

Summer Tactical Activity: Industry Toolkit



We will drive demand for industry through:

Paid Media	Reaching 45% of adults, generating over 6.3M opportunities to see/hear
Industry offers	+100 offers recruited and an estimated 30,000 visits to the offers page on discover
Paid Digital (Search Ads, YouTube Video Ads and Meta)	20M Impressions 300k Clicks
NI PR	8-10 pieces of coverage with estimate reach of minimum 20,000 (TBC on content hooks)
ROI PR	4-5 pieces of coverage with estimate reach of minimum 50,000 (TBC on content hooks)
Organic Social & Email	Reaching our 33k All Email Database & up to 300,000 social followers.

Combined 26.3M Impacts

Summary



To drive demand for short breaks and days out over the summer, TNI are planning a tactical burst of summer marketing activity that will go live across our channels in Northern Ireland and Republic of Ireland markets across the month of June.

This Activity will showcase a broad range of attractions, experiences and events, alongside inspiring ideas on where to stay.

This cross-segment activity will span paid, owned and earned channels, including digital, social and PR. It will be supported by a strong call to action, encouraging visitors to book a short break in Northern Ireland this summer.

Timings & Audiences



Timings: Phased approach launching across June.

Audiences: Similar to Summer last year, a cross segment approach is recommended as nearly all segments are showing propensity to travel.

Digital targeting will be expanded to be a 18+ broad audience with travel intent & interests in overseas travel, reaching the most high intent audiences. 18-34s remain most inclined to travel overall and are a core audience to engage.



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



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

ROI Media

RTE PLAYER



BVOD: 40 second Broadcast on Demand (BVOD) running across RTE player, Virgin Media Player and C4 Streaming.

SVOD: 40 second SVOD on Sky All VOD.

BVOD and SVOD will run for 4 weeks totalling **27.5 million streams** across June.

Across BVOD and Press, the Summer Activity is expected to achieve **over 6.3 million impacts**, reaching 45% of the ROI adult population, (over 1.8 million people) with an average frequency of 3.

Press – 1x Double page spread (DPS) press advert across multiple publications over 4 weeks. This Cross regional press ad will cover all NI- providing inspirational longer-form travel content for a cross-segment ROI audience.

Appearing in publications as follows: Irish Times, Irish Independent, Daily Mail and Mail on Sunday.

Classifieds: Classified offer adverts featured in Irish Times and Irish Independent showcasing our industry offers to drive demand

The ROI market represents the biggest opportunity, so we have focused on ROI paid media to drive demand for the industry.

Combined Press Coverage: reaching 38% of ROI adults with a frequency of 2.6.

DRAFT



Belfast is a big, bustling, friendly city with an atmosphere all of its own. From the colourful cobble streets of the artistic Cathedral 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.

Titanic Belfast
Make the Titanic Belfast visitor experience your first port of call in Belfast! Immerse yourself in the story of the iconic ship, precisely where it was built. With a recent refresh and four new galleries to explore, there's never been a better time to visit.

Colin Glen
It's hard to believe this magical 200-acre forest park is tucked away just minutes from Belfast's city centre. Colin Glen is brimming with natural beauty and trails to explore, but if you want the white-hot tour, you're in luck! The Glen is home to Ireland's first Alpine Garden and two dual zip-lines, giving you mind-blowing views of the forest park, Belfast city, and beyond. The River Rapid is Ireland's longest zip-line, and definitely not for the faint of heart.

Bullitt Hotel
Situating in the heart of the city, Bullitt Hotel offers a vibrant and eclectic atmosphere that goes far beyond a place to stay for the night. Enjoy a delicious meal at Taylor & Clay, unwind with a drink in the Courtyard bar, or take your night to the next level at Tetto, the hotel's rooftop bar.

Explore a history of conflict and peace
Belfast experienced its share of the conflicts known as the Troubles from the 1960s to 1990s, but the city also flourished with the healing and reconciliation of the subsequent Peace Process. Hear first-hand how the Troubles affected the streets of Belfast during the 'History of Terror' walking tour, or explore the once-forbidding spaces of the now-decommissioned Curlew Road GAA, Northern Ireland's only remaining Victorian-era prison.

Victoria Square Shopping Centre
Welcome to a piece of retail heaven. Victoria Square Shopping Centre is famous for the panoramic views from its rooftop glass dome, and it's under the dome that the retail buzz really gets going with over 50 famous high street names and countless food and drink options.

A bite of Belfast
Belfast's bustling bars, cafes, food courts and restaurants offer something to delight every palate, and pocket. For a taste of the city's best street food, head to the lively Common Market, where you'll find it all under one roof. Enjoy a bespoke dining experience at The Ivy Brasserie Belfast, where your car can't resist yet sophisticated all-day dining in stunning surroundings. At James St, the spotlight is on the charcoal grill, with a kitchen renowned for its exquisite dishes crafted from local ingredients. Finally, take your taste for cocktails to new heights at The Observatory, perched 22 floors above the city in the Grand Central Hotel and sip the evening away as the sun sets over Belfast.

NI Science Festival 22-23 February 2025
NI Science Festival offers a stimulating and wide range of events focusing on the wonders of science, technology, engineering and mathematics.

Getting to and around Northern Ireland is easy.
From anywhere in Ireland you're just a few hours from a great weekend. Making travel so easy, affordable and sustainable is one of our goals. So just pack the car, grab your passport and get ready to explore Northern Ireland's beautiful scenery and all it has to offer.

Book your next short break now at discovernorthernireland.com

Northern Ireland  Embrace a Giant Spirit 



Offers 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 the offer and accepts no responsibility for any changes, withdrawal, or inaccuracies made by providers.

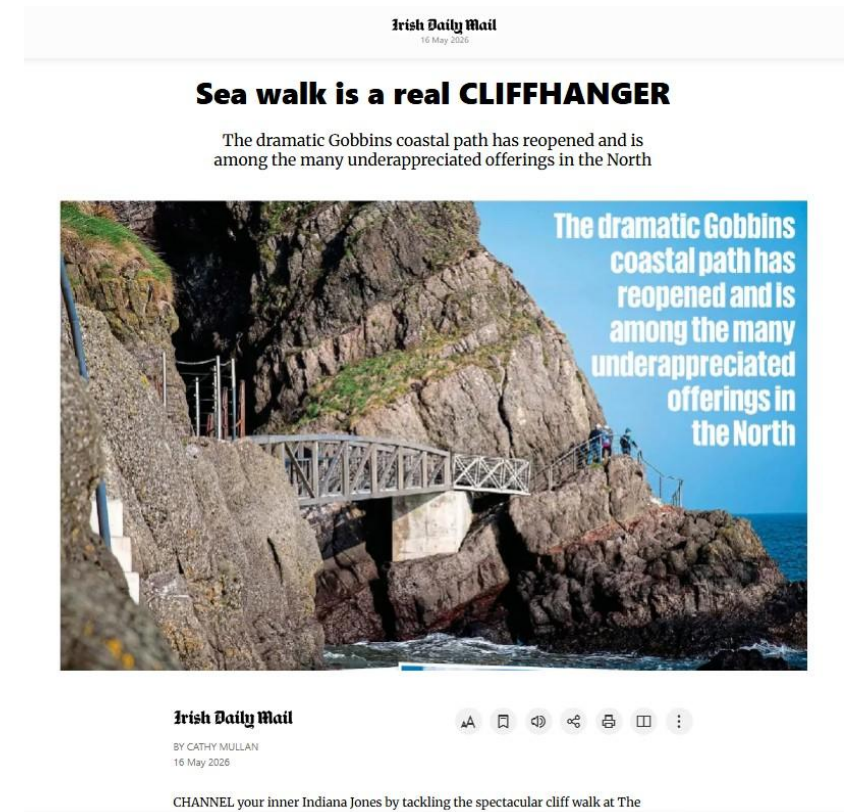
Digital & Social Channels

- **Paid Digital:** The Summer paid digital activity will utilise a range of brand video assets and UGC/influencer content as well as static image formats across Meta, YouTube /Display & Google Search Ads. It is forecast to drive +20M Impressions & 300k clicks across NI & ROI audiences.
- **Organic Social:** This will be underpinned by organic activity across Facebook & Instagram, with a combined organic audience of over 300k.
- **Influencers:** We use travel and lifestyle influencers to help us expand our reach and raise the destination profile. The launch of Giant Spirit Creator Club last month means we have been able to support more industry with influencer opportunities.
- **Email Marketing:** Email will be utilised to communicate Summer 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 website, www.discovernorthernireland.com, to plan their trip.
- **Website:** Dedicated summer staycation hub, pulling in key messages, events and offers.
- **Key Messages:** Messaging will communicate how easy, stress-free and great value a short break in Northern Ireland is, focusing on 'staycations' 'closer than you think', 'you don't have to go far to get away'.



All activity will be underpinned by comprehensive PR Always On Content in NI & ROI Markets

- Press releases to promote events, quirky & unique accommodation and summer inspiration
- Media FAM Trips
- Media relations activity
- Competitions *(TBC on placement)*



How to get involved



Industry Templates



Available on Content Pool: Northern Ireland's Content Pool - Summer Templates

Year Round Social activity

- **Share high-quality photos and videos** with us - strong visuals are far more likely to be featured (1MB). Video should be portrait (9:16) with no text on screen.
- **Invite us to visit** - where we can capture fresh video content for use on our channels.
- **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



The Giant Spirit Creators

A curated selection of 8 x NI content creators who will be capturing and sharing their Giant Adventures across Northern Ireland, showcasing unique experiences, destinations, and hospitality offerings through engaging social content.



sashaferg ...
Sasha | 🇬🇧 🇮🇷 🇺🇸 🇦🇺 🇯🇲
1,266 posts 16.9K followers 917 following
📍 Belfast - N.Ireland
🌍 Travel & Adventures
👥 Outdoors & Staffies
👤 @sashafergart
🔗 instabio.cc/Sashaferg and 1 more
📧 sashaferg



momentwithjamie ...
Jamie Beattie | Travel | Explore | Unique Stays
671 posts 12.1K followers 2,208 following
Digital creator
Adventures + Unique Stays 🏠 🏡
Irish Capturing moments 📷
📧 momentwithjamie



inspiringbelfast ...
Inspiring Belfast
1,154 posts 62.4K followers 1,554 following
Celebrating the people, places & brands that shape our wee country ❤️
Grab your guide to 200+ food & drink spots in... more
🔗 linktr.ee/inspiringbelfast and 1 more
📧 inspiringbelfast



amandajaneugc ...
Amanda Jane Godfrey | UK UGC Creator
116 posts 71.2K followers 888 following
UK UGC Creator 📷
📍 Belfast, Northern Ireland
Renovating my first home 🏠 🛠️
📧 amandajaneugc@gmail.com
🔗 amandajaneugc.com and 1 more
📧 amandajaneugc



thewanderingselfie ...
Helen she/her
1,178 posts 10.5K followers 998 following
Hype girl for
🌊 Cold water swimming
🔥 Outdoor saunas
🍀 Active Outdoor Lifestyle
👉 Advocate for joy&playful living
📷 P... more



frans_travels ...
Francesca Mckee
1,243 posts 15.7K followers 6,188 following
Digital creator
📍 Belfast
📧 franstravels1@gmail.com
📧 frans_travels



catherinelauram ...
catherine maguire 🍷
640 posts 3,268 followers 3,300 following
Marketing girl in Hollywood 🏠
Better on TikTok 🌟
📧 catherinelaura_maguire@outlook.com
🔗 tiktok.com/@catherinelauram_ 📧 catherinelauram



explorewithcriostoir ...
Chris Connolly - Irish Travel Blogger
665 posts 176K followers 1,127 following
Digital creator
📍 Belfast
📷 Best of Ireland and Beyond
📖 Your travel inspiration guide
📧 Enquiries - explorewithcriostoir@gmail.com

The Giant Spirit Creators: Process

Step 1:
Email Harry what complimentary experience you can offer:
h.matthews@tourismni.com
Influencer & Partnerships Marketing Officer

Step 2:
He will allocate it into a monthly call out

Step 3:
This will be offered out to the influencers

Step 4:
Once interest is gauged Harry will be in touch to book the influencer in

Step 5:
Stories and a reel posted from their visit



Content Pool

- Content Pool 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
- Includes downloadable logos, branding and toolkits to help promote your business
- Register now and visit the portal today: [northernirelandscontentpool.com](https://www.northernirelandscontentpool.com)
- If you want to be seen by a wider audience, send us your content: medialibrary@tourismni.com



Welcome to Northern Ireland's Content Pool

Encourage visitors near and far to experience the beauty of Northern Ireland with these breathtaking images, captivating videos and ready-to-use toolkits

Featured Collections



Autumn



Festive Experiences



Aerial Videos



Slideshow Images

Maximising Campaigns



Think about how you can
align your activity & messages with ours



Use the templates provided to showcase your offers



Share your PR stories



Update your offer and listing on
discovernorthernireland.com



Read the latest sentiment research
from tourismni.com



Use the **content pool**