

# Maximising Market Channels

## Market Overview

## NI & ROI

Julie O'Brien

1 The opportunity

2 Target Audiences

## Campaign Insights: Naomi Waite Director of Marketing

3 Tips to Maximise Opportunities

4 Your Next Steps

A large, craggy rock formation, possibly a natural rock shelter or a natural rock overhang, sits atop a hillside. The rock is dark grey and has a layered, stratified appearance. The hillside is covered in green grass and scattered rocks. In the background, a vast green valley stretches out under a clear blue sky. The overall scene is a natural, rugged landscape.

# 1. The opportunity

# one Giant adventure after another

1.

The Opportunity:  
Spring Campaign

2.

The Focus:  
NI & ROI

## NI & RI

Island of Ireland:  
2/3 (63%) NI overnight visitors

NI:  
40% overnight stays

ROI: 1.3 million visitors



Campaign:  
20 Jan- 31 March

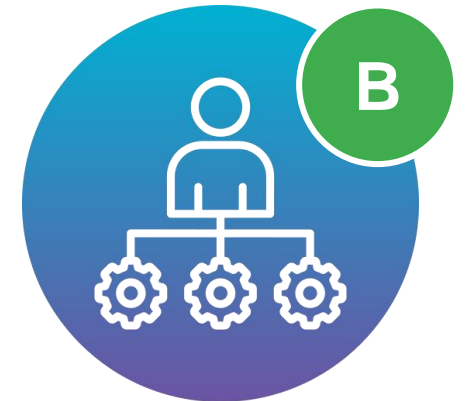
# Maximise opportunities: 1. understand, 2. support, 3. extend



1



2



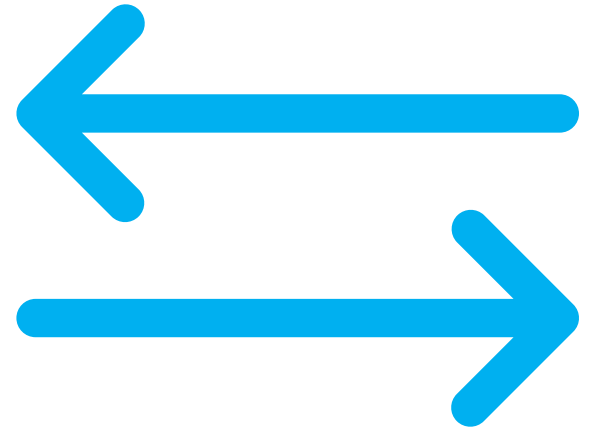
# The Approach



Stand Up & Lean



Clarity = Conversion

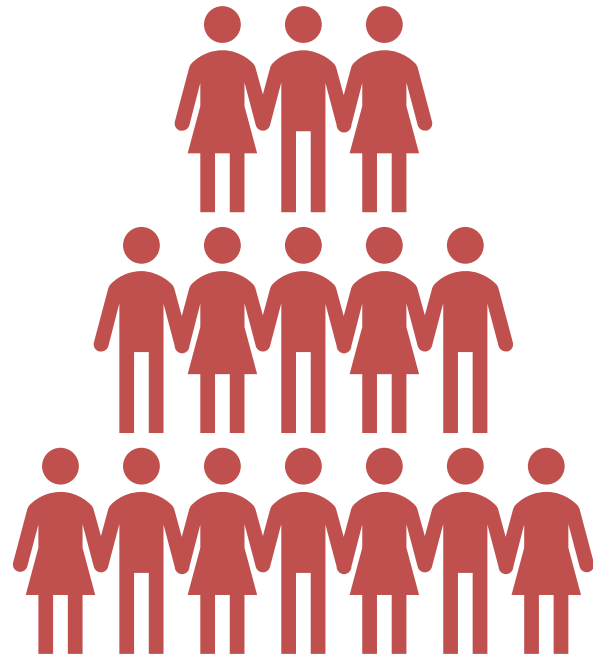


Input = Output

# Augmenting reach and impact



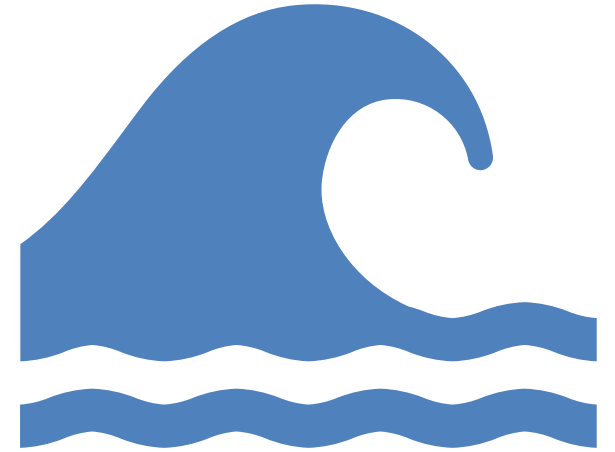
Individual  
one voice



Collective  
multiple voices



Offline  
and online



Rising Tide



## 2. Target Audiences

### ROI

- Active Maximisers
- Open Minded Explorers
- Indulgent Relaxers

### NI

- Aspiring Families
- Natural Quality Seekers
- Social Instagrammers

# Active Maximisers: ROI ★

1. 33% ROI Market
2. Youngest segment: many have children
3. LOVE a packed itinerary
4. Energetic experiences, unpredictability, romance
5. Active on social media
6. LOVE to share EPIC experiences!

# Indulgent Relaxers: ROI ★

1. 11% ROI Market

2. Likely to take a romantic break

3. Short breaks: time with family and friends

4. Large comfortable hotels, good food

5. Love to indulge themselves

6. Willing to spend – for the right offer

# Open Minded Explorers: ROI

1. 15% ROI Market
2. Natural environment, scenic attractions
3. Seek culture, unique experiences
4. Good food, quality accommodation
5. Value for money: essential
6. Comfort, safety: priorities

# ★ NI: Aspiring Families

1. 30% NI Market
2. Strong family focus: activities to suit all are key
3. LOVE to plan and research
4. Price sensitive and seek value
5. Bargain hunters – willing to pay for quality

# ★ NI: Social Instagrammers

1. 15% ROI Market
2. Seek short breaks – connectivity is important
3. Want to broaden their mind
4. Buzz & atmosphere seekers: great pubs, nightlife
5. Seek good deals
6. Less concerned about quality accommodation

# NI: Naturally Quality Seekers

- 
- A woman in a grey sweater and blue beanie is walking a dog on a path towards a beach. The path is lined with tall, dry grasses. In the background, there is a beach, the ocean, and mountains under a cloudy sky.
1. 15% ROI Market
  2. Short breaks are very important
  3. Quality accommodation is key
  4. Love to plan and like clear itineraries
  5. Nature lovers – gentle activities
  6. Sustainability - key



# 3. Tips to Maximise Opportunities



# Key Messaging

Needs and Nuances  
Speaking to the segments

Showcase Value for Money

Emphasise newness:  
NI as a place to explore & discover

Authenticity: people and place  
Share NI's unique story

Food & Drink: highly valued

#MyGiantAdventure



# Show your GIANT SPIRIT



Big-hearted

original

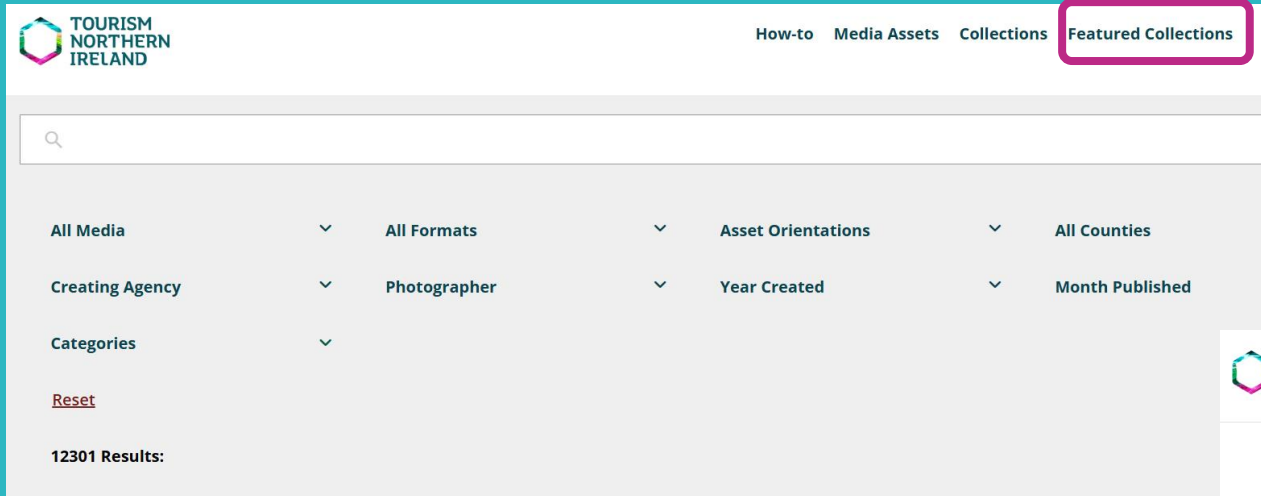
Legends  
and stories

Land, water  
and sea

## Key Messaging Awakening Our Giant Spirit Brand Book



## NI Content Pool



TOURISM NORTHERN IRELAND

How-to Media Assets Collections **Featured Collections**

Search

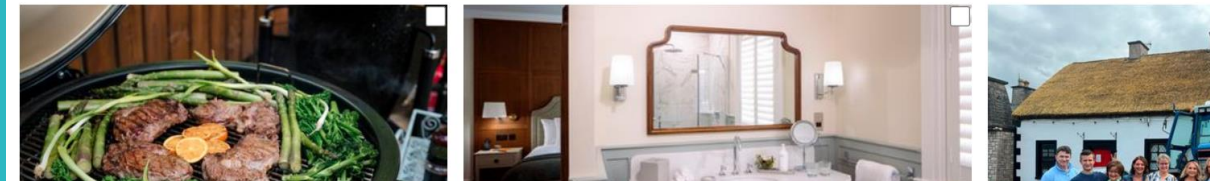
All Media  All Formats  Asset Orientations  All Counties

Creating Agency  Photographer  Year Created  Month Published

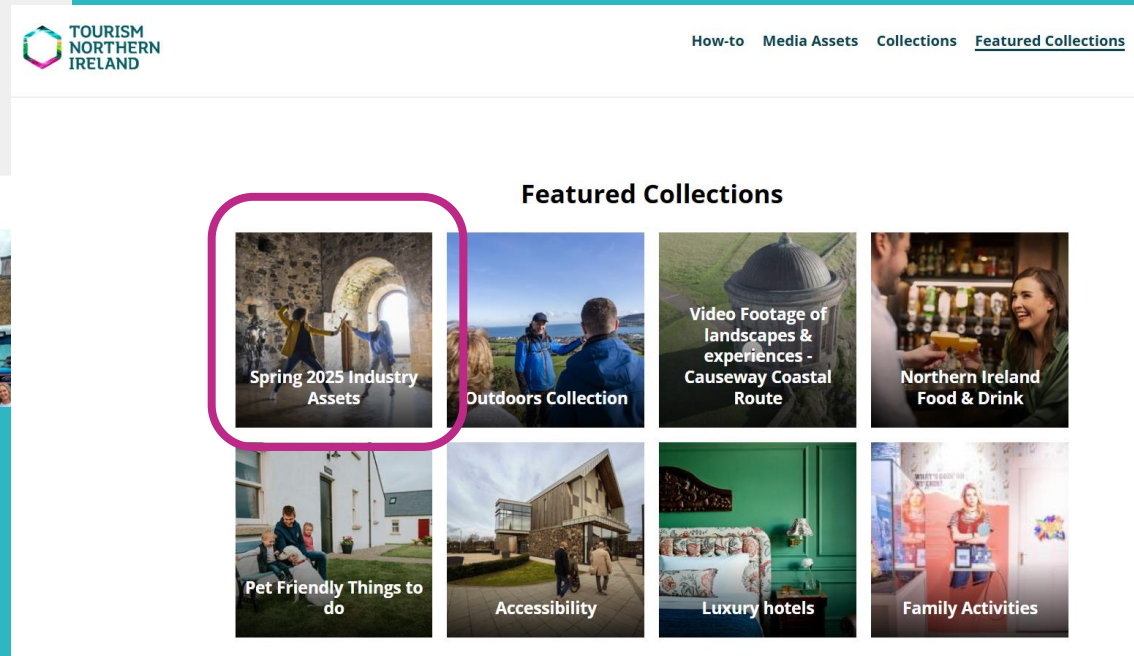
Categories

[Reset](#)

12301 Results:











Use Campaign Assets









TOURISM NORTHERN IRELAND

How-to Media Assets Collections Featured Collections




### Featured Collections

-  Spring 2025 Industry Assets
-  Outdoors Collection
-  Video Footage of landscapes & experiences - Causeway Coastal Route
-  Northern Ireland Food & Drink
-  Pet Friendly Things to do
-  Accessibility
-  Luxury hotels
-  Family Activities

# NI Content Pool: visuals, video, spring campaign templates

	<p>Hydrobikes with Erne Adventures, Enniskillen, Co. Fermanagh</p> <p>choose your option ^</p> <p>Master (37.7 MB) <input type="checkbox"/></p> <p>Thumbnail (10.2 KB) <input type="checkbox"/></p> <p>Social Media (120.7 KB) <input type="checkbox"/></p> <p>Web Size (276.2 KB) <input type="checkbox"/></p>
	<p>W5 Interactive Discovery Centre, Belfast, Co. Antrim</p> <p>choose your option v</p>
	<p>W5 Interactive Discovery Centre, Belfast, Co. Antrim</p> <p>choose your option v</p>
	<p>W5 Interactive Discovery Centre, Belfast, Co. Antrim</p> <p>choose your option v</p>
	<p>Armagh Planetarium (Astronaut), Co. Armagh</p> <p>Social Media (116.2 KB), Web Size (2.2 KB)</p>
	<p>Armagh Planetarium, Interactive displays, Co. Armagh</p> <p>choose your option v</p>

### Spring 2025 Industry Assets

	<p>Social Media Templates, Instastory, bookyournext, ex 1, Spring 2025</p> <p>choose your option ^</p> <p>Master (4.1 MB) <input type="checkbox"/></p> <p>Thumbnail (35.6 KB) <input type="checkbox"/></p>	<p> Download</p> <p>Shared By</p>
	<p>Social Media Templates, Instastory, book your next, white, blank, Spring 2025</p>	

# Create Your Discover NI Listing

## Promote your business on Discover NI.com

Tourism NI's consumer website [discovernorthernireland.com](http://discovernorthernireland.com) is a local tourism providers to promote their offering.




Northern Ireland is marketed as a tourism destination via Tourism Northern Ireland's consumer website [discovernorthernireland.com](http://discovernorthernireland.com).

### Creating & Managing Product Listings

If you would like to have your tourism product listed on [discovernorthernireland.com](http://discovernorthernireland.com) and you meet the criteria outlined in the [Tourism NI Contributor Agreement](#) or if you have an existing product published on the website that you need to update follow the 3 easy steps outlined in the [discovernorthernireland.com Listings Process guide](#)

#### Discover Northern Ireland Listing Process

[Website Listing Process.pdf](#) 

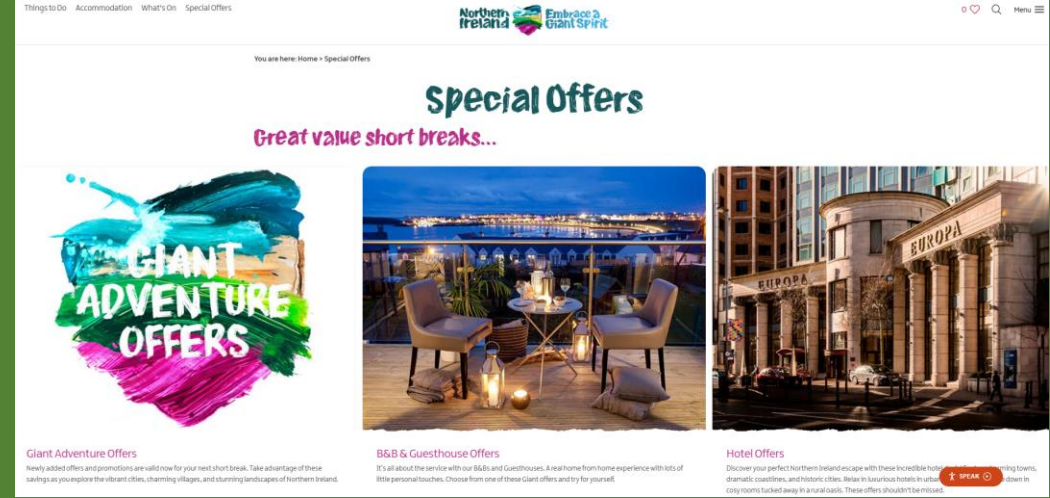
PDF

#### Sign up now

Take a few minutes to sign up now. Log in every time you visit the site to start seeing tailored information to help support you and your business, manage your listing on [discovernorthernireland.com](http://discovernorthernireland.com) or access our E-Learning platform.

[Ready to sign up?](#)

# Discover NI Offers



**Experiences & Attraction Offers**  
Immerse yourself in the magic of Northern Ireland's breath-taking landscapes, delve into its rich history, and discover our vibrant culture, all while saving money!



**Golf Stay & Play Offers**  
As proud hosts of The Irish Open, The NI Open and the 133rd Open in July 2025, Northern Ireland is @MadeForGolf. There's a variety of challenging and scenic courses to choose from, offering all of the excitement of a golf holiday.

**Maximise [discovernorthernireland.com](http://discovernorthernireland.com)**

A scenic view of a rocky coastline. On the right side, a metal walkway with railings and a set of stairs leads up a steep, dark rock face. The ocean is visible on the left, with waves crashing against the rocks. The sky is overcast. The text "4. Your Next Steps" is overlaid in the center in a white, hand-drawn font.

## 4. Your Next Steps

No	Action
1	Create or update your Discover Northern Ireland business listing: submit offers
2	Read the Spring 2025 Marketing Campaign Toolkit
3	Be clear on your target customers: craft communications that speak to them
4	Plan your own activity: communications and promotions via your channels
5	NI Content Pool: download assets to support activity
6	Use #MyGiantAdventure on all social media
7	Register on <a href="http://www.tourismni.com">www.tourismni.com</a> to keep in touch re opportunities

# SUPPORTS

[NI & ROI: Tourism NI Insights & Research](#)

[NI & ROI - Target Customer Segments](#)

[Tourism NI Spring Campaign Toolkit](#)

[NI Content Pool](#)

[Awakening Our Giant Spirit Brand Book](#)

[Create Your Discover NI Listing](#)

[Discover NI Offers](#)





Thank You

