

## Top Expert Prescribes a Short Break to His Home Ground



### **‘Big Brother’ Psychologist Geoffrey Beattie encourages us NOT to hibernate this autumn.**

19th October 2017: Celebrity psychologist Geoffrey Beattie has been sharing research in Dublin this week to emphasise the importance of experiencing somewhere new and taking a short, refreshing break this autumn in Northern Ireland.

Belfast native Geoffrey Beattie, known predominantly for his former Channel 4 slot as the resident on-screen psychologist for Big Brother, has unpacked the well-known ‘passage of time’ research. He reveals that as the days get shorter, people can elongate their time by experiencing new surroundings which will ultimately add to their overall self-fulfilment during autumn.

Commenting on the research, Geoffrey Beattie said, “People tend to hide away during autumn, they reflect on the summer months and look forward to Christmas, but I’m encouraging people to shake up their usual routine, take a well-deserved seasonal break and try a new place and adventure.

“Being from Northern Ireland and familiar with all it has to offer; I am passionate about urging those who haven’t yet visited to refresh their thinking, with a break this autumn, on a destination that is only a short distance away. The simple act of taking a short break can bring enriching benefits as with this small change of routine, time feels elongated and people feel more satisfied with the use of their spare time.”

With a significant number of new hotels springing up across Northern Ireland within just 18 months, there has been an increase in demand for escapes of all types, from luxury to outdoors. Visitors can surround themselves with the majestic Mourne Mountains in County Down, C.S Lewis’ inspiration for ‘Narnia’ or whisk themselves off to Cuilcagh Mountain Park to enjoy the stunning Fermanagh climb.

Northern Ireland is home to the World's Leading Tourist Attraction in 2016, Titanic Belfast and the iconic Giants Causeway, a UNESCO World Heritage Site, situated along the breath-taking coastline views of the Atlantic Ocean. With tourism giants such as The Walled City, Seamus Heaney HomePlace and of course Game of Thrones® experiences, Northern Ireland has matured into an absorbing destination well worth visiting.



Fiona Cunningham, Tourism NI's ROI Market Manager said, "Our campaigns are proving more and more popular and the response is reflected in the ROI visitor figures showing an increase in trips being taken to Northern Ireland. So much has yet to be explored by ROI visitors and key factors such as close proximity and a favourable exchange rate makes this the perfect season to visit.

Michelin star restaurants, stunning coastlines, unique tours and luxury accommodation mean visitors are spoilt for choice and there is plenty to indulge the senses in the vast haven of natural spaces. Now is the perfect time to refresh the routine and experience 48 hours in Northern Ireland."

To book your short break to Northern Ireland visit: <http://www.discovernorthernireland.com>