor attractions, it's easy to see why Lonely Planet recently named NI as a 'must-see destination'.

As a country, we've so much to be proud of - from our world-famous hospitality to our literary greats, famous actors and rising musical talent. Now, more than ever, we should be using this unique heritage to provide all our visitors with the very best 'authentic experience'.

This document aims to help you do just that - providing key insights from the 2009 Visitor Experience Study and showcasing ways you can create an 'authentic Northern Irish experience' for your visitors.

2. SETTING THE SCENE

NITB recently created a new brand for NI Tourism which collectively defines a set of values that reflects who we are, what we stand for and what we offer. We've defined a way of behaving - a way of being - that will make each and every visitor's experience in NI truly special and memorable.

Our 16 simple steps (available on nitb.com/visitorinspired) identities our vision, brand values and behaviours along with some suggestions on how you could implement some changes in your business to make it more 'visitor inspired'.

The Visitor Experience Survey – Background

To coincide with this new brand and way of being, a Visitor Experience Survey was undertaken to develop a baseline of current perception of the new NI tourism brand values, along with ways to improve the customer experience. A total of 18 mystery visits were undertaken, covering weekdays and weekends, in NI.

The outputs from this study identified whether **'the promises made in the marketplace are kept through the visitor experience'**.

The Visitor Experience Survey – Results

Even though the results of the survey are very encouraging, they point towards a need to further entrench the brand at every stage of the visitor journey - from where our visitors stay, to where they eat and where they receive information to ensure that we are delivering a uniquely NI experience.

By consistently integrating these values and behaviours into everything we do, even the simplest of actions, we can give visitors an authentic taste of the real NI - the place we know and love.

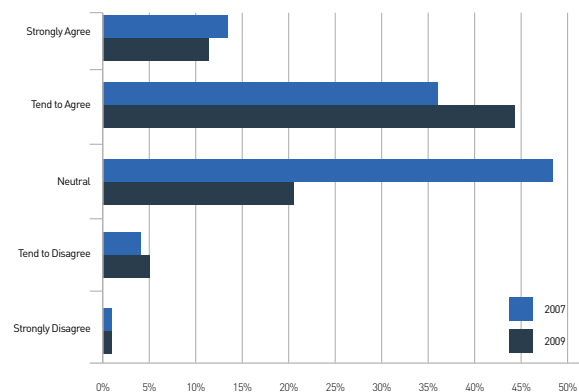
For further information on the Visitor Experience Study, including key findings and methodology, please visit NITB's research, market insights and intelligence section on nitb.com.

3. WHAT THE VISITOR WANTS

Today's tourists and holidaymakers are seeking out authentic experiences. They want to enjoy local food and drink, visit cultural sites, meet people and get back to nature. According to Mintel, 'authenticity' implies a sense of sincerity, showcasing the genuine; the real deal.

As indicated in Figure 1, key findings from the NI / ROI review¹ suggest that one of the reasons to visit NI is its authenticity and that over the past two years (from 2007-2009) our authenticity rating has improved.

FIGURE 1:
TO WHAT EXTENT DO YOU AGREE WITH THE FOLLOWING STATEMENT: 'IN NI, THE WELCOME IS WARM AND AUTHENTIC?'

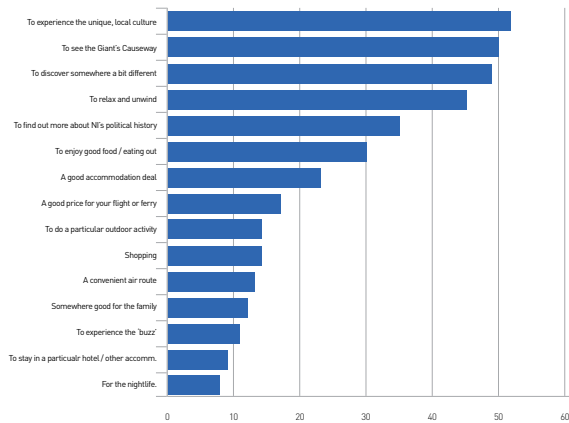


Source: NI / ROI review, Behaviour and Attitudes Base: 1,000 ROI respondents

¹The key objectives of this study were to determine consumers' image of NI as a short break holiday destination, identify best prospect audiences and review consumers' holiday plans for 2009. Refer to NITB's market insights and intelligence section on nitb.com to view the full research summary paper.

As indicated in Figure 2, the 2007 Visitor Attitude Survey² asked visitors why they chose to visit NI. The most popular reasons included: 'to experience the unique, local culture'; 'to see the Giant's Causeway'; and 'to discover somewhere different'. 'To find out more about NI's political history' and 'to experience the buzz' also featured highly.

FIGURE 2:
REASONS FOR CHOOSING TO VISIT NI (%)



Source: TNS/NITB Visitor Attitude Survey 2007

4. WHAT THE VISITOR GETS

At the end of each mystery visit, assessors were asked to evaluate their experiences of NI as a whole. They reflected on the quality of service, facilities and how their experience reflected the brand values.

This section provides the key results from this overall evaluation. The sections which follow provide the results for each of the individual visit stages and also include a few suggestions on 'how to' create an 'Authentic NI' experience, in line with our brand values.

Key findings suggest that their overall experience in NI exceeded the expectations of nearly all of the mystery visitors. Some of the key reasons why experience exceeded expectations related to:

- the people of NI
- the vibrant feel of the cities
- the scenery in the countryside
- the wider range of interesting things to do.

“The trip to NI completely exceeded my expectations as I had such a fantastic time. I was surprised that Belfast city was so lively, vibrant and exciting whilst also feeling safe and secure walking around. The activities were unique and enjoyable.”

SOURCE: MYSTERY VISIT TO BELFAST – GB COUPLE

In general, expectations had been based upon news coverage of 'the troubles' and more recent disturbances which took place a week or so before the visits. Others had expected Belfast to be similar to 'any other UK city'.

“I had never thought of Belfast/NI as a place to visit. The experience was fantastic, a view that my wife shares. In particular the people are fantastic – friendly, helpful, generous and proud of their city and country.”

SOURCE: MYSTERY VISIT TO BELFAST – GB EMPTY NESTER

4.1 Expectations on arrival

When it comes to welcoming our visitors, first impressions really do count. Clearly for visitors, NI strengths revolve around its culture and heritage, however the results from the Visitor Experience Study indicates that there is room to improve the 'softer side' of visitors experiences through the welcome we extend to our visitors. Entering and exiting NI gives visitors their first and last impressions of our country.

4.1.1 Key findings

The mystery visitors were asked to answer a number of questions regarding their experiences on arrival at NI's air and sea ports. A number of scores were provided in relation to signposting within terminals, signposting of toilets, maintenance and the welcome provided.

The arrival points received a lower overall experience rating than most other visit elements. Issues identified related to levels of maintenance and the quality of the welcome offered to arriving visitors - especially those who arrive by sea. In terms of brand values, the arrival ports received lower ratings for ambience, how memorable the experience is and the lack of a positive buzz.

²The purpose of the Visitor Attitude Survey was to measure the quality of visitor experiences from the trip planning stages, through to the visit, to NI to returning home. Field work was undertaken in a number of locations between 15 September – 4 November 2007.

Positive responses related to the friendly welcome; the promotion of things to see and do and welcome signage; friendliness of the welcome; and any personal contacts with staff. However, some more negative comments were made regarding the range of facilities available and terminal buildings appearing dated in comparison to other international airports. A number of the visitors also indicated that there was nothing to make them feel like they were in NI.

4.1.2 A few suggestions

- Provide a warm welcome to visitors and create a positive first and last impression. Recent research shows that visitors believe that a high quality welcome is quite important when choosing a holiday destination.
- Provide more signage welcoming visitors and distribute welcome leaflets at arrival points. Also, ensure that information on onward transport options is centralised and displayed. For example link bus departures at the City of Derry Airport with the times of incoming flights.
- Improve terminal facilities which were described as 'grey and drab'. Research shows that our terminals have a 'sameness' about them with no real 'sense of place'.
- Arriving is a time of excitement, providing the first key impressions of NI. So greater use of new and creative imagery is a must!
- Extend the opening hours of terminal facilities. Research told us some facilities closed while passengers were awaiting evening flights.

4.2 Information needs

Tourist Information Centres (TICs) provide a rich source of information and a wide range of services to help visitors plan their holiday.

4.2.1 Key findings

Key findings from the Visitor Experience Study show that while the ratings for the TICs were generally good, lower scores were received in relation to knowledge of things to do/places to visit outside of the local area. However, TICs were generally well maintained, clean and tidy and staff were well presented and courteous.

“The standard in the TIC was excellent. I couldn’t have asked for more. The staff were chatty and keen to interact. The TIC was modern, bright, and had everything a tourist could want.”

MYSTERY VISIT TO DERRY, CO. LONDONDERRY - BUSINESS TRAVELLER

In terms of how well the TICs delivered the key NI brand values, the highest ratings were given for the staff having a sense of pride and belief in their area - as well as for the TICs being modern. However a lower rating was given to the ability of staff to 'tell stories about activities, events and places to visit'.

When asked to specify what made their experience at the TIC an 'Authentic NI' experience, most of the positive responses to this question related to the décor, colour schemes used and merchandise available. In some cases, the authentic feel related to maps and posters and local crafts, however local merchandise and souvenirs also received a positive mention.

“It was authentic in the sense that the items available for sale were authentic to Ireland. They had Guinness memorabilia and Bushmills Distillery souvenirs.”

SOURCE: MYSTERY VISIT TO CITY OF DERRY AND GIANT'S CAUSEWAY - GB COUPLE

However, opening times were inconvenient in several cases and directional signage to the TIC was an issue in some cases. It was suggested that TIC staff could be more proactive in determining what visitors are interested in so that they can provide more 'tailored' suggestions on places to visit and things to do.

4.2.2 A few suggestions

- Authenticity is crucial in creating a real and genuine visitor experience. Try to keep your décor, colour schemes and merchandise modern, yet authentic as this will strongly engage visitors. Memorabilia, maps, posters and local crafts all provide a positive sense of authenticity.
- Try to brush up on your ability to tell stories about local activities, events and places to visit and your own place.
- Further promote public transport options.
- Continue to convey a sense of pride and belief in your area. However, knowledge about things to do/places to visit outside of your local area is important and valuable for the visitor experience.
- Aim to improve your sense of product knowledge and tailor information to visitor needs which can be accomplished with careful assessment of their needs and wants.

4.3 Accommodation

NI offers a wide variety of places to stay for the visitor. Overnight accommodation was evaluated in all 18 of the NI mystery visits and all 5 competitor destinations visits. Key findings are noted below.

4.3.1 Key findings

While overnight accommodation received high ratings for the quality and professionalism of service and facilities, there are opportunities to deliver better on key brand values such as demonstrating local knowledge and pride and in promoting things to do. Some issues were also raised regarding the authenticity of the experience offered by some large chain hotels.

The visitors were asked to specify what made their overnight accommodation an 'Authentic NI' experience. The most frequently provided answers related to interactions with staff/B&B proprietors, the food and drink available and, in some cases, the evening entertainment.

“The B&B made it an authentic experience as we were with a traditional family in their home and we were made to feel so welcome. They were kind and generous and really warm people.”

SOURCE: MYSTERY VISIT TO CITY OF DERRY & CAUSEWAY COAST ROUTE – GB COUPLE

However those staying in large group hotels also commented that their accommodation was similar to that found anywhere else.

“The information available in the lobby about the local area helped to make it authentic. However there were not a lot of other things that make this hotel unique to NI. It was similar to any other hotel.”

SOURCE: MYSTERY VISIT TO BELFAST – GB COUPLE

Encouragingly, reflective of the positive ratings provided, all of the mystery visitors stated that they would recommend one or more of the places they had stayed in overnight to others.

While high ratings were received in terms of staff having a sense of pride and belief in their hotel and the product in their local area, lower ratings were received in relation to their ability to proactively promote things to do and places to visit in the area or to tell stories about activities, events and places to visit.

Indeed, the survey showed that accommodation providers have helpful, professional and friendly staff but have poor product knowledge in telling stories.

4.3.2 A few suggestions

- First impressions count – provide a smooth check-in and make your visitor feel special.
- Demonstrate pride in people and product - celebrate successes; and highlight awards beyond quality standards such as environmental awards.

- Consider providing interesting rooms - themed or named after NI places/people that reflect character of the business with 'Authentic NI' twist. This will invite your visitors to find out more about the namesake and its link to your business. Give your staff the information and guidance they will need to help them create the storytelling experience.
- Embrace technology and incorporate brand principles into IT communications.
- Provide information on or access to locally based entertainment - not just music but storytelling and identify opportunities to sell and showcase local craft/craftsmen at your premises.
- Staff could more actively volunteer to provide information on things to do and places to visit in the local area. In some establishments a greater range of leaflets on places to visit could be provided in public areas and bedrooms. Find out the key opening times for specific activities or attractions nearby.
- If you provide food, ensure that you let your visitors know if your ingredients are locally sourced and offer to share your recipes. Check with your visitors that your restaurant opening hours are customer friendly.
- Go the extra mile and offer services and facilities that show visitors that you care, for example: airport pickups, babysitting services and packed lunches.
- Perhaps you could send a pre-arrival email to your guests pointing out some key things to do or events being held. Provide themed information to your visitors, eg. Top 5 walks, extreme experiences, uniquely Northern Irish experiences.

4.4 Eating and drinking out

NI offers a good range of eating establishments with helpful and friendly staff. Customers appreciate being made to feel valued and the quick and efficient service that these establishments proudly offer.

Although Northern Irish cuisine is not the key driving force behind the decision to choose NI as a holiday destination, there is still a great opportunity to promote the food & drink experience to visitors.

4.4.1 Key findings

In general, mystery shoppers had a positive experience in restaurants/cafes, with staff rated as being helpful, friendly and professional.

There was a good range of places to eat out in a suitable price range, although at times hard to find. Establishments and facilities were clean and tidy and offered good value for money. Service was generally quick and efficient and mystery shoppers were made to feel like valued customers. However, staff were rated as being slightly less 'passionate' in relation to the eating/drinking experience.

The mystery shoppers felt that the restaurants/cafes had a 'positive buzz' and provided a memorable experience. Overall the eating/drinking experience was on a par with that experienced in competitor cities, exceeding those of Dublin/Galway. However, opportunities exist to further enhance the authentic NI experience through the use and promotion of local produce and telling the story of the uniqueness of the offering through visual displays/menus, music etc.

When asked to indicate what made dining and drinking an 'Authentic NI' experience, many of the positive responses related to the staff encountered and the local menu choices.

“Wonderful fish, Irish matured beef, lovely lamb and champ! Relaxed family orientated restaurants and lovely traditional music coming from the bars.”

MYSTERY VISIT TO BELFAST AND CAUSEWAY COAST – GB EMPTY NESTER

While the comments made are predominantly positive, some issues were raised regarding opening hours, a predominance of chains and fast food outlets in some places and a lack of local produce being made available and/or promoted.

“The overall dining experience was good. However, we did struggle to find somewhere to have a hot drink in the late afternoon/early evening as most (non chain) places shut early on a Saturday. The only other places open appeared to be bars.”

SOURCE: MYSTERY VISIT TO BELFAST AND CAUSEWAY COAST – GB COUPLE

4.4.2 A few suggestions

- The authenticity of the dining out experience could be further enhanced by creating opportunities for visitors to uncover your stories and specialities. Encourage your staff to tell customers the stories of your establishment and how you source and cook your food. The enthusiasm and passion will help to create a positive and enjoyable visitor experience.
- Consider creating interesting and varied menus should be a main focus. After all, if they are not attracted to the food offering then they will not be attracted to buy! Highlight those dishes using local ingredients and share the recipes with your customers. They might want to create their own culinary delights using your expertise.
- Make menus more authentic and let your visitor know when items are local eg. instead of just calling it a cheese sandwich, mention that it is made from local Cheddar.
- Opening times are an issue. More effort could be made to open later to accommodate the European visitor.
- A lack of awareness of good quality eating establishments continues to hamper the visitor experience. Make sure that you market your establishment adequately. Include leaflets and brochures at air and sea ports, hotels and attractions, maximise websites and TICs.
- Continue to create a positive and memorable experience for the visitor. Why not introduce relaxing music and a storytelling session?

For even more findings and observations, download our Food Tourism business insight paper from nitb.com.

4.5 Things to do

The number of things to see and do is a key factor in attracting visitors to NI. All nationalities engage in a wide number of activities whilst in NI.

This is a key strength in NI's overall tourism offering, delivering a high quality of experience in terms of the staff service and facilities and brand values - authentic and unique experiences, telling stories and a sense of pride.

In comments regarding their experiences in NI as a whole and the most memorable aspects, the mystery visitors often reflected upon their positive experiences on tours and in visitor attractions. These elements can often be the highlight of a trip and the people met/conducting tours are NI's biggest strength.

4.5.1 Key findings

Over 50 different visitor attractions, tours and sites of interest were included in the mystery visit itineraries. Again, experiences were positive regarding the helpfulness and friendliness of staff and general cleanliness and maintenance of establishments. Generally, information regarding these activities was readily available and the entrance fee generally offered good value for money.

“The visits gave us a wide choice of types of venues showing history culture and serenity. It was a true insight into NI's past, beautiful scenery, countryside and architecture.”

SOURCE: MYSTERY VISIT TO FERMANAGH & SPERRINS – GB EMPTY NESTER

When asked to rate the various activities, numerous positive responses were received, reinforcing the importance of this element of tourism product in delivering brand values. Although ratings were inconsistent in places, the attractions and tours provided unique, authentic and memorable experiences delivered through telling stories and interpretation, as well as demonstrating a sense of pride and belief in the product.

While few of the mystery shoppers experienced evening entertainment, mainly in Belfast, it was noted that this provides an opportunity for a unique NI experience, through the music and opportunity to mix with the locals and enjoy the banter. The majority of mystery visitors felt that there was a good range of venues to suits all needs, all within easy proximity. Venues were lively and staff friendly, giving a sense of being 'very much part of the evening'.

While the comments were generally very positive, some issues were raised regarding value for money and opening times.

Shopping experiences in and around Belfast were more positive than for other parts. However, it was felt generally that the choice of retailers were not very unique to NI and opportunities to buy local craft and produce could be improved.

“There was a wide range of retailers within the town centre and the shopping centre, however, these did appear to be more chain stores as opposed to small craft shops. The majority of shops appeared to be ones you would find in any location.”

SOURCE: MYSTERY VISIT TO BELFAST AND CAUSEWAY COAST – GB COUPLE

4.5.2 A few suggestions

Generally, visitor experiences of the product, staff interactions and facilities are positive in regards to attractions, tours, sites of interest and shopping. However, some issues were raised regarding value for money and opening times.

- Unique and authentic experiences can be created and delivered through storytelling and demonstrating passion and belief. Generate an environment immersed in culture by using the décor, furniture and visual displays to highlight the stories surrounding the creation of your product.

- Being locally sourced is a desirable element of your product. Provide opportunities for your visitors to buy local crafts and produce.
- Ensure that your staff can adequately represent your product. Provide appropriate training to allow your staff to become passionate about what you can offer.
- Opening times need to be able to accommodate all visitors.
- Availability and quality of information needs to be improved to ensure that visitors have access to information that will enhance their experience. Refresh exhibits and signpost visitors to other sites of interest in the region.
- Value for money is an increasingly important element of a holiday. The economic climate is making visitors feel the pinch and is subsequently affecting their holiday decisions. Consider value added options, meal deals, midweek specials or free entertainment.
- Generally NI offers good value for money. However, there are always offers that you could propose to your visitors. You could combine certain learning activities from other providers such as learning a new sport or skill with your own product offering at a discounted rate. For more information visit NITB's market insights and intelligence section at nitb.com to view 'Maximising the growing interest in learning while on holiday' business insight paper.
- Use engaging signage and innovative interpretation, to bring attractions to life for the visitor and enable them to uncover our stories in a unique and authentic way.

4.6 Travelling around NI

4.6.1 Car hire

In 10 of the visits undertaken in NI, the mystery visitor was asked to use a hire car and evaluate their experiences. In terms of service quality, the highest average score was obtained for the ease of finding the car hire stand at the airport while the lowest score was received for the directions provided by the car hire staff.

While the quality of service is rated well for car hire (including staff service, professionalism and maintenance) this aspect of the visit is weaker in terms of its delivery of brand values such as the staff 'telling stories' about places to visit, etc. and a general, positive buzz.

In general, mystery shoppers were happy with the availability of Satellite Navigation systems, maps and customer service. The car hire facilities at City of Derry Airport received the highest ratings in most of the areas asked about.

4.6.2 A few suggestions

Touring holidays continue to be a key focus of trips in NI. Visitors on a touring holiday will be looking for information and in particular recommendations on what not to miss in NI.

This could include where to eat at night, walking routes or where to see local wildlife. You may also want to anticipate what touring visitors may need - this may include information about neighbouring areas or other areas across NI.

Suggestions made by mystery visitors regarding how car hire facilities could be improved included the following:

- Availability of clear final prices needs to be included on websites
- Improvements need to be made to promote ideas for places to visit, things to do and 'telling stories' about NI.
- There needs to be a greater wealth of information provided by staff on places to visit and general information regarding travelling in NI.
- Signposting of tourist attractions was identified as needing improvement along with parking provision in the Belfast and Causeway Coast visits.

4.6.3 Travelling by car

When asked to comment upon their overall experiences of travelling in NI by car, the feedback provided was generally very positive.

“Driving in NI was a generally pleasant experience. The overall style was rather more relaxed than I am familiar with and the roads were much less busy.”

SOURCE: MYSTERY VISIT TO SAINT PATRICKS & THE MOURNES – GB COUPLE

Travelling by car in NI is rated well in terms of the overall experience, although some concerns were raised regarding the signposting of attractions (especially smaller ones) and the information provided in brochures etc. regarding travelling by car.

“I found that the major modern tourist attractions were really well signposted as were the tourist routes, however, smaller attractions like Bonamargy Friary only had small signs for the car park which were easy to miss.”

MYSTERY VISIT TO BELFAST AND CAUSEWAY COAST – GB COUPLE

4.6.4 A few suggestions

The mystery visitors provided a number of suggestions regarding how experiences of getting around NI could be improved. Some of the suggestions provided included the following:

- Provide clearer road signs in Belfast city centre, especially on/off motorways.
- Think about ways to inform car hire staff on what there is to see and do in NI. Encourage them to tell our visitors.

4.6.5 Travelling by taxi

13 of the NI mystery visits and all 5 of the competitor destination visits included travel by taxi.

Generally, mystery shoppers were positive about the experience of using taxis in terms of professionalism, helpfulness and friendliness of drivers and overall customer service, with all stating that they found the taxis to be clean and tidy and offering good value for money. High scores were received by those visiting Belfast, although taxis in Belfast were harder to find.

With regard to brand values, high ratings were received, particularly the driver's sense of pride and belief in the local area. Lower values were received for those taking trips in the Derry / Co. Londonderry area.

When asked to specify what made their taxi trip an authentic Northern Irish experience comments provided included the 'banter/humour of the driver and enthusiasm for the city'; 'genuine warmth and friendliness'; 'great knowledge of the area' and a general feeling of being welcome.

Overall, the experience with taxis was rated higher in NI than competitor cities in GB/ROI, demonstrating to tourism providers the need to ensure that taxi companies and drivers are aware of the importance of tourism.

Taxis are often the first point of contact for many visitors so keeping up the standard will retain the good reputation of our taxi experience.

4.6.6 A few suggestions

- Drivers should continue to display a sense of pride and belief in NI and use their knowledge and stories to enhance the visitor experience. A product knowledge DVD and booklet was produced by NITB during April 2009, and was rolled out to 2,500 taxi drivers through a series of engagements. Using this taxi DVD will help to keep the driver's memories fresh with important NI facts and dates. This is streamed on nitb.com. Perhaps you could organise a similar initiative locally?

5. CONCLUSION

5.1 How do we compare to other destinations?

As part of the Visitor Experience Study, 5 competing destinations in the UK and Ireland were included in the programme of mystery visits. During these competitor visits, similar aspects of the visitor experience were measured, providing a series of benchmarks to compare the Northern Irish experience against.

In general, Bristol provided the best visitor experience and performed better or at a similar level to NI on most measures. However NI performed better than Dublin, Galway and, most notably, Liverpool in many elements of the visitor experience.

These findings reinforce NI's position as a destination which can perform well and even outperform some of its competitors in terms of the welcome provided and overall levels of customer service.

5.2 Delivery of brand values

NI delivers best as a destination which is memorable, unique and distinctive, a place to meet down to earth and unique characters and somewhere that there are stories to uncover. However visitors were less likely to perceive it as a destination that is going places or modern.

To an extent, the aspects of the brand most strongly experienced by visitors reflect the perceptions of NI amongst potential visitors. The 2009 Brand Tracking Study³ also found NI tourism to be regarded as memorable, unique, traditional, down to earth and genuine.

However, the fact that NI provides a much better quality of experience to first time visitors than they expect suggests that there are opportunities to improve marketing communications, reinforcing the message that NI can surpass all of their expectations.

³The Brand Tracking Study was undertaken in August 2009 to define our visitors perception of NI in line with our new NI tourism brand values. Visit NITB's research, market insights and intelligence section on nitb.com for a full copy of the research summary.

5.3 Return visits to NI

A number of visitors in the Visitor Experience Survey indicated a desire to return to NI.

“I enjoyed my trip to NI immensely and have already been thinking about going back for another weekend. Belfast does have a buzz to it and I saw so many visitors from different countries looking like they were having fun.”

SOURCE: MYSTERY VISIT TO BELFAST – GB COUPLE.

Above all, we need to give existing visitors a genuine desire to return to NI – to create a sense of excitement that will see them come back time and time again. By providing top quality service, our customers should feel like they don't want to go anywhere else.

Go the extra mile for your visitors

Keep in touch with your visitors, even following their return home. Think of pragmatic ways to make their experience even better. Ask them what they think – their suggestions could allow you to attract many more visitors and really improve future experiences. Send greetings to past customers to remind them of your business and to point out any new developments you may have. By doing all these things, we can convert the desire to return to NI into a reality.

6. SOURCES OF INFORMATION

- NI Visitor Attitude Survey, NITB, 2007
- NI Passenger Survey (NIPS), NITB, 2008
- NI Visitor Experience baseline and modelling, NITB, 2009
- NI tourism facts, Knowing the Visitor 2008, NITB, October 2009
- NI / ROI review, NITB, 2009
- NI Brand Tracking Study, NITB, 2009

Every care has been taken to ensure accuracy in the compilation of this paper. NITB cannot accept responsibility for emissions or errors but these will be rectified in future publications when brought to our attention. Please direct any queries to v.mccabe@nitb.com

Be Visitor Inspired

To find out more about becoming Visitor Inspired, visit the specially made NITB website at www.nitb.com/visitorinspired

Here you can download the useful documents **'16 Simple Steps to becoming Visitor Inspired'** and **'My NI'**.



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