



Spring 2025
Marketing Campaign
Toolkit



**TOURISM
NORTHERN
IRELAND**

All the information and assets you need to get involved with
Tourism Northern Ireland's Spring 2025 Marketing Campaign.

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Welcome

Welcome to Tourism Northern Ireland's spring marketing toolkit.

Tourism NI's spring campaign launched on Monday 20th January. With our brand "Northern Ireland - Embrace A Giant Spirit" at its heart, the campaign showcases a range of fun attractions and experiences all over Northern Ireland, and great value accommodation options to suit every budget. A fresh new creative suite for the Active Maximiser segment and some new innovative media formats bring the campaign to life in both markets (NI and ROI).

This toolkit provides you with information on our Spring campaign. It includes information on markets, segments, timings, and channels. It also contains links to access downloadable photography, video, and social media assets to amplify the Spring campaign on your own channels.

The toolkit should also be used as a resource all year round to help you maximise the opportunities from our wider marketing activity. Please don't hesitate to contact the team if there is any further support we can provide.

marketingcampaigns@tourismni.com



Market Insights

The latest NISRA stats report that the Island of Ireland represents approximately 2/3rd (63%) of overnight visitors to Northern Ireland. (Jan – June 24) (NISRA)

In the first half of 2024 (January-June), there were over 2.2 million overnight trips taken in NI, accounting for 6.75 million nights and £492 million expenditure.



This represents a huge opportunity for tourism businesses right across Northern Ireland.

For the latest information on these markets, please visit [our website](#).

Our spring marketing activity launched in these markets on 20th January.



Campaign Overview

Tourism Northern Ireland's Spring Marketing Campaign launched in Northern Ireland and the Republic of Ireland on 20th January and runs until 31st March.

The campaign will include TV, Broadcast Video On Demand, Radio, Press, Social & Digital, Email, PR and Influencer activity to encourage visitors to choose Northern Ireland this Spring.

The campaign will showcase a broad range of attractions, experiences and events as well as ideas on where to stay. It will build knowledge of what Northern Ireland has to offer and deliver clear and compelling reasons to book a short break.

Timings: Republic of Ireland	Timings: Northern Ireland
Active Maximisers 20th January - 31st March	Social Instagrammers 10th February - 23rd March
Indulgent Relaxers 20th January - 31st March	Aspiring Families 20th January - 23rd March

Estimated Reach

Republic of Ireland

Min Reach of

62%

of all adults

67,147,292

opportunities to see or hear

85,705,084

Digital Impressions

Northern Ireland

Min Reach of

68%

of all adults

37,227,715

opportunities to see or hear

21,321,631

Digital Impressions

Priority Segments

The segments highlighted in blue are those that will be targeted in the Spring Campaign. For more details on all segments please visit [this link](#).

Republic of Ireland

Active Maximisers (33%)
Open-Minded Explorers (15%)
Indulgent Relaxers (11%)

Northern Ireland

Aspiring Families (30%)
Natural Quality Seekers (15%)
Social Instagrammers (15%)





Republic of Ireland Active Maximisers

- Active Maximisers make up 33% of the Republic of Ireland market. They are the largest segment by volume and they take the highest number of breaks to Northern Ireland per annum.
- They're the youngest segment but a significant proportion of them will have young children.
- They love a packed itinerary. They're looking for a great destination and will plan around that. They want energetic experiences and unpredictability.
- They're seeking night life and buzz - but also romantic destinations.
- Active Maximisers are very active on social media and love to share epic experiences on their own channels.

Demographics:

The majority of Active Maximisers are aged between 25-34 (28%) and 35-44 (26%). Their estimated spend is £871.

Republic of Ireland Indulgent Relaxers



- Indulgent Relaxers make up 11% of the Republic of Ireland market. They are relatively high spending with high intention to visit in the short term.
- They are the segment most likely to take a romantic break as their next break.
- They prefer to stay in large comfortable hotels. They love to indulge themselves when on a short break.
- They really enjoy good food and music and are often interested in shopping opportunities while on a short break.

Demographics:

Indulgent Relaxers are 35-54 on average. They are relatively high spending with high intention to visit in the short-term. They are more likely to be female with children.

Their estimated spend is £1013.



Northern Ireland Aspiring Families

- Aspiring Families are the biggest segment in the domestic market. Comprising 30% of the Northern Ireland market, they are twice as big in volume terms as both the Natural Quality Seekers and Social Instagrammers.
- They have a very strong family focus. Activities are very important including activities to suit children specifically as well as the whole family.
- They love to plan and do a lot of research.
- They are price sensitive and are seeking good value at every turn. They consider themselves bargain hunters but are not afraid to pay for quality if they think it's worth it.

Demographics:

Aspiring Families are most likely to be aged 35-44 and have younger children aged under 16. They have an even social class split.

Their estimated spend is £1,360.

Northern Ireland Social Instagrammers



- Social Instagrammers make up 15% of the domestic market.
- They see short breaks as an important part of life and seek to broaden their minds. They are buzz and atmosphere seekers, that desire great pubs and nightlife.
- They are more likely to use AirBnB and are more keen to get a good deal and engage in activities and less worried about finding great accommodation. However connectivity is very important and access to wifi/4G.

Demographics:

Social Instagrammers are the youngest segment with 29% aged 18-24yrs and 26% aged 25-34yrs. They are the least likely segment to have children and more likely to be female.

Their estimated spend is £1,006.

ROI Visitor Insights

For the ROI market Northern Ireland brings a sense of newness and variety but it needs to be framed strongly in value for money, quality perception and authenticity to be actively chosen.

Value for money is under pressure

Although still well ahead of ROI, value perception for NI has slipped in recent years. It will be important to focus on value for ROI audiences and the range of options available to enhance appeal.

A sense of 'newness'

For many, Northern Ireland is still relatively unknown. We need to make the most of this freshness and sense of newness while ensuring Northern Ireland is regarded as easy and effortless to enjoy (close by, easy to get around, uncomplicated.)

Variety is vital

Showcasing the extent of things to see and do across the region remains key as well as building strong geographic knowledge of where experiences can be found and how to get there to enjoy them.

Authentically NI!

Northern Ireland is seen as offering an alternative to the tried and tested locations in ROI. This sense of difference is a key consideration driver, but should be framed positively and with authenticity to help build enough confidence to plan and book.

Food & Drink are key

Expectations around food and drink are particularly high for the ROI market and often inform location choices and itineraries. The range of options to suit all tastes and pockets across the region need to be considered.

ROI Media Strategy

Active Maximisers

TV	Virgin Media Adsmart, Sky Adsmart, specific interest-based targeting and a 7 min segment on Six O'clock show. Est Reach: 606k+
BVOD	RTE Player: Top Streamed Boxsets Sponsorship Feb, 1st and last in break , contextual Targeting Virgin Media Player: 40 sec and static ad pause. Est Reach: 585k
Radio	40 Sec Primetime Package (SPIN 1038, I Radio – North West/North East) 30 Sec Audio: Targeting Podcasts/Music Streaming (Audio XI, Audio One) Est 59m Impressions
Outdoor	Commuter Targeting - Cycle 4/5 Targeting City and Arterial Routes – Cycle 6 Est Reach: 807,700
Press	Irish Times, Irish Independent, Sunday Independent, Irish Daily Mail and Mail on Sunday. Est Reach/Readership: 3.8m
Social Media	Facebook & Instagram Targeting audience interests, website visitors and page engagers. Est Reach: 650k+
Google Display	Google Display Network Targeting users in market to travel and their interests. Est Reach: 650k+
Video	YouTube & Programmatic Video Targeting users in market to travel and their interests. Est Reach: 550k+

Indulgent Relaxers

TV	Ireland AM – 7 Minute Segment Est Reach: 196,500
Radio	40 Sec Primetime Package (Newstalk, Today FM, Classic Hits 4FM) Audio XI: Live host reads on Today FM & Newstalk Est 20m impressions
Press	Independent.ie, RTE.ie (segment focus) Irish Times, Irish Independent, Sunday Independent, Irish Daily Mail, Mail on Sunday & RTE.ie (cross segment focus) Est Reach/Readership: 4.4m
Social Media	Facebook & Instagram Targeting audience interests, website visitors and page engagers. Est Reach: 350k+
Google Display	Google Display Network Targeting users in market to travel and their interests. Est Reach: 300k+
Video	YouTube Targeting users in market to travel and their interests. Est Reach: 300k+



Irish Independent 

THE IRISH TIMES



NI Visitor Insights

In response to economic conditions people in NI are looking for more cost-effective options, a strong food and drink offering, local culture and experiences with plenty of variety built in.

Travel intent remains strong

Intent to stay closer to home for short-breaks is still growing with families and younger visitors showing highest intent, particularly for coastal or scenic locations. Appeal of day-trips is also growing among older cohorts with more flexibility. It's important to target the segments with highest potential to convert in the domestic market

Cost of living is affecting choices

Financial caution is higher but there are signs that people are getting better at rationalising. Visitors are adjusting by spending less during their trips, looking for deals and considering shorter trips or trips closer to home.

Something to suit all budgets

It's important to integrate value-for-money messaging into all of our activities. NI value perception has declined but it is still ahead of the RoI market. Most affected areas are accommodation and food and drink. It is important to showcase the range of options available to fit all budgets & focus on the quality of the offering.

'Novel familiarity' is key

There is a strong appetite for lesser-known regions and new experiences to offset a 'seen it all before' concern among residents. Showcasing a balance of new and uniquely NI locations with familiar short-break favourites is important.

Food & Drink expectations are high

Availability of the range of options is as important as quality. Local food in particular is a key differentiator - people want new tastes of home. Many people will plan around the dining and drinking experience.

NI Media Strategy

Aspiring Families

BVOD	ITV: Top Family Programmes ITVX: Escapism/ Travel Content Sky Adsmart: Targeting 225k Sky Adsmart households Est Reach: 1.8m
Outdoor	Adshel Live: 100 screens provincewide Clear Channel: 48 sheets, 6 sheets & Backlit 48 sheets Station Live: Grand Central & Lanyon Station Est Reach: 1,074,785
Radio	Cool FM: Giant Adventure Series (30 secs) 40 Sec Spots: across various Q Radio Stations Est Reach: 1,185,600
Press	Belfast Telegraph: Sat weekend Magazine Full Page Advertorial: Daily Mirror, Sunday Mirror, Sunday People, Irish News & NI4Kids. Est Reach: 671,797
Social Media	Facebook, Instagram & NI4Kids Social Post Targeting audience interests, website visitors and page engagers. Est Reach: 423k+
Google Display	Google Display Network Targeting users in market to travel and their interests. Est Reach: 350+
Video	YouTube Targeting users in market to travel and their interests. Est Reach: 300k+

Social Instagrammers

Radio	Cool FM: Giant Adventure Series (30 secs) Reach: 538,000 listeners
Press	Belfast Live: Video Seeding & Native Content Series (x6) Circulation: 29,748
Social Media	Facebook, Instagram & Snapchat Targeting audience interests, website visitors and page engagers. Est Reach: 600k+
Google Display	Google Display Network Targeting users in market to travel and their interests. Est Reach: 200k+
Video	YouTube Targeting users in market to travel and their interests. Est Reach: 200k+

Belfast Telegraph



BelfastLive



Creative Suite

A new creative suite of content has been produced for the Active Maximiser segment.

All campaign content can be accessed from the [content pool](#). It is available as a featured collection called “Spring 2025 Industry Assets”.

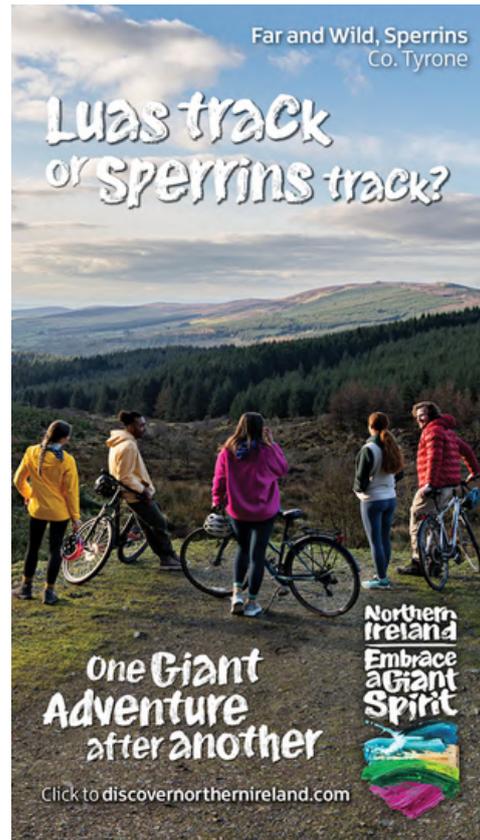
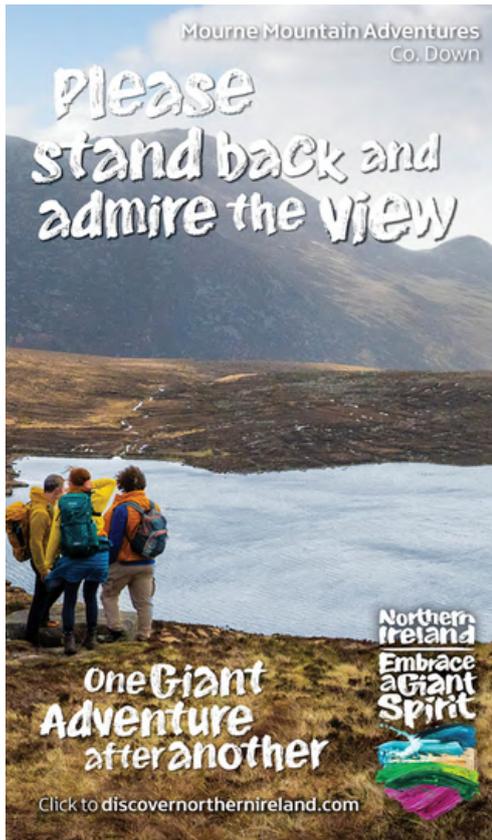


TV & Ad creative

TV Ad 1 - Active Maximisers 1

TV Ad 2 - Active Maximisers 2

TV Ad - Aspiring Families



Social Media & Digital

The Spring Marketing Campaign will be underpinned by paid and organic activity across Facebook, Instagram, YouTube and X /Twitter.

We are using Google Display Network (GDN) to drive traffic to the Discover Northern Ireland website. Search will target those in both markets who are actively interested in short breaks this Spring.

Outside of the Spring Campaign, we will also continue to target those priority segments in both markets that aren't the focus of this burst of activity.

We will have a growing focus on curating and sharing User Generated Content from recent visitors to Northern Ireland to inspire future waves of visitors. This content will be used to target our Social Instagrammers segment.

We will also use travel and lifestyle influencers to help us reach the market segments aligned to our campaign activity.

Social & Digital Contact:

Victoria McMurray - v.mcmurray@tourismni.com

PR & Publicity

Our PR Teams in Belfast and Dublin will be delivering a program of activity across spring.

In addition, 'Always On' PR activity will continue in both markets and across all segments with weekly content and features across print, online and broadcast. Key areas of focus will include media FAM trips, Industry Profiling and activity that drives awareness of the Northern Ireland Experience Brand.

Have an interesting story or good news about your accommodation business, visitor attraction or experience? Can you host a Media FAM trip? Or offer competition prizes for placement in Northern Ireland or the Republic of Ireland? We want to hear from you!

Media have longer lead in times so make sure to get in touch.

PR Contact: (Belfast)

Claire Hamilton - c.hamilton@tourismni.com

PR Contact: (Dublin)

Clare McCoy - c.mcoy@tourismni.com

Regional Rotations

Our plans include a focus on specific destinations on some of our channels at different times during the campaign.

Aligning your marketing activity with ours will help to maximise Northern Ireland's share of voice in the domestic and Republic of Ireland markets. If you're planning activity across your own channels, please use the timings below to plan your content and offers:

Belfast - w/c 10th February



Derry~Londonderry - w/c 17th February



Mournes & Strangford - w/c 24th February



Armagh & Down - w/c 3rd March



Fermanagh & Tyrone - w/c 10th March



Causeway Coastal Route - w/c 17th March



SUPPORTING Content Assets

We've curated a suite of Campaign Photography, Video and Social Media assets that you can use on your own channels and in support of your marketing activity.

Social Media plays a big role in helping visitors discover new places, plan and share their Giant Adventures. We have created a suite of free, downloadable campaign social posts, frames, banners and more, that you can use on Facebook, Instagram and X.

And don't forget to download the Northern Ireland Embrace a Giant Spirit brand mark for use across your marketing channels.

A selection of photography, video and social media assets can be downloaded from our Content Pool. Visit [Northern Ireland's Content Pool](#) and once registered, you can access a wide range of supporting materials. Once logged on click 'Featured Collections' in the top right to access the Spring assets collection.

Need Help? Contact:

Sarah Hannity: s.hannity@tourismni.com

Use our Content Calendar

We have worked in close partnership with stakeholders including the Local Councils to create a 12 month thematic Content Calendar which details the types of content that we will be publishing on our social media channels and website outside of our campaign activity.

Download our [Content Calendar](#) now and create engaging content on your own channels aligned to these themes that we can curate and share.



Social Media Templates including blank templates for overlaying on your own images are available from the content pool.

Awakening Northern Ireland's Giant Spirit

A key driver of our success in recent years has been how we have worked together in close partnership to maximise our presence in the marketplace.

It is more important than ever that we continue to collaborate under the Embrace a Giant Spirit brand framework and that we align our messaging and media buying when possible.



Quite simply, when we work together, our activity is much more impactful.

Download the [Awakening our Giant Spirit Brand Book](#) and find out more about unlocking Northern Ireland's Giant Spirit.

Reminder.

Make sure that you have registered on tourismni.com and subscribed to our industry email to be the first to hear about upcoming Tourism Enterprise Development (TED) events.

Discover Northern Ireland

The Discover Northern Ireland website is a trusted source of inspiration, information and support for visitors to Northern Ireland. 4 million visitors used our website last year to plan or book their short break.

It's packed with practical advice, insider tips, guides, itineraries, and entertaining and informative blog posts to give visitors a flavour of what to expect on their next Giant Adventure in Northern Ireland.

Create your free Business Listing

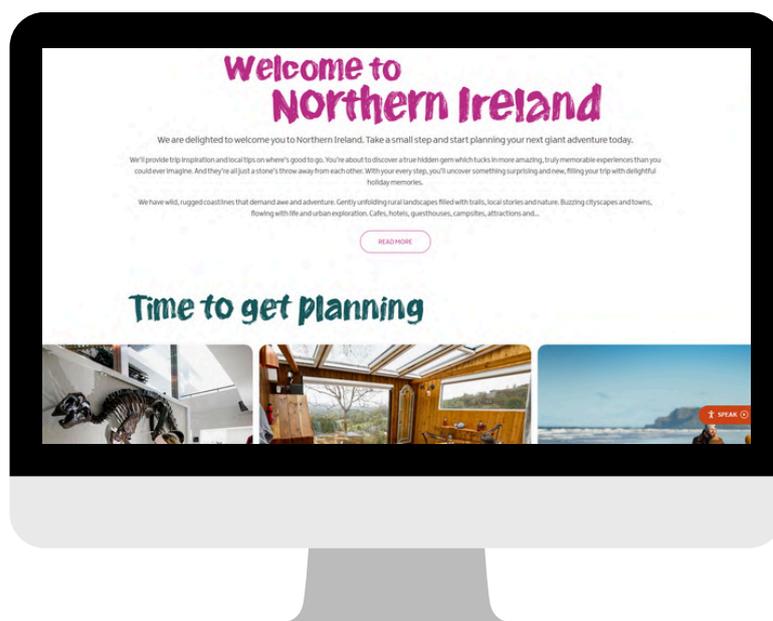
If you're a certified accommodation provider, a visitor attraction or an experience, a listing on the Discover Northern Ireland website is a great way to showcase your business to thousands of people each day. To create your free listing:

1. Visit [TourismNI.com](https://www.tourismni.com).
2. Create an account by following the Sign Up link.
3. Follow the steps to create your listing.

The best-performing listings are 300-350 words. Photography is a great way to bring your listing to life. Include your address, telephone numbers, URLs, prices, and any other information that you think is important for visitors.

Need Help? Contact:

Bernie Haughian - b.haughian@tourismni.com



Top 4 things to do today

- 1.** Create or update your Business Listing on the Discover Northern Ireland website.
- 2.** Download and use our Campaign Photography, Social Media Assets and Embrace a Giant Spirt brand book.
- 3.** Don't forget to tag us or use [#MyGiantAdventure](#) when posting on social media so we can amplify your content through our channels.
- 4.** Register on tourismni.com and subscribe to our industry newsletter to hear about upcoming TED events and opportunities for support.



Get in touch

Whether it's setting up a new business, developing an existing one, or just helping you stay ahead of changes and trends in the industry - we've got information to help.

Visit tourismni.com for a wide range of business guidance and support. From digital marketing, to people and skills support, or research and insights, you will find a wealth of information available.

Register on tourismni.com today to receive email newsletters, sign up for forthcoming events and more.

To contact the Marketing Team directly:
marketingcampaigns@tourismni.com



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