

New experiences designed for Group, MICE and FIT Organisers



Welcome
to the start
of something
big



We invite you on a
journey
into our **Giant**
spirit

Northern Ireland has come a long way.
Now we are happy to share our new
tourism brand with the world.

We've done our research. We know what makes
Northern Ireland special and different from anywhere else.

The people of Northern Ireland are giant-spirited.
This spirit fires the welcome they extend to visitors and
it sparks a response in their guests. **Come to Northern
Ireland to share our giant spirit and to awaken yours.**



Mussenden Temple, Causeway Coastal Route



Northern Ireland Embrace a Giant Spirit

Our new brand is coming to life through a collection of *new and unique experiences*. The first of them are in this guide. Many more are springing up all over Northern Ireland. Watch this happen at embraceagiantspirit.com

You and your clients will be surprised and awakened by our giant experiences – of culture, landscapes, our legends, our cities, our coast and our food.

St. George's Market, Belfast

Embrace ^{the} Giant spirit of Northern Ireland

We are making it easier for you.

Easier to find **unforgettable experiences** for your clients.

Easier to locate **first-class hosts** and **exceptional food and drink.**

Easier for you to create **itineraries** so joined-up, so seamless, that they feel effortless.

We invite you to embrace our **giant spirit**
and to awaken your own.

Find out more about the experiences and how to book them at embraceagiantspirit.com

How YOU will find our Giant spirit

You encounter our giant spirit everywhere in Northern Ireland. It can take you by surprise.

When you **start exploring** – you find it.

The giant spirit is here
in **vivid experiences.**

It's in **journeys and adventures in beautiful, elemental landscapes.**

It's in **quiet conversations** with fascinating people and
in our renowned **craic.**



You meet **people who are more than welcoming.** They're enjoying life and are keen to share it with you.

They're great hosts. They share their food, their music and their stories. They love Northern Ireland and it's infectious. **You embrace it.**

Experiences to
awaken the
Giant spirit
in your **clients**

Northern Ireland **surprises** people. It changes them.

We'd say it's our giant spirit that brings them to life. It awakens their senses, fires their imaginations, stretches their muscles and maybe touches their soul.

It's not just what they do here, it's the people they meet and the way it all **makes them feel**.

Encountering a giant spirit can change people for life.

Our branded experiences are designed to unlock **the giant spirit in your clients**.

Carrick-a-Rede Rope Bridge, Co. Antrim



**Etihad Australia,
Familiarisation Visit 2018**

"Today has been absolutely breath-taking; the scenery has been pretty spectacular and also not as infiltrated by people as much as many other places which is pretty special..."

"The scenery... every corner is more beautiful than the last"

"The building (Titanic Belfast) is remarkable, it's just awe-inspiring"

"It's amazing, it's been fantastic. Game of Thrones® if you're into it it's the place to come... and if you're not into it, it's still fantastic"



Reasons to bring your clients to Northern Ireland



The Mourne Mountains, Co. Down



The Gobbins Cliff Path, Co. Antrim



Catch and Sea, Co. Antrim

Fresh, new and intriguing

This is still the undiscovered corner of the island of Ireland. There is space here and time to enjoy it.

Northern Ireland – Embrace a Giant Spirit experiences are original and bookable. They are adaptable and can be tailored to your group.

Variety

There is so much variety. From early-morning fishing to late-night dancing, wide mountains to intimate bars, cosy cottages to world-class hotels, from chips on the beach to Michelin stars, each encompasses our giant spirit.

Northern Ireland – Embrace a Giant Spirit experiences emphasise the unusual, the original and the distinctively Northern Irish.



Taste and Tour, Belfast



Devenish Island, Co. Fermanagh

Big-hearted hosts

Befriending strangers and making sure they enjoy themselves comes naturally to us. Our experience providers really care about your clients and will go out of their way to help you.

Every provider of a *Northern Ireland – Embrace a Giant Spirit* experience has committed to our brand promise. This means you can be assured you will encounter only authentic and distinctly Northern Irish experiences.

It's all so Conveniently Close

Everything you want to experience is close at hand.

The *Northern Ireland – Embrace a Giant Spirit* brand covers the whole of Northern Ireland and allows you to create high-quality itineraries to suit the needs and interests of your clients.



The Mourne Mountains, Co. Down

Meet your Big-hearted hosts

We are a joined-up **network of businesses** ready to work with you. We know each other well and have developed the Northern Ireland – Embrace a Giant Spirit brand together.

Our giant spirit puts the warmth in our welcome. **We value visitors** and enjoy spending time with them. We understand your **clients' holiday is the most important time of their year** and will work hard to make it great for them.

Some of us are the **biggest visitor attractions** in Northern Ireland, others are **small businesses**, like farmers or fishermen, with something interesting to show you.

Large and small, we share a **commitment to high quality**.

We know that everyone is different and so offer **individually-tailored experiences**. If you tell us what your clients want, we will do whatever we can to make that happen.



Unlocking the Walled City, Derry~Londonderry



Taste and Tour, Belfast



The Gobbins Cliff Path, Co. Antrim



Glenshane Sheepdogs, Derry~Londonderry



Giant's Causeway, Co. Antrim

Find giant experiences that your clients will love

Key to Experience Categories



For sociable people – meet Northern Irish people who will offer you friendship, invite you into their homes and workplaces and share, our traditions, festivals, arts and culture.



For active people – All the activities Northern Ireland can offer on land and sea, in mountains or on lakes.



For coast-lovers – Our famous, awe-inspiring coastline, with its stunning cliffs and rock formations, islands and wide beaches.



For story-lovers – be immersed in myths, stories and legends in places steeped in history and enthralling tales from the far past and our vibrant present.



For urban types – Our modern cities crackling with energy and fun; full of vibrancy, colour and atmosphere.



For nature lovers – Rediscover the joy of connecting to nature, revive your spirit and find tranquillity, renewal and healing.



For foodies – Our diverse food culture; natural produce, artisan producers, traditional crafts and chic eateries.

Introducing the first Northern Ireland Embrace a Giant Spirit Experiences

This brochure showcases
the first of our
Northern Ireland –
Embrace a Giant Spirit
experiences.



Mourne Mountains, Co. Down

This is the
beginning of our
journey – and
hopefully yours too.



More experiences
are coming along
the track.

Coastal Canters, The Dark Hedges, Co. Antrim



To find out more and book your Giant Spirit adventure go to
embraceagiantspirit.com

Toast the Coast, Co. Antrim

our Giant Experiences

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Sheepdogs at work

James invites visitors to his farm set deep in the beautiful ancient landscape of the Sperrin Mountains.



Sheepdogs At Work, Glenshane Country Farm, Derry~Londonderry
ONLY 55 MINUTES FROM BELFAST



Sheepdogs at work

James McCloy is a fourth-generation shepherd who wants to show people sheep farming and particularly his highly trained team of working sheepdogs. He invites visitors to his farm set deep in the beautiful, little-known landscape of the Sperrin Mountains.

James points out Slemish Mountain in the distance, and tells the story about Saint Patrick, Ireland's patron saint, who was a shepherd there. It's a good tale well told and a reminder that 1,500

years later farmers are still herding sheep here. But the main stories here are about the animals and the farming life. It's his relationship with his dogs that is most striking. Seeing them up close, working together, communicating using body language, whispers and whistles, is amazing.

For more details, including how to book this experience, go to embraceagiantspirit.com

Your guide



From the moment visitors pull up they immediately absorb the fresh, clean mountain air with panoramic views tapping into their senses and emotions; giving them a chance to feel rooted, part of something traditional and special.

JAMES MCCLOY
Glenshane Country Farm,
Derry~Londonderry





Lord Rawdon's Montalto

A majestic estate and a beautiful Georgian mansion are the setting for an unforgettable experience.



Lord Rawdon's Montalto, Montalto Estate, Co. Down
ONLY 30 MINUTES FROM BELFAST

Lord Rawdon's Montalto

Lord Rawdon, the Earl of Moira, greets you as you arrive at the majestic Montalto Estate and welcomes you to his newly built house – and the year 1763. As he ushers you into the house for some light refreshment, 250 years slip away. As you enjoy the stunning setting, the Earl talks about his vision of Montalto and how he created this beautiful estate.

He is an excellent guide, engaging and humorous. He invites you outside to

explore this beautiful and tranquil haven he has created for himself and his friends. As he leads you around the landscaped gardens and parkland he tells you stories about the estate's past and points out where the Battle of Ballynahinch was fought. You realise that his legacy has endured, surviving an often-turbulent history. Montalto Estate remains an exquisitely maintained, stylish and peaceful retreat.

For more details, including how to book this experience, go to embracegiantspirit.com



Your guide



The character of Lord Rawdon welcomes you to his 18th century Georgian Mansion. As an engaging and humorous guide, he will take visitors on a journey through the estate from its humble past to its enchanting present.

Montalto Estate, Co. Down





Belfast Traditional Music Trail

There's music in the air here.
It's what makes the city special.



Belfast Traditional Music Trail, Belfast



Belfast Traditional Music Trail

Bíonn Siúlach Scéalach. As you walk through Belfast's cobbled alleyways, with two professional musicians as your guides, you discover why this is considered one of the world's best cities for Traditional Irish Music. You'll find this living tradition thriving throughout the city. At each stop you are treated to a performance of traditional tunes, songs and stories, all of which make up your own personal 'session'.

You can enjoy a local beer, cider, whiskey or Guinness while learning about the instruments, language, customs and history that make up Ireland's vibrant musical tradition. These sessions are convivial, intimate and animated. Everyone can join in, sharing the stories and enthusiasm of the players, and learning a new song or a dance.

For more details, including how to book this experience, go to embraceagiantspirit.com

Your guides



It gives visitors unique access to the magic of "the session" and to discover and experience this distinctive tradition, showing them why Belfast is one of the best cities in the world for traditional Irish music.



Belfast Traditional Music Trail, Belfast





Tracey's Farmhouse Kitchen

A freshly baked taste of tradition – what could be better?



Tracey's Farmhouse Kitchen, Co. Down
ONLY 40 MINUTES FROM BELFAST



Tracey's Farmhouse Kitchen

Tracey is amazing – all her guests say so. When she welcomes people into her thatched cottage, they step right into the warm, generous spirit of Northern Ireland. They roll up their sleeves, put on an apron, and before long are mixing and kneading dough for soda and wheaten breads in the traditional way.

Before the cooking commences, Tracey offers a fantastic spread of home baking, with all the ingredients sourced from

within ten miles. The day is full of chat, banter and local stories, mostly about the farming community of this beautiful landscape on the western shores of Strangford Lough. In Tracey's Kitchen, people make friends as well as bread.

No one leaves empty-handed. Guests take away the bread they griddled, a pack of ingredients and recipes and, if there are any left, some of Tracey's cakes and scones. This is true Northern Irish hospitality.

For more details, including how to book this experience, go to embraceagiantspirit.com

Your guide



It's a shared moment that visitors can only experience in my home: they arrive as strangers and leave as friends.



TRACEY JEFFERY
Tracey's Farmhouse Kitchen,
Co. Down





Clifftop Experience

Think you know the Giant's Causeway?
See it from a whole new angle.



Clifftop Experience, National Trust & Away A Wee Walk, Co. Antrim
ONLY 70 MINUTES FROM BELFAST

Cliff Top Experience

The best way to avoid the crowds and get under the skin of a place is to explore it with a local friend. That's what walking the Causeway Coast with Eimear Flanagan or one of her team is like. They describe these as 'their' cliffs and delight in sharing them with visitors.

Your guide takes you along quiet routes to the best views of the famous National Trust Giant's Causeway, the ones that

most visitors do not see because they don't know they exist. The five-mile walk through the heart of Northern Ireland's only World Heritage Site is a personal discovery of a spectacular coastline.

For more details, including how to book this experience, go to embracegiantspirit.com

Your guide



3.5 hours of breathtaking views taking in the land, sea, flowers; views to Rathlin, Islay, Scotland and Donegal... it's an onslaught of beauty from the beginning to the end!

EIMEAR FLANAGAN
Away A Wee Walk,
Co. Antrim





Beyond the Bridge

Follow in the footsteps of generations of salmon fishermen – and cross the bridge from the present to past.



Beyond the Bridge, National Trust & Dalriada Kingdom Tours, Co. Antrim
ONLY 75 MINUTES FROM BELFAST

Beyond the Bridge

The adrenalin rush of crossing the precarious National Trust Carrick-a-Rede Rope Bridge attracts visitors from around the world. It wasn't always like this. From the mid 1700's until the early 21st century it was a pathway to a fishing industry that sustained generations of local families.

Your guide takes you 'Beyond the Bridge', following in the footsteps of those

salmon fishermen down to a fishermen's hut. This is unchanged since the last fishermen left 20 years ago. It's where they sheltered, tied their nets, rested and told stories and you can do the same. The interwoven lives of the Atlantic salmon and the men who fished them feel close and vivid.

For more details, including how to book this experience, go to embraceagiantspirit.com

Your guide



I want people to know they can come and feel the warmth of the embrace and feel that they belong. Combining history and heritage with immersive opportunities in a totally unique location.

MARK RODGERS
Beyond the Bridge,
Dalriada Kingdom Tours,
Co. Antrim





Men of the Mournes

If these stones could speak, they'd tell tales of hermits, smugglers and fugitives...



Men of the Mournes, Walk the Mournes, Co. Down
ONLY 60 MINUTES FROM BELFAST



Men of the Mournes

The Mourne Mountains are quiet now. It is a place to take in wide views of summits and spectacular valleys, to breathe deep and relax in the mountain atmosphere.

Expert mountain guide, Peter Rafferty shows you all this and more. He stretches your imagination as well as your legs and your horizons. He takes you back to the times when Mourne granite was highly sought-after and the mountains echoed with the sound of handpicks. He whispers stories and legends of local

smugglers in their secret caves. He talks of the US military men who trained here before heading for the battlefields of the Second World War. Peter fills the quiet, empty mountains with stories.

For more details, including how to book this experience, go to embraceagiantspirit.com

Your guide



You'll look out to sea and see a giant landscape in front of you... every step forward you're more astounded by how beautiful it is.



PETER RAFFERTY
Walk the Mournes,
Co. Down





Stars and Stones

Stargazing all the way from the Bronze Age to the Digital Age



Stars and Stones, Mid Ulster Council & Davagh Dark Sky Observatory, Co. Tyrone
ONLY 80 MINUTES FROM BELFAST

Stars and Stones

The ancient and intriguing Beaghmore Stone Circles pull you back to the deep past, where people marked their time by the sun, stars and planets. It makes you wonder, especially when a local storyteller tells timeless, often-repeated tales connected with the stones. You look upwards to the stars, just as our ancestors would have done 6,000 years ago.

There is nowhere better in Northern Ireland to look to the night sky than in the designated Dark Skies of the Sperrin Mountains. We are still doing it today.

A short walk takes you to Northern Ireland's first Dark Sky Observatory with its modern star gazing technology. There you can look through a telescope or travel through space with our Virtual Reality experience. As night falls, the observatory transforms into a magical lightshow highlighting myths and legends linking our forebears to the sky above us. Finish your night around a campfire and view stars through glass-roofed glamping pods.

For more details, including how to book this experience, go to embraceagiantspirit.com

Your guide



Embrace the spiritual myths and legends, step into space as you meander through the landscape via a solar system board walk to Ireland's first Dark Sky Observatory.



Stars and Stones, Co. Tyrone





Hands-on Belleek

Discover the craft behind the world-famous Belleek pottery.



Hands-on Belleek, Belleek Pottery, Co. Fermanagh
ONLY 130 MINUTES FROM BELFAST



Hands-on Belleek

Belleek Pottery is a local company with a global name and fan base. Even if you don't know their name, you are very likely to know their products, someone in your circle will have some.

The factory has been part of the Fermanagh landscape for over 160 years and remains a very human firm, proud of its traditions. They say that every Belleek piece passes through 16 pairs of hands. On your tour with a local guide you can see all those hands at work in

the production process and talk to the craftspeople.

Then you can be a 17th pair of hands and have a go at making and painting part of a piece of Belleek ware. Your piece will be fired and shipped on to your home address.

For more details, including how to book this experience, go to embracegiantspirit.com

Your guide



The founders of Belleek Pottery were pioneers of their time, they brought a unique type of skill to a small village in the west.



Belleek Pottery, Co. Fermanagh





Walking the Edge

Step out and find yourself between earth, sea and sky.



Walking the Edge, The Gobbins Cliff Path – Mid & East Antrim Borough Council, Co. Antrim

ONLY 40 MINUTES FROM BELFAST

Walking the Edge

The Gobbins, a spectacular coastal walk, offers you the opportunity to experience a unique tour along the cliff edge of Northern Ireland. Enjoy dramatic views across the sea to Scotland or watch the waves roll in from the Irish Sea, while seabirds fly overhead.

Put on your boots and hard hat and weave your way along basalt cliffs, through tunnels and hidden caves

where past generations of smugglers hid their loot and present generations of wildlife call home. Discover the triumph of Victorian engineering and experience one of the most enthralling coastal walks along the Causeway Coastal Route.

For more details, including how to book this experience, go to embraceagiantspirit.com

Your guide



The Gobbins seems to awaken many emotions in our visitors... feel the sea wind against your face and taste the sea salt on your lips.

AMY CLARKE
The Gobbins Cliff Path,
Co. Antrim





Titanic Sunday Afternoon Tea

Take tea within Titanic Belfast, beside a replica of the ship's famous Grand Staircase.



Titanic Sunday Afternoon Tea, Titanic Belfast

Titanic Sunday Afternoon Tea

As a jazz band plays bygone tunes, prepare to be whisked away to an era of luxury and elegance. There are few experiences more refined than a classic afternoon tea, and few better places to partake in it than alongside Titanic Belfast's sweeping Grand Staircase.

Staff in smart period uniform greet guests with the warmest of Belfast welcomes. Inspired by the flavours served on board, the sumptuous menu includes both sweet and savoury treats, while luxury loose leaf tea is served in replica White Star

Line crockery. This is five-star service, Titanic style. Your table awaits you.

Located beside the Titanic Slipways, the Drawing Office and the Hamilton Graving Dock, Titanic Belfast is a tribute to Titanic and the city that built her. Combine your tea with a visit to the Titanic Experience to discover more tales of RMS Titanic and Belfast's maritime heritage.

For more details, including how to book this experience, go to embracegiantspirit.com



Your guide



“

At Afternoon Tea, guests get the chance to step back in time to a period of luxury, elegance and five star service, experiencing the opulence of the Titanic era.

”

Titanic Sunday Afternoon Tea, Titanic Belfast





Hillsborough Castle and Gardens

A unique heritage destination with a glorious past – and a royal present.



HRP Hillsborough Castle and Gardens, Co. Down
ONLY 20 MINUTES FROM BELFAST

Hillsborough Castle and Gardens

In some places, the past feels very close. Hillsborough Castle and Gardens is one of them. Northern Ireland has been, and continues to be, shaped by the significant events that have happened here.

There are many layers of stories. As a current Royal Residence, Hillsborough Castle showcases beautiful rooms and glorious gardens and gives an intimate glimpse behind the scenes into the personal living quarters of a working royal household. But there is more here than meets the eye, revealed on tours where expert household

staff share fascinating stories of celebration, entertainment, diplomacy, and negotiation that link the castle to Northern Ireland and the wider world.

Bursting with colour and features such as the historic Walled Garden and enchanting pinetum, 100 acres of wonder await in the castle's gardens that delight the senses and stir the spirit, offering countless places to unwind, contemplate, socialise and seek inspiration.

For more details, including how to book this experience, go to embraceagiantspirit.com

Your guide



The castle is full of fascinating stories of celebration, entertainment and diplomacy.



HRP Hillsborough Castle and Gardens, Co. Down





HMS Caroline Meet the crew

Want to discover what life was like at sea in a First World War battleship?
All aboard!



HMS Caroline, National Museum Royal Navy HMS Caroline, Belfast

HMS Caroline Meet the crew

It is hard to imagine being a sailor in the First World War – unless you are on board HMS Caroline. She has been part of the Belfast waterfront since 1924 but only now can her story be told.

Accompanied by a crew member, you step back more than 100 years into life on board this remarkable First World War vessel. Using original diary entries and first-hand accounts, your guide expertly reveals stories of the Caroline's crew who lived and worked in confined spaces, the narrow corridors and tiny cabins.

Through their own words you get to know the everyday heroes who took part in the Battle of Jutland – the greatest naval battle in history. They include the ship's stoker who played the "damsel" in Caroline's concert parties, the Captain's personal steward, the boy telegraphist, and many others.

For more details, including how to book this experience, go to embraceagiantspirit.com

Your guide



It's not every day you can climb inside a real war ship to touch, feel, see and smell what it's like... it's a must-see floating museum with an amazing story to tell.



National Museum Royal Navy
HMS Caroline, Belfast





Toast the Coast

From coastline to countryside, this is a landscape of stunning beauty – and abundance.



Toast the Coast, Co. Antrim
ONLY 30 MINUTES FROM BELFAST



Toast the Coast

If you are delighted by the finest foods and drink, Portia Woods will endear the Causeway Coast to you. Her intimate knowledge of the region's food and her personal relationships with its exceptional bakers, chefs, brewers and distillers make this coastal journey very special.

Stunning views of cliffs, sea and rolling glens, visits to harbours and fishing villages along this dramatic edge of Northern Ireland sets the scene for a

day of serious food tasting. The food and drink, all of it made from local ingredients, is marvellous but it is the enthusiasm, pride and friendliness of the people who create it that will fix the day in your memory.

For more details, including how to book this experience, go to embraceagiantspirit.com

Your guide



As the coast unfolds around each glen, the connection of each village, food plate and person we meet creates a giant story of rich heritage and pride in our food.

PORTIA WOODS
Toast the Coast,
Co. Antrim





Blossom to Bottle

Welcome to the place where
unforgettable memories are
always in season.



Blossom to Bottle, Armagh Cider Company, Co. Armagh
ONLY 40 MINUTES FROM BELFAST

Blossom to Bottle

The Troughton family are all about apples – but not just any old apples. They have grown the unique and internationally-recognised Armagh Bramley apple for over 100 years and recently recreated the craft of making them into award-winning ciders.

They love their apples and are enthusiastic storytellers and extraordinary guides. They give real insight into the skills needed to create a great orchard and to make the most of the fruit.

They show you everything 'from blossom to bottle'. From their beautiful orchards where the story starts, through the mill to the bottling hall. Tasting the range of ciders and apple juices with your expert guide is an education that enlivens your taste buds and sharpens your palette.

For more details, including how to book this experience, go to embraceagiantspirit.com



Your guide



It's very important to us that guests feel welcomed and appreciated throughout their visit.

Armagh Cider Company, Co. Armagh





Belfast Food Tour

Discover the real Belfast – one bite at a time.



Belfast Food Tour, Taste and Tour, Belfast



Belfast Food Tour

Caroline is passionate about Northern Irish food and about Belfast. She wants visitors to see and understand more about both of them. So her tours take you into quiet streets and behind closed doors to meet the inventive people who are using fantastic Northern Ireland ingredients in innovative ways, to create world-class products.

These producers have an infectious love for their food and drink and are happy to share it, to talk about it and to show you how to taste it. This is a great way to discover the real spirit of the people of Belfast – and enjoy some fabulous food.

For more details, including how to book this experience, go to embraceagiantspirit.com

Your guide



The Northern Irish welcome is legendary, so with the locals we meet along the way, guests get to experience the true spirit of Northern Irish hospitality.

CAROLINE WILSON
Taste and Tour,
Belfast





Whiskey on the **ROCKS**

How do you take your whiskey?
With a little geology...



Whiskey on the Rocks, National Trust, Co. Antrim
ONLY 70 MINUTES FROM BELFAST

Whiskey on the Rocks

If you fancy an unforgettable taste of renowned Northern Irish whiskey why not enjoy a glass of Bushmills on some exceptional rocks at the National Trust Giant's Causeway, Northern Ireland's only UNESCO World Heritage Site?

Your local storytelling guides are great company. They regale you with tales, including our great legend of brawling giants, Finn McCool and Benandonner who built this causeway. They also have stories of hard-working distillers, the winding River Bush and Bushmill's rich, full-bodied whiskey.

Together, you take the slow road to a sheltered and secluded spot among the majestic basalt columns. Here you can sit and enjoy the waves and the views. It's a very fitting place to toast our famous giant with an exclusive 12-year-old malt; only available from Old Bushmills Distillery.

For more details, including how to book this experience, go to embracegiantspirit.com

Your guides



Our guests get the chance to toast the 'Giants' in this dramatic landscape with the special 12 year old whiskey.

Whiskey on the Rocks, Co. Antrim





Catch and Sea

Feel the wind in your hair on this early morning fishing trip in the Atlantic Ocean.



Catch and Sea, Causeway Coast Foodie Tours, Co. Antrim
ONLY 80 MINUTES FROM BELFAST

Catch and Sea

It's very early in the morning when the skipper welcomes you aboard their boat for a fishing trip into the Atlantic Ocean. The bleary-eyed start is well worth it.

There is a sense of freedom and escape among the sea birds and seals and the fantastic views of the rugged coastline of the Causeway Coastal Route. The crew on deck, and your guide have an infectious passion for the sea and are full of local knowledge and stories. But you are here to fish for your breakfast. You reel in the

fish and sort the catch, filling a bucket with the best of it, most likely mackerel or pollack.

Where better to take your catch, than to one of our welcoming local chefs? They are ready and waiting to lay out a home-cooked breakfast to match your appetite – with, of course, your fish as the centrepiece.

For more details, including how to book this experience, go to embraceagiantspirit.com

Your guide



So much of our history and food heritage comes from the sea... it's all about our people, our passion and our place.

WENDY GALLAGHER
Causeway Coast Foodie Tours,
Co. Antrim





Coastal canterers

Experience the best of what the north coast has to offer from a different perspective... on horseback.



Coastal Canterers, Shean's Horse Farm, Co. Antrim
ONLY 70 MINUTES FROM BELFAST

Coastal canterers

Being on horseback is timeless and a great way to explore. It connects you to the land and to the many people over the centuries who have ridden there before you. You notice more of your surroundings, the smell of gorse, the sound of birds or waves, and the touch of a breeze.

Your companions for the day are a local guide from Shean's Horse Farm and an Irish Cob, carefully chosen to match your riding skills and ambitions.

You can choose your adventure. You might ride gently into the Antrim Hills, the green heart of this beautiful corner of Northern Ireland, or take off for the beach and a wind-in-your-hair canter across magnificent wide sands.

You'll be surprised at what you are capable of with the right encouragement and guidance.

For more details, including how to book this experience, go to embraceagiantspirit.com



Your guide



Riding on the North Coast has been rated as one of the top horse riding experiences in the world.



DANNY MCKINLEY
Shean's Horse Farm,
Co. Antrim





Island Discovery

Discover one of the world's most beautiful waterways.



Island Discovery, Erne Water Taxi, Co. Fermanagh
ONLY 105 MINUTES FROM BELFAST



Island Discovery

The best way to really see the Fermanagh Lakelands is from the water, so hop in a boat and explore the many islands of Lough Erne. And if that boat is skippered by Barry Flanagan, you will see and hear so much more.

There is no set itinerary and countless possibilities. Starting from Enniskillen, Ireland's only island town, Barry will choose your route, based on his knowledge of the Lough Erne's changing currents, seasons and movements of wildlife. As you travel, he will show you

secretive creatures such as kingfishers, and intrigue you with poignant stories of these islands, which for centuries were home to thriving communities.

On Devenish Island you can experience the peace of the sixth century monastery. Like your time on Lough Erne, it seems far removed from the pace of the everyday modern world.

For more details, including how to book this experience, go to embraceagiantspirit.com

Your guide



It gives us a chance to showcase one of the most unspoilt, beautiful waterways in the world, and tell stories of a unique landscape full of history and folklore.

BARRY FLANAGAN
Erne Water Taxi,
Co. Fermanagh



Glide with the Tide

A unique way to discover a unique
marine environment – and its riches.



Glide with the Tide, Mobile Team Adventure, Co. Down
ONLY 40 MINUTES FROM BELFAST



Glide with the Tide

Taking out a kayak is a beautiful way to explore Strangford Lough. Down at water level, you are in tune with the tides, time of day and weather conditions. Gliding softly along brings you closer to the lough's wildlife, including seals and wild geese. If you are lucky in the morning or late evening you may encounter otters.

Beginners are in safe hands with guide John Hubbucks, a kayak expert who has taught many people, of all abilities,

to paddle. He also knows Strangford Lough intimately and can help you explore its crystal-clear water, islands and inlets. To top it all, he is a trained chef and, if the tide and season is right, he will take you foraging for mussels which you can cook together and enjoy with a local Irish whiskey cream sauce. Don't miss out on the amazing Irish smorgasbord with some of the finest foods from local Strangford producers.

For more details, including how to book this experience, go to embraceagiantspirit.com

Your guide



Visitors get up close and personal with Strangford Lough: see, smell, taste and feel the Lough, its beauty and wildlife in a truly immersive way.

JOHN HUBBUCKS
Mobile Team Adventure,
Co. Down



Unlocking the Walled City

The great walls of Derry- Londonderry, Ireland's only fully intact walled city, have witnessed centuries of drama.



Unlocking the Walled City, Visit Derry, Derry~Londonderry
ONLY 90 MINUTES FROM BELFAST



Unlocking the Walled City

The great walls of Derry-Londonderry, Ireland's only fully intact walled city, have witnessed centuries of drama. Fortunately, this most vibrant, friendly and diverse city is as full of storytellers. They can tell you unforgettable stories from inside and outside the walls that will make you see the place from many perspectives.

As you walk along and beside the walls your guides highlight key points and

unlock stories going back hundreds of years. They reveal what important events, such as the Plantation, the Siege, Emigration and the Troubles, that changed Irish, British and European history, meant for Derry-Londonderry's people and reflect on their present-day legacy.

For more details, including how to book this experience, go to embracegiantspirit.com

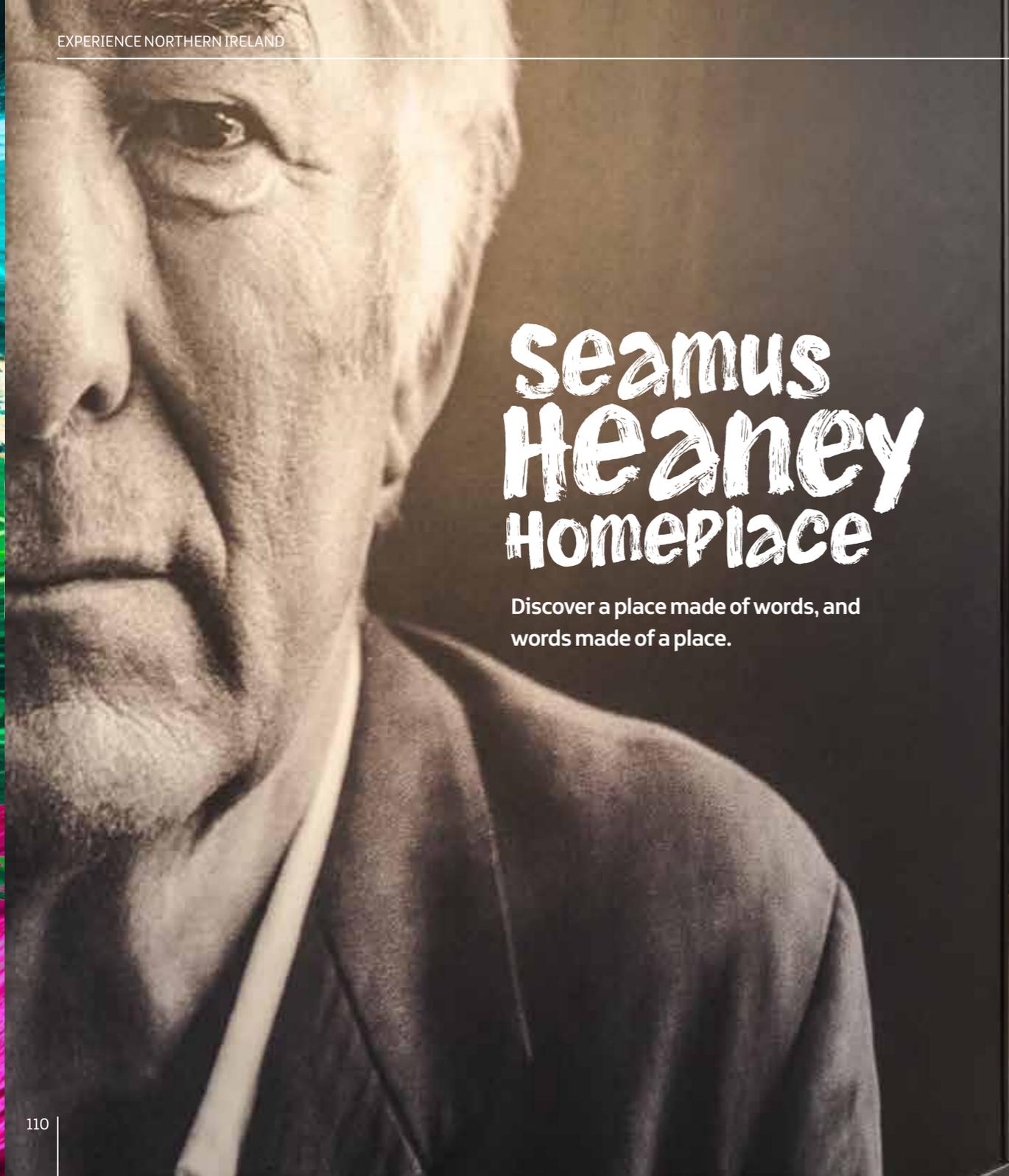
Your guide



Visitors are welcomed into the city with open arms, the big-hearted welcome from our locals is colossal and unlike anywhere else in the world.

Unlocking the Walled City, Visit Derry





Seamus Heaney HomePlace

Discover a place made of words, and words made of a place.



People & Place

Seamus Heaney grew up nearby, in the hillsides and valleys, as an English schoolboy in the area and the young poet of the people and places he remembered here as a boy.



'Between haystack and sunset sky,
Between oak tree and slated roof,

I had my existence. I was there.
Me, the place in me'



Seamus Heaney HomePlace – Mid Ulster District Council, Derry~Londonderry
ONLY 45 MINUTES FROM BELFAST

Seamus Heaney HomePlace

Seamus Heaney shows you the heart of rural Northern Ireland more clearly than anyone else – or so they say around Bellaghy where he was born. They don't just mean his Nobel Prize winning poetry, although that speaks calmly and deeply of his connections with home, family, landscape and people. Seamus Heaney himself demonstrated the values, charm and character of his home to the world.

Local people are proud of their literary giant. The beautiful visitor centre is a loving tribute to Heaney and the perfect place to discover (or rediscover) the man and his work. Immersing yourself in Seamus Heaney HomePlace and hearing the extraordinary words read by the poet himself, in the area where they were forged, is a truly emotional experience.

For more details, including how to book this experience, go to embracegiantspirit.com



Your guide



Our visitors often find a deep personal bond to the work as they reflect on their own lives and their communities – wherever they're from.



Seamus Heaney HomePlace – Mid Ulster District Council, Derry~Londonderry



Our giant experiences



	 A Spirited People	 Land of Legends	 Natural Wonder	 Spirit of Adventure	 The Giant Coast	 Urban Spirit	 Giant Tastes
Sheepdogs at Work	✓	✓		✓			
Lord Rawdon's Montalto	✓	✓					
Belfast Traditional Music Trail	✓			✓		✓	✓
Tracey's Farmhouse Kitchen	✓	✓					✓
Cliff-top Experience	✓	✓	✓	✓	✓		
Beyond the Bridge	✓	✓	✓	✓	✓		
Men of the Mourne	✓	✓	✓	✓			
Stars and Stones	✓	✓	✓				
Hands-on Belleek	✓	✓		✓			
Walking the Edge	✓	✓	✓	✓	✓		
Titanic Sunday Afternoon Tea	✓	✓			✓		✓
Hillsborough Castle and Gardens	✓	✓					
HMS Caroline - Meet the Crew	✓	✓			✓		
Toast the Coast	✓				✓	✓	✓
Blossom to Bottle	✓						✓
Belfast Food Tour	✓					✓	✓
Whiskey on the Rocks	✓	✓	✓		✓		✓
Catch and Sea	✓	✓	✓	✓	✓		✓
Coastal Canters	✓	✓	✓	✓	✓		
Island Discovery	✓	✓	✓	✓			
Glide with the Tide	✓	✓	✓	✓			✓
Unlocking the Walled City	✓	✓				✓	✓
Seamus Heaney HomePlace	✓	✓					

We're here to help

Contact the team today

Tourism Northern Ireland's Business Solutions team are happy to work with you and provide advice and assistance for any travel trade queries or requests.

We have a range of supports in place to help you develop your Northern Ireland itineraries and experiences for your clients.

- Support for familiarisation trips for your team and/or clients
- Development support to create winning itineraries
- Access to free marketing assets including hero photography, videos and relevant infographics, all available to download through our media library and youtube channel
- Opportunity to attend our annual networking platforms such as Meet the Buyer and Coach and Group Workshop to meet with our Northern Ireland trade partners

- Access to the latest market trends and research

For further details visit www.embraceagiantspirit.com or contact a member of the Business Solutions team today.

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Welcome
to the start
of something
big

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rectified in future publications when brought to our attention.



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