Industry Marketing Programme

Frequently asked questions for applicants

These FAQs answer the main questions applicants are likely to have. Please read them alongside the full programme guidelines, which contain complete eligibility, assessment, delivery and claim requirements.

1. What is the Industry Marketing Programme?

The Industry Marketing Programme provides grant support to help eligible tourism organisations undertake additional marketing activity in the Republic of Ireland.

The programme aims to increase Northern Ireland's visibility in a highly competitive market, complement Tourism NI's own marketing campaigns and support activity that converts visitor interest into enquiries, bookings and spend.

When does the programme open?

Applications open on **23 November 2026** and must be submitted no later than **3.00pm on 8 December 2026**.

Late applications will not be accepted.

When must the funded activity take place?

Approved activity must take place between **1 February and 31 March 2027**.

What is the total programme budget?

The total programme budget is **£200,000**.

2. Eligibility and funding

Who can apply?

The programme is open to eligible tourism businesses and organisations operating in Northern Ireland. This includes Tourism NI-certified visitor accommodation, visitor attractions and visitor experiences. Public bodies and councils may apply only where the proposed activity directly markets a visitor attraction or visitor experience that they manage or operate. Generic destination or place marketing is not eligible.

What must applicants be able to demonstrate?

Applicants must:

- Be legally constituted and able to enter into a Letter of Offer
- Operate in Northern Ireland
- Be able to provide the required match funding
- Meet all programme requirements and conditions

How much funding can I apply for?

You can apply for a grant of between £500 and £5,000. Tourism NI can contribute up to 30% of eligible campaign costs, and you must provide at least 70% match funding. Grants below £500 will not be awarded.

Can I submit more than one application?

No. Only one application may be submitted by each business, charity or organisation.

Does meeting the eligibility criteria guarantee funding?

No. Meeting the eligibility criteria does not guarantee funding.

Eligible applications will be assessed, scored and ranked. Funding will be awarded to the highest-scoring applications until the £200,000 programme budget has been fully allocated.

3.Eligible marketing activity and costs

What type of marketing activity can be supported?

The programme supports additional, external, media-based marketing activity aimed at visitors in the Republic of Ireland. Eligible channels may include press, radio, out-of-home, video, digital advertising and paid social media. The activity must promote an eligible Northern Ireland tourism business, attraction or visitor experience.

Are creative, production and agency costs eligible?

They may be eligible only where they are directly linked to the approved media buy and clearly identified in the Application Form. Examples include advertisement design, photography, radio edits, videography, copywriting, artwork, asset adaptation and agency fees for planning, booking or managing the media buy. Together, production and administration costs may account for no more than 20% of the total grant awarded.

What costs and activities are not eligible?

The programme will not support:

- website development;
- activity primarily targeting business tourism, weddings or conferences;
- internal communications or activity that is not visitor-facing;
- general business overheads or corporate administration costs;
- staff salaries
- advertising that will run outside the eligible activity period; or
- costs incurred before the Letter of Offer, unless Tourism NI has expressly authorised them in writing.

Can VAT be included in my eligible costs?

If your organisation is VAT registered, recoverable VAT must be excluded from your eligible costs. If your organisation is not VAT registered, VAT may be included within eligible costs.

4. Preparing and submitting an application

What information will I need to provide?

Your application should clearly explain the target audience, proposed media channels, campaign timing, costs, expected reach or impact, and how results will be measured. You will also need supporting evidence

for your proposed costs, such as a campaign or media plan, supplier estimate, media rate card or quotations.

What does “additionality” mean?

Additionality means that grant support enables additional or enhanced Republic of Ireland marketing beyond your normal business-as-usual activity. Explain what you would deliver without funding and the extra activity, scale or reach the grant would enable. Provide supporting evidence, including previous and planned marketing expenditure where available.

What tracking and measurement information do I need to include?

Your application must include an appropriate booking or ticket link and tracking mechanism. Explain how campaign performance will be measured and how post-campaign results will be evidenced.

Examples include:

- UTM links
- Campaign landing pages
- Website analytics
- Booking links
- Ticketing links
- Referral tracking

Applicants should also identify expected outputs, such as:

- Reach
- Impressions
- Advertising impacts
- Frequency

and explain how post-campaign results will be evidenced.

How do I apply?

Applications must be submitted online through **FlexiGrant**, accessed via the Industry Marketing Programme page on TourismNI.com.

Applicants are responsible for ensuring their application is complete, accurate and submitted before the deadline.

Where can I get help?

If you have questions about the Industry Marketing Programme or need help with your application, please email **Industrymarketingprogramme@tourismni.com**

An industry webinar about the programme will take place on **30 November 2026**. To find out more about the webinar and how to attend, please contact the programme team using the email address above.

5. Assessment and Selection

How will applications be assessed?

Applications are assessed in three stages.

Stage 1: Eligibility and Compliance Checks

Applications are checked to confirm they meet all mandatory eligibility requirements, including:

- Applicant eligibility
- Submission deadline
- Match funding requirements
- Supporting documentation
- Programme declarations

Stage 2: Initial Marketing Assessment

This is a Pass/Fail assessment. The Marketing Team checks that:

- The main activity is external, consumer-facing, media-based marketing targeting the Republic of Ireland
- The activity runs between 1 February and 31 March 2027 and is realistic and deliverable within the proposed budget and activity period
- Costs are eligible and the requested Tourism NI award is between £500 and £5,000; recoverable VAT is excluded for VAT-registered applicants, while non-VAT-registered applicants may include VAT
- An appropriate booking or ticket link and tracking mechanism are included
- Branding requirements are met
- Activity is additional to business-as-usual marketing
- Production and administration costs are clearly identified, directly linked to the approved media buy and together account for no more than 20% of the total grant awarded

Stage 3: Detailed Assessment and Scoring

Applications that pass the first two stages are assessed against a 100-point framework. A four-person Marketing Assessment Panel independently scores the proposal and supporting evidence against the four criteria below, recording reasons for each score. The assessment considers both the quality of the proposal and the evidence supplied.

Criterion	**Maximum Score**
Additionality	35
Strategic Alignment and Market Impact	25
Reach and Return Potential	20
Value for Money	20
Total	**100**

Subject to the final published Programme Guidelines, applicants will need to achieve a minimum score of **60 out of 100** to be considered for funding.

6. Branding and Delivery Requirements

What branding requirements apply?

All supported activity must comply with Tourism NI branding requirements.

For print and visual advertising, the **Embrace a Giant Spirit** logo must be used in accordance with Tourism NI guidance.

For audio-only activity, including radio advertising, branding may be incorporated through an approved spoken reference.

Please refer to the branding guidance linked below for full details on logo usage and brand requirements

https://northernirelandscontentpool.com/Share/fnck14s52jm5313827q4fnmb356503it

When can I start spending?

Do not assume that costs incurred before you have formally accepted the Letter of Offer will be eligible. The Letter of Offer will confirm the approved activity, eligible expenditure, award amount and programme conditions.

No funding is committed until the Letter of Offer has been formally accepted.

Can I change my campaign after it has been approved?

You must request approval in writing before changing the approved activity, budget, supplier, channel or timetable. Any request to change the campaign should be submitted to:

Industrymarketingprogramme@tourismni.com

Changes made without prior written approval may result in associated expenditure being deemed ineligible.

7. Claims and Payment

When will the grant be paid?

Grant funding will be paid retrospectively once the approved campaign has been completed and all required claim documentation has been accepted by Tourism NI.

What evidence will I need to submit with my claim?

Applicants will be required to provide:

- Evidence of expenditure and payment
- Proof that the approved media activity was delivered
- A post-campaign report demonstrating performance against approved objectives and measures

Depending on the activity, evidence may include:

- Reach and impressions
- Landing page visits
- Click-through rates
- Engagement statistics
- Enquiries

- Referrals
- Bookings
- Ticket sales

What is the deadline for submitting a claim?

All grant claims must be submitted by **23 April 2027**.

Can a claim be reduced or rejected?

Yes. Claims may be reduced, withheld or rejected where:

- Activity was not delivered as approved
- Expenditure is ineligible
- VAT has been claimed incorrectly
- Evidence is incomplete or insufficient
- Value for money has not been demonstrated
- Programme conditions have not been met

Tourism NI may recover funding paid in error or awarded on the basis of inaccurate, incomplete or misleading information.

8. Compliance and Governance

Can I receive other public funding for the same activity?

Funding awarded under this programme is provided in accordance with the Subsidy Control Act 2022.

Applicants must declare any other public funding received, awarded or applied for in relation to the same project or activities.

Please note that information relating to this subsidy scheme will be published where required under Subsidy Control transparency requirements.

Will Tourism NI carry out checks on successful applicants?

Yes. Tourism NI may undertake due diligence checks before issuing an award or releasing grant payments.

Applicants may be asked to provide information relating to organisational status, identity, financial standing, tax status and compliance with programme requirements.

Do I need to keep records relating to the funded activity?

Yes. Successful applicants must retain all relevant records, including:

- Invoices
- Receipts
- Proof of payment
- Campaign evidence
- Other supporting documentation required by Tourism NI

Records must be retained for the period specified in the Letter of Offer and made available if requested for monitoring, verification or audit purposes.

Can Tourism NI audit funded activity?

Yes. Tourism NI reserves the right to undertake monitoring, verification and audit activity in relation to any application or award made under the programme.

Applicants may be required to provide additional information or evidence to demonstrate that expenditure has been incurred and activity has been delivered in accordance with programme requirements.

9. Complaints

Can I appeal a funding decision?

The complaints process does not provide a mechanism for appealing assessment outcomes or funding decisions.

Applicants who are dissatisfied with the administration of this Programme may submit a complaint in accordance with Tourism NI's Complaints Policy, which is available through the following link on Tourismni.com Feedback and complaints |

Industry Marketing Programme webinar'

'For information on the programme including how to apply, please join us for an industry webinar on the 30th November. Click here to register Registration