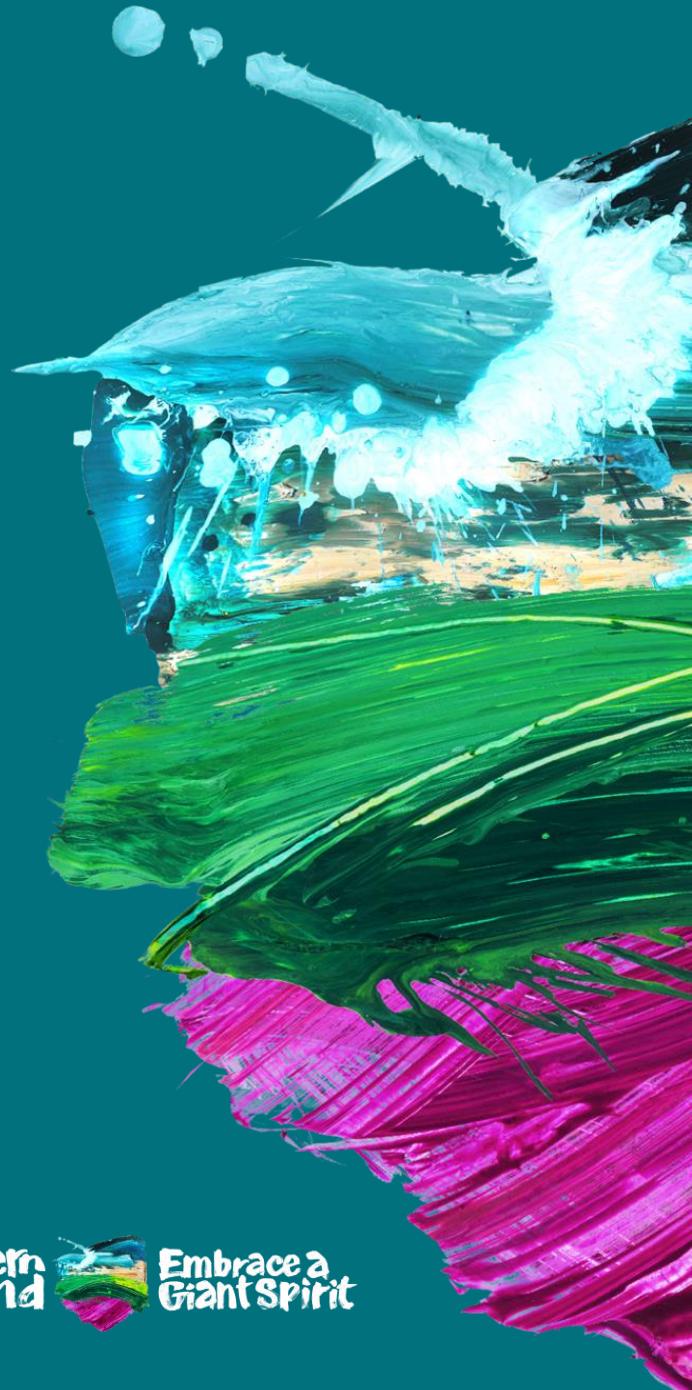


Spring 2026 Industry Toolkit



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.



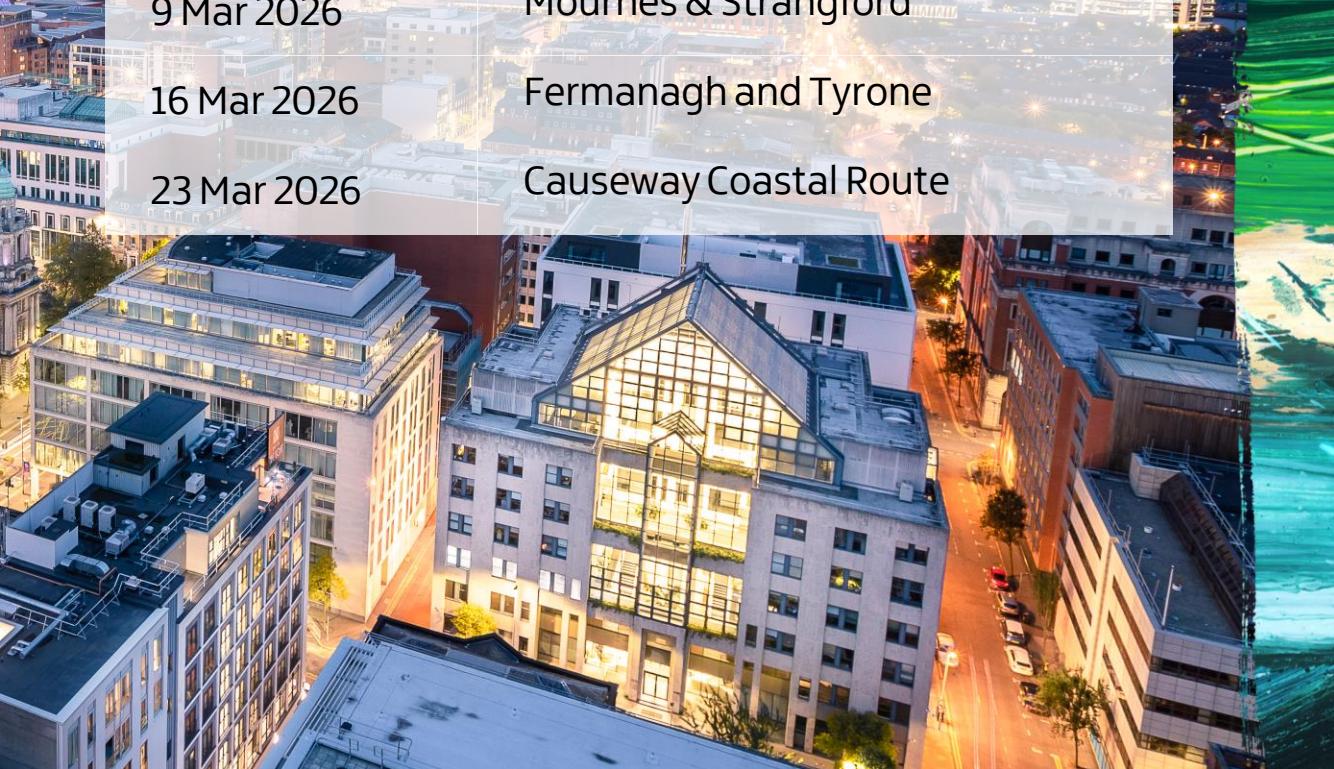
Northern Ireland  Embrace a Giant Spirit
Book your great value spring break now at discovernorthernireland.com

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)



Mourne Mountain Adventures
Co. Down

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

one Giant
Adventure
after another

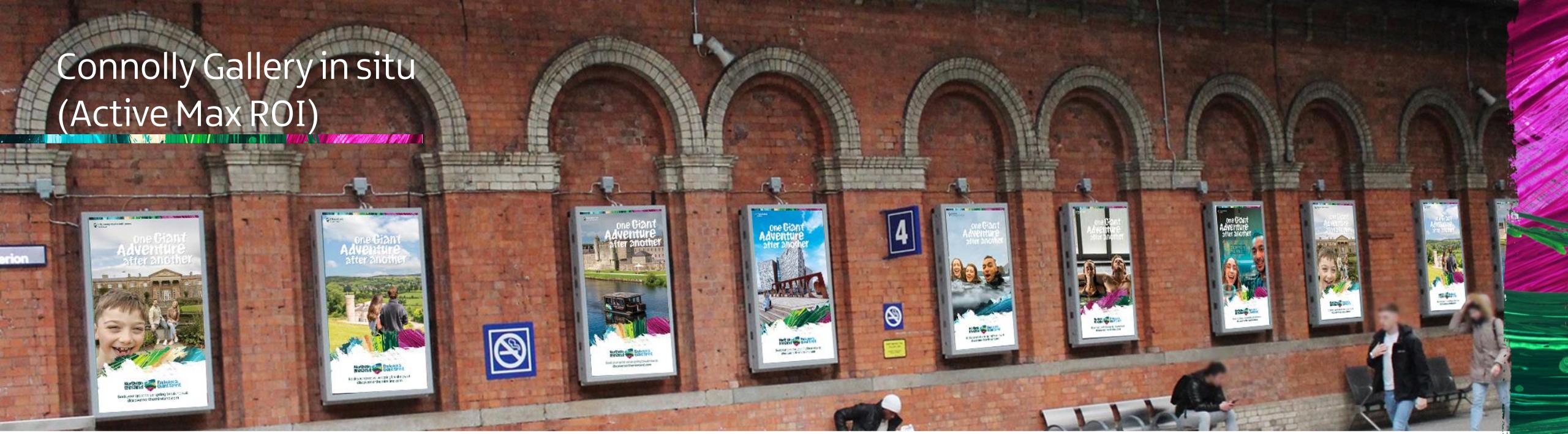
Book your great value spring break now at discovernorthernireland.com

Northern Ireland  Embrace a
Giant Spirit

Digishelter in situ (Active Max ROI)



Connolly Gallery in situ (Active Max ROI)



Close up



6 Sheet in situ
(Aspiring Fam NI)



Spring messaging Offers & value focused

Embrace a Belfast City escape

Great Value Short Breaks from £79pp

Victoria Square Shopping Centre

Victoria Square Shopping Centre is a vibrant and bustling hub in the heart of Belfast. With over 100 stores and a mix of high-end and budget brands, it's the perfect place to do your Christmas shopping. From fashion to homeware, there's something for everyone.

A Taste of Belfast

Belfast is a big, bustling, friendly city with an atmosphere all of its own. From the cosmopolitan culture of the Arts Quarter to the shopping districts around Victoria Square and beyond to the spectacular viewpoints and docks of the Titanic Quarter, you'll find a welcoming city brimming with culture and history, with a huge range of accommodation options and a truly vibrant food and drink scene.

Car Free Day

Make the most of Belfast's cycling experience: your first port of call in Belfast is the iconic Belfast City Cycle Hub, located in the city's iconic 'Ship' building. With a repair workshop and four new galleries, there's never been a better time to visit.

Car Free Day

It's hard to believe this magical 200-acre forest park is tucked away just minutes from Belfast's city centre. Belfast's Glens is bursting with natural beauty and family fun, but it's not the weather that's the draw: you'll find the iconic Belfast Glens Forest Park's first Alpine Coaster and three dual zip lines, giving you mind-blowing views of the forest park, Belfast city, and beyond. The park's unique forest adventure, an adventure not for the faint of heart.

Botanic Hotel

Located in the heart of the city, Botanic Hotel is a vibrant and eclectic atmosphere that's perfect for a break or a staycation. Enjoy a drink in the bar, explore the hotel's art gallery, or take a dip in the heated outdoor pool.

Science Festival

With over 200 events across 50+ venues, the NI Science Festival offers a unique and exciting range of events focusing on the wonders of science, technology, engineering and mathematics.

Embrace a Belfast City break

Stayed in a city that spans over 2,000 years, Belfast is an impressive Victorian city that has witnessed many pivotal moments in Northern Ireland's history. From a quiet town and all about its history, to a growing centre of the arts, sport and business, Belfast has it all. Book a Belfast City break with Belfast City Breaks and let us take you on a journey through the city's rich history and vibrant culture.

Book your next short break now at discovernorthernireland.com

Northern Ireland Embrace a Giant Spirit

Belfast

A small step to a Giant adventure





Make this autumn Your next giant adventure

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 barbecue 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.

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 rooms!

KILLEAVY CASTLE ESTATE NEWRY

PH: 028 3044 4808. 4 Star Hotel

Autumn Getaway from £179 per room

A unique break using local produce and local beer. Stay with 20% discount against the Thermal Spa, including a 60 minute treatment.

Valid until 31/12/2025

HASLEM HOTEL LISBURN
PH: 028 9244 4940. 4 Star Hotel

Bed, Breakfast and Dinner from £179 per room per night

Light, healthy breakfast in Haslem Kitchen.

Valid until 31/10/2025

MILLBROOK LODGE BALLYNAHINCH
PH: 028 3076 2826. 4 Star Hotel

Autumn Dine & Stay from £180 per room per night

Overnight stay with cocktails on arrival and three-course dinner in the Millhouse Restaurant.

Valid until 31/03/2026

CANAL COURT HOTEL NEWRY
PH: 028 3025 1234. 4 Star Hotel

Fall for Autumn from £165 per room per night based on 2 sharing

Overnight stay with cocktails on arrival and three-course dinner in the Millhouse Restaurant.

1 night £165 plus £30.00 dining credit.

Valid until 30/11/25

MONTALTO ESTATE BALLYNAHINCH
PH: 028 9756 6100. Visitor Attraction

General admission and afternoon tea from £59.50 per person

Visit to Montalto Estate is the perfect way to relax and recharge in a natural, historical and truly relaxing setting.

Valid until 31/12/2025

SEAGOE HOTEL PORTADOWN
PH: 028 3853 3076. 4 Star Hotel

Dinner, Bed & Breakfast from £229 per room per night

Light, healthy breakfast in the Seagoe Bar & Restaurant.

Valid until 30/11/25

HILLSBOROUGH CASTLE & GARDENS HILLSBOROUGH
PH: 028 320 8000. Visitor Attraction

Castle & Gardens ticket from £20.80 per person

Ticket includes access to the Castle Grounds, 1800 acres of gardens, tearoom, gift shop, wine and coffee facilities.

Valid until 31/12/2025

Book your great value autumn break now at discovernorthernireland.com

Offers are correct at the time of publication and are subject to availability and change without notice. Terms and Conditions apply to each offer and can be viewed on the individual provider's website. Tourism NI acts as a promoter of third-party offers and accepts no responsibility for any changes, cancellations, or inclusions made by providers.

Northern Ireland Embrace a Giant Spirit

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 fine 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 OCTOBER 2025

A haunted harvest soiree awaits in the Armagh Cider Company barn with great food and candlelit cocktails. Expect snags over mannae, with storytelling, local flavours from Symphonie Spirits and Armagh Cider Company and a nod to the region's enchanting Spirit Trail.

ARMAGH GEORGIAN FESTIVAL, 27-30 NOVEMBER 2025

Delve 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**

Aspiring Families Creative Examples



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</p> <p>65% of AF have a subscription.</p> <p>BVOD: Unskippable Ad Format.</p> <p>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 Ad impressions 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: 651,000 Adults: 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
Linear TV Buy with RTE, Virgin, Sky and Channel 4 Group Tactical Spot buy in Knight of the Seven Kingdoms, Sky Sports coverage of Women's Super League Football – 10 Games & LPGA Golf – 50 spots 2 x Editorial Travel Segments in the Today Show – average 100,000 daily viewers per show. 72% Coverage: 2,887,000, Frequency: 10	RTE Player – most popular player in Ireland averaging 13.5 million streams per month. – Drama Boxset Sponsorship C4 Streaming 17% Coverage: 681,700, Frequency: 4	High Impact Digital OOH on Digital Bridges, Digi-Poles, Digital 48 Sheets and DigiShelters The Galleries and Transvision at Connolly, Pearse Street, Grand Canal and Tara Street Stations. 100 x Luas Portraits 100 x Bus A2 Back Of Driver Panels 144 x Dart Commuter Cards 68% in Greater Dublin, 952,000 Frequency: 12	RTE2FM (Nationwide), Today Fm, 98 FM, and FM104 in Dublin. Exclusive Live Host reads on Today FM Catch up Podcast – average 400k streams per month. Border County Radio targeting – i-Radio and RTE player digital audio 860 Spots 770,000 Digital Audio Imps 45%; 1,984,000 Adults, Frequency: 9.6	Irish Times, Irish Independent, Irish Daily Mail . Irish Daily Mirror, Irish Daily Star. (24 Adverts) Tactical Classifieds in Irish Times 10 x Full Page Press adverts/advertorials for the Indulgent Relaxers 57% Coverage; 2,441.000 Adults; Frequency: 4.2

Digital Media Strategy Phased Approach

AWARENESS 2 WEEKS	CONSIDERATION 8 WEEKS			ALWAYS-ON 9 WEEKS
				
<ul style="list-style-type: none">FACEBOOK / INSTAGRAMVideo view campaigns with short- and long-form content to inform and engage audiences	<ul style="list-style-type: none">FACEBOOK / INSTAGRAMShort videos with “Learn More” or “Book Now” buttonsCarousel ads with clickable CTAs. Offers Focused	<ul style="list-style-type: none">YOUTUBEBespoke targetingDemand Gen campaign	<ul style="list-style-type: none">GOOGLE DISPLAY ADSIn-market audiences for travelResponsive Display Ads with clear CTAsDemand Gen Campaign set optimised to link clicks	<ul style="list-style-type: none">GOOGLE SEARCH ADSCapture high-intent traffic via keyword targetingAd 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 *****
SPRIT & 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

10 x 1 Lineage 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**

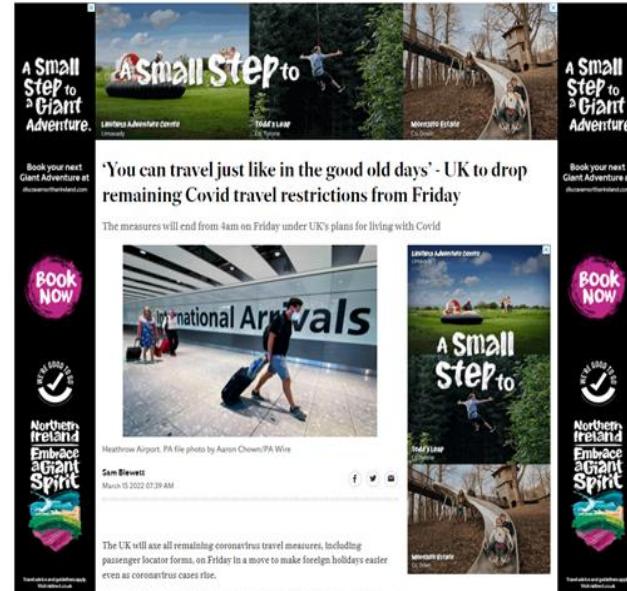
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Heathrow Airport: PA file photo by Aaron Chown/PA Wire

Sam Biewers March 12 2022 07:39 AM

The UK will axe all remaining coronavirus travel measures, including passenger locator forms, on Friday in a move to make foreign holidays easier even as coronavirus cases rise.

Transport Secretary Grant Shapps said on Monday that the changes will allow "greater freedom in time for Easter" and will mean "you can travel just like in the good old days".

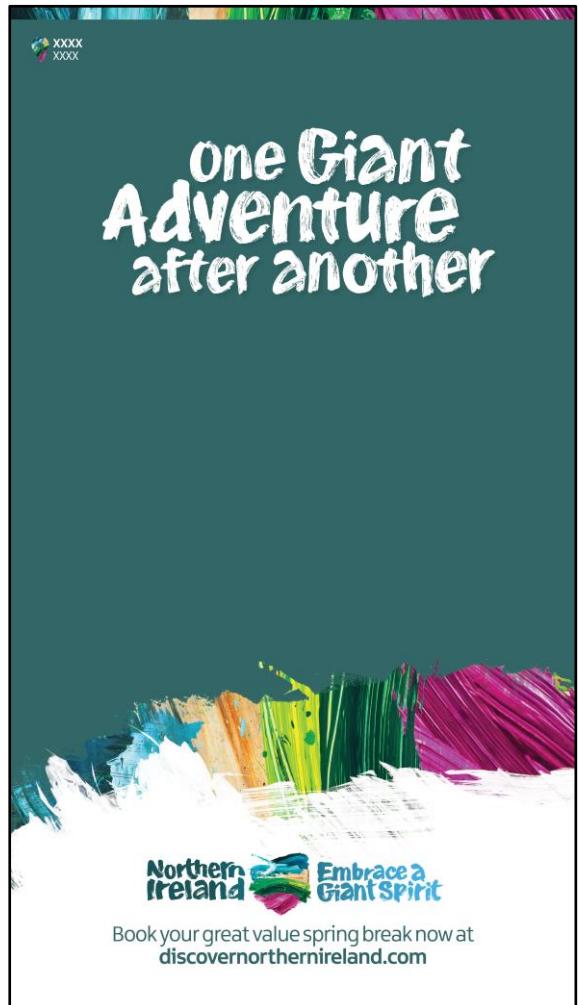
After a meeting with senior ministers, he said the measures - including the requirement for unvaccinated people to be tested for coronavirus - will end for travel to the UK from 4am on Friday under the Government's plans for "living with Covid".

The changes will not affect most passengers coming from Ireland, as people from the Common Travel Area (CTA) are not required to complete a passenger locator form, self-isolate or undergo testing if they have not been outside of the CTA in the previous 10 days.

Promoted Links by [mchrisainD](#)

 Boris Johnson Warns: "Move Your Money Fast" [View Article](#)

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