



TOURISM  
NORTHERN  
IRELAND

# Spring 2024 Marketing Campaign.

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**TED** | Tourism  
Enterprise Development  
Programme



# Welcome.

- Market Insights.
- Reminder - Meet the Segments.
- Campaign Timings.
- Campaign Overview.
- Scheduling your Activity & Campaign Toolkit.
- Discover Northern Ireland.
- Questions & Answers.



# Market Insights.

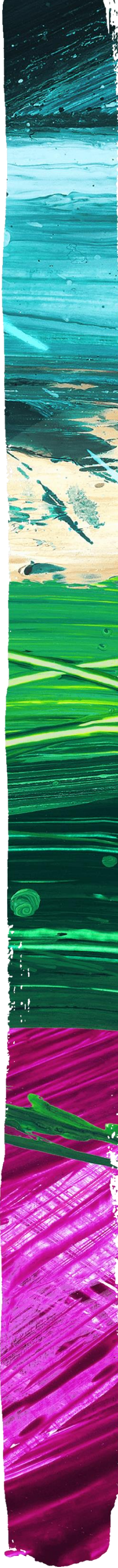
- Strong visitor numbers were recorded during the first nine months of 2023, albeit with a slight dip in the domestic market.
- Value for Money and Cost of Living are key considerations for visitors heading into 2024.
- Consumers in both markets rate Northern Ireland as a better value for money destination than the Republic of Ireland and Great Britain, but competition from overseas destinations is strong.
- Cost of living continues to affect a majority of consumers in both markets with some indications of a potential slowdown in leisure spend in both markets.





# Active Maximisers. (ROI)

- The largest segment and the primary focus of our Spring Campaign.
- They're also the youngest segment - but a significant proportion have young families.
- They love a packed itinerary. They want energetic experiences. Night life and buzz - but also romantic destinations.
- They're very active on social media and love to share epic experiences on their own channels.





# Open Minded Explorers. (ROI)

- Open Minded Explorers make up 15% of the market. They have medium to high levels of intention to visit Northern Ireland.
- They're interested in the natural environment and scenic attractions. They are motivated by culture and are seeking unique experiences.
- Value for Money is very important. Good food and high-quality accommodation are must haves.







# Indulgent Relaxers. (ROI)

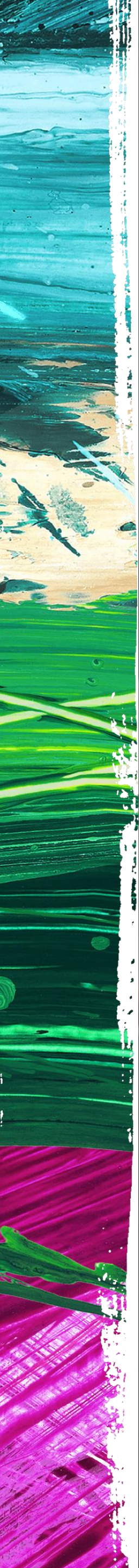
- 11% of the market. They are relatively high spending with high intention to visit in the short term.
- They are the segment most likely to take a romantic break. They're motivated by the opportunity to spend time with family or friends on short breaks.
- They prefer to stay in large comfortable hotels and indulge themselves when on a short break.





# Aspiring Families. (NI)

- Aspiring Families are the biggest segment in the domestic market. At 30% of the market, they are twice as big in volume terms as the Natural Quality Seekers and Social Instagrammers.
- They have a very strong family focus. Activities are very important including activities to suit children specifically as well as the whole family.
- They love to plan and they do a lot of research.
- They are price sensitive and are seeking good value at every turn. They consider themselves bargain hunters but are not afraid to pay for quality if they think it's worth it.





# Natural Quality Seekers (NI).

- 15% of the Northern Ireland market. With an average age of 55, short breaks are an important part of their lives.
- The quality of accommodation is very important for this segment.
- They love to plan and they like to have clear itineraries mapped out.
- They're nature lovers and enjoy the outdoors, but their preference is for gentle activities.



UW  
ARTS



# Social Instagrammers (NI).

- The youngest segment and least likely to have children, they make up 15% of the market.
- Short breaks are important. They want to broaden their minds. They are buzz seekers. They love nightlife and great pubs.
- They're more likely to find accommodation on AirBnB, but getting a good deal is more important than finding great place to stay.
- Connectivity is very important. They are digital natives.

# Campaign Timings.

Timings: Republic of Ireland.	Timings: Northern Ireland
22nd January - 18th February Active Maximisers.	22nd January - 11th February Aspiring Families.
19th February - 10th March Open Minded Explorers.	12th February - 25th February Natural Quality Seekers.
11th March - 31st March Active Maximisers & Open Minded Explorers.	26th February - 31st March Aspiring Families & Natural Quality Seekers.
22nd January - 31st March Indulgent Relaxers.	Mid-February - 31st March Social Instagrammers.





# Campaign Overview.

- Search has been live in both markets since Boxing Day.
- Remaining activity will begin to go live in Northern Ireland and the Republic of Ireland from Monday 22nd January.
- The campaign will include TV, Video On Demand, Radio, Press, Social & Digital, Email, PR and Influencer activity to encourage visitors to choose Northern Ireland this Spring.
- We will showcase a broad range of attractions, experiences and events as well as ideas on where to stay. It will build knowledge of what Northern Ireland has to offer and deliver clear and compelling reasons to book.

# Media Plan - Republic of Ireland.

**TV**  
840+  
TVRs

**BVOD**  
2.25m  
Imp.

**Radio**  
74%  
Coverage

**Press**  
Print &  
Digital.

**OOH**  
70%  
Coverage

**Social**  
2m +  
Reach.

**Digital**  
Google  
Display  
Network.

**Video**  
YouTube  
Various  
Formats.

# Media Plan - Northern Ireland.

**TV**  
1000  
TVRs

**BVOD**  
1M+  
Imp.

**Radio**  
77%  
Coverage

**Press**  
Print &  
Digital.

**OOH**  
70%  
Coverage

**Social**  
1m+  
Reach.

**Digital**  
Google  
Display  
Network.

**Video**  
YouTube  
Various  
Formats.

Choose your Giant Adventure.



# Scheduling your Activity.

- We'll focus on specific destinations and regions on some of our channels at different times during the campaign. Aligning your activity with ours will maximise Northern Ireland's share of voice in both markets.

<b>Week Beginning.</b>	<b>Destination/Region.</b>
29th January	Causeway Coastal Route.
5th February	Fermanagh and Tyrone.
12th February	Derry-Londonderry.
19th February	Mournes & Strangford.
26th February	Armagh & Down.
4th March	Belfast.



# Campaign Toolkit.

- Download our supporting Campaign Toolkit from [tourismni.com](http://tourismni.com) now for practical information, advice and content to help you to get involved with the campaign.
- You'll find more detail on our marketing plans along with downloadable links for photography, video and social media assets that you can use on your own channels as required.
- Download the Northern Ireland Embrace a Giant Spirit brand mark for use on your marketing channels.
- Visit our Content Pool from Friday 19th January to download all the assets that you will need to get involved.



# Discover Northern Ireland.

- The Discover Northern Ireland website is a trusted source of inspiration, information and support for visitors to Northern Ireland.
- If you're a certified accommodation provider, attraction or experience, a listing on our website is a great way to showcase your business to thousands of people each day.
- Visit [tourismni.com](http://tourismni.com) to create a free business listing or update your existing listing at your convenience.
- Our partnership with TXGB can help you become bookable online through your own website or access third-party sales and distribution channels including OTAs.

# TOP 5 things to do now


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- 
- (1) Create or update your Business Listing on the Discover Northern Ireland website.
  - (2) Register with TXGB to make your Business Listing on the Discover Northern Ireland website bookable at 0% commission.
  - (3) Download and use our Campaign Photography, Social Media Assets and Embrace a Giant Spirit brand book.
  - (4) Don't forget to tag us or use #MyGiantAdventure when posting on social media so we can amplify your content through our channels.
  - (5) Register on [tourismni.com](http://tourismni.com) and subscribe to our industry newsletter to hear about upcoming TED events and opportunities for support.



Visit [tourismni.com](http://tourismni.com) for a wide range of business guidance and support.

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QUESTIONS & ANSWERS.

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