

Derry City & Strabane District

# Shaping Our Tourism Future

2026~2031

Detailed Action Plan



Derry City & Strabane  
District Council  
Comhairle  
Chathair Dhoire &  
Cheantar an tSraith Bhaín  
Derry Cille & Strabane  
District Council

This Action Plan supports the delivery of Shaping Our Tourism Future 2026-2031 and sets out the detailed actions, responsibilities, partnerships, timescales and investment priorities required to achieve its ambitions for increased visitor spend, visitor growth and tourism-supported employment.

Actions are organised under three areas:

- Product & Experience Development
- Visitor Experience a& Servicing
- Destination Marketing

Together, these actions provide a practical framework for coordinated delivery, investment and partnership working across the district to 2031. As a living document, the Action Plan will be reviewed periodically to respond to changing priorities, market conditions and emerging opportunities.

## 1. Product & Experience Development (PED)

Product and experience development will focus on strengthening the Walled City and riverfront, expanding rural tourism, enhancing the district's food and drink offer, screen tourism and developing experiences that showcase its unique history, heritage and internationally recognised peace and reconciliation journey. This means creating more joined-up, market-ready and sustainable tourism experiences designed to drive demand across the city and district.

### **PED 1 – Develop a distinctive, year-round portfolio of high-quality visitor products and experiences maximising the city and district's strengths.**

| PED1 | Action                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Owner        | Stakeholders                      | Timeframe | Estimated Costs |
|------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-----------------------------------|-----------|-----------------|
| 1.1  | <p>Provide targeted programmes and direct support to tourism businesses to develop distinctive, high-quality, place-based, year-round visitor experiences that reflect the district's strengths and address gaps in the rural, outdoor, family friendly, peace tourism, music, event linked experiences and a focus on early evening and nighttime economy.</p> <p>Alongside this, strengthen the commercialisation of the offer by packaging existing assets into premium, bookable experiences that are easy to access and market-ready, driving longer stays, increased visitor spend and a more sustainable, value-led tourism economy.</p> | DCSDC<br>TNI | VD                                | Annual    | £100K           |
| 1.2  | <p>Place people and communities at the centre of tourism by developing and delivering a community tourism programme that supports community-led tourism, heritage, local assets and community tourism infrastructure. This will help grow visitor footfall and community benefit while celebrating local culture, history and storytelling.</p>                                                                                                                                                                                                                                                                                                 | DCSDC        | TNI<br>VD<br>Local<br>Communities | 2027/28   | £20K            |
| 1.3  | <p>Deliver an inclusive tourism programme focused on removing access barriers, improving visitor readiness, and building industry skills,</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | DCSDC        | VD<br>TNI<br>TI                   | 2026/27   | £20K            |

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|     | ensuring that venues, experiences and visitor information are welcoming, usable and accessible to all.                                                                                                                                                                                                                                                                                                                                                                                                                           |                    |                              |                        |       |
| 1.4 | <p>Position the city and district as a leading screen-tourism destination by developing and promoting high-quality screen-based experiences.</p> <p>Enhance the Derry Girls Exhibition at the Tower Museum and create a new immersive Derry Girls experience to strengthen the city's reputation as a must-see screen-tourism location.</p>                                                                                                                                                                                      | DCSDC              | VD<br>TNI<br>TI<br>Screen NI | Ongoing<br><br>2026/27 | £350K |
| 1.5 | <p>Identify, secure and coordinate investment to support the development of high-quality, market-ready visitor experiences across the city and district. This will be informed by robust data to target investment where it delivers the greatest impact, addressing gaps in the visitor offer and accelerating product development.</p> <p>Support early-stage demand generation, trade engagement and market development to de-risk participation and strengthen the commercial viability of new and emerging experiences.</p> | TNI<br>DCSDC<br>TI | VD                           | Ongoing                | N/A   |
| 1.6 | <p>Further develop the Walled City as a world-class, internationally benchmarked heritage destination by exploring and securing capital and revenue opportunities that strengthen animation, visitor orientation, interpretation, marketing, and product development.</p> <p>This will include establishing an appropriate strategic management model to ensure coordinated planning, consistent standards, and long-term sustainability, aligned with the Arts &amp; Culture Strategy and City Deal investments.</p>            | DCSDC<br>WCMG      | VD<br>TNI<br>TI              | Ongoing                | TBC   |
| 1.7 | Strengthen cross-border connectivity and integration with the Wild Atlantic Way and Causeway Coastal Route by working with partners through initiatives such as the Shared Island Programme. This will focus                                                                                                                                                                                                                                                                                                                     | DCSDC<br>VD        | TNI<br>TI<br>FI              | Ongoing                | N/A   |

|     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |             |                             |         |     |
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|     | on developing joined-up itineraries, improving product alignment and enhancing the city and district's position as a key touring hub for the North West, driving longer stays and increased visitor spend.                                                                                                                                                                                                                                                                                                                                                                                         |             |                             |         |     |
| 1.8 | Strengthen the integration of golf tourism within the visitor experience by positioning the city as a key gateway and base for the North Coast golf offering. Working in partnership with Tourism NI, local courses and industry stakeholders, this will focus on developing bookable golf packages, enhancing visitor servicing, and creating joined-up itineraries that link accommodation, transport and experiences. This approach will align with Tourism NI's Golf Strategic Vision, attract high-value visitors, and support longer stays and increased spend across the city and district. | DCSDC<br>VD | TNI<br>TI<br>FI<br>Industry | Ongoing | N/A |

**PED 2 - Deliver a high-quality, experience-led capital and public realm programme across the Walled City, towns and villages to enhance the visitor experience and drive increased dwell time and spend**

| PED 2 | Action                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Owner       | Stakeholders                  | Timeframe | Estimated Costs |
|-------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|-------------------------------|-----------|-----------------|
| 2.1   | Deliver the DNA Museum at Ebrington, opening in 2027, and maximise its potential as a key attraction for the region.                                                                                                                                                                                                                                                                                                                                                                                            | DCSDC       | VD<br>DfC<br>TEO<br>TNI<br>TI | 2027 +    | £14.4Mn         |
| 2.2   | Design and deliver the City Deal projects for the Walled City and Central Riverfront, creating a transformative placemaking programme that enhances the character, accessibility and overall attractiveness of the city. This will include high-quality public realm and streetscape improvements, reconfigured roads and active-travel infrastructure, and upgraded lighting, signage and wayfinding to create cohesive, people-centred spaces that support culture and work for residents and visitors alike. | DCSDC / DFI | ICT<br>DfC<br>TNI             | 2026+     | £180Mn          |
| 2.3   | Deliver the Department for Communities (DfC) & DCSDC-funded Strabane Town Centre Public Realm Project, creating a revitalised, accessible and high-quality town centre that strengthens economic activity, enhances placemaking, and supports long-term sustainable growth for businesses, residents and visitors.                                                                                                                                                                                              | DCSDC       | DfC                           | 2027      | £6.5Mn          |
| 2.4   | Develop and deliver the Riverine Project as a flagship cross-border tourism and placemaking initiative, creating a high-quality shared parkland, event space and recreational corridor that strengthens Strabane's visitor offer. This includes enhancing active-travel links, developing nature-based and cultural experiences, and supporting cross-community and cross-border programming to increase footfall, extend dwell time, and position Strabane as a vibrant gateway to the wider region.           | DCC         | DCSDC                         | 2029      | €16.7Mn         |

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|     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |       |                                                              |         |     |
| 2.5 | Work collaboratively with relevant stakeholders to scope & identify external funding opportunities designed to promote restoration and reuse of key identified heritage buildings and with the aim of preservation, sustainable regeneration and tackling 'heritage at risk' where applicable.                                                                                                                                                                                        | DCSDC | DfC & Multi-sector heritage stakeholders                     | Ongoing | TBC |
| 2.6 | Work with Inner City Trust as lead partner to deliver the regeneration of the former Austins Department Store as a flagship conservation led project which brings this iconic building back into productive use for the benefit of citizens and visitors – and complementing other planned regeneration initiatives in the Diamond and wider Walled City areas.                                                                                                                       | ICT   | DCSDC<br>NLHF, DfC, AHF, & Multi-sector heritage stakeholder | 2027    | TBC |
| 2.7 | Deliver a Signature Discovery Point in the city as part of the Causeway Coastal Route Strategy, creating a landmark visitor experience that strengthens Derry-Londonderry's role as a major gateway between the Wild Atlantic Way and the Causeway Coastal Route. This will provide a compelling focal point for storytelling, orientation and visitor flow, enhance the city's profile within national and international touring routes, and support increased dwell time and spend. | TNI   | DCSDC                                                        | 2027-28 | TBC |
| 2.8 | Scope and identify external suitable funding opportunities designed to enhance the visual appearance and improve the vitality of identified city/town/village centres within the Council District.                                                                                                                                                                                                                                                                                    | DCSDC | DfC<br>HED<br>NIHE<br>NLHF<br>DfI<br>Private Sector          | Ongoing | TBC |
| 2.9 | Scope and identify external funding sources to support the delivery of key tourism and heritage infrastructure improvements in the Walled City to include City Walls Cannons Conservation Programme and Derry City Centre Pedestrian & Visitor Wayfinding/Orientation Upgrades                                                                                                                                                                                                        | DCSDC | DfC<br>DfI<br>Multi-sector heritage stakeholders             | Ongoing | TBC |

### PED 3 – Animate the Walled City Experience

Through ongoing work with theatres, actors and artists to tell the city’s stories in engaging, entertaining ways in key visitor spaces.

| PED 3 | Action                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Owner                                        | Stakeholders                              | Timeframe   | Estimated Costs |
|-------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------|-------------------------------------------|-------------|-----------------|
| 3.1   | Position the Walled City as a world-class cultural attraction by delivering a strategic, co-designed programme of animation across the city. This will align tourism activity with the Arts & Culture Strategy and sit within the wider Walled City management and delivery structure, enhancing the early evening and night-time economy and ensuring coordinated planning across cultural, heritage and tourism partners. (linked to 1.6)                                                                                                           | DCSDC<br>Arts & Culture<br>Co-Delivery Group | TNI<br>HED                                | ongoing     | £30k per annum  |
| 3.2   | Animate heritage venues across the Walled City and wider district by implementing an annual Heritage Animation and Visitor Servicing Programme that supports venues to bring their stories and spaces to life through interpretation, storytelling and high quality visitor servicing. Enable venues to collaboratively enhance their experience offering, develop coordinated events, and strengthen collective marketing to create a cohesive and compelling heritage offer.                                                                        | DCSDC                                        | VD<br>TNI<br>HIS<br>Heritage Venues Group | Ongoing     | £80K per annum  |
| 3.3   | Building on research conducted into the city’s evening and night-time economy, work with the Department for the Economy and strategic partners to explore the development of a 5-year Night-Time Economy Pilot Programme, informed by best practice from the Republic of Ireland. This will include advocating for the district’s participation, sharing local insights and evidence from businesses and cultural partners, and identifying opportunities to strengthen safety, animation, and economic activity during evening and night-time hours. | DCSDC<br>TNI                                 | DfE<br>DfI<br>DfC<br>CCI<br>VD            | 2026 - 2031 | N/A             |

#### **PED 4 - Continue to grow & invest in the accommodation stock**

Strengthen and diversify the city and district's accommodation offer by targeting investment, smoothing the development journey and addressing identified market gaps.

| PED 4 | Action                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Owner               | Stakeholders                          | Timeframe | Estimated Costs |
|-------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|---------------------------------------|-----------|-----------------|
| 4.1   | Monitor accommodation supply and market opportunities across the city and district, using available data and industry insight to identify emerging gaps and future demand trends. Respond to investor enquiries by providing up-to-date information on existing provision, potential development sites and relevant support mechanisms. Maintain close collaboration with TNI and the Planning Department to guide, facilitate and encourage appropriate accommodation development, and share local intelligence to inform regional accommodation planning and investment priorities. | DCSDC<br>TNI<br>INI | VD<br>NISRA<br>NIHF<br>Private sector | Ongoing   | N/A             |

#### **PED 5 - Further develop the activity & adventure product offering across the city & district**

Grow a distinctive portfolio of activity and adventure experiences across the city and district by enhancing outdoor recreation sites, trails and greenways, and strengthening the visitor proposition through targeted development and promotion.

| PE D5 | Action                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Owner | Stakeholders                                                                       | Timeframe   | Estimated Costs |
|-------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|------------------------------------------------------------------------------------|-------------|-----------------|
| 5.1   | Further develop the former Sperrin Heritage Centre site, positioning the Sperrin Sculpture Trail as the core attraction and building out the wider site as a compelling destination. This will include delivering a feasibility study to explore future options for the building and phased enhancements across the surrounding grounds. The expanded site will incorporate family-friendly features such as a play park and additional visitor amenities, strengthening the overall visitor experience and reinforcing the site's role as a key hub within the broader Sperrins outdoor recreation and tourism offer. | DCSDC | Government & Statutory Agencies<br>Community & Voluntary Sectors<br>Private Sector | 2026 - 2031 | Phase 2 - £264K |
|       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |       |                                                                                    |             |                 |

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| 5.2 | Develop strategic action plans for the Sperrins' region to include Sperrin AONB Management and Action Plan and an update of the Sperrin Outdoor Recreation Plan; and enable delivery and promotion of tourism related actions.                                                                                                                                                                                                                                                                                                                                                                                           | SP    | DAERA<br>TNI<br>Other<br>Government &<br>Statutory<br>Agencies<br>Community &<br>Voluntary<br>Sectors                     | 2026-2031                                     | TBC                                                    |
| 5.3 | Develop, maintain and promote existing and new visitor and activity trails including the Sperrin's Sculpture Trail, the Sperrin's Scenic Driving/Cycle Routes and the International Appalachian Trail Ulster Ireland.                                                                                                                                                                                                                                                                                                                                                                                                    | DCSDC | Outscape<br>TNI<br>TI<br>VD<br>Local<br>Government<br>Partners<br>Community &<br>Voluntary<br>Sectors /<br>Private sector | 2026-2031                                     | £40,000                                                |
| 5.3 | <p>Continue to deliver the NW Greenway Plan which sets out a strategic vision for cross-border greenway development in the region.</p> <p>Develop the visitor proposition for greenway development and embed within destination marketing plans.</p> <p>Support the development of green infrastructure and outdoor recreation assets by exploring initiatives that enhance product development such as cycling and walking trails and nature-based tourism to strengthen appeal across key market segments, while identifying complementary private-sector opportunities including cycle hire and similar services.</p> | DCSDC | <p>DCC /DfI</p> <p>VD/ TNI /<br/>Private sector</p> <p>LA / VD / TNI,<br/>OTP/ SP &amp;<br/>Private sector</p>            | <p>2026 - 2032</p> <p>2026/27</p> <p>2026</p> | <p>TBC</p> <p>£60K -<br/>£12K per annum</p> <p>TBC</p> |

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| 5.4 | <p>Implement the Marine Tourism Strategy, with a focus on slow, responsible and sustainable marine tourism.</p> <p>Lead the development of collaborative marine tourism initiatives to build capacity, raise standards, embed environmental best practice, promote inclusive access, and enhance infrastructure across marine tourism providers and water-based clubs.</p> | LA | DCSDC | 2026 - 2031 | Funding to be sought to deliver the strategy |
|-----|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|-------|-------------|----------------------------------------------|

### **PED 6 - Events, business tourism and incentive travel**

Strengthen the year-round visitor economy through events and business tourism

| PED6 | Action                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Owner | Stakeholders    | Timeframe | Estimated Costs |
|------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|-----------------|-----------|-----------------|
| 6.1  | <p>Develop a Festival &amp; Events Strategy to strengthen and grow the district's events portfolio, build sector capacity and capability, and secure events of national and international appeal. The Strategy will enhance the district's visibility, support sustainable event delivery, deepen partnership working and contribute to a vibrant, year-round programme that benefits both residents and visitors.</p> <p>To achieve this, the Strategy will:</p> <ul style="list-style-type: none"> <li>• Continue to deliver, grow and sustain large-scale economic events such as Derry Halloween, Foyle Maritime Festival, and the City of Derry Jazz Festival.</li> <li>• Continue to grow the Waterside Half Marathon, Strabane-Lifford Half Marathon, and the St Patrick's Day and Christmas Switch-On events to maximise economic return and reinforce their appeal.</li> <li>• Identify opportunities for festivals to profile Strabane and emerging rural experiences, such as angling, walking and running festivals.</li> <li>• Shape a balanced and market-led programme across music, arts, culture, sport, heritage and maritime, ensuring alignment with priority visitor markets and opportunities for strategic collaboration with TNI.</li> </ul> | DCSDC | VD<br>TNI<br>TI | Ongoing   | TBC             |

|     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |    |                                                                                                      |         |                |
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|     | <ul style="list-style-type: none"> <li>• Attract high-profile national and international events, using them as catalysts for year-round programming, enhanced media visibility and wider sector development.</li> <li>• Undertake a strategic review of event spaces and identify opportunities to accommodate and grow large-scale events, including commercial and partnership opportunities that support long-term sustainability.</li> <li>• Strengthen the connection between festivals, heritage venues and tourism assets to enhance place-making and inclusive participation.</li> <li>• Invest in continuous capacity and product development, enabling cultural, community and private-sector partners to co-create high-quality programming aligned with themed events.</li> <li>• Support and enhance the evening economy through structured event-led animation.</li> <li>• Improve the quality and timeliness of industry communication, ensuring collaborative working and shared planning.</li> <li>• Integrate the district's programme with regional campaigns, ensuring consistent marketing and an up-to-date regional events calendar in partnership with TNI.</li> </ul> |    |                                                                                                      |         |                |
| 6.2 | <p>Increase the focus on building the city as a premier, authentic and exciting business events destination, offering a variety of opportunities for unforgettable and valuable experiences for conferences, meetings and incentive delegates</p> <p>Investing in the MICE (Meetings, Incentives, Conferences &amp; Exhibitions) sector to support the Seasonality of the tourism sector</p> <p>Focus on building the brand awareness of the city and district as a MICE destination</p> <ul style="list-style-type: none"> <li>• Prioritising the city's key sectors of economic excellence including Health &amp; Life Sciences, Advanced Manufacturing, Creative &amp; Digital, Professional Services and Technology.</li> <li>• Lead Delivery and continued development of the Ambassador Circle</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                | VD | DCSDC<br>TNI<br>INI<br>UU<br>WH SCT<br>Conference ambassadors<br>Conference venues<br>Private sector | Ongoing | £20K per annum |

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|     | <ul style="list-style-type: none"> <li>• Support the implementation of the Conference Support Scheme</li> <li>• Increased Sales &amp; Tactical Marketing Activity linked to Distribution Channels for Conferences, Incentives and Corporate Meetings</li> <li>• Support the implementation of the NI Business Events Integrated Strategy 2030</li> <li>• Support conference venues &amp; providers with capacity building</li> </ul> |    |                                |         |               |
| 6.3 | Support the curation, development and promotion of standout, high-quality experiential itineraries for business and incentive travel, showcasing the unique strengths of the city and district. Continuously monitor, review and enhance these itineraries based on increased site inspections, business events familiarisation visits and feedback from key decision-makers within the MICE industry.                               | VD | DCSDC<br>TNI<br>TI<br>Industry | Ongoing | £5K per annum |

### **PED 7 - The food and drink experience**

Work with the food and drink sector to raise standards, grow authentic experiences, and strengthen the district's position as a leading food destination.

| PED 7 | Action                                                                                                                                                                                                                                                                                                                                                                   | Owner | Stakeholders          | Timeframe | Estimated Costs |
|-------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|-----------------------|-----------|-----------------|
| 7.1   | Continue to grow and develop food and drink experiences across the city and district, placing local authenticity at the heart of the offer by championing local producers, ingredients, traditions and storytelling. This will strengthen the region's position as a leading food destination through high quality, provenance led experiences that are rooted in place. | DCSDC | TNI<br>Industry       | Ongoing   | £10K per annum  |
| 7.2   | Deliver the annual Love LegenDerry Food Month each February which is a programme of food-led events that showcase local produce, support sector development and expand food and drink experiences across the city and district. Embed the LegenDerry brand across major festivals and events to                                                                          | DCSDC | TNI<br>TI<br>Industry | Ongoing   | £5K per annum   |

|     |                                                                                                                                                                                                                                                                                                                                                                                                                                               |       |                 |         |     |
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|     | strengthen visibility, celebrate local authenticity and reinforce the region's growing reputation as a leading food destination.                                                                                                                                                                                                                                                                                                              |       |                 |         |     |
| 7.3 | Support the development of Acorn Farm as a unique sustainable food attraction that promotes local produce and environmentally conscious food practices. Where appropriate, collaborate to animate events aligned to the LegenDerry brand such as cookery demonstrations within the cookery school and Farmers' Markets to enrich the visitor experience and highlight the district's commitment to local, seasonal and locally produced food. | DCSDC | Industry        | Ongoing | N/A |
| 7.4 | Continue to deliver a robust annual food and drink PR and digital marketing strategy to promote the LegenDerry brand, highlighting the quality, provenance and authenticity of the local food experience. Use compelling storytelling, targeted digital campaigns and award recognition to strengthen brand visibility, grow audience engagement, and reinforce the region's reputation as a leading food destination.                        | DCSDC | VD<br>TNI<br>TI | Ongoing | TBC |

## 2. Visitor Experience & Servicing (VS)

High-quality visitor servicing is essential if Derry City & Strabane is to act as a hub for exploring the wider North West. The actions under this theme focus on enhancing information, orientation and digital support, and working with partners to improve accessibility, sustainability, inclusivity and customer service standards right across the visitor journey.

### VS1 - Increasing employment, enhancing skills and building careers

Increasing visitor demand for high-quality experiences will create jobs and strengthen the need for a skilled tourism workforce.

| VS1 | Action                                                                                                                                                                                                                                                                                                                                         | Owner | Stakeholders                                                        | Timeframe | Estimated Costs                              |
|-----|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|---------------------------------------------------------------------|-----------|----------------------------------------------|
| 1.1 | Use the Labour Market Partnership (LMP) to engage the economically inactive individuals and align training, upskilling, and employment initiatives with the needs of the tourism and hospitality sector, helping to build a skilled workforce and create pathways into sustainable employment.                                                 | LMP   | Industry citizens, training providers                               | Ongoing   | £65K per annum x 4 years – delivered via LMP |
| 1.2 | Support the development of a skilled tourism workforce by aligning education and training provision with the needs of local tourism and hospitality employers, and explore establishing a tourism and hospitality subgroup through the Education and Skills Development Partnership to identify workforce needs and address sector skills gaps | DCSDC | Industry Training provider's Post primary sector Tertiary Education | Ongoing   | TBC                                          |
| 1.3 | Facilitate increased industry engagement in the area of careers advice and guidance to grow the reputation of the sector as a career or choice.                                                                                                                                                                                                | DCSDC | Industry Post primary Educators                                     | Ongoing   | TBC                                          |

## VS2 - Partnership working

A collaborative approach is a stronger approach for the sector and a better experience for the visitor.

| VS2 | Action                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Owner       | Stakeholders                         | Timeframe | Estimated Costs |
|-----|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------------------------|-----------|-----------------|
| 2.1 | Strengthen district wide collaboration by bringing communities, industry and stakeholders together through structured industry forums and peer learning networks. This will build capacity, spark joint opportunities, and support a coordinated approach to improving and innovating the visitor experience across the city and district.                                                                                                                                                                                                                                                                                                | DCSDC<br>VD | TNI<br>Industry                      | Ongoing   | N/A             |
| 2.2 | Deepen understanding of industry needs by maintaining regular, two-way engagement with tourism businesses using tools such as an annual needs assessment and ongoing dialogue to identify emerging challenges and opportunities. Use these insights to tailor Council and partner support, ensuring resources and interventions are responsive, targeted, and aligned with sector priorities.                                                                                                                                                                                                                                             | DCSDC<br>VD | Industry<br>NITA<br>TNI              | Ongoing   | N/A             |
| 2.3 | Sustain and strengthen collaboration between local authorities, tourism bodies, and regional partners through the Tourism Partnership Group, ensuring aligned planning, coordinated delivery, and consistent support for the sector across the city and district.                                                                                                                                                                                                                                                                                                                                                                         | DCSDC<br>VD | DFE<br>TNI<br>TI                     | Ongoing   | N/A             |
| 2.4 | Strengthen coordinated destination marketing by establishing a Placemaking Partnership to support delivery of DM 2.1. This group will bring partners together to oversee place-based marketing activity, ensure a coherent regional identity, and improve visitor experiences through shared planning and consistent messaging. As part of this work, the Partnership will support Ulster University by aligning placemaking and marketing initiatives with the needs of the expanding campus, helping to attract and retain students, increase city vibrancy, and integrate the university population into the wider visitor experience. | DCSDC       | DFE<br>UU<br>TNI<br>VD<br>CoC<br>INI | TBC       | TBC             |

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|     |                                                                                                                                                                                                                                                                                                                                            |     |             |        |     |
| 2.5 | Collaborate with key partners to develop and implement Destination Stewardship Plans that guide the responsible management of the destination, managing visitor impact, protecting communities and the natural environment, and enhancing the quality, resilience and long-term sustainability of visitor experiences across the district. | TNI | DCSDC<br>VD | 2027 + | TBC |

### VS3 - Enhancing information

If the city is to be a hub it needs to have great information provision to make it easy for visitors wanting to explore the city and wider region

| VS3 | Action                                                                                                                                                                                                                                                                                                                                | Owner       | Stakeholders     | Timeframe | Estimated Costs |
|-----|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|------------------|-----------|-----------------|
| 3.1 | Secure external funding in order to progress the commencement of a Derry City Centre Pedestrian & Visitor Wayfinding/Orientation strategy and toolkit.                                                                                                                                                                                | DCSDC       | DfC<br>VD<br>Dfi | 2027      | TBC             |
| 3.2 | Explore the potential to introduce / develop AI tool to enhance visitor information and provide seamless, real-time guidance on exploring the city and wider region.                                                                                                                                                                  | VD          | DCSDC<br>TNI     | 2027      | TBC             |
| 3.3 | Develop and deliver initiatives that enhance the visitor experience through the Gateway Visitor Information Centre (VIC) and wider visitor servicing network, ensuring high-quality engagement, improved orientation and wayfinding support, and consistent delivery of the city and district's tourism offer across all touchpoints. | VD<br>DCSDC | TNI              | Ongoing   | TBC             |

#### VS4 - Enhancing access

If the city is to be a hub it needs to have great transport links to make it easy for visitors wanting to explore the wider region

| VS4 | Action                                                                                                                                                                                                                                                                                                                                                                  | Owner                     | Stakeholders                                               | Timeframe              | Estimated Costs |
|-----|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------|------------------------------------------------------------|------------------------|-----------------|
| 4.1 | Improve road network (A5 and A6) and network connecting to Wild Atlantic Way and Causeway Coastal Route to help facilitate position as a hub for both                                                                                                                                                                                                                   | DfI                       | DCSDC                                                      | TBC                    | TBC             |
| 4.3 | Improve access by air: pursue expansion of air routes to Great Britain and Europe based on market segmentation with view to increase passenger numbers, link more with regional airports                                                                                                                                                                                | TNI<br>TI<br>CODA         | Regional Airports                                          | Ongoing                | TBC             |
| 4.4 | Deliver NI Air connectivity strategy to enhance connectivity to priority markets, supporting higher-value tourism, regional growth and the city and district's role as a gateway to the North West.                                                                                                                                                                     | DfE                       | DfI<br>Airports<br>Airlines,<br>INI<br>Tourism<br>Agencies | TBC - Long Terms Focus | TBC             |
| 4.4 | Maintain ongoing engagement with infrastructure partners to improve visitor access across the district, including enhancements to park-and-ride provision, bus and rail services, and timetabling. This will support large-scale events, improve connectivity across the city and rural hinterland and strengthen the district's position as an accessible visitor hub. | DfI<br>DCSDC<br>Translink | VD                                                         | Ongoing                | N/A             |
| 4.5 | Continually assess and enhance accessibility across the city and district by reviewing needs, improving coach parking and drop-off points, as well as developing camper-van provision and associated facilities, to better support visitor movement and encourage longer stays.                                                                                         | DCSDC<br>DFI              | VD<br>Private Sector                                       | Ongoing                | N/A             |

### 3. Destination Marketing (DM)

Destination marketing activity will build on the strong partnership between DCSDC, Visit Derry, Tourism NI, Tourism Ireland and industry to raise the district's profile in priority markets. The emphasis is on sharpening the core destinations propositions growing off-peak and overnight visits and ensuring that marketing reflects the district's values of authenticity, sustainability and inclusivity.

#### DM1 - Know your visitor and the businesses/operators who bring them

Intelligent targeting of visitor segments to increase visits, stay and spend

| DM1 | Action                                                                                                                                                                                                                                                                                                                                                                                                    | Owner                    | Stakeholders            | Timeframe | Estimated Costs |
|-----|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|-------------------------|-----------|-----------------|
| 1.1 | Identify and address data gaps by ensuring robust LGD-level information is available, using in-house research, visitor programme data and digital tools to capture and communicate actionable visitor insights that inform both marketing and product development.                                                                                                                                        | TI<br>TNI<br>VD<br>DCSDC | NISRA<br>Industry       | Ongoing   | N/A             |
| 1.2 | Work collaboratively with stakeholders to utilise established data analytics tools including Tourism NI's Barometer, Consumer Sentiment Analysis, Tourism 360, LGD Fact Cards and Tourism Ireland's SOAR report to deepen understanding of current and potential visitors. Analyse enquiries, pre-arrival behaviour, user-generated content and expenditure to inform the Destination Marketing Strategy. | VD                       | DCSDC<br>TNI<br>TI      | Ongoing   | N/A             |
| 1.3 | Measure and analyse performance against regional tourism KPIs, using evaluation insights to refine marketing activity, improve effectiveness and drive stronger tourism outcomes.                                                                                                                                                                                                                         | DCSDC<br>VD              | TI<br>TNI<br>FP<br>CODA | Ongoing   | N/A             |
| 1.4 | Lobby NISRA to prioritise the collection and publication of robust day-trip visitor data at LGD level, ensuring a more accurate understanding of visitor behaviour and supporting evidence-based marketing and product development.                                                                                                                                                                       | DCSDC<br>VD              | TNI                     | Ongoing   | N/A             |

## DM2 - Invest in marketing: bringing the destination proposition to life

Develop and deliver coherent, compelling and complementary messaging that brings the district's destination propositions to life. Marketing activity will showcase The Walled City, where the Wild Atlantic Way meets the Causeway Coast, while highlighting the district's distinctive strengths in history, heritage and peace tourism, creativity and culture, food and drink, and outdoor and adventure experiences.

| DM2 | Action                                                                                                                                                                                                                                                                                                                                                                                    | Owner       | Stakeholders                        | Timeframe   | Estimated Costs |
|-----|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|-------------------------------------|-------------|-----------------|
| 2.1 | Adopt a coordinated, place-based approach to destination marketing by establishing a strategic placemaking subgroup to lead initiatives with local stakeholders. This subgroup will reinforce the region's identity, enhance visitor experiences, support existing brands, and drive awareness through integrated, market-led marketing channels.                                         | DCSDC       | VD<br>DFE<br>TNI<br>TI<br>UU<br>INI | 2026 - 2031 | TBC             |
| 2.2 | Ensure full consistency with Tourism Northern Ireland's Embrace a Giant Spirit brand and other all-island creative branding, coordinating messaging across partners and maximising opportunities for joint campaigns, shared content, and collaborative promotion in priority markets.                                                                                                    | VD<br>DCSDC | TNI<br>TI<br>CODA<br>FP<br>Industry | Ongoing     | N/A             |
| 2.4 | Deliver an ongoing, coordinated marketing programme to support the Cruise Tourism Growth Plan, driving visitor numbers, supporting sector growth, and enhancing the overall cruise tourism experience.                                                                                                                                                                                    | FP          | VD<br>DCSDC<br>DCC<br>TNI<br>FI     | Ongoing     | TBC             |
| 2.5 | Lead and deliver coordinated marketing and sales activity to drive regional tourism growth. Execute targeted B2B and B2C engagement, direct sales activity, and leverage Tourism Ireland twinning relationships to maximise overseas and in-market promotion. Proactively develop new national and international markets and priority visitor segments, while ensuring the destination is | VD          | DCSDC<br>TNI<br>TI                  | Ongoing     | TBC             |

|     |                                                                                                                                                                                                                                                                                                     |    |                                |         |                |
|-----|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|--------------------------------|---------|----------------|
|     | consistently visible, competitive, and front-of-mind with key trade, partners, and sales teams.                                                                                                                                                                                                     |    |                                |         |                |
| 2.6 | Drive digital consumer engagement and experiential marketing aligned with the district's experiences, including social media, targeted content creation, and the management and optimisation of www.visitderry.com, to build awareness, inspire consideration, and convert prospects into visitors. | VD | DCSDC<br>TNI<br>TI<br>Industry | Ongoing | £15K per annum |

### DM3 - Initiatives to maximise reach of message

Initiatives to support marketing

| DM3 | Action                                                                                                                                                                                                                                                                                                                                                                                             | Owner | Stakeholders                                      | Timeframe                 | Estimated Costs |
|-----|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|---------------------------------------------------|---------------------------|-----------------|
| 3.1 | Promote and further develop the citywide Visitor Pass to expand sales platforms, increase participation from local businesses, and encourage multi-site visitation that boosts dwell time and overall visitor spend across the city and district.                                                                                                                                                  | VD    | DCSDC<br>Industry                                 | Ongoing                   | £5K per annum   |
| 3.2 | Maximise the reach of destination messaging by building and sustaining a vibrant global Derry & Strabane diaspora community. This will include proactively targeting diaspora audiences through a dedicated e-zine, online platform, coordinated diaspora events programme, and the establishment of a diaspora working group to strengthen international connections and advocacy for the region. | DCSDC | VD<br>NI<br>connections<br>UU<br>NWRC<br>Diaspora | Ongoing<br>Annual<br>Plan | £20K per annum  |
| 3.3 | Build on existing international relationships, including Sister Cities and global partner networks, to showcase the city and district internationally. Work with stakeholders to leverage major events and the wider international relations                                                                                                                                                       | DCSDC | TI<br>UU<br>NWRC<br>VD                            | Ongoing                   | £20K per annum  |

|     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |       |                             |         |                |
|-----|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|-----------------------------|---------|----------------|
|     | work programme to promote the city region, strengthen global visibility, and deepen strategic cultural, educational and economic connections.                                                                                                                                                                                                                                                                                                                                                                                                                                                  |       |                             |         |                |
| 3.4 | Strengthen and promote the city and region as a leading screen destination by supporting incoming productions and advancing development work towards a dedicated Film Office. This will include enhancing location visibility, improving industry liaison and permitting processes, and working with partners to deliver screen-focused marketing, familiarisation visits, sector support and engagement. These actions will support Aim 1 of the Arts & Culture Action Plan and raise the profile of the city and district as a compelling destination for production and screen-led tourism. | DCSDC | SNI<br>VD<br>UU<br>Industry | Ongoing | £15K per annum |