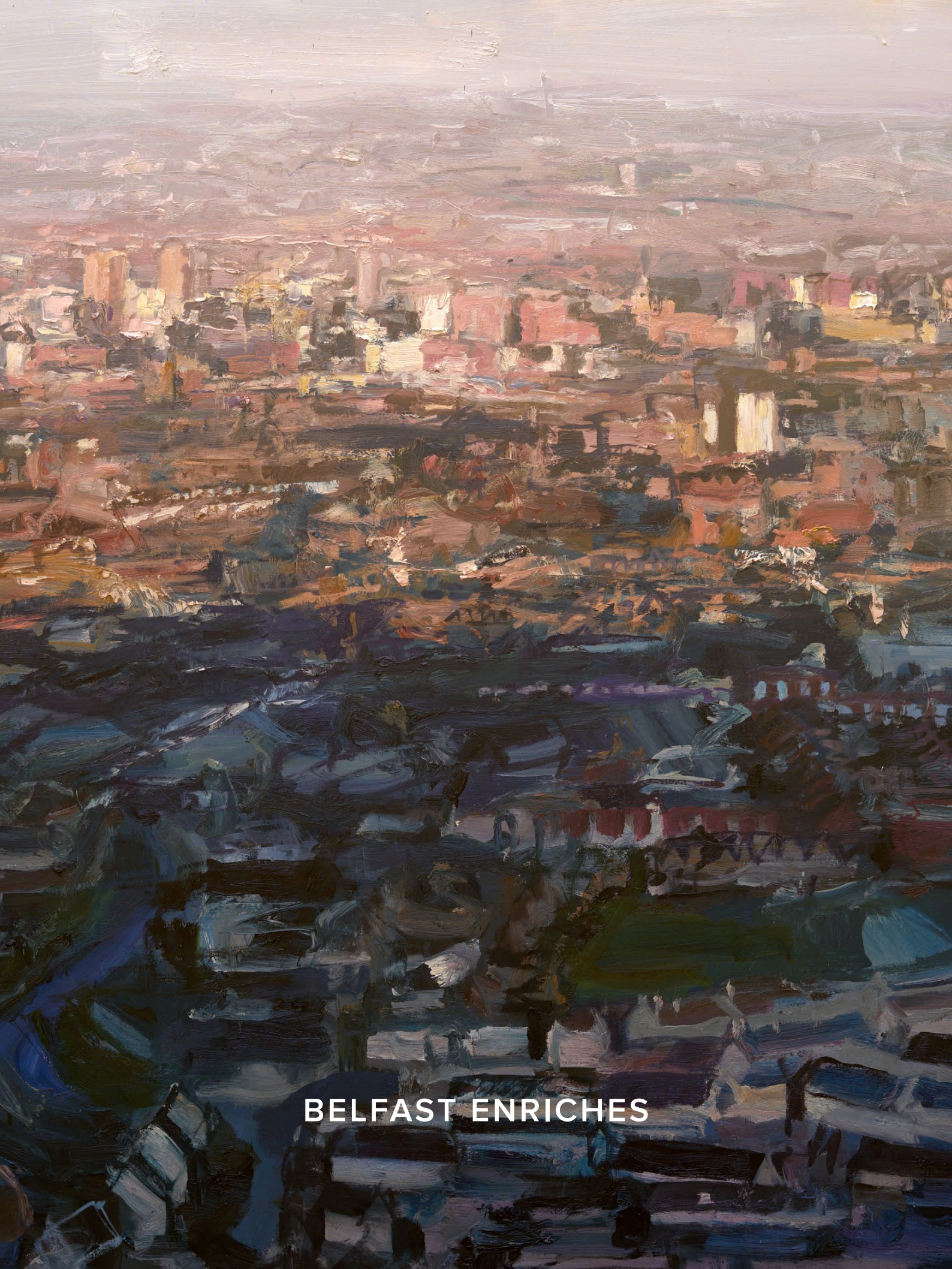

BELFAST ENRICHES

GUESTS ENJOYING A LANDMARK PRIVATE TOUR



Belfast City Hall



Commercial Court

IT'S ABOUT TIME

TIME WELL SPENT. IN A PLACE THAT FAVOURS THE AUTHENTIC AND EXCELS IN THE UNIQUE.

A place where you might find yourself.
On a private tour that only one person in the world can arrange.

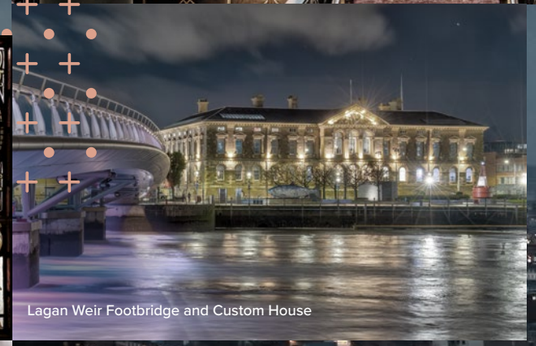
Laughing, learning and living life to the full. A place that's about being present in the moment. Where dwell time is measured in generations and stories whisper down through the ages.

A place of true character.
And true characters.
Belfast is such a place.

Cover image:
Belfast from Black Mountain (detail)
by Colin Davidson



The Great Room, The Merchant Hotel



Lagan Weir Footbridge and Custom House





BELFAST BORN

NOBODY GAVE US BELFAST. WE BUILT IT.
NOTHING INHERITED, EVERYTHING EARNED.
ONCE FORGED IN TITANIC YARDS AND WOVEN
IN GIANT MILLS, NOW CRAFTED WITH CREATIVITY
AND INFUSED WITH ENERGY.

Belfast grew steadily from the 1600s through sheer determination. The city became a global maritime hub, from where linen, rope, whiskey and ships flowed out and the radical ideas of the Enlightenment and then Victorian prosperity poured in. Our rich traditions of craftsmanship, cultural complexity and open-hearted welcome still thrive to this day.

We're a city is built on hard work and generosity of spirit. On real graft and then savouring the better things in life. We're a beguiling mix of doers and dreamers. We're straightforward star-gazers. A wonderfully dual personality; that's what's always driven this city and holds such fascination for our visitors.

BELFAST CITY HALL LOOKING TOWARDS BELFAST LOUGH

MEET A BELFAST ORIGINAL

IN THIS CITY, WE HAVE A HISTORY OF BUILDING DREAMS AND DELIVERING THE IMPOSSIBLE. OF GOING ABOVE AND BEYOND TO CREATE SOMETHING TRULY UNFORGETTABLE. THIS SPIRIT CONTINUES TODAY.

We care deeply about impressing our guests and our can-do attitude always delivers.

We're a small city, nestled between countryside and coast and compact in a way that means we know who's who and what's what. At a moment's notice, we call upon our contacts to make extraordinary things happen. From special openings and exclusive access to one-off meetings and private viewings, we have a natural gift for creating bespoke experiences that quickly become cherished memories.

THE SHIP OF DREAMS, TITANIC BELFAST

CHARACTER COUNTS

FOR GUESTS WEALTHY IN MANY WAYS,
BELFAST OFFERS RARE GIFTS.
OF GENUINELY UNIQUE EXPERIENCES,
RICH HERITAGE AND FINE CRAFTSMANSHIP.
OF REAL CONNECTION WITH CHARACTER,
COMMUNITY AND CULTURE.

PRIVATE TOUR, HILLSBOROUGH CASTLE

Every city has its stories,
but none quite like Belfast.
The resilience that delivered peace
is matched only by our passion not to
waste it. We love to discuss and debate;
to explore ideas and learn from others.
We welcome our guests with open arms
and share our stories at the drop of a hat.
Our eyes smile, our heart is warm and
our spirit is strong.
And the craic? Sure, it's mighty.

Belfast doesn't just entertain or enhance
or elevate. Belfast Enriches.





Peace Wall

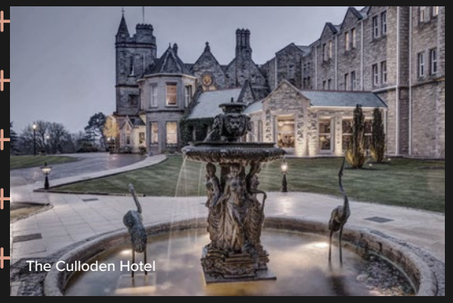

Waterman

THE BELFAST COLLECTION


Fitzwilliam Hotel

A COLLECTIVE OF LUXURY BRANDS, WORKING TOGETHER TO PROVIDE GUESTS WITH EXPERIENCES THAT ENGAGE AND INSPIRE, INFORM AND DELIGHT.

Intrinsically linked to the city, each member of the collective embodies the entrepreneurial spirit, appetite for hard work and creative flair that is synonymous with Belfast. Sharing an unwavering commitment to exceeding guest expectations, the collective works collaboratively across hospitality and accommodation, retail and experience to create a fully cohesive and entirely bespoke offer. Ensuring that what we offer here, is only possible here.


The Culloden Hotel

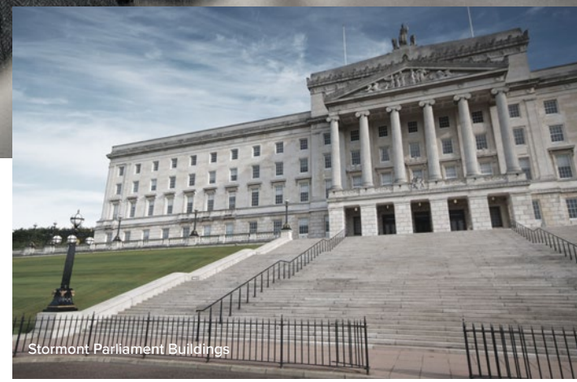
LANDMARK

Landmark redefines luxury travel, conjuring a lasting sense of warmth and providing you with a genuine connection with this place. Founded by Mark Rodgers, a third generation seanchai (traditional Irish storyteller) Landmark creates truly individualised journeys that blend history, culture and personal interests to form a legacy of unforgettable memories.

Few can translate our history like Mark Rodgers, whose ethos is that true luxury isn't built-in... it's revealed through exploring our tightly kept traditions and rich cultural memory. The experiences offered are privileges earned over decades of friendship, trust and reputational capital.

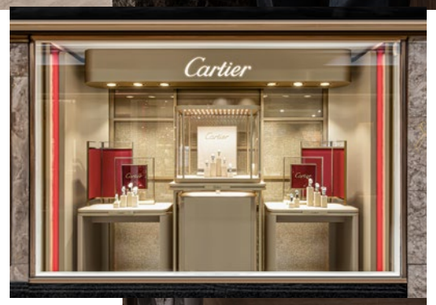

Titanic Belfast


A PRIVATE TOUR WITH MARK RODGERS


Stormont Parliament Buildings



SUZANNE LUNN & PETER MCALISTER IN THE ROLEX BAR





Hok Man Pang, Rolex specialist

LUNN'S

Built in 1880, Queen's Arcade is Belfast's last surviving Victorian shopping arcade. Sympathetically restored by the Lunn family in 2019, it is home to their flagship store, Lunn's the Jewellers, alongside dedicated boutiques for some of the finest names in luxury jewellery and watchmaking.

Lunn's offering includes David Yurman, Patek Philippe and handmade pieces from their own collection. The Arcade features boutiques by Rolex, OMEGA, Tudor, TAG Heuer, Breitling & Montblanc.

Tax Free shopping* is available.

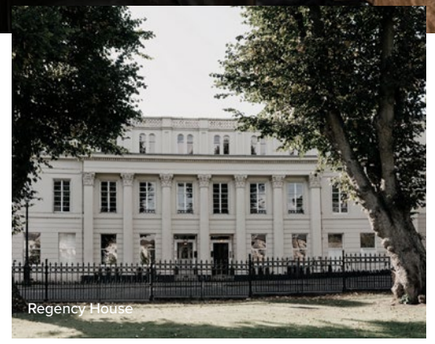
*For non UK & EU residents. Terms & conditions apply.

REGENCY HOUSE

Set within one of Belfast's most striking historic buildings, Regency House is a 14-key boutique hotel in the Queen's Quarter from acclaimed duo Chris McClurg and Alice Stewart. Their recent takeover marks a new chapter for this heritage property, with the addition of a centrepiece restaurant - of the same name - that pairs the intimacy of a Parisian bistro with distinct, Northern Irish touches and fine, local produce. Chris and Alice bring a wealth of expertise to the table, but as seriously as they take their food and hospitality, Regency House is a place to relax and appreciate all that Belfast has to offer.



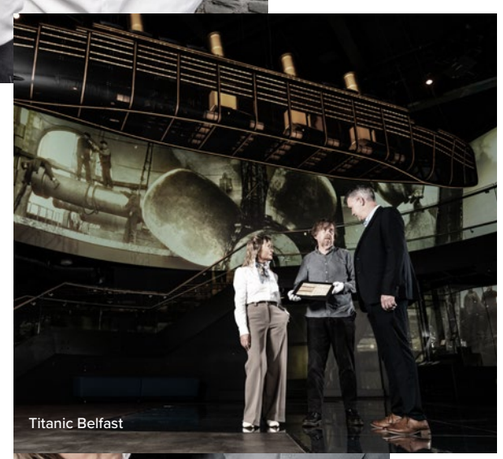
CHRIS MCCLURG, PROPRIETOR, REGENCY HOUSE



Regency House



PRIVATE TOUR OF NOMADIC AND TITANIC BELFAST



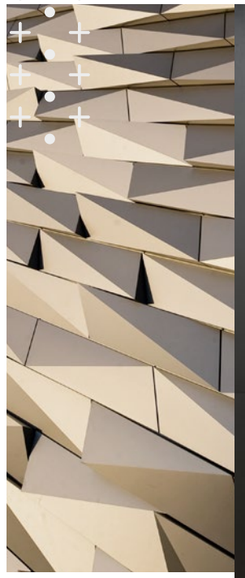
Titanic Belfast



TITANIC BELFAST

Two words that have become inseparable. Titanic Belfast tells the authentic story of Titanic from her conception, construction and launch, to her maiden voyage and subsequent place in history. Brought to life exclusively for Private Tour guests, our bespoke experiences combine history, heritage and contemporary luxury, ensuring every moment is unforgettable.

Enriched by authenticity, hear expert guides tell the unknown stories of the people who built and sailed on the world's most famous ship. Immersive storytelling and original heritage artefacts will bring guests closer to the story, creating emotional connection and lasting memories of this special place.



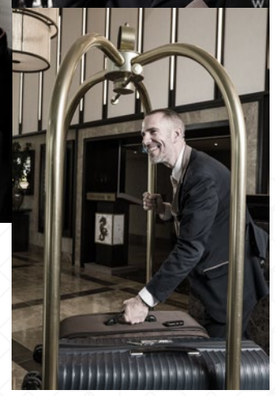


JOHN MCCREADY, COMMISSIONAIRE AT GRAND CENTRAL



The Observatory





GRAND CENTRAL

At the heart of Belfast, the Grand Central Hotel offers contemporary elegance, warm Irish hospitality and an unrivalled perspective of the capital. Perfectly positioned to explore the city's renowned cultural landmarks, immersive experiences and vibrant culinary scene, the hotel provides a stylish retreat after a day spent discovering Belfast's unique character.

Beautifully appointed guestrooms, exceptional dining in The Seahorse Restaurant and signature cocktails in the iconic Observatory Bar, perched on the 23rd floor, with sweeping views across the city and beyond, all create an unforgettable stay. Blending sophisticated design with an authentic sense of place, the Grand Central Hotel is the perfect city retreat from which to experience the very best of Belfast.



AARON DUGAN, BAR MANAGER



The Spa at The Merchant Hotel

THE MERCHANT

The Merchant Hotel is one of Belfast's most distinguished landmarks, where Victorian grandeur meets Art Deco elegance in the historic Cathedral Quarter. Set within a beautifully restored Grade A listed building, it is Belfast's only AA Five Red Star hotel. Individually designed bedrooms, exceptional dining and acclaimed bars create a refined city escape.

Dine beneath the splendour of The Great Room, enjoy award-winning cocktails in The Cocktail Bar, discover live jazz at Berts, or relax in the traditional Cloth Ear pub. A tranquil spa and rooftop hot tub offer restorative retreat, while Belfast's leading shops and cultural attractions are moments away. The Merchant Hotel defines five-star luxury in Northern Ireland.



GRAEME MILLAR, MASTER DISTILLER

MCCONNELL'S DISTILLERY

Enjoyed around the world since 1776, McConnell's Irish Whisky is today distilled in a state-of-the-art facility within a striking former Victorian prison. Discover its remarkable story through an exclusive Connoisseur Tour, led by Master Distiller Graeme Millar, and enjoy a selection of rare whisky expressions on a journey through history, heritage, and craftsmanship.

Complete your experience with an elegant fine dining experience, specially curated by renowned Chef Gemma Austin. Celebrating the finest seasonal local produce, each course has been thoughtfully designed to complement the distinctive character of McConnell's Irish Whisky and its unique home at McConnell's Distillery.





GEMMA AUSTIN, CREATOR OF A PECULIAR TEA



A MEMBER OF THE GUEST SERVICES TEAM WELCOMING GUESTS TO THE FITZWILLIAM

THE FITZWILLIAM

The Fitzwilliam Hotel is stylish, central and unforgettable; this is Belfast's five-star superstar. It is situated in the heart of Belfast city centre on Great Victoria Street, beside the Grand Opera House and a two-minute walk from Grand Central Station. Renowned as Belfast's friendliest five-star hotel, it is celebrated for its warm hospitality, personalised service, and welcoming atmosphere. Blending contemporary elegance with exceptional comfort, the hotel offers guests a memorable and personal experience. Belfast's best attractions, restaurants, and shopping are within easy walking distance, making it the perfect base. Every stay is defined by stylish surroundings, thoughtful touches, and a genuine commitment to outstanding guest service.



The Penthouse at The Fitzwilliam

WATERMAN

Waterman offers an unparalleled cooking and dining experience in Belfast's buzzing Cathedral Quarter. Seasonal menus are influenced by European flavours and made using exceptional local ingredients; proving owner Niall McKenna's conviction about Belfast that nowhere else has so much, so good, so close. Menus are paired to a short wine list, with a reserve cellar list for the discerning wine drinker.

Waterman houses a bistro, cookery school with private dining and tasting room where Niall and his team can offer bespoke food and drink experiences whether you want to learn to make local dishes or experience tasting menus highlighting local ingredients with paired drinks.



NIALL MCKENNA, FOUNDER OF WATERMAN



TOGETHER WE GROW

IN A CITY KNOWN FOR ITS SENSE OF COMMUNITY, IT'S NOT SURPRISING THAT WE TAKE PRIDE IN HOW OUR LUXURY GUESTS MAKE SUCH A POSITIVE IMPACT ON OUR SOCIETY.



KINDRED OF IRELAND



VICTORIAN SPLENDOUR AT QUEEN'S ARCADE. THIS ELEGANT SHOPPING ARCADE IN THE HEART OF BELFAST IS THE EPITOME OF LUXURY AND HOME TO SEVERAL LUXURY WATCH BOUTIQUES AND INDEPENDENT STORES.

From our local artisans, growers and producers, to performers, designers and artists, a huge spectrum of local people help to provide our luxury tourism offer. Our guests' pleasure and fulfilment is our benefit and their lasting impact weaves them into our community and our culture; into our very fabric.


Contemporary craftsmanship, Kindred of Ireland


Niall McKenna and Willie Jack in The Friend at Hand

Nestled in Belfast's vibrant Cathedral Quarter, The Friend at Hand Tasting Experience offers an immersive journey through the rich heritage of Irish whiskey. Home to an exceptional collection of rare whiskey memorabilia, historic artefacts and fascinating stories spanning centuries of Irish distilling, this unique museum provides an insight into one of Ireland's most celebrated traditions.

Guided by expert hosts, guests are invited to sample a carefully curated selection of premium Irish whiskeys while discovering the craftsmanship, history and characters behind each dram. Combining authentic storytelling, world-class whiskey and Belfast's renowned hospitality, The Friend at Hand is a truly distinctive experience for discerning visitors seeking an unforgettable taste of the city.


Colin Davidson

In 2023, the internationally acclaimed artist, Colin Davidson, oversaw installation of one of his largest paintings within Waterman Restaurant, Belfast. Actually a collection of eight separate canvases, *Belfast from Black Mountain* is a richly textured portrait of Colin's home city, reflecting unique patterns of light, space and intimating Belfast's multi-layered personality.


Philip Conway of Conway Farm Produce, suppliers of vegetables to Regency House





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