

# Business Tourism



mix  
business  
with  
pleasure



**Northern Ireland**  
where business is a pleasure

[www.discovernorthernireland.com](http://www.discovernorthernireland.com)

# Turn your business trip into a break . . . easy as 1 2 3!

Got a few extra hours, or longer to spare? We have the perfect solution: Northern Ireland! Why not turn that spare time into a fantastic short break? Go on, you deserve it!

No matter if it's a few hours or a few days you have to spare, it's amazing how much enjoyment (or relaxation) you can fit into your agenda in our small, beautiful and surprisingly diverse corner of the earth. Because nowhere is more than a two hour drive, you're always close to a great golf course, superb beach, historical attraction or lively festival. Perfect for bringing your friends or family, or treating yourself and your associates to some well-deserved good times.

Your hotel can be a great base for touring many urban and country attractions. If you're planning to extend your stay into a long weekend or short break, why not take the opportunity to discover the unique charms of a quaint guesthouse on the coast, stop over in a cosy B&B where you'll meet the friendly locals, or pamper yourself in a luxurious hotel set amid magnificent scenery.

If you're lucky enough to have a business event coinciding with any of Northern Ireland's world-class festivals, we strongly recommend you book an extra day or two!

This brochure is brimming with ideas whether you've got a few hours or a few days, plus contact details to help you start planning today.



## Are you interested in any of the following:



International  
motorsport?

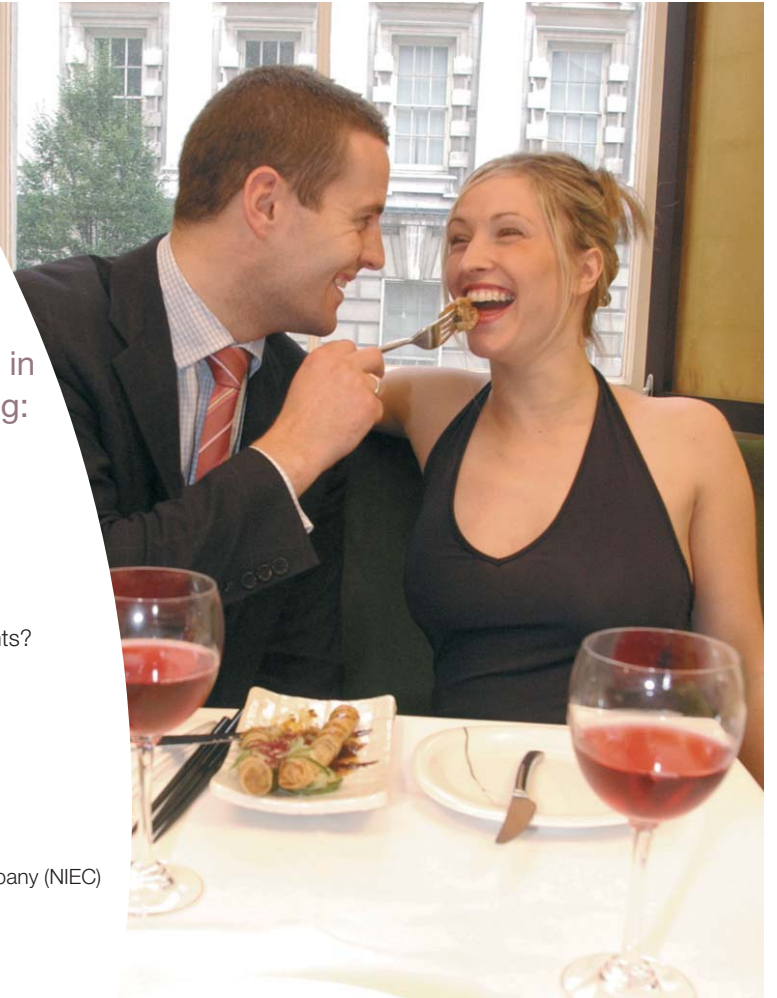


International  
equestrian events?



International  
music festivals?

then contact:  
Northern Ireland Events Company (NIEC)  
Tel: +44 (0) 28 9066 6661  
Web: [www.nievents.co.uk](http://www.nievents.co.uk)





# All in an afternoon

## In a few hours you could experience what Northern Ireland's cities have to offer

Got an hour or two to spare? Why not turn freetime into a day to remember in **Belfast** or **Derry City**.

If in **Belfast**, there are many wonderful ways to spend a morning or afternoon. If you think the outside of our **City Hall** is magnificent, just wait until you tour the interior! Only a short walk or bus ride away is one of Northern Ireland's premier museums, the **Ulster Museum**. There's always a fantastic exhibition on, and if the weather's good you can stroll through **Botanic Gardens** on its doorstep. Maybe a **boat tour** of the River Lagan is more your thing. You could even visit the birthplace of the legendary **Titanic**. You can even manage a whirlwind city tour via double decker bus or black taxi.

You haven't seen **Derry City** until you've walked along its 17th Century walls encircling the city's ancient heart. Derry is the only completely walled city in the British Isles and its ramparts are beautifully preserved even down to the cannons. Throughout July and August the city is buzzing with street entertainment. If time permits, stop in at places of interest along the way, the **Guildhall**, or **Ireland's oldest cathedral St. Columb's**. Or admire the breathtaking views over the city and the Foyle Estuary. At the **Tower Museum**, you can voyage through 1000 years of history, or shop for the unique and unusual in the lanes of **Derry's Craft Quarter**.



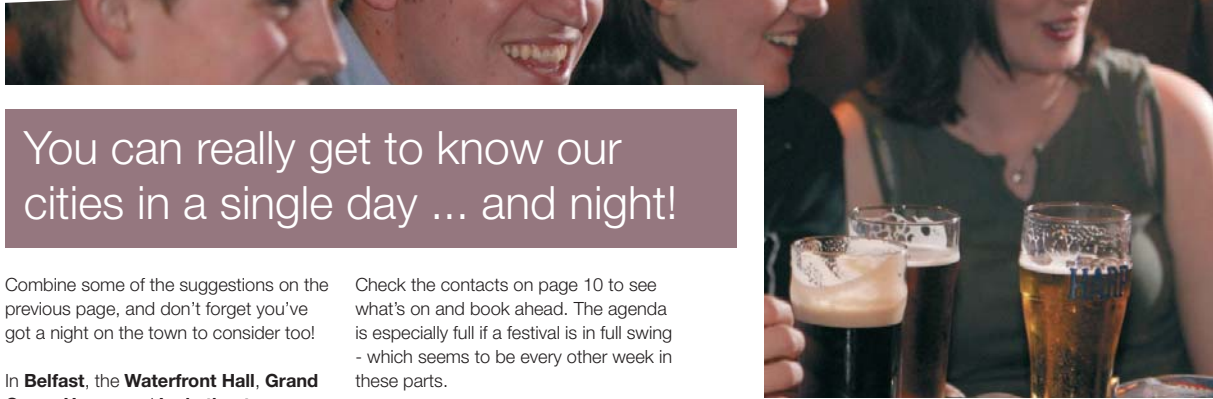
Yes, there's always shopping! Both cities boast all the high street names and new boutiques, and because it's Northern Ireland, the value is good. On a Friday or Saturday morning, St. George's Market in Belfast is the place to be for the freshest local food, flowers and deli delights.





# A Day To Yourself

Make the most of the time you have . . .



You can really get to know our cities in a single day ... and night!

Combine some of the suggestions on the previous page, and don't forget you've got a night on the town to consider too!

In **Belfast**, the **Waterfront Hall**, **Grand Opera House** and **Lyric theatre** are the top venues for theatre, shows and concerts, but there's also a thriving club and live music culture. The **Odyssey Arena** not only attracts big name acts, but is also home to **Ireland's only professional ice hockey team, the Belfast Giants**. If you've never seen this incredibly skilled and speedy sport, it's an exhilarating experience.

**Derry City** too is well known for its nightlife, from traditional sessions to international artistes. **The Millennium Forum** is the premier performing arts centre, but you'll find plenty throughout the city.

Check the contacts on page 10 to see what's on and book ahead. The agenda is especially full if a festival is in full swing - which seems to be every other week in these parts.

When it comes to dining out, both cities offer the ideal combination of choice, quality and value, whether you're looking for an informal pizzeria, ethnic cuisine, sophisticated café bar, or even a Michelin starred experience.

Belfast has many fantastic bars steeped in character and serving a very good pint. So if you're up for a good night out, a **traditional pub tour** is the very thing. No better way to get to know the real city and even make a few friends.

Or why not spend a day away from the hustle and bustle of the cities? With over 90 exceptional links and parkland courses in just six counties, there's always golf. But that's only the beginning.

From **Belfast** make the short drive to historic, flower festooned **Hillsborough village**, home of the world renowned **oyster festival**, and **Hillsborough Castle**, the official residence of the Secretary of State for Northern Ireland and host to visiting Royalty and Presidents. Why not take the official tour (tours specific times only - contact Kingdoms of Down, see page 10). Afterwards enjoy

a gourmet pub lunch in one of the village pubs. From there it's a short journey to **Hilden Brewery, Ireland's oldest independent brewery**.

Or visit the pretty seaside suburb of **Holywood** and admire the restored 19th Century village. The nearby **Ulster Folk and Transport Museum** is one of Ireland's foremost visitor attractions illustrating the way of life and traditions of the people of the north of Ireland. The award winning galleries of the Transport Museum display Ireland's most comprehensive transport collections including the mighty steam locomotives



which graced our railways to the history of ship and aircraft building. Even our most imposing medieval fortress, **Carrickfergus Castle**, is just up the road.

**Derry City** is not far from the remote moorland beauty of the Sperrin Mountains. A world away from the stress of modern life and a favourite destination for walkers. Uncover local history and geology at one of the **Sperrin Mountains' nature and heritage centres**. The open air **Ulster American Folk Park** recaptures country and frontier life on both sides of the Atlantic and tells the story of Northern Ireland's emigrants.



# Time to go exploring!

## Come for 2 days and you'll return for a week

### Saintly...

Belfast is less than an hour from the spot where **St. Patrick** first stepped foot on this island and also from his final resting-place. The footsteps of Ireland's patron saint are all over the drumlin hills of Mid-Down and the shores of **Strangford Lough**. The entire area is filled with reminders of our earliest Christian heritage.

**Downpatrick** is the site of St. Patrick's tomb and much more, with its Georgian streets, two cathedrals and museum set in an old prison. Nearby **Nendrum Monastery is one of the oldest Christian churches in Ireland**.

Indeed there's history everywhere you turn. Two of Ireland's finest stately homes and gardens, **Castle Ward** and **Mount Stewart**, both owned by the National Trust, overlook the Lough. The lovely village of **Greyabbey** is famous not only for its monastic heritage and medicinal gardens, but also its antique shops. But a trip to this area is not complete without savouring the seafood at

**Portaferry** or **Strangford**, two harbour villages, an enchanting five minute ferry crossing from each other!

### ...Lakeland fun!

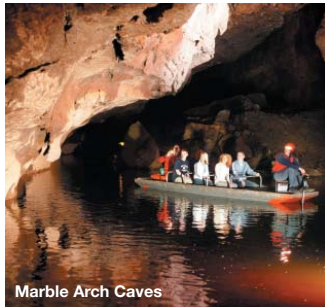
Pack your waders and set aside an extra couple of days because **Derry City** and **Belfast** are no more than two hours away from some of the finest fishing in Europe. In the peaceful **Fermanagh Lakelands**, there really is more water than land. You could probably find a lake all to yourself!

The main town, **Enniskillen**, is located on Lough Erne, part of the **Shannon-Erne** waterway system, **Ireland's largest navigable waterway**. Hire a boat and a local fishing guide who will know all the best places for a good day's fishing. Or board a waterbus and tour the mysterious and fascinating islands of **Lough Erne** - with mysterious ancient stone idols, early Christian round towers, even islands where you can stop for lunch, stay over, or enjoy a few outdoor pursuits.

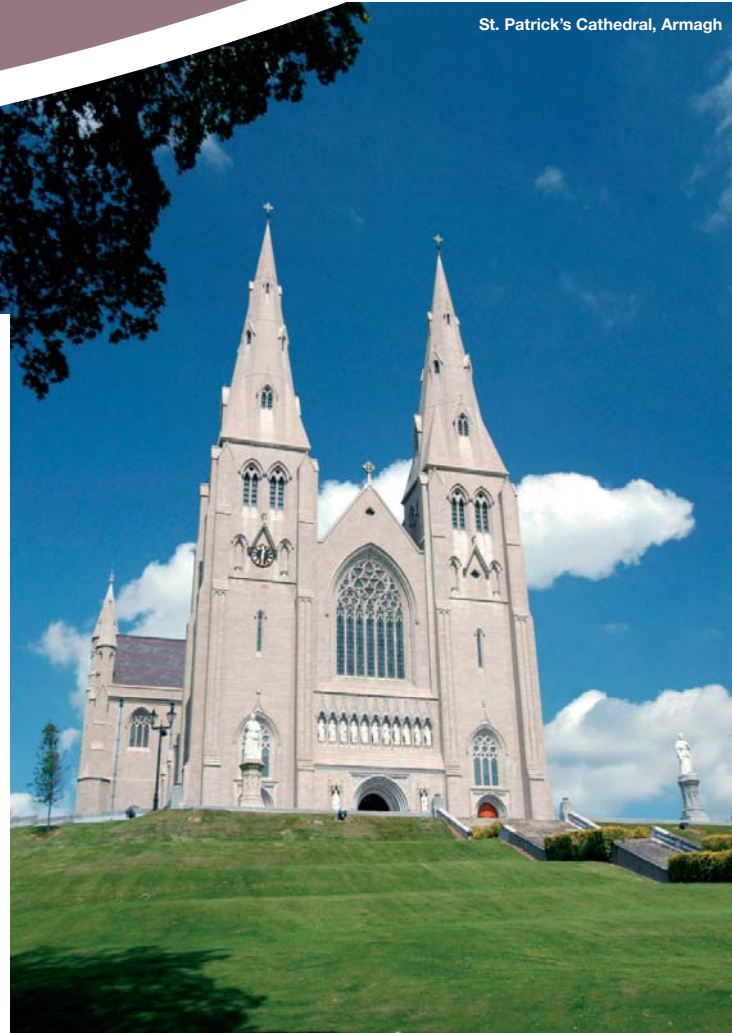


On dry land, **Fermanagh** is a destination for anyone who enjoys cycling, walking, history, gardens or stately homes. Some of Northern Ireland's most splendid National Trust homes and parklands are here. Spend a blissful night in a rose covered cottage at **Florence Court**.

And there are just so many more sights to see: **Enniskillen Castle**, home of the Maguire Chieftains; **the Butter Market**, the craftsmanship of **Belleek Pottery**...even the watery wonderland of **Marble Arch Caves**. But **Enniskillen** really comes to life after dark with great restaurants, lively pubs and theatre.

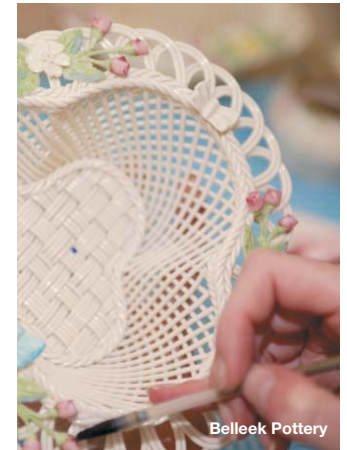


Marble Arch Caves

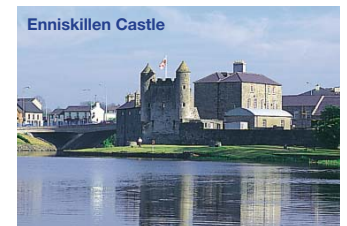


St. Patrick's Cathedral, Armagh

mix business with pleasure ...



Belleek Pottery



Enniskillen Castle

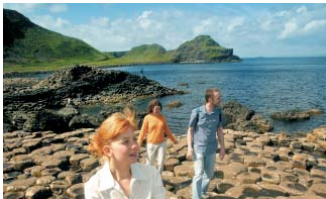
## Three's the charm

# Three days to do as you please . . . and Northern Ireland is your oyster

So what takes your fancy? From Belfast or Derry City you can get just about anywhere and still have plenty of time to take in all the activities, sights and relaxation you could wish for. Even get to know the locals. You'll feel like you've had a proper holiday!

### Coast with the most

Both Derry City and Belfast are the gateways to some of the most spectacular scenery Northern Ireland has to offer - the incredible **Causeway Coast**. Mile after mile of cliffs, expansive beaches and natural and manmade marvels.



In three days you can experience many of the **Causeway Coast's** most splendid sights, though you may need extra time if you can't get enough of water sports

such as sea-angling, scuba diving and surfing. Not to mention golf - the **Causeway Coast** is home to one of Northern Ireland's most prestigious and scenic courses, right beside the Atlantic breakers. If you're up for the challenge of a lifetime, **Royal Portrush** has hosted some of the world's top championships such as **The Senior British Open**.

From Derry City meander up the beautiful **Foyle Estuary** for breathtaking vistas of Donegal. Heading east you'll pass some of Northern Ireland's Blue Flag beaches, as famous for their dramatic settings as their golden sands. With beaches this exceptional it's not surprising so many of Northern Ireland's seaside resorts are on the Causeway coast - buzzing **Portrush**, lively **Portstewart** and the genteel appeal of **Portballintrae**. No wonder the Downhill Estate built **Mussenden Temple** on a clifftop overlooking miles of golden strand.

Once you see the **Giant's Causeway**, one of the world's great natural wonders, you'll realise that no photo or postcard can do it justice. Just 3 minutes away at Bushmills, you will find the world's oldest licensed distillery, **The Old Bushmills**



**Distillery.** Touring and sampling are warmly encouraged!

Next on your "To Do" list visit **Dunluce Castle** perched on a cliff overlooking the Atlantic. Conquer your fear of heights on **Carrick-a-Rede Rope Bridge** swinging high above the crashing waves...you can do it!

At **Ballycastle**, you'll be faced with a crucial management decision: do I leave the car and cares behind, hop on the ferry to **Rathlin Island** and spend an utterly peaceful night in a convivial guesthouse amid the birds and the sea views? Or do I press on, round **Fair Head** and down the hair-raising coast road to the **Glens of Antrim**? Nine remote and beautiful glens tucked among the mountains, with their own tiny beaches and villages. Picturesque villages like **Cushendun** and **Cushendall** dot the coast.



Mourne Mountains

### Kingdoms of Down

Spanning **South Down**, **Armagh** and the **Kingdoms of Down** (see contacts on page 10) are mountains, sea, forest, moorland, history, mythology, adventure and abundant craic, all in one beautiful package. No better place for a group of colleagues to forget work for a few days.

The bustling seaside resort of **Newcastle** nestled between mountains and sea makes a great base for any activities you have in mind. Golf at the **Royal County Down**, as renowned for its heritage as its stunning location, and recently voted

one of the top 10 courses in the world. Kingdoms of Down has many excellent outdoor activity centres, geared up to introduce individuals or groups to the thrills of bouldering, hill climbing, pony trekking, mountain boarding, kayaking and more.

This breathtaking wilderness has more than its share of **Waymarked Ways**, forest parks and superb views. Less rugged visitors can get the scenery without the blisters at **The Silent Valley**.



mix business with pleasure ...



In a land so rich in traditional heritage and folklore, you're sure to find festivals. The little towns and villages all take their turn to have a hooley, from the restored fishing harbour of **Annalong** to the gorgeous towns of **Rostrevor** and **Castlewellan**.

If you adore the great outdoors, **Kingdoms of Down** is the business.

## Useful contacts

# Plan your business break now

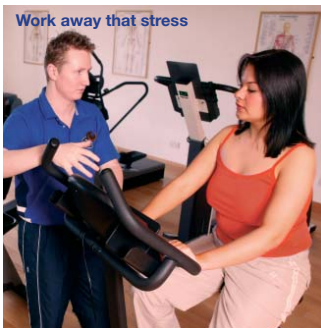
We hope this brochure has given you a flavour of what Northern Ireland has to offer. However, we have only been able to give you a sample of some of the wonderful things to see do. Your adventure starts here!

The contacts listed here are all the names you need to know to find accommodation, amenities, attractions and events in your area. Just let us know when you are travelling, where you will be, what you're interested in and you're on your way! Efficient or what?

You may prefer to use the services of a fully qualified Blue Badge Tour Guide to show you around. The guide can help with the planning of your trip and may suggest new and exciting places to visit that were unknown to you.

Contact:  
**Northern Ireland Tourist Guide Association (NITGA)**

Web: [www.bluebadgeireland.org](http://www.bluebadgeireland.org)  
Tel: +44 (0) 28 9062 9690  
(after 5 pm and weekends)  
+44 (0) 28 9022 2925  
(office hours)



Work away that stress

## Seeking a total chill out?

If all this sounds just a little too energetic after a hard few days' graft, please ask us about spa resorts, country retreats, lakeside cottage hideaways, 5 star luxury hotels...Northern Ireland has plenty of this sort of break too!

Contact list:  
Your best starting point is  
**[www.discovernorthernireland.com](http://www.discovernorthernireland.com)**  
or contact the resources listed to the right.

**Belfast Welcome Centre**  supported by **DIAGEO**  
business Ireland

**Belfast and Northern Ireland Welcome Centre**  
[www.gotobelfast.com](http://www.gotobelfast.com)  
Tel: +44 (0) 28 9024 6609.  
Or call into our Donegal Place offices in the heart of Belfast.



**Derry Visitor & Convention Bureau**  
[www.derryvisitor.com](http://www.derryvisitor.com)  
Tel: +44 (0) 28 7126 7284.  
Offices at 44 Foyle Street, Derry City.



**Fermanagh Lakelands**  
[www.fermanaghlakelands.com](http://www.fermanaghlakelands.com)  
Tel: +44 (0) 28 6634 6736.



**Kingdoms of Down**  
[www.kingdomsofdown.com](http://www.kingdomsofdown.com)  
Tel: +44 (0) 28 9182 2881.



**Causeway Coast and Glens**  
[www.causewaycoastandglens.com](http://www.causewaycoastandglens.com)  
Tel: +44 (0) 28 7032 7720



**Sperrins Tourism**  
[www.sperrinstourism.com](http://www.sperrinstourism.com)  
Tel: +44 (0) 28 8674 7700



**Armagh City and District Council**  
[www.visitarmagh.com](http://www.visitarmagh.com)  
Tel: +44 (0) 28 3752 1800



mix business with pleasure ...

Relax and take in the scenery?





# 10 excellent destinations

#### Northern Ireland Tourist Board

St Anne's Court  
59 North Street  
Belfast BT1 1NB

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**W:** [www.discovernorthernireland.com](http://www.discovernorthernireland.com)

**Alternative formats** including  
braille, large print, disc and audio  
cassette are available on request.

#### Disclaimer statement

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Northern Ireland  
Tourist Board