

Fermanagh. Where giant adventures flow



Ireland's Hidden
HEARTLANDS

Northern
Ireland  Embrace a
Giant Spirit

Confidential - Not for Public Consumption or Distribution

Overview



- Impact of the Marketing Activity
- Visitor Campaign Research
- Industry Research

Impact of the Marketing Activity

31 million+ advertising impacts, reaching 58% of the population across Ireland.

2.5 million ROI PR reach

147,138 sessions on the campaign landing page



Fermanagh. Where Giant Adventures Flow.



Discover Northern Ireland
5.69K subscribers

Subscribe

5



Share



Visitor Campaign Research: Northern Ireland

Advertising Diagnostics (Agreement)

- 63%** Made me more likely to take a short break in Fermanagh
- 79%** Showed me that there is more than I thought to experience on a short break in Fermanagh
- 80%** Showed me that Fermanagh is a place where I would be made to feel welcome
- 80%** Showed me reasons to make me consider a trip to Fermanagh
- 82%** Improves Fermanagh's reputation as a destination for tourists
- 83%** Communicates effectively that Fermanagh is now part of the Ireland's Hidden Heartlands brand.
- 83%** Made Fermanagh seem worth a visit

Visitor Campaign Research: ROI

Advertising Diagnostics (Agreement)

- 63%** Made me more likely to take a short break in Fermanagh
- 73%** Showed me that Fermanagh is a place where I would be made to feel welcome
- 75%** Showed me reasons to make me consider a trip to Fermanagh
- 76%** Made Fermanagh seem worth a visit
- 76%** Improves Fermanagh's reputation as a destination for tourists
- 76%** Showed me that there is more than I thought to experience on a short break in Fermanagh
- 81%** Communicates effectively that Fermanagh is now part of the Ireland's Hidden Heartlands brand.

Industry Campaign Evaluation

Destination Positioning was the Standout Success

22 of 23

agreed the campaign
strengthened Fermanagh's
destination appeal

MORE THAN 95% AGREED THE CAMPAIGN:

Showcased the breadth of experiences available

Positioned Fermanagh as an attractive short-break
destination

Enhanced Fermanagh's reputation as a place worth
visiting

70%

Effectively communicated
Irelands Hidden Heartlands
brand inclusion
16 of 23

96%

Likely to participate in
future campaigns.