

Tourism NI Marketing Campaign



Autumn 2023

Marketing support for accommodation, visitor attractions and experiences.

Titanic Belfast

50% Funding for your ROI marketing. Apply now!

Grow your sales in the Republic of Ireland.

Tourism Northern Ireland is once again preparing to provide 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 2nd October to 13th November 2023. The closing date for entries is 11th September 2023 and further information is available at nihf.co.uk.

Campaign Timetable

The campaign will start on 2nd October 2023. It will run through to 13th November 2023. All advertising must be completed by 13th November.

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 2nd Oct - Derry~Londonderry
w/c 9th Oct - Fermanagh & Tyrone
w/c 16th Oct - Causeway Coast & Glens
w/c 23rd Oct - Armagh & Down
w/c 30th Oct - Mourne & Strangford
w/c 6th Nov - Belfast



Embrace a Giant Spirit

The Marketing Campaign will feature the 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.

Please note

- Due to budgetary constraints, this funding is targeting Republic of Ireland customers only.
- Funding support will be at 50%.
- Maximum £3,000 funding per entrant.
- Short-term promotional costs only with a maximum of 20% spend on production or admin.

A partnership programme funded by Tourism Northern Ireland.
Delivered by Tourism Northern Ireland and Northern Ireland Hotels Federation.

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Who can take part?

1

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 a Sterling 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.

Participants are encouraged to sign up for the TXGB booking platform that is being piloted by Tourism NI. This will allow greater integration with the campaign and ease the booking process for consumers.

To submit your offer, complete the online form now at nihf.co.uk.

2

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 50% from the fund.

The Co-operative Marketing Fund is designed to support your own advertising or PR in the Republic of Ireland. If your planned activity meets the criteria, the fund will cover 50% of your costs up to a maximum total payment of £3,000 per industry provider.

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 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. 50% of this can be claimed back.
- You must only spend on short-term promotion and limit production or admin costs to 20% of your total spend.

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. The closing date is Monday 11th September.

Closing date for applications is 11th September 2023. 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. The campaign is also open to experience operators who have been graded 3 Star or above under the Tourism NI Quality Grading Scheme for

Visitor Experiences, or who are working with the Tourism NI Experience Development team to align their experience within Northern Ireland's Embrace a Giant Spirit brand. If you are not currently graded, contact us for advice.

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
11th September 2023.

