

A smiling couple, a woman with long blonde hair in a light blue jacket and a man with a beard in a tan jacket, stand in front of a modern building with a textured, metallic facade. The building has a central glass section. The sky is blue with some clouds. On the left side of the image, there is a vertical strip of colorful, abstract brushstrokes in shades of green, yellow, and pink.

Summer 2025 Marketing Campaign Toolkit



**TOURISM
NORTHERN
IRELAND**

All the information and assets you need to get involved with
Tourism Northern Ireland's Summer 2025 Marketing Campaign.

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Welcome

Welcome to Tourism Northern Ireland's Summer marketing toolkit.

Tourism NI's Summer campaign launches on Friday 1st August. With our brand "Northern Ireland - Embrace A Giant Spirit" at its heart, the campaign showcases a range of fun attractions and experiences all over Northern Ireland, and great value accommodation options to suit every budget.

This toolkit provides you with information on our Summer campaign. It includes information on markets, segments, timings, and channels. It also contains links to access downloadable photography, video, and social media assets to amplify the Summer campaign on your own channels.

The toolkit should also be used as a resource all year round to help you maximise the opportunities from our wider marketing activity. Please don't hesitate to contact the team if there is any further support we can provide.

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Market Insights

The latest NISRA stats report that the Island of Ireland represents over half (57%) of overnight visitors to Northern Ireland. (January – December 2024) (NISRA)

In 2024 (January-December), there were over 4.7 million overnight trips taken in NI, accounting for 14.9 million nights and £1.1 billion expenditure.



This represents a huge opportunity for tourism businesses right across Northern Ireland.

For the latest information on these markets, please visit [our website](#).

Our Summer marketing activity launches in these markets on 1st August 2025.



Campaign Overview

Tourism Northern Ireland's Summer Marketing Campaign launches in Northern Ireland and the Republic of Ireland on 1st August and runs until 31st August.

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

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.

Estimated Reach

Republic of Ireland

Min Reach of

32%

of all adults

13,525,418

opportunities to see or hear

7.3M+

Digital Impressions

Northern Ireland

Min Reach of

59%

of all adults

7,342,500

opportunities to see or hear

2.25M+

Digital Impressions

Priority Segments

This is a cross segment campaign based on Wave 17 research that all segments have a similar propensity to take a short break this summer. For more details on all segments please visit [this link](#).

Republic of Ireland

| |
|------------------------------------|
| Active Maximisers (33%) |
| Open-Minded Explorers (15%) |
| Indulgent Relaxers (11%) |

Northern Ireland

| |
|--------------------------------------|
| Aspiring Families (30%) |
| Natural Quality Seekers (15%) |
| Social Instagrammers (15%) |



ROI Visitor Insights

For the ROI market Northern Ireland brings a sense of newness and variety but it needs to be framed strongly in value for money, quality perception and authenticity to be actively chosen.

Value for money is under pressure

Although NI continues to be seen as offering better value than ROI or GB, the gap has closed in recent research waves. It will be important to focus on value for ROI audiences and the range of options available to enhance appeal.

Have fun!

For many of the ROI audience, the top motivations for a trip to NI are to have fun, relax, escape, enjoy food & drink.

Variety is vital

Visitors most often experienced shopping, restaurants and pubs, with younger demos more interested in sightseeing tours and older families more interested in scenic walks.

Authentically NI!

Northern Ireland is seen as offering an alternative to the tried and tested locations in ROI. This sense of difference is a key consideration driver, but should be framed positively and with authenticity to help build enough confidence to plan and book.

Cost of living

Cost of living is still the top barrier to travel, although it has decreased vs. September 2024. Some consumers may avoid holidays altogether, but NI remains attractive, helped by its experiences and food and drink offering, as well as its perceived value.

ROI Media Strategy

| | |
|---------------------|--|
| TV/BVOD | Virgin Media Adsmart & Sky Adsmart, interest-based targeting. Est Reach: 831k |
| Radio | 40 Sec Primetime Radio Package (SPIN 1038, Q102, Highland Radio, Northern Sound, Ocean FM, LMFM & I Radio – North East). 40 Sec Digital Audio: Targeting Podcasts/Music Streaming/Radio (Audio XI, Audio One) Est Reach: 1M+ |
| Outdoor | Commuter Targeting - 30 Inserts Est Reach: 365k |
| Press | Irish Times, Irish Independent Targeted to travel, entertainment & top news Est Impressions: 575k |
| Display | Google Display Network In-Market, Affinity & Remarketing Audiences Est. Reach: 550k+ |
| Social Media | Facebook & Instagram Targeting audience interests, website visitors and page engagers. Est Reach: 550k+ |
| Video | YouTube Targeting users in market to / interested in travel and remarketing Est Reach: 500k+ |



Irish Independent 



THE IRISH TIMES



NI Visitor Insights

People in NI are looking for more cost-effective options, with relaxation and family and friends bonding time at the forefront of their minds when planning a trip.

Travel intent fluctuates

Day trip intentions increase with under-35s but over-55s travel intentions have dropped across all trip categories (day trips, short break and long breaks).

Cost of living is affecting choices

Cost of living and the weather in NI are reported as the biggest barriers to taking a break in NI. However, there is a general reduction in barriers to taking a holiday in NI compared to the previous research wave.

Something to suit all budgets

NI continues to be rated more positively than ROI and GB for value for money, with Shopping and accommodation improving but alcohol and paid activities taking a hit. It's important to integrate value-for-money messaging into all of our activities.

Relaxation is key

Relaxation and family / friend bonding time are key for those planning trips over the coming months. Escaping is still a strong motivating factor but it has seen a drop.

City breaks on the rise

City breaks are seeing an increase in preference vs. March 2024 – possibly down to the younger demographic planning trips. However, coastal breaks are still the top type of break preferred.

NI Media Strategy

| | |
|-----------------------|--|
| TV/BVOD | ITVX: Entertainment, lifestyle and travel content Sky Adsmart: Targeting 225k Sky Adsmart households Est Reach: 246k |
| Radio | 40 Sec Spots: across Cool FM, U105 & various Q Radio Stations Est Reach: 897k |
| Press | Belfast Telegraph: Sat weekend Magazine Full Page Advertorial: Daily Mirror, Sunday Mirror, Sunday People, Irish News, Daily Mail & NI4Kids. Est Reach: 585k |
| Social Media | Facebook, Instagram & NI4Kids Social Post. Targeting audience interests, website visitors and page engagers. Est Reach: 400k+ |
| Google Display | Google Display Network Remarketing |
| Video | YouTube Targeting users in market to / interested in travel and remarketing Est Reach: 300k+ |

Belfast
Telegraph



CoolFM



itvX

YouTube

Mirror

Creative Suite

There are a wide range of assets, many of which have been produced in the last 12 months, available to use in the promotion of this campaign. All campaign content can be accessed from the [content pool](#). It is available as a featured collection called “Summer Campaign 2025”.



TV & Ad Creative

Video Ad 1 - 15s

Video Ad 1 - 30s



Social Media & Digital

The Summer Marketing Campaign will be underpinned by paid and organic activity across Facebook & Instagram, with a combined organic audience of over 300k.

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. This content will be used to target our Social Instagrammers segment.

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

Email Marketing will be utilised to communicate summer offers and offer inspiration on where to stay, what to see, and what to do in Northern Ireland. The call to action will connect visitors to our website, www.discovernorthernireland.com, to plan their trip.

Social & Digital Contact:

Victoria McMurray - v.mcmurray@tourismni.com

PR & Publicity

Our PR Teams in Belfast and Dublin will be delivering a program of activity across Summer.

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? We want to hear from you!

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

PR Contact: (Belfast)

Claire Hamilton - c.hamilton@tourismni.com

PR Contact: (Dublin)

Clare McCoy - c.mccoy@tourismni.com

Regional Rotations

Our digital 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:

Belfast - w/c 28th July



Armagh & Down - w/c 4th August



Causeway Coastal Route - w/c 11th August



Fermanagh & Tyrone - w/c 18th August



Derry~Londonderry - w/c 25th August



SUPPORTING Content Assets

We've curated a suite of Campaign Photography 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. Once logged on click 'Featured Collections' in the top right to access the Summer assets collection.

Need Help? Contact:

Sarah Hannity: s.hannity@tourismni.com

Get Involved in Our Marketing Campaign!

Boost your visibility by incorporating our ready-to-use social media templates into your own marketing activity. Whether it's for stories or your feed, these assets make it easy to showcase your special offers and promote great value for money this summer.

Keep the audience motivations in mind; ROI audiences are motivated by fun and excitement & NI audiences are driven by the desire to relax and unwind.

Tailor your messaging accordingly & tag us [@discoverni](#) to create engaging content on your own channels that we can curate and share.



Social Media assets including blank templates for overlaying on your own images are available from the 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.



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.

Reminder.

Make sure that you have registered on tourismni.com and subscribed to our industry email to be the first to hear about upcoming Tourism Enterprise Development (TED) events.

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

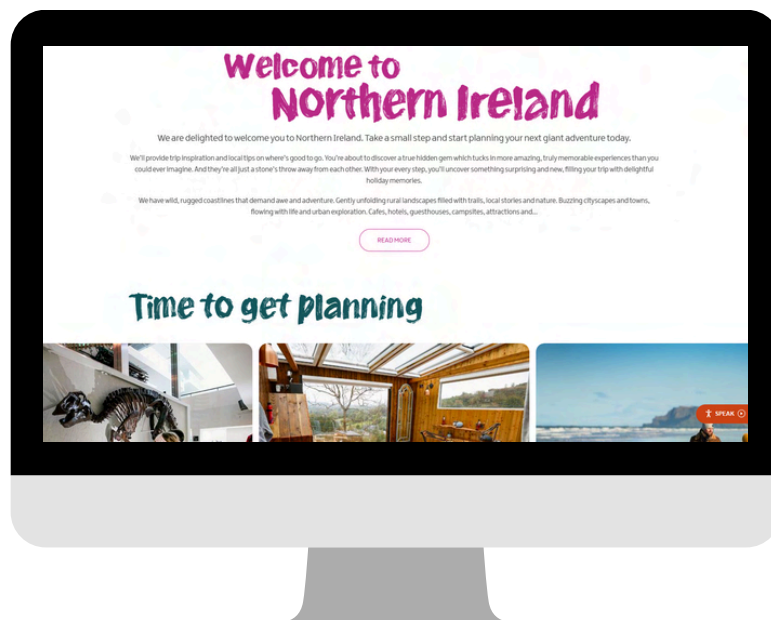
If you're a certified accommodation provider, a visitor attraction or an experience, a listing on the Discover Northern Ireland website is a great way to showcase your business to thousands of people each day. To create your free listing:

1. Visit TourismNI.com.
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



Top 4 things to do today

1. Create or update your Business Listing on the Discover Northern Ireland website.
2. Download and use our Summer Campaign Photography, Social Media Templates and Embrace a Giant Spirt brand book.
3. Support the campaign by liking, sharing, and commenting on our social media posts. Every interaction helps extend our reach and showcase the best of what we have to offer this season.
4. Share a summer offer! Use our templates and don't forget to tag us [@discoverni](https://www.discoverni.com) or use [#MyGiantAdventure](https://www.discoverni.com) when posting on social media so we can amplify your content through our channels.



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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