

#NISurviveReviveThrive



Naomi Waite

Director of Marketing, Tourism NI

A person in a red jacket and backpack is pointing towards a large, rounded hill in a rural landscape. The scene is captured from behind two people sitting on a stone wall, looking out over a green field and a stone wall. The sky is blue with some clouds. The text 'strategic overview' is overlaid in a white, hand-drawn font.

strategic overview



Stimulating consumer Demand

Northern
Ireland



Embrace a
Giant Spirit



A Small Step to a Giant Adventure

A way to
overcome the
Barriers

that hold us back as
a holiday destination

= Effortless
Access

A way to
accelerate the
Drivers

of acceptance of the quality
of the NI holiday experience

= Epic fun!

Campaign

2021

Northern
Ireland



Embrace a
Giant Spirit

Republic of Ireland:

Min reach of

88.2%

of all adults

130,780,856

opportunities to see or hear.

Northern Ireland:

Min reach of

85.0%

of all adults

158,229,328

opportunities to see or hear.



A family of five is smiling and posing behind a large, rusted metal sign. The sign has the words "Aspiring Families" written on it in a white, hand-painted, brush-stroke font. The father is on the left, wearing a grey t-shirt and a red and blue puffer jacket. The mother is next to him, wearing a striped shirt and a denim jacket. A young boy is on the far left, wearing a blue jacket. A young girl with glasses and braids is in the center, wearing a white jacket with black polka dots. A young girl with long hair is on the right, wearing a yellow jacket. The background shows a modern building with large windows and a clear sky.

Aspiring Families

A Small Step to a Giant Adventure

Get inspired

Look for my Amal coffee shop

Amal coffee shop

Amal coffee shop

HILLSBOROUGH

Plan your getaway for when you can get away.

Get inspired

Look for my Amal coffee shop

Amal coffee shop

Amal coffee shop

Don't let Armagh's size fool you! Northern Ireland's smallest county has a huge amount to offer, from magnificent estates to plantations, all a short drive from each other. There's just so much to do and see in neighbouring county Down, so when it's good to travel again, why not visit both? Our visitors' safety is a priority for us, so when you decide to visit this area, you can travel with total confidence. Look out for the Wrege Good To Go mark on all accommodation, restaurants, bars, as well as other attractions.

While the months might be colder, a visit to **Hillsborough Castle and Gardens** is still a thoroughly rewarding experience. Don your wellies and take to one of the royal residence's many garden paths – and keep an eye out for the most tender collection of seasonal flowers like Cyclamen and Primrose.

See what life is like on our closest neighbouring planet in the Mars Room, and get the chance to touch the largest meteorite on display on the island – and at 4.8 billion years old, one of the oldest too! The darker months also allow for a number of outdoor events. Visit the planetarium at night and you can survey the cosmos on one of their telescopes – just remember to bring a warm blanket!

For someone to stay that's close to the action, **Amagh City Hotel** is very hard to beat. It's the perfect base for exploring Armagh and Down, with Amagh Recreation and Health Centre and Fort at your walking distance. Add in the baggie great food, local bars, sports, and a great swimming pool, and you've the making of a family favourite!

Preparing Hillsborough Castle just up the road to the Hillsborough Castle and Gardens

Plan your trip for when the time is right at discovernorthernireland.com

Information correct as of this report. Check with providers for any necessary updates and bookings. Always follow current COVID-19 travel restrictions and guidelines before planning your holiday. www.gov.uk

BC Belfast

Marble Arch Caves Co. Fermanagh

Peace Bridge Derry - Londonderry

A Small Step to a Giant Adventure

discovernorthernireland.com #EmbraceAGiantSpirit

Northern Ireland Embrace a Giant Spirit

Fermanagh and Tyrone

WE'RE GOOD TO GO

Between them, these two neighbouring counties offer some of the richest history and most beautiful landscapes in the whole of Northern Ireland.

Whether you're on a family holiday, a short break with your mates, or a couple's day trip, there's loads to see and do. You can go island hopping, water skiing or angling on one of lakes and waterways that cover a third of the county. Or go cycling, or just enjoy the beautiful scenery.

Easy Going Emilkilken

Emilkilken, Fermanagh's largest town, sits at the heart of the county. With a wealth of amenities, it's a great base for exploring the area. The town is a mix of old and new, with a mix of old and new buildings. It's a great place to stay, with a mix of old and new buildings. It's a great place to stay, with a mix of old and new buildings.

Working up a Thrill

For those who want to feel the thrill of the water, the Marble Arch Caves is a great place to visit. It's a great place to visit, with a mix of old and new buildings. It's a great place to visit, with a mix of old and new buildings.

A Taste of Emilkilken

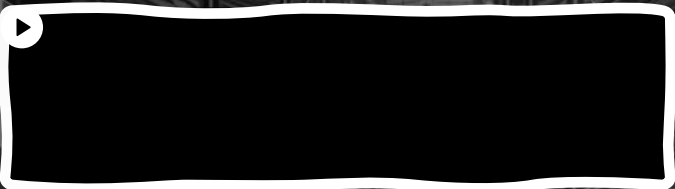
Experience the best of Fermanagh's food and drink. It's a great place to visit, with a mix of old and new buildings. It's a great place to visit, with a mix of old and new buildings.

Adventure Trips

For those who want to feel the thrill of the water, the Marble Arch Caves is a great place to visit. It's a great place to visit, with a mix of old and new buildings. It's a great place to visit, with a mix of old and new buildings.

A Wine of Cooking

For those who want to feel the thrill of the water, the Marble Arch Caves is a great place to visit. It's a great place to visit, with a mix of old and new buildings. It's a great place to visit, with a mix of old and new buildings.





Natural
quality
seekers/
open-minded
explorers

Unlock the Walled City and Beyond

Book your next giant adventure at discovernorthernireland.com

Unlock the Walled City
The Unlock the Walled City walking tour offers you a fascinating look at 400 years of the city's history, and experience what it was like to live in a walled city. Get to know the people who lived in the city, as you stroll through the city walls and see the Walled City from the inside.

Bankhouse Hill - Digging for tin
Join a group at the Bankhouse Hill for an afternoon creating your own tin mine. You'll learn about the history of the tin industry in the area and get to dig for tin. Digging for tin is a fun and educational activity for all ages. You'll learn about the history of the tin industry in the area and get to dig for tin.

Cutting Edge Helicopters - Giant's Eye View
Soar above the coast and look through the eyes of the 'Big Blue Helicopter'. Take in the views from the air and see the coastline from a different perspective. You'll see the coastline from a different perspective. You'll see the coastline from a different perspective.

Lough Neagh Boat
Lough Neagh is the largest freshwater lake in the world. It's also the largest wild and feral in Europe. On the Lough Neagh Boat, you can see the boat and the lake. You can see the boat and the lake. You can see the boat and the lake.

Plan your trip for when the time is right at discovernorthernireland.com

Your giant guide to short breaks in Northern Ireland!

Northern Ireland Embrace a Giant Spirit

Seeking a break or a badly needed escape? Craving adventure? A giant getaway is always just around the corner - and super easy to plan. Inside we've packed in lots of ideas and great value offers to get you moving in the right direction. From short break inspiration, activities, places to stay, amazing events and more. So, open up and take a small step to a giant adventure.

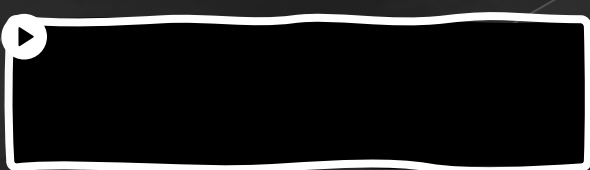
discovernorthernireland.com



Where's an enchanting place for ?

Castle Coolé Estate, Co. Fermanagh

You're a small step to a giant adventure at discovernorthernireland.com



Where's the best place to ?

You're a small step to a giant adventure at discovernorthernireland.com

Surround yourself with breathtaking views

Book your next giant adventure at discovernorthernireland.com

Get lost in a natural wonderland

Book your next giant adventure at discovernorthernireland.com

Get lost in a natural wonderland

Great Value Short Breaks from £25

Book your next giant adventure at discovernorthernireland.com

Holidays worth sharing

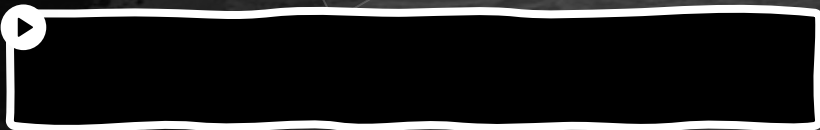
Strangford Lough Activity Centre, Co. Down

Start your giant adventure today at discovernorthernireland.com

Holidays worth sharing

Hessingbourne Estate, Co. Tyrone

Start your giant adventure today at discovernorthernireland.com



Holidays worth sharing

Tower Museum, Derry-Londonderry

Start your giant adventure today at discovernorthernireland.com

Holidays worth sharing

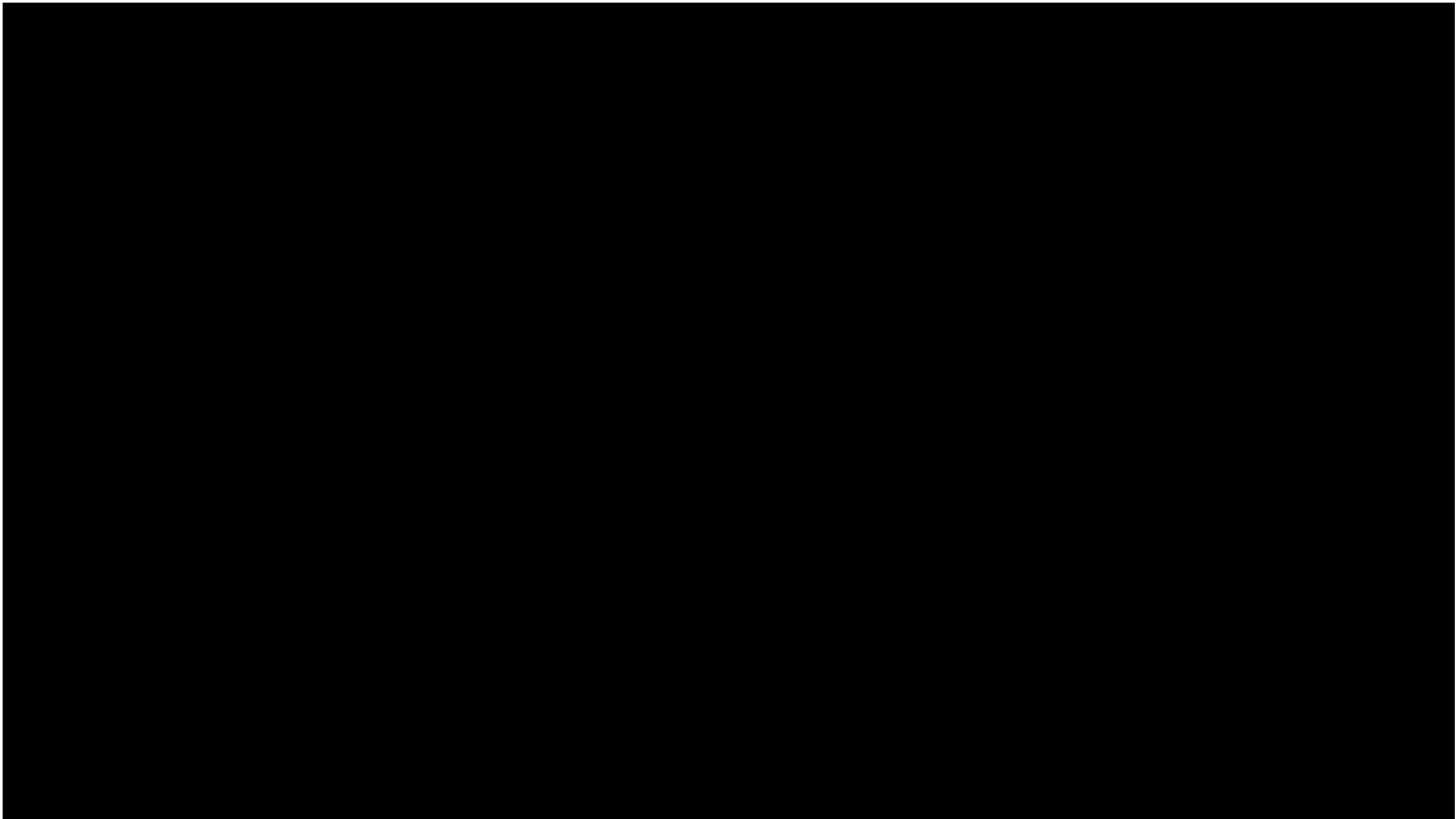
Ulster Museum, Belfast

Start your giant adventure today at discovernorthernireland.com



Social
Instagrammers
/ Active
Maximisers





Inspiring our priority visitor segments to see, do and spend more...



Unlock the Walled City
 The **Unlock the Walled City** walking tour offers you a fascinating look at 400 years of stories, events, and experiences within Ireland's only completely intact walled city. Get to know the people behind the place, as you visit tour highlights such as the Tower Museum, St. Columba's Cathedral and across the Peace Bridge to the Walled City Brewery.

Awakening the Walled City Halloween 2021
 From its humble origins as a fancy-dress party in the Castle Bar, this city's Halloween celebrations are now one of the biggest in the world, attracting visitors from around the globe. Drawing on the area's rich mythology, this October's event entitled 'Awakening the Walled City Halloween 2021' is the most ambitious ever, generating the enchantment of Spirit Worlds within the city, ensuring a magic day out for the whole family.

Seamus Heaney HomePlace
 Drop in to our beloved Nobel laureate's hometown of Bellaghy. The life and works of **Seamus Heaney** are open to you, right where the people, place, and landscape inspired him. This multi-award winning exhibition immerses you in Seamus Heaney's world, from childhood to global appreciation.

Bakehouse NI - Digging for Gin

Join Bronagh at the Bakehouse NI for an afternoon creating your own bottle of gin, infused with delicious ingredients you've foraged fresh that day. **Digging for Gin** is perfect for small groups and guides you through the process of making Sloe Gin as well as baking traditional Irish bread.

Roe Park Resort

Step out of the city and into the relaxing surroundings of the 4* **Roe Park Resort** in Limavady. With rooms overlooking its stunning 18 hole golf course and a luxurious spa on the grounds, you'll find it easy to unwind and pamper yourself. All the elegance of a country house to unwind and pamper yourself. All the elegance of a country house to unwind and pamper yourself. All the elegance of a country house to unwind and pamper yourself.

Craft Village

It's hard to imagine a more inviting spot than the **Craft Village**. Quaint 18th century streets, a 19th century square, a totally Dickensian setting. Explore 70 local crafters, restaurants and coffee shops, fine art prints, jewellery, glass, silks, and so much more. The gift ideas here are endless.

Book your next giant adventure at
discovernorthernireland.com

Northern Ireland **Embrace a Giant Spirit**
discovernorthernireland.com

Based on 4 Hotel for 1 night B&B, two persons sharing. Prices and information correct at time of going to print. Travel advice and guidelines apply. Visit nirirect.gov.uk. Check ahead with providers.



Castle Coole
 Part of the National Trust, **Castle Coole** takes top place on your list if you love exploring magnificent 19th century mansions and wandering through enchanting lakeside woodlands. It's home to both an impressive art collection inside the mansion, and a wealth of wildlife around the grounds.

Blessingbourne Estate
 Saddle up and spin through the grounds of **Blessingbourne Estate** on its impressive 13km mountain bike trail. The trail guides you through this magnificent 17th century estate, and if you prefer a slower pace, enjoy lake views on a tranquil stroll through the estate's woodlands. Did we mention it's pet friendly? So, you can bring the whole family - even the furry ones!

Belleek Pottery
 Sitting pretty on the River Erne, Belleek is world-famous for the pottery which bears the village's name. Founded in 1857 by John Caldwell Bloomfield, **Belleek Pottery** is Ireland's oldest working pottery.

The Manor House
 If lakeside views, old world charm, and modern hotel luxury sounds like your ideal stay - book in at the four star **Manor House Country Hotel**. With luxury premiere suites, a wide selection of high-quality dining options, including the AA Rosette awarded Belleek Restaurant, and the adjoining Spa Sanctuary, you'll feel your stress melt away from the moment you check in.

Baronscourt Estate
 Tucked away at the base of the Sperrin mountains, relax with a stay at the magnificent **Baronscourt Estate**, known for its spectacular views and multi-award winning wild game venison. As an overnight guest, you'll gain access to some of the best Pike fishing in Ireland. And for day-visitors, **Baronscourt** can provide fishing access to a private beat on the River Mourne.

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Digital & Social Media Strategy


Highly visible digital campaigns

Northern Ireland @DiscoverNI · Jul 7
 Where to? Now that there's more than four walls to explore, and you can finally plan that getaway together... what's first on the itinerary?
[#EmbraceAGiantSpirit](#) [#MyGiantAdventure](#)



discovernorthernireland.com
 Explore the history behind Crumlin Road Gaol

Discover Northern Ireland Sponsored



Derry Girls Afternoon Tea & Tour
 Derry-Londonderry

Learn More

Northern Ireland @DiscoverNI · Jul 7
 Where to? Now that there's more than four walls to explore, and you can finally plan that getaway together... what's first on the itinerary?
[#EmbraceAGiantSpirit](#) [#MyGiantAdventure](#)



discovernorthernireland.com
 Refresh and forage at Finnebrogue Woods

Discover Northern Ireland Sponsored

Where to? Now that there's more than four walls to explore, and you can finally plan that getaway together... what's first on the itinerary?
[#EmbraceAGiantSpirit](#) [#MyGiantAdventure](#)



DISCOVERNORTHERNIRELAND.C...
 Fill your break with discovery

Elizabeth ... 62 Comments 79 Shares

Like Comment Share

Time to Embrace Shopping



Victoria Square Belfast

Skip Ad ▶

00:30

A Small Step to a Giant Adventure.



Discover Northern Ireland
 Crumlin Road Gaol, Belfast

Skip Ad ▶

A Small Step to a Giant Adventure.



Cushendun Co. Antrim
 The Walled City Derry
 Postford Forest Park Co. Armagh

Break Lake cake



The Salt House Hotel Causeway Coastal Route
 Spa Trail at Farn Lough Co. Fermanagh
 Derry Girls Afternoon Tea & Tour Derry-Londonderry

NI/ROI Digital campaign

YouTube

All Segments

YouTube will be utilised to **reach users throughout the funnel to drive brand awareness** as well as reach users that are lower in the funnel indicating **higher intent**.

- **Affinity target** - (upper funnel)
- **Custom Affinity** - (upper funnel)
- **Custom Intent** - (mid funnel)
- **In Market** - (lower funnel)
- **Remarketing**

Display

SI/AM

Spotify advertising will be utilised to help raise awareness of the campaign through a different media output.

This will include **targeting users based on specific 'Interests** e.g. Travel' as well as 'Real Time Context e.g. Holidays'.

Social

All Segments

The Social activity will connect with users based on a variety of different targeting techniques. This includes:

- **Demographics** per specific segment (Aspiring Families 35-44 etc)
- **Interests based on online content** users have engaged with in the past including 'Hotels, Staycation' etc.
- **Online Behaviours** including 'frequent travellers', 'frequent international travellers',
- **Custom Audiences:** Lookalike audiences & Remarketing including both Page and Post Engagers
- **Social** will also be used to help where appropriate.

Display

All Segments

Display will be utilised to reach users in the mid and upper funnel based on predefined online behaviours.

- **Custom Affinity** - (upper funnel)
- **Custom Intent** - (mid funnel)
- **In Market** - targeting users that are within a 30 day purchase pattern for Travel.
- **Remarketing** - target users that have visited the DNI site but not yet converted.

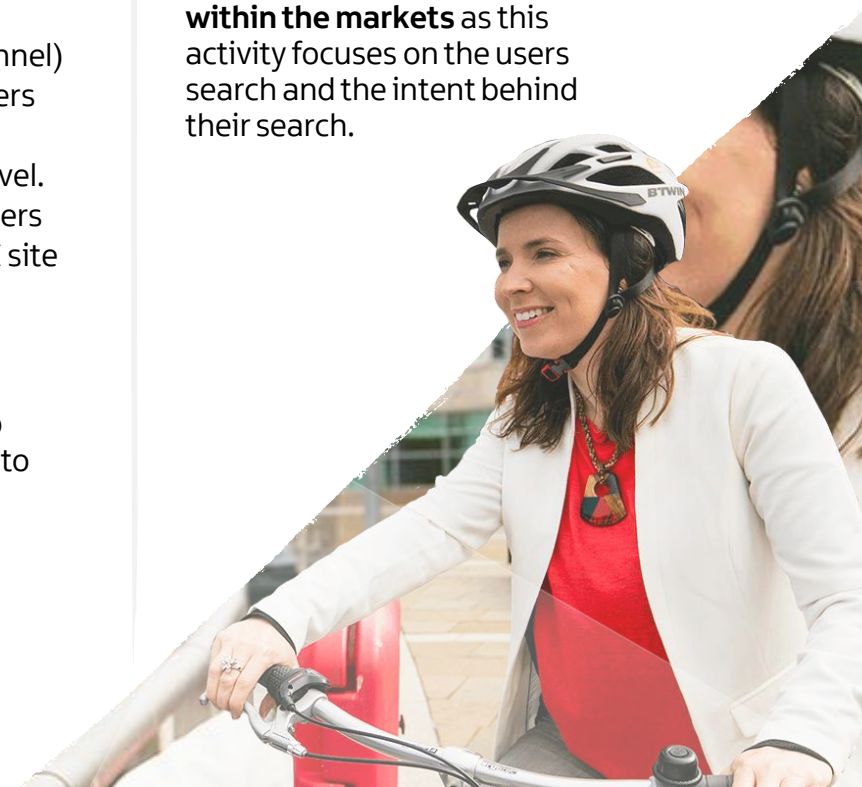
These campaigns utilise **relevant segment demographic targeting** to bring the relevant creative to the relevant segments.

Search

All Segments

Search will be live in both the ROI and NI markets to capture high intent users that are actively searching for relevant keywords.

This transcends the segments within the markets as this activity focuses on the users search and the intent behind their search.



Things to Do Accommodation What's On Special Offers

Northern Ireland Embrace a Giant Spirit

0 ❤️ 🔍 Menu ☰

A small step to a Giant Adventure

Plan your trip

Stay What's On Things to Do Food & Drink

Type: -- Any -- Area: -- Any -- Or type a Location: Keyword: e.g Beach, Game of Thrones SEARCH

Find out More

Family Holidays In NI | Book Your Family Holiday In NI | Embrace A Giant Spirit

Ad www.discovernorthernireland.com

We've A Range Of Family Holidays, So You Can Get Away, Without Going Away. Book Now! Explore Some Hidden Gems In NI And There's Great Value Family Holidays Available. Book Now

[Family Stays](#)

[Browse Our Accommodation](#)

[We're Good to Go](#)

[Sign Up To Our Newsletter](#)

Searches ?

Sort by: [Conversions](#) ⌵

SEARCHES

WORDS

self catering northern ireland

self catering accommodation northern ireland

ni tourist board accommodation

pet friendly accommodation northern ireland

discover ni accommodation

family hotels northern ireland

accommodation northern ireland



Inspirational
Travel



Inspiring
spokespeople
and **storytellers**



Broadcast
focus



Well-known
personalities to
tell the NI story



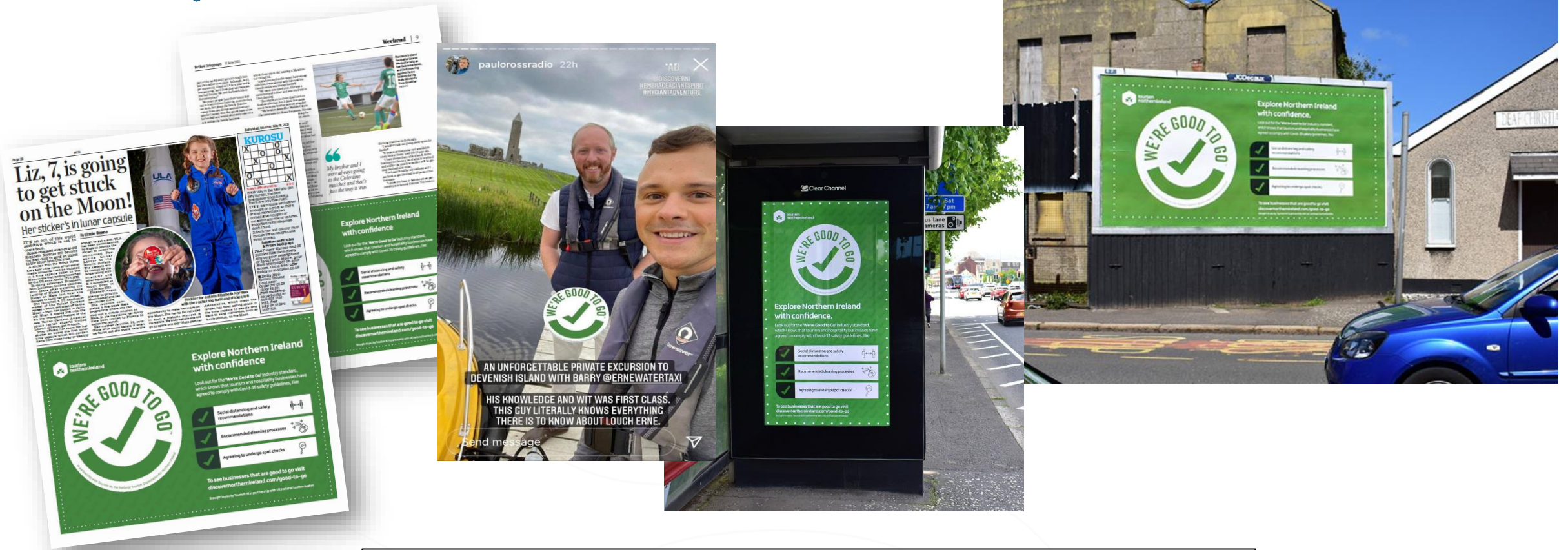
We're Good to
Go Messaging

PR APPROACH

The image is a collage with a white, torn-paper border. The background is a large photograph of a lake at sunset or sunrise, with a red canoe carrying three people in the middle ground. The water reflects the golden light of the sun. In the bottom right corner, there is a smaller inset image showing a hand in a blue plaid shirt reaching up towards a blue sky with white clouds. Below the hand, a cityscape with buildings and a street is visible. The text 'creating consumer confidence' is overlaid in the center in a white, hand-drawn, brush-stroke font.

creating
consumer
confidence

Our "Good to Go" campaign built confidence around safety



81% Adults reached through outdoor campaign
+40M digital impressions delivered
"Good to Go" integrated into content and editorial



Building back better, Together

Co-operative Marketing Fund



Stimulating Demand **Always** on Digital & Social

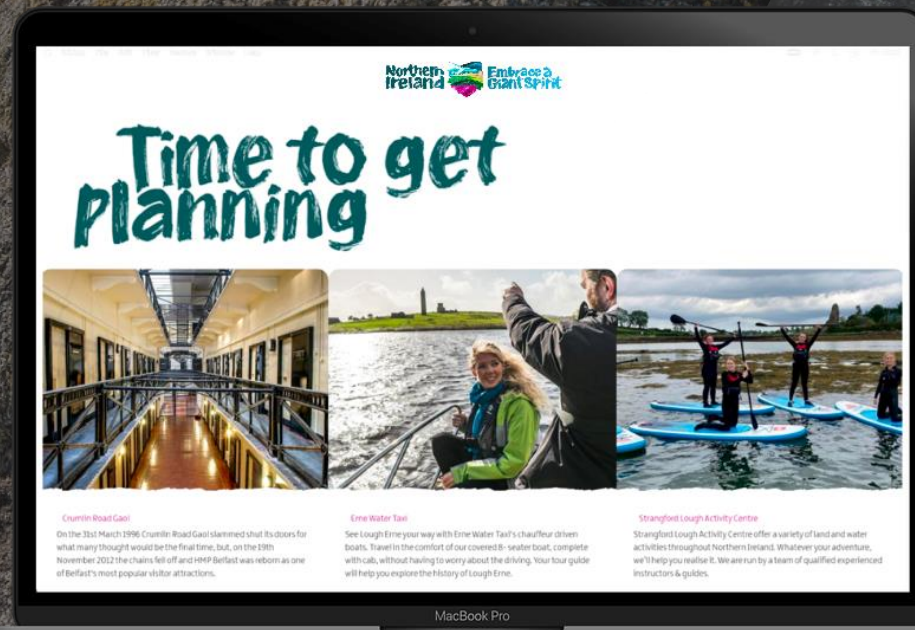
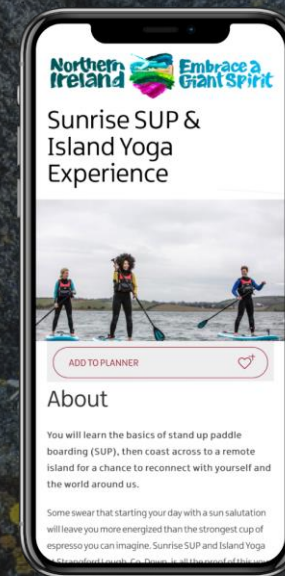
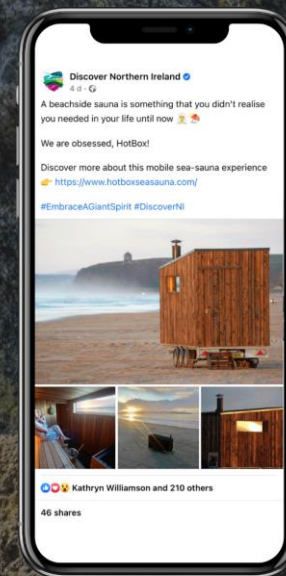
- 1 Update your listing/ submit your offers
- 2 Share your content with us from social media
- 3 Use #EmbraceAGiantSpirit
- 4 Register tourismni.com business hub
- 5 Utilise large level of guidance to maximise the opportunity of social and digital platforms and extend the NI offer.

 **15M**
Social media engagements

 **2M**
Impressions on influencer channels

 **121M**
Campaign ad impressions

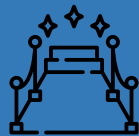
 **2.5M**  **New NIEAGS content**
Unique users



Stimulating Demand
PR & Media
Highlights/headline from 2021



£ 6.5m PR value
April – Sept 21



Media
Influencer
Events



print, online
and broadcast)



TV Programmes



Driving Growth through trade Sales



Seasonal Engagement & Sales Programme with Travel Trade – **webinars, virtual trade shows, expos, virtual fam trips**



NI Showcase Events



Meet the Buyer



Strategic Partnership Campaigns in Key Markets

800

Industry opportunities



Stimulating Demand Business Events



Work with Strategic Partners

Visit Belfast & Visit Derry
to promote NI as a
destination of choice for
MICE



New Sales & Marketing Assets



Strategic Partnerships

with SITE & PCMA



MICE

industry
platforms



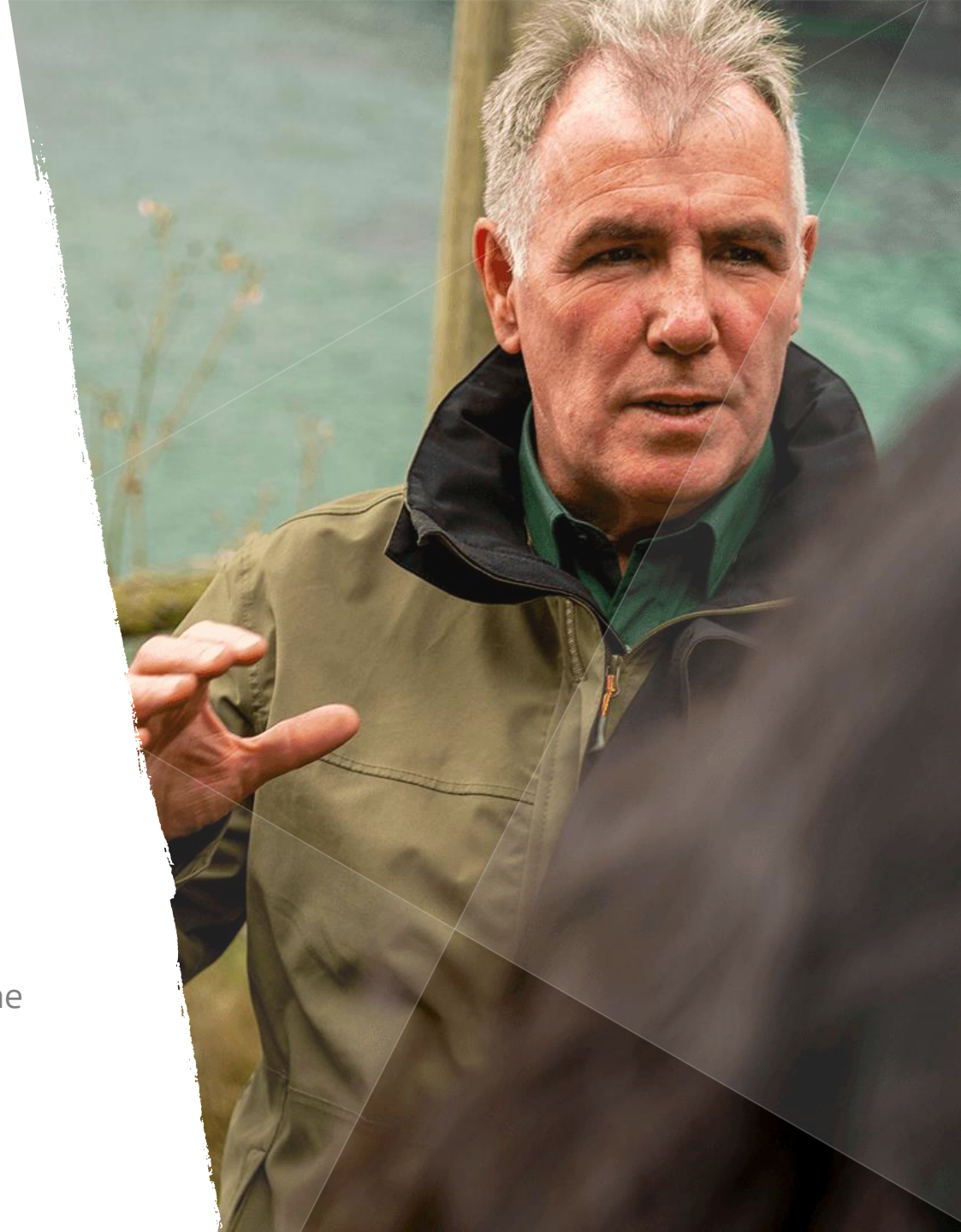
Flexible Conference

Support scheme



Relaunch of Successful

Ambassador Programme



The image shows two elderly men on a golf course. One man in a blue and white striped shirt is in the foreground, leaning over a golf club on a green. Another man in a pink shirt stands in the background near a flagstick. The scene is set against a backdrop of rolling green hills under a clear blue sky. A semi-transparent green geometric overlay is present, and the text 'Stimulating demand Golf' is written in a white, brush-stroke font across the center.

Stimulating
demand Golf

World class drives
only a short drive away

Northern
Ireland
Embrace
a Giant
Spirit

Northern
Ireland
Made
for
Golf

Is it tee
time yet?

Northern
Ireland
Made
for
Golf

Is it tee time yet?

Royal Portrush Golf Club

Northern
Ireland
Made
for
Golf

#NIMadeforGolf

