

Industry Market Access Programme 2021 / 2022 (NI)

Activities: 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)

From: 04/10/2021

To: 30/11/2021

Sign up by: 30/11/2021

For More Info: [Audrey O'Connor](#) Dublin

Tourism Ireland and Tourism Northern Ireland are delighted to announce the launch the new **Northern Ireland Industry Market Access Programme (NI IMAP)** aimed at supporting Northern Ireland industry recovery.

As part of Northern Ireland's **Tourism Recovery Action Plan**, Tourism Ireland and Tourism Northern Ireland are together launching the **NI IMAP** to support industry to undertake a programme of **B2B and MICE activities** in international markets, to increase overseas visitors to Northern Ireland.

The application period is from **October 4th to November 30th 2021** for activities in eligible overseas markets from now through to **March 31st 2022**.

This initiative is part of a broader plan intended to provide as many opportunities as possible for Northern Ireland tourism industry partners to kick-start international recovery, via B2B activities aligned to our overseas **Green Button** marketing campaign.

We are now inviting applications from **suitably qualified Northern Ireland industry** to undertake the following activities on a cooperative basis in core international markets:


1. **B2B or MICE Sales Calls** by Northern Ireland industry partners with relevant experience in this area
2. **Attendance at B2B or MICE events/shows** by Northern Ireland industry with relevant experience in this area

Please note that in all instances, government guidance in relation to travel and any associated guidelines should be observed at all times.

Applications which qualify as eligible will be approved on a **first come, first served basis**, subject to funding being available.

Before completing your [application](#) and submitting to IMAP@tourismireland.com, for information and guidance on eligibility, please consult the [IMAP Guidelines here](#).

[Please click here to download the application form](#)

 [Giants-Causeway-NI-Lscape-2.jpg](#)



Tourism Ireland



**tourism
northernireland**

Industry Market Access Programme

Enabling Market Access for Recovery















