



Belfast & Northern Ireland

Advisor Selling Guide

At a Glance



40,000
BASALT COLUMNS
AT GIANT'S
CAUSEWAY

12
MOURNE
MOUNTAIN
SUMMITS ABOVE
2000FT

BEST KNOWN FOR
Belfast and the Causeway Coast

SYMBOL
The Flax Flower

SWEET TREAT
Yellowman

IN 5 WORDS
History, stories – never far apart

Highlights

- Belfast has plenty to say – not somewhere to experience from a sightseeing bus. Walk through the living history and spend time with people who know its complex past.
- Just a short transfer away, nearby County Down offers a complete contrast. Hike the Mourne Mountains – summit Slieve Donard. Feel the gentle breeze biking Strangford Lough.
- A coastline made for detours and spontaneous opportunities. The Giant's Causeway may get the headlines, but the pleasure lies in the journey: ruined castles, small harbours, broad beaches and roads curling between the Antrim Glens and the sea.

How to position

More than a city break. Much more than a photo stop.

Belfast & Northern Ireland works for clients who want variety without having to cover enormous distances. They can begin among Belfast's restaurants, pubs and neighbourhoods, follow the coast to Bushmills, then finish cycling beside Strangford Lough or walking beneath the Mournes.

Position it as:

- City, coast and countryside in a single itinerary
- Compact adventure, with short transfers
- An excellent choice for travellers interested in whiskey, food, heritage and culture.



Belfast & Northern Ireland is for



Curious, Active Couples

Belfast gives them history, food and late-night atmosphere; the coast and County Down bring the cycling, walking and open space.



Active Travellers Who Dislike “Adventure Holiday”

Slow travel. We bring together local history, handpicked stays and thoughtfully designed hiking and biking routes, so clients can explore deeply without ever feeling like they’re adventuring.



Whiskey Drinkers and Good Eaters

Bushmills is the obvious beginning, not the whole story. Add Belfast’s independent restaurants, coastal seafood, traditional pubs and the chance to sit down with people who care deeply about what they produce.



Small Groups That Rarely Agree

One wants to cycle. One wants history. Another is mainly here for the whiskey and the hotel spa. Northern Ireland handles mixed interests particularly well because the distances are manageable and the experiences varied.



Featured Experiences

Belfast & Northern Ireland Experience Bushmills Distillery

Step inside a working distillery where whiskey has shaped the village for generations. A licence to distil was granted in the Bushmills area in 1608, and production still draws on malted barley and water from Saint Columb's Rill, a tributary of the River Bush. Follow the process from copper stills to oak casks before finishing with a guided tasting.

Belfast & Northern Ireland Experience Riding Strangford Lough

Ride quiet lanes and waterside trails around Strangford Lough – the largest inlet in Britain and Ireland. Pass woodland, farmland and small villages along the way. Cross the 'Narrows' by ferry between Strangford and Portaferry, linking the Lecale and Ards peninsulas.



Belfast & Northern Ireland Experience Belfast Through Local Eyes

Travel through Belfast with a private guide who knows the streets personally. Moving between the Falls and Shankill Roads, the peace walls and political murals, clients hear how the same city can hold very different memories.



Sample Itinerary

Day 1 – Dublin and the Howth Peninsula

Meet your guide in Dublin and head north to the Howth Peninsula for a coastal walk that provides a striking introduction to Ireland. The clifftop path circles the headland, offering open views across Dublin Bay and out towards the Irish Sea. Howth has been a fishing village for centuries, and the harbour remains active today. In the afternoon, return to the city for a relaxed walk past some of Dublin’s best-known streets and landmarks.

Day 2 – The Wicklow Mountains

Leave the city behind and travel south into Wicklow Mountains National Park. At Glendalough, walk the Spinc route, which climbs above the Upper and Lower Lakes on a well-built trail. The monastic settlement here was founded in the 6th century by St Kevin, and its round tower remains one of the best-preserved in Ireland. Waterfalls, hanging valleys and elevated viewpoints give the walk a strong sense of scale without technical difficulty.

Day 3 – Dublin to Belfast via Cave Hill

Transfer north into Northern Ireland, arriving at Cave Hill Country Park on the edge of Belfast. The walk to the summit follows forest paths and open slopes, with views widening steadily over the city. The hill is thought to have inspired Jonathan Swift’s Gulliver’s Travels, with its profile resembling a sleeping giant when seen from certain angles. After checking in, take a short orientation walk through Belfast, introducing the city’s layout and recent transformation, before dinner together.

Day 4 – Divis Mountain

Today’s walk takes place just outside the city on Divis and the Black Mountain. From the summit, views extend across Belfast Lough and, on clear days, across the Irish Sea towards Scotland. In the afternoon, visit the Titanic Museum, built on the site where the ship was designed and constructed. The evening is free to explore Belfast’s effervescent food and music scene.

Day 5 – To Bushmills on the Antrim Coast Path

Travel north to the Antrim coast for a longer day of walking. The Antrim Coast Path links sections of cliff, grassland and rocky shoreline, revealing a coastline shaped by volcanic activity. Visit the Giant’s Causeway, formed around 60 million years ago by cooling lava, before continuing on to Dunseverick Castle, once a stronghold of early Irish kings. The day’s walking finishes in Bushmills, where the only thing guests need to worry about is their drink order.

Day 6 – Sláinte! Toasting the journey at the Bushmills Distillery

Start early for Ballycastle, where a ferry crosses to Rathlin Island. The island’s walking routes follow quiet lanes and clifftop paths, with seabird colonies offshore and wide views back to the mainland. Rathlin’s upside-down lighthouse is the only one in the world positioned at the base of a cliff rather than the top. After returning to Bushmills, visit the village’s famous whiskey distillery, officially licensed in 1608, making it the oldest in the world.

Day 7 – Departure from Belfast

After breakfast, transfer to Belfast where the tour comes to an end. Say farewell or continue your travels independently.

We know Belfast & Northern Ireland

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“The Giant’s Causeway may get them here, but what guests will remember is the guide who tells Belfast’s story properly, the first sip at Bushmills and the silence beside Strangford Lough.”

Gaby

Commercial Director



Accommodation

Bushmills Inn

Low beams, turf fires and a gas-lit bar give this former coaching inn far more character than a conventional country hotel. Its position between Bushmills Distillery, the Giant’s Causeway and Royal Portrush makes it the natural base for the Causeway Coast.

LOCATION
County Antrim

STYLE
Country

PRICE
£££



Slieve Donard

With characterful rooms, a standout spa and plenty of space to walk, cycle and unwind, Calcot is a brilliant base for clients who want the countryside to feel restorative. Set in 220 acres of rolling Cotswold countryside near Tetbury.

LOCATION
County Down

STYLE
Luxury

PRICE
£££££



The Merchant Hotel

The Merchant occupies a historic building in the Cathedral Quarter, with a choice between richly detailed Victorian rooms and more glamorous Art Deco interiors. It works particularly well for clients who want the city’s cultural life within easy walking distance.

LOCATION
Belfast

STYLE
Prestige

PRICE
££££



Galgorm

Set beside the River Maine and around 30 minutes from Belfast, it brings together an extensive spa, restaurants and a wide range of rooms, suites and private accommodation.

LOCATION
County Antrim

STYLE
Luxury

PRICE
£££££



What are partners say

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“Collaborating with Adventure by AE for
was a truly seamless experience from
planning through execution.”

McKenzie

Agent & Tour Operator



Practicalities

Arrival airports

Belfast City Airport is the simplest gateway for a city-first itinerary, sitting approximately five minutes from central Belfast.

Trip length

4 nights works for Belfast and the Causeway Coast. 6 to 7 nights allows time for County Down, Strangford Lough and the Mournes without treating them as day-trip add-ons.

Activities

Think guided village walks, gentle hikes, cycling or e-biking, and morning yoga.

Activity level

The region adapts well. Cycling can be shaped around quiet lanes and accessible estate trails, while coastal and mountain walks range from gentle routes to full days in exposed terrain.

Pairing Opportunities

Pair it with Dublin & East Ireland for a strong city-to-city journey, or continue into South & West Ireland for a longer exploration of the island. Scotland also works naturally for clients building a wider Celtic journey.





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hello@adventurebyae.com