

Visit Belfast

DEI Action Plan 2026–27

Diversity, Equity and Inclusion

Visit Belfast’s 2026–27 DEI Action Plan sets out a practical programme of work to strengthen accessibility, representation, inclusion and industry collaboration across our organisation, visitor experience and the wider tourism ecosystem. The plan supports Belfast’s ambition to be a welcoming, inclusive and accessible destination for all.

Our Organisation

Embed inclusivity training into induction for all employees, including seasonal and cruise staff, with refresher training every two years.

Deliver JAM Card training across the Visitor Servicing team to strengthen support for visitors with communication barriers.

Ensure all staff complete Belfast City Council’s ‘How to Communicate Confidently’ Inclusive Tourism training modules.

Update staff induction materials to include more inclusive language and clearer DEI guidance.

Maintain accurate and up-to-date accessibility information across Visit Belfast visitor servicing locations, including Grand Central Station.

Increase visibility of DEI progress and learning through regular internal communications and staff engagement.

Our Clients and Visitors

Expand and diversify Visit Belfast’s marketing imagery and visual assets to better reflect audiences across age, ability, ethnicity, religion and gender.

Launch a new cruise website with enhanced accessibility features and improved information for visitors with disabilities.

Promote lived-experience accessible itineraries and inclusive tourism content through digital channels and social media.

Continue to support the promotion of autism-friendly events, sensory-friendly experiences and inclusive programming across the city.

Deliver dedicated communications activity around key awareness dates including International Women’s Day, Pride, World Autism Awareness Day and International Day of Persons with Disabilities.

Embed inclusion and accessibility within the promotion of Visit Belfast's Legacy & Impact Guide and Sustainable Events Framework.

Work with content creators and influencers with lived experience of disability to create authentic social content showcasing accessible experiences across Belfast, helping attract the Purple Pound.

Work with all stakeholders to ensure Fleadh Cheoil na hÉireann 2026 is welcoming and inclusive to all

Our City and Industry

Establish a baseline measurement for the proportion of tourism businesses providing verified accessibility information.

Continue to promote the value of AccessAble guides and accessibility information across the tourism and hospitality sector.

Encourage tourism businesses to complete Belfast City Council's inclusive tourism communication training modules.

Support neighbourhood tourism initiatives that strengthen cross-community connections and encourage inclusive participation.

Explore the development of a social carrying capacity study to better understand visitor distribution across Belfast neighbourhoods.

Demonstrate visible support for Belfast Pride through participation, communications and partner engagement.

Support Belfast City Council's wider accessibility and inclusion programme and partner on the annual Inclusive Tourism Conference & Awards.

Together, these actions aim to strengthen Belfast's reputation as an inclusive destination while ensuring accessibility, representation and belonging are embedded across the visitor experience, industry engagement and organisational culture.