

Autumn 2026 Industry Webinar & Toolkit

Agenda

Insights & Approach
Autumn Media Plan
Creative Approach
Industry Opportunities

Insights



The Context for Autumn Campaign

Travel Decision making is changing

Fragmentation of channels

Competition is intensifying

£23 million spent to date by travel brands in ROI

Growth ambitions are increasing, budgets are not

Delivering growth will require us to focus our efforts in the areas that work best.

The opportunity

Visitors love
Northern Ireland
and Interest
remains high

Visitor satisfaction remains consistently strong.
Intent to visit remains stable despite economic pressures.

Northern Ireland
has what it takes to
motivate people
emotionally.

Relaxation, escape, fun.
Northern Ireland delivers on these strong emotional drivers but not punching through in our communication

Cost pressures and
the global context
may work in our
favour.

Closer-to-home destinations are becoming increasingly attractive if framed as well-worth-it rather than a 'trade-down'.

Winning attention and converting to visits through our Campaign Activity

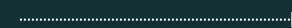
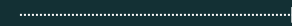
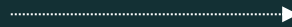
From

**Product and destination
led approach**

A wide channel spread

Tactical conversion
approach

Varied Industry Support for
campaigns



To

Destination led

A targeted channel specific
strategy, prioritising
channels that deliver the
strongest performance,

Strategic funnel approach to
Inspire, Simplify and Convert

Distinct, complementary
roles: Tourism NI creates
demand for the destination,
industry converts that
demand into bookings

Segment Focus for Autumn

We will focus investment on audiences most likely to travel during Autumn/Winter and maintain tactical opportunities around school holidays and key seasonal moments.

In Market: 28th September – 8th November 2026

Rep. of Ireland

Segment	Priority
Open Minded Explorers	Main focus for Autumn across channels
Active Maximizers	Tactical only for mid-term break in content
Indulgent Relaxers	Tactical via PR / targeted digital

Northern Ireland

Segment	Priority
Natural Quality Seekers	Main focus for Autumn across channels
Aspiring Families	Tactical only through always on activity.
Social Instagrammers	Tactical only through always on activity.

Latest Industry Survey

Tourism NI's latest industry research (June/July 2026) indicates a generally positive tourism performance Jan-June 2026 compared to the same period in 2025, driven by growth in the domestic, ROI and GB markets. Outlook for the summer was cautiously optimistic.

Significant levels of concern remain regarding the impact of reduced consumer disposable income and increasing operating costs. Despite ongoing challenges, the majority of businesses were confident that they will maintain overall business profitability for the remainder of 2026.

Industry optimism is underpinned by strong visitor advocacy, with positive online reviews, recommendations and repeat visitors highlighted as reasons to be positive for the remainder of the year, alongside a robust programme of major and local events/ festivals. Continued destination marketing activity is also recognised as helping to support demand.

Autumn Media Plan



Summary

Tourism Northern Ireland's Autumn Marketing Campaign launched in Northern Ireland and the Republic of Ireland on 28th September and runs until 9th November.

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

The Autumn campaign will focus on two priority segments, Open-Minded Explorers for ROI and Natural Quality Seekers for NI.

The activity will focus on driving demand for short breaks and days out across Autumn and Winter. With support from industry, this activity can work harder to earn attention and convert visitor interest into bookings.

Overall Campaign Reach



**56.5 Million
ATL Impacts**



**60 Million
Digital
Impressions**

ROI MEDIA OVERVIEW

TV LINEAR & ADSMART 6 WEEKS	BVOD 6 WEEKS	OUTDOOR 6 WEEKS	RADIO 4 WEEKS	PRESS 6 WEEKS
INSPIRE EMOTIVE CONNECTION - Linear TV Buy with RTE, and Virgin. 300 TVRs 400,000 ad impressions on Sky Ad Smart to 168,000 Mosaic aligned 'OME audiences'- 1 x Editorial Travel Segments in the RTE Today Show – average 100,000 daily viewers per show.	AMPLIFY EXTEND REACH AND FREQUENCY OF TV RTE Player – most popular player in Ireland averaging 13.5 million streams per month. 47% of the OME audience visited RTE Player in the last month Sky All VOD – Target to leading drama and Game of Thrones, House of Dragons and Knight of the Seven Kingdoms viewing. 500,000 Impressions	‘WOW’ OUTDOOR ARTERIAL TRAFFIC ROUTES 2 x 240 Sheets @Terenure and Ranelagh Upmarket Dublin suburbs with high density of ‘OME’ Population Epic proportions to WOW the audience on key arterial traffic routes. Galleries in the 2 Top footfall train stations in Dublin. 4 Weeks in Connolly station with over 626,000 football every 2 weeks and 2 weeks at Pearse Street station with 444,000 footfall.	BUILD FREQUENCY Lightweight radio campaign on the Top stations for the audience: Today FM, NewsTalk and Classic Hits 4FM. Combined Weekly Reach:2,096,000 listeners 180 x 40sec Spots	ADVERTORIALS - INSPO VALUE -OFFERS INDUSTRY SUPPORT 6 X Full Page Advertorials for the two leading publishers for the ‘OME’ audience-Irish Times and Irish Independent. 8 x Classified 20x 2 Irish Times Offer ads on the Back Page 8 x 20x3 Irish Independent Offer ads QR code included in the advert to measure response.

NI MEDIA OVERVIEW

RADIO		
TV	OUTDOOR	
LINEAR & ADSMART		13 WEEKS- SPONSORSHIP
6 WEEKS	4 WEEKS	6 WEEKS - AIRTIME
INSPIRE EMOTIVE CONNECTION - Linear TV Buy with UTV 300 TVRs 64% of Natural Quality Seekers watched UTV in the last week. (NI TGI 2025) 400,000 ad impressions on Sky Ad Smart –our ads will reach 188,000 households with a frequency of 3	AWARENESS & FREQUENCY DESTINATION SELL 30 X 48 Sheets across Cycles 21 & 22 (5th Oct – 1st Nov) Focus on NI wide geographical distribution 70 x Adshel Live across the 2 cycles to increase coverage across key towns in NI.	SPONSORSHIP & AIRTIME– LONGEVITY & FREQUENCY. 3 Month Downtown Country Weekend Afternoons Sponsorship Sat 1–4pm: Owen Beers Sun 1–4pm: Neal McClelland 234 x 10sec Stings 40sec x 4 Week airtime campaign on the leading Natural Quality Seeker Stations. Downtown, DTR Country, Greatest Hits Radio,U105 and Classic Hits 4FM. 672 x 40sec spots

Digital Media Strategy – Full Funnel Approach

INSPIRE 2-3 WEEKS	SIMPLIFY 4-5 WEEKS	CONVERT 5 WEEKS
 	 	 
• FACEBOOK / INSTAGRAM & YOUTUBE • Traffic campaigns to our primary audience segments (NQS/OME). • 30s TVC video content to inspire and engage prospective visitors, showcasing hero experiences and new/unique ideas.	• FACEBOOK / INSTAGRAM & YOUTUBE • We will make it easier to pick and plan a trip using suggested itineraries, showcasing experiences, accommodation and food ideas that bring it all together and encourage viewers to choose Northern Ireland this Autumn & Winter. • This will also include a tactical layer of activity for secondary audiences.	• FACEBOOK / INSTAGRAM & DEMAND GEN • Targeting primed and in-market audiences for travel, we will give compelling reasons to book this Autumn, directing users to our website showcasing offers, value packages, seasonal events and experiences. GOOGLE SEARCH ADS • Capture high-intent traffic via keyword targeting. Ad copy with strong CTAs: “Book Now,” “Limited Offer”.

Digital & Social Approach

The Autumn paid digital campaign will utilise a range of brand video assets, regional itineraries and UGC/influencer content as well as static image formats across Meta, YouTube, Display Retargeting & Google Search Ads.

This will be underpinned by an organic "Cosy Stays" series across Facebook & Instagram, with a combined organic audience of over 300k. Influencer activity will be used to help us reach secondary audiences such as Active Max/Aspiring Families, Indulgent Relaxers and Social Instagrammers. Including competition activity from Terrie McEvoy & Giant Spirit Creator Club (e.g. Brambley House & Tracey's Farmhouse Kitchen Group Trips).

Email Marketing will be utilised to communicate autumn offers and offer inspiration on where to stay, what to see, and what to do in Northern Ireland. The call to action will connect visitors to our campaign landing page to plan their trip. Email will also be used tactically to reach Aspiring Families and Active Maximisers with mid-term break content.

creative & messaging



**Own the Season by:
showing that Northern Ireland has a special way of
making autumn short breaks unforgettable...**



Without the big price tag or weeks of planning required.

People think they know what to expect from autumn.
But in Northern Ireland, the season has more than they could ever
imagine. More colour. More adventure. More flavour.
More moments that stay with you long after you've returned home...
and more reasons to come back. That's why we're inviting visitors to...



A person wearing a blue long-sleeved shirt, a backpack, and light-colored pants is running on a grassy hill. Their arms are outstretched forward, and they are wearing dark sneakers. The background is a dark, overcast sky. The text "GO where Autumn means more" is overlaid in a white, hand-drawn style font.

GO where
Autumn
means more

Creative Examples



Go where
Autumn
means more

Book your great value autumn break now at discovernorthernireland.com

Mussenden Temple
Derry ~ Londonderry

Northern
Ireland  Embrace a
Giant Spirit

Go where
Autumn
means more

Book your great value autumn break now at discovernorthernireland.com

Mourne Mountains
Co. Down

Northern
Ireland

Embrace a
Giant Spirit

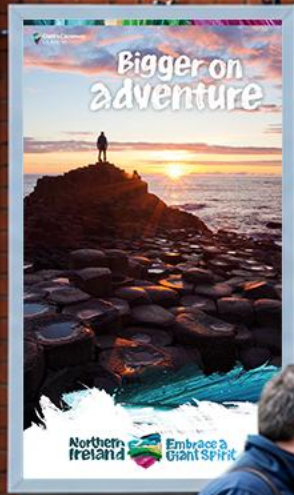


Go where
Autumn
means more

Northern Ireland  **Embrace a Giant Spirit**

Book your great value autumn break now
at discovernorthernireland.com

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Go where
Autumn
means more

Book your great value
autumn break now at
discovernorthernireland.com

Northern
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Go where
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means more

Northern Ireland  **Embrace a Giant Spirit**

Embrace a Giant Spirit

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 Embrace a Giant Spirit

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do more
with your october
Bank Holiday

Around here, there's more to Autumn. More moments that take your breath away. More unforgettable flavours. More time together. More stories to take home. In Northern Ireland, every short break is packed with more of what makes the season special.

Giants Causeway
Co. Antrim

GIANTS CAUSEWAY

See one of Northern Ireland's most iconic sights in a whole new light, as autumn colours bring adventure, beauty and a more peaceful coastline. VISITNIRELAND.COM

More
adventure
EXX

Derry-Londonderry
Co. Londonderry

DERRY HALLOWEEN

Halloween is more than a party. Join in a world of music, stories and spectacular events that celebrate the city's spirit.
VISITNIRELAND.COM

Murlough Bay
Co. Antrim

NORTHERN LIGHTS

As nights draw in, prepare to be awestruck by the Northern Lights. Take in stunning skies you could imagine as you watch one of visitireland.com

 Mourne Mountains
Co. Down

MOURNE MOUNTAINS

Take on the Mournes this autumn for fresh adventure, scenic beauty and even breathing space, where hills and coastline meet.
VISITNIRELAND.COM

More
wonder
EXX

More
discovering
EXX

+1
hour

Daylight Savings Saving

Northern Ireland  **Embrace a Giant Spirit**

Scan to access
offers now



This October bank holiday, get MORE time.
The clocks go back one Sunday 27th October, so make the most of that extra hour in bed with an overnight stay in Northern Ireland.

Offers are correct at the time of publication and are subject to availability and change without notice. Terms and Conditions apply. To see full tour details and discover more, visit discovernorthernireland.com



Campaign Activity

How to get involved



Industry Opportunities

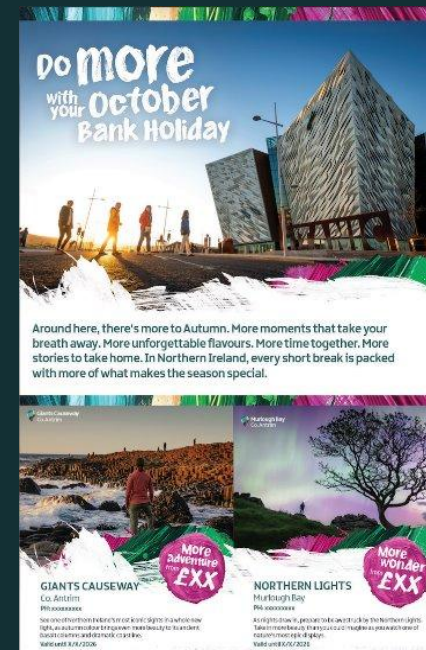
Use Social Media & Print Templates: Access Tourism NI social media overlays and classified advertising templates to complement your own promotional activity.

Submit an Offer: Offers will be recruited through local councils and featured on the website and promoted through classified/digital channels.

Access Exclusive Industry Media Rates: Sharing discounted advertising opportunities from selected media partners, helping industry to achieve greater value from marketing investment & encourage industry to be in market alongside us.

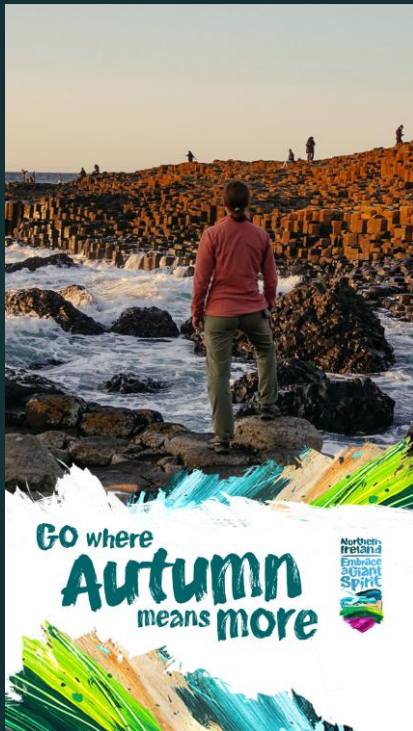
Take Part in Our Autumn Activation: Businesses will soon be able to participate in our autumn promotional activation, including the distribution of campaign stickers

[Media opportunities & exclusive rates will be shared to webinar attendees](#)

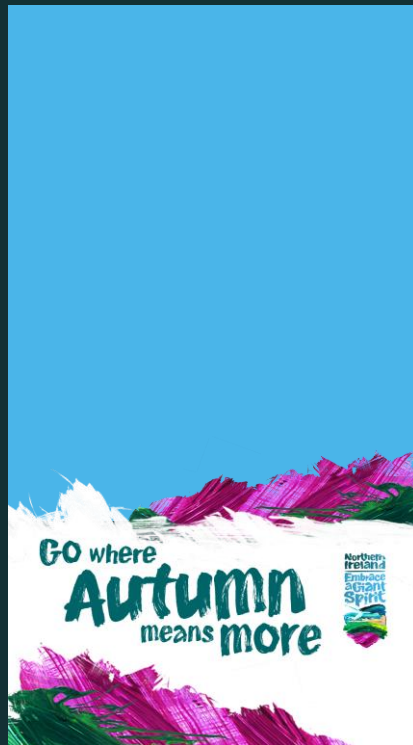


Industry offers Advertising Templates

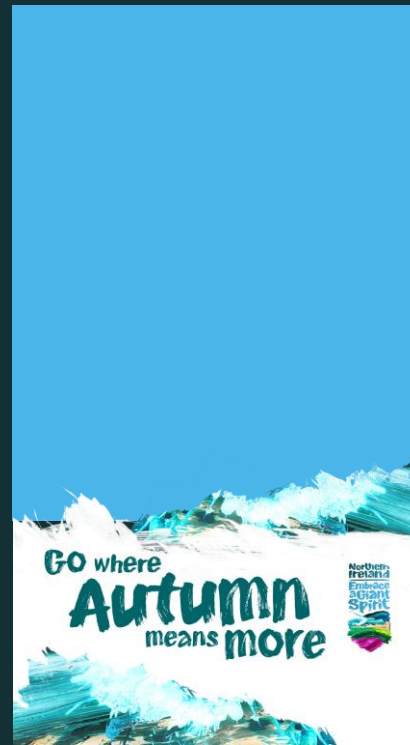
Access Tourism NI social media overlays and classified advertising templates to showcase your offers and complement your own promotional activity.



9x16 Sample



9x16 Overlay



9x16 Overlay



9x16 Endframe

[Available on Content Pool: Northern Ireland's Content Pool - Autumn Campaign](#)

Confidential - Not for Public Consumption or Distribution

Industry Autumn Leaves Activation – Stickers

A scan-to-win campaign activation will encourage visitors to scan the Autumn Leaves QR codes displayed at participating businesses and share their dream autumn break in Northern Ireland for the chance to win the escape they've imagined.



Note: QR code linking to the Autumn Means More Campaign landing page, featuring the competition

Print & Radio – Exclusive Media Rates

Media opportunities & exclusive rates will be shared to webinar attendees



Note: Rates have been negotiated with these suppliers which the industry can avail of. Please book directly with vendors, not through Ardmore or TNI.

Thank you