



Janice Gault Northern Ireland Hotels Federation



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New Co-operative Marketing Campaign

Runs until 31 August 2021
Closing Date 17 May 2021
All details on NIHF Website

www.nihf.co.uk/tni-marketing-campaign



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Helen O'Leary The Innovate Room



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What we're talking about today



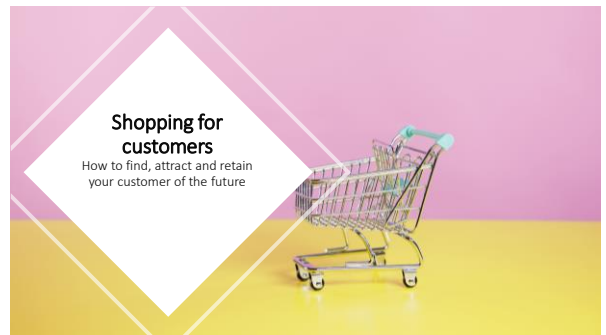
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Macro Trends

Behavioural Changes accelerated by decades	Food and Beverage	Sustainability	Discovery and Exploration within own country
Next Generation Travellers are different	Occasion Based Strategies	Hygiene factors	Technology

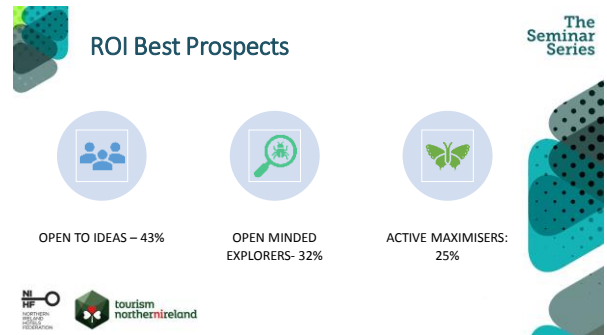




Understanding their needs

Aspiring Families	Natural Quality Seekers	Social Instagrammers
<ul style="list-style-type: none"> Activities are critical – for all ages Research and Planning Value / Price 	<ul style="list-style-type: none"> Quality accommodation Nature and outdoors Gentle activities and itineraries planned Sustainability Older kids 	<ul style="list-style-type: none"> Buzz and atmosphere Activities over accommodation Nightlife and pubs Fun and life experience- broaden the mind Value

For more information visit: <https://www.tourismni.com/build-your-business/opportunities/campaigns/ni-domestic-market/>



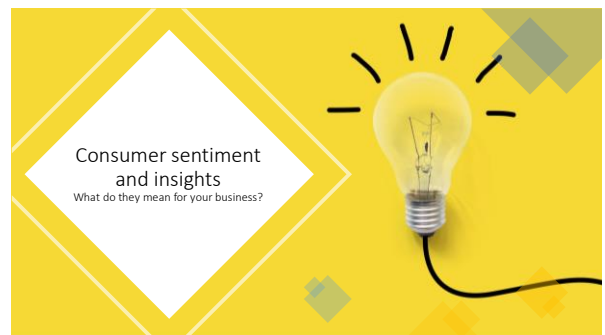
Understanding their needs

Open to Ideas	Open Minded Explorers	Active Maximisers
<ul style="list-style-type: none"> • Lots of interests- music, sport, outdoors open minded to new experiences • Active but not adventure activities • Planners- Itineraries are important • Lots of online research • Scenic surrounds and "easy to get to" • Value for Money 	<ul style="list-style-type: none"> • Engage with locals and culture • Learning and unique experiences • Natural environment and scenic beauty • Research and plan – more likely to use traditional media 	<ul style="list-style-type: none"> • Energetic activities and passionate about outdoors and natural environment • Experience led- unique and mind broadening • Good value • Lots of online research



Key Messages

⚠	Focusing on Escapes
🎧	Relax and unwind (de-stress for ROI)
🎉	Fun!
🍴	Great food and Drink
📦	Packaging and Promotions – Great Value
✓	Safety and reassurances
✗	Flexible cancellations



Current Sentiment – NI

- Still safety concerns : **Dial up safety messaging**
- Pent up demand is high in younger groups and young/mid families : **Create offers that inspire and help you to stand out**
- Local NI travel looking strong: **Dissect your geographic areas for best prospects**
- Opportunity to future proof your business through sustainability initiatives and messaging : **develop strong support local initiatives and messaging**
- Smaller outdoor events a possibility: **Proceed with caution and strong safety measures to promote confidence**



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Current Sentiment – ROI

- Consumer sentiment improving : **Introduce NI marketing messages**
- Hope, Escapism, De-stress are the key focus: **use these in your marketing messages for the ROI market**
- Value and “easy to get to” are other key considerations: **Make these messages part of your marketing at all stages of customer journey**
- Sustainability, supporting local and community increasingly important: **use sustainability and local community stories where possible**
- Safety and Reassurance: **Safety and visible adherence to Covid-19 procedures is really critical.**
- Draw the parallel with the “Good to Go” programme with the Covid-19 Safety Charter



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Booking not Looking

Inspiring your customer to **decide and buy**



Inspiring and Innovative Offers- Why?



SHOWCASE VALUE



PROVIDES INSPIRATION



ACCELERATES PATH TO PURCHASE




ANSWERS THE SPOKEN AND UNSPOKEN NEED




GIVES YOU “NEW NEWS” – HELPS YOU TO STAND OUT



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DAY VIBE
Morning Yoga & Brunch





NIGHT
Sunset and Stars

Using your destination for unique experiences

Think Experiences not just offers

Using your destination for unique experiences





Food obsessed. Make it easy to experience for all.








Leveraging your business




REPUTATION



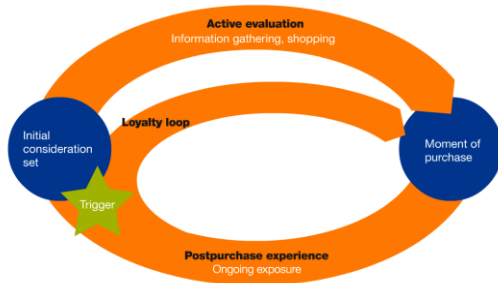
RETURN



REFERRAL

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Source: McKinsey & Company

Reputation

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- BE OBSESSIVE ABOUT YOUR REPUTATION
- ASK FOR FEEDBACK
- PROACTIVELY MANAGE
- LISTEN TO WHAT IS BEING SAID - EVALUATE AND ACT
- LEVERAGE GOOD REVIEWS

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Return

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- Use your past guest data- who were they what information do you have to target?
- Build your Database - segment and use it strategically
- Fresh and innovative offers pre-arrival and post departure.
- Using value and loyalty to encourage return

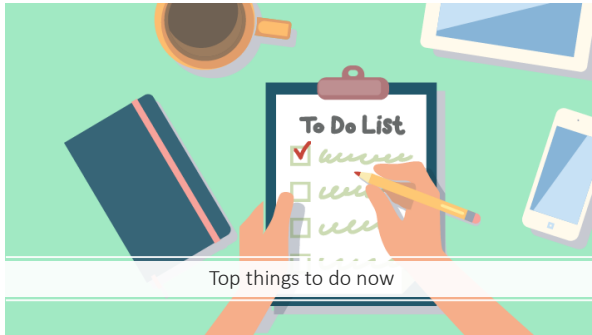
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Referral

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- WORD OF MOUTH
- INFLUENCER MARKETING
- PARTNERSHIP INITIATIVES

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Top things to do now.

1. Clearly **define your Target segments**- Think: Who? What? Where?
2. Inspire the consumer through creating offers that relate to their **needs and interests**.
3. Execute a robust marketing plan to communicate across **all relevant channels** online and offline.
4. Develop **marketing messages** that clearly communicate **across all points of the path to purchase** from awareness to purchase and return.
5. Make **Food and Beverage** options enticing and easy to book.
6. Think **Value not Price** – use value messaging where possible.
7. Make sure your **call to action** is clear on all communications.
8. Be obsessed with your **good reputation** – manage and leverage it across all channels.
9. Consider **referral and partnership initiatives** to drive footfall not just to your hotel but to your area and the destination.
10. Encourage **return customers** for later in the year – use online and offline initiatives.



Questions?

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