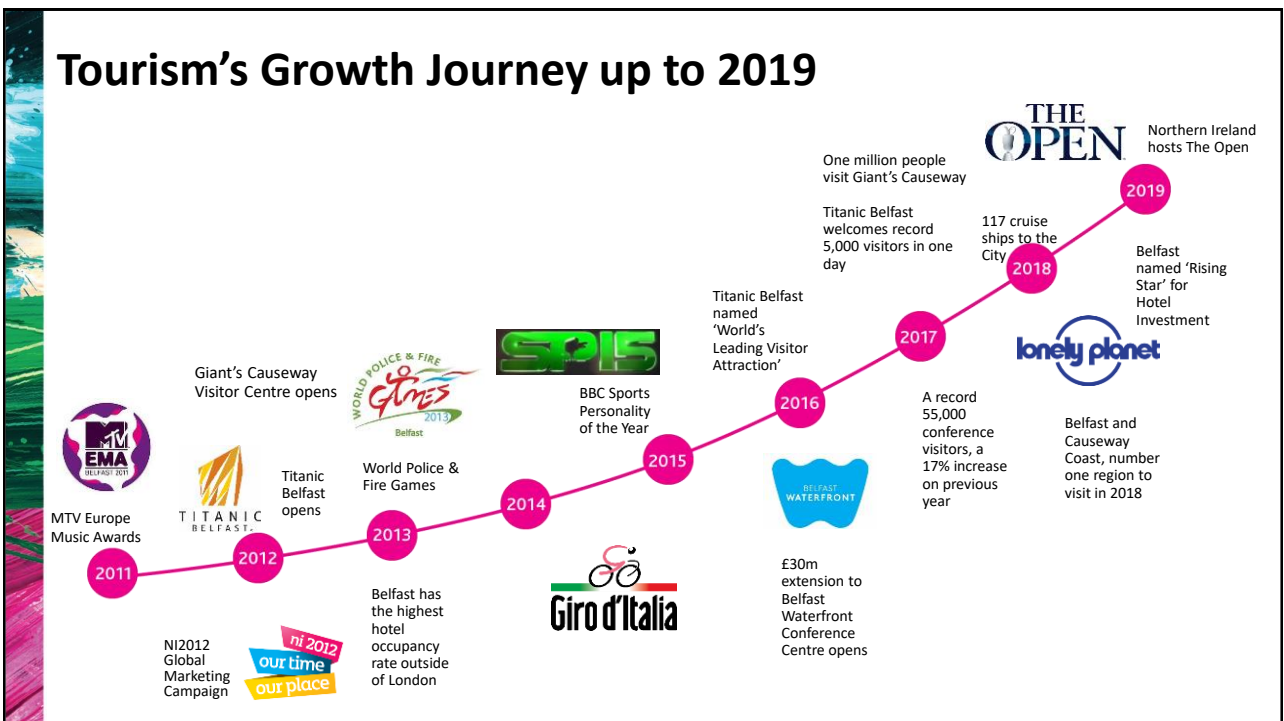


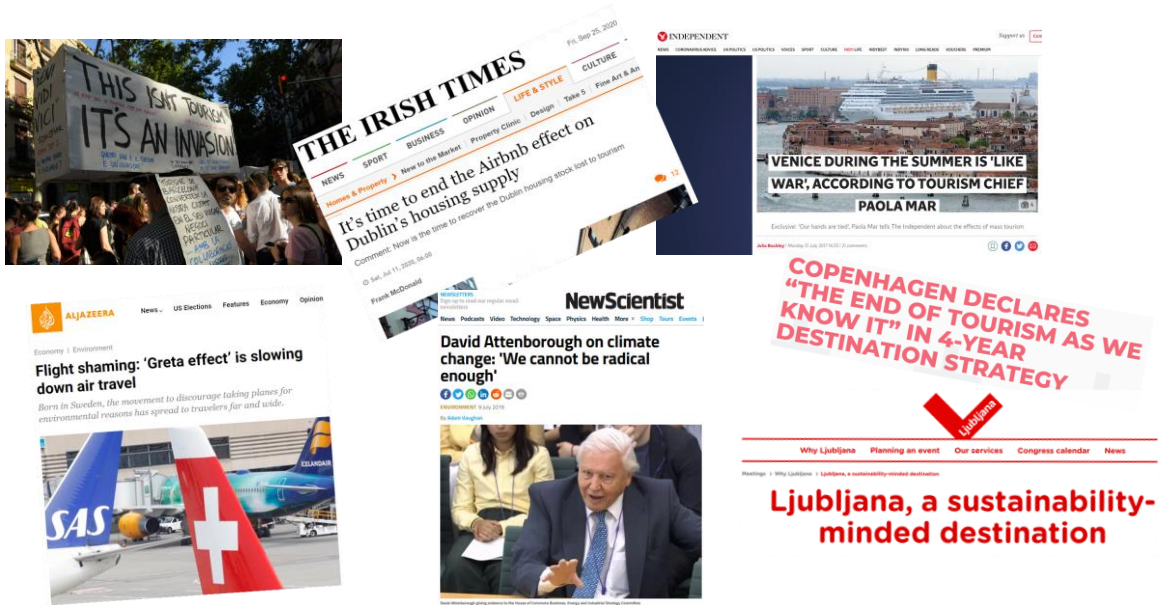


1



2

Opinions changing and the world is evolving... and fast...



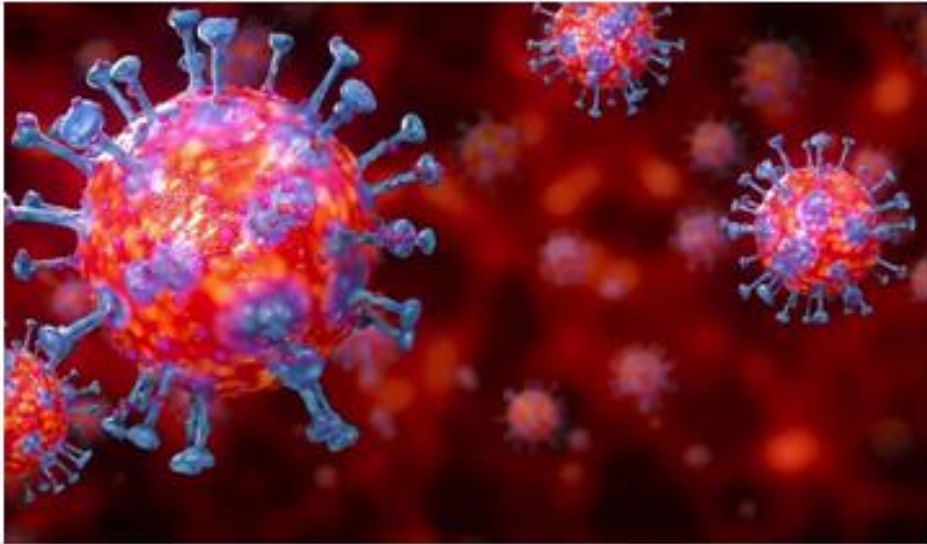
3

...And Closer to Home



4

And then this arrived.....



5

COVID-19 – Impact upon Northern Ireland

Scenario	2020 potential impact on activity	2020 potential tourism jobs lost	Outcome	Probability
1	-31%	-13,700	Return to pre-COVID-19 levels by the end of 2021	2/5
2	-39%	-17,300	Return to pre-COVID-19 levels by the end of 2022	3/5
3	-45%	-20,200	Will not return to 2019 levels by the end of 2022	3/5

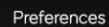
6



7



8





11

So What (...are we trying to do differently)?

- Business outcome focussed
- Developing resilience
- Digital champions embedded in our business and across the industry
- Agile mindset
- Data driven decision making
- Data literacy



12

