

Fermanagh. Where giant adventures flow



Ireland's Hidden
HEARTLANDS

Northern
Ireland  Embrace a
Giant Spirit

Background

The Ireland's Hidden Heartlands brand represents a **new opportunity for tourism businesses in County Fermanagh to connect with global visitors.**

Presenting the region as a connected, enriched visitor experience will **attract more visitors and increase the economic benefits of tourism in County Fermanagh.**

The Minister has allocated **£300k to support a campaign to showcase Fermanagh and its inclusion in Ireland's Hidden Heartlands.**



Marketing Campaign

Launch date: 16th February



Ireland's Hidden
HEARTLANDS

Northern
Ireland



Embrace a
Giant Spirit

Campaign Overview

The marketing campaign showcases County Fermanagh as a destination “where giant adventures flow” and communicates to potential visitors that the county is now part of **Ireland's Hidden Heartlands**.

[Ireland’s Hidden Heartlands](#)

It provides inspiration for visitors by highlighting the stunning lakes, ancient waterways, quality accommodation, and the giant tastes that await them.

It is accompanied by a strong call to action to encourage visitors to book a short break in County Fermanagh. The campaign is underpinned by a series of offers recruited from the County Fermanagh tourism industry.

Across Ireland, we will deliver almost 27 million opportunities to see or hear the activity and reach 58% of all adults across the Island of Ireland.



Fermanagh.
Where giant
adventures flow

Where giant moments flow

Where giant stories flow

Where giant ideas flow

Where giant memories flow



Hero Image



Segment Focus

Northern Ireland	Republic of Ireland
Aspiring Families	Active Maximiser
Natural Quality Seekers	Open-Minded Explorers



TV advert

Watch Here: [Advert:](#)



Devenish Island
Co. Fermanagh



Radio Script

Radio / Short breaks

Announcer: Fermanagh where **giant adventures flow**.
a land of lakes and forests
Where welcomes are always warm.

Announcer: Cruise the islands on a Lough Erne water taxi.
SFX: *gentle water lapping, oars dipping*

Announcer: Explore the craft of The Boatyard Distillery.
SFX: *dripping water, echoing footsteps*

Announcer: Climb above the clouds at **Culcagh** Lakelands UNESCO Global Geopark.
SFX: *wind across the boardwalk, distant birds*

Announcer: Taste local flavour in Enniskillen at The Firehouse.
SFX: *clinking glasses, food sizzling, satisfied murmurs*

Announcer: Then settle-in at the **Killybeggs** Lakeside Hotel.
crackling fire, soft evening ambience

All nestled within Ireland's Hidden Heartlands.

Book your Fermanagh short break now at discovernorthernireland.com

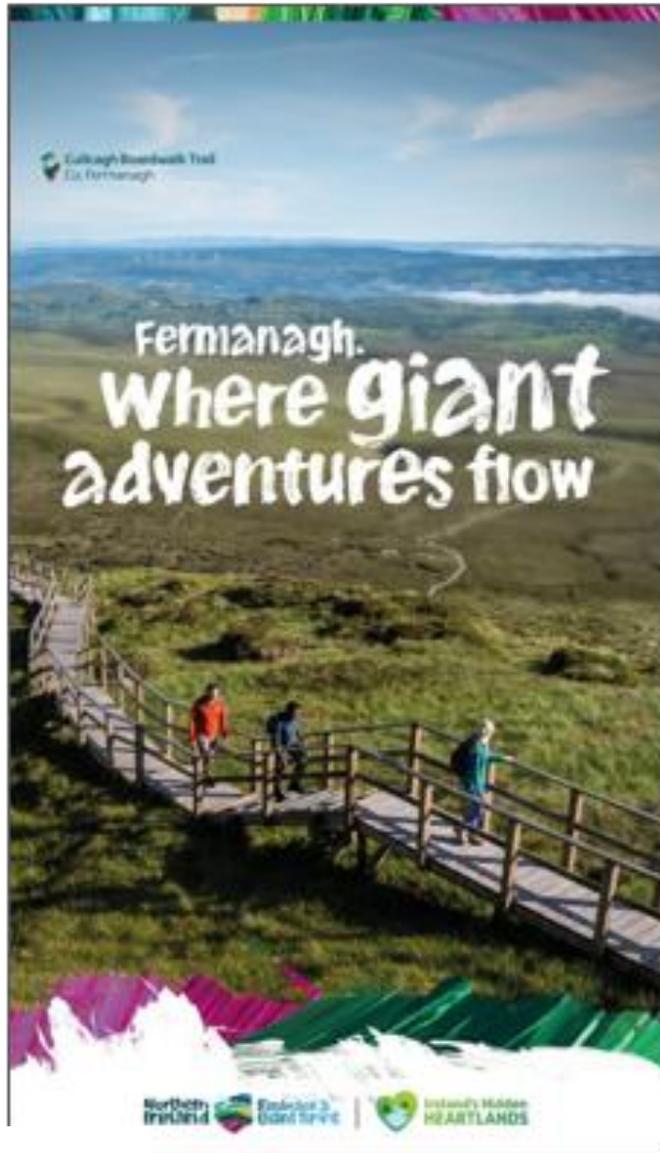


Fermanagh Campaign

Creative Samples



Digital Statics



Offers

- 45 Businesses have downloaded the IHH brand
- 24 offers received for the campaign (Including Erne Tours, Westville, Lough Erne, Belle Isle, Keenaghan Cottage)

Offers hosted on our website:

[County Fermanagh | Destinations to visit in Northern Ireland](#)

Offers are also showcased in Press:

2x executions alternated in the following publications:

Irish Times and Irish Examiner, (staycations Magazines),

Irish Daily Mail, Mail on Sunday, and Sunday Times

(circulates in NI and ROI, in Culture magazine).

6 weeks of press activity from 20th Feb -22nd Mar

PRESS CREATIVE



Embrace a giant adventure in Fermanagh, nestled within Ireland's Hidden Heartlands, where tranquil waterways, rich heritage and outdoor escapes come together in one unforgettable place.

MARBLE ARCH CAVES
Low-dripping natural beauty comes alive in the Marble Arch Caves. See fish-hand through a maze of underground river, searching light along this subterranean wonder. Journey through awe-inspiring passages and underworld waterfalls or dive a little deeper with the world's best 360°VR experience.

NATIONAL TRUST
Experience the elegance of County Fermanagh's standing National Trust properties. There's **Corriva Castle**, a charming country house on the shores of Lough Erne, the mechanical wonder of **Castle Cadee**, or **Flinnoo Court**, the impressive 18th-century mansion where you'll step back in time. In the expert care of the National Trust, these incredible buildings and their gardens are well-kept for visitors to truly enjoy, offering glorious experiences across their impressive grounds.

ENNISKILLEN CASTLE
Set on the banks of the River Erne in the heart of Fermanagh, **Enniskillen Castle** is one of Ireland's most striking historic

strongholds. Built in the 16th century, the castle has stood proudly throughout centuries of history, culture and change. Today, its impressive towers and stone walls are home to outstanding museum collections that bring local history, heritage and county life vividly to life, making it a must-visit landmark in the heart of Enniskillen.

UNFORGETTABLE STAYS
To experience the best of Fermanagh through three extraordinary escapes, each offering a unique connection to nature. At **Corralea Activity Centre**, immerse yourself in outdoor adventure and relaxation, from forest escape and authentic Nordic saunas to a bike tour. Discover timeless tranquility at **Belle Isle Estate**, where 470 acres of parkland and charming log huts set the scene for elegant self-catering cottages, a historic castle, woodland walks, and family-friendly games. Or retreat to your own private bubble dome under the stars of **Finn Lough**, hidden within ancient woodland at the edge of Lough Erne.

LOUGH ERNE RESORT & SPA
Indulge in ultimate luxury at **Lough Erne Resort**, a 5-star escape set between two tranquil loughs. Championship golf courses, an award-winning spa and award-winning restaurant, **Calabria**, create the perfect balance of relaxation and refinement. Whether you're seeking off to sustain or unwind with a sunset spa treatment, every experience here is designed to leave you feeling renewed and inspired.

ENNISKILLEN FOOD TOUR
Taste the town with the Enniskillen Food Tour, where local stories and flavours go hand in hand. Meet passionate producers, sample standout bites and discover the characters who make Fermanagh's food scene so memorable.

FOOD & DRINK
As that exploring works up a healthy appetite, luckily, Fermanagh has a lot to help you savor, with the finest in the land, lakes and local craft. Savor quality food at **Tully Mill Restaurant**, a hidden gem for dining located in a secluded corner on the edge of **Enniskillen Castle**, or enjoy the relaxed charm and cozy seasonal dishes at **28 at The Hollow**. Unwind with a drink overlooking the water at **The Crownes Nest**, or soak up the warm, traditional atmosphere of **Charlie's Bar**.

GREAT VALUE OFFERS • GREAT VALUE OFFERS • GREAT VALUE OFFERS • GREAT VALUE OFFERS • GREAT VALUE OFFERS

<p>KEENAGHAN COTTAGE ENNISKILLEN PH: 0278 012 704. 5 Star Self-Catering</p> <p>Self Catering Spectacular from £280 per week</p> <p>Experience the beauty of the Fermanagh countryside in a luxurious self-catering cottage with a private hot tub.</p> <p>Valid until 31/12/2026</p>	<p>LOUGH ERNE RESORT ENNISKILLEN PH: 028 66 32 330. 5 Star Hotel</p> <p>Unlock Fermanagh's Hidden Heartlands from £159 per person</p> <p>Experience the beauty of the Fermanagh countryside in a luxurious self-catering cottage with a private hot tub.</p> <p>Valid until 31/12/2026</p>	<p>WESTVILLE HOTEL ENNISKILLEN PH: 028 66 32 333. 4 Star Hotel</p> <p>Enniskillen Castle Experience from £153 per person</p> <p>Discover the beauty of the Fermanagh countryside in a luxurious self-catering cottage with a private hot tub.</p> <p>Valid until 31/12/2026</p>	<p>ERNE TOURS ENNISKILLEN PH: 028 66 32 7802. Activity</p> <p>Spring on Lough Erne</p> <p>Plan a spring escape and see it all in one place. Enjoy the beauty of the Fermanagh countryside in a luxurious self-catering cottage with a private hot tub.</p> <p>Valid until 31/12/2026</p>
<p>LUSTY BEG ISLAND RESORT KESH PH: 028 086 3 3003. 4 Star Self-Catering</p> <p>Express Spa Refresh Offer from £77.50 per person</p> <p>Enjoy a relaxing spa treatment and a delicious meal at the Lough Erne Resort.</p> <p>Valid until 31/12/2026</p>	<p>CORRALEA CENTRE BELCOO PH: 028 65 385123. Attraction</p> <p>Electric Escape from £68 per person</p> <p>Experience the beauty of the Fermanagh countryside in a luxurious self-catering cottage with a private hot tub.</p> <p>Valid from 1st until September</p>	<p>THE BOATYARD DISTILLERY ENNISKILLEN PH: 077 3721 9433. Attraction</p> <p>Discover Fermanagh's Spirit from £49.50 per person</p> <p>Experience the beauty of the Fermanagh countryside in a luxurious self-catering cottage with a private hot tub.</p> <p>Valid until 31/12/2026</p>	<p>ERNE WATER TAXI ENNISKILLEN PH: 028 66 32 7802. Activity</p> <p>Spring Well Erne id from £49 per person</p> <p>Experience the beauty of the Fermanagh countryside in a luxurious self-catering cottage with a private hot tub.</p> <p>Valid from 1st until September</p>

Book your Fermanagh short break now at discovernorthernireland.com

Northern Ireland | Embrace a Giant Spirit | Ireland's Hidden HEARTLANDS

Offers are valid at the time of publication and subject to availability and change without notice. The availability of offers may vary and is subject to change without notice. The availability of offers may vary and is subject to change without notice.

Press Coverage:
23% population in ROI
(978,000 ADULTS)
Impacts 1,817,000
OTS:1.5



Campaign Landing page

Significant traffic is driven to our Discover NI website through all our campaign activity:

[County Fermanagh | Destinations to visit in Northern Ireland](#)

Campaign Creative: Most of the campaign creative also carries a **QR code** driving traffic to the Fermanagh offer page on our website.

Offers supplied for the Fermanagh campaign will also feature in our Spring 26 Campaign pages:

[Giant Adventure Offers | Special Offers](#)



Destinations | Things to Do | What's On | Food & Drink | Accommodation | Plan Your Trip | Q



Home | Destinations | County Fermanagh

County Fermanagh

With almost a third of its landscape covered by waterways - from the mighty Upper and Lower Lough Erne to the tranquil Shannon-Erne Canal - County Fermanagh is a haven for outdoor adventurers. Nestled within Ireland's Hidden Heartlands, Fermanagh is a place where gentle beauty flows through every winding waterway. Whether you're gliding across the water in a kayak or soaking in the stillness of a quiet lakeside, Fermanagh is where the great outdoors meets great serenity. It's a giant adventure - and a giant retreat - all in one. To discover even more of the natural beauty, gentle adventures, and hidden gems waiting in Ireland's Hidden Heartlands, [click here](#).

Things to Do in Enniskillen & On the Water

At the heart of it all is Enniskillen - Fermanagh's island town, nestled between Upper and Lower Lough Erne. It's the perfect starting point for your adventure, with welcoming pubs, riverside cafés and attractions like the historic [Enniskillen Castle](#). The town is surrounded by marinas, hire centres and bike trails, making it easy to get out on the water or explore the countryside on two wheels. Don't miss the forest trails at Ely Estate or the paddleboarding spots along the Erne and make sure to include a trip out to [Devenish Island](#), famed for its perfect 12th-century round tower and ruined Augustinian abbey.



Media Approach ROI

Across Ireland, we will deliver almost 27 million ad impacts and reach 58% of the All-Island population.

Campaign launches across Ireland on **Monday, 16th**, running for 6 weeks until the end of March.

30sec bespoke Fermanagh **TV edit** airing on the leading channels **RTE 1 and 2 and Virgin 1,2,3 and 4**. TV campaign will reach 54%, 2.1 Million Adults in ROI. To amplify our TV reach, we have 500,000 **BVOD impressions** in top trending and food and lifestyle content on RTE player, VM player and C4 Streaming

Radio will increase the frequency of the message. Our on-air activity on Radio Nova, Sunshine, Highland, Ocean, and LMFM will be complemented by a radio competition in the PJ & Jim Breakfast show on Nova.

Finally, we have a suite of inspirational **full-page press adverts** (Irish Daily Mail and Sunday Time Culture Magazine) featuring things to do and see in Fermanagh, along with a selection of offers to drive bookings.

Digital/Social: A high impact **paid social** campaign will be running across **Facebook & Instagram** from 16th Feb - 31st March. Targeting all segments in the ROI Market (est 13.7 million impressions). Retargeting engaged users and website visitors with offers.



Media Approach NI

In NI, we are showcasing the **30sec TV edit** on the leading stations UTV and Channel 4 and our 6 week campaign will reach 54% of all Adults.

ITVX and C4 **streaming** will capture our Aspiring Families tuning into their favourite reality shows and dramas.

On **radio** we are targeting our Natural Quality Seekers using Downtown, Downtown Country, Greatest Hits Radio and U105.

Digital/Social:

(As per ROI market) A high-impact paid social campaign will be running across Facebook & Instagram from 16th Feb - 31st March. Targeting all segments in the NI Market (est 3.3 million impressions). Retargeting engaged users and website visitors with offers.



Influencer Activity

- **Greg O'Shea** and his wife are visiting Fermanagh 13-16 March
- The reel and stories will be shared by Greg (790K reach) in collaboration with Discover NI (107K), **giving a combined potential reach of over 900K.**
- This itinerary will showcase Ireland's Hidden Heartlands and support local industry, including the **Enniskillen Taste Experience, Belleek Pottery, The Marble Arch Caves, Finn Lough Resort and many more** key tourism providers in the Fermanagh area.



Confidential - Not for Public Consumption or Distribution



ROI Public Relations

- Fermanagh Campaign supported through ROI PR 'Always On' Content
- Included in **Irish Times Native Content in March**
- **RTE Today Show TV segment** will include promotion of Fermanagh & IHH in March (*subject to producer approval*)
- Inclusion in the Irish Examiner / Irish Times joint Spring Staycation special



Allie's Retreat offers everything you need to escape the herd, including a kitchenette, shower, cooker and BBQ

Allie's Retreat, County Fermanagh

Do you fancy a break from life's hamster wheel? Tucked away in Florencecourt is a tastefully decorated four-star Shepherd's Hut ideally located in the Cuilcagh Unesco Global Geopark. It offers everything you need to escape the herd, including kitchenette, shower, cooker and BBQ, but best of all, the outdoor heated gazebo has a state-of-the-art infrared sauna, outdoor spring water shower and hammock.

Just five minutes away are the iconic Marble Arch Caves which this year celebrate their 40th anniversary of being open to the public. A labyrinth of caves, sinkholes and subterranean rivers, the story of this unique place is brought to life by a band of enthusiastic guides. After a spell below ground, why not take the Stairway to Heaven at the nearby Cuilcagh Boardwalk Trail which meanders through one of the largest expanses of blanket bog in Northern Ireland.

RTÉ 100 News Sport Entertainment Business Lifestyle Culture



Cuilcagh Mountain boardwalk trail, known as Stairway to Heaven, in Co Fermanagh

Fabulous Fermanagh

If it's more exploring around Ireland you're looking for, there's no better place to start this year than in Fermanagh, which has become the first of the six Northern counties to be incorporated into Fáilte Ireland's Hidden Heartlands network.

With scenic lakes dotted across the county, it's an ideal spot for nature lovers. "I'm often surprised at the amount of people from the Republic who've not been to the North", Breathnach says. "Fermanagh might be an easy opener there."

Irish Independent



Lough Erne

Devenish Island, Co Fermanagh

This ancient monastic settlement on a lake isle in Fermanagh is far from new – but tourism consultant Ethna Murphy believes it's "still under the radar, despite the beauty and heritage of the island and quality of the tour". Hop on a boat tour with Erne Tours, where you'll sail to the island and have time to explore from just £14/€16 per adult. erнетours.com



Fermanagh OOH Creative (Spring Campaign)

Embs Water Taxi Co. Fermanagh

Ireland's Hidden HEARTLANDS

one Giant Adventure after another

ISLAND DISCOVERY

Northern Ireland Embrace a Giant Spirit

Book your great value spring break now at discovernorthernireland.com

Marble Arch Caves Co. Fermanagh

Ireland's Hidden HEARTLANDS

A small step to a Giant adventure

Please book in advance. Subject to weather conditions.

Book your great value spring break now at discovernorthernireland.com

Northern Ireland Embrace a Giant Spirit

Ireland's Hidden HEARTLANDS

Northern Ireland Embrace a Giant Spirit

Boardroom or boardwalk?

Cuilcagh Boardwalk Trail Co. Fermanagh



Out of Home Creative

Confidential - Not for Public Consumption or Distribution



Email and Social Content

- The Fermanagh Marketing Campaign will be underpinned by paid and organic activity across Facebook & Instagram, with a combined organic audience of over 300k.
- We have a growing focus on curating and sharing user-generated content from recent visitors to Fermanagh to inspire future waves of visitors.
- 33,000 emails will be issued across NI and ROI to support the Campaign.



An aerial photograph of a scenic landscape. In the foreground, a large, historic stone building with a prominent tower and a grey roof is situated on a green lawn. The building is surrounded by dense green trees. In the middle ground, a wide, blue lake winds through a lush green valley. The lake is bordered by dense forests and rolling green hills. In the background, more hills are visible under a clear blue sky, with several wind turbines scattered across the horizon.

How can Industry get involved?



Ireland's Hidden
HEARTLANDS

Northern
Ireland



Embrace a
Giant Spirit

How to get involved

Partnership Logo Lockup



- **Create or update your listing on the Discover Northern Ireland Website**
 - **Submit an offer – send directly to our Marketing Campaigns Team:**
marketingcampaigns@tourismni.com
- **Apply to use the brand** via the simple form at <https://www.tourismni.com>.



Window Decals



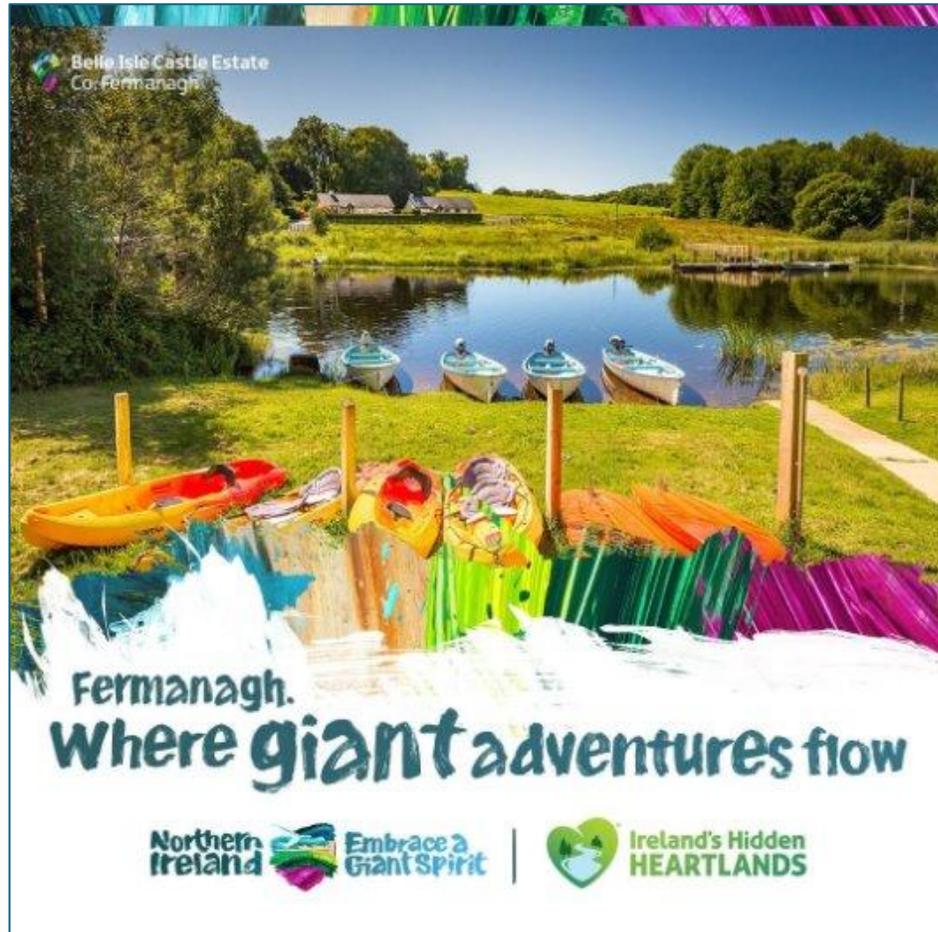
1. Use our campaign imagery
 2. Display the window Decals in your business.
- We are printing these for you and they will be available soon from the Fermanagh Visitor Information Centre.

Open

Mon - Sat 00:00 - 10:00



Industry Social Overlays 1x1



**BUSINESS IMAGE GOES
HERE**



Download the campaign industry templates:

<https://northernirelandscontentpool.com/Share/jt1y0abvhfv36t64d820755gb0d0141v>

Confidential - Not for Public Consumption or Distribution



Industry Social Overlays 9x16



Download the campaign industry templates:

<https://northernirelandscontentpool.com/Share/jt1y0abvhfv36t64d820755gb0d0141v>

Confidential - Not for Public Consumption or Distribution



Next Steps

1. **Create or update your listing on the Discover Northern Ireland Website.**
2. **Apply to use the brand** via the simple form at <https://www.tourismni.com>.
3. **Use the Toolkit** and creative templates and consider how this opportunity aligns with your business.
4. **Download the campaign industry templates:**
<https://northernirelandscontentpool.com/Share/jt1y0abvhfv36t64d820755gb0d0141v> to use in your own Marketing materials.

Thank you



County Fermanagh | Destinations to visit in Northern Ireland