



Tourism NI Recovery Campaign

Marketing support for
graded accommodation,
visitor attractions and
experiences.



75%
funding to
advertise
in ROI
and NI.

Further details of the campaign, including online entry form, can be found at nihf.co.uk.

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

Northern Ireland Hotels Federation
The McCune Building
1 Shore Road, Belfast BT15 3PG
Tel: 028 9077 6635
Web: nihf.co.uk
Email: office@nihf.co.uk

Closing date for initial applications is
30th June 2020.



Helping your tourism business recover.

Tourism Northern Ireland is providing industry support to help tourism businesses recover from the impact of Coronavirus.

It will deliver a range of digital and other advertising. The Northern Ireland Hotels Federation will assist the industry in supporting this activity and securing direct business.

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

The campaign will take place from July to October 2020. The closing date for initial entries is 30th June 2020 and further information is available at nihf.co.uk.



Embrace a Giant Spirit

The Recovery Campaign will feature the new tourism brand for Northern Ireland. 'Northern Ireland – Embrace a Giant Spirit' will communicate a high quality experience to visitors that is recognisable as distinctively Northern Ireland.

All participants in the campaign are encouraged to use this branding wherever possible.

Campaign Timetable

Phase 1 - Brand Building
Likely to start end of June/early July*.

Phase 1 will be a digital, social and PR campaign lasting 6 weeks. It will focus on building the Northern Ireland brand and encouraging consumers to consider a break.

Phase 2 - Targeted Promotion
Likely to start mid-August/early September*.

Phase 2 will last at least 6 weeks and will include digital, radio, outdoor and TV advertising.

It is proposed to run a series of themed weeks throughout. These are set out below and will not start until September. Participants are encouraged to use these weeks to tailor their own activities.

Week 1 - Causeway Coastal Route
Week 2 - Fermanagh & Tyrone
Week 3 - Mourne & Strangford
Week 4 - Armagh & Down
Week 5 - Derry-Londonderry
Week 6 - Belfast

*The dates of each phase will be confirmed in line with Government advice and participants should consult the website for up to date information.

You may apply for funding in Phase 1, Phase 2 or both. The maximum amount payable by the fund will be £2500 in each phase.

A

Online Promotion and Offers

Who 3-star and above hotels, guesthouses, guest accommodation, self-catering, B&Bs, visitor attractions and visitor experiences.

What Online offers that will be promoted widely by Tourism Northern Ireland.

Cost Free.

Accommodation participants will be asked to provide a standard rate - added value is encouraged where possible. Visitor attractions and experiences should provide a single ticket price so that customers can fully understand the value of a break in Northern Ireland. Free experiences are permitted.

Accommodation offers must be bookable online on your own property website and all are subject to availability. You must provide a live booking link as part of the application process. Tickets should be bookable online where possible as this has been proven to be most attractive for customers.

In light of customer concerns and changing Government advice, all sales must be fully refundable.

The most successful participants in previous campaigns have developed bespoke landing pages with visitor information content and itinerary ideas. We encourage you to consider this if possible.

Participants should ensure they meet all Government guidelines for re-opening. All those who take part will be expected to meet Department for the Economy criterion for Staying COVID -19 Secure. Please consider explaining your safety processes to potential customers.

Complete the online form now at nihf.co.uk.

Closing date for initial applications is 30th June 2020. See nihf.co.uk for more details. Need help or advice? Just call us on 028 9077 6635.

B

Co-operative Marketing Fund

Who Only those taking part in section A who are willing to fund 25% of costs.

What Marketing fund that is available to support your own marketing activity 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 and Northern Ireland. If your planned activity meets the criteria, the fund will cover 75% of your costs up to a maximum total payment of £5000 per industry provider.

To take part in the marketing fund you must provide an offer in section A.

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

- Activity and spend must happen between set dates as set out in the online entry form and letter of offer.
- You can use any media channel as long as it is clearly aimed at ROI or NI leisure consumers.
- You must use a tracking code in your advertising (where possible).
- You should use the Embrace a Giant Spirit branding where possible.
- There is a minimum spend of £500 (before subsidy) to take part in this campaign.

Important Note: Only apply for what you can spend (ex-VAT). If you don't spend your allocation, other people lose out.

Complete the online form now at nihf.co.uk.