

# Lunch & Learn

Tourism NI Marketing Campaigns

Autumn 2023

Bryony Gambier-Christy, Marketing Campaigns Officer

TED

Tourism  
Enterprise Development  
Programme



TOURISM  
NORTHERN  
IRELAND



# Agenda

- Autumn Overview
- Creative Assets
- How you can get involved





# Overview – Autumn 2023

The Autumn campaign will launch in NI and ROI on 2<sup>nd</sup> October for a 6-week period, ending 13<sup>th</sup> November.

- In NI the campaign is mainly focused on **Natural Quality Seekers**.
- In ROI the campaign is mainly focused on **Open Minded Explorers**

A small burst of social media activity has also been planned for the ROI **Indulgent Relaxers** segment as previously research identified this segment with a high propensity to take a short break in Northern Ireland. Feedback from the industry also suggests continued strong bookings from this segment.

The campaign is designed to support the industry by driving short breaks and inspire our segments to see, do and spend more on a short break in Northern Ireland. Offers recruited via co-op fund will help to drive conversion and show the **value for money** in Northern Ireland, which is extremely important given the cost-of-living crisis.

The campaign builds knowledge of what Northern Ireland has to offer, communicates how convenient it is and delivers clear and compelling reasons to visit.

The campaign is underpinned by a PR, Influencer and Content approach that supports the campaign.





# Regional Rotations

We would encourage you to align your marketing activity with the regional rotations where possible to maximise the .

Final Media plans will be emailed to Councils in the next few weeks.

## **Week Commencing:**

**2<sup>nd</sup> October - Derry ~ Londonderry**

**9<sup>th</sup> October – Fermanagh & Tyrone**

**16<sup>th</sup> October – Causeway Coastal Route**

**23<sup>rd</sup> October – Armagh & Down**

**30<sup>th</sup> October - Mourne & Strangford**

**7<sup>th</sup> November - Belfast**



# CO OP Fund

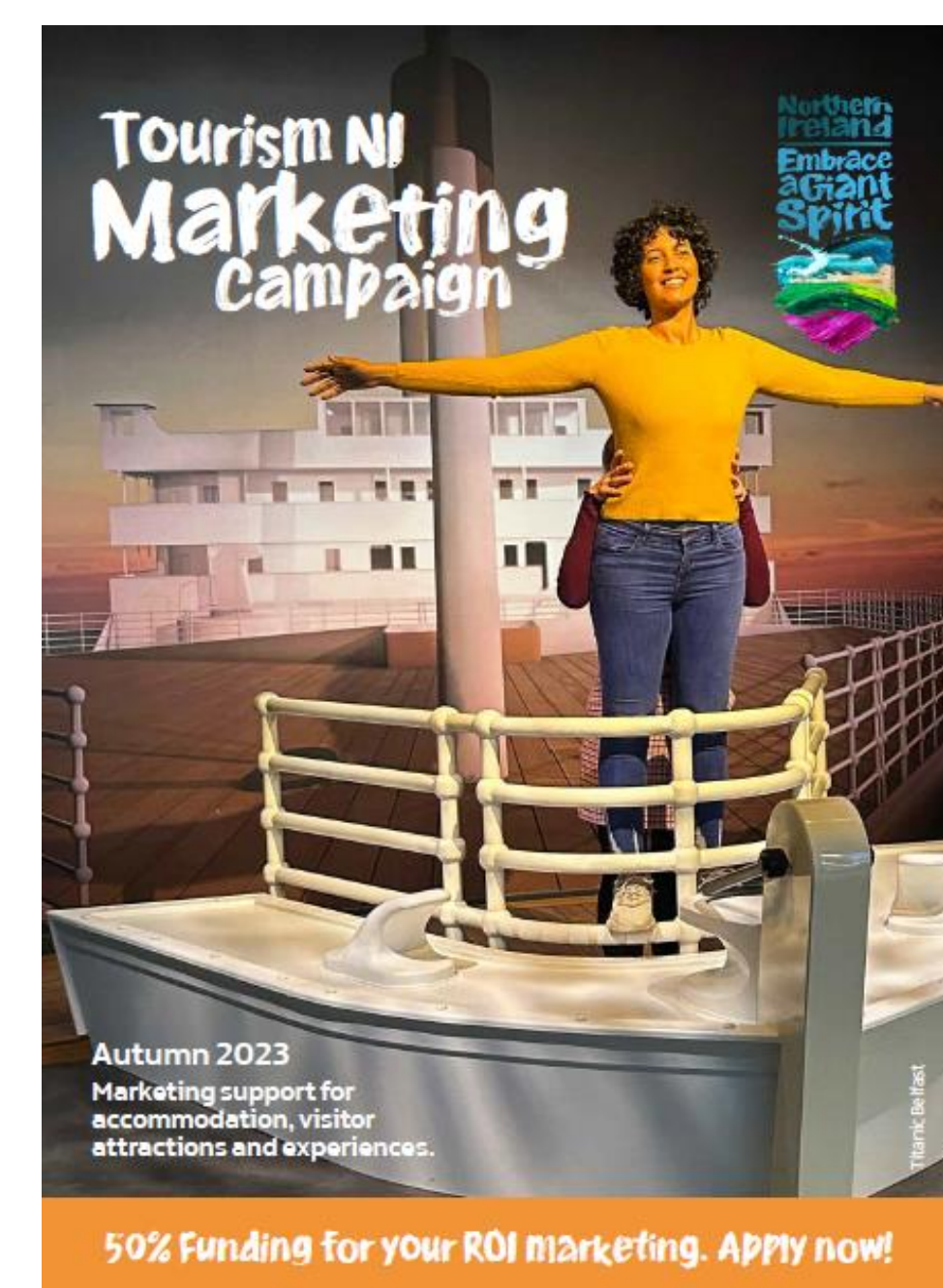
We are again delivering a co-operative marketing fund (via Northern Ireland Hotels Federation)

Supporting business, by encouraging them to undertake their own marketing.

By aligning with ours, you can maximise your overall reach and engagement.

## Details

- Targeting Republic of Ireland customers only
- 50% Funding
- Funding up to £3k per entrant
- Closing date for applications: 11th September 2023
- Further details: <https://www.nihf.co.uk/>



## Grow your sales in the Republic of Ireland.

Tourism Northern Ireland is once again preparing to provide industry support to help with the marketing of tourism businesses.

It will deliver a range of digital and other advertising. The Northern Ireland Hotels Federation will assist the industry in supporting this activity and securing direct business.

There are two different ways you can get involved in this campaign, outlined to the right.

The campaign will take place from 2nd October to 13th November 2023. The closing date for entries is 11th September 2023 and further information is available at [nihf.co.uk](https://www.nihf.co.uk).

### Campaign Timetable

The campaign will start on 2nd October 2023. It will run through to 13th November 2023. All advertising must be completed by 13th November.

Themed weeks will run as part of this campaign and participants are encouraged to support these where possible. The initial draft plan for these weeks is as follows:

w/c 2nd Oct - Derry-Londonderry  
w/c 9th Oct - Fermanagh & Tyrone  
w/c 16th Oct - Causeway Coast & Glens  
w/c 23rd Oct - Armagh & Down  
w/c 30th Oct - Mourne & Strangford  
w/c 6th Nov - Belfast



### Embrace a Giant Spirit

The Marketing Campaign will feature the tourism brand for Northern Ireland. 'Northern Ireland - Embrace a Giant Spirit' will communicate a high quality experience to visitors that is recognisable as a distinctively Northern Ireland experience.

All participants in the campaign are encouraged to use this branding wherever possible.

### Please note

- Due to budgetary constraints, this funding is targeting Republic of Ireland customers only.
- Funding support will be at 50%.
- Maximum £3,000 funding per entrant.
- Short-term promotional costs only with a maximum of 20% spend on production or admin.

A partnership programme funded by Tourism Northern Ireland. Delivered by Tourism Northern Ireland and Northern Ireland Hotels Federation.

Autumn 2023

Who can take part?



# Autumn overview: Republic of Ireland





# TV & BVOD

6 weeks: Live from 2<sup>nd</sup> October

- Sky Food Network Partnership
- 30 Second Broadcaster VOD on:



- RTE player
- Sky- All VOD
- All 4
- Virgin media player

BVOD Reach: 4.2 million Adults



## Press

Advertorial, native content & digital opportunities in the following titles from w/c 2<sup>nd</sup> October;

- Irish Times & Irish Times.com
- (Travel section takeover 4 weeks, 1.2M users)
- Irish Independent & Independent.ie
- Sunday Independent
- Mail on Sunday
- Irish Daily Mail

Readership 800K+ Digitally: +3M users & 10.2M page impressions

# Radio

40 second primetime radio advert, airing on the following stations:

- Today FM
- Newstalk
- Classic Hits 4FM
- RTE 1
- Lyric FM





# Digital

## Open Minded Explorers

Facebook & Instagram:  
Statics, Stories, Carousel posts

Estimated reach: **460,000 - 560,000**

Online Video  
YouTube & Programmatic video

Display  
**800K** projected impressions

## Indulgent Relaxers

Social media  
Influencer activity and emails supporting the social activity.

Facebook & Instagram:  
Statics, Stories, Carousel posts

Estimated reach: **800,000 -850,000**



Weighting across the audience will flex according to research insights on the likelihood to travel by segment.



# ROI PR

## The Autumn burst of activity in ROI will focus on Open Minded Explorers.

**Asks from our industry:**  
Keep our PR teams up to date with news/content/images that we have at our disposal for media pitching!



### Weekend Travel

For tips, deals and inspiration log on to [independent.ie/travel](#)

### Magic in the Mournes

An enchanting landscape that inspired CS Lewis lies at the centre of Ireland's newest UNESCO Global Geopark. The off-radar Mournes could have the tourism wow factor of the Wicklow or Kerry mountains... if only more people knew about them

**W**hen you first glimpse the Mourne Mountains rising up in the distance, you immediately understand the magnets pull they've had on writers and musicians for centuries. The Mournes look entirely otherworldly — there are no jagged peaks like in the Rockies of Kerry; they undulate upwards towards the sky. Their sheer size and scale is softened by the gentleness of their curves. They have the effect of making you want to go out and up into them, to climb their peaks and look down towards the sea from their summits.

This vast wilderness was an inspiration for CS Lewis's Narnia series. "I have seen landscapes, notably in the Mourne Mountains and northwards which under a particular light made me feel that at any moment a giant might raise his hand over the next ridge," he wrote. Once you've seen the Mournes, you will know what he meant. The range is a draw for the modern imagination, too. Much of Game of Thrones was filmed around these landscapes, and the Mourne Mountains, King of Castles and Strangford Lough have also just gained official Geopark accreditation. The UNESCO Global Geopark label recognises geological heritage of international significance.

Perched at the base of the mountains, the pretty seaside village of Newcastle was the base camp from where my family and I planned our route to ascend Slieve Donard, the highest of the Mournes, sitting at 850 metres tall.

We arrived in Newcastle on a Saturday at lunchtime with a long weekend rolling out ahead of us. The forecast for the next morning promised to be dry and bright — perfect for a mountain hike. The town itself has a bustling sea-side feel, families dipping their toes in the sea, dog-walkers straggling across the long promenade, and dog-walkers eating ice cream outside the many ice cream parlours.

We wanted to get out and explore but not do anything overly taxing before our mountain trek, so we opted for a kayaking trip at the Life Adventure Centre (conveniently close to Newcastle Forest Park, a short drive from Newcastle). The centre is open all year round and offers an extensive range of activities including mountain biking, stand-up paddleboarding, rock climbing, canoeing, electric biking and open canoeing. Manager John Keating explains that the Coastwatch Life Strangford Lough have also just gained official Geopark accreditation. The UNESCO Global Geopark label recognises geological heritage of international significance.

Perched at the base of the mountains, the pretty seaside village of Newcastle was the base camp from where my family and I planned our route to ascend Slieve Donard, the highest of the Mournes, sitting at 850 metres tall.

We arrived in Newcastle on a Saturday at lunchtime with a long weekend rolling out ahead of us. The forecast for the next morning promised to be dry and bright — perfect for a mountain hike. The town itself has a bustling sea-side feel, families dipping their toes in the sea, dog-walkers straggling across the long promenade, and dog-walkers eating ice cream outside the many ice cream parlours.

We wanted to get out and explore but not do anything overly taxing before our mountain trek, so we opted for a kayaking trip at the Life Adventure Centre (conveniently close to Newcastle Forest Park, a short drive from Newcastle). The centre is open all year round and offers an extensive range of activities including mountain biking, stand-up paddleboarding, rock climbing, canoeing, electric biking and open canoeing. Manager John Keating explains that the Coastwatch Life Strangford Lough have also just gained official Geopark accreditation. The UNESCO Global Geopark label recognises geological heritage of international significance.

Words by  
Kathy Donaghy

IRISH INDEPENDENT Weekend Magazine 19 August 2023

The Autumn Campaign will be supported with a fully integrated PR Plan using a ROI personality or spokesperson to spearhead activity.

In addition, core media activity will continue with weekly content and features across print, online and broadcast.

Key areas include media FAM trips, Industry Feature Profiling and 'Always On' activity that promote the industry and brand awareness around Embrace a Giant Spirit experiences.



edfintravels  
Sunshine 106.8

edfintravels Today on Travel Talk at 10.30 on @sunshine1068fm we visit @titanicbelfast to check out the new spaces. The refreshed experience introduces 'The Pursuit of Dreams' as a new theme and combines immersive new technology with an original maritime heritage collection and the authentic Titanic story to deliver an enriched and emotive experience. The new experience begins as visitors leave The Sinking where they will see a backlit double height wall noting the names of all the passengers onboard Titanic on that fateful night, detailing their fate, if they were lost or saved. Positioned prominently in front of those names is one of only twelve remaining Titanic life jackets in the world, the first of the new artefact collection now on display. The four new spaces are called Never Again; Ballard's Quest; The Ship of Dreams and The Lasting Legacy.

♡ Q 🚩

🔖

## Gold star glamping in the Sperrins

A few special nights in the North's great outdoors are a long way from the soggy tents and communal toilet blocks of childhood, writes **Chrissie Russell**

**T**hink this is the best one yet. Our eight-year-old son is beaming down from the top of a small ladder in what will be his and his brother's sleeping space for the night, ready to get his swimming shorts on and eagerly eyeing up the jar of marshmallows destined to be roasted into sticky 's'mores over the campfire later on.

Oh to be eight years old and already have a favourite glamping pod. How life has changed...

Earlier on, as we drove away from Cookstown, Co Tyrone, replete from a carvery lunch and slabs of panfoca at the Glenavon Hotel, we passed Drum Manor Forest Park. "Ah," I cried with recognition. "We used to go camping there." I recalled our little tangerine caravan, pitched in the trees with my tiny, usually soggy and sagging tent alongside. Memories flooded in of slow-to-start smoky barbecues and chilly mornings scampering to the communal toilet block.

Now don't get me wrong, those are fond moments from my childhood, but easing myself into the warm bubbles of our pod's private hot tub that evening, safe in the knowledge that a dry double bed, a spacious private bathroom and an oven-baked pizza were all in my immediate future, I had to admit, modern glamping most definitely has the edge on those bygone camping days.

My moment of recognition at Drum Manor was notable. Despite having spent most of my life living little more than an hour from east Tyrone, it's an area I'd little personal experience of, and what a hidden treasure it is.

Within 15 minutes of leaving the bustle of Cookstown, the Sperrins unfolded in front of us, a jaw-dropping expanse of wilderness, undulating moors and bogland, studded with knots of dense forest. The mountain range is Ireland's largest, but also one of the country's most unspoilt and unexplored Areas of Outstanding Natural Beauty.

Tucked in the shelter of a former quarry site Sperrin View Glamping, its four pods — two with hot tubs, two without — and 'bub' pod (which houses the reception desk, a lounge and kitchen), making the most of their wilderness setting. Huge, sloping triangular windows dominate the front of the geometric, Scandi-looking structures, specifically designed for the site which opened in 2020.

The cleverly angled glazing means guests can not only enjoy the stunning view of the landscape, but also stargaze from bed, taking full advantage of the nocturnal views afforded by staying in one of Ireland's three places officially accredited with Dark Sky status.

Before settling in to our home for the night at Sperrin View, my husband and our two sons, Tom (8) and Finn (5), drove one mile along the road to Donagh Forest and the O'M Dark Sky Park and Observatory. The £1.2m facility opened in April 2020 and was an instant hit with our space-ob-



A scenic view of a waterfall in Northern Ireland. The waterfall flows over dark rocks, creating a misty spray at the bottom. The surrounding area is lush with green ferns and moss. A wooden walkway with railings runs along the right side of the waterfall. A person wearing a red beanie and a blue vest is standing on the walkway, looking towards the waterfall. The text "Autumn Overview Northern Ireland" is overlaid in the center of the image.

# Autumn Overview Northern Ireland



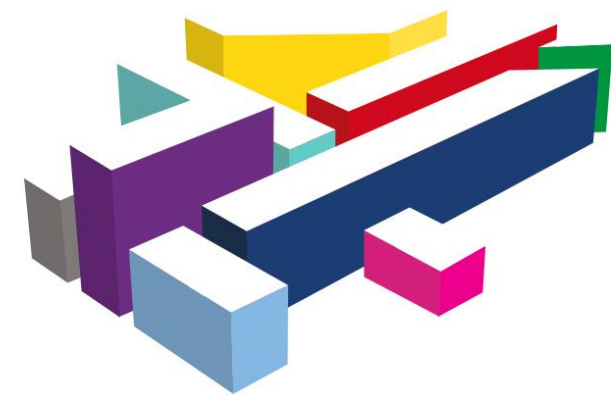
## TV & BVOD

**6 weeks:** Live from 2<sup>nd</sup> October

- 30 sec TV: ITV, Channel 4,
- Sky AdSmart
- BVOD: ITVX, All4



sky | ADSMART



**TV: 51% Adult coverage, OTS: 4**

**BVOD: 1.3M users**

## Radio

**6 weeks:** Live from 2<sup>nd</sup> October

30 second ad across

- Downtown Radio
- Downtown Country
- U105

**33% Coverage OTH: 11**

## Press

Advertorial, native content & digital opportunities in the following titles from w/c 2<sup>nd</sup> October;

- Belfast Telegraph & Belfast Telegraph.co.uk
  - Irish News
  - Newsletter
  - NI Travel News
- 
- Coverage all adults 44%, OTS 3
  - Digitally: 3.1M users & 14.3M page impressions

**Belfast Telegraph**

**THE IRISH NEWS**





# NI - Digital

**Segment;**  
**Natural Quality Seekers**

Facebook & Instagram:  
Statics, Stories, Carousel  
posts

Estimated reach: **460,000-**  
**560,000**

Display & YouTube  
**>1M Million** projected  
impressions





## Campaign activity will be supported with a fully integrated PR Plan.

In addition to a pro-active media plan with weekly content and features across print, online and broadcast, it will include media FAM trips, events and PR that promote the industry and brand awareness around Embrace a Giant Spirit.

The PR activity will encourage visitors to **Embrace Change this Autumn**

- The target segment is **Natural Quality Seekers**.
- The focus will be on the outdoors, good local foodie experiences and great quirky comfortable accommodation.
- It will lean into Hidden Gems, the experiences on our doorstep that you don't know about.







# Campaign creative

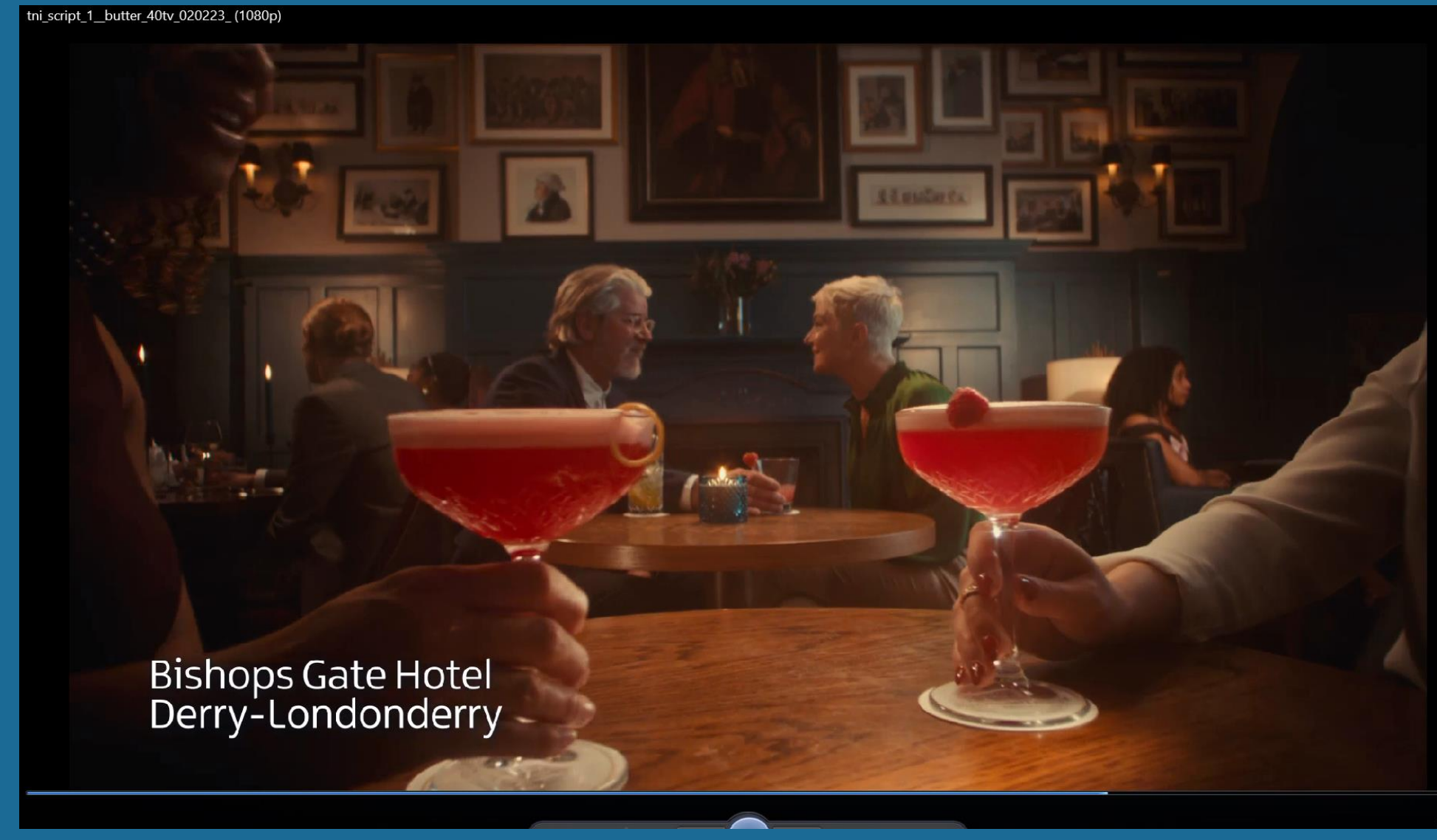
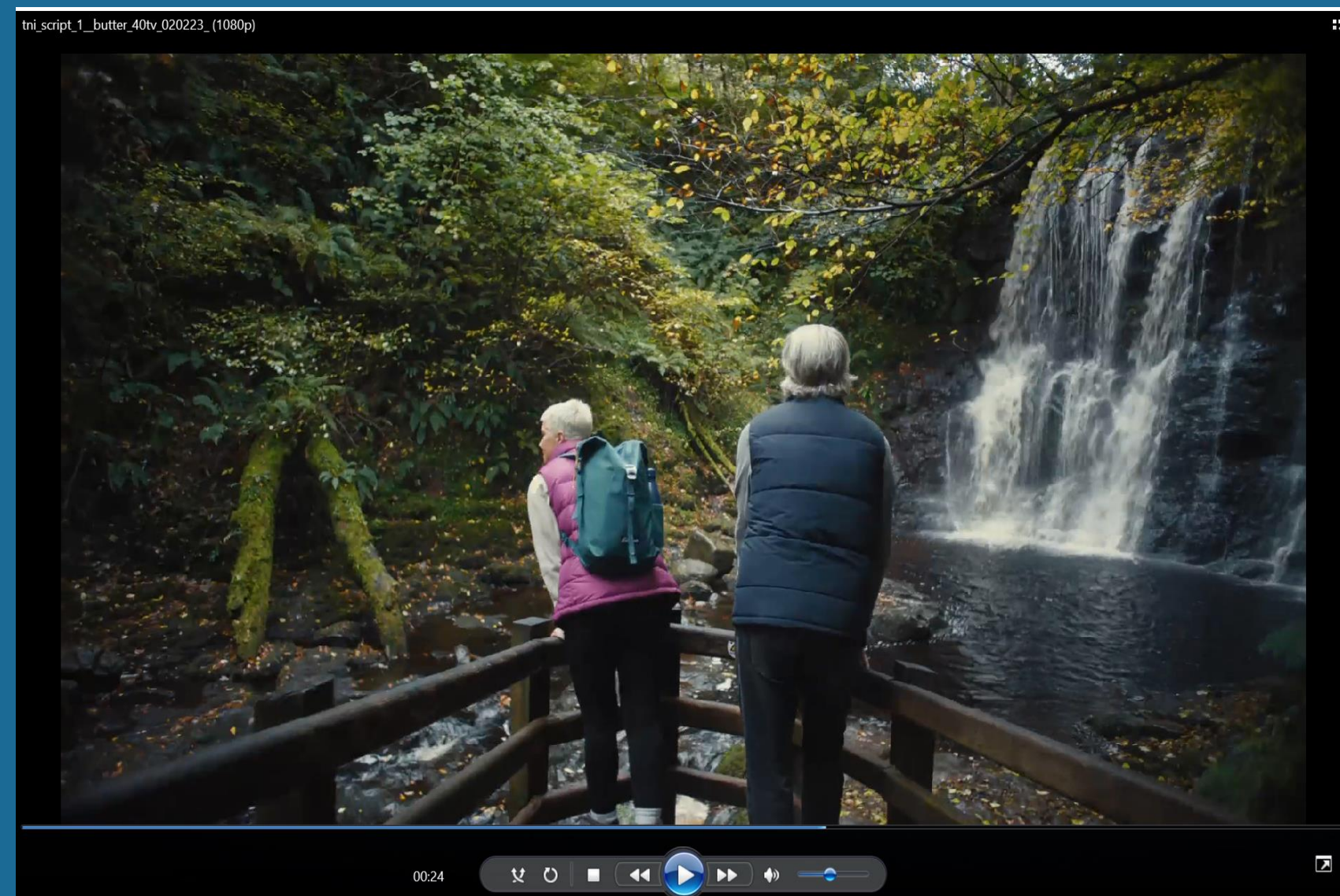




# Campaign assets – (Work in progress)



Social and Digital  
assets



TV/VOD 30 secs



# How to get involved





# Align with our Content approach

During October, November and December Tourism NI focus their consumer marketing communications on these 3 overarching themes:



Key dates will also play a part such as seasonal short breaks in October, linking to Halloween, family breaks to link in with school holidays and Christmas, and romantic escapes to celebrate the New Year. Demonstrating value for money will continue to be a key message across all communications.

We would encourage you to use these key themes to tell your audiences about the wonderful short breaks, events and hidden gems that can be enjoyed as part of a Giant Adventure in Northern Ireland



# BECOMING BOOKABLE ON DISCOVER NORTHERN IRELAND

With over 2.8 million\* yearly visits generating over 8 million page views, ensuring your business is bookable via [discovernorthernireland.com](https://discovernorthernireland.com) is vital in driving visitor revenue.

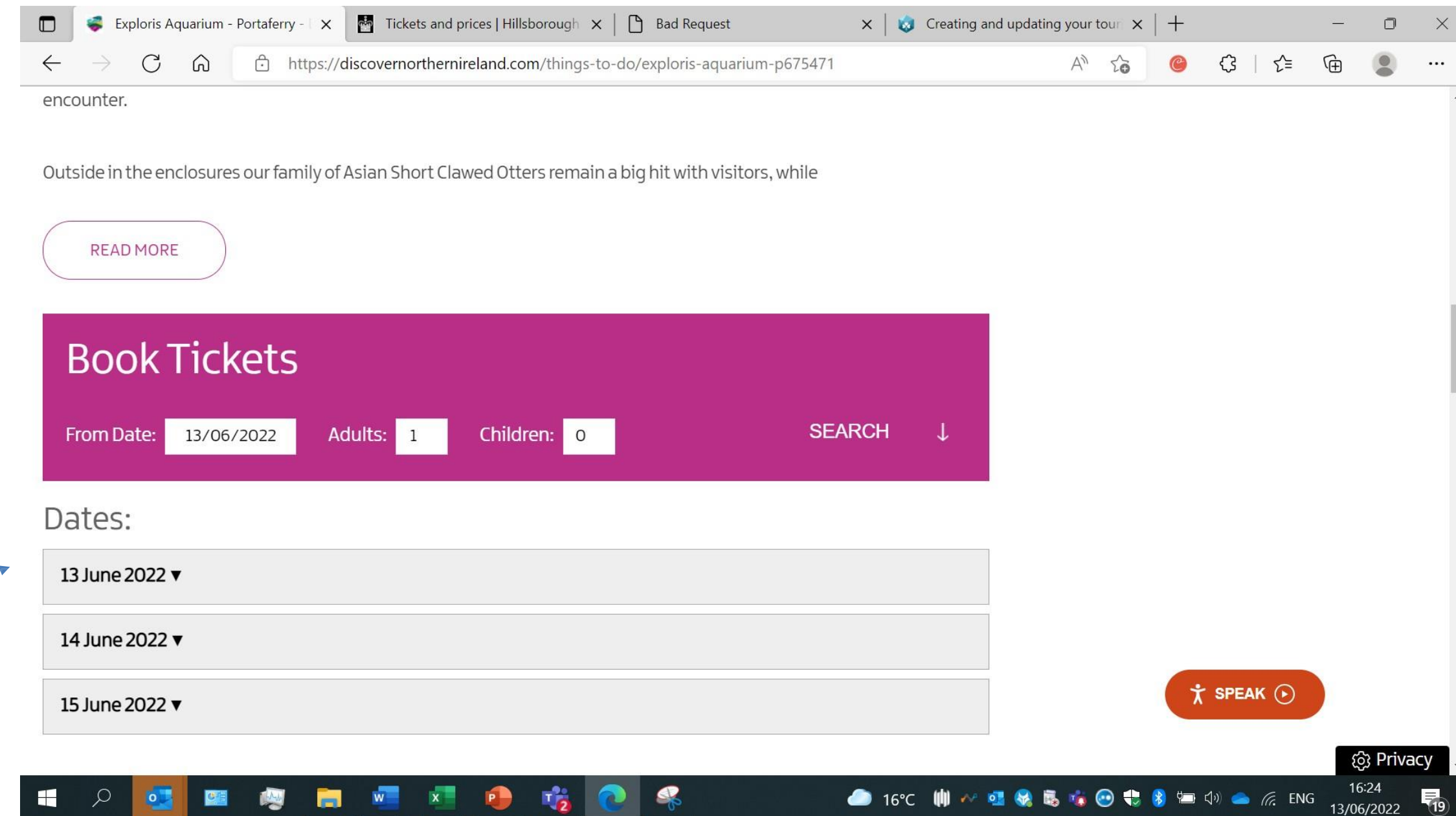
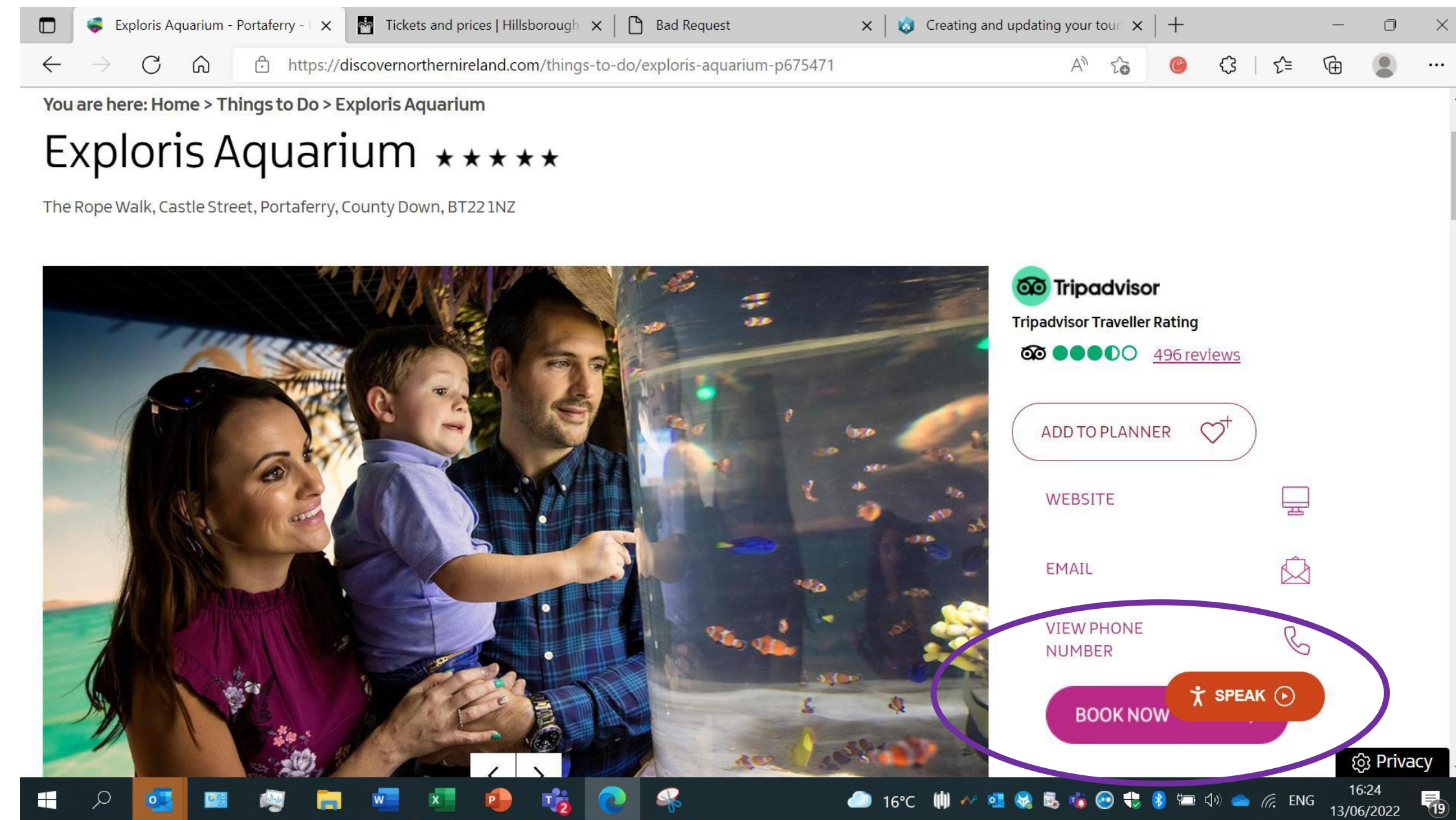
(\*Figures based on 2022 stats).

Tourism Northern Ireland have partnered with [the Tourism Exchange or TXGB](#) to make businesses like yours bookable on the Discover Northern Ireland website, reducing the commission that you will pay for online bookings and helping you to convert traffic from DNI to book directly.

More details are available here:

[TXGB | Grow your sales with the Tourism Exchange GB \(tourismni.com\)](#)

Booking tickets directly via [discovernorthernireland.com](https://discovernorthernireland.com)





# Update your listings

on [discovernorthernireland.com](http://discovernorthernireland.com)

One of the leading sources of inspiration and information for visitors to Northern Ireland.

We would like you to **update your listings** as soon as possible.



## How?

- **Visit** Tourism Northern Ireland's Business Hub
- Create an **account**
- Register **your products**
- Manage your **listings**

## Why?

- **3 million unique users**
- **Your content will be shared** with a number of publishers and used across multiple visitor touch points.

## What does a good listing look like?

- **300 – 350 words**
- Engaging **landscape photography**
- **Don't forget the basics** - address, telephone numbers, URLs, price

**1**

Please don't copy and paste the content from your website – give us something unique and different.

**2**

**Update your own website** – What practical information do visitors require? Is this information visible?



# FOLLOW us on social



Twitter

Have some content to share on our social channels?



Instagram

Contact us on:



Facebook

[digital@tourismni.com](mailto:digital@tourismni.com)



Use the hashtag **#Embraceagiantspirit** on your posts for higher visibility.



**Hashtags** make it easier for us to share your content on our channels.



FOLLOW



362 likes

We're Good to Go!  
[#Embraceagiantspirit](#)



# Use our downloadable assets

**We've curated a handy suite of campaign photography and creative assets** that you can use for your own social posts and marketing activity. These will be available from the content pool when the campaign launches on 2nd October. Search for "Autumn Campaign"

[Northern Ireland's Content Pool  
\(northernirelandscontentpool.com\)](http://northernirelandscontentpool.com)





# Share your stories with us

You can help us **inspire our audiences** by **sharing information and content** with our consumer marketing channels - including PR, Influencer Marketing and Social Media.

**Send us your ideas for consideration to:**

[digital@tourismni.com](mailto:digital@tourismni.com)





# TOP 5 things to do now

**TED**

Tourism  
Enterprise Development  
Programme



**TOURISM  
NORTHERN  
IRELAND**





1

### Update your listing

We see an uplift on [discovernorthernireland.com](http://discovernorthernireland.com) during the campaign activity. Update your business listing now to benefit from the traffic that will visit.

2

### Use the assets we will provide

Check out the campaign assets (available from 2<sup>nd</sup> October on the content pool). We encourage you to share these assets on your marketing channels.

The **industry toolkit** will also be available to download on [Tourism NI.com](http://TourismNI.com)

3

**Push out relevant campaign content** to your own marketing channels.

E.g. If your area is featured in the Radio advert, TV advert or particularly in Native press or social channels, these are easy pieces of content to share in your own marketing. **Working collaboratively gives us maximum impact in the marketplace, to get cut through for Northern Ireland.**

4

### Share your stories with us

Have an interesting story or good news about your business? We want to hear about it. Send it to [digital@tourismni.com](mailto:digital@tourismni.com)

5

### Use #EmbraceAGiantSpirit on your social posts

Don't forget to tag us and use #EmbraceAGiantSpirit when posting!

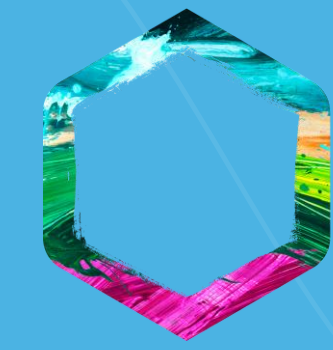
Use our Giphys in your Instagram posts, just search for: embrace a giant spirit.



Thank  
you

TED

Tourism  
Enterprise Development  
Programme



TOURISM  
NORTHERN  
IRELAND

**Bryony Gambier-Christy, Marketing Campaigns Officer**  
MarketingCampaigns@tourismni.com