



Autumn 2024 Marketing Campaign Campaign Toolkit



**TOURISM
NORTHERN
IRELAND**

All the information and assets you need to get involved with
Tourism Northern Ireland's Autumn 2024 Marketing Campaign.

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Market Insights.

Tourism NI's Research and Insights Team are reporting that travel intentions appear to be down for Northern Ireland trips when compared to this time last year.

A softening in demand is evident from the Northern Ireland and Republic of Ireland markets.

However, this reduced appetite for travel is present across the board, with short break intentions for the Republic of Ireland, GB and abroad also reducing for consumers in both markets.

With reduced numbers in both markets planning to take a trip abroad in the next six months, there may be more appetite for shorter trips closer to home later in the year.

Reduction in travel intentions is potentially linked to the impact of cost-of-living increases and a reduction in the pent-up demand that followed Covid.

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 Value for Money across the tourism offer, particularly for meals, eating out, accommodation and shopping.

Campaign Implications:

We plan to dial up Value for Money messaging throughout our Campaign, emphasising cost and quality of accommodation and experiences.

We will retain a relatively heavyweight presence in both markets throughout the Autumn, and reinforce Value for Money and urgency messaging at every opportunity.

Further Information:

Visit tourismni.com and download the Northern Ireland Domestic Tourism Strategy and the Republic of Ireland Market Strategy.

Republic of Ireland. Open Minded Explorers.



- Open Minded Explorers make up 15% of the Republic of Ireland market. They're the second largest segment by volume and have medium to high intentions to visit Northern Ireland.
- They are interested in the natural environment and scenic attractions. They are motivated by culture and are seeking unique experiences.
- Good food is very important and highly motivating for Open Minded Explorers and they also want high quality accommodation.
- They're an older segment and are concerned about their personal safety and health.
- Value for Money is very important for Open Minded Explorers.

Demographics:

Open Minded Explorers are older with an average age of 45-54. They're more likely to be female, ABC1, with older kids.

Their estimated spend is £925.

Republic of Ireland. Indulgent Relaxers.



- Indulgent Relaxers make up 11% of the Republic of Ireland 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 as their next break. Indulgent Relaxers are motivated by the opportunity to spend time with family or friends on short breaks.
- They prefer to stay in large comfortable hotels. They love to indulge themselves when on a short break.
- They really enjoy good food and music and are often interested in shopping opportunities while on a short break.

Demographics:

Indulgent Relaxers are 35-54 on average. They are relatively high spending with high intention to visit in the short-term. They are more likely to be female with children.

Their estimated spend is £1013.

Republic of Ireland. Active Maximisers.



- Active Maximisers make up 33% of the Republic of Ireland market. They are the largest segment by volume and they take the highest number of breaks to Northern Ireland per annum.
- They're the youngest segment but a significant proportion of them will have young children.
- They love a packed itinerary. They're looking for a great destination and will plan around that. They want energetic experiences and unpredictability.
- They're seeking night life and buzz - but also romantic destinations.
- Active Maximisers are very active on social media and love to share epic experiences on their own channels.

Demographics:

The majority of Active Maximisers are aged between 25-34 (28%) and 35-44 (26%). Their estimated spend is £871.

Northern Ireland. Natural Quality Seekers.



- Natural Quality Seekers make up 15% of the Northern Ireland market. With an average age of 55, short breaks are a very important part of their lives.
- The quality of accommodation is a very important consideration for Natural Quality Seekers.
- They love to plan and like to have clear itineraries.
- They are nature lovers and enjoy the outdoors, but their preference is for gentle activities. Sustainability is important for this segment.

Demographics:

Natural Quality Seekers are older, with an Average Age of 55. They are more likely to be male, ABC1, with older kids.

Their estimated spend is £1,238.

Northern Ireland. Aspiring Families.



- Aspiring Families are the biggest segment in the domestic market. Comprising 30% of the Northern Ireland market, they are twice as big in volume terms as both the Natural Quality Seekers and the 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 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.

Demographics:

Aspiring Families are most likely to be aged 35-44 and have younger children aged under 16. They have an even social class split.

Their estimated spend is £1,360.

Campaign Overview.

Tourism Northern Ireland's Autumn Marketing Campaign will launch in Northern Ireland and the Republic of Ireland on 19th August and run until 12th November.

The campaign will include TV, Broadcast Video On Demand, Radio, Press, Social & Digital, Email, PR and Influencer activity to encourage visitors to choose Northern Ireland this Autumn.

The campaign 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 a short break.

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

Social Media & Digital.

The Autumn Marketing Campaign will be underpinned by paid and organic activity across Facebook, Instagram, YouTube and Twitter.

We are using Google Display Network (GDN) to drive traffic to the Discover Northern Ireland website. Search will target those in both markets who are actively interested in short breaks this Autumn.

Outside of the Autumn Campaign, we will also continue to target those priority segments in both markets that aren't the focus of this burst of activity.

We will have a growing focus on curating and sharing User Generated Content from recent visitors to Northern Ireland to inspire future waves of visitors.

We will use travel and lifestyle influencers to help us reach the market segments aligned to our campaign activity.

Social & Digital Contact:

Victoria McMurray - v.mcmurray@tourismni.com

PR & Publicity.

Our PR Teams in Belfast and Dublin will be delivering an expansive programme of activity that is closely aligned with our Autumn Marketing Campaign.

In addition, 'Always On' PR activity will continue in both markets and across all segments with weekly content and features across print, online and broadcast. Key areas of focus will include media FAM trips, Industry Profiling and activity that drives awareness of the Northern Ireland Experience Brand.

Have an interesting story or good news about your accommodation business, visitor attraction or experience? Can you host a Media FAM trip? Or offer competition prizes for placement in Northern Ireland or the Republic of Ireland? We want to hear from you!

Media have longer lead in times so make sure to get in touch in a timely manner.

PR Contact: (Belfast)

Claire Hamilton - c.hamilton@tourismni.com

PR Contact: (Dublin)

Clare McCoy - c.mcoy@tourismni.com

Scheduling your Activity.

As normal, our plans include a focus on specific destinations on some of our channels at different times during the campaign.

Aligning your marketing activity with ours will help to maximise Northern Ireland's share of voice in the domestic and Republic of Ireland markets. If you're planning activity across your own channels, please use the timings below to plan your content and offers:

Causeway Coastal Route - w/c 9th September Fermanagh & Tyrone - w/c 16th September



Derry~Londonderry - w/c 23rd September



Mournes & Strangford - w/c 30th September



Armagh & Down - w/c 5th October.



Belfast - w/c 12th October



SUPPORTING Content Assets.

We've curated a suite of Campaign Photography, Video and Social Media assets that you can use on your own channels and in support of your marketing activity.

Social Media plays a big role in helping visitors discover new places, plan and share their Giant Adventures. We have created a suite of free, downloadable campaign social posts, frames, banners and more, that you can use on Facebook, Instagram and X.

And don't forget to download the Northern Ireland Embrace a Giant Spirit brand mark for use across your marketing channels.

A selection of photography, video and social media assets can be downloaded from our Content Pool. Visit [Northern Ireland's Content Pool](#) and once registered, you can access a wide range of supporting materials.

Need Help? Contact:
Sarah Hannity - s.hannity@tourismni.com

Use our Content Calendar.

We have worked in close partnership with stakeholders including the Local Councils to create a 12 month thematic Content Calendar which details the types of content that we will be publishing on our social media channels and website outside of our campaign activity.

Download our [Content Calendar](#) now and create engaging content on your own channels aligned to these themes that we can curate and share.



Social Media Story Template
(available from content pool)

Awakening Northern Ireland's Giant Spirit.

A key driver of our success in recent years has been how we have worked together in close partnership to maximise our presence in the marketplace.

It is more important than ever that we continue to collaborate under the Embrace a Giant Spirit brand framework and that we align our messaging and media buying when possible.



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Home Hire Tours MTB Uplift Events Blog Contact Us Shop Vouchers

- Max Craic, No Sweat** - FROM £49 - Year round electric MTB hire - Rostrevor MTB Trails - Book Now
- Tall Tales, Big Smiles** - FROM £39.99 - Guided e-bike tour every Saturday - Tollymore Forest Park - Book Now
- Easy Ups, Epic Downs** - FROM £26 - Bike & Rider uplift every weekend - Rostrevor Downhill Trails - Book Now
- Explore More, Feel Awesome** - FROM £29 - Year round e-bike hire - By the sea, Newcastle - Book Now
- Mud, Sweat & Gears** - FROM £29 - Year round MTB hire - Castlewellan MTB Trails - Book Now

Epic Adventures All Year Round

Quite simply, when we work together, our activity is much more impactful.

Download the Awakening our Giant Spirit Brand Book and find out more about unlocking Northern Ireland's Giant Spirit.



Discover Northern Ireland.

The Discover Northern Ireland website is a trusted source of inspiration, information and support for visitors to Northern Ireland. 4 million visitors used our website last year to plan or book their short break.

It's packed with practical advice, insider tips, guides, itineraries, and entertaining and informative blog posts to give visitors a flavour of what to expect on their next Giant Adventure in Northern Ireland.

Create your free Business Listing.

If you're a certified accommodation provider, a visitor attraction or an experience, a listing on the Discover Northern Ireland website is a great way to showcase your business to thousands of people each day. To create your free listing:

1. Visit [TourismNI.com](https://www.tourismni.com).
2. Create an account by following the Sign Up link.
3. Follow the steps to create your listing.

The best-performing listings are 300-350 words. Photography is a great way to bring your listing to life. Include your address, telephone numbers, URLs, prices, and any other information that you think is important for visitors.

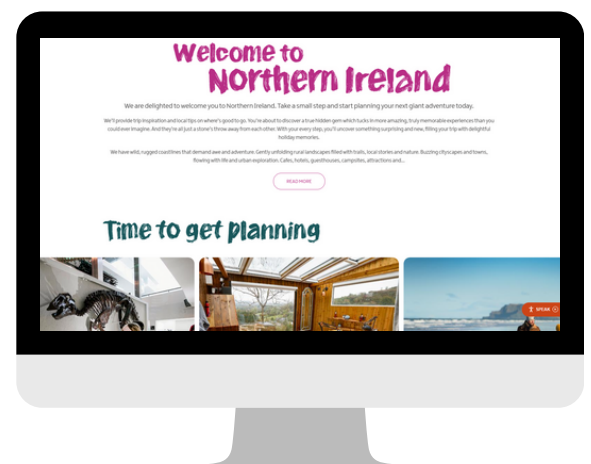
Need Help? Contact:
Bernie Haughian - b.haughian@tourismni.com

Becoming Bookable.

Tourism NI's partnership with TXGB can help you to become bookable online for the first time or access additional routes to market.

Register for free to make your listing on the Discover Northern Ireland website bookable. You'll pay a 2.5% Booking Fee to TXGB, but Tourism NI don't charge any commission for sales through Discover NI.

Contact Kevin Forde for further information -
k.forde@tourismni.com



Top 5 things to do today.

- 1.** Create or update your Business Listing on the Discover Northern Ireland website.
- 2.** Register with TXGB and 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 Spirt 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](#) and subscribe to our industry newsletter to hear about upcoming TED events and opportunities for support.



Get in touch

Whether it's setting up a new business, developing an existing one, or just helping you stay ahead of changes and trends in the industry - we've got information to help.

Visit tourismni.com for a wide range of business guidance and support. From digital marketing, to people and skills support, or research and insights, you will find a wealth of information available.

Register on tourismni.com today to receive email newsletters, sign up for forthcoming events and more.

To contact the Marketing Team directly:
marketingcampaigns@tourismni.com



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