

# Tourism: A Force for Good

the voice for tourism in northern ireland

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## THE POSITIVE IMPACT OF TOURISM FOR THE ECONOMY AND SOCIETY

Tourism is an exciting and dynamic industry which brings many social benefits. Attracting visitors brings spend, jobs and infrastructure directly into communities helping to preserve and celebrate the local culture and heritage. Developing experiences for visitors leads to the provision of additional local services, provides opportunities for entrepreneurship and diversification as well as creating pathways into work for those furthest from the job market.

### **PLACEMAKING**

Tourism creates a positive reputation for NI as a destination to visit, work, live and invest in. The quality and excellence of our experiences and attractions, alongside a growing conference and events sector is a magnet for visitors. Through the innovation of our tourism businesses there are many authentic experiences for visitors to enjoy encouraging longer stays and increased spend.

## NITA STRATEGIC PRIORITIES

NITA has identified the key areas to support and shape the growth of the Tourism Economy.

**Sustainability** is at the heart of this. To plan for the future, grow and prosper we must have sustainable practice at the core of how we do business.

Our aim is for NI to be recognised globally as a sustainable destination. We are working with our members to create a co-ordinated approach and message on our sustainability and accessibility credentials. Appropriate transport links, working conditions and consumer choice play a huge part in this.

# Our other Strategic Priorities

## COMPETITIVENESS

We are working towards a series of measures to ensure businesses remain competitive. These include a reduced VAT rate, the abolition of APD on flights to NI, increased promotion of NI as a destination and support for businesses to recover from the pandemic and manage increasing costs.

## ACCESS & CONNECTIVITY

Getting into, around and out of NI remains a challenge for international visitors. More air and rail connectivity and working to ensure travel across the island remains hassle free, are long-term priorities for the Tourism Economy.

## SKILLS

The tourism sector is experiencing a skills shortage. Tailored investment in training and skills as well as an immigration policy which reflects the needs of the sector are key to our long-term success.

## RESEARCH AND DATA

To truly know the value of the Tourism Economy a GVA figure for tourism is needed, this is something we will work towards. In addition, NITA will commit to producing an annual tourism barometer which will compile data and industry insights.



**nita** northern ireland  
tourism alliance

## **NORTHERN IRELAND TOURISM ALLIANCE**

NITA is the representative body for the Tourism Economy in Northern Ireland and our membership spans the diversity of the tourism sector.

We are the Voice for Tourism in NI due to our support within the sector, and our role is to shape policy based on industry insights and expertise to create the environment for tourism to thrive and raise awareness of the many social benefits tourism brings to Northern Ireland in return.

For more information on NITA and its members visit [nitourismalliance.com](http://nitourismalliance.com) or scan the QR code to read our strategic overview.

