

# AUTUMN MARKETING OPPORTUNITIES

Further details of the campaign, including online entry forms, can be found at [nihf.co.uk](http://nihf.co.uk).

Please do not hesitate to give us a call to discuss your ideas on 028 9077 6635.

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**ACTIVATING THE REPUBLIC OF IRELAND  
MARKET FOR ACCOMMODATION PROVIDERS  
AND VISITOR ATTRACTIONS.**

A programme delivered by Northern Ireland Hotels Federation in partnership with Tourism Northern Ireland.

October to November 2017



**tourism  
northernireland**



**NORTHERN  
IRELAND  
HOTELS  
FEDERATION**

# SAY HELLO TO MORE BUSINESS FROM THE REPUBLIC OF IRELAND.

## 1

### ONLINE PROMOTION AND OFFERS

Following two successful previous campaigns, the Northern Ireland Hotels Federation and Tourism Northern Ireland are again targeting the Republic of Ireland market.

Tourism Northern Ireland will deliver TV, outdoor, press, social media, PR and digital advertising. The Federation will assist the industry in supporting this activity and securing direct business from this market.

There are three different ways you can get involved in this campaign, outlined to the right.

Using brand new research into the market, the target for this campaign will be Open Minded Explorers, as detailed below.

*Open Minded Explorers: The defining characteristic is 'We're always interested in unique experiences and discovering new places of beauty & culture.' This group covers all ages but leans towards 55+. They are interested in short breaks, trying new experiences and enjoy researching options themselves. They respond well to traditional media and enjoy high quality food, spas and connecting with nature.*

The campaign will take place in October and November 2017. The closing date is 8th September and further information will be available at [nihf.co.uk](http://nihf.co.uk).

**WHO** Graded hotels, guesthouses, guest accommodation and visitor attractions.

**WHAT** Online offers promoted widely by Tourism Northern Ireland.

**COST** Free.

All accommodation participants will be asked to provide a standard B&B rate and all visitor attractions to provide a single ticket price so that customers can fully understand the value of a break in Northern Ireland.

In addition, you will have the opportunity to provide an offer which gives the visitor a little bit more. This could be a partnership between a hotel and a visitor attraction or it could be added value in terms of meals or spa treatments. This will be optional. Tourism Northern Ireland may choose to promote the best ideas more widely.

All accommodation offers must be able to be booked online on your own property website and all are subject to availability - you can even use "from" pricing to reflect different levels of demand.

Complete the online form now at [nihf.co.uk](http://nihf.co.uk). The closing date is 8th September 2017.

## 2

### SHORT BREAK BROCHURE

**WHO** NIHF accommodation members, whether graded or not.

**WHAT** Printed magazine distributed across Ireland.

**COST** Free.

The Federation produces a short break brochure that is used in all Tourist Information Centres across Northern Ireland as well as many shows, events and offices in the Republic of Ireland.

This brochure is not available online so you can use pricing that is not subject to the normal rate parity requirements. All bookings come directly to you by whatever means you specify in your listing.

Each listing includes contact details, a short description and two photos of your property. You must be a NIHF member to be listed in this magazine but you do not need to be graded.

Complete the online form now at [nihf.co.uk](http://nihf.co.uk). The closing date is 8th September 2017.



## 3

### CO-OPERATIVE MARKETING FUND

**WHO** Those taking part in section 1.

**WHAT** Marketing fund supporting your own activity in the ROI market across a broad range of media channels.

**COST** 75% funding of your costs.

The Co-operative Marketing Fund is designed to support your own advertising in the Republic of Ireland market. If your planned activity meets our criteria, the fund will cover 75% of your costs up to a maximum of £5000 per industry provider.

To take part in the marketing fund you must provide a price in section 1.

Those who wish to avail of this fund should note that:

- Activity must happen between 2nd October and 30th November 2017.
- You can use any media channel as long as it is clearly aimed at the ROI market.
- You must use a tracking code and the sayhellotomore brand in your advertising (where possible).
- Once you receive a letter of offer, you may proceed to book your activity, paying the media supplier as normal and then claim 75% from the fund with the appropriate supporting documents (more details online).

**Important Note:** We have been oversubscribed on the last two funds but some participants did not claim all of their allocated funds. In order to discourage applications that won't continue through to completion, we have introduced a £250 penalty charge for those that claim less than 90% of their letter of offer.

Complete the online form now at [nihf.co.uk](http://nihf.co.uk). The closing date is 8th September 2017.



#### WHO CAN TAKE PART?

Sections 1 and 3 of this campaign are open to all hotels, guesthouses, guest accommodation and visitor attraction providers classified by Tourism Northern Ireland. If you are not currently graded, contact us for advice. Section 2 is open to all NIHF accommodation members, whether classified or not. The closing date is 8th September 2017.