



The Northern Ireland Tourism Alliance (NITA) was established in 2018. Led by industry, it is the Voice For Tourism in Northern Ireland with members spanning across all sectors of the tourism economy. NITA is governed by a board of industry leaders with representation across all sectors of the Tourism Economy.

NITA's role is to represent members from across the tourism economy, providing a strong voice for industry in order to help shape the future growth of tourism. We lobby at all levels of government and beyond to raise awareness of and contribute to the solution of major strategic issues affecting the industry.

Our strategy '[Tourism: A Force for Good](#)' includes the key areas that we are working on to shape policy based on industry insights and expertise.

We represent the diversity of sectors in tourism and travel including:

- Accommodation Providers
- Regional Direct Marketing/Management Organisations
- Tourist Attractions and Experience Providers
- Tour Guides
- Passenger Transport - Road/Air/Sea
- Outbound Travel
- Education / Skills providers
- Events and Conferencing
- Adventure Tourism

Being a member of NI Tourism Alliance means a co-ordinated voice which provides representation for your business at the highest level addressing the current issues facing tourism on an ongoing basis. We represent a significant proportion of the tourism business in Northern Ireland, creating a strong influential community who collaborate and network to ensure that our industry is recognised as a force for good and supported to reach its full potential.

## **NITA Achievements**

Since the foundation of NITA in 2018, we have achieved recognition of tourism as a key economic driver whilst raising the importance of NI tourism economy through engagement with the NI Assembly, UK and Irish Houses of Parliament. We have particularly concentrated on our five priorities and further information on these can be found in our [Impact Report](#) for 2022/2023.

## **Partnership with other organisations**

NITA works in partnership with other industry bodies and organisations as we believe that a collective 'voice' will have more impact. NITA represents our members throughout the island of Ireland and the UK through membership of:

- UK Tourism Industry Council
- Home Office All Advisory Committee
- Tourism Ireland Marketing Advisory Group
- Belfast Region City Deal Tourism & Regeneration Advisory Board
- Other Tourism Alliance organisations in UK and Ireland

NITA has a partnership with HATS, Hospitality and Tourism Skills Network, to drive forward the skills policy agenda. The HATS employer-led network brings together employers from across hospitality and tourism in NI along with industry associations and key delivery partners from government and education to collectively address issues within the sector.

## **Political Engagement**

NITA has an extensive political network across the UK, (NI Assembly and Westminster) and Ireland and provides regular briefings on opportunities and challenges facing our industry and lobbying for changes in policy.

Activities include:

- Giving evidence to Committees - Lobbying on specific issues such as the impact of Electronic Travel Authorisation (ETA) on non-visa nationals crossing the land border into Northern Ireland .
- Providing consultation responses.
- Regular Briefings

## **Different Types of NITA Membership**

When you join NITA the following membership types are available:

- **Foundation Member** - Larger tourism organisations/trade bodies whose primary activity is tourism and/or those who have an important role in ensuring success of tourism
- **Affiliate Member** - smaller tourism organisations and those where tourism is only part of their activities.
- **Associate Member** – organisations influential within tourism such as Local Councils and those involved in Education.

## **What can you expect from your membership of NITA?**

You can be involved in NITA membership as much or as little as you want to in many different ways. Membership of NITA benefits both NITA and its members as it is a two-way communication interaction facilitating access to information, increased knowledge and understanding and the opportunity to have your voice heard to influence policy.

## **As a valued NITA member, you will receive:**

### **Representation**

Members are informed when government consultation documents are published and will also have the opportunity to contribute to these consultations as part of a collaborative response submitted by NITA.

Members have the opportunity to work in partnership with NITA as key lobbyists/strategists and opportunities are provided to meet with key decision makers and stakeholders to discuss specific issues relevant to their organisation.

Members have voting rights and have the opportunity to stand for election to the NITA Board of Directors. The Board of Directors have a fiduciary duty to NITA and meet bi-monthly providing strategic direction, governance and oversight.

Members will have their logo published on the NITA website with information about their organisation and a spotlight feature to highlight them on both the website and the NITA newsletter. They will also be included in social media.

## **Updates and Information**

As the Voice for Tourism in Northern Ireland, our members expect to receive up to date information, regular emails and newsletters.

We provide you with industry news, guidance, spotlight pieces on individual members, opinion pieces, features and business advice. NITA is firmly established as the voice of tourism so you will be given the opportunity to provide feedback on consultations and other issues, much of which will present stronger if combined with others to be submitted as one 'voice'.

NITA publishes and circulates a newsletter to members in addition to the monthly update that the CEO forwards to members. These are informative and reflect key developments, future plans and highlight opportunities for involvement. All members will be kept up to date with any changes in tourism requirements, legislation and government policy and will be informed of new events, funding, training opportunities, reports and publications in this format.

## **Networking and Events**

Members will be invited to all NITA events relating to the tourism industry, member focus events, member forum meetings and member workshops. We work with members to identify relevant topics.

Members are invited to attend the annual NITA conference in September which is a celebration of World Tourism Day. The event also provides an overview of the year and gives members the opportunity to listen to motivational and inspirational speakers, ask questions and share their views with NITA leadership.