TOURISM NORTHERN IRELAND

Northern Ireland Embrace a Giant Spirit

Industry Marketing Programme

Funding for additional tourism marketing activity in the Republic of Ireland



PROGRAMME AT A GLANCE

£200,000	Up to 30%	£500-£5,000
Programme Budget	Grant Support	Grant Awards

Applicants must contribute at least 70% of eligible expenditure.

PROGRAMME OUTLINE

Tourism Northern Ireland's Industry Marketing Programme aims to increase awareness and visibility of all that Northern Ireland has to offer, encouraging visitor interest that turns into bookings, visits and spend.

The programme offers funding to help businesses reach more potential visitors in the Republic of Ireland through additional media-based marketing and advertising activity.

IS THIS PROGRAMME FOR YOU?

You must be a:

- Tourism NI-certified visitor accommodation
- Visitor attraction
- Visitor experience
- **Or a** public body or council marketing an attraction or experience they manage or operate

YOUR CAMPAIGN MUST

- ✓ Target the Republic of Ireland
- ✓ Use external, paid media
- ✓ Run from 01 February to 31 March 2027
- ✓ Include appropriate tracking and measurement
- ✓ Promote an eligible Northern Ireland tourism business, attraction or visitor experience

ONE APPLICATION PER BUSINESS, CHARITY OR ORGANISATION

Applications open	Applications close	Activity period
23 November 2026	3pm, 8 December 2026	01 February - 31 March 2027



Tourism NI may contribute up to 30% of eligible expenditure. Applicants must contribute at least 70%.

WHAT MAY BE SUPPORTED?	WHAT IS NOT ELIGIBLE?
✓ Paid digital and social media	× Website development
✓ Press advertising	× General business overheads or corporate administration costs
✓ Radio advertising	× Internal communications and staff costs
✓ Out-of-home advertising	× Activity primarily targeting business tourism, weddings or conferences
✓ Video advertising	× Advertising outside the eligible activity period
✓ Creative production and agency costs directly linked to the approved media buy, subject to programme limits	× Costs not included in the approved application or supported by acceptable evidence

How to Apply

01
Prepare
Read the full Programme guidelines to see if your business and activity are eligible.

02
Gather evidence
Prepare a plan for your activity and gather quotations, a media plan, rate card or other cost evidence.

03
Apply Online
Complete the FlexiGrant application through the programme webpage.

04
Submit
Submit a complete application by 3pm on 8 December 2026.

Industry Marketing Programme Webinar

For information on the programme, including **HOW TO APPLY**, please join us for an industry webinar on 30th November. Visit **tourismni.com/industrymarketingprogramme** for more information.

Ready to Apply?

Visit the Industry Marketing Programme webpage for:

- Application form
- Programme Guidelines
- Applicant FAQs
- Brand guidance
- Contact information