

TRAVEL TRADE & GROUPS GUIDE 2023-24



Discover Together



Refresh the Connection



Journey Through Time



A Piece of History

ABOUT US

National Museums NI is a registered charity that runs a group of four exceptional museums, each playing a distinct and special role in Northern Ireland. Our museums cherish and protect all those things that are easily lost in a busy world – our skills, values, stories and traditions.

From dinosaurs to electric trams, Alexander McQueen to American frontiers, across four unique sites, we develop and present inspirational collections that reflect the creativity, innovation, history, culture and people of Northern Ireland and beyond.

Give your guests an unforgettable experience at our unique visitor attractions.

We offer a warm welcome to groups of all sizes, from coach parties to independent travellers.

This guide is designed to give organisers of group travel and travel trade professionals ideas for planning days out, and to make the process as seamless as possible. We offer something completely unique for visitors to Northern Ireland, aligned with our purpose that we're 'Here for Good'.

HERE FOR GOOD

LOCATIONS



For further practical information to assist you in planning your visit, please contact us:

Email: traveltrade@nationalmuseumsni.org Telephone: +44 (0)28 9039 5111

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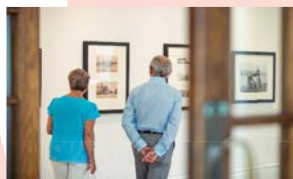
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ULSTER MUSEUM

Ulster Museum is Northern Ireland's treasure house of the past and present through rich collections of art, history and natural sciences. Housed in an iconic building in the beautiful surroundings of Belfast's Botanic Gardens, the Ulster Museum is a place of awe and wonder, a place with open doors for open minds that champions diverse voices and promotes positive change in society. Come face-to-face with dinosaurs, meteorites, Spanish sailors and treasure from a Spanish Armada shipwreck. It's a place to **discover together**, offering new perspectives and complementary prisms on the wider world - from Ancient Ireland and Inclusive Global Histories to the Troubles and whatever the future may hold.



PRICES

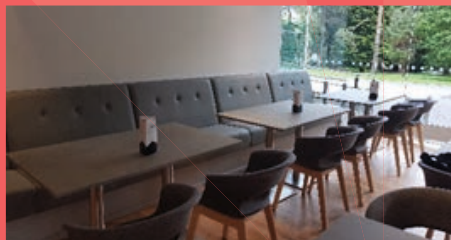
Although the Ulster Museum is free to visit, pre-booking for groups/ tours is essential. Guided & exclusive close up tours are available. Contact traveltrade@nationalmuseumsni.org for details.

WHAT'S INCLUDED

Access to all galleries and special touring exhibitions.

LENGTH OF VISIT

A full visit to the museum can take 2-3 hours. Allow extra time for a coffee and lunch at Wynne and Pym café.



COFFEE SHOP

Relax in the Wynne and Pym café on the ground floor of the museum, with its ceiling height windows overlooking the beautiful Botanic Gardens and selection of hot & cold food and drinks and sweet treats.

GIFT SHOP

The Gift Shop stocks a selection of items from local makers and small businesses. Our carefully selected ranges offer some of the best of local talent.

SEASON

All year. Tue-Sun 10.00 -17.00.
Closed Mondays throughout the year, except for Northern Ireland Bank Holidays.

LOCATION

The Ulster Museum is situated in Belfast's Botanic Gardens, in the heart of Belfast. BT9 5AB.

OTHER NEARBY ATTRACTIONS

- Botanic Gardens
– beside the Museum
- Queen's University
– 1 minute walk
- Belfast City Hall
– 1.2 miles / 8 min drive

PARKING

On-street car parking available in the surrounding areas. Drop & Go areas for coaches on-street, 20min waiting time.



EXHIBITIONS

As well as being Northern Ireland's treasure house of the past and present, Ulster Museum hosts a dynamic and diverse programme of temporary exhibitions. Two of those exhibitions for 2022-23 include...

ANYTHING GOES: 1920S FASHION | OCTOBER 2022 TO DECEMBER 2023

This exhibition will explore the exuberance and freedom of the 1920s through its fashions. 'Anything Goes!' will present the key trends of the 1920s and examine their origins, such as the "Egyptomania" prompted by the discovery of the tomb of King Tutankhamon, and the exoticism of the Ballet Russes. Several of the objects selected have rarely or never been displayed before, and new research now indicates that one of the key pieces, a beautiful embroidered opera cloak, may have been made by the Russian avant-garde artist Natalia Goncharova.



INCLUSIVE GLOBAL HISTORIES | MARCH 2022 TO DECEMBER 2023

#ULSTERMUSEUM
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Inclusive Global Histories is a new exhibition demonstrating National Museums NI's commitment to decolonisation, diversity and inclusion. The exhibition highlights how we are re-evaluating our World Cultures collection to better understand the complex global stories of some 4,500 items - how and why they came to be in Belfast, how they can be connected to audiences and what the options might be for their future. It's also part of our programme to mark Ulster Museum's 50th anniversary this year.



EXCLUSIVE EXPERIENCES

OPTION 1 - Exclusive welcome in the Lecture Theatre or Belfast Room, souvenir map, presentation on history of the museum, orientation in Welcome Area, rest of visit is self-guided (Min group 15- max up to 60).

OPTION 2 - As Option 1 but with guided highlight tour of the museum (limited to groups of 20). Opportunity for self-discovery at end of tour.

OPTION 3 - Exclusive after-hours tours and tailored curator talks available for groups with specific areas of interest.

Contact traveltrade@nationalmuseumsni.org for more information on our bespoke packages.

ULSTER FOLK MUSEUM



First opened in 1964, the Ulster Folk Museum is a remarkable living museum and environmental resource situated at Cultra, three miles outside of Belfast. Refresh the connection and rediscover Ulster as it was over a century ago in a place that actively preserves and demonstrates traditions, stories and skills passed down through many generations of people in Ulster. The authentic, heritage buildings that make up 'Ballycultra Town' - an old-time picture house, post office, corner shop, bank and churches to name but a few - as well as the farmhouse, workshops and cottages that are dotted throughout 150 acres of countryside, were all transported from original locations from around Ulster and rebuilt one by one on our site.

Explore the rural working farm with crops and farm animals, meet the costumed characters who keep the rich stories of our past alive and watch the craft demonstrators who still practice centuries old traditions and crafts that Ulster is famous for.



PRICES

Ticket Type	01 Apr 2023 – 31 Apr 2024 Individual Self-guided visit	01 Apr 2023 – 31 Apr 2024 Group 15px + Self-guided visit
Standard	£10.89	£9.80

PRICE INCLUDES

Self-guided admission to explore the Folk Museum set over 150 acres of rural countryside, including Ballycultra Town.

LENGTH OF VISIT

We recommend you allow 1 to 1 hour 30 minutes minimum for a visit. Depending on the route you go - town only or town & rural - village visitors can easily wind away 3-4 hours.

GUIDED TOUR

Should a guided tour be required it is possible in English only, subject to availability. Maximum size 20 persons. Extra guides can be provided for larger groups. We can offer 45 minute to 1 hour 30 mins depending on your requirements.

Contact

traveltrade@nationalmuseumsni.org
for pricing.

Please note the last guided tour is 1 hour 30 mins prior to the museum closing. You'll be made aware of the seasonal opening hours when booking.

SEASON

All Year.

March - September,

Tuesday - Sunday 10.00 - 17.00.

October - February,

Tuesday - Friday 10.00 - 16.00 &

Saturday - Sunday 11.00 - 16.00.

Closed Mondays throughout the year, except for Northern Ireland Bank Holidays.

LOCATION

Cultra, 7 miles from Belfast. On main A21 Belfast to Bangor Road. 10 mins drive from George Best Belfast City Airport.

OTHER NEARBY ATTRACTIONS

- Ulster Transport Museum, 1 mile / 3 minutes walk
- Titanic Belfast, 5.5 miles / 15 minutes
- Mount Stewart, 12 miles / 25 minutes

PARKING

Free coach and car parking available on-site.

COFFEE SHOP

Ballycultra Tea Rooms are located in the centre of Ballycultra Town. Wide range of food options available and tour lunch & snacks options available on request.



GIFT SHOP

Housed in the former International Order of Good Templar (IOGT) building, you'll find a wide selection of books, gifts and souvenirs for a special memento of your visit. It also stocks unique handcrafted items made on-site such as cast iron pokers created in the forge, hand woven throws and traditional style wicker baskets.



EXCLUSIVE EXPERIENCES

AFTER HOURS TOUR

Get an exclusive after hours visit to the Ulster Folk Museum where visitors will receive an unforgettable welcome and journey back in time to rediscover Ulster as it was over a century ago, all led by a period costumed guide. (45 mins / 20px per group, extra guides possible for larger groups).

WITH OPTIONAL DINNER

Followed by a delicious 3-course dinner of traditional Irish fayre.



CULTRA MANOR TOUR

Built in 1902, this Manor House has had a magnificent history. Belonging to the Kennedy family (of President Kennedy descent), it was built for Sir Robert and Lady Kennedy to enjoy their retirement. Taking up residence in 1912, the house served as a family home for the Kennedys and their four daughters.

(1 hour / 20px per group, extra guides possible for larger groups)

WITH OPTIONAL LUNCH, AFTERNOON TEA OR DINNER

Choice of Lunch, Afternoon Tea or 3-course dinner in the Manor House.



Contact
traveltrade@nationalmuseumsni.org
for more information on these bespoke packages.

ULSTER TRANSPORT MUSEUM



The Ulster Transport Museum is home to the only comprehensive transport collection on the island of Ireland, which covers all major types of transport and includes vehicles, artefacts, photographic and archival material, dating primarily from the mid-19th century to the late 20th century. From iconic Irish railcars, Belfast trams and historical ships to autogyros and the world-famous DeLorean, you'll discover the stories of the people and machines that embody Northern Ireland's long tradition of innovation and engineering excellence. It's a special place to **inspire innovation**, where technical endeavour and innovation meet human courage and achievement.

Explore stories of expansive networks, speed and mobility, pioneering voyages, invention, everyday life and extraordinary daring. You'll see *RMS Titanic* objects that were recovered from the icy Atlantic, trains and trams shipyard workers would have travelled on to the Harland & Wolff Shipyard. There's the 'Museum of Innovation' which showcases the most innovative objects from our collections - from the first portable defibrillator, how the Short brothers began their career in aviation and how Harry Ferguson revolutionised agriculture across the globe. And the museum's newest exhibition 'Celtic Wave', exploring the history of surfing in Ireland.



PRICES

Ticket Type	01 Apr 2023 – 31 Apr 2024 Individual Self-guided visit	01 Apr 2023 – 31 Apr 2024 Group 15px + Self-guided visit
Standard	£10.89	£9.80

PRICE INCLUDES

Self-guided admission to explore the Transport Museum set over three large exhibition buildings, all indoors. Access to Museum of Innovation and Celtic Wave exhibition as well.

LENGTH OF VISIT

We estimate that most of our visitors will tour the museum site in 2 hours 30 mins. There is no time limit to your visit and you can enjoy the exhibits and galleries at your leisure.

GUIDED TOUR

Should a guided tour be required, it is possible in English only and subject to availability. Maximum group size is 20 persons. Extra guides can be provided for larger groups. We can offer 45 minute to 1 hour 30 minute tours depending on your requirements. Contact traveltrade@nationalmuseumsni.org for pricing.

Please note the last guided tour is 1 hour 30 mins prior to the museum closing. You'll be made aware of the seasonal opening hours when booking.

SEASON

All Year.

March - September,
Tuesday - Sunday 10.00 - 17.00.

October - February,
Tuesday - Friday 10.00 - 16.00 &
Saturday - Sunday 11.00 - 16.00.

Closed Mondays throughout the year, except for Northern Ireland Bank Holidays.

LOCATION

Cultra, 7 miles from Belfast. On main A21 Belfast to Bangor Road. 10 mins drive from George Best Belfast City Airport.

OTHER NEARBY ATTRACTIONS

- Ulster Folk Museum, 1 mile / 3 minutes walk
- Titanic Belfast, 5.5 miles / 15 minutes
- Mount Stewart, 12 miles / 25 minutes

PARKING

Free coach and car parking available on-site.

CATERING

There is no café at this site but there are vending machines that offer drinks and snacks.

GIFT SHOP

The Gift Shop has a wide range of items from toy trains to Titanic-related merchandise, plus a selection of intriguing transport-related books.



EXHIBITIONS

MUSEUM OF INNOVATION | NEW PERMANENT EXHIBITION

This exhibition showcases objects from our collections and how their inventors have contributed in some way to Northern Ireland's long and illustrious legacy of innovation. Explore the stories behind the development of the first portable defibrillator and how the Short brothers began their career in aviation.

Learn how Harry Ferguson revolutionised agriculture, all across the world, through his invention of the 3-point linkage and find out more about the origins of the infamous DeLorean DMC-12 car.

As well as learning more about the personal stories of achievement and advancement associated with the objects on display, you can discover how these innovations are relevant to the engineers and scientists of the future.

EXCLUSIVE EXPERIENCES

AFTER HOURS TOUR

Exclusive after hours guided tour of the Ulster Transport Museum to hear the story of ingenuity and innovation in this part of the world over decades.

(45mins / 20px per group, larger groups possible with extra guides).

WITH OPTIONAL DINNER

Followed by a delicious 3-course dinner of traditional Irish fayre.

Contact
traveltrade@nationalmuseumsni.org
for more information on our
bespoke packages.





ULSTER AMERICAN FOLK PARK



Established in 1976, Ulster American Folk Park tells the story of Irish emigration to North America over two centuries. The Park is set over 60 acres, comprising of over 30 original buildings lovingly moved and restored in situ to create the **journey back in time** from the thatched cottages of Ulster to the log cabins of the American Frontier, including a full-size replica of a migrant ship marking the crossing between the Old and New Worlds. The Park was originally developed around the Mellon House, the birthplace of Thomas Mellon, the founding father of the Mellon banking dynasty. Experience costumed guides and live interpretation across the site including demonstrations of heritage crafts skills such as linen weaving, blacksmithing, candle-making, printing and open-hearth cooking.

There's also the brand new 'Bad Bridget' exhibition that opened early 2022, which represents the beginning of a new experience for visitors to the Folk Park, as traditionally, women's stories have been underrepresented here even though women accounted for around half of Irish migrants from 1800 onwards. A full sensory experience, 'Bad Bridget' highlights the adversities many women and girls faced when they migrated to North America from Ireland in the 19th and early 20th centuries.



PRICES

Ticket Type	01 Apr 2023 – 31 Apr 2024 Individual Self-guided visit	01 Apr 2023 – 31 Apr 2024 Group 15px + Self-guided visit
Standard	£10.89	£9.80

PRICE INCLUDES

Self-guided journey through the 60 acre Folk Park. Free visitor map in the following languages:

- English
- Polish
- Irish
- French
- Ulster Scots
- Lithuanian
- Spanish
- Latvian
- German
- Chinese
- Russian

Costumed guides located throughout the park with storytelling and regular craft demonstrations running throughout the day.

LENGTH OF VISIT

Allow a minimum of 1 hour 30 minutes to 2 hours for visit. Depending on time spent in each exhibition, visitors can often spend 3-4 hours exploring the Folk Park.

GUIDED TOUR

Should a guided tour be required it is possible in English only, subject to availability. Maximum group size 25 persons. Extra guides can be provided for larger groups. We can offer 45 minute to 1 hour 30 mins tours depending on your requirements.

Contact

traveltrade@nationalmuseumsni.org

for pricing.

Please note the last guided tour is 1 hour 30 mins prior to the museum closing. You'll be made aware of the seasonal opening hours when booking.

SEASON

All Year.

March - October,
Tuesday - Sunday 10.00-17.00.

November - February,
Tuesday - Friday 10.00-16.00 &
Saturday - Sunday 11.00-16.00.

Closed Mondays throughout the year, except for Northern Ireland Bank Holidays.

LOCATION

2 Mellon Road; 4.9 miles outside Omagh.
On main A5 to Londonderry.

OTHER NEARBY ATTRACTIONS

- Fermanagh Lakelands, 30 miles / 45 mins
- Derry City, 30 miles / 45 mins
- Belleek Pottery, 55 miles / 40 mins

PARKING

Free coach and car parking available on-site.

COFFEE SHOP

Our café located in the main reception area provides lunch and tea break options.

O'Doherty's Sweet Shop on Ulster Street has a range of old fashioned sweets for sale as well.

GIFT SHOP

Located in the Visitor Centre you'll find a whole range of Irish souvenirs, local artisan gifts and crafts, as well as a selection of children's toys for the ultimate memento of your visit to Ulster.



NEW EXHIBITIONS

BAD BRIDGET

The Bad Bridget exhibition tells the stories of thousands of women who left Ireland for North America between 1838 and 1918. Some of these women found themselves in trouble with the authorities as they struggled to survive.



Using an eclectic mix of objects, sights, sounds and smells, the exhibition charts these women's experiences of migration; starting with their lives in Ireland and the hardships that led many to migrate.

The exhibition provides an insight into life at sea which was often difficult and dangerous. Having eventually arrived, America came as a shock to most of the women. Living in poverty and bombarded by temptations, crime never seemed far away. The exhibition shines a light on their living conditions in the tenements and the treatment they received from the authorities.

EXCLUSIVE EXPERIENCES

GUIDED TOUR

A fully guided tour of the Old World and the New World. Experienced Visitor Guides will accompany the group throughout their visit. Souvenir map also included. (Min group 10 - max up to 52).

OPTIONAL MEAL & ENTERTAINMENT

Traditional Irish / American fayre and music to end the experience.

Contact traveltrade@nationalmuseumsni.org for more information on our bespoke packages.

GROUP SIZES

To qualify for the discounted group rate we require a minimum of 15 people.

PRE-BOOKING

Pre-booking is essential for travel trade & groups and necessary to receive the enclosed preferred rates.

To pre-book, please contact our booking office at **+44 (0)28 9039 5111** or email: traveltrade@nationalmuseumsni.org

Groups are asked to arrive at designated time. Please advise tour guide/driver to call ahead if group not likely to visit at booked time **+44 (0)28 9039 5111** or email: traveltrade@nationalmuseumsni.org
Service may be curtailed for late or early shows and costs incurred for no show or short shows.

METHODS OF PAYMENT

Payment can be made either by cash, bank transfer, cheque or credit card. Unless previously agreed, voucher payment or credit arrangements are not in place for 2023-24.

FREE PLACES POLICY

Drivers and guides are free of charge.

NNNi **NATIONAL** **MUSEUMS NI**

ULSTER MUSEUM

www.ulstermuseum.org

Instagram: **www.instagram.com/ulstermuseum**

Facebook: **www.facebook.com/ulstermuseum**

Twitter: **[@UlsterMuseum](https://twitter.com/UlsterMuseum)**

ULSTER FOLK MUSEUM

www.ulsterfolkmuseum.org

Instagram: **www.instagram.com/ulsterfolkmuseum**

Facebook: **www.facebook.com/UlsterFolkMuseum**

Twitter: **[@ufm_cultra](https://twitter.com/ufm_cultra)**

ULSTER TRANSPORT MUSEUM

www.ulstertransportmuseum.org

Instagram: **www.instagram.com/ulstertransportmuseum**

Facebook: **www.facebook.com/UlsterTransportMuseum**

Twitter: **[@utm_cultra](https://twitter.com/utm_cultra)**

ULSTER AMERICAN FOLK PARK

www.ulsteramericanfolkpark.org

Instagram: **www.instagram.com/ulsteramericanfolkpark**

Facebook: **www.facebook.com/ulsteramericanfolkpark**

Twitter: **[@folkparkomagh](https://twitter.com/folkparkomagh)**

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