

NORTHERN IRELAND TOURISM REVIEW

Location: Northern Ireland, United Kingdom

Client: Department of Enterprise, Trade and Investment

Services: Market Positioning Study



Emerging information and communication technologies and world tourism trends

Project Objectives:

- As part of a broader review of tourism in Northern Ireland, we provided insight into emerging information and communication technologies that could be utilised for the benefit of tourism destinations, as well as predicted world tourism trends and forecasts to 2020.

Our Recommendations:

- The identified a number of e-travel delivery platforms (such as personal digital appliances and interactive digital TV) as well as destinations management systems, and provided insight into how these could be implemented for the benefit of destinations.
- A number of factors expected to shape tourism over the next decade were analysed, including economic, political and demographic factors, climate change, information technology, transport and safety.
- Six market segments were identified for particular analysis. City breaks, adventure tourism, scuba diving, rural tourism, cruises and cultural tourism were considered to have specific importance for Northern Ireland over the next decade as emerging market segments.