



# Experience Northern Ireland: *Titanic and More*

September 23rd-September 30th, 2010



Join Tourism representatives, cultural organizations and characters to bring a flavour of Northern Ireland to New York this September



### Event Overview:

A major interactive multi-platform exhibit built around the hull of Belfast's most famous ship comes to Vanderbilt Hall at New York's Grand Central Terminal from September 23rd through September 30th. A week-long celebration of Northern Ireland featuring activities culture, tourism and entertainment.



### The Opportunity:

- Presents an opportunity to leverage growing interest and promote Northern Ireland as an attractive tourism destination in the major gateway market of New York
- Grand Central Terminal is the largest station in the world and one of the major commuter hubs in New York City which attracts 750,000 commuters per day from the tri-state area
- Exhibit presents an excellent opportunity to reach to key a large number of Tourism Ireland's best prospects—affluent, baby boomers 45+, international travellers.
- Direct access to Belfast from New York's Newark gateway
- Week-long showcase will include high profile trade and media events.
- High profile publicity, outreach in tri-state area
- Platform also provides key opportunities for media networking
- Partners will be recruited under five themed/product areas:



- Belfast**
- Golf and Gourmet**
- Accommodation: From Farmhouse to Manor House.**
- Attraction, events and festivals**
- Historic cities and towns.**



### Participation:

Organisations interested in showcasing the very best of Northern Ireland including accommodation providers, attractions, regional tourism organisations, tour operators, golf providers, festivals and more...



### Cost:

A fee of £200 will be charged.

**\*\*In order to leverage full industry participation in this high profile promotional opportunity, Tourism Ireland will support the participation of up to 15 tourism industry partners to attend. Support will include return air and accommodation.\*\***

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Further details and registration form will be circulated next week.