

Maximising Marketing Masterclass



Carolyn Boyd

Tourism NI



carmel scott

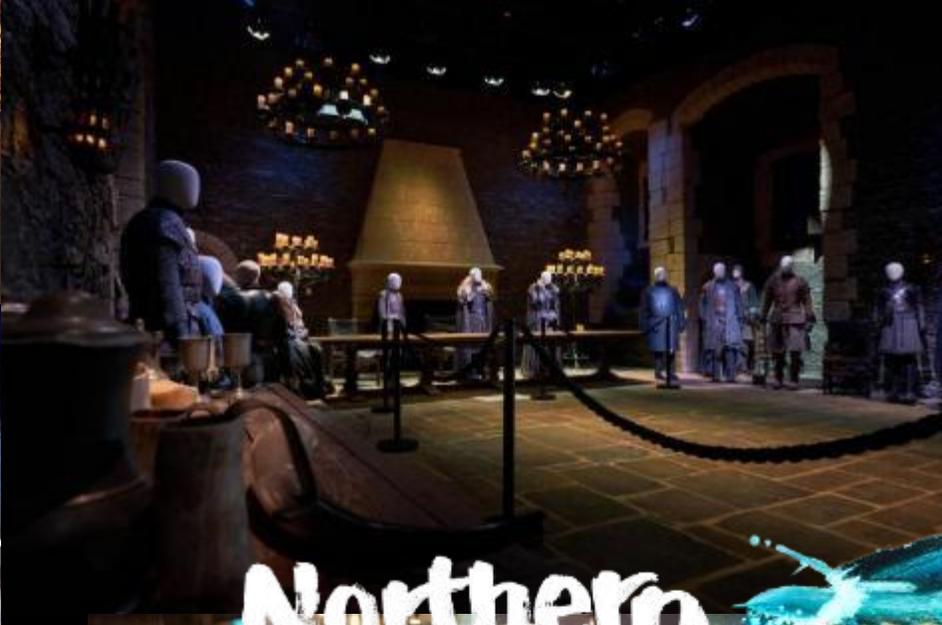
Tourism NI



The Agenda



- 9:30 am** Guest Arrival & Registration (Tea/Coffee)
- 10:00 am** Tourism NI Welcome: Carmel Scott, Tourism NI, Head of Marketing
- 10:20 am** Visitor Segments and Insights: Patrick McConville, TBWA Strategic Planning Director
- 10:40 am** Reaching the visitor segments through media, effective media planning: Joanne McKendry, Ardmore Media Director
- 11:10 am** Comfort Break (Tea/Coffee)
- 11:40 am** Maximising Paid Digital and Social Performance: Lavinea Morris, M&C Saatchi Managing Director (EMEA)
- 12:00 pm** Maximising Influencer Effectiveness:
 - Fiona Hanna, Jago Communications Director
 - Courteney McGuigan, Jago Communications Account Manager
- 12:20 pm** How to Access and Maximise the TNI Content Pool: Kathy Wilford, Tourism NI Digital Asset Coordinator
- 12:40 pm** Closing Remarks & Next Steps: Carmel Scott, Tourism NI, Head of Marketing
- 12:55 pm** Networking Lunch & Event close
- 2:00 pm** Delegates Depart



Northern Ireland Embrace a Giant Spirit



Meet the Team here today



Catherine Kelly
Digital Marketing Manager



Harry Matthews
**Partnerships and Influencer
Marketing Officer**



Bryony Gambier-Christy
Marketing Campaigns Officer



Kathy Wilford
Digital Asset Coordinator



Kevin Forde
Social & Digital Marketing Officer



Tom Vogan
Social & Digital Admin Assistant

Meet the team here today

Lauren Campbell
Social & Digital Marketing Officer

Alice Murray
Marketing Campaigns Executive

Grace Booth
Interim PR Executive ROI

Victoria Mc Murray
Social and Digital Marketing Officer

Spring Campaign Update



Expanded Activity For Spring

The Spring 2026 programme will consist of **TWO** distinct but related plans.

- **A Core NI & ROI Spring Campaign** that builds on the success of the 2025 Spring campaign using optimised creative assets with a cut-through media and PR approach.
Live from 9th February – 31st March
- **Investment in Additional NI Content** responding directly to a drop in domestic overnight trips and day-trip expenditure and designed specifically for NI residents.
Video Podcast Series in Market from March.

Always On Marketing Activity

Always-on Digital Content



 Facebook
224k followers

608k organic content views last month

 Instagram
106k followers

230k organic content views last month

Always-on Digital Acquisition

Sponsored

 Discover Northern Ireland
<https://www.discovernorthernireland.com> > family

NI Family Accommodation

Family Accommodation in NI — Enjoy A Break With The Family To Northern Ireland With Great Accommodation & Plenty To Do

Ongoing PR & Earned Media

Belfast Telegraph News Opinion Business Sport Life Entertainment

Derry Girls star reconnects with roots to highlight NI's unique tourist attractions



Rathie @joying the views @Grand Central Hotel, Belfast - Courtesy of Tourism Northern Ireland

Jacobs Rice
Mar 4 Nov 2024 at 13:05

Email Acquisition and Engagement



33k

Email Database

NI: 11,832
ROI: 12,120

Spring Campaign ROI Market Focus

Drive visitor growth by:

- Attracting first time visitors from ROI
- Continuing to **shift perception** of NI for short-breaks and holidays. (“that looks amazing, I should consider NI for my next trip.”)
- Focusing on **uniquely NI demand drivers and short-break favourites and staples** to drive first-time consideration.
- Convenience, value for money, drive times, breadth of accommodation

Segment Focus



Active Maximizers:

They crave energetic experiences, unpredictability, nightlife with great food and drink and a lively buzz – with or without the kids.



Indulgent Relaxers:

It's all about time, quality and indulgence and 'slowing things down.' Taking time to embrace relaxation and the finer things in life.

Spring Campaign NI Market Focus

We need to **hold on to growth** in our domestic market by:

- Giving people new reasons and ideas to stay-local for short breaks, day-trips and longer holidays
- Shifting perceptions of what can be found and experienced on their doorstep - **newness, wow-factor, surprise.**

Segment Focus



Aspiring Families:

They are more price sensitive than ever before but are still looking for fun experiences close to home that the whole family will enjoy, including quality food and drink and comfortable, affordable accommodation.



Social Instagrammers:

They like to think they have their 'finger on the pulse' and are able to uncover and enjoy what's new, different, worth talking about, often in social media.

Creating Impact and Cut Through

77% of adults across the Island of Ireland and generate over 100 million opportunities to see or hear the activity.

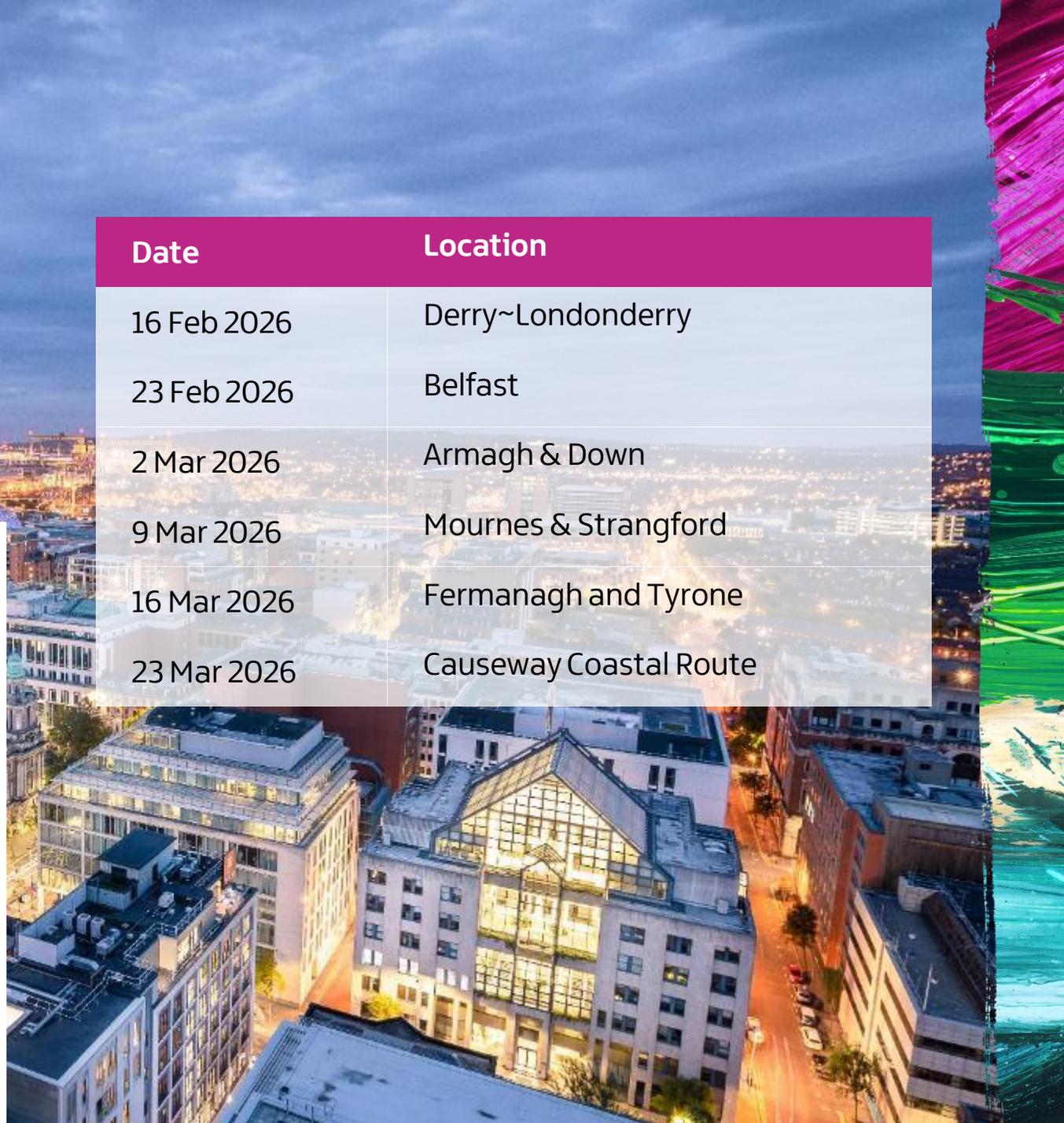
146 million digital impressions across Meta, YouTube, Display Retargeting and Google Search Ads.



Regional Rotations

Campaign: 9th Feb – 31st March '26

Date	Location
16 Feb 2026	Derry~Londonderry
23 Feb 2026	Belfast
2 Mar 2026	Armagh & Down
9 Mar 2026	Mournes & Strangford
16 Mar 2026	Fermanagh and Tyrone
23 Mar 2026	Causeway Coastal Route



creative & messaging



48 Sheet in situ
(Active Max ROI)



Mouma Mountain Adventures
Co. Down

one Giant Adventure after another

Book your great value spring break now at discovernorthernireland.com

Northern Ireland  Embrace a Giant Spirit

ANY PERSON FOUND
PIVOTING OR SWAYING
THE STRUCTURE WILL BE
PROSECUTED BY
MILLS & WILSON LTD.



Digishelter in situ
(Active Max ROI)

Common Market
in fact

one Giant
Adventure
after another

COMMON
MARKET

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Ireland

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Giant Spirit

Book your great value spring break now at
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one Giant
Adventure
after another

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Ireland

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Connolly Gallery in situ (Active Max ROI)



Close up



6 Sheet in situ
(Aspiring Fam NI)

Gortin Glen Forest Park
Co. Tyrone

A small step to a Giant adventure



Northern Ireland  **Embrace a Giant Spirit**

Book your great value spring break now at discovernorthernireland.com

Spring messaging Offers & value focused



Armagh Cider Company Co. Armagh

Armagh and Down are truly delightful this time of year, with their dramatic autumnal scenery and rich heritage. As the shadows lengthen across rolling hills and winding roads, you'll find a welcome everywhere you look and a choice of exquisite hotels and B&Bs to unwind in.

KILLEAVY CASTLE ESTATE
Nestled among the woodlands on the Ring of Gullion, Killeavy Castle Estate offers the ideal accommodation to take a step back from our fast-paced lives. Stroll through the stunning hotel grounds and secluded walled garden, where fruit, vegetables and herbs are grown to create Killeavy's fresh and seasonal tasting menu.

THE BOULEVARD
If great brands at great prices is your bag, then look no further than The Boulevard in Banbridge. It's your destination for top brands at 30-70% off RRP. With over 50 stylish stores, enjoy incredible savings across fashion, homeware and more.

GOSFORD FOREST PARK
With over 550 acres of forest and stunning parkland, you'll never run out of things to see and do in Gosford Forest Park. There's walking, running, mountain biking, horse riding and equestrian. A collection of rare breed farm animals, a herd of red deer, a walled garden and barbeque sites. All that and a privately-owned mock Norman castle!

F.E. MCWILLIAM GALLERY AND STUDIO
Experience the life and work of one of Ireland's most famous sculptors, F.E. McWilliam. Explore the permanent collection showcasing McWilliam's remarkable creations, alongside a series of thought-provoking temporary exhibitions. Don't miss the charming craft shop featuring handmade pieces or the award-winning restaurant, *Quills at the Gallery*, perfect for relaxing after your visit.

SAINTE PATRICK'S WAY CAMINO WALK
Pack in a full day's walk exploring Saint Patrick's Way on the Camino Walk. Your guided tour, with lunch included, follows in St. Patrick's footsteps around the medieval town of Downpatrick, to the first healing wells in Ireland, and up to the world's largest monument to St. Patrick.

BROWNLOW HOUSE
Located in Lurgan, this architectural masterpiece once served as a hub for social and political events. Today it hosts engaging exhibitions on the First and Second World Wars. Tours must be pre-booked and don't miss the charming tea room!

ARMAGH COUNTY MUSEUM
The collections at Armagh County Museum capture centuries of stories about the people who lived, worked and had connections with this famous city and historic county. With exhibits ranging from local history and the art to archaeology and natural history, this is the ideal place to experience a flavour of the famous 'richard county'.

ARMAGH CIDER COMPANY, RAISING THE SPIRITS, 31ST OCTOBER 2025
A haunted harvest scare awaits in the Armagh Cider Company barn with great food and candlelit cocktails. Expect magic over menace, with storytelling, local flavours from *Symphonia Spirits* and *Armagh Cider Company* and a nod to the region's enchanting *Spirit Trail*.

ARMAGH GEORGIAN FESTIVAL, 27TH - 30TH NOVEMBER 2025
Dive into the history of the *Armagh Georgian Festival*. Georgian Day, Saturday 29th November is the highlight of the event where you'll hear the clip-clop of horses' hooves along The Mall and live music on the streets. Enjoy the scent of roasting chestnuts and mulled spiced as you wander through the bustling festivities.



Embrace a Giant Taste Of October



Embrace a Belfast City escape

Great Value Short Breaks from £199

A small step to a Giant adventure

Whether you're looking to enjoy a city with an atmosphere of old-world charm, or a weekend of relaxation in the heart of the city, our great value short breaks offer a relaxing city break with all the amenities you need for a perfect getaway.

Great Value Short Breaks
Enjoy a relaxing city break with all the amenities you need for a perfect getaway. Our great value short breaks offer a relaxing city break with all the amenities you need for a perfect getaway.

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AUTUMN VALUE OFFERS • AUTUMN VALUE OFFERS

<p>KILLEAVY CASTLE ESTATE NEWRY PH: 028 3044 8888 • 4 STAR HOTEL</p> <p>Autumn Getaway from £179 per room</p> <p>Valid until 30/12/2025</p>	<p>MILLBROOK LODGE BALLYNAHINCH PH: 028 9796 2026 • 3 STAR HOTEL</p> <p>Autumn Dine & Stay from £180 per room per night</p> <p>Valid until 31/03/2026</p>	<p>CANAL COURT HOTEL NEWRY PH: 028 3075 1234 • 4 STAR HOTEL</p> <p>Fall for Autumn from £165 per room per night based on 2 sharing</p> <p>Valid until 31/11/25</p>	<p>SEAGOE HOTEL PORTADOWN PH: 028 3811 1076 • 4 STAR HOTEL</p> <p>Dinner, Bed & Breakfast from £229 per room per night</p> <p>Valid until 30/11/25</p>
<p>HASLEM HOTEL LISBURN PH: 028 3044 8888 • 4 STAR HOTEL</p> <p>Bed, Breakfast and Dinner from £179 per room per night</p> <p>Valid until 25/10/2025</p>	<p>GAME OF THRONES® STUDIO TOUR BANBRIDGE PH: 028 9086 4777 • Visitor Attraction</p> <p>General admission and afternoon tea from £59.50 per person</p> <p>Valid until 31/12/25</p>	<p>MONTALTO ESTATE BALLYNAHINCH PH: 028 9796 6100 • Visitor Attraction</p> <p>General admission from £9.10 per person</p> <p>Valid until 31/12/2025</p>	<p>HILLSBOROUGH CASTLE & GARDENS HILLSBOROUGH PH: 028 3075 1234 • Visitor Attraction</p> <p>Castle & Gardens ticket from £20.80 per person</p> <p>Valid until 31/12/2025</p>

Book your great value autumn break now at discovernorthernireland.com



Book your next short break now at www.northernireland.com

Offers are subject to availability and are available on a first-come, first-served basis. Terms and conditions apply. Bookings are subject to availability and are available on a first-come, first-served basis. Terms and conditions apply. Bookings are subject to availability and are available on a first-come, first-served basis. Terms and conditions apply.

Aspiring Families Creative Examples



Discover Northern Ireland Sponsored

Journey back in time at the Ulster American Folk Park. Walk in the footsteps of our ancestors and embrace their pioneering spirit.

Book your next giant adventure today!

Ulster American Folk Park Co. Tyrone

Creative Spirits

discovernorthernireland.com
Your Next Giant Adventure

Book now

This is a screenshot of a sponsored social media post. The text promotes a visit to Ulster American Folk Park, highlighting a 'Creative Spirits' experience. The image shows a man in a red vest playing a fiddle for a group of children seated at a table. The post includes a call to action to book a 'giant adventure' and a 'Book now' button.

Discover Northern Ireland Sponsored

Embrace wonder and discovery on a great value short break in Northern Ireland

Book your next giant adventure today!

W5 Interactive Discovery Centre Belfast

Wondrous Spirits

discovernorthernireland.com
Your Next Giant Adventure

Book now

This is a screenshot of another sponsored social media post. It promotes a 'Wondrous Spirits' experience at the W5 Interactive Discovery Centre in Belfast. The image shows children interacting with a large, circular, illuminated display. The post includes a call to action to book a 'giant adventure' and a 'Book now' button.

Spring Media Plan



NI Spring Media Plan 2026 *Aspiring families*

Mon 9th Feb – Tues 31st Mar

TV 6 WEEKS LINEAR & ADSMART	SVOD & BVOD 6 WEEKS	OUTDOOR 6 WEEKS	RADIO 4 WEEKS	PRESS 6 WEEKS
Awareness Emotive connection	Extend reach and frequency of linear tv	Province wide coverage Regional awareness	Frequency builder	Inspiration Value message
<ul style="list-style-type: none"> UTV, Channel 4 and Sky Ad Smart x40sec 350 Ratings <p>61% Coverage; 854,610 Adults, Frequency: 8</p>	<p>SVOD buy into Netflix, Amazon Prime, Paramount and Discovery</p> <p>400,000 x 30sec imps 65% of AF have a subscription.</p> <p>BVOD: Unskippable Ad Format. 70% of vIewing is on big screen.</p> <p>Estimated Reach: 196,140 Frequency: 4</p>	<p>40 x 48 Sheets</p> <p>6 x Billboard Live</p> <p>101 Adshel Live Panels,</p> <p>73 x 6 Sheets</p> <p>Spar/Vivo/Centras Applegreen Screens and Digital 6 Sheets at Grand Central, GVS and NW transport Hub.</p> <p>67% Coverage: 928,039 Adults; Frequency: 14.5</p>	<p>Cool FM and Q Radio Group to deliver regional coverage</p> <p>672 x 40sec spots flighted out across 4 weeks</p> <p>PLUS 100,000 Digital Adio mpressions on Bauer network including Kiss, Magic, Absolut and all local brands.</p> <p>53% Coverage: 835,000 Adults; Frequency: 5.2</p>	<p>Saturday editions of Belfast Telegraph, Irish News and Daily Mirror Group</p> <p>24 County Advertorial</p> <p>2 NI4Kids adverts</p> <p>43% Coverage: 651,000Adults: Frequency: 4.2</p>

ROI Spring Media Plan 2026 Active Maximisers & Indulgent Relaxers

Mon 9th Feb – Tues 31st Mar

TV 6 WEEKS LINEAR & ADSMART	SVOD & BVOD 6 WEEKS	OUTDOOR 6 WEEKS	RADIO 4 WEEKS	PRESS 6 WEEKS
Awareness Bespoke Media Buys	Amplify: Extend reach and frequency of tv bespoke buy	Dublin Commuter and Suburb Targeting	Frequency builder Industry support Border counties	Inspiration Value message Industry support
<p>Linear TV Buy with RTE, Virgin, Sky and Channel 4 Group</p> <p>Tactical Spot buy in Knight of the Seven Kingdoms,</p> <p>Sky Sports coverage of Women's Super League Football – 10 Games & LPGA Golf – 50 spots</p> <p>2 x Editorial Travel Segments in the Today Show – average 100,000 daily viewers per show.</p> <p>72% Coverage: 2,887,000, Frequency: 10</p>	<p>RTE Player – most popular player in Ireland averaging 13.5 million streams per month. – Drama Boxset Sponsorship</p> <p>C4 Streaming</p> <p>17% Coverage: 681,700, Frequency: 4</p>	<p>High Impact Digital OOH on Digital Bridges, Digi-Poles, Digital 48 Sheets and DigiShelters</p> <p>The Galleries and Transvision at Connolly, Pearse Street, Grand Canal and Tara Street Stations.</p> <p>100 x Luas Portraits 100 x Bus A2 Back Of Driver Panels 144 x Dart Commuter Cards</p> <p>68% in Greater Dublin, 952,000 Frequency: 12</p>	<p>RTE2FM (Nationwide), Today Fm, 98 FM, and FM104 in Dublin.</p> <p>Exclusive Live Host reads on Today FM Catch up Podcast – average 400k streams per month.</p> <p>Border County Radio targeting –i-Radio and RTE player digital audio</p> <p>860 Spots 770,000 Digital Audio Imps</p> <p>45%; 1,984,000 Adults, Frequency: 9.6</p>	<p>Irish Times, Irish Independent, Irish Daily Mail . Irish Daily Mirror, Irish Daily Star. (24 Adverts)</p> <p>Tactical Classifieds in Irish Times</p> <p>10 x Full Page Press adverts/advertorials for the Indulgent Relaxers</p> <p>57% Coverage; 2,441,000 Adults; Frequency: 4.2</p>

Digital Media Strategy **Phased Approach**

AWARENESS 2 WEEKS	CONSIDERATION 8 WEEKS			ALWAYS-ON 9 WEEKS
				
<p>FACEBOOK / INSTAGRAM</p> <ul style="list-style-type: none"> Video view campaigns with short- and long-form content to inform and engage audiences 	<p>FACEBOOK / INSTAGRAM</p> <ul style="list-style-type: none"> Short videos with “Learn More” or “Book Now” buttons Carousel ads with clickable CTAs. Offers Focused 	<p>YOUTUBE</p> <ul style="list-style-type: none"> Bespoke targeting Demand Gen campaign 	<p>GOOGLE DISPLAY ADS</p> <ul style="list-style-type: none"> In-market audiences for travel Responsive Display Ads with clear CTAs Demand Gen Campaign set optimised to link clicks 	<p>GOOGLE SEARCH ADS</p> <ul style="list-style-type: none"> Capture high-intent traffic via keyword targeting Ad copy with strong CTAs: “Book Now,” “Limited Offer”

Campaign Activity

How to get involved



Industry Support



MEDIA

Nearly **100 million advertising impacts** across NI and ROI

Over **100 industry Offers** showcased across various platforms.

Opportunity for the industry to avail of competitive rates to be in the ROI market alongside TNI.

Bespoke print, radio and digital packages negotiated with leading Irish Publishers: The Irish Times and The Irish Independent.



CREATIVE

Campaign toolkit available at tourismni.com

Tool-kit templates and messaging guidelines aligned with campaign messaging and offers

These can be easily accessed on the Content Pool.

Negotiated Rates for Tourism Businesses

THE IRISH TIMES

KNOCK HOUSE HOTEL

 NEW Bereavement Support
 Weekend
 27+28 March 2DBB with
 expert facilitator Monica
 Morley + Sessions &
 Workshops €300pp / €300
 Single

 JANUARY / FEBRUARY
 GOLDEN HOLIDAY
 3DBB €240pp / €240 Single
 4DBB or 5DBB €350pp / €350
 Single

 Bridge Holiday – February
 2026
 8 – 11 February 3DBB +
 Bridge €299pp / €299 Single

 SPIRIT & SOUL HOLIDAY –
 2-6 March 2026
 4DBB €400pp / €400 Single

 EASTER 2026 – Stay 2 nights,
 get 3rd Night B&B FREE
 29 March – 10 April – Excludes
 Sat 4th April

 EASTER LENTEN RETREAT
 2026 – March 2026
 22 - 26 March – €400pp / €440
 Single

 Call now to book, phone 094
 938 8038
 Or Book Online
 www.knockhousehotel.ie

10 x 1 Linage Ads Rate Card €750
 Single Booking Cost €450

10 x - 10 x 1 Lineage ads -
 Rate Card €7500.00
 Booking Cost €2700

Booking REF **TNISPRING2026**

Media Central



Independent.ie

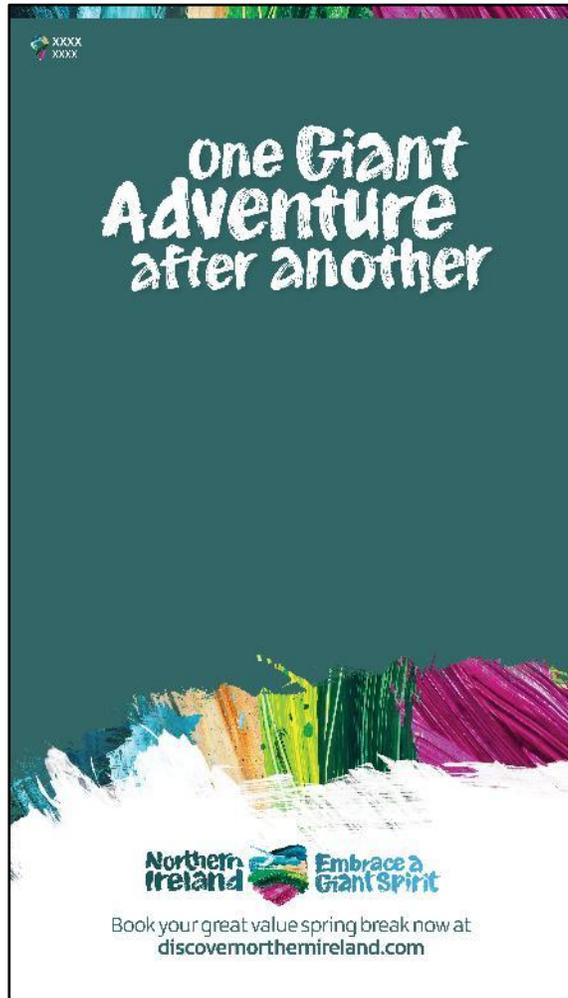
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The UK will see all remaining coronavirus travel measures, including passenger locator forms, on Friday to come to an end. Foreign Office minister says it is a "good old day".

Independent.ie

Industry Offers Template



XXXX
XXXX

one Giant
Adventure
after another

Northern Ireland  Embrace a Giant Spirit

Book your great value spring break now at
discovernorthernireland.com



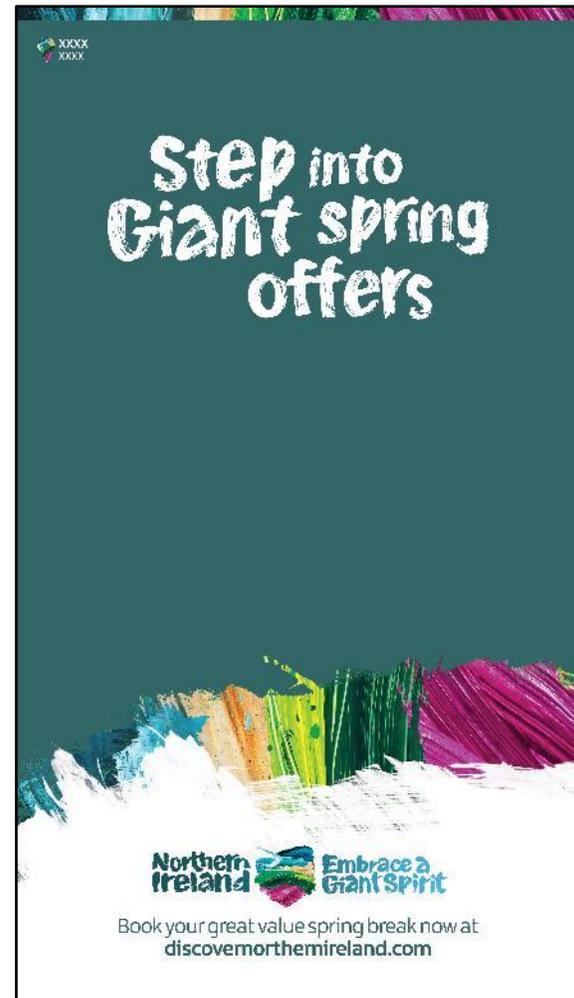
XXXX
XXXX

one Giant
Adventure
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Offers Line:



XXXX
XXXX

Step into
Giant spring
offers

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What's new?

More *discoverable* content and products as a year wide destination

Improved UX
- Navigation
- Search & Filter Function
- Learn More Image Buttons

Interactive Regional Map

Intuitive Journey Planner

- You Smart Thing

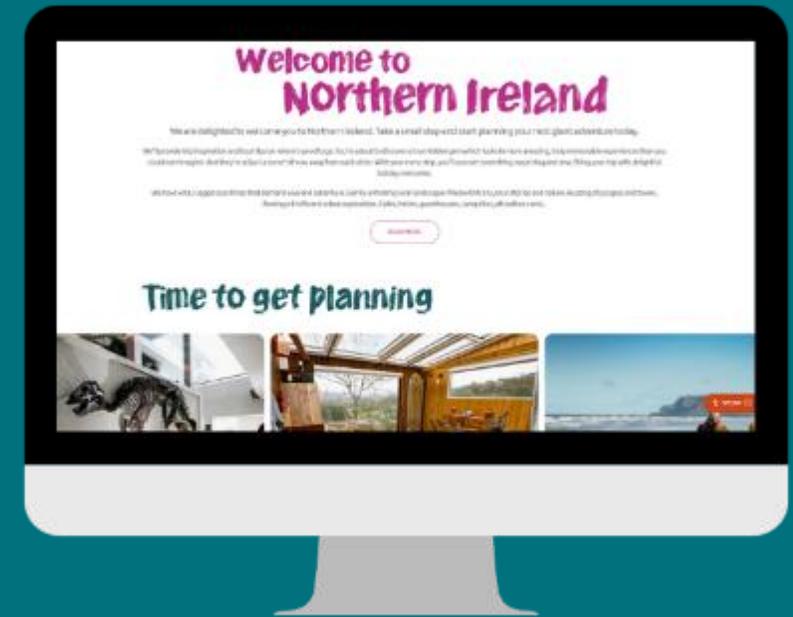
Fresh, Clean, Attractive, Brand aligned design
- Social Media Integration

AI Powered Chat Bot

- to launch later in Feb

Top Tips

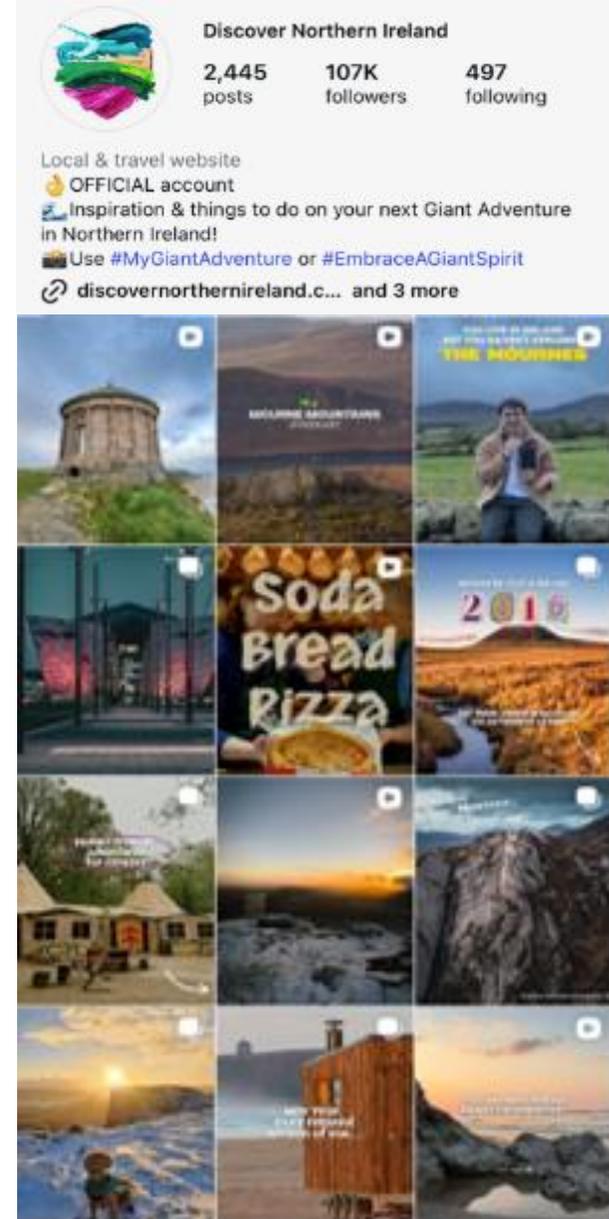
1. Create a listing by following the ‘Sign up’ link on tourismni.com
2. Update your listing regularly – at least twice a year
3. **Add event listings too** as these are promoted by Tourism NI across their marketing channels
4. Also detail who the experience is suitable for – **align with our customer segments**
5. Include helpful details, including transport and parking information, facilities available and insider tips
6. Include contact information, including a contact email, web URL and booking details
7. **Check Google Search** for FAQs to address within your listing description (the “People Also Ask” suggestions)



Social Channels

- **Share high-quality photos and videos** with us - strong visuals are far more likely to be featured. Video should be portrait (9:16) with no text on screen.
- **Invite us to visit** - especially for food & drink providers or activities where we can capture fresh video content for use on our channels.
- **Let us know if you think your product fits an upcoming theme or opportunity** - eg Valentines/Easter holidays/Sustainability/Dog-Friendly
- **Keep your DNI listing fully up to date** - especially with strong imagery and accurate details.
- **Ensure events are listed on DNI** - we do not promote events that aren't listed on the website.
- **Understand that submission/getting in touch does not guarantee promotion** - but providing quality content ensures you're considered when relevant.

Contact v.mcmurray@tourismni.com



Stronger Together

A guide to awakening our Giant Spirit

When we work together,
our content is much more
impactful.

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

Northern
Ireland
Embrace
a Giant
Spirit



Maximising Campaigns



Avail of the **special industry media rates**



Use the **templates provided to showcase your offers**



Think about how you can
align your activity with the weekly rotations



Tag us in social. Use #embraceagiantspirit



Share your **PR stories**



Update your offer and listing on
discovernorthernireland.com



Download the campaign toolkit
from **tourismni.com**



Use the **content pool**

Contact details

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NI PR

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Digital Marketing Manager

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Content Pool Help?

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ROI PR

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Social Help?

Victoria McMurray
v.mcmurray@tourismni.com



Maximising Marketing Masterclass



Patrick McConville

TBWA





TOURISM
NORTHERN
IRELAND

Know the Visitor,
Win the Choice!

TBWA Ireland



What's this all about?

How **insight-led marketing**
can help tourism and hospitality
compete **smarter** and **stronger**.

Embrace a Giant Spirit

1. Why **insights** matter more than ever
2. Our **visitor segments** & what motivates them
3. **Mindsets** & how to make the most of them



1 Why insights matter more than ever

Why insights matter more than ever

**We are now competing
with international travel
more than ever.**

Travel Taken & Intent - Abroad versus Closer to Home

Trip Type	Northern Ireland	Republic of Ireland	Abroad
Already taken a trip in 2025	20% (short or long break)	44%	52%
Would consider a short break (1–3 nights)	17%	20%	36%
Would consider a longer break (4+ nights)	6%	11%	23%

Why insights matter more than ever

Visitors are:
More selective
More value aware
More emotionally driven

58% expect to be more price-conscious over the next 12 months.

44% in ROI and 42% in NI cite cost-of-living increases as a barrier to taking a trip in NI.

Why insights matter more than ever

Key Insight

People aren't just thinking
“can I afford this break”
they are asking
“is it worth it?”

75% are willing to pay more for experiences with better reviews

NI trips are judged on the feeling as much as the features:
95% of NI visitors say their trip met/exceeded expectations.

Top motivations are emotional:
relaxation (55%), bonding time (33%), escapism (33%)..

**Heightened visitor expectations
and a noisy market means
it's getting harder to get chosen.**

Why insights matter more than ever

Key Insight
**People are trading
down on duration but
trading up on emotion**

- Understanding **WHY** people chose is more important than simply **WHAT** they choose
- Businesses that tap into the visitor mindset will outperform those that just describe their offering



2 Our Visitors Segments & what motivates them

Our segments and what motivates them

Northern Ireland Domestic Segments



ASPIRING FAMILIES

30% of market

Together-time that feels enriching. Fun, discovery and activities everyone can get stuck into.



NATURAL QUALITY SEEKERS

15% of market

Quality escapes (coast/countryside/city) with great food & drink, culture and a relaxed pace.



SOCIAL INSTAGRAMMERS

15% of market

A 'hot' break with buzz, novelty and shareable moments. See it, do it, post it.

Our segments and what motivates them

Northern Ireland Domestic Segments



**ACTIVE
MAXIMIZERS**

33% of market

High-energy 'make the most of it' trips - packed itineraries, adventure, variety and surprises.



**OPEN-MINDED
EXPLORERS**

15% of market

Curious explorers seeking authentic culture, landscapes and meaningful local connection.



**INDULGENT
RELAXERS**

11% of market

Slow, comfortable indulgence: nice accommodation, good food, shopping and low-effort pleasure.



3 Mindset Shifts & how to make the most of them

Segments as mindsets, not labels.

**Segments are more than
demographics, they are
the way visitors see the world,
and think about their free-time.**

Shorter, more considered breaks

Key Insight
People are looking for shorter stays with bigger impact

- A growth in 1-2 night stays and daytrips
- Decline in longer domestic stays
- Planning windows are shorter and more last minute

Help visitors ‘join the dots’

Integrating itineraries into your marketing helps visitors to maximise their experience so they **stay longer and do more.**

Shorter, more considered breaks

Key Insight
**Price matters, but
feelings matter more**

- Visitors are cost-conscious
- BUT, they will pay for quality, warmth, uniqueness and a story worth telling
- They are trading down on duration but trading up on emotion

Key mindset & behaviour shifts

1. Shorter, slower, deeper, more considered trips
or
2. Shorter, more intense, experience-filled trips

**Value is
Emotional**

**Embrace a
Giant Spirit**



Mood-geisting + buying into feelings

As a push back against feeling overwhelmed by modern pressure, people are seeking out experiences that are more authentic, immersive and rewarding.



Leading brands are tapping into this in their marketing to get closer to consumers.

Northern Ireland's Experience Brand is already rooted in emotion

Northern
Ireland

Embrace
a Giant
Spirit



OUR BRAND PROMISE

“By sharing our giant spirit with our guests we will awaken something giant in them too.”

HOW WE DO THIS

Our Big-hearted Spirit

Our Creative Spirit

Our Story-telling Spirit

The Spirit of our Land and Sea

Where can we win?

Emphasise the most
emotive aspects
of your experience
in your marketing.

PERSONAL
TOUCHES

LOCAL
KNOWLEDGE

FEELING OF
WELCOME

“ONLY IN NI”
FEELING

Ask Yourself

**How do my guests
want to feel?**

&

**How does my
experience make
them feel?**



**Build your marketing
messages and
media activity
around this**

Remember

**Your experience can serve
multiple mindsets.
The difference comes
in how you frame it.**

3 things to take away

1 Sell the **Feeling First**

Build marketing around how your visitors want to feel.

2 Make the most of Northern Ireland's Bigger Emotional Story

Ask "what feelings does my experience
awaken in the visitor."

A Big-Hearted welcome
Immersion in Land and Sea
Local Story-telling and Character
A sense of Adventure & Exploration

3 Make your offering part of **something more**

Integrate visitor itineraries into your marketing
to give them more reasons to
stay longer and experience more in your area

4 Think in **Mindsets**
(what visitors really want)
that match **Moments**
(how they want to feel / your experience)
and use **Messages & Media** to
deliver this (the right message at the right time.)

Embrace a Giant Spirit

Insight-led marketing will help you
compete on feelings,
not just price and budget.

Maximising Marketing Masterclass



ARDMORE GROUP



At Ardmore we leverage data and consumer insight to give our clients **Media Advantage** in their markets, to solve their challenges and to deliver spectacular results.

Ardmore Group are members of WPI – Worldwide Partners, 90 agencies in 40 countries with a wealth of experience in the Travel Sector.

All Ireland Media Awards – Brand USA – Visit USA – Silver – International Category.
 TNI – AIM Awards – 2022, 2023, 2024 and 2025 – Best Large Media Campaign 2024 (Bronze), Best Use of Print and Digital 2023 (Bronze), & 2022 (Gold). Best Medium Media Campaign (2022)





Joanne McKendry Media Director

- Key clients: Tourism NI, Visit Belfast, Causeway Coast and Glens, Armagh & Banbridge District Council as well as DP World Tour on all their UK and Ireland events
- 30 years of cultivating relationships with media suppliers across the UK and Ireland. All Ireland Media Planning Awards for TNI in 2022, 2023 and 2024.
- Long standing relationships with leading media publishers across the UK and Ireland including: ITV, Sky, Channel 4, RTE, Virgin Media, Media Central Group, Bauer Media, Clear Channel, JCDecaux and Reach, among many others.
- Leverage buying power across the Ardmore portfolio of clients to deliver the best value for TNI through sizeable discounts off rate card but also premium positioning in peak listening dayparts on radio, early right positioning in press, in top programming on BVOD players.



Data Driven Planning

To fuel our audience understanding and media planning-Ardmore has invested heavily in an innovative media buying and audience insight tech stack. This extensive suite of research tools has been used to mine for audience insights. **Target Group Index (TGI) is the gold standard market research tool to understand consumer behaviour, attitudes, and motivations.**

We are experts in:

- Audience and Media Strategy
- Audience Behaviour Trend Analysis
- Channel Neutral Media Planning and Buying
- Marketing Effectiveness
- Leveraging global, cutting-edge media and audience research tools.

Audience Analysis	TGI ²   
Competitor Analysis	 
TV Buying	
Cinema	
Out of Home	 
Radio	
Press	TGI readership & Press Optimisation
BVOD & Digital Display	Trackable Urls

Culturally & Contextually Attuned Planning

Ardmore x Visit PA

In 2025, the NFL hosted its first ever season game in Ireland on Sunday 28th September. This was the perfect opportunity to promote, our client 'Visit Pennsylvania' to the Ireland audience. For the launch execution we leveraged the cultural furore of the first Oasis tour in a decade, harnessing all prominent out-of-home sites in proximity of the concert venue in Dublin, along with a fleet of Digi-van vehicles.

We then continued to build momentum across digital OOH up to and during the event, with premium placement at Commuter hubs and arterial traffic routes. 'Off the Ball' radio spots, sports news bulletin targeting on radio and a full promoted social content plan.

Our campaign reached 78% of the Dublin audience with a frequency of 12 and over 14 million impacts.



Culturally & Contextually Attuned Planning

Ardmore X LVCVA

Ardmore identified an opportunity in the UK to promote Las Vegas as a tourism destination during the launch and opening weeks of the blockbuster F1 movie. Negotiated bonus admissions in Superman and Jurassic World.

Despite significant challenges around budgets and US travel sentiment. Ardmore aligned content with cinema screenings, when movie hype was highest, and for the modest investment delivered 60 second copy to over 2, million cinema-goers over 3 weeks.

[LVCVA F1 Cinema Ad](#)



Media Planning & Buying

**Tourism Northern Ireland
Active Maximiser ROI Campaign**

Understand the Audience

Active Maximisers - Day in the life

EVENING

TV, SVOD AND VIDEO CONTENT

RTE 1 – 38%

VM1 – 34%

Netflix – 63% (10% with ad subscription)

65% watch BVOD every week

25% live in a Sky Household

DOUBLE WHAMMY AUDIO & OUTDOOR

MORNING

1ST MEDIA CONSUMPTION OF THE DAY

100% OWN A SMARTPHONE

Instagram 86%

Facebook 71%

WhatsApp 84%



LUNCHTIME

CATCHING UP WITH LATEST NEWS AND SOCIALS

Print:

Irish Times 55%

Irish Independent 26%

Online:

Irish Independent 49%

Irish Times 40%

OUTDOOR

COMMUTING TO AND FROM WORK

Bus Externals – 29%

Adshel – 32%; Billboards 29%

Bus Internals – 25%

OOH & RADIO EXPERIENCED TOGETHER

AUDIO

IN- CAR, AT HOME OR WORK

Spin FM – 31%

2FM 29%

FM104 – 27%

67% on Spotify (21% on Free Plan)

Active Maximisers - Lifestyle Statements

ALWAYS ON CONNECTION

I couldn't live
without my
Smartphone
(Index: 149-40%)

HUNGRY FOR INSPIRATION

I am always looking
for inspiration on
where to go for
holidays or short
breaks
(Index 210,32%)

PRESS -LOCAL COMMUNITY CONNECTION

I value the local
paper because it
covers local news.
(Index 115;59%)

POWER OF OOH FOR DR

I have researched a
product or brand
after seeing an OOH
poster
(Index 146; 50%)

POWER OF RADIO ADS

I often notice radio
advertisements
(Index:133; 43%)

TNI Media Planning & Buying Active Maximisers campaign

Contextual TV Spot Positioning

How we target our AM audience

Sky Food Partnership

This is the generation who love to photograph their food when at the new ‘vibe’ restaurant or when on holiday to fuel their Instagram feed.

Food is a top interest category; 50% said they regularly read food content online. (ROI TGI 2025)

First in Break positioning in Top Food and cookery shows on Food Network, TLC and W.

Top 12 Shows on Sky Food Network



Diners, Drive-Ins & Dives



The Pioneer Woman



Man v Food



Barefoot Contessa



Be My Guest with Ina Garten



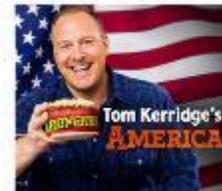
Mary Berry Cooks



The Hairy Bikers' Comfort Food



Rachel Khoo: My Swedish Kitchen



Sky and Virgin AdSmart - Mosaic & Geo-targeted Buy Cost Efficient, Laser Targeted

We laser target to our audience through buying mosaic audiences aligned with our 'Active Maximiser' segment.

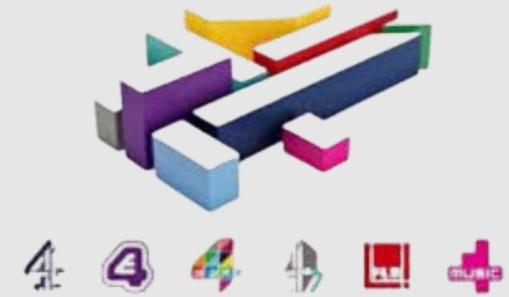
Sky has 48 Irish Opt out channels and Virgin has 4 channels. Two leading broadcasters.

Geotarget to Dublin, M1 corridor and border counties.

Ensures cost efficient and targeted delivery.



C4 Group - Peak buying Strategy



Channel 4 in ROI gives access to 4 stations with C4 and E4 skewing younger with reality, property, foodie and general lifestyle content.

Monday – Friday, we have a post 6pm buying strategy and then all dayparts at Weekends.

Top Programming:

- GBBO
- Gogglebox
- Phil and Kerstie's Love it and List It
- Trespasses
- Say Nothing

Channel	Content Focus
Channel 4	General entertainment, drama, factual, major originals. Strong reach in 16–34 audience.
E4	Youth entertainment: reality, comedy, drama imports. Flagship: Love Island, Married at First Sight UK, Big Bang Theory.
More4	Lifestyle, factual, documentaries, premium non-fiction. Irish opt-out ad feed available.
Film4	Movies: British, indie, Hollywood blockbusters. Film premieres and curated strands.



BVOD - Amplify TV Buy -Un-skippable

- 65% of Active Maximisers watch a BVOD platform every week.
- 70% of viewing is on the big screen so no loss of creative impact.
- Geotargeted.
- Target to lifestyle and escapism content as well as Top Trending Programming.
- Capture younger demos on C4 : Married at First Sight, Below Deck, Celebs go Dating
- Virgin have streaming juggernauts 'I'm a Celebrity-Get me out of Here' and 'Love Island' and RTE home to 'Traitors'
- For our Spring campaign, we are aligning with the timing of the broadcast of 'Knight of the Seven Kingdoms' on Sky

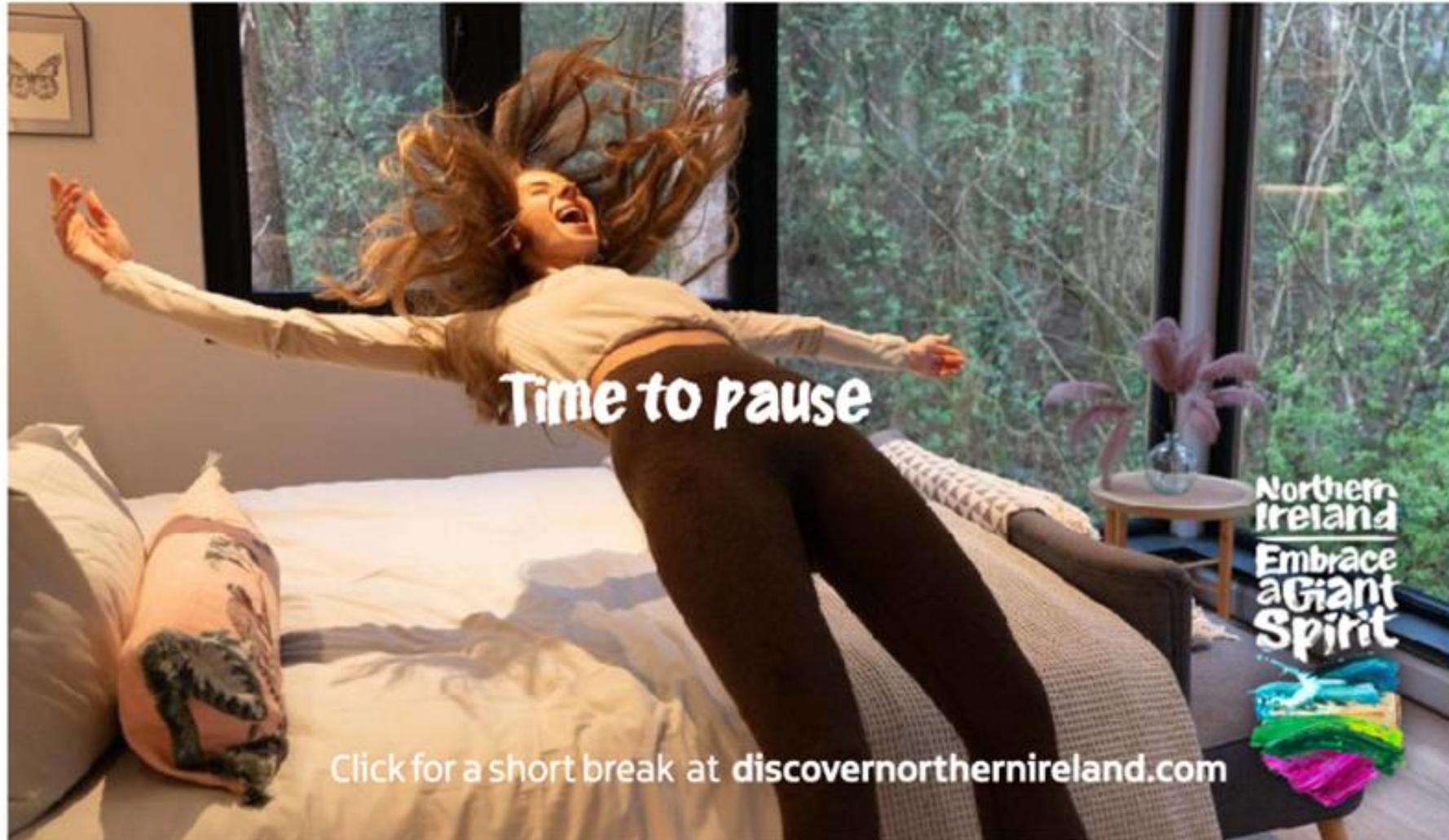
Watched in the Last Month	All Adults	Active Maximisers
RTE Player	37.5%	33%
Channel 4 (Formerly All4)	27.8%	30%
Virgin Media PLAY	23.5%	23%
TG4 Player	15.7%	14%

BVOD - RTE Drama Boxset Sponsorship

- RTE player is the most popular BVOD player in ROI, averaging 11 million streams a month.
- This is the opportunity to own the most popular Boxset content on the streamer.
- 10sec stings positioned in the top streamed content.
- 800,000 impressions delivered in 1 month.



AdPause - Great BVOD innovation



2.8 million Irish consumers notice OOH advertising every week.

67% of our Active Maximiser audience notice OOH ads ROI TGI 2025.



‘Make a Statement OOH’-Digital Bridges



- There are 1.4 million commuters in Ireland.
- Our Active Maximiser audience spend 9 hours a week travelling, greater exposure to OOH formats.
- Located on key arterial traffic routes in Dublin.
- Drumcondra-Connects **Dublin city centre** to **Dublin Airport**, M1, and northern suburbs.
- Amiens Street-Serves **Connolly Station**, IFSC, and docks area.
- Pearse Street -Links city centre with **DART stations**, Trinity College, and south docklands and North Strand.
- North Strand Road –East to West Commuter Route



240 Sheet - EPIC Formats



Commuter Targeting - Connolly Station Gallery



- 10 digital screens located at the highest footfall stations in Dublin.
- Connolly –North/South Gateway
- 626,000 footfall every 2 weeks
- Pearse Street Station - 444,000
- Tara Street Station-270,000
- Grand Canal Dock – 98,000- close to Dublin Docklands (often called **Silicon Docks**)- Meta.Linkedin, Tik Tok, Google, AirBnB all have their offices in this area.



Digi-Shelters - Take the message to all key Dublin Suburbs

- Used census data mapping to identify the Dublin Suburbs with high density of young families, singledons and couples



Enniskillen Castle



The Gobbins



Titanic Museum



Luas Portraits Green Line

- 50% of Active Maximisers researched a product/service on their phone after seeing it on an OOH format.
- Luas internals – perfect positioning- Dwell Time and Opportunity.
- Green Line – 95,000 people a day
- 35 Stops – travels from North to South with key stops at Trinity, St Stephens Green , Dundrum and Sandyford.



**We are Vertigo -
Indoor Sky Diving**



Cycling in the Mournes



Special OOH Event Targeting - Aviva Stadium - Six Nations Rugby

- 51% of Active Maximiser said they would be likely to attend a Six Nations Rugby event.
- Perfect premium environment.
- 51,700 Fans crowded into the stadium.
- AB profile audience
- Ads played to the audience pre the match, during half time and post the games and also played across the 170 screens in the stadium.



3.47 million listeners (15+) tune into radio every DAY - 80% of all adults.

JNLR 2025

69% of Active Maximisers listen to radio every DAY in ROI.

ROI TGI 2025



Spin Weather Sponsorship

Frequency, Topical Tactical messaging - Combatting lack of knowledge

- Spin is the top station for the 'Active Maximiser' audience.
- 62% of the audience are 15-34.
- Broadcasts to the Dublin heartland audience.
- We sponsored the contextually relevant, high frequency Weather platform.
- 12 bulletins every day – 8 at the weekends
- Each bespoke sting promoted a myriad of experiences i.e. Surfing today on the beautiful Causeway Coast with Long Line Surf School, or a topical festival.
- Tactical stings which drove home the value proposition with a call out driving the audience to discovernorthernireland.com bespoke page with family offers.

Listened to in the Last Week (ROI TGI 2025)	All Adults	Active Maximisers (20-35)
Spin 1038	16%	31%
RTÉ 2FM	28%	29%
FM 104	17%	27%
98 FM	16%	24%
Newstalk FM 106.8	28%	22%
RTÉ Radio 1	34%	22%
iRadio (i105-107)	11%	18%
Dublin's Q102	13%	18%
Sunshine 106.8 FM	12%	17%

912 stings over 3 months
Reach: 297,000 ROI Adults with an opportunity to hear of 34.



3.29 million listeners (15+) tune into digital audio every week - 76% of all adults.

JNLR 2025

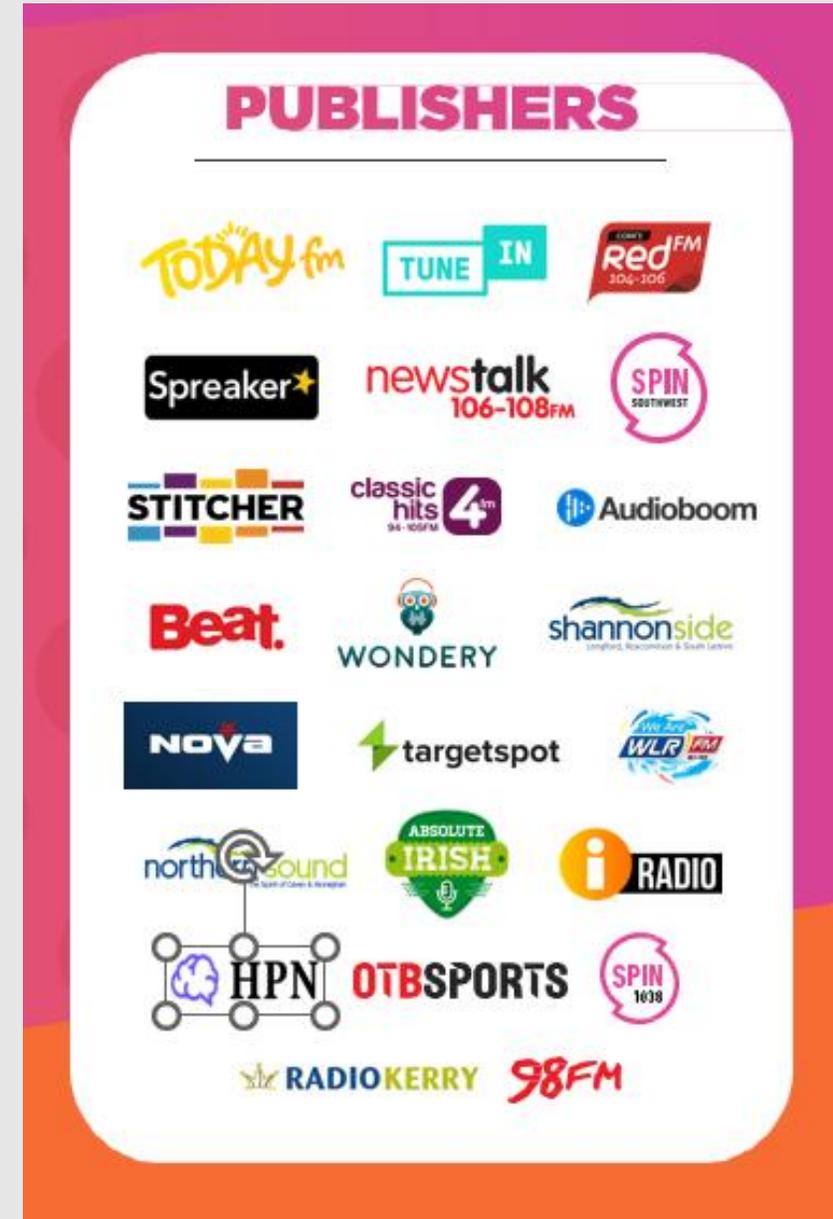
66% of Active Maximisers listen to digital audio every week in ROI.

ROI TGI 2025



Digital Audio Platforms - Ads & Live Host Reads

- Audio XI: Largest Digital Audio Supplier in ROI Market
- 30 second ad with companion MPU targeting the AM audience streaming podcasts, Bauer & Media Central Stations and Music.
- 28 Radio Stations
- Today FM, NewsTalk 98FM, i-radio , Beat and Spin
- 45 Music Streaming platforms plus
- 90 podcasts
- 66% of 'Active Maximisers' listen to podcasts regularly.
- PLUS Live host reads in all catch up content for Today FM – 'Ian Dempsey Breakfast Show' , 'The Last Word with Matt Cooper' – Longer time length, immersive part of the content



A pair of black-rimmed glasses and a magnifying glass are positioned over a background of newspaper text. The magnifying glass is held over the right side of the glasses. The background text is a dense grid of small, mostly illegible newspaper columns. The main text is a large, bold, dark blue headline that reads: "Through TGI research, we identified two of the leading powerhouses in print and digital publishing that reached our target audience, in a trusted editorial environment with the opportunity to unpack the 'NI story.'" data-bbox="37 181 987 574"/>

Through TGI research, we identified two of the leading powerhouses in print and digital publishing that reached our target audience, in a trusted editorial environment with the opportunity to unpack the 'NI story.'

We planned tactically, timing the inserts in the Saturday and Sunday magazines

- The perfect lifestyle contextual environment – TGI data confirmed that ‘food & drink’ and ‘travel’ were top interest categories for our audience.
- For young families, weekends were the one time of the week when they had the luxury of time to read the paper with their busy lifestyle dominated by work and children.
- We were capturing our audience in positive escapism mindset, so tactical positioning in weekend lifestyle magazines.



Travel Inspirational Advertorials - Derry

Showcase

Outdoor Experiences - Oakfire Adventures



Paddleboarding & Coasteering



Advertisement Feature
Place & Date
Derry

A warm welcome in the Walled City

Great Value Short Breaks from £60pp*

No matter where you set foot in the Walled City, there's a wealth of things to do for families of all shapes and sizes. Steeped in rich old town history – and of course plenty of adventure – Northern Ireland's Walled City is ideal for the perfect mix of city breaks and thrilling exploration. Best of all, the city is easily covered on foot (even for the little ones) and you're only a small step to more giant adventures just outside the city walls.

Oakfire Adventures
Oakfire Adventures is a mecca for thrill seekers who love canopy high tree-top crossings, free-fall tarzan swings and riding super fast very long pipes. This is grown-up fun in the great outdoors.

Fat and Wild
If the sound of bubbling paddle boarding and canyoneering excites you, Fat and Wild is a bespoke outdoor activity centre to give you heart racing. As a local favourite of teenagers, your guide will happily adapt the activity to your family's age and level of experience. If you're not staying, Fat and Wild also offer cycling, safe climbing, and boomerang tours around the city. You can discover and explore at your own pace and there's plenty of seats to stop-off for a hot drink and amassing the way.

Tower Museum
Why not combine a family Wild cycle tour with a stop at the famous Tower Museum? Get to know the city through the ages, spanning even further back than our 1400-year-old walls. With discovery zones, interactive centres, and learning programmes, there's enough to keep even the youngest of us interested in its story.

The White Horse Hotel
The White Horse Hotel is the perfect choice with its quiet family rooms, swimming pool and fun family facilities. It's so something for everyone, whether it's shopping in the local boutiques and craft shops or spending some precious time in the family exploring the 400-year-old walls. The hotel's location just 20 minutes' drive from the city centre means that there are plenty of things to do within the walls too.

Book your next giant adventure at discovernorthernireland.com

Northern Ireland Embrace a Giant Spirit
discovernorthernireland.com

*Based on a two night, 1 night full bed (parent sharing) information and who is based on standard prices.

Value Proposition



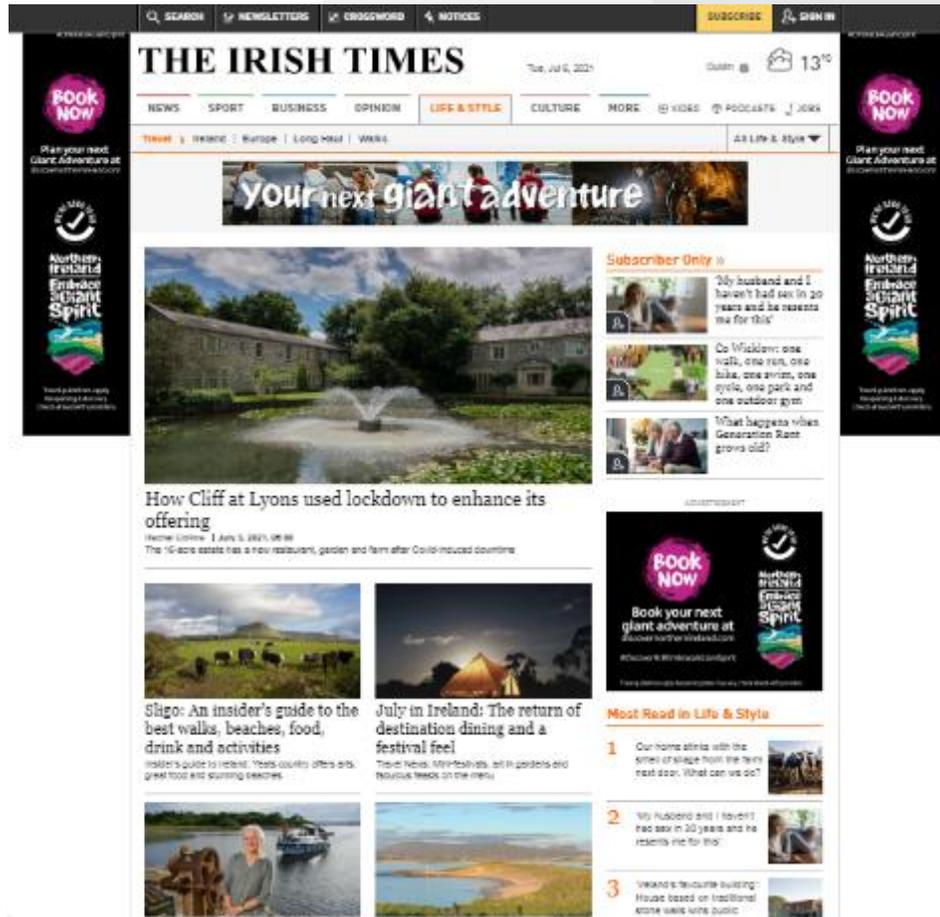
History – Tower Museum



Budget Family Hotel



Digital -Contextual & Audience Targeted



Top News sites visited in the last week	Open-Minded Explorers	Indulgent Relaxers	Active Maximisers
Independent.ie	45%	49%	47%
Irishtimes.com	39%	40%	40%
breakingnews.ie	37%	36%	24%
Irishexaminer.com	29%	28%	31%
Mail Online	18%	27%	29%
evoke.ie	12%	20%	12%
extra.ie	12%	15%	13%

- Digital Display targeted to a travel interested audience.
- Native content – long form articles with social posts.
- Social Post amplification.
- Competitions – Data Capture.



Campaign Performance Measurement - Cycle of Learning and Insight Building

TV	VOD	OUTDOOR	RADIO	DIGITAL DISPLAY MEDIA PARTNERSHIPS NATIVE CONTENT
<ul style="list-style-type: none"> • Target ratings v's actual ratings • Centre/ End break delivery • Top programming % • Daypart analysis • Cross analysis with Google Analytics – traffic. 	<ul style="list-style-type: none"> • Impressions delivered v's target • Clicks and CTR • Top programming • Top daypart • % delivery by device 	<ul style="list-style-type: none"> • JNOR – coverage and frequency • Photo report • Damages report • Posting report • Pinpoint/ Census – audience insights • target mapping • Share of Voice 	<ul style="list-style-type: none"> • Spot plans • RAJAR coverage and frequency • Daypart - % commuting drivetime • Social post impressions, clicks, CTR and engagements 	<ul style="list-style-type: none"> • Impressions / reads • Clicks, CTR and engagements • Average dwell time • Benchmark performance • Social post impressions, clicks, CTR and engagements • Cross analysis with Google • Analytics – traffic / quote • v's conversion



Industry Opportunities





Active Maximiser Media Opportunities

5K BUDGET	10K BUDGET	20K BUDGET
<p>DUBLIN & BORDER RADIO STATIONS SPIN 1038, i-RADIO.</p> <p>DIGITAL AUDIO WITH AUDIOXI, AUDIOONE TARGETED TO TRAVEL INTERESTED AUDIENCE.</p> <p>QUARTER PAGE PRESS ADVERTS IN IRISH TIMES AND DIGITAL DISPLAY</p> <p>DIGITAL DISPLAY ADS ON INDEPENDENT.IE, HER.IE, JOURNAL.IE, JOE.IE, DAILY MAIL, EVOKE , ROLLERCOASTER</p>	<p>RTE 2 FM RADIO SPOTS- NATIONAL STATION FM104 RADIO SPOTS ON AIR COMPETITION</p> <p>DIGITAL OOH CAMPAIGN ON TRANSVISION SCREENS AT CONNOLLY, PEARSE AND BUSARRAS STATIONS</p> <p>NATIVE CONTENT WITH SUPPORT SOCIAL WITH IRISHTIMES OR INDO WITH TARGETED DIGITAL DISPLAY</p> <p>EVOKE SOCIAL DISPLAY – TAKE SOCIAL POST, CONVERT TO DIGITAL DISPLAY AND NETWORK ACROSS THEIR SITES.</p>	<p>SKY/VIRGIN MEDIA ADSMART CAMPAIGN GEOTARGETED TO GREATER DUBLIN</p> <p>BVOD CAMPAIGN ON RTE PLAYER, VM PLAYER, CHANNEL 4 STREAMING ADPAUSE CAMPAIGN ON VIRGIN/C4</p> <p>CONNOLLY GALLERY , PEARSE STREET GALLERY – 10 DIGITAL SCREENS</p> <p>COMMUTERCARD PACK – BUS A2S, DART COMMUTERCARDS AND LUAS PORTRAITS.</p>





Open Minded Explorers Media Opportunities

5K BUDGET	10K BUDGET	20K BUDGET
<p>NATIONAL RADIO STATION FROM RTE STABLE – LYRIC FM</p> <p>CLASSIC HITS 4FM.</p> <p>CLASSIFIED ADVERTS IN IRISH TIMES</p> <p>IRISH TIMES AND IRISH INDEPENDENT QUARTER PAGE AND DIGITAL PACKAGE</p>	<p>NEWSTALK & TODAY FM SPOT ADVERTISING</p> <p>RTE DIGITAL AUDIO BUY.</p> <p>PACKAGE BUY: IRISH TIMES HALF PAGES IN WEEKEND, SOMETHING FOR THE WEEKEND COMPETITION ONLINE, AND IN EZINE PLUS DIGITAL DISPLAY</p> <p>OOH – DIGISHELTER CAMPAIGN TARGETED TO THE HOUSEHOLDS ALIGNED WITH OME AUDIENCE</p>	<p>SKY/VIRGIN MEDIA ADSMART CAMPAIGN GEOTARGETED TO GREATER DUBLIN PLUS MOSAIC PROFILE AUDIENCES ALIGNED WITH OME AUDIENCE- 'ESTABLISHED WEALTH' AND 'SENIOR OWNERS'</p> <p>RTE PLAYER CAMPAIGN TARGETED TO TOP TRENDING PROGRAMMING.</p> <p>RADIO PROMOTION ON TODAY FM IN THE IAN DEMPSEY BREAKFAST SHOW PLUS AIRTIME PACKAGE.</p>



Maximising Marketing Masterclass



Lavineea Morris

SAATCHI



Turning Inspiration Into Bookings



Digital Is The New Travel Agent



Inspiration Starts Online

65%

of UK travelers have booked a trip based on what they saw online

55%

say short videos and images influence their travel decisions

The Traditional Travel Model Has Been Reversed



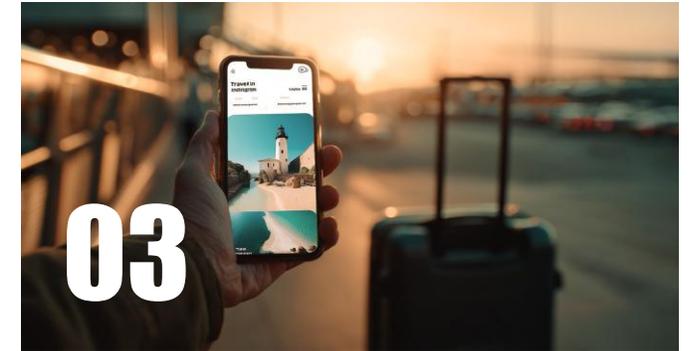
There has been a shift in travel discovery

Travelers now discover destinations through social media rather than traditional planning methods.



Destinations compete for attention

Destinations compete with entertainment platforms and viral content for traveler attention.



Today's reversed travel model

Trips now find the traveler, reversing the traditional search-driven approach to travel planning.

Social Media Platforms = Travel Inspiration



±50%

of UK TikTok users
search for travel
content weekly

60%

of users have visited
a destination they
saw on TikTok

410%

growth in travel
content views on
TikTok since 2021

18%

booked directly after
seeing content on
TikTok

Social Media Platforms = Travel Inspiration



68%

of travelers say
Instagram inspires
where they want to go

55%

of travelers say images
influenced their travel
booking decision

53%

say Reels directly
influenced their travel
decisions

67%

of 'travel engaged
audiences' use
Instagram to shortlist
destinations

A vintage station wagon is parked on a rocky outcrop in a dense forest. A person is sitting on the roof rack, which is loaded with gear. The scene is misty and atmospheric, with tall evergreen trees surrounding the vehicle. The overall mood is serene and adventurous.

Domestic Travel Is Growing

Domestic Travel = A Profitable Segment To Prioritize



Domestic is more valuable than inbound tourism

In 2024, UK domestic tourist spend was £87.7bn. Nearly 3× the value of inbound tourism.



Sustainability influences decisions

Commitment to sustainable travel rose from 28% to 33% since 2023.



Indulgent domestic travel is accelerating

The UK staycation market is forecasted to grow at 6.1% CAGR to 2035.



It's Not About Demographics, It's About Motivations

Case Study: Visit England

Visit England focused on travel as participation, not consumption proving that motivations (belonging, contribution, pride) outperform demographics when driving domestic travel consideration.

Host communities score 20% higher on pride, connection and empowerment when tourism is perceived as positive and purposeful.

Their digital media approach focused less on destination glamour and more on human-centered storytelling.



Case Study: Tourism Northern Ireland

From Segments to Scalable Audiences



Indulgent Relaxers

- + Most likely segment to take a 'romantic' break as their next break
- + Prefer to stay in large comfortable hotels
- + Like to 'indulge' themselves when on a break
- + Enjoy good food and music
- + Motivated by the opportunity to spend time with family or friends on short breaks
- + Interested in shopping opportunities while on a short break

Meta Build

Interests: Organic food (food and drink), Lunch (dining), luxury travel (travel and tourism), GQ, Condé Nast Traveler, First-class travel (travel and tourism business), Boutiques (retailers), Coffeehouses (coffee), luxury (lifestyle content), Boutique hotel, fashion and style (retail), Bars (bars, clubs and nightlife), Boutique Hotel's, Spas (personal care), Resort (travel and tourism business), Condé Nast, Luxury resorts (lodging), luxury store (retail), Weddings (social concept), Restaurants (dining), Foodie (food and drink), Vogue (magazine), Hotels (lodging) or Luxury goods (retail)

OR

Behaviours: Frequent travellers, Frequent international travellers or Engaged shoppers

OR

Relationship Status: In a relationship or Engaged

OR

Life Event: New relationship, Anniversary within 30 days or Anniversary within 31-60 days

A person with long dark hair, wearing a dark jacket, is seen from the side, looking at a tablet device. They are standing in a modern office or control room environment. In the background, there are several large digital displays or monitors, some showing maps and data. The lighting is dim, creating a professional and focused atmosphere.

How To Amplify Your Media Performance For Your Travel Audience

What Does The Digital Travel Journey Look Like On Media?



Dream trigger



TikTok,
Instagram

Consideration loop



Saving,
browsing,
boosted posts

Validation phase



Paid search,
retargeting

Decision moment



Final nudge
through UGC

Loop back



After booking
scrolling and
planning

How To Power Each Stage

Dream Trigger → Build Demand	Consideration Loop → Shape Preference	Validation Phase → Reduce Friction	Decision Moment → Nudge Conversion	Loop Back → Maximise Lifetime Value
Performance Role: <ul style="list-style-type: none"> + Efficient reach + signal creation 	Performance Role: <ul style="list-style-type: none"> + Stay top of mind with the right people 	Performance Role: <ul style="list-style-type: none"> + Answer intent and remove doubt 	Performance Role: <ul style="list-style-type: none"> + Tip the balance 	Performance Role: <ul style="list-style-type: none"> + Reinforce choice + fuel advocacy
Optimise For: <ul style="list-style-type: none"> + Video views + ThruPlay / 2s views + Engagement quality (not just reach) 	Optimise For: <ul style="list-style-type: none"> + Engagement + Landing page views + Saves / time on site 	Optimise For: <ul style="list-style-type: none"> + Search clicks + Cost per landing page view + Assisted conversions 	Optimise For: <ul style="list-style-type: none"> + Clicks + Cost per action + Return visits 	Optimise For: <ul style="list-style-type: none"> + Repeat engagement + Content interaction post-booking + Social sharing signals
In Practice: <ul style="list-style-type: none"> + Use broad or interest-led targeting + Optimise for attention, not clicks + Run multiple short-form creatives at once 	In Practice: <ul style="list-style-type: none"> + Retarget video viewers and engagers + Boost proven creatives, not new ones + Layer messaging (experience → detail) 	In Practice: <ul style="list-style-type: none"> + Align paid search with social messaging + Use Performance Max to catch active planners + Retarget site visitors with reassurance messages 	In Practice: <ul style="list-style-type: none"> + Use urgency-based messaging carefully + Deploy UGC-style creative for trust + Keep formats simple and fast-loading 	In Practice: <ul style="list-style-type: none"> + Keep retargeting light but present + Promote planning and experience content + Encourage UGC and tagging

How To Structure Performance Media That Actually Works



01

Separate inspiration from conversion

Don't ask one ad to do everything. Let top-funnel content breathe. Let bottom-funnel media close.



02

Let data decide not preference

Launch multiple creatives. Kill underperformers fast. Scale what works, not what's pretty.



03

Build momentum, not spikes

Fewer stop-start campaigns. More always-on learning. Better performance over time.

How Performance Media Scales By Budget

SMALL BUDGET Invest On Precision

Do this:

Boost only posts that already perform organically

Target:

Recent engagers

Local or near-market audiences

Optimise for:

Engagement

Landing page views

NO BUDGET Invest On Timing + Alignment

Do this:

Post during live TNI campaign periods

Mirror the campaign theme or experience focus

Encourage tagging, sharing, and UGC

Why it works:

You ride paid reach without paying for it

You benefit from increased search and social demand

MEDIUM BUDGET Invest On Structure

Do this:

Split activity by journey stage: inspiration vs conversion

Run always-on retargeting

Rotate creative every few weeks

Why it works:

You control frequency

You lower costs over time

You learn faster

What Good Performance Looks Like

Instead Of Complicated Frameworks **Keep It Human**



Lower costs because ads feel relevant



Higher engagement because content feels real



Better conversion because doubt is removed



Stronger results because activity connects across channels

A view of a snowy mountain range and a turquoise lake seen through an airplane window. The text "What The Future Holds" is overlaid in white.

What The Future Holds

A person with a backpack is walking away from the camera on a suspension bridge in a dense forest. The bridge is made of metal grating and has a net railing. The background is a lush green forest with tall trees and a misty atmosphere. The text "Travelers No Longer Search They Ask" is overlaid in large white font.

Travelers No Longer Search They Ask

The Role Of AI In Smarter Travel Discovery



01

From planning fatigue to delegated trust

Today's travelers are relying on algorithms because modern travel planning is exhausting. When there is choice overload. AI steps in as a shortcut.



02

AI surfaces destinations that feel right

AI notices what we linger on, not what we search for and connects patterns across inspiration, mood, and intent.



03

If AI can't recognize you, it can't recommend you

AI learns from consistent signals, not one-off campaigns. Absence from these systems equals invisibility by default.

A person wearing a yellow jacket and a backpack is sitting on a mountain peak, using a laptop. The background shows a vast, misty mountain range under a cloudy sky.

Welcome To The Era Of GEO (Generative Engine Optimisation)

Being chosen, not just found

- + Optimising for answers, not keywords
- + Building signals AI can recognise and trust
- + Winning recommendation, not just attention

How AI Chooses What To Recommend

01

Visibility

- + Are you consistently present across platforms?
- + Do people talk about you?
- + Do you show up in multiple contexts?

Paid media creates this signal.

02

Validation

- + Do real people engage with you?
- + Share you?
- + Save you?
- + Review you?

Performance media accelerates this signal.

03

Clarity

- + Are you clearly about something?
- + Food?
- + Adventure?
- + Relaxation?
- + Culture?
- + Or are you vague?

Segmentation + creative discipline create this signal.

Why Paid Media Matters More — Not Less

Paid media is no longer just about clicks or conversions. It's about **training the ecosystem.**

What paid performance now does:

- + Amplifies real stories so AI sees them
- + Creates consistent signals across platforms
- + Teaches algorithms who you're for
- + Feeds data back into search, social, and AI layers



From Campaigns to Signals

Old World:

- + Campaigns
- + Bursts
- + Big reveals

New world:

- + Signals
- + Consistency
- + Momentum

The Real Competitive Advantage

The future belongs to destinations that are easy to understand, easy to find, and easy to recommend — by humans and machines.

Northern Ireland already has the story. Digital performance is how we teach the world — and the algorithms — to tell it back



M+C SAATCHI
PERFORMANCE

Thank You



Maximising Marketing Masterclass





Tourism NI x Jago

How to choose, use and maximise influencer content effectively

3rd February 2026



**TOURISM
NORTHERN
IRELAND**

What we will cover...

- The influencer landscape
- Identifying and engaging influencers
- Rules, trends and best practices
- Examples of our success and case studies



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Influencer Landscape



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The Influencer Landscape

- With a global market share at \$32.5BN in 2025, influencer marketing is **very much here to stay**. It has moved from a tactical experiment to a multi-billion pound global industry, a sophisticated and powerful pillar of the modern marketing mix.
- Orla Twomey, Chief Executive of the Advertising Standards Authority for Ireland, said that influencer marketing had **accelerated exponentially in recent years**.
- A recent survey found that influencer marketing budgets **spiked 171% last year**, ballooning more in one year than in the previous three combined.

Influencer marketing has shifted from a novelty to a **vital component of many marketing strategies**. Success is rooted in **transparency and authenticity**, with a **very engaged audience**.



The Landscape

- Messaging is being delivered **through creators that target audiences trust**, in a tone and format they enjoy.
- Influencers can provide a level of authenticity that traditional advertising simply can't match. According to a report from Klear, these campaigns have a **ROI that is 11 times better than conventional digital marketing**.
- A recent study showed that 87% of marketers use influencer marketing to create **authentic content**, which can lead to higher engagement and better brand recognition.



Benefits of working with influencers

1. CREATIVE CONTENT

Within the travel and tourism sector, often the influencers you want to work with are content creators. Rich visual content to put your destination, product or experience in the best light.

They are able to **create inspirational content** specifically tailored for both their channels and your channels, in a **cost-effective way**.

Content can be:

- **Short form content** – social media posts/stories; reaching the desired audience, with links for further information
- **Long form content** – blog posts and vlogs; greater longevity, more in-depth, shared repeatedly



Benefits of working with influencers

2. AUDIENCE, REACH AND AUTHENTIC MESSAGE

You want to work with influencers to reach audiences that align to **your target segments**.

An influencer knows the best way to reach their following, so with a strong brief, key messages can be delivered in their **own tone of voice**.

3. REAL ENGAGEMENT

Widely reported that influencer **content is more engaging than** brand owned assets – benefits to brand – **less expensive to create** (versus brand production), resonates better with audiences and can pivot quickly to trends or latest news.

Tapping into an already engaged audience and entertaining them.

Truly as a way to connect with other people.



Travel and Hospitality Influencers



Raise brand awareness via informative content



Produce reusable content for other efforts and channels



Effectively promote new experiences to audiences



Humanise corporate brands



Help consumers see stays & experiences as attainable



Keep brands adaptable to travel trends



Improve brand perception and engagement



Build audience trust through authenticity and relatability



Convert planners to bookers (and loyal re-bookers)

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Identifying and Engaging Influencers



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The Brief: What do we want to achieve?

- At the outset, we need to be clear on what we want to achieve, what audiences we want to target and what we want our key messages to be – what do we want to get out of the influencer strategy?



Identifying influencers

Influencer **audits, due diligence and robust checks** are complete before we work with any influencer, ensuring every collaboration is a credible match. Our template audits capture data and insights on their profile and impact including for example:

- **Characteristics**
- **Interests & content focus**
- **Family make-up**
- **Channel breakdown include. followers, subscribers & viewers (outlining audience demographics and geographic location)**

- **Fake follower percentage,**
- **% engagement rates,**
- **Frequency of posts,**
- **Previous brand collabs including competitor endorsement, % of branded content v authentic content, ethical practices & transparency**

- **Content creation skills including tone of voice and writing skills/grammar/spelling**
- **Quality and output of rich content, sentiment, PR and media profile and success.**

Identifying influencers

- **Fit over follower count, a profile to match requirements** – outwardly expresses the values of the brand & the interest of the target market, a good-fit.
- **Content Focus** – the interests of the influencer align with the campaign objectives.
- **Audience of demographics** – following & audience matches the target audience, can be requested for the influencer to share.
- **Community/Number of followers** – the reach of the influencers within the target market, using fake follower tools to vet.
- **Engagement Rate** – one of the most important metrics to consider; a very good engagement rate is between 1-5%.



Identifying influencers

- **Content Quality & Output** – high quality content, with inspiring language, good grammar and spelling.
- **Influencer PR & media industry success** – particularly relevant in ROI market & for integrated campaigns.
- **Ethical** – abides by influencer codes of conduct.
- **Competitor Endorsement** – Do they work closely with any large competitor brands, and would this complement or jar with your brand content?



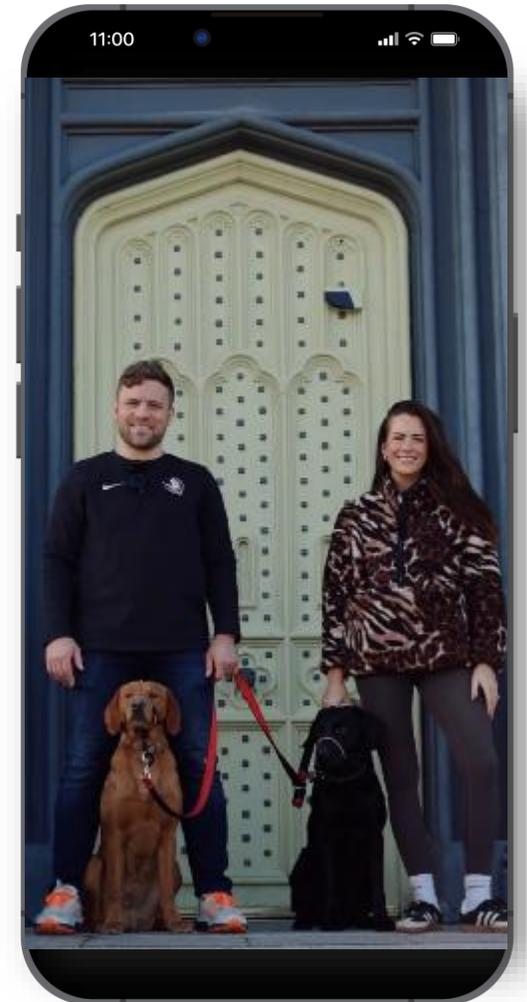
Approaching an influencer

- Do your **research** – influencers are personable and they share their life on social media, make sure you know about it .
- Understand their **personal preferences** – so you can reach out with relevant request.
- **Be clear** – making sure you are on the same page, be precise on what you can offer them. Outline your brief.
- **Collaborate** – the best influencer marketing campaigns are ones that are mutually beneficial with the influencer sharing what they think will work best for their followers.
- **Stay in touch** – continue to build relationships between campaigns, this could lead to a longer-term ambassador relationship if it isn't one already.



Collaborative Processes

- All the latest articles and research point towards how a **collaborative briefing process** can lead to more engaging content and greater results.
- Collaborating with creators requires freedom and trust, and involvement from the **conceptual phase of a campaign**.
- Give the influencer enough creative freedom to make the branded content pieces **credible and relevant to their audience**.
- Understanding the **mutual audience growth**, a brand has received is also a key area to analyse, after partnering with an influencer.



Collaborative Processes

When asked what matters in selecting a brand to collate with, a report showed that influencers referenced the personal interest in the brand, shared values, budget/payment, community fit and creative freedom.

They were most interested in:

- **Unique experiences**
- **Eco-conscious** content
- Freedom to **imagine and create**
- **Where an influencer can offer their followers something special**, they will. Offers and discounts on travel are effective, especially for frugal consumers who trust their favourite influencers enough to go straight to booking.
- **Long-term partnerships** – influencer can create 2 – 3 ideas.



Collaboration and Management

- **Agreements** outline exactly the outputs, important points include ownership, timelines, deliverables, channels, frequency, longevity of posts, exclusivity clauses, disclosure, complaints procedure, fee and confidentiality.
- Delicate balance between brand control and creative freedom.
- ***Important to note the difference in gifted vs paid-for partnerships in agreement. Paid-for partnerships will always allow for more control over the content deliverables.**

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Social Media Content Creator Agreement

This Agreement is made on 22

BETWEEN

Jago Communications (Jago), with its address of British Pressnet Building, 7 O'Connell Square, West, Dublin, D11 0J1

AND

22
[The Supplier]

1. PERFORMANCE OF SERVICES

- 1.1. Jago wishes to engage the Supplier in a content partnership as set out in Schedule 1 (the "Services") for an influencer marketing campaign (the "Campaign") commissioned by Tourism Northern Ireland (the Client).
- 1.2. The Supplier shall perform the Services in accordance with the Delivery Times as part of the Services.
- 1.3. The Supplier shall use local resources to perform the Services to the best of the Supplier's professional skill, in accordance with the best and industry practice by Jago.
- 1.4. The Supplier understands and agrees that the Services under this Agreement constitute a contract for services and does not make the Supplier an agent or employee of either Jago or the Client.
- 1.5. The Supplier agrees that any post or accompanying material they are undertaking the Services will also follow the below agreement, including what they post on their social media channels.

2. COMMENCEMENT DATE AND TERM

- 2.1. The term shall commence on the Effective Date and shall continue until completion of the Services by [redacted] unless terminated in accordance with the provisions of this Agreement ("Term").
- 2.2. For the duration of the Term, the Supplier shall proactively execute the Campaign, so executing the approved key messages supplied by Jago.
- 2.3. The Supplier understands that the Campaign images and launch dates are directed by Jago and will take Jago's guidance on when the Campaign can be discussed externally. The Campaign will remain confidential until the launch date.
- 2.4. Jago shall be entitled at no additional charge to subsequently rechedule the performance of any of the Services and the Supplier shall provide the Services on such re-scheduled dates, subject to the Supplier's pre-existing professional engagements. Where the Supplier is unavailable for any rescheduled date, the Supplier shall work with Jago to find a mutually agreeable alternative to ensure a successful project.

3. SUPPLIER'S OBLIGATIONS

Collaboration and Management

- **Briefing documents** outline the campaign background and key messages we want them to include in all content outputs. It will also summarise the content deliverables and style guide of content.
- We **monitor outputs, ensuring contract alignment** and work with the influencer to retrieve all **insights**.
- **A level of control is important** to protect the reputation of brands but must be **carefully managed** to show our trust in the creator and ensure the influencer can still be authentically themselves.



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Maximising Return on Investment and Evaluation



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Evaluation

Firstly, need to set **clear goals and objectives**.

Constantly evaluate & adapt ensuring a strong return on investment. **Timely reports during & post influencer activity**, optimising all activity.

To attribute success, you can use unique trackable **URL links**, **discount codes** to enable attribution & assign credit for conversions.

Evaluation – “room for growth”

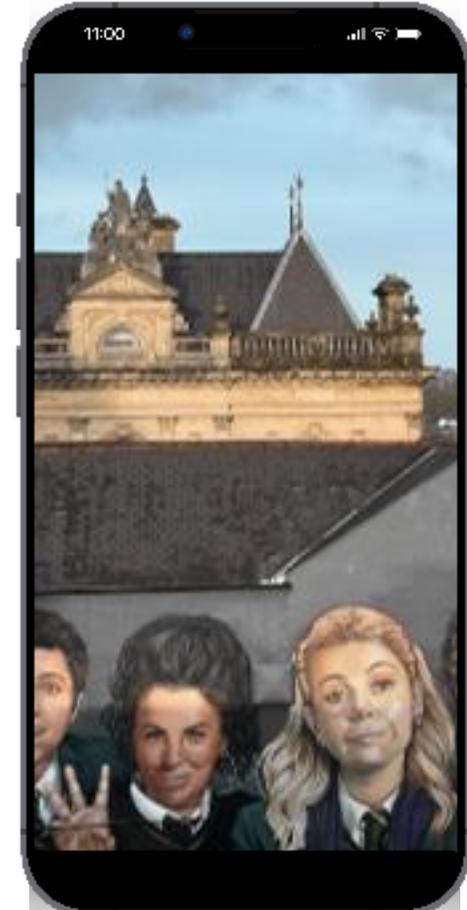
The influencer marketing industry has no universally accepted key performance indicators for measuring campaign success yet. It could be 10 different **metrics to paint the picture of success**.



Evaluating the important numbers

All influencer evaluation reports could include:

- **Cost per engagement**
- **Number of posts**
- **Engagement Rates**
- **Reach, impressions and views**
- **Traffic generated via web links**
- **Likes, comments, replies & shares**
- **Quality of content**
- **Watch time (reels, TikToks)**



Evaluating the important numbers

Costs and Value

We do most of our work in **paid partnership** to give more control over content outputs. This is why the **cost per engagement metric** can be very helpful to evaluate the overall performance against the cost itself.

Additional Tools

- **Instagram's paid promotion feature:** allows brands to access the analytics on any influencer content. It opens a new avenue for brands to access real time data and insights on content performance.
- **Discount Codes:** Offering individual discount codes is a great way of tracking conversion with influencer content.
- **Unique Links:** Incorporating a unique link for the influencer to use can enable you to review exactly the traffic to the particular link, such as a website or YouTube link or dedicated landing page.

Integration and Maximising Partnerships

- To fully optimise all Influencer Marketing activity and ensure strong return on investment, **integration and collaboration are core principles.**
- This includes optimising partnerships across earned PR, owned and amplified channels. **A multi-layered approach.**
 - We develop Influencer Marketing approaches that underpin and enhance creative concepts and **maximise influencer partnerships:**
 - Repurpose content on own channels
 - Support PR
 - Offline media planning and buying
 - Digital marketing
 - SEO and websites



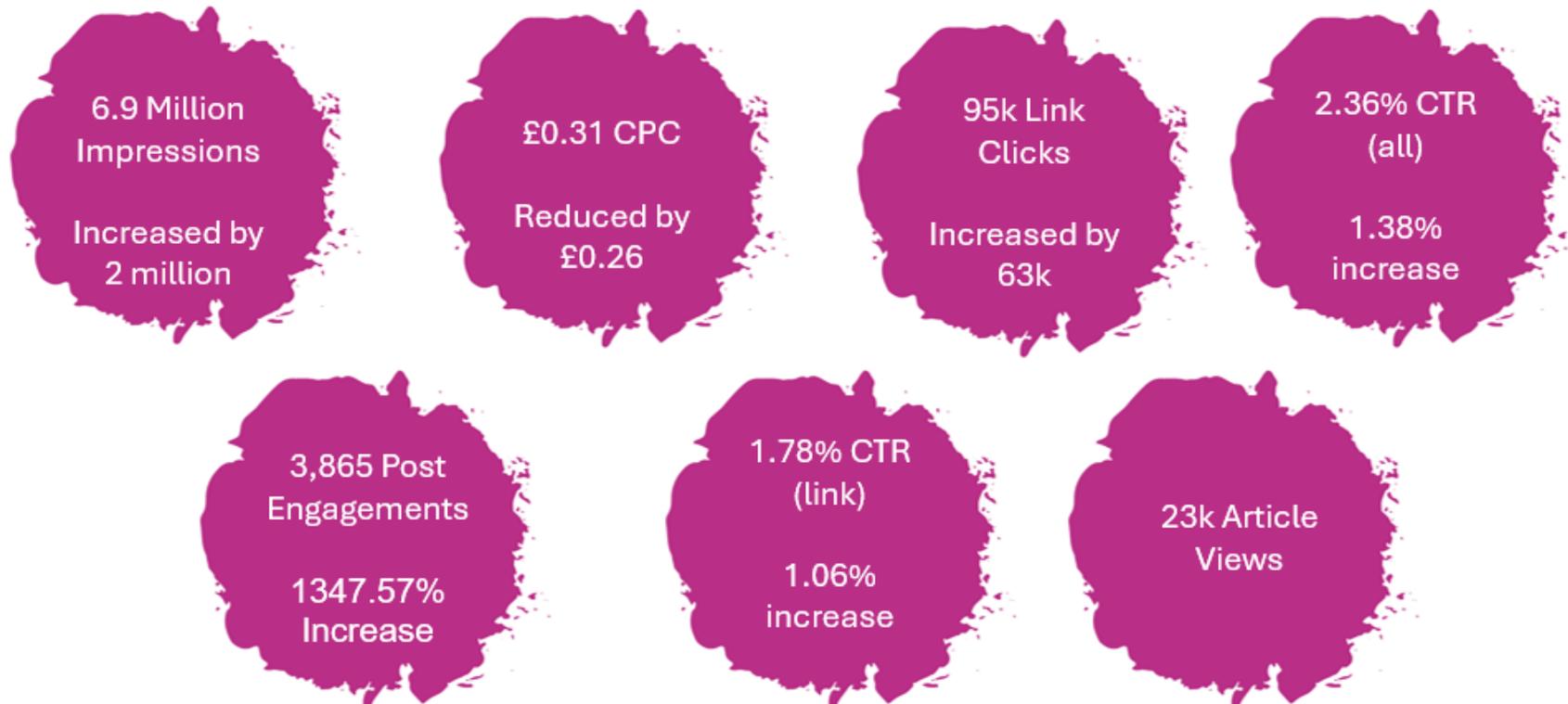
Content Repurposing Overview

Repurposing Outreach Procedure:

- Agree **timings** for (typically gather costs for 3 months, 6 months and 1 year of usage for budget reference)
- Confirm and agree what **digital platforms** content will be hosted on – most common platforms to repurpose across paid campaign Meta (Facebook and Instagram) and YouTube
- Contract which outlines how, when and where you will use this content (digitally, internal or OOH) for the pre agreed fee.

Repurposing of Content Digitally

Spring 2025 Digital Stats



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Rules, Trends & Best Practice



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Regulatory Bodies

- The **Advertising Standards Authority for Ireland (The ASAI)** working with Competition and Consumer Protection Commission (CCPC) – proactive is clamping down on misrepresentation, but also very is sharing examples and continually updating FAQs and rules. Compliance with the Consumer Protection Act and ASA Code.
- Under law, influencers cannot “mislead” consumers about “direct or indirect sponsorship” and commercial arrangements. Important that consumers aware they are ultimately viewing an advertisement.
- The ASAI’s Code of Standards for Advertising and Marketing Communications relevant to influencer marketing is based on **Truthfulness and Honesty**.
- Acceptable hashtags and tools include hashtags such as **#ad, #sp, #spon, #workwith, #brandambassador, Paid Partnership**.



Trends – 2026

- **Authenticity Over Perfection:** Audiences will continue to value real, unpolished experiences. In a world of AI, audiences want **real content**.
- **Micro & Local Influencers Drive Bookings:** Smaller creators with niche, trust-based communities will become key partners – especially those who specialise in local culture, food, and sustainable travel.
- **Sustainable & Purpose-Driven Travel Content:** Tourism brands will work with more influencers who emphasise eco-friendly practices, regenerative tourism, and local empowerment.
- **Community-Led Content & UGC Collaboration:** Instead of one-way sponsorships, hotels and destinations will co-create content with ambassadors and visitors alike.



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Our Success and Case Studies



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Successful Partnerships

- For three years in a row at the Travel Marketing Awards, we took home the **top award for Influencer Marketing** for our work with Tourism Northern Ireland. This category was only introduced in 2023 and, in a space that is continually evolving, it was amazing to receive the accolade with a **GOLD standard** both times.



Successful Partnerships

- The following influencer partnerships have been some of our **best performing partnerships**— **high quality content** outputs, **top engagement** figures and **in-collaboration posts** being some of the best performing on not only the influencers page, but on Discover NI's page also.
- Each influencer was **carefully chosen**, looking at their previous successful partnerships, reach, alignment to campaigns etc.
- **Aligning each influencer to the relevant segment** was incredibly important, and understanding not only their traits, but those of their followers and audience also.

Spring 2025 Results Examples

366

Pieces of content across
17 influencer partnerships

1.9m

Combined Following on
Instagram

7.8k

Sticker Taps on stories

844k

Combined Views on 15 reels

£0.03

Average cost per engagement

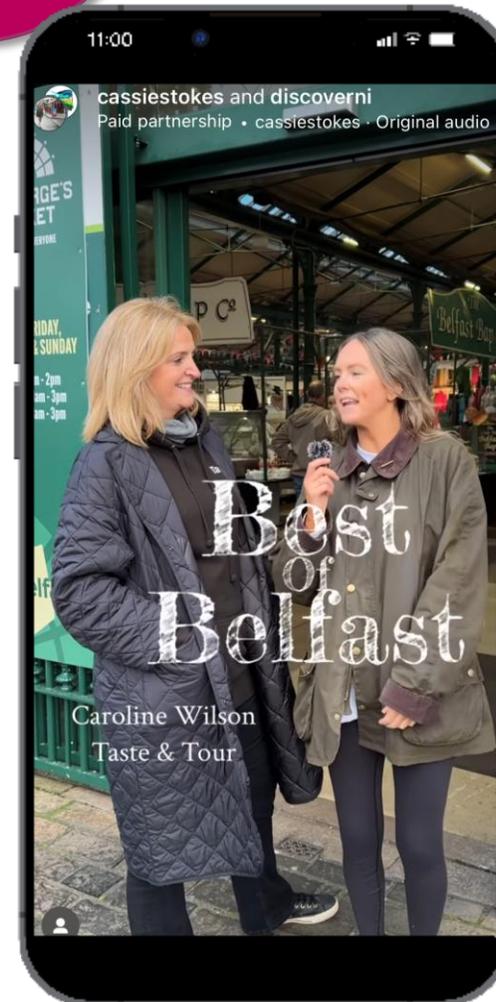
2.6m

Overall engagements
(Including likes, comments, reel
and story views, sticker taps)

Cassie Stokes Belfast 2024

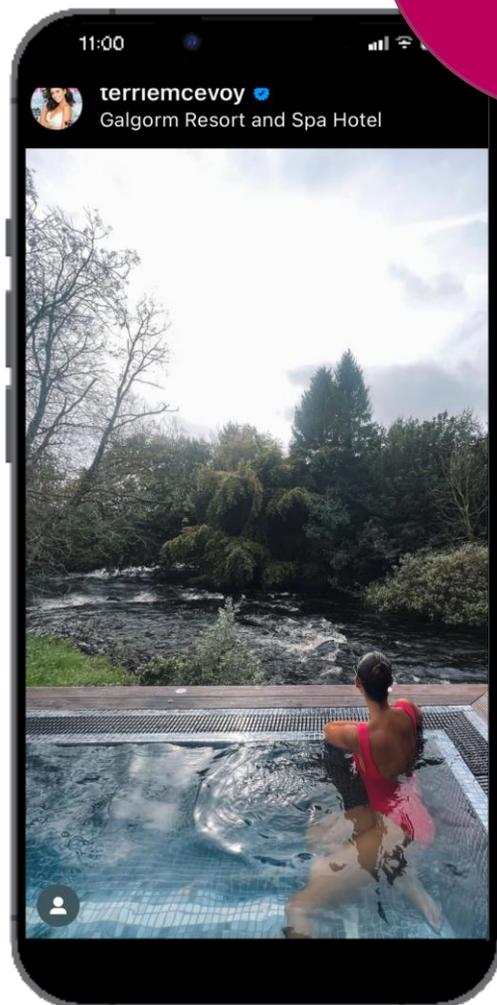
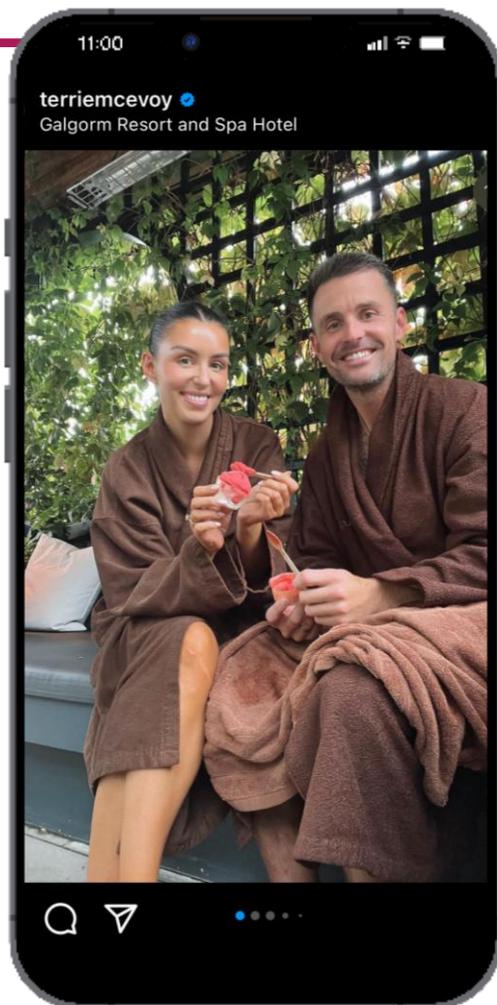
317k reel plays

Cost per engagement
less than 1 penny at
just £0.007!



228k
accounts
reached

Terrie McEvoy County Antrim



282k total
impressions
on stories



Cost per
engagement
£0.01

213k total
plays on
Instagram
reels

Aaron Travels Fermanagh 2025



115k views
across all
content

20.1k
plays on
reel

Cost per
engagement
£0.03

Giant Adventure Map

- A large-scale successful campaign that took place in 2024 over two weeks with detailed and exciting briefs – **431 pieces of content across 36 influencers**
- Highly engaged audience – **over 1.87 million total engagements (likes, comments, views, sticker taps, link clicks and blog views)**
- Beneficial to Tourism NI **AND** Industry – **12.2k sticker taps to Discover NI & Industry**



Giant Adventure Map

- Highly targeted short burst of content – **1,153 visitors to the Giant Adventure Map in just a two-week campaign**
- Cost effective - **Overall cost per engagement was between £0.007- £0.22 per trip**
- Main platform was Instagram reels – **over 1.7 million combined views**
- Additional activity to support campaign and maximise content across multiple channels – **podcast mentions, blog posts and supplements**



In Summary

- **Influencer Marketing** drives real results, particularly when highly integrated as part of your wider marketing strategy and campaigns
- **Entertain, Engage and Inform**, you can draw in your audiences and give them practical information to book or visit
- **Collaboration is key to success**, work with influencers to build a partnership and meet your goals together
- **A trusted voiced** speaking directly to your target audience

Thank You!



**TOURISM
NORTHERN
IRELAND**

Maximising Marketing Masterclass



Kathy Wilford

Tourism NI



┌ Northern
Ireland's
CONTENT
Pool ┐

Unlocking your content:
Introducing Tourism Northern Ireland's
new media library



┌ Northern
Ireland's
CONTENT
Pool ┐

**Helping tourism businesses access
quality assets faster and more
easily.**

**It's your gateway to high-quality,
ready-to-use marketing content for
promotional success**

The Challenge for Tourism Marketing

- We all create and use a lot of visual content - but storing, finding and using it effectively is hard
- We can end up with scattered folders, outdated assets and inconsistent brand usage

What is the Content Pool?

- The Content Pool is a central online library of ready-to-use marketing assets for NI tourism businesses
- Produced collaboratively by Tourism NI, Fáilte Ireland and Tourism Ireland
- In it you will find images, videos and branding toolkits

Welcome to Northern Ireland's Content Pool

Featured Collections



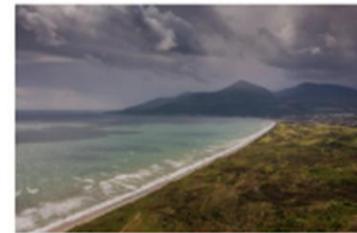
Spring



Pubs and Music



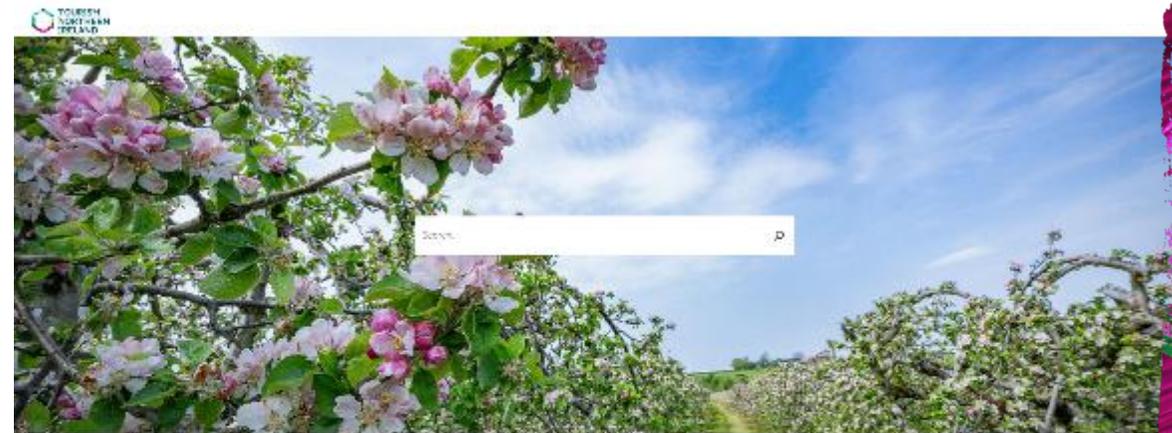
Aerial Videos



Slideshow Images

Why it matters

- Saves time: Find what you need fast
- High quality content: Professional images and videos
- Supports marketing campaigns: Built for your needs



Welcome to Northern Ireland's Content Pool

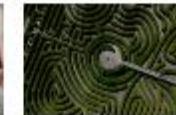
Featured Collections



Spring



Pub and Music



Wild Nature



Seaside Escape

Place to Visit



Antrim



Armagh



Derry Londonderry



Down

Inspire Me



Ferrygoth



Tyrone



Belfast



City of Derry-Londonderry

[Find out more](#) | [Privacy Policy](#) | [How To Use Content](#) | [Contact Us](#)

How It Works

- Easy to use and free after registration
- Register for access
- Login to the public media portal
- Search and download assets

Welcome to Northern Ireland's Content Pool

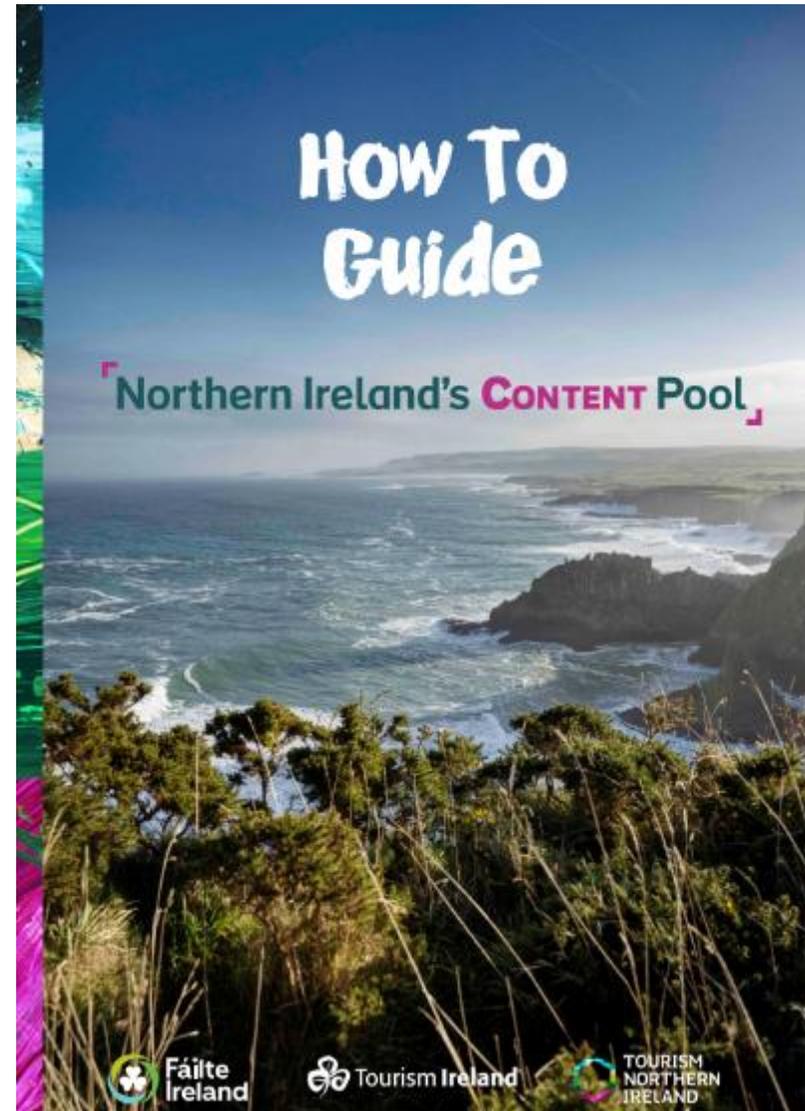
Login

 Remember this computer[Forgot your Password?](#)

[Don't have an account?](#)

Practical tips for making the most of the Content Pool

- Quick tips
- Contact us at: medialibrary@tourismni.com for more information and one to one tutorials



Searching is simple



ALL ASSETS | MY COLLECTIONS |

Public Filter Panel

Applied Filters (3) >

Media Type ▾

- Images 97
- Videos 5

Asset Orientation ▾

- Horizontal 102
- Vertical 21
- Square 2

Usage Rights ▾

- All Rights 102
- No Paid Advertising Use 4

NI Counties ▾

- Antrim 55
- Armagh 10
- Down 11

Library

1 - 50 of 102 ← 1 of 3 →

SELECT ALL

VIEW & SORT ▾



Aurora Borealis Causeway Coastal Route mov



Northern Lights at Murlough Bay Co Antrim jpg



Northern Lights, Giant's Causeway Co Antrim.jpg



Northern Lights Murlough Bay Co Antrim with person.jpg



Northern Lights Giants Causeway Coast.jpg



Ballintaggart House Orchard's for Armagh Cider Company



Ballintaggart House Orchard's for Armagh Cider Company



Sunset at Mussenden Temple, Co. Londonderry mov



Mussenden & Downhill Sunset, Co Londonderry_2_170924PLDV110.mov



Magheracross Viewpoint Co Antrim jpg



Magheracross Viewpoint Portrush Co Antrim.jpg



Mussenden Temple & Downhill Beach 2_Co Londonderry_020824PL001.jpg



How is the Content used?

- The average asset downloads per week is 600: it serves over 660 media outlets; roughly 500 council and government agency staff; 1,500 tour operators and attraction providers; plus 1,200 advertising agency staff
- Represents huge opportunity to be seen by the people promoting tourism within Northern Ireland



How to get started



- Register now and visit the portal today
- If you want to be seen by a wider audience, send us your content: medialibrary@tourismni.com
- We'll be in touch when the upload tool has launched



 Cromore Retreat



 Keenaghan Cottage



 Killeavy Castle

「 Northern
Ireland's
CONTENT
Pool 」

Thank
you

Maximising Marketing Masterclass



Carolyn Boyd

Tourism NI



Spring Events 2026



Date	Event	Location	Registrations
Jan – March	Carbon Calculator Pilot Programme	Online	Closed
6 th February	Innovate Tourism & Regional Business Clinic <i>Moments that Matter – Experience Ideation for 2026</i>	The Valley Hotel, Fivemiletown	Open
10 th February	AI for Accessibility: Opening Tourism to Everyone	Online	Open
11 th February	Innovate Tourism & Regional Business Clinic <i>Moments that Matter – Experience Ideation for 2026</i>	Stormont Hotel, Belfast	Open

Spring Events 2026



Date	Event	Location	Registrations
18 th February	Getting Fleadh Ready: A Guide for Accommodation Providers	Online	Opening Soon
3 rd March	Innovate Tourism & Regional Business Clinic <i>From Insight to Impact – Building Visitor Value for 2026</i>	Canal Court Hotel, Newry	Open
19 th March	Innovate Tourism & Regional Business Clinic <i>From Insight to Impact – Building Visitor Value for 2026</i>	Ebrington Hotel, Derry	Open
26 th – 27 th March	Meet the Buyer 2026	ICC, Belfast	Closed

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NI's Commitment to Climate Change

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Inclusive & Accessible Tourism



Inclusive & Accessible
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