

Tourism NI Marketing Campaign



May - August 2021
Marketing support for
accommodation, visitor
attractions and experiences.

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 applications is
17th May 2021.



75% Funding for your marketing. Apply now!

Helping promote your tourism business.

Tourism Northern Ireland is providing industry support to help with the marketing of tourism businesses.

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 May to August 2021. The closing date for entries is 17th May 2021 and further information is available at nihf.co.uk.



Embrace a Giant Spirit

The Marketing 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 a distinctively Northern Ireland experience.

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



We're Good to Go

All participants in this campaign MUST be accredited under the We're Good To Go scheme. Please ensure you have completed the online registration and received your certificate BEFORE you apply for this campaign. See goodtogoni.com.

Campaign Timetable

The campaign will start with TNI advertising from 3rd May and the industry can come on board from 24th May. It will run through to the end of August 2021. All advertising must be completed by 31st August 2021.

Themed weeks will run as part of this campaign and participants are encouraged to support these where possible. The initial draft plan for these weeks is as follows:

w/c 24th May - Derry~Londonderry
w/c 31st May - Belfast
w/c 7th June - Causeway Coastal Route
w/c 14th June - Armagh & Down
w/c 21st June - Fermanagh & Tyrone
w/c 28th June - Mourne & Strangford

This is subject to change and other rotations may take place over the summer.

Promotion to Republic of Ireland consumers should take account of restrictions on travel that may be in place. Indicative dates have been given as follows:

10th May - travel permitted
2nd June - hotels can open
7th June - outdoor hospitality can open

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Online Promotion and Offers

Who Hotels, guesthouses, B&Bs, guest accommodation, self-catering and visitor attractions graded by Tourism NI. Some visitor experiences will also be eligible.

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

Cost Free.

Accommodation participants are asked to provide an overnight rate - added value is encouraged where possible. Visitor attractions and experiences should provide a ticket price or package so that customers can fully understand the value of a break in Northern Ireland. Free experiences are permitted. Flexible cancellation policies are encouraged.

Accommodation offers must be bookable online 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.

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.

All participants must be accredited under the We're Good to Go Scheme.

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

Closing date for applications is 17th May 2021. See nihf.co.uk for more details. Need help or advice? Just call us on 028 9077 6635.

This campaign is open to all hotels, guesthouses, guest accommodation, self-catering, B&Bs and visitor attractions graded by Tourism Northern Ireland. If you are not currently graded, contact

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Co-operative Marketing Fund

Who Only those taking part in section 1 who are willing to fund their own advertising.

What Marketing fund that is available to support your own marketing activity across a broad range of media channels.

Cost You pay for advertising and claim back 75% from the fund.

The Co-operative Marketing Fund is designed to support your own advertising or PR 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 £10,000 per industry provider.

To take part in the marketing fund you must provide an offer in section 1.

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

- Activity and spend must happen between set dates as set out in the letter of offer you will receive.
- You can use any media or PR channel as long as it is clearly aimed at ROI or NI leisure consumers. Promotion of weddings or meetings is not allowed.
- You must use a tracking code in your advertising where possible.
- You should use the Embrace a Giant Spirit branding where possible.
- You must commit to spend at least £500 up front to take part. 75% of this can be claimed back.

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.

us for advice. To support the new Embrace a Giant Spirit brand, the scheme is also open to experiences that are recognisable as a distinctively Northern Ireland experience.