

AUTUMN 2023 EDITION

# Autumn Marketing Campaign

# INDUSTRY TOOLKIT

All the information and assets you  
need to make the most of Tourism  
Northern Ireland's Autumn 2023  
Marketing Campaign.

Northern  
Ireland



Embrace a  
Giant Spirit

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# Welcome

Welcome to our Autumn 2023 Marketing Campaign Toolkit.

As outlined in our Lunch & Learn Webinar, I am delighted that despite the rising cost of living and the cost of doing business, consumer demand has held up well in 2023.

Recent research from Visit Britain shows that for a significant number of people, the convenience and lower cost of a staycation is attractive compared to travel delays and the cost of travelling abroad.

Our Autumn Marketing Campaign will drive consumer demand for you by encouraging visitors to Embrace a Giant Spirit in Northern Ireland. To explore what's on offer, plan a quick getaway, try something new and enjoy memorable experiences.

The Campaign launches in Northern Ireland and the Republic of Ireland on **2nd October and runs until 12th November**.

This Toolkit will give you all the assets you need to leverage the campaign and help attract more visitors. By using the resources in this toolkit, you can be part of the cross-platform marketing campaign which will reach over 3.7 million adults across Northern Ireland and the Republic of Ireland.

In the toolkit, you'll find out how to download campaign photography, video and social media assets to amplify the campaign on your own channels. You'll also find some information about how to create and update impactful and bookable listings on the Discover Northern Ireland website as well as information about the importance of aligning under Northern Ireland - Embrace a Giant Spirit.

It's more important than ever for us to come together under the Northern Ireland Experience Brand and align our messaging, timings and media choices to create impact and cut through in the marketplace.

Please don't hesitate to get in touch if there is further support we can provide. You'll find contact details in the toolkit. We wish you continued success over the Autumn and Winter period.

Naomi Waite  
Director of Marketing  
Tourism NI

# Research and Insights.

Tourism NI's Research and Insights Team are reporting increased optimism around the cost-of-living situation and perceptions of Value for Money. We've summarised key insights and campaign implications below:

## Northern Ireland

The latest consumer research from Visit Britain indicates optimism relating to cost-of-living. Travel intentions remain strong with three quarters of UK adults planning an overnight domestic trip in the next 12 months.

36% say that they are more likely to choose a trip in the UK than overseas because domestic holidays are easier to plan and cheaper.

## Campaign Implication

We're dialling up Value for Money messaging throughout our Autumn campaign, emphasising cost and quality of accommodation and experiences.

## Republic of Ireland

Republic of Ireland to Northern Ireland performance during 2022 was very strong. Spend was up by two thirds compared with 2019, with Northern Ireland seeing 1.1m overnight trips by Republic of Ireland residents, breaking the one million figure for the first time.

Early indicators for 2023 are positive, but a slowdown compared to 2022 is expected, likely driven by the continued growth in intentions to holiday abroad.

However, many people have ruled this out as too expensive, presenting Value for Money opportunities for Northern Ireland. Northern Ireland's perceived Value for Money is strong and rated more positively than the Republic of Ireland and GB.

## Campaign Implication

Retain as strong a presence in the Republic of Ireland as we can within our budget constraints and dial up Value for Money and urgency messaging at every opportunity.



# Meet the Segments.

## Natural Quality Seekers. (Northern Ireland)

- They make up 15% of the market.
- Short breaks are a very important part of their lives.
- They love planning and like to have clear itineraries.
- The quality of accommodation is very important.
- They are nature lovers and enjoy the outdoors.
- But their preference is for gentle activities.
- Sustainability is important for this segment.

Demographics: Older (Average Age - 55)  
More likely to be Male, ABC1, with older kids.  
Estimated Spend: £1,238

[For a deeper dive into the Northern Ireland market, please review our Domestic Tourism Strategy.](#)



# Meet the Segments.

## Open Minded Explorers. (Republic of Ireland)

- They make up 15% of the market.
- They're Planners. They do a lot of research about short breaks.
- Value for Money is important.
- They're interested in the natural environment and scenic attractions.
- They love the Outdoors.
- They are motivated by Food, Culture and Unique Experiences.
- The quality of accommodation is important. They love space and comfort.

Demographics: Older (Average Age 45-54)

More likely to be female, ABC1, with older kids.

They are concerned about their personal safety and health.

Estimated Spend: £924



# Meet the Segments.

## Indulgent Relaxers. (Republic of Ireland)

- They make up 11% of the market.
- They are the segment most likely to take a 'romantic' break as their next 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.
- They love to 'indulge' themselves when on a short break.
- They really enjoy good food and music.
- They're interested in shopping opportunities while on a short break.

Demographics: Average Age 35-54

Relatively high spending with intention to visit in the short-term.

More likely to be Female, with children.

Estimated Spend: £1013

[For further information about the Republic of Ireland market, download our Republic of Ireland Market Strategy 2021-2026.](#)

# Autumn Campaign Overview



Tourism NI's Autumn Marketing Campaign will launch in Northern Ireland and the Republic of Ireland on **Monday 2nd October 2023** and run for 6 weeks.

We're targeting the **Natural Quality Seekers** segment in Northern Ireland and the **Open Minded Explorers** and **Indulgent Relaxers** in the Republic of Ireland.

The campaign will include **TV, Video On Demand, Radio, Press, Social & Digital, Email, PR, Influencer Generated Content and User Generated Content** to encourage our segments to choose Northern Ireland this Autumn.

The campaign will inspire visitors by showcasing 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 visit for the priority segments.

The Autumn Marketing Campaign will support you by driving short breaks and inspire visitors to see, do and spend more in Northern Ireland this Autumn.

Outside of the Autumn Campaign, we will continue to target the remaining priority segments in Northern Ireland and the Republic of Ireland through our Always On programme of Digital, PR and Influencer activity.

This will include the **Aspiring Families** and **Social Instagrammers** in Northern Ireland and the **Active Maximisers** in the Republic of Ireland.



# Northern Ireland.

## Natural Quality Seekers.

### TV

230 TVRs ITV and  
Channel 4.  
700,000  
Impressions on  
Sky AdSmart.



### Broadcast VOD

475,000  
Impressions  
across ITVX and  
ALL4.



### Radio

OTH: 11 Bauer  
Media Group and  
U105.



### Social Media

Facebook and  
Instagram.  
Various Formats.  
Reach - 1m+



### Display Advertising

Google Display  
Network - In  
Market Targeting.



### Video

YouTube - In  
Market and  
Custom Intent  
Targeting.



### Press

Print and Digital  
Partnerships -  
Multiple  
Publishers.

# Republic of Ireland.

## Open Minded Explorers.

### TV

20 TVRs Sky Food Network for 6 weeks.



### Broadcast VOD

1.4m Impressions across multiple streaming platforms.



### Radio

Weekly Reach of 1.8m across Bauer Media Group and RTE Group.



### Social Media

Facebook and Instagram. Various Formats. Reach - 560,000+



### Display Advertising

Google Display Network - In Market Targeting.



### Video

YouTube - In Market and Custom Intent Targeting.



### Press

Print and Digital Partnerships - Multiple Publishers.

# Republic of Ireland.

## Indulgent Relaxers.

### Paid Social



### Display Advertising



### Influencer Marketing



# SOCIAL, Digital & PR.



## Social & 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 6 week burst of activity.

Social Media Contact:  
Sarah Sneddon  
[S.Sneddon@tourismni.com](mailto:S.Sneddon@tourismni.com)

## PR Activity

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.

The Holiday World Consumer Show in Dublin takes place annually in January and will also be a focus in the New Year.

Have an interesting story or good news about your business? We want to hear about it!

Media have longer lead in times so make sure to get your information to us in a timely manner.

Can you host a Media FAM trip?

Or offer competition prizes for placement in Northern Ireland or the Republic of Ireland?

PR Contacts:  
Nuala Napier (Northern Ireland Team)  
[n.napier@tourismni.com](mailto:n.napier@tourismni.com)

Clare McCoy (Republic of Ireland Team)  
[c.mcoy@tourismni.com](mailto:c.mcoy@tourismni.com)

# Email & Influencers.

## Email Marketing

The Campaign will be supported by a programme of email marketing activity targeting **30,000 newsletter subscribers** in Northern Ireland and the Republic of Ireland.

This activity will be aligned with our Weekly Destination Rotation with a different destination profiled each week during the campaign.

The contents of our newsletters will be aligned with the passions and interests of our segments and will include accommodation, attractions, experiences, offers and events.

We will link through to our campaign landing pages on the Discover Northern Ireland website and sometimes directly to industry partners' websites so we can place bookable accommodation and experiences directly in front of visitors.

## Influencer Marketing

We will be continuing to work with lifestyle and travel influencers and content creators from Northern Ireland and the Republic of Ireland to further broaden the reach of our campaign beyond our own channels and reach highly engaged audiences.

In particular, we will use influencers to help us reach the Indulgent Relaxer segment in the Republic of Ireland who are seeking luxury accommodation and who see short breaks as an important part of their lives.



# Understanding the Destination Rotation.

Aligning your marketing activity with ours will help to maximise the reach and impact of Tourism NI's Autumn Marketing Campaign.

## Getting Involved:

Our Campaign will run for 6 weeks, with a different destination focus each week on some channels. If you're planning promotional activity across your own marketing channels, use the Destination Rotation below to plan your activity and offers:

**Derry/Londonderry - w/c 2nd October.**



**Fermanagh & Tyrone - w/c 9th October.**



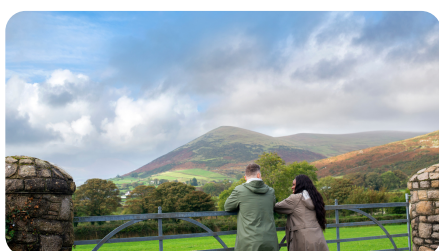
**Causeway Coastal Route - w/c 16th October.**



**Armagh & Down - w/c 23rd October.**



**Mournes & Strangford - w/c 30th October.**



**Belfast - w/c 7th November.**



# Downloadable 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 Twitter.

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

A selection of Campaign Photography, Video and Social Media Assets can be downloaded from our Content Pool from Monday 25th September.

Visit [Northern Ireland's Content Pool](#) and once registered, you can access a wide range of supporting materials.



## Download 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.

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

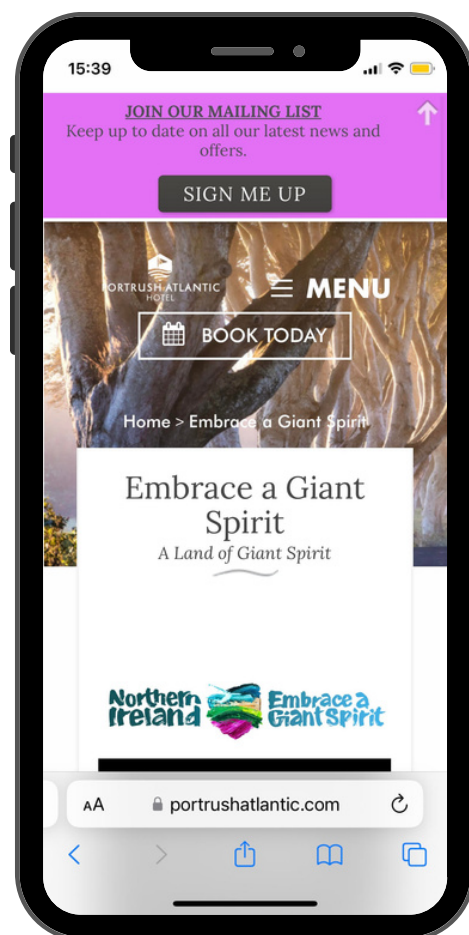
# Awakening our Giant Spirit.

A key driver of our collective success over the last number of years has been how we have all worked together to achieve maximum impact in the marketplace.

As our marketing budgets come under significant pressures for a variety of reasons, it is more important than ever that we come together under the Embrace a Giant Spirit experience brand and align our messaging, timings and media channels.

Quite simply, when we work like this, we can have much more impact and be much more effective.

[Download the Awakening our Giant Spirit Brand Book](#) and find out more about unlocking Northern Ireland's Giant Spirit.



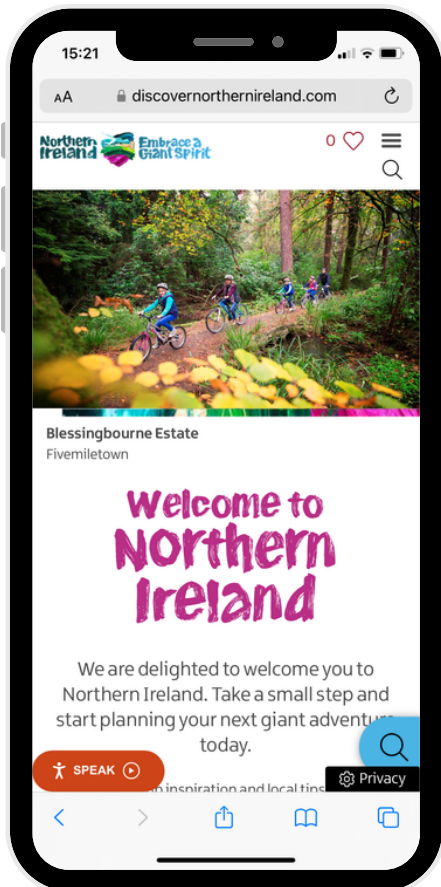
## Reminder

Register Now for our [Experience Development Roadshows](#) which are taking place during September and October 2023.

These sessions are open to all tourism businesses and will be of particular interest to those that are developing or delivering saleable, bookable visitor experiences within the context of our experience brand - Northern Ireland Embrace a Giant Spirit.



# Discover Northern Ireland website.



The Discover Northern Ireland website is the leading source of inspiration and information for visitors to Northern Ireland. In fact, **nearly 4 million people** used our website last year to plan or book a short break. It's packed with practical advice, insider tips, guides, maps, and entertaining and informative blog posts to give visitors a flavour of what to expect on their next Giant Adventure.

## Create a Free Listing

Whether you're an accommodation provider, visitor attraction or experience, having a bookable listing on the Discover Northern Ireland website is a great way to showcase your business to the thousands of people using the website each day.

To Create a 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 register your products.

## Make your listing impactful

Once you have created a listing for your business, make sure that it is as impactful as possible. The best-performing listings are 300-350 words. Featuring engaging photography is a great way to bring your listing to life. Always include your address, telephone numbers, URLs, price, and any other information you think is important for visitors.

Our partnership with TXGB means that you can also make your business listing bookable. You'll pay a 2.5% Booking Fee to TXGB and 0% commission for bookings through the Discover Northern Ireland website. [More details are available here](#) or watch a [Case Study](#) from a local glamping business.



# Top 5 things to do today

- 1** Create or Update your Business Listing on the Discover Northern Ireland website.
- 2** Register with TXGB.co.uk to become bookable through the Discover Northern Ireland website and access new routes to market.
- 3** Download and use our Campaign Photography, Social Media Assets and Embrace a Giant Spirit brand book.
- 4** Have an interesting story or good news about your business? We want to hear about it! Send it to [digital@tourismni.com](mailto:digital@tourismni.com)
- 5** Don't forget to tag us using #EmbraceAGiantSpirit when posting on your social media channels so we can amplify your content on our channels.



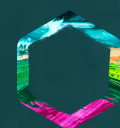
# Get in Touch

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](http://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](http://tourismni.com) today to receive email newsletters, sign up for forthcoming events and more.

To contact the Marketing Team directly:  
[marketingcampaigns@tourismni.com](mailto:marketingcampaigns@tourismni.com)



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