

Spring 2024 Marketing Campaign



Campaign Toolkit

All the information and assets you need to get involved with Tourism Northern Ireland's Spring 2024 Marketing Campaign.



**TOURISM
NORTHERN
IRELAND**

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Welcome.

Following a very busy Autumn and Christmas period, I am delighted to unveil Tourism Northern Ireland's Spring 2024 Marketing Campaign.

The heavyweight campaign will target consumers in Northern Ireland and the Republic of Ireland, encouraging visitors to plan and book a short break in Northern Ireland this Spring and Summer.

Some of our digital activity is already live in both markets as consumers are actively planning their 2024 getaways now. The remaining activity will be in market from 22nd January and will run through until 31st March 2024.

This supporting Campaign Toolkit includes practical information, advice and content to help you to get involved with the campaign.

You'll find an overview of our marketing plans along with a reminder of our key segments in Northern Ireland and the Republic of Ireland.

You can access downloadable photography, video and social media assets to amplify the campaign on your own channels. We have included helpful hints and tips for creating impactful and bookable business listings on the Discover Northern Ireland website, alongside key timings.

With growing cost of living pressures evident as we move into 2024, it is more important than ever that we work together to present visitors with value for money offers and experiences.

Please don't hesitate to get in touch if there is any further support that we can provide. You'll find contact details in the toolkit.

We wish you every continued success during Spring and Summer.

Naomi Waite
Director of Marketing
Tourism Northern Ireland



Market Insights.

Tourism NI's Research and Insights Team are reporting that Value for Money and Cost of Living are front of mind for consumers heading into 2024.

Consumers in both markets continue to rate Northern Ireland as a better value for money destination than both the Republic of Ireland and Great Britain. However, competition from abroad is growing.

Strong visitor numbers were recorded during the first nine months of 2023, albeit with a slight dip in the domestic market compared with last year.

The majority of visitors from both markets reported that their trip matched or exceeded their expectations, with the range of places to eat and drink and the warmth of the welcome being particularly highly rated.

Intentions to take a short break in Northern Ireland during the first quarter of 2024 remain broadly stable for visitors from the Republic of Ireland. However, short break intentions for the domestic market have softened slightly.

Cost of living continues to affect a majority of consumers in both markets.

There are some indications of a potential slowdown in domestic and Republic of Ireland leisure spend, with over half intending to spend less eating out, going to pubs, visiting paid attractions and going to events.

Spending less whilst on holidays is one of the most popular ways that consumers anticipate that they will save money.

Campaign Implications:

We plan to dial up Value for Money messaging throughout our Campaign, emphasising cost and quality of accommodation and experiences.

We will retain a relatively heavyweight presence in the Republic of Ireland during the period January-March 2024, and reinforce Value for Money and urgency messaging at every opportunity.

Further Information:

Visit tourismni.com and download the Northern Ireland Domestic Tourism Strategy and the Republic of Ireland Market Strategy.

Republic of Ireland. Active Maximisers.



- Active Maximisers make up 33% of the Republic of Ireland market. They are the largest segment by volume and they take the highest number of breaks to Northern Ireland per annum.
- They're the youngest segment but a significant proportion of them will have young children.
- They love a packed itinerary. They're looking for a great destination and will plan around that. They want energetic experiences and unpredictability.
- They're seeking night life and buzz - but also romantic destinations.
- Active Maximisers are very active on social media and love to share epic experiences on their own channels.

Demographics:

The majority of Active Maximisers are aged between 25-34 (28%) and 35-44 (26%). Their estimated spend is £871.

Republic of Ireland. Open Minded Explorers.



- Open Minded Explorers make up 15% of the Republic of Ireland market. They're the second largest segment by volume and have medium to high intentions to visit Northern Ireland.
- They are interested in the natural environment and scenic attractions. They are motivated by culture and are seeking unique experiences.
- Good food is very important and highly motivating for Open Minded Explorers and they also want high quality accommodation.
- They're an older segment and are concerned about their personal safety and health.
- Value for Money is very important for Open Minded Explorers.

Demographics:

Open Minded Explorers are older with an average age of 45-54. They're more likely to be female, ABC1, with older kids.

Their estimated spend is £925.

Republic of Ireland. Indulgent Relaxers.



- Indulgent Relaxers make up 11% of the Republic of Ireland market. They are relatively high spending with high intention to visit in the short term.
- They are the segment most likely to take a romantic break as their next break. Indulgent Relaxers are motivated by the opportunity to spend time with family or friends on short breaks.
- They prefer to stay in large comfortable hotels. They love to indulge themselves when on a short break.
- They really enjoy good food and music and are often interested in shopping opportunities while on a short break.

Demographics:

Indulgent Relaxers are 35-54 on average. They are relatively high spending with high intention to visit in the short-term. They are more likely to be female with children.

Their estimated spend is £1013.

Northern Ireland. Aspiring Families.



- Aspiring Families are the biggest segment in the domestic market. Comprising 30% of the Northern Ireland market, they are twice as big in volume terms as both the Natural Quality Seekers and the Social Instagrammers.
- They have a very strong family focus. Activities are very important including activities to suit children specifically as well as the whole family.
- They love to plan and do a lot of research.
- They are price sensitive and are seeking good value at every turn. They consider themselves bargain hunters but are not afraid to pay for quality if they think it's worth it.

Demographics:

Aspiring Families are most likely to be aged 35-44 and have younger children aged under 16. They have an even social class split.

Their estimated spend is £1,360.

Northern Ireland. Natural Quality Seekers.



- Natural Quality Seekers make up 15% of the Northern Ireland market. With an average age of 55, short breaks are a very important part of their lives.
- The quality of accommodation is a very important consideration for Natural Quality Seekers.
- They love to plan and like to have clear itineraries.
- They are nature lovers and enjoy the outdoors, but their preference is for gentle activities. Sustainability is important for this segment.

Demographics:

Natural Quality Seekers are older, with an Average Age of 55. They are more likely to be male, ABC1, with older kids.

Their estimated spend is £1,238.

Northern Ireland. Social Instagrammers.



- The youngest segment and the least likely to have children, Social Instagrammers make up 15% of the Northern Ireland market.
- Short breaks are an important part of their life. They want to broaden their minds. They are buzz and atmosphere seekers. They love nightlife and great pubs.
- They're more likely than other segments to find their accommodation on AirBnB, but getting a good deal and engaging in activities is more important to them than finding great accommodation.
- Connectivity is very important to Social Instagrammers. They are digital natives.

Demographics:

They are the youngest segment with 29% aged 18- 24 years and 26% aged 25-34 years. They are least likely to have children.

They're more likely to be female, with a slight C2DE bias.

Their estimated spend is £1,006.

Campaign Overview.

Tourism Northern Ireland's Spring Marketing Campaign will launch in Northern Ireland and the Republic of Ireland on Monday 22nd January 2024.

The campaign will include TV, Broadcast Video On Demand, Radio, Press, Social & Digital, Email, PR and Influencer activity to encourage visitors to choose Northern Ireland this Spring.

The campaign will showcase a broad range of attractions, experiences and events as well as ideas on where to stay. It will build knowledge of what Northern Ireland has to offer and deliver clear and compelling reasons to book a short break.

Timings: Republic of Ireland	Timings: Northern Ireland
22nd January - 18th February Active Maximisers	22nd January - 11th February Aspiring Families
19th February - 10th March Open Minded Explorers	12th February - 25th February Natural Quality Seekers
11th March - 31st March Active Maximisers & Open Minded Explorers	26th February - 31st March Aspiring Families & Natural Quality Seekers
22nd January - 31st March Indulgent Relaxers	Mid-February - 31st March Social Instagrammers

Northern Ireland

Natural Quality Seekers & Aspiring Families.

TV

1000 TVRs UTV,
Channel 4, GMB.

1,025,000
impressions Sky
AdSmart



Broadcast VOD

1,075,000
impressions

ITVX, Sky Go, All 4



Radio

Total Radio
Coverage – 77%,
1,179,000, OTH 17



Press

Regional Rotations
Print and Digital
Partnerships -
Multiple Publishers.

Social Media

Facebook and
Instagram.
Various formats.
Reach - 1m+

Outdoor

70% Coverage of all NI
Adults
967,168 Adults
OTS: 22.

Digital Advertising



Google Display
Network:
In-market targeting



Online Video

YouTube:
In-market and Custom
Intent targeting



Republic of Ireland

Open Minded Explorers, Active Maximisers, Indulgent Relaxers

TV

840 TVRs
RTE1, RTE 2,
Virgin Media, Sky
Portfolio,
Channel 4.



Broadcast VOD

2,250,000
impressions

RTE Player, Virgin
Media Player, Sky,
All 4.



Radio and Digital Audio

Coverage - 74%
3 Million Adults
High Frequency of
12.



Press

Print and Digital
Partnerships -
Multiple Publishers.

Social Media

Facebook and
Instagram.
Various formats.
Reach: 2M

outdoor

Coverage – 89% of Dublin
Metropolitan area
OTS: 20
Packages with Global
Digital, JCDecaux,
Clear Channel

Digital Advertising



Programmatic
Video & Google
Display Network:
Affinity & In-
market targeting



online Video

YouTube:
In-market and Custom
Intent targeting



Social Media & Digital.

Paid Search has been live in both markets since Boxing Day, targeting consumers who are already researching short breaks on the island of Ireland for 2024. This will be complemented by paid and organic activity on Facebook and Instagram.

We will have a growing focus on curating and sharing User Generated Content from recent visitors to Northern Ireland to inspire future waves of visitors.

We'll be using Google Display Network to serve contextually relevant ads to consumers in both markets, supported by a comprehensive remarketing strategy.

We will continue to work with travel and lifestyle influencers to broaden the reach of the campaign beyond our own channels and to deepen our engagement with the Indulgent Relaxers, Active Maximisers, Aspiring Families and Social Instagrammers segments.

The campaign will be further supported by a programme of email marketing activity targeting 30,000 subscribers in Northern Ireland and the Republic of Ireland.

Social & Digital Contact:

Harry Matthews - h.matthews@tourismni.com

PR & Publicity.

Our PR teams in Belfast and Dublin will be delivering a programme of activity in support of the Spring Marketing Campaign.

Additionally, 'Always On' PR activity will continue as normal in Northern Ireland and the Republic of Ireland with weekly content and features across print, online and broadcast.

Key areas of focus will include media FAM trips, industry profiling and activity that drives awareness of the Northern Ireland Experience Brand.

Have an interesting story or good news about your accommodation business, visitor attraction or experience?

We want to hear from you.

Media have longer lead in times so make sure to get your information to us in a timely manner.

PR Contact: (Belfast)

Nuala Napier - n.napier@tourismni.com

PR Contact: (Dublin)

Clare McCoy - c.mcoy@tourismni.com

Scheduling your Activity.

Tourism NI's Spring Marketing Campaign will be in market from 22nd January for 10 weeks. Our activity will include a focus on specific destinations on some of our channels at different times during the campaign.

Aligning your marketing activity with ours will help to maximise Northern Ireland's share of voice in the domestic and Republic of Ireland markets. If you're planning activity across your own channels, please use the timings below to plan your content and offers:

Causeway Coastal Route - w/c 29th January.



Fermanagh & Tyrone - w/c 5th February.



Derry~Londonderry - w/c 12th February.



Mournes & Strangford - w/c 19th February.



Armagh & Down - w/c 26th February.



Belfast - w/c 4th March.



SUPPORTING Content Assets.

We've curated a suite of Campaign Photography, Video and Social Media assets that you can use on your own channels and in support of your marketing activity.

Social Media plays a big role in helping visitors discover new places, plan and share their Giant Adventures. We have created a suite of free, downloadable campaign social posts, frames, banners and more, that you can use on Facebook, Instagram and X.

And don't forget to download the Northern Ireland Embrace a Giant Spirit brand mark for use across your marketing channels.

A selection of photography, video and social media assets can be downloaded from our Content Pool. Visit [Northern Ireland's Content Pool](#) and once registered, you can access a wide range of supporting materials.

Need Help? Contact:
Sarah Hannity - s.hannity@tourismni.com

Use our Content Calendar.

We have worked in close partnership with stakeholders including the Local Councils to create a 12 month thematic Content Calendar which details the types of content that we will be publishing on our social media channels and website outside of our campaign activity.

Download our [Content Calendar](#) now and create engaging content on your own channels aligned to these themes that we can curate and share.

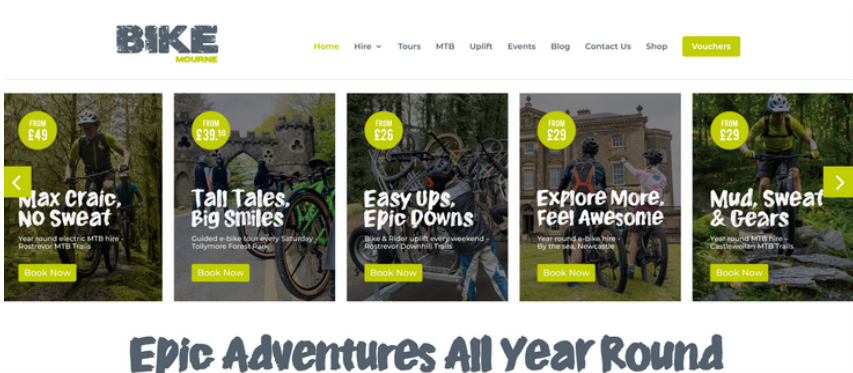


Social Media Story Template
(available from content pool)

Awakening Northern Ireland's Giant Spirit.

A key driver of our success in recent years has been how we have worked together in close partnership to maximise our presence in the marketplace.

It is more important than ever that we continue to collaborate under the Embrace a Giant Spirit brand framework and that we align our messaging and media buying when possible.



Quite simply, when we collaborate under the brand framework, our activity is much more impactful.

Download the Awakening our Giant Spirit Brand Book and find out more about unlocking Northern Ireland's Giant Spirit.



Discover Northern Ireland.

The Discover Northern Ireland website is a trusted source of inspiration, information and support for visitors to Northern Ireland. 4 million visitors used our website last year to plan or book their short break.

It's packed with practical advice, insider tips, guides, itineraries, and entertaining and informative blog posts to give visitors a flavour of what to expect on their next Giant Adventure in Northern Ireland.

Create your free Business Listing.

If you're a certified accommodation provider, a visitor attraction or an experience, a listing on the Discover Northern Ireland website is a great way to showcase your business to thousands of people each day. To create your free listing:

1. Visit [TourismNI.com](https://www.tourismni.com).
2. Create an account by following the Sign Up link.
3. Follow the steps to create your listing.

The best-performing listings are 300-350 words. Photography is a great way to bring your listing to life. Include your address, telephone numbers, URLs, prices, and any other information that you think is important for visitors.

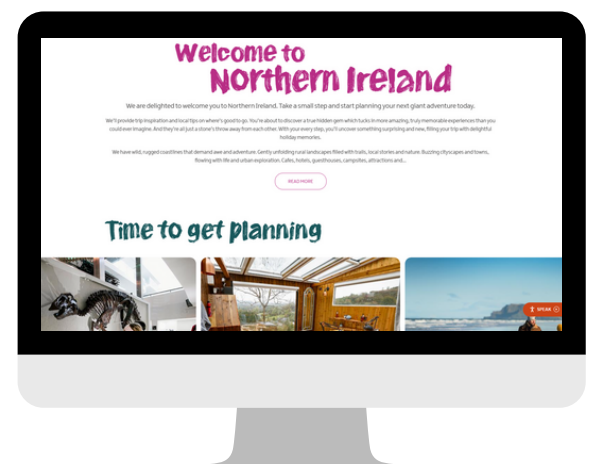
Need Help? Contact:
Bernie Haughian - b.haughian@tourismni.com

Becoming Bookable.

Tourism NI's partnership with TXGB can help you to become bookable online for the first time or access additional routes to market.

Register for free to make your listing on the Discover Northern Ireland website bookable. You'll pay a 2.5% Booking Fee to TXGB, but Tourism NI don't charge any commission for sales through Discover NI.

Contact Kevin Forde for further information -
k.forde@tourismni.com



Top 5 things to do today.

- 1.** Create or update your Business Listing on the Discover Northern Ireland website.
- 2.** Register with TXGB and make your Business Listing on the Discover Northern Ireland website bookable at 0% commission.
- 3.** Download and use our Campaign Photography, Social Media Assets and Embrace a Giant Spirt brand book.
- 4.** Don't forget to tag us or use [#MyGiantAdventure](#) when posting on social media so we can amplify your content through our channels.
- 5.** Register on [tourismni.com](#) and subscribe to our industry newsletter to hear about upcoming TED events and opportunities for support.



Get in touch

Whether it's setting up a new business, developing an existing one, or just helping you stay ahead of changes and trends in the industry - we've got information to help.

Visit tourismni.com for a wide range of business guidance and support. From digital marketing, to people and skills support, or research and insights, you will find a wealth of information available.

Register on tourismni.com today to receive email newsletters, sign up for forthcoming events and more.

To contact the Marketing Team directly:
marketingcampaigns@tourismni.com



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