

NORTHERN IRELAND INDUSTRY MARKET ACCESS PROGRAMME October 8th 2021



Industry Opportunities

Discover opportunities with Tourism Ireland to help you promote your tourism business overseas.

What market interests you



What activity interests you



What is your business



Find opportunities



Green Button Toolkit 2021



2021 Green Button Campaign Offers



Industry Market Access Programme (IMAP)³

Industry Opportunities

Discover opportunities with Tourism Ireland to help you promote your tourism business overseas.

Industry Market Access Programme 2021 / 2022 (NI)

Global

+ Add to my opportunities

Print

Download PDF

Share

Activity Type	B2B Events – Physical, Virtual, Hybrid
Suitable for	Accommodation Groups, Outdoor Adventure & Water sports, Conference/Incentive, Transport - Car hire, Coach hire, Chauffeur Drive or Motorcycle hire, DMC and Handling Agents, Festivals, Golf, Accommodation Individual properties , Attractions, Guided tours (walking tours, bus tours, day tours)
Date	From: 04/10/2021 To: 30/11/2021
Sign up by	30/11/2021



WHAT IS THE NI IMAP?

- Northern Ireland Industry Market Access Programme
- Joint initiative between Tourism Ireland and Tourism NI
- Support NI industry to get back to overseas markets as soon as possible
- Activities supported on a Cooperative Basis
 - B2B & MICE Sales Calls
 - B2B & MICE Shows and Events
- Up to 80% of your costs: **min. £1,600 - max. £6,500**
- Activities to **March 31st 2022**



WHO QUALIFIES?

- Relevant experience: be market ready and B2B/ MICE ready
- Offer bookable experiences
- One application per business, covering multiple activities
- Applicants successful under IMAP I may also submit a new application
- Hotel or Attraction groups *and* their individual members may each apply
- Target B2B (leisure, golf, luxury) and MICE segments
- Application period: October 4th - November 30th 2021
- Applications approved on a First come, First served basis

WHAT COSTS ARE COVERED?

- **Examples of eligible costs:**

- Event registration and attendance costs (where relevant)
- Travel costs
- Accommodation and meal costs on fixed “**Per Diem**” per 24-hour period in market
 - ✓ Minimum funding per application = **£1,600** i.e. we will not fund activity costing less than **£2,000**, the funding agencies pay 80% = **£1,600**
 - ✓ Maximum funding per application = **£6,500** i.e. we will fund up to 80% or £6,500 whichever is the lower

- **Full details in the NI IMAP Guidelines document – *please read carefully***

- **Queries to IMAP@tourismireland.com**

HOW TO APPLY

1. Visit www.tourismirelandindustryopportunities.com
2. Download the NI IMAP Application Form
3. Read NI IMAP Guidelines carefully
4. Submit completed form to IMAP@tourismireland.com
5. Application approved (or feedback given) within 2 weeks
6. Undertake activity*
7. Submit Claim Form with receipts/invoices
8. Receive payment



SALES CALLS & SHOWS

- **B2B & MICE SALES CALLS**

- In person only
- Establish your outline itinerary before you apply
- Minimum of 4 calls per day expected on average, plus travel days
- Visits undertaken independently of TI market office

- **SHOWS & EVENTS**

- In person only
- B2B or MICE shows & events supported by Tourism Ireland, recruitment via Tourism NI*
- B2B or MICE shows & events attended independently of usual recruitment process
- Focus on Group Leisure, MICE, Golf and Luxury
- Estimate the expected of number of contacts/meetings taken

FOLLOW UP

- **FOLLOW UP**
- On confirmation of Approval, you will receive a Post Activity Claim Form (PAC Form)
- Submit PAC Form to IMAP@tourismireland.com within 15 days of activity completion, plus back up documentation required to claim approved funds
- Payment within 30 days
- Post Activity Evaluation Survey within 3 – 6 months, to capture impact of activities

www.tourismirelandindustryopportunities.com

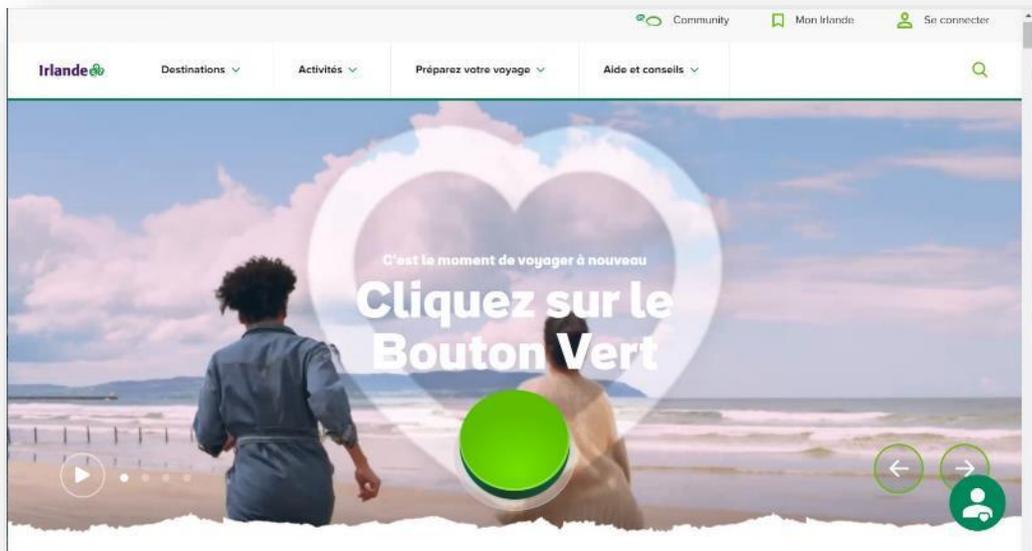
Toolkit for Industry Partners

- ✓ Easily downloadable PDF
- ✓ Packed full of great content, assets for you to use
- ✓ Rights-free; you can share everything
- ✓ **Top 10 quick download**
- ✓ 'How to' videos and helpful instructions
- ✓ Green Button tone of voice guidelines



Available on www.tourismirelandindustryopportunities.com

Green Button offers



Des paysages fabuleux

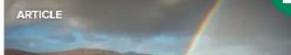
Nous sommes prêts à vous recevoir. Nos montagnes et nos plages vous attendent, et nos villes ont hâte de vous accueillir. C'est le moment de réserver votre séjour en Irlande !



Vacances à forfait
Vagabondez sur les sentiers Irlandais !

La beauté du Kerry a inspiré nombre de voyageurs. Au volant de votre voiture vous profitez des panoramas qu'offrent les péninsules d'Iveragh et Dingle. Parcourez la route touristique du Ring of Kerry qui serpente entre mer et montagnes. Offre d'Evaneos.

Comté de Kerry
A partir de 760 €



Se rendre en Irlande
Prêt à décoller vers de nouvelles aventures ?

Avec Aer Lingus, partez à la découverte de Dublin au départ de Paris - Charles de Gaulle ! Profitez d'une escapade dublinoise pour découvrir les sites emblématiques de la capitale, à votre rythme. Période de réservation : du 1 septembre au 29 septembre.

Comté de Dublin
A partir de 29,99 €



Vacances à forfait
Fun, falaises et famille !

Ce tour de 8 jours et 7 nuits vous propose un circuit adapté pour permettre à toute la famille de s'évader et de s'amuser. Paysages superbes mais surtout activités éducatives et découverte de l'île, pour beaucoup de fun en famille !

République d'Irlande
A partir de 660 €



Vacances à forfait
Vous avez l'âme marine ?

Ce circuit de Brittany Ferries vous emportera le long des côtes irlandaises, de Kinsale à Kilkee. La mer d'un côté, la montagne de l'autre et des paysages grandioses, ponctués de petits ports charmants et parcourus par les moutons.

République d'Irlande
A partir de 408 €

Industry Opportunities

Discover opportunities with Tourism Ireland to help you promote your tourism business overseas.

What market interests you



What activity interests you



What is your business



Find opportunities



Green Button Toolkit 2021



2021 Green Button Campaign Offers



Industry Market Access Programme (IMAP)¹³

➤ **IMAP@tourismireland.com**





Tourism Ireland

Marketing the island of Ireland overseas

Thank you