



# Tourism & Hospitality Week 2025 Toolkit





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# What is Tourism & Hospitality Week?

Tourism & Hospitality Week is an opportunity to shine a light on the positive impact of tourism here. It's led by a collaboration of key stakeholders and industry, committed to ensuring that tourism is recognised as a driver of our economy.

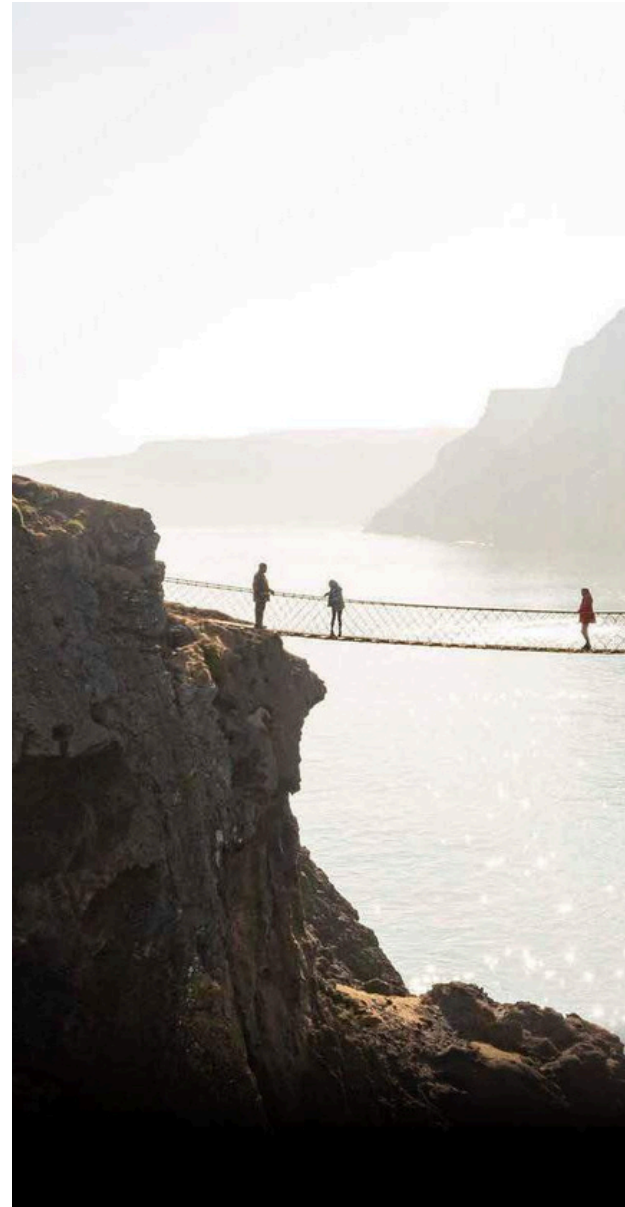
The event is scheduled for Tuesday 23rd September until Wednesday 1st October and will include a number of signature and supporting events.

Tourism and Hospitality Week, celebrating our people and place is a crucial platform for highlighting the pivotal role of tourism in Northern Ireland and we are inviting our industry to join with us in celebrating tourism.

This theme demonstrates tourism's ability to simultaneously showcase our history, heritage and landscapes as well as driving the regional balance agenda with the provision of good jobs.

Tourism is an industry that generates £1.1billion for our economy, supporting over 70,000 jobs and nearly 6000 businesses. It truly is a cornerstone of our prosperity and the source of civic pride. It's an industry with ambition also; by 2035, our strategic goal is for tourism to deliver £2billion for our economy.

Want to find out more - read on?



# How to Use Your Voice

## > Get Social

Use the social media shareables in the toolkit to show your support for Tourism & Hospitality Week.

Link in to Tourism NI's social media channels for the latest updates.

Be sure to use the official hashtag of **#tourismhospitalityweek25** and remember to tag Tourism NI on Linked In and Facebook.

## > Share a Video Message

Share a video on social media to talk about your business and the importance of our industry.

Let your followers know that you and your business support **Tourism & Hospitality Week 2025**. Promote your successes, and the important role and contribution you make!

Uploading a **20- to 30-second video** to your social media pages (i.e. Facebook X, or Instagram) can showcase the importance of tourism and its contribution to your community, as well as highlight the unique travel experiences available there.

Please see our key messages section helpful for more information on our initiative and tourism sector facts.

## > Spread the Word

We're stronger when we're together! Whether speaking to colleagues, clients, media, local councillors or MLA's during Tourism & Hospitality Week ( and beyond), use the toolkit resources to ensure consistent messaging.

# Social Media Guide



- Help us get the word out about Tourism & Hospitality Week 2025 by sharing the promotional graphics located [here](#)

Don't forget to tag it #tourismhospitalityweek25 and tag Tourism NI on Linked In and Facebook.

- LinkedIn and X (Twitter) Banners (1200px X 627px)
- Email Header Images (600px X 250px)
- Instagram Post Images (1080px X 1080px)

There are a range of assets available to use in the promotion of this campaign. All campaign content can be accessed from the [content pool](#). Search for "Tourism and Hospitality Week 2025" to find the materials.



# Join our Marketing Campaign

We want our local visitors to get involved in Tourism & Hospitality Week 2025.

Tourism NI's visitor marketing channels will be featuring content of the many great places to visit in Northern Ireland over the week and in the run up.

## Why not get involved?

Here's how:

1. Help support our Giant Adventures competition with a prize.
2. Provide a special offer over the course of Tourism & Hospitality Week or create a special event to get involved in the week.
3. Don't forget to communicate your involvement on your visitor facing marketing channels such as Facebook, Instagram etc.



# Key Messages

This is the second Northern Ireland Tourism and Hospitality Week.

We would like to encourage you to get involved in highlighting the importance of tourism in our economy and share your Tourism and Hospitality Week 2025 highlights on social media.

Using **#tourismhospitalityweek25**.

Tourism is one of the Northern Ireland's most important economic sectors. The sector plays a key role in the economy; contributes significantly to good jobs and thriving communities; supports local and regional development; and gives visitors and residents the chance to explore the unforgettable sights, culture, and charm that make Northern Ireland truly special.

- In Northern Ireland tourism continues to go from strength to strength, with recent figures estimating there were 4.7million overnight trips to Northern Ireland in 2024 with an associated £1.1billion expenditure.
- This includes overnight trips taken by external visitors to NI and domestic trips taken by local residents.
- Trips by international visitors contribute significantly to this expenditure in the region's economy, while also generating employment and positively impacting local communities.
- The 4.7 million overnight trips in 2024 were made by 1.6million NI residents (33%), 1.4 million from Great Britain (30%), 1.1million from Republic of Ireland (24%) and 0.6 million from outside United Kingdom (UK) and Republic of Ireland (ROI) (12%).
- The hotel room occupancy in Northern Ireland during 2024 was 68% - in 2023 this was 64%. The estimated room occupancy for guest houses, bed & breakfasts and guest accommodation for 2024 was 40% - similar to 2023 (38%).
- Tourism is an industry that generates £1.1billion for our economy, supporting over 70,000 jobs and nearly 6000 businesses.
- Tourism is a unique as it is one of the most geographically and socially dispersed sectors of the economy in Northern Ireland, with 70% of jobs located outside of Belfast.

# Thank you to our partners

Tourism & Hospitality Week 2025 is brought to you by the following partners:

## Key Partners





# Contact Information



## General Enquiries

If you require any more information, please contact our Industry Development team using the link below.

**Contact:** [tourismni.com/contact-us](https://tourismni.com/contact-us)