



Giant's Causeway
and Causeway Coast
inscribed on the World
Heritage List in 1986

The Increasing Influence of WHS Status on Tourism Development at the Giant's Causeway

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Giant's Causeway

Shaped by Imagination

Presentation overview

- A brief history of World Heritage at the Giant's Causeway
- A question of brand
- Increasing the WHS message
- Visitor mix and emerging markets
- What next?
- Questions



THE
GIANT'S
CAUSEWAY
DESIGNATED
A WORLD HERITAGE
SITE
1986

Award winning Causeway Visitor Centre opens June 1986
100,000 visitors per annum





GCVC destroyed by fire May 2000

Photo taken at 3.00am





Temporary visitor facilities established



New visitor facilities





Changing (challenging!) perspectives on brand

- An iconic internationally known name
- National Trust
- A designation of global significance
 - Primacy
 - Relevance
 - Synergy





 National Trust

  Giant's Causeway and Causeway Coast
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The importance of being a WHS

- We initially undervalued our WHS status on 2 levels:
 - Its conservation value and significance as a (rare) naturally inscribed site
 - Its growing global importance as a destination brand

How did we find out???



Our visitors told us!!!

- 82% of out of state visitors were aware of the Giant's Causeway before taking their trip. For 47% it was their main or a very important reason for coming to NI
- 77% were aware of the sites WHS status and for over 50% this was an influencing factor in their decision to visit

Source 2013 MillwardBrown Survey
commissioned by NT and Tourism NI



What have we done?

- Added emphasis on our WHS status
 - Additional signage
 - Increased use of the logo
 - Boundary stones
- Marketing activity
- Full blown membership of WH:UK
- Working in partnership to promote WHS status









The coastline shown on this map is just part of our World Heritage Site. If we showed you it all, the world below would need to be taken the next 100 km long to see information.

Take a walk along the paths the breathtaking landscape with the stories and legends tell. Northern Ireland's World Site is yours to explore.



United Nations Educational, Scientific and Cultural Organization

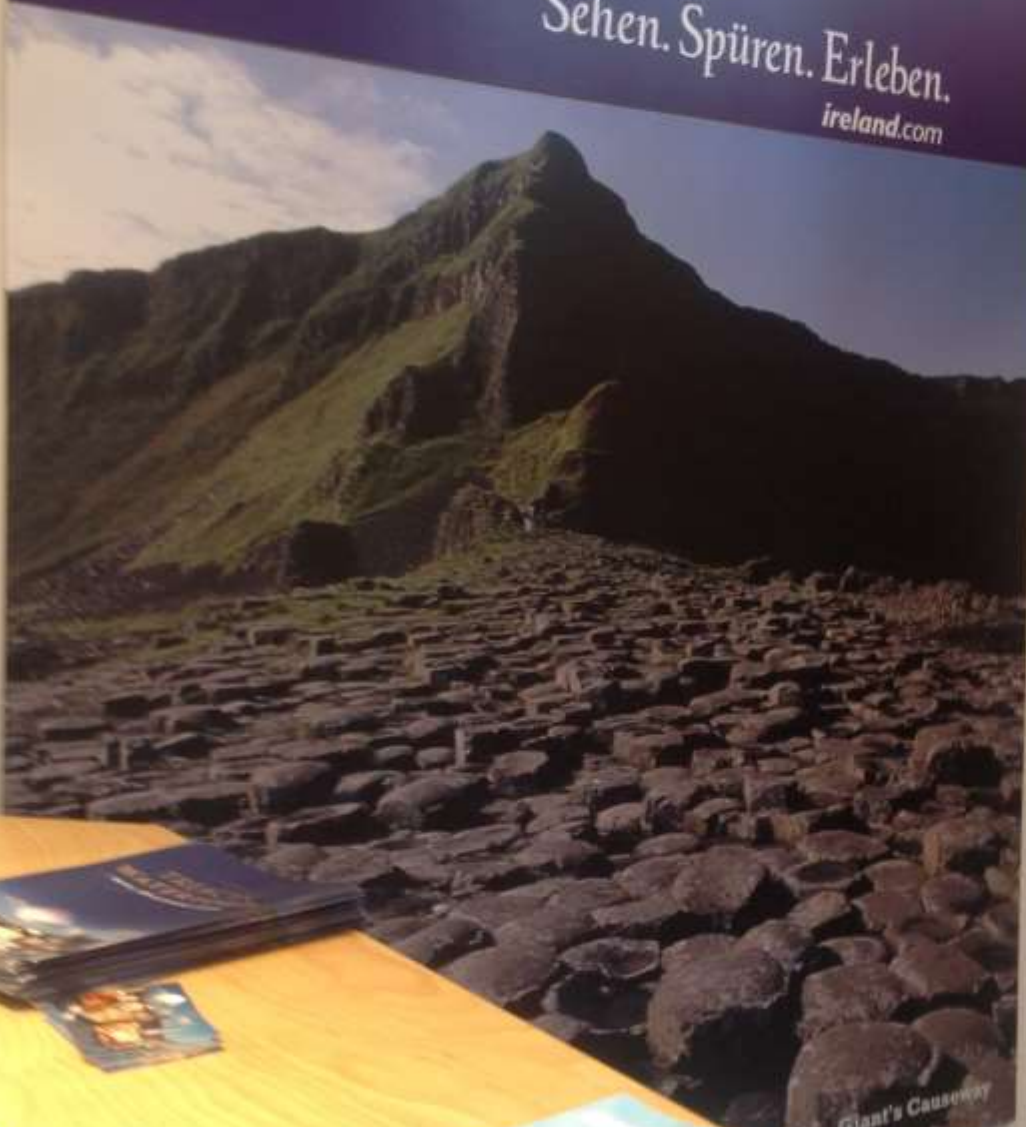


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Coastal Overview & Orientation


Ireland

Sehen. Spüren. Erleben.
ireland.com



Tourism Ireland
Stand ITB Berlin
2014

Giant's Causeway

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Vibrez au rythme de
l'Irlande



La route côtière de la Chaussée des Géants. Site classé au Patrimoine Mondial de l'UNESCO

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巨人堤道
超乎想象的鬼斧神工

nationaltrust.org.uk/giantscauseway

 [giantscausewaynationaltrust](https://www.facebook.com/giantscausewaynationaltrust)

 [GCausewayNT](https://twitter.com/GCausewayNT)



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What has changed

- 788,000 visitors to the site in 2014
- 208 different nationalities
- Top 10 countries: Northern Ireland, Rest of UK, USA, Germany, China, Republic of Ireland, Spain, Australia, Italy, Canada
- China increase of 75% on last year – WHS status?!









Guided walking tours



UNESCO discovery tours





Building Bee Boxes



7. Fly a kite





What next?!

- Continue to push the World Heritage message
- Work in partnership: Tourism NI, Tourism Ireland, WH:UK
- Building links with international tour operators
- Develop the WH brand within the National Trust framework?
- Develop a WH product for the island of Ireland?



Any Questions





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