

TOURISM  
NORTHERN  
IRELAND

# Marketing Campaigns Update.

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**TED** | Tourism  
Enterprise Development  
Programme

# Welcome.

- Market Insights.
- Autumn Campaign - Timings.
- Autumn Campaign - Overview.
- Getting Involved.
- Questions & Answers.



# Market Insights.

- A softening in demand for travel to and within Northern Ireland from both markets is evident.
- However, short break intentions for Republic of Ireland, GB and abroad are also reducing for consumers in both markets.
- Reduction in travel intentions is potentially linked to the impact of cost-of-living increases and a reduction in the pent-up demand that was evident following Covid.

# Market Insights.

- Cost of living and personal finances were rated as top barriers for taking a trip to Northern Ireland over the next six months by Northern Ireland and Republic of Ireland consumers.
- Overall, consumers in both markets continue to rate Northern Ireland as a better value for money tourism destination than the Republic of Ireland and GB.
- Northern Ireland is widely perceived as offering good VFM across the tourism offer, particularly for meals/eating out, accommodation and shopping.

# Autumn Campaign Timings.

Timings: Republic of Ireland.	Timings: Northern Ireland
19th August - 12th November Open Minded Explorers.	19th August - 12th November Natural Quality Seekers.
19th August - 12th November Indulgent Relaxers.	7th - 27th October Aspiring Families.
7th October - 27th October Aspiring Families.	

For a breakdown of the segments, visit [tourismni.com/marketingcampaign](https://tourismni.com/marketingcampaign) and download our Campaign Toolkit.



# Autumn Campaign Overview.

- We're targeting Open Minded Explorers, Indulgent Relaxers and Active Maximisers in the Republic of Ireland.
- Our focus is on the Natural Quality Seekers and Aspiring Families segments in Northern Ireland.
- We're showcasing a range of attractions, experiences and events as well as ideas on where to stay, encouraging visitors to choose Northern Ireland for an Autumn short break.
- The campaign will build knowledge of what Northern Ireland has to offer and deliver compelling reasons to book.



# Autumn Campaign Overview.

Search and Social has been live in both markets since April. The remaining activity has been live since mid-August and will remain in market until mid-November. Our fully integrated campaign includes:

Linear TV.

Broadcaster VOD.

Out of Home Advertising.

Radio.

Press and Print Supplement.

Display & Programmatic Advertising.

Paid & Organic Social.

PR & Influencer Marketing.

Email Marketing.

# Getting Involved.

- 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>
9th September	Causeway Coastal Route.
16th September	Fermanagh and Tyrone.
23rd September	Derry-Londonderry.
30th September	Mournes & Strangford.
5th October	Armagh & Down.
12th October	Belfast.





# Download the Toolkit.

- Download our supporting Marketing Toolkit from [tourismni.com](http://tourismni.com) now for practical information, advice and content to help you to get involved with our campaigns and wider programme of marketing activity.
- You'll find links for downloadable 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 Tuesday 10th September to download all the assets that you will need to get involved.



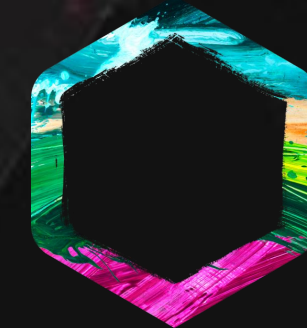
# Discover Northern Ireland.

- 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, visitor attraction or experience, a listing on our website is a great way to showcase your business.
- 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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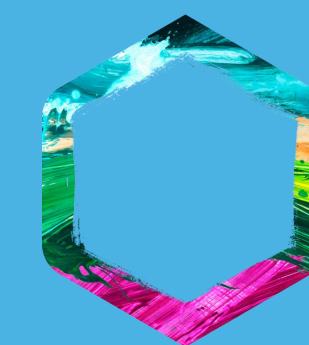


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- (1) Create or update your Business Listing on Discover Northern Ireland.
  - (2) Register with TXGB and make your listing bookable at 0% commission.
  - (3) Download our Campaigns Toolkit for Key Contact Details and to access photography, social assets and the Embrace a Giant Spirit brand book.
  - (4) Use **#MyGiantAdventure** 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.

Q&A.

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