

Fleadh Cheoil 2026

Visit Belfast Marketing Approach

Get Ready for the Fleadh Briefing • 23 March 2026



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Fleadh Cheoil
na hÉireann
Belfast 2026



THE CAMPAIGN

A landmark campaign for Belfast tourism.

“Feel the Energy of the Fleadh” — an all-island campaign building awareness of Belfast as host city and driving ROI Fleadh audiences to visit, stay and explore

TV. Radio. Outdoor. Digital. Influencer. PR. All working together. All pointing to Belfast.

Fleadh audiences across the island are hearing about Belfast

4.11M

all-island reach

69M

brand impacts

Republic of Ireland

9 weeks TV

14 weeks radio

Billboards Dublin + border counties

Online publishers

Social

Influencer

Email

Northern Ireland

12 weeks online TV

Leading NI radio

Digital outdoor in commuter towns

Online publishers

Influencer

Email



A dedicated PR programme to amplify every moment.

Targeting ROI and NI press & Influencers chosen for cultural authenticity

PHASE 1

Build Awareness

Launch media moments, press releases, Fleadh story briefings to key journalists across ROI and NI

PHASE 2


Drive Engagement

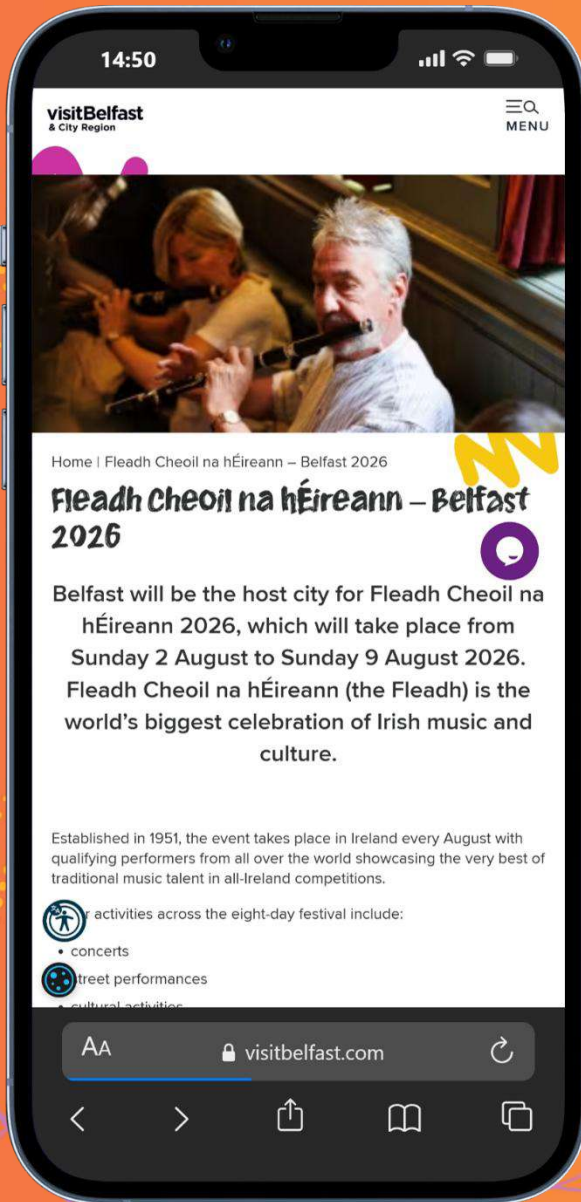
FAM trips, influencer activations, live content from Belfast streets and sessions

PHASE 3

Showcase Impact

Post-Fleadh coverage, impact stories, legacy narrative for Belfast as a cultural destination





SOCIAL CONTENT SERIES

Between the Sessions

Best of Belfast neighbourhoods.
Hidden gems. Local favourites.

A dedicated content series turning
Fleadh visitors into Belfast explorers

Two digital homes. Here's where visitors will find you.

FleadhCheoil.ie

2,500+

accommodation listings

The official Fleadh hub, showcasing news, competitions, updates and guides to Belfast.

All being explored by Fleadh Goers Daily

visitbelfast.com

3.3M+

Annual Visitors

Social-first Fleadh content hub

Live TikTok and Instagram content powering the Fleadh experience online

Check your listing is live and accurate

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Visitor Servicing Approach

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What Wexford Taught Us

Demand was significant

8,000 enquiries at our pop-up VIC alone, with exceptionally high interest in coming to Belfast

Visitors want more than the music


First-timers and day trippers alike were keen to explore — the opportunity to upsell the city is real

The week has two personalities

Family-focused early on, festival atmosphere by the weekend — businesses need to be ready for both

The whole city got involved

Businesses embraced the Fleadh with window dressing and activations, creating a festival atmosphere beyond the venues



Giving Our Visitors a Belfast Welcome

Four sites, seven days: Welcome Centre, Grand Central Station, Belfast International Airport and Cruise Welcome Hub. All with extended evening hours.

Every team member briefed: on Belfast, NI, & key Fleadh messaging. Encourage visitors to do more, see more and spend more.

22,793 cruise passengers and crew: The Fleadh profiled across 10 ships via our Cruise Welcome Hub 2-9 August.



Serving Visitors Across the City

We'll be wherever visitors are

4 pop-up VICs at Ulster University, ICC, 2 Royal Avenue and George Best City Airport, plus Welcome teams at key points of entry to Belfast .

Every conversation keeps them in Belfast longer

Knowledgeable staff and volunteers throughout the Fleadh zone, with waymarking guiding visitors to our teams — what's on, where to go, and why they should explore Belfast's neighbourhoods and wider NI





Visitor Experience & Destination Management

Visitor Servicing team managing enquiries via Fleadh@visitbelfast.com accommodation signposting service, group accommodation bookings, detailed FAQ's.

Visit Belfast working with **Volunteer Now** delivering Visitor Information / tourism content for training to magnify the welcome.

Visit Belfast Industry Engagement programme
Next session 17th of June
Visitor Information webinar early summer.

Visitor support tools : website, visitor & event maps, bumper Summer City Guide, **Traffic Management** – VB stakeholder engagement to support rerouting of visiting tour coaches, cruise shuttle/excursions, Hop on/Hop off services and taxis on critical days .

What You Need To Do Now

Get Listed

FleadhCheoil.ie
and
visitbelfast.com.
Check your info
is accurate and
up to date.

Get Social

Share our
content. Use
#FleadhBelfast
2026 . Let your
audience
know you're
part of it.

Get Creative

Fleadh specials,
packages,
experiences. Give
visitors a reason
to choose you.

Get in Touch

Fleadh@visitbelfast.com

[partnerships@
visitbelfast.com](mailto:partnerships@visitbelfast.com)

Thank You



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