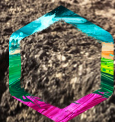


SPRING 2023 EDITION

# SPRING INDUSTRY TOOLKIT

All the information and assets you  
need to make the most of the  
Tourism NI Spring Marketing Activity.

30th January - 31st March



TOURISM  
NORTHERN  
IRELAND

Northern  
Ireland



Embrace a  
Giant Spirit



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# welcome to our industry spring toolkit

We hope that the festive season was a success for you. We now look ahead to spring and ensuring that we can deliver not only a successful spring season, but that we generate forward bookings into the summer and beyond.

As an industry we know what we have on offer in Northern Ireland is unlike anything else in the world. From our warm welcome and epic natural scenery to our world-class food and unforgettable experiences, we know just how giant an adventure in Northern Ireland can be. This spring, through our marketing activity we want to inspire visitors to Embrace a Giant Spirit in Northern Ireland, to explore what's on offer, plan a quick getaway, try something new and enjoy memorable experiences. The campaign inspires and reminds potential visitors that they're only ever a small step away from a giant adventure.

The Spring Campaign launches in NI and ROI on 30th January and runs until 31st March. The Spring campaign channels include TV, radio, outdoor, press, digital, social media and PR. This Toolkit will give you all the assets you need to leverage the spring campaign and help attract more visitors during spring. By using the resources in this toolkit, you can benefit from being part of the cross platform marketing campaign which will reach approx. **3,738,180 adults in NI and ROI.**

In the toolkit you'll find new social assets including campaign cover photos, special offers templates as well as some new GIPHY's to help you support the campaign and drive bookings. You'll also find some information on how to create/update your listings on [discovernorthernireland.com](https://discovernorthernireland.com) and create event listings. We would strongly encourage you to create event listings where applicable as these will be used throughout the campaign to give potential visitors a real time update on what's happening in Northern Ireland.

Please don't hesitate to get in touch if there is further support we can provide. Contact details are throughout the toolkit. We wish you all the best for 2023.

**Naomi Waite**  
Director of Marketing

# What insights influence the spring marketing activity?

The latest sentiment research will be issued in the few weeks. You can access it [here](#).

## Insight

## Approach

**Cost of living:** concerns about the cost-of-living still persist but the number of NI and ROI residents that expect to be significantly negatively affected has decreased. This may indicate that we may be past the peak of negative sentiment as consumers become accustomed to new spending realities or start to feel the benefit of some supports. (Spark Research Dec 2022.)

Driven by the cost of living crisis people are seeking out value more than ever. However, only one fifth plan to give up their holidays so there is a significant market available for conversion. The heavyweight activity in both NI and ROI will focus on converting key segments in this market.

**Value for money** - Value for money perceptions of NI remain stronger than for ROI with value perceptions of visitors from ROI improving even further versus September of last year. Both ROI and NI domestic visitors say they are likely to reduce spend on holidays in 2023 but don't want to compromise on their experience. (Spark Research, December 2022.) Empowering visitors with value and quality experiences will be a key driver.

The campaign will drive conversion by showcasing a range of offers from accommodation/attractions and experience providers. (28% of NI visitors will proactively seek out special offers and packages when considering a short break) Spark Research Sept 2022. There are social media templates available in this toolkit to help you communicate your offers and discounts. Value for money Itineraries have been developed that showcase a range of ideas and inspiration on how to make the most out of a short break

**Booking lead times:** Since covid people have been more inclined to book breaks with shorter lead times

The spring activity will create a sense of immediacy to drive bookings. Special offers that are recruited via the Cooperative Marketing fund and updated throughout the campaign period will also be key in driving short term conversion.

**Attracting back / retaining visitors that took a short break or longer holiday in Northern Ireland is key** for 2023. (1 in 5 ROI residents took a short-break in NI in 2022 but the number planning a foreign holiday in the next 8 months has increased to 60% - Spark Research, December 2022.) Presenting them with incentives and reasons to return/holiday at home will be more important than ever.

Last year brought many new visitors to NI from ROI, a heavyweight marketing campaign in ROI will encourage those visitors to return as well as drive demand from new visitors. The Embrace a Giant Spirit brand has helped to differentiate Northern Ireland from its competitors and will continue to feature strongly in the spring marketing activity.





# NI market segments

Priority Segments

## Aspiring Families 30%

- Active families
- Strong family focus
- Activities very important (all types, variety of interests)
- Need activities to suit children/suit whole family
- Planners
- Pay attention to price, seeking value, bargain

### Demographics

Most likely 35-44, even social class split, have younger children (under 16)



£ 1,360  
Estimated spend

## Naturally Quality Seekers 15%

- Natural Quality seekers
- Quality of accommodation important
- Nature lovers, outdoors
- Sustainability important
- Enjoy planning, clear itineraries
- Short breaks important part of their lives
- Preference for gentle activities

### Demographics

Older (av. age 55) more likely to be male, ABC1, older kids



£ 1,238  
Estimated spend

## Social Instagrammers 15%

- Buzz and atmosphere seekers
- Seeking nightlife, great pubs etc.
- More likely to use AirBnB
- Short breaks important part of life
- Want to broaden the mind
- Connectivity very important (Wifi, 4G)
- Getting a good deal and engaging in activities deemed more important than finding great accommodation

### Demographics

Youngest segment, more likely to be female, Slight C2DE bias, Least likely to have kids



£ 1,006  
Estimated spend

The NI domestic market review can be found [here](#)





# ROI market segments

## Priority Segments

### Active Maximizers 33%

- Seek great destinations
- Travelling as couples but also as young families - 57% will have young children
- Seeking energetic experiences and unpredictability
- Buzz and atmosphere seekers
- Quality of accommodation important
- Enjoy planning and like to have clear itineraries
- Short breaks important part of their lives
- Share their experiences on social channels

**Demographics**  
Most likely 30-40, even gender split. Low spending. Likely to have younger children (under 16)

↑↓ £ 871  
Estimated spend

### Indulgent Relaxers 11%

- Intention to visit in the short-term
- Looking to indulge and spend quality time with their partner
- Most likely segment to take a 'romantic' break as their next break.
- Nature lovers, enjoy the outdoors
- Interested in shopping opportunities
- Enjoy good food and music
- Seeking luxury accommodation, large comfortable rooms
- Not afraid to pay for quality if it's worth
- Short breaks important part of their lives

**Demographics**  
Most likely 40-50, more likely to be female. ABC1, older kids.

£ 1,013  
Estimated spend

### Open Minded Explorers 15%

- High medium-term intention to visit
- Nature lovers, enjoy the outdoors
- Quality of accommodation important, space and comfort
- Food very important and highly motivating for them
- Want to engage with local people
- Motivated by culture, food and unique experiences
- Planners - do a lot of research
- Conscious of value for money and, in particular, safety

**Demographics**  
Older (45-54), more likely to be female. ABC1, older kids.

£ 924  
Estimated spend

The ROI domestic market review can be found [here](#)



# Spring marketing plan overview



The spring campaign will launch in NI and ROI on **30th January and will run until 31st of March**. The activity will run in both NI and ROI across **TV, VOD, Outdoor, Radio, Press, Press Supplement, Display, Social and PR**.

The campaign will have a strong focus on demonstrating the value for money available in Northern Ireland this spring. It inspires visitors by showcasing a broad range of attractions and experiences as well as ideas on where to stay. **The call to action – booking your next giant adventure helps to drive immediacy to book a short break.**

The campaign is focused on **Aspiring Families** and **Natural Quality Seekers and Social Instagrammers (digital only)** in NI and **Open-Minded Explorers** and **Active Maximisers** in ROI. These segments have been identified through research as those with the highest propensity to take a short break over the spring period.

The campaign builds knowledge of what Northern Ireland has to offer and delivers clear and compelling reasons to visit for the priority segments. The campaign is designed to support you by driving short breaks and inspire our segments to see, do and spend more on a spring short break in Northern Ireland.

The campaign includes bespoke creative messaging for mid-term, encouraging families from NI and ROI to consider a short break in Northern Ireland.



# NI media channels

NI dates: 30th January - 31st March

NI segments: Aspiring Families, Natural Quality Seekers and Social Instagrammers (digital only)

Estimated all adults reached - 1,200,420

## TV/VOD



66% Coverage-  
948,420 Adults  
reached and  
Frequency of 8.

## Radio



Coverage – 74%  
/ OTH 10

## Supplement



200,000 copies –  
4th/5th February

## Press



54% Coverage  
of all Adults  
775,980  
Frequency: 4

## Social/Digital



NI Estimated  
13 million  
impressions



# ROI media channels

ROI dates: 30th January - 31st March

ROI segments: Open Minded Explorers and Active Maximisers

Estimated all adults reached: 2,537,760

## TV/VOD



65% Coverage-  
2,403,050 Adults  
reached

## Radio



Coverage – 63%  
-2,541,000  
Adults reached

## outdoor



Coverage – 61% /  
674,928 Adults  
reached

## Press



Coverage - 43%,  
1,642,000 Adults  
reached

## Supplement



300,000 copies  
4th and 5th  
February

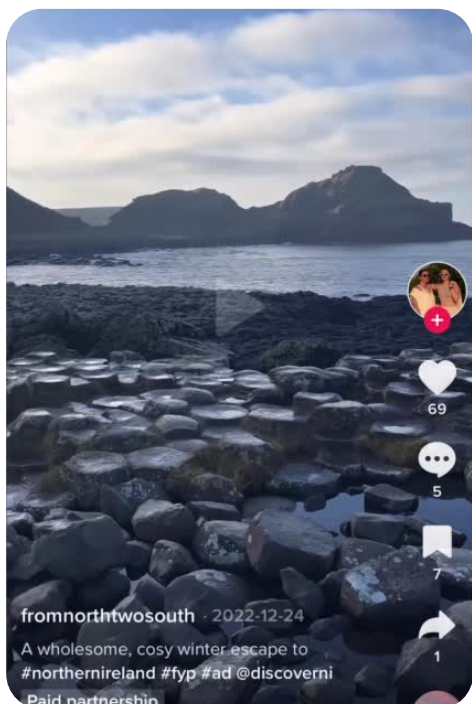
## Social/Digital



ROI estimates  
20 million  
impressions



# Content Approach for Spring – Social & PR



[@fromnorthtosouth paid partnership TikTok video](#)

## Social Content

To underpin the Spring Campaign, the first quarter of 2023 will see Tourism Northern Ireland focus their consumer marketing communications on these 3 overarching themes: Refreshing & Revitalising activities in January, Hidden Gems in February, and Spring breaks in March.

Key dates will also play a part such as romantic escapes in February, linking to Valentine's Day, family short breaks to link in with the mid-term school holidays, and St Patrick's Day in March. Demonstrating value for money will continue to be a key message across all communications.

We would encourage you to use these key themes to tell your audiences about the wonderful short breaks, events and hidden gems that can be enjoyed as part of a Giant Adventure in Northern Ireland.

## PR Content

Campaign activity will be supported with a fully integrated PR Plan. In addition, core media activity will continue with weekly content and features across print, online and broadcast.

Key areas include media FAM trips, events and PR campaigns that promote the industry and brand awareness around Embrace a Giant Spirit. Other highlights include the Holiday World Consumer Show (Dublin & Shannon) and Outside Broadcasts with key ROI radio stations.





# creative assets

A suite of Social Media assets including campaign cover photos and special offers templates are available [here](#).

The campaign photography campaign assets will be available on the content pool from 30th January. If you aren't already registered on the content pool, you can do for free so here: [Northern Ireland Content Pool](#)

If you are a content creator or have photography you would like you share on our content pool please contact: [l.conlon@tourismni.com](mailto:l.conlon@tourismni.com)

The Spring TV commercials will be available on the Discover NI YouTube page when the campaign launches on the 30th January – [Discover NI YouTube Page](#)



## Reminder

Further information about our Experience brand: Northern Ireland - Embrace a Giant Spirit is available [here](#).

On the link above you can download:

- User guide on working with our Embrace a Giant Spirit assets
- Embrace a Giant Spirit Brand guidelines
- Embrace a Giant Spirit Experience Development Toolkit
- Further Embrace a Giant Spirit information about the brand, including video content.



# Aligning our Marketing Efforts

## How to get involved:

As part of the campaign activity we run themed weeks. Feel free to promote this content in your region

For the media lay down please contact: [a.murray@tourismni.com](mailto:a.murray@tourismni.com)

## Regional rotations

### w/c 6th Feb - Causeway Coastal Route



### w/c 13th Feb - Fermanagh & Tyrone



### w/c 20th Feb - Belfast



### w/c 27th Feb - Mourne & Strangford Lough



### w/c 6th March - Armagh & Down

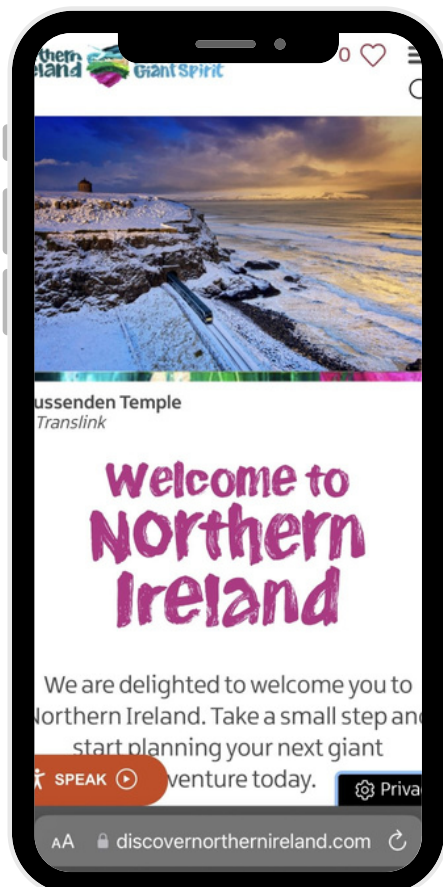


### w/c 13th March - Derry - Londonderry





# Help to Drive Bookings For Spring



Discovernorthernireland.com is a leading source of inspiration and information for visitors to Northern Ireland. In fact, over 3 million unique users visited discovernorthernireland.com in 2022. It's packed with practical advice, insider tips, guides, maps, and entertaining and informative blog posts to give visitors a flavour of what to expect on their next giant adventure. The website is also supported by digital marketing activity throughout the year - driving visitors to the site.

## Update your Listing

If you haven't already, you should create a listing for your business on the Discover Northern Ireland website. Whether you're an accommodation provider, visitor attraction or experience, having your listing on the Discover Northern Ireland website is a great way to showcase your business to thousands of people visiting the website each day. It's also completely free to create or update a listing, so no excuses!

To update your listing:

1. Visit [Tourism Northern Ireland's Business Hub](#)
2. Create an account
3. Follow the steps to register the products that you own
4. Manage your listings

If you've already created a listing for your business, make sure it's up to date! On [discovernorthernireland.com](#), we will also share some of this content with Tourism Ireland for publication on Ireland.com.

## Make your listing impactful



To attract the attention of potential visitors, it's important that your business listing is as impactful as possible.

Listings that work best are typically between 300-350 words. Remember, your listing is an opportunity to highlight what makes your business unique, so be sure to give potential visitors compelling reasons to book/find out more.

By featuring engaging landscape photography (1920 x 1080 pixels in JPEG format) is also a great way to showcase your business and bring your listing to life.

Don't forget the basics though! Always include your address, telephone numbers, URLs, price, and any other information you think might be important for visitors to have.

On the next few pages you'll find handy tips and ideas on how to drive bookings in spring



# Driving more visitors through Social Media



Social media plays a big role in helping visitors discover new places, plan and share their giant adventures. However, we understand that finding the time and resources to promote your business on social media can sometimes be tricky. To help you make the most of social marketing, we have put together a suite of free, ready to use, downloadable spring campaign social posts, frames, banners and more, that you can use on Facebook, Instagram and Twitter.

[Social Assets](#)  
[Handy content guides](#)

**Follow us**   
on **social**

Facebook: 209K followers

Insta: 79.5K followers

Twitter: 122K followers

YouTube: 4.5K subscribers

Have some content to share on our social channels?

Contact us on:

[digital@tourismni.com](mailto:digital@tourismni.com)



Use the hashtag **#Embraceagiantspirit** on your posts for higher visibility.



Hashtags make it easier for us to share your content on our channels.



## Social Media Calendar

Check out our sample social media content calendar to help you create engaging content on your own channels. Simply add to your social media platforms to suit your business or location before you post.

[Social Media Calendar](#)



# Embrace the reach and impact that Influencers can offer...



Through strategic partnerships with social media influencers, we can provide a promotional platform for many of our industry partners, helping them to reach audiences who might not otherwise be aware of their products and experiences.

- Do you have a product which is visual and interactive to be showcased on social media?
- Can you host an influencer/FAM trip?
- Can you offer discount codes for influencers to share with their followers?
- Can you provide a competition for an influencer to share on their channels?



If you feel this is something you want to be a part of, contact: [h.matthews@tourisni.com](mailto:h.matthews@tourisni.com)

## Get involved in our PR activity

There are two PR teams in Tourism NI working to generate media coverage in both the NI & ROI markets. There are a few ways you can assist and get your business.

- Have an interesting story or good news about your business? We want to hear about it!
- Media have longer lead in times so make sure to get to us in a timely way
- Can you host a Media/FAM trip?
- Competitions for placement in NI & ROI



Want to know more? Contact: [c.mccoy@tourismni.com](mailto:c.mccoy@tourismni.com)

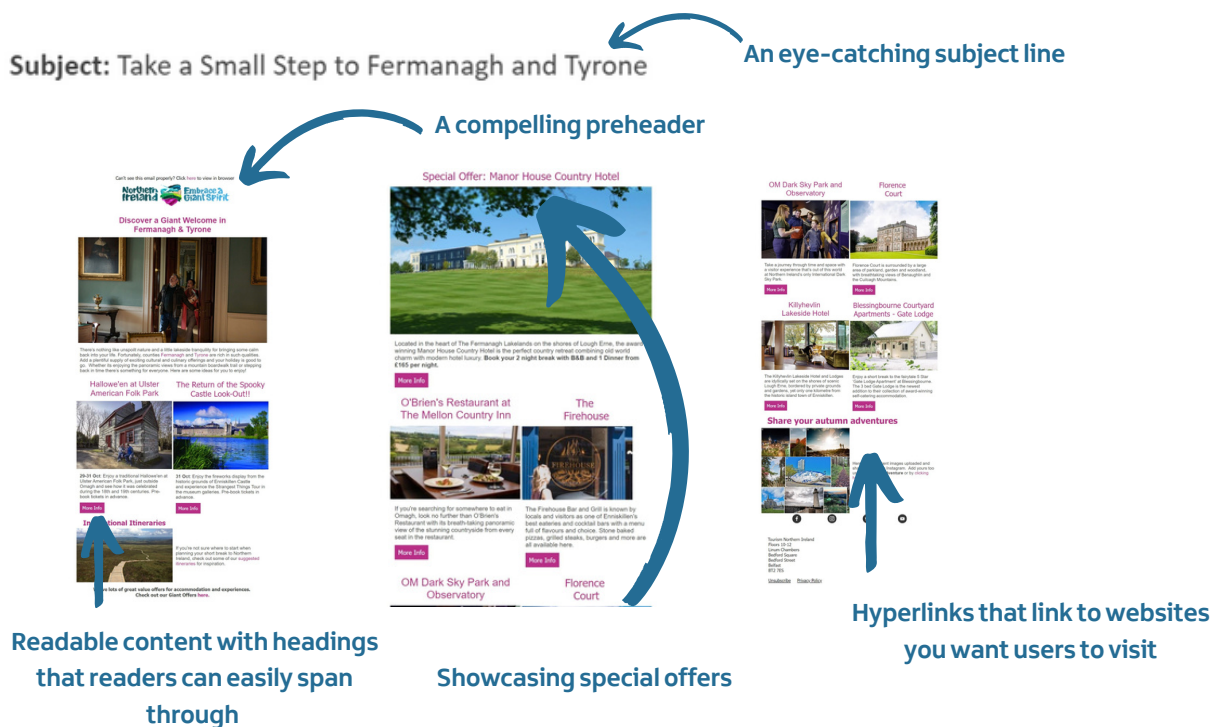




# Switch up your Email Marketing

Throughout our spring marketing campaign we will be issuing weekly emails to our 15k database that will all be aligned with the regional rotations.

Here's a few things we have learnt which might help you with your email marketing...



With this you can create an email that subscribers want to open and a great email will also drive more users to your website - so make sure your content is up to date for spring with enticing copy and imagery.

If you have content you think would be effective for email - please contact: [digital@tourismni.com](mailto:digital@tourismni.com)

Please also see link to our [privacy policy](#).



## Tips to help build your email database

1. Create super-compelling, subscribe-worthy content
2. Run a promotion or contest
3. Provide lead magnets (checklists, ebooks, etc.)
4. Use pop-ups to drive email signups



# BECOMING Bookable on Discover Northern Ireland

Making Northern Ireland Bookable.

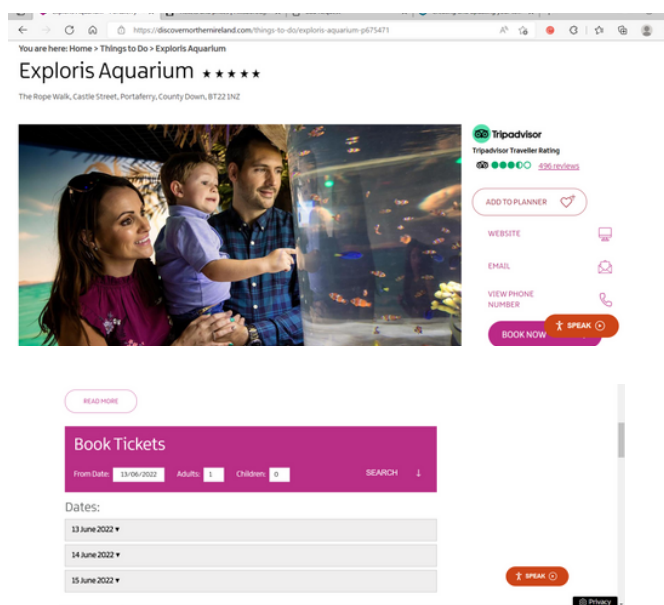
Tourism Northern Ireland have partnered with [Tourism Exchange GB](https://www.tourismexchange.co.uk/) to connect tourism businesses with local and global distributors helping businesses like yours to become bookable through the Discover Northern Ireland website, access new routes to market and reduce your commission costs.

More details available here...

[TXGB](https://www.tourismexchange.co.uk/) | Grow your sales with the Tourism Exchange GB ([tourismni.com](https://www.tourismni.com))

“

“Being connected to a wide range of international distributors via TXGB has enabled me to raise my profile considerably. I wouldn't have the resources to promote my business to such a global audience otherwise and it's definitely resulted in an increase in bookings.” Tracey Jeffery, Owner



## Registration Page

Here businesses can express their interest and the onboarding team at TXGB will call them back.



What to know more?

Contact: [p.colman@tourismni.com](mailto:p.colman@tourismni.com)



# 5 Things to do from now – Action Plan

**1** Help drive bookings this spring by adding your event an, or experience to [Discovernorthernireland.com](https://discovernorthernireland.com).

**2** Have an interesting story or good news about your business? We want to hear about it! Send it to [digital@tourismni.com](mailto:digital@tourismni.com)

**3** Don't forget to tag us and use #EmbraceAGiantSpirit when posting!

**4** Download our social media content calendar and find inspiring copy to share on Facebook, Instagram and Twitter

**5** Highlight your offers, value promotions and drive bookings with our easy-to-use social shareables and consider signing up to TXGB to have your business become bookable.





# Get In Touch

Tourism Northern Ireland have an extensive range of business support and tools to help you throughout the spring marketing campaign.

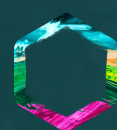
Our experienced Marketing and Digital team are also at hand for any of your enquires



Sarah Sneddon  
Social & Digital Team  
[digital@tourismni.com](mailto:digital@tourismni.com)



Bryony Gambier-Christy  
Marketing Campaigns Officer  
Destination PR  
[b.gambier-christy@tourismni.com](mailto:b.gambier-christy@tourismni.com)



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