

# Spring 2026 Industry Toolkit

# 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.**

# 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: 9<sup>th</sup> Feb – 31<sup>st</sup> 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)



Mourne Mountain Adventures  
Co. Down

one Giant  
Adventure  
after another

Book your great value spring break now at [discovernorthernireland.com](http://discovernorthernireland.com)

Northern Ireland  Embrace a Giant Spirit

ANY PERSON FOUND  
FLYPOSTING OR DEFACING  
THIS STRUCTURE WILL BE  
PROSECUTED BY  
MILLS & ALLEN LTD.





Digishelter in situ  
(Active Max ROI)

Common Market  
Belfast

one Giant  
Adventure  
after another

COMMON  
MARKET

Northern  
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one Giant  
Adventure  
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COMMON  
MARKET

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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**

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[discovernorthernireland.com](http://discovernorthernireland.com)



Spring messaging Offers & value focused

### Embrace a Belfast City escape

Belfast is a lively, bustling, friendly city with an atmosphere all of its own. From the vibrant cultural scene to the historic architecture, the city has something for everyone. Discover the city's hidden gems and enjoy the best of Belfast in just a few days.

**Thank Belfast**

Make the most of Belfast's vibrant culture and enjoy the best of the city in just a few days. Discover the city's hidden gems and enjoy the best of Belfast in just a few days.

**Cable Glen**

It's hard to believe this magical 200-acre forest park is tucked away just minutes from Belfast city centre. Cable Glen is a haven for nature lovers and hikers alike. Enjoy the best of the city in just a few days.

**Bullfinch House**

Discover the heart of the city. Bullfinch House is a beautiful Victorian mansion that has been converted into a luxury hotel. Enjoy the best of the city in just a few days.

**Castle Road Cafe**

Enjoy the best of the city in just a few days. Discover the city's hidden gems and enjoy the best of Belfast in just a few days.

### A small step to a Giant adventure

Discover the city's hidden gems and enjoy the best of Belfast in just a few days. Discover the city's hidden gems and enjoy the best of Belfast in just a few days.

**Victoria Square Shopping Centre**

Discover the city's hidden gems and enjoy the best of Belfast in just a few days. Discover the city's hidden gems and enjoy the best of Belfast in just a few days.

**A taste of Belfast**

Discover the city's hidden gems and enjoy the best of Belfast in just a few days. Discover the city's hidden gems and enjoy the best of Belfast in just a few days.

**Samuel Beckett Centre Experience**

Discover the city's hidden gems and enjoy the best of Belfast in just a few days. Discover the city's hidden gems and enjoy the best of Belfast in just a few days.

**NI Science Festival 12-13 February 2025**

Discover the city's hidden gems and enjoy the best of Belfast in just a few days. Discover the city's hidden gems and enjoy the best of Belfast in just a few days.

Book your next short break now at [discovernorthernireland.com](http://discovernorthernireland.com)

**Northern Ireland** **Embrace a Giant Spirit**



**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.

**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 eco trails. 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!

**SAINT 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.

**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.

**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, Quails at the Gallery, perfect for relaxing after your visit.

**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 final art to archaeology and natural history, this is the ideal place to experience a flavour of the famous 'orchard county'.

**ARMAGH CIDER COMPANY, RAISING THE SPIRITS, 31<sup>st</sup> OCTOBER 2025**  
A haunted harvest soiree 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, 27<sup>th</sup> - 30<sup>th</sup> NOVEMBER 2025**  
Delve into the history of the Armagh Georgian Festival. Georgian Day, Saturday 29<sup>th</sup> 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 spices as you wander through the bustling festivities.

**Embrace a Giant Taste of October**

AUTUMN VALUE OFFERS • AUTUMN VALUE OFFERS • AUTUMN VALUE OFFERS • AUTUMN VALUE OFFERS • AUTUMN VALUE OFFERS • AUTUMN VALUE OFFERS			
<p><b>KILLEAVY CASTLE ESTATE NEWRY</b> PH: 028 3044 4885, 4 Star Hotel</p> <p><b>Autumn Getaway from £179 per room</b></p> <p>Autumn &amp; break designed for ultimate relaxation, with 100% of the estate's produce used in the restaurant.</p> <p>Valid until 30/11/2025</p>	<p><b>MILLBROOK LODGE BALLYNAHINCH</b> PH: 028 9756 2626, 3 Star Hotel</p> <p><b>Autumn Dine &amp; Stay from £180 per room per night</b></p> <p>Overnight stay with cocktails on arrival and three-course dinner in the Q Room Restaurant.</p> <p>Valid until 31/10/2025</p>	<p><b>CANAL COURT HOTEL NEWRY</b> PH: 028 3025 1234, 4 Star Hotel</p> <p><b>Fall for Autumn from £165 per room per night based on 2 sharing</b></p> <p>1 night B&amp;B plus £20.00 dining credit</p> <p>Valid until 30/11/25</p>	<p><b>SEAGOE HOTEL PORTADOWN</b> PH: 028 3833 3075, 4 Star Hotel</p> <p><b>Dinner, Bed &amp; Breakfast from £229 per room per night</b></p> <p>1 night B&amp;B, Evening meal in The Courtyard bar &amp; restaurant</p> <p>Valid until 30/11/25</p>
<p><b>HASLEM HOTEL LISBURN</b> PH: 028 9244 9900, 4 Star Hotel</p> <p><b>Bed, Breakfast and Dinner from £179 per room per night</b></p> <p>1 night B&amp;B plus Evening meal in Haslem Kitchen.</p> <p>Valid until 25/10/2025</p>	<p><b>GAME OF THRONES® STUDIO TOUR BANBRIDGE</b> PH: 028 4046 4777, Visitor Attraction</p> <p><b>General admission and afternoon tea from £59.50 per person</b></p> <p>Pre-book your 'Seven Kingdoms' afternoon tea, with afternoon tour, including a guided tour, and a hot sausage roll, chocolate crunch dipping veg, High Garden sandwich selection and more.</p> <p>Valid until 31/12/25</p>	<p><b>MONTALTO ESTATE BALLYNAHINCH</b> PH: 028 9756 6100, Visitor Attraction</p> <p><b>General admission from £9.10 per person</b></p> <p>A visit to Montalto Estate is the perfect way to reconnect with nature in a natural, historical and truly relaxing setting.</p> <p>Valid until 31/12/2025</p>	<p><b>HILLSBOROUGH CASTLE &amp; GARDENS HILLSBOROUGH</b> PH: 0281 5016000, Visitor Attraction</p> <p><b>Castle &amp; Gardens ticket from £20.80 per person</b></p> <p>Ticket includes access to the State Rooms, 100 acres of gardens, free parking, cafe, shop, walk and motor facilities.</p> <p>Valid until 31/12/2025</p>

**Book your great value autumn break now at [discovernorthernireland.com](http://discovernorthernireland.com)**

**Northern Ireland** **Embrace a Giant Spirit**



# Aspiring Families Creative Examples



**A small step to a Giant adventure**

Carrickfergus Castle  
Co. Antrim

Book your great value spring break now at [discovernorthernireland.com](https://discovernorthernireland.com)

Northern Ireland  Embrace a Giant Spirit

**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](https://discovernorthernireland.com)  
Your Next Giant Adventure

Book now

**Discover Northern Ireland**  
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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](https://discovernorthernireland.com)  
Your Next Giant Adventure

Book now



# 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"><li>UTV, Channel 4 and Sky Ad Smart x40sec</li><li>350 Ratings</li></ul> <b>61% Coverage; 854,610 Adults, Frequency: 8</b>	<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><b>Estimated Reach: 196,140 Frequency: 4</b></p>	<p><b>40 x 48 Sheets</b></p> <p><b>6 x Billboard Live</b></p> <p><b>101 Adshel Live Panels,</b></p> <p><b>73 x 6 Sheets</b></p> <p>Spar/Vivo/Centras Applegreen Screens and Digital 6 Sheets at Grand Central, GVS and NW transport Hub.</p> <p><b>67% Coverage: 928,039 Adults; Frequency: 14.5</b></p>	<p><b>Cool FM and Q Radio Group</b> 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><b>53% Coverage: 835,000 Adults; Frequency: 5.2</b></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><b>43% Coverage: 651,000Adults: Frequency: 4.2</b></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 <b>RTE, Virgin , Sky and Channel 4 Group</b></p> <p>Tactical Spot buy in Knight of the Seven Kingdoms,</p> <p>Sky Sports coverage of Women’s Super League Football –10 Games &amp; LPGA Golf– 50 spots</p> <p><b>2 x Editorial Travel Segments in the Today Show</b> – average 100,000 daily viewers per show.</p> <p><b>72% Coverage: 2,887,000, Frequency: 10</b></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><b>17% Coverage: 681,700, Frequency: 4</b></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><b>68% in Greater Dublin, 952,000 Frequency: 12</b></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><b>860 Spots 770,000 Digital Audio Imps</b></p> <p><b>45%; 1,984,000 Adults, Frequency: 9.6</b></p>	<p><b>Irish Times, Irish Independent, Irish Daily Mail . Irish Daily Mirror, Irish Daily Star. (24 Adverts)</b></p> <p>Tactical Classifieds in Irish Times</p> <p>10 x Full Page Press adverts/advertorials for the Indulgent Relaxers</p> <p><b>57% Coverage; 2,441.000 Adults; Frequency: 4.2</b></p>



# Digital Media Strategy **Phased Approach**

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



# 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](http://tourismni.com)

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

These can be easily accessed on the Content Pool.



# THE IRISH TIMES

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 8088  
Or Book Online  
[www.knockhousehotel.ie](http://www.knockhousehotel.ie)

Booking REF **TNISPRING2026**

# Media Central





## Industry Offers Template



Offers Line:



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



# 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**



Thank  
you