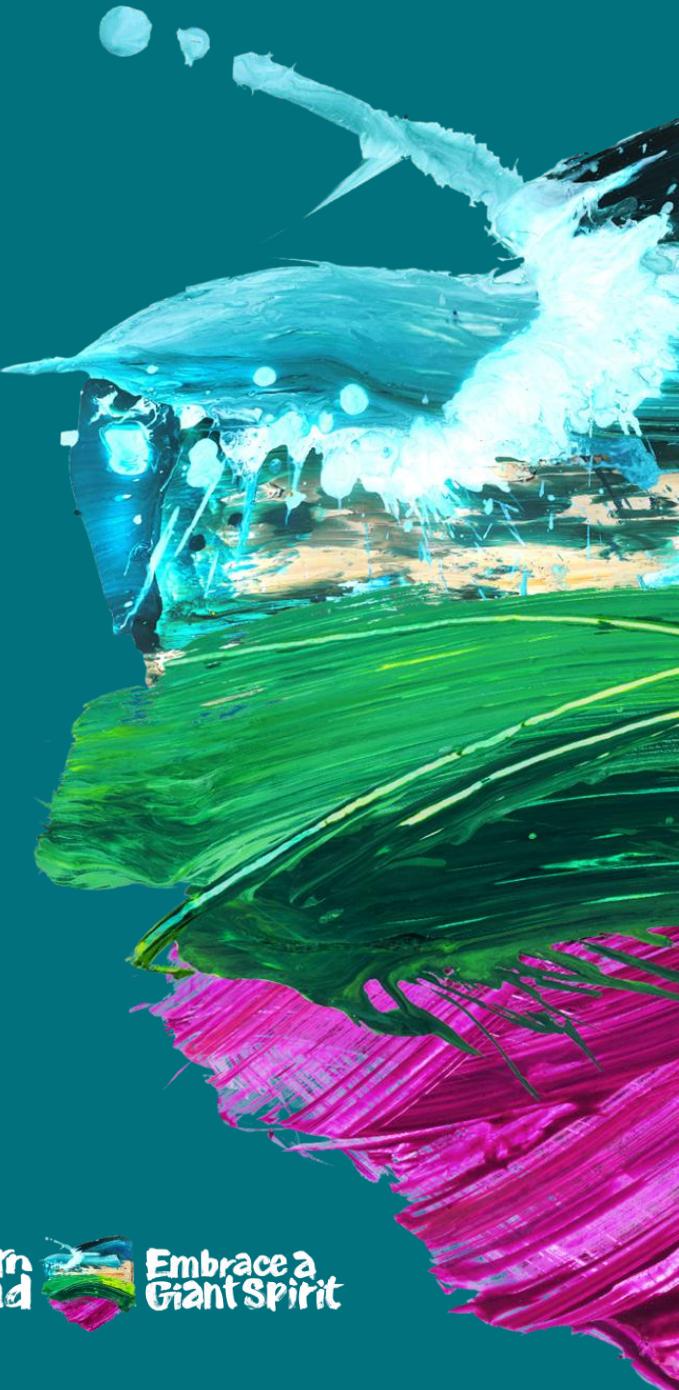


Spring 2026 Industry Toolkit



Spring Campaign Update



Expanded Activity For Spring

The Spring 2026 programme will consist of TWO distinct but related plans.

- A Core NI & ROI Spring Campaign that builds on the success of the 2025 Spring campaign using optimised creative assets with a cut-through media and PR approach.
Live from 9th February – 31st March
- Investment in Additional NI Content responding directly to a drop in domestic overnight trips and day-trip expenditure and designed specifically for NI residents.
Video Podcast Series in Market from March.

Spring Campaign ROI Market Focus

Drive visitor growth by:

- Attracting first time visitors from ROI
- Continuing to shift perception of NI for short-breaks and holidays.
("that looks amazing, I should consider NI for my next trip.")
- Focusing on uniquely NI demand drivers and short-break favourites and staples to drive first-time consideration.
- Convenience, value for money, drive times, breadth of accommodation

Segment Focus



Active Maximizers:

They crave energetic experiences, unpredictability, nightlife with great food and drink and a lively buzz – with or without the kids.

Indulgent Relaxers:

It's all about time, quality and indulgence and 'slowing things down.' Taking time to embrace relaxation and the finer things in life.

Spring Campaign NI Market Focus

We need to hold on to growth in our domestic market by:

- Giving people new reasons and ideas to stay-local for short breaks, day-trips and longer holidays
- Shifting perceptions of what can be found and experienced on their doorstep - newness, wow-factor, surprise.

Segment Focus



Aspiring Families:

They are more price sensitive than ever before but are still looking for fun experiences close to home that the whole family will enjoy, including quality food and drink and comfortable, affordable accommodation.

Social Instagrammers:

They like to think they have their 'finger on the pulse' and are able to uncover and enjoy what's new, different, worth talking about, often in social media.

Creating Impact and Cut Through

77% of adults across the Island of Ireland and generate over 100 million opportunities to see or hear the activity.

146 million digital impressions across Meta, YouTube, Display Retargeting and Google Search Ads.



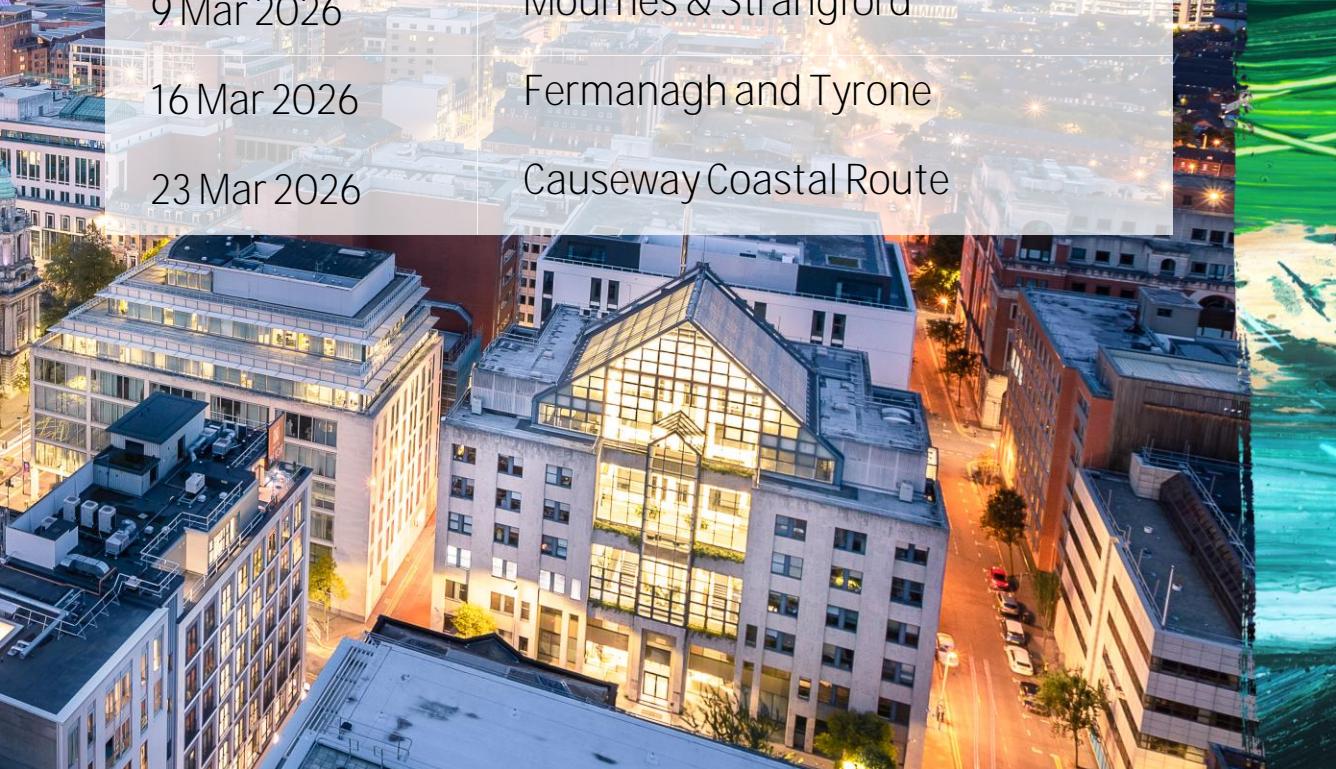
Northern Ireland  Embrace a
Giant Spirit
Book your great value spring break now at
discovernorthernireland.com

Regional Rotations

Campaign: 9th Feb – 31st March '26



Date	Location
16 Feb 2026	Derry~Londonderry
23 Feb 2026	Belfast
2 Mar 2026	Armagh & Down
9 Mar 2026	Mournes & Strangford
16 Mar 2026	Fermanagh and Tyrone
23 Mar 2026	Causeway Coastal Route



Creative & messaging



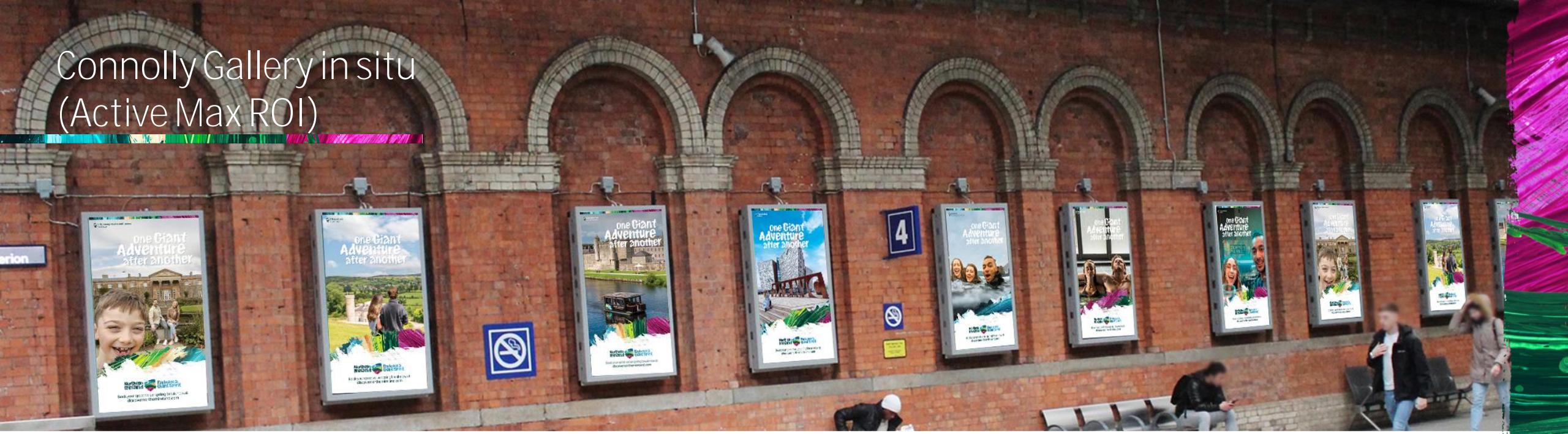
48 Sheet in situ
(Active Max ROI)



Digishelter in situ (Active Max ROI)



Connolly Gallery in situ (Active Max ROI)



Close Up



6 Sheet in situ
(Aspiring Fam NI)



Spring messaging Offers & value focused

Embrace a Belfast City escape

Great Value Short Breaks from £79pp

Victoria Square Shopping Centre
Victoria Square Shopping Centre is the premium shopping destination in the heart of Belfast. With over 100 stores, including the likes of Next, H&M, and Topshop, there's something for everyone. From fashion to food, Victoria Square has it all.

A Taste of Belfast
Belfast is a big, bustling, friendly city with an atmosphere all of its own. From the world-famous Belfast City Hall to the Shankill Road, Belfast is a city that's full of life and energy. Whether you're looking for a night out on the town or a quiet evening at home, Belfast has something for everyone.

Carry On Belfast
It's hard to believe this magical 200-acre forest park is tucked away just minutes from Belfast's city centre. Belfast's Carry On Belfast is a hidden gem, with its own lake, playgrounds, and a variety of outdoor activities. From zip-lining to cycling, there's something for everyone.

Crusader Road Castle
Situated in the heart of the city, Belfast Castle is a vibrant and eclectic atmosphere that's perfect for a break away from the city. Belfast Castle is a must-see attraction, with its unique architecture and stunning views of the city.

Book your next short break now at discovernorthernireland.com

Northern Ireland Embrace a Giant Spirit

Offer is correct at the time of publication and is subject to availability and a high level of demand. Terms and conditions apply to each offer and can be found on the individual provider's website. Tourism NI and its partners are not responsible for any changes, cancellations, or the cancellation of third-party providers.



Armagh and Down are truly delightful this time of year, with their dramatic autumnal scenery and rich heritage. As the shadows lengthen across rolling hills and winding roads, you'll find a welcome everywhere you look and a choice of exquisite hotels and B&Bs to unwind in.

KILLEAVY CASTLE ESTATE

Nestled among the woodlands on the Ring of Gullion, Killeavy Castle Estate offers the ideal accommodation to take a step back from our fast-paced lives. Stroll through the stunning hotel grounds and secluded walled garden, where fruit, vegetables and herbs are grown to create Killeavy's fresh and seasonal tasting menu.

GOSFORD FOREST PARK

With over 550 acres of forest and stunning parkland, you'll never run out of things to see and do in Gosford Forest Park. There's walking, running, mountain biking, horse riding and eco-trails. A collection of rare breed farm animals, a herd of red deer, a walled garden and barbecue sites. All that and a privately-owned mock Norman castle!

SAINT PATRICK'S WAY CAMINO WALK

Pack in a full day's walk exploring Saint Patrick's Way on the Camino Walk. Your guided tour, with lunch included, follows in St. Patrick's footsteps, from the medieval town of Downpatrick, to the first healing wells in Ireland, and up to the world's largest monument to St. Patrick.

KILLEAVY CASTLE ESTATE NEWRY
PH: 028 3044 4808. 4 Star Hotel
Autumn Getaway from £179 per room
Valid until 31/10/2025

MILLBROOK LODGE BALLYNAHINCH
PH: 028 9076 2826. 4 Star Hotel
Autumn Dine & Stay from £180 per room per night
Overnight stay with cocktails on arrival and three-course dinner in the Millhouse Restaurant.
Valid until 31/03/2026

CANAL COURT HOTEL NEWRY
PH: 028 3025 1234. 4 Star Hotel
Fall for Autumn from £165 per room per night based on 2 sharing
1 night mid week plus £30.00 dining credit.
Valid until 30/11/25

SEAGOE HOTEL PORTADOWN
PH: 028 3853 3076. 4 Star Hotel
Dinner, Bed & Breakfast from £229 per room per night
1 night mid week, dinner meal in The Cullinan Bar & Restaurant.
Valid until 30/11/25

HASLEM HOTEL LISBURN
PH: 028 9244 4904. 4 Star Hotel
Bed, Breakfast and Dinner from £179 per room per night
1 night mid week dinner meal in Haslem Kitchen.
Valid until 31/10/2025

GAME OF THRONES® STUDIO TOUR BANBIDGE
PH: 028 4046 4777. Visitor Attraction
General admission and afternoon tea from £59.50 per person
Book your Game of Thrones afternoon tea with themed food such as King in the North, Iron Throne, sausage rolls, choice late lunch dining room, High Garden, candlelit selection and more.
Valid until 31/12/25

MONTALTO ESTATE BALLYNAHINCH
PH: 028 9756 6100. Visitor Attraction
General admission from £9.10 per person
A visit to Montalto Estate is the perfect way to reconnect with nature in a natural, historical and truly relaxing setting.
Valid until 31/12/25

HILLSBOROUGH CASTLE & GARDENS HILLSBOROUGH
PH: 028 320 8000. Visitor Attraction
Castle & Gardens ticket from £20.80 per person
Ticket includes access to the State Rooms, 1000 acres of parkland, new parking, cafe, shop, wet and indoor facilities.
Valid until 31/12/25

Book your great value autumn break now at discovernorthernireland.com

Offers are correct at the time of publication and are subject to availability and a high level of demand. Terms and conditions apply to each offer and can be found on the individual provider's website. Tourism NI and its partners are not responsible for any changes, cancellations, or the cancellation of third-party providers.

Northern Ireland Embrace a Giant Spirit

Aspiring Families Creative Examples



Book your great value spring break now at discovernorthernireland.com

A screenshot of a Facebook post from 'Discover Northern Ireland'. The post features a photo of a man in a red vest and white shirt playing a fiddle for a group of children seated in front of a fireplace. The text reads: 'Journey back in time at the Ulster American Folk Park. Walk in the footsteps of our ancestors and embrace their pioneering spirit.' Below the photo, it says 'Book your next giant adventure today!' and 'discovernorthernireland.com Your Next Giant Adventure' with a 'Book now' button. The post is marked as 'Sponsored'.

A screenshot of a Facebook post from 'Discover Northern Ireland'. The post features a photo of children interacting with a large, circular exhibit at the W5 Interactive Discovery Centre. The text reads: 'Embrace wonder and discovery on a great value short break in Northern Ireland' and 'Book your next giant adventure today!'. Below the photo, it says 'discovernorthernireland.com Your Next Giant Adventure' with a 'Book now' button. The post is marked as 'Sponsored'.

Spring Media Plan



NI Spring Media Plan 2026 Aspiring families

Mon 9th Feb – Tues 31st Mar

TV 6 WEEKS LINEAR & ADSMART	SVOD & BVOD 6 WEEKS	OUTDOOR 6 WEEKS	RADIO 4 WEEKS	PRESS 6 WEEKS
Awareness Emotive connection	Extend reach and frequency of linear tv	Province wide coverage Regional awareness	Frequency builder	Inspiration Value message
<ul style="list-style-type: none"> • UTV, Channel 4 and Sky Ad Smart x40sec • 350 Ratings <p>61% Coverage; 854,610 Adults, Frequency: 8</p>	<p>SVOD buy into Netflix, Amazon Prime, Paramount and Discovery</p> <p>400,000 x 30sec imps</p> <p>65% of AF have a subscription.</p> <p>BVOD: Unskippable Ad Format.</p> <p>70% of viewing is on big screen.</p> <p>Estimated Reach: 196,140 Frequency: 4</p>	<p>40 x 48 Sheets</p> <p>6 x Billboard Live</p> <p>101 Adshel Live Panels,</p> <p>73 x 6 Sheets</p> <p>Spar/Vivo/Centras Applegreen Screens and Digital 6 Sheets at Grand Central, GVS and NW transport Hub.</p>	<p>Cool FM and Q Radio Group to deliver regional coverage</p> <p>672 x 40sec spots flighted out across 4 weeks</p> <p>PLUS 100,000 Digital Ad impressions on Bauer network including Kiss, Magic, Absolut and all local brands.</p>	<p>Saturday editions of Belfast Telegraph, Irish News and Daily Mirror Group</p> <p>24 County Advertorial</p> <p>2 NI4Kids adverts</p> <p>43% Coverage: 651,000 Adults: Frequency: 4.2</p>

ROI Spring Media Plan 2026 Active Maximisers & Indulgent Relaxers

Mon 9th Feb – Tues 31st Mar

TV 6 WEEKS LINEAR & ADSMART	SVOD & BVOD 6 WEEKS	OUTDOOR 6 WEEKS	RADIO 4 WEEKS	PRESS 6 WEEKS
Awareness Bespoke Media Buys	Amplify: Extend reach and frequency of tv bespoke buy	Dublin Commuter and Suburb Targeting	Frequency builder Industry support Border counties	Inspiration Value message Industry support
Linear TV Buy with RTE, Virgin, Sky and Channel 4 Group	RTE Player – most popular player in Ireland averaging 13.5 million streams per month. – Drama Boxset Sponsorship	High Impact Digital OOH on Digital Bridges, Digi-Poles, Digital 48 Sheets and DigiShelters The Galleries and Transvision at Connolly, Pearse Street, Grand Canal and Tara Street Stations. 100 x Luas Portraits 100 x Bus A2 Back Of Driver Panels 144 x Dart Commuter Cards	RTE2FM (Nationwide), Today Fm, 98 FM, and FM104 in Dublin. Exclusive Live Host reads on Today FM Catch up Podcast – average 400k streams per month. Border County Radio targeting – i-Radio and RTE player digital audio	Irish Times, Irish Independent, Irish Daily Mail, Irish Daily Mirror, Irish Daily Star. (24 Adverts) Tactical Classifieds in Irish Times 10 x Full Page Press adverts/advertorials for the Indulgent Relaxers
Tactical Spot buy in Knight of the Seven Kingdoms, Sky Sports coverage of Women's Super League Football – 10 Games & LPGA Golf – 50 spots	C4 Streaming 17% Coverage: 681,700, Frequency: 4	68% in Greater Dublin, 952,000 Frequency: 12	860 Spots 770,000 Digital Audio Imps	57% Coverage; 2,441,000 Adults; Frequency: 4.2
2 x Editorial Travel Segments in the Today Show – average 100,000 daily viewers per show. 72% Coverage: 2,887,000, Frequency: 10			45%; 1,984,000 Adults, Frequency: 9.6	

Digital Media Strategy Phased Approach

AWARENESS 2 WEEKS	CONSIDERATION 8 WEEKS			ALWAYS-ON 9 WEEKS
				
<ul style="list-style-type: none">FACEBOOK / INSTAGRAMVideo view campaigns with short- and long-form content to inform and engage audiences	<ul style="list-style-type: none">FACEBOOK / INSTAGRAMShort videos with “Learn More” or “Book Now” buttonsCarousel ads with clickable CTAs. Offers Focused	<ul style="list-style-type: none">YOUTUBEBespoke targetingDemand Gen campaign	<ul style="list-style-type: none">GOOGLE DISPLAY ADSIn-market audiences for travelResponsive Display Ads with clear CTAsDemand Gen Campaign set optimised to link clicks	<ul style="list-style-type: none">GOOGLE SEARCH ADSCapture high-intent traffic via keyword targetingAd copy with strong CTAs: “Book Now,” “Limited Offer”

Campaign Activity

How to get involved



Industry Support



MEDIA

Nearly 100 million advertising impacts across NI and ROI

Over 100 industry Offers showcased across various platforms.

Opportunity for the industry to avail of competitive rates to be in the ROI market alongside TNI. Bespoke print, radio and digital packages negotiated with leading Irish Publishers: The Irish Times and The Irish Independent.



CREATIVE

Campaign toolkit available at tourismni.com

Tool-kit templates and messaging guidelines aligned with campaign messaging and offers

These can be easily accessed on the Content Pool.

Negotiated Rates for Tourism Businesses

THE IRISH TIMES

KNOCK HOUSE HOTEL

NEW Bereavement Support Weekend
27+28 March 2DBB with expert facilitator Monica Morley + Sessions & Workshops €300pp / €300 Single

JANUARY / FEBRUARY GOLDEN HOLIDAY 3DBB €240pp / €240 Single 4DBB or 5DBB €350pp / €350 Single

Bridge Holiday – February 2026 8 – 11 February 3DBB + Bridge €299pp / €299 Single *****
SPRIT & SOUL HOLIDAY – 2-6 March 2026 4DBB €400pp / €400 Single *****
EASTER 2026 – Stay 2 nights, get 3rd Night B&B FREE 29 March – 10 April – Excludes Sat 4th April *****
EASTER LENTEN RETREAT 2026 – March 2026 22 - 26 March – €400pp / €440 Single *****
Call now to book, phone 094 938 8088 Or Book Online www.knockhousehotel.ie

10 x 1 Lineage Ads Rate Card €750
Single Booking Cost €450

10 x - 10 x 1 Lineage ads -
Rate Card €7500.00
Booking Cost €2700

Booking REF **TNISPRING2026**

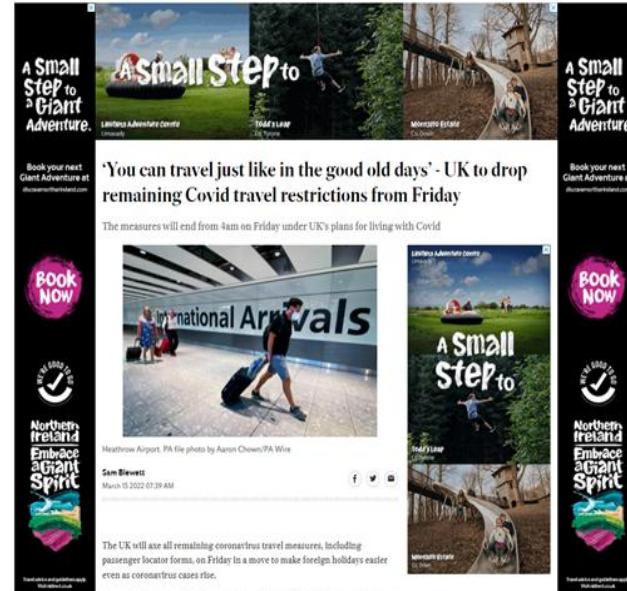
Media Central



Independent.ie 

News Opinion Business Sport Life Style Entertainment Travel [Sections](#)

Reader Travel Awards Travel News Staycations Ireland Reviews Walks Europe World/USA Travel TV Cruise Ski



A Small Step to a Giant Adventure.

Book your next Giant Adventure at discovernorthernireland.com

Heathrow Airport: PA file photo by Aaron Chown/PA Wire

Sam Biewens March 12 2022 07:39 AM

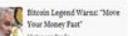
The UK will axe all remaining coronavirus travel measures, including passenger locator forms, on Friday in a move to make foreign holidays easier even as coronavirus cases rise.

Transport Secretary Grant Shapps said on Monday that the changes will allow "greater freedom in time for Easter" and will mean "you can travel just like in the good old days".

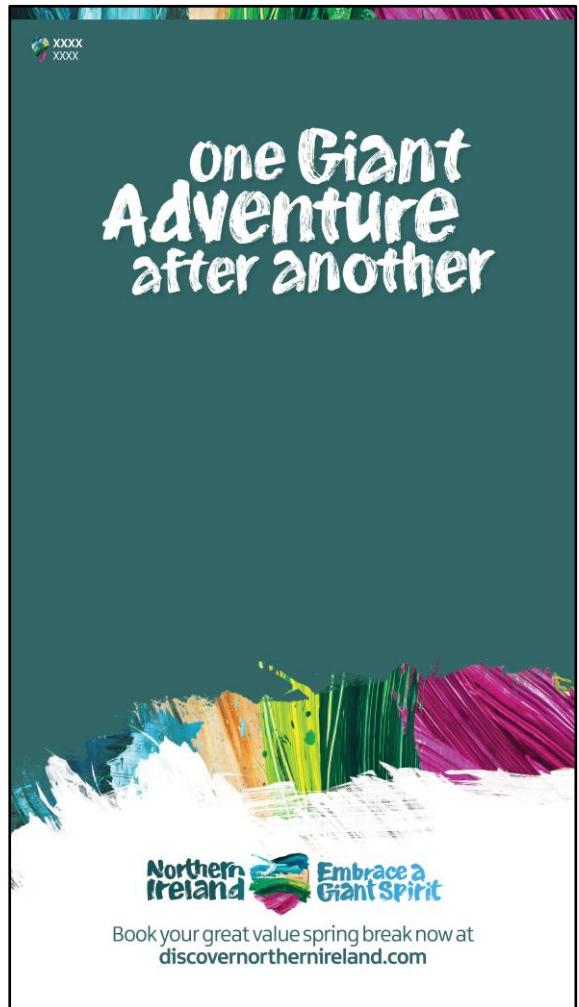
After a meeting with senior ministers, he said the measures - including the requirement for unvaccinated people to be tested for coronavirus - will end for travel to the UK from 4am on Friday under the Government's plans for "living with Covid".

The changes will not affect most passengers coming from Ireland, as people from the Common Travel Area (CTA) are not required to complete a passenger locator form, self-isolate or undergo testing if they have not been outside of the CTA in the previous 10 days.

Promoted Links by [michelinD](#)

 Elton Legend Wines: "Move Your Money Fast" [View Details](#)

Industry Offers Template



Offers Line:



Discovernorthernireland.com

What's new?

**More *discoverable*
content and
products as a year
wide destination**

Intuitive Journey
Planner

- You Smart Thing

Improved UX
- Navigation
-Search & Filter Function
- Learn More Image Buttons

Fresh, Clean,
Attractive, Brand
aligned design
-Social Media Integration

Interactive Regional
Map

AI Powered Chat Bot

- to launch later in Feb

Demo



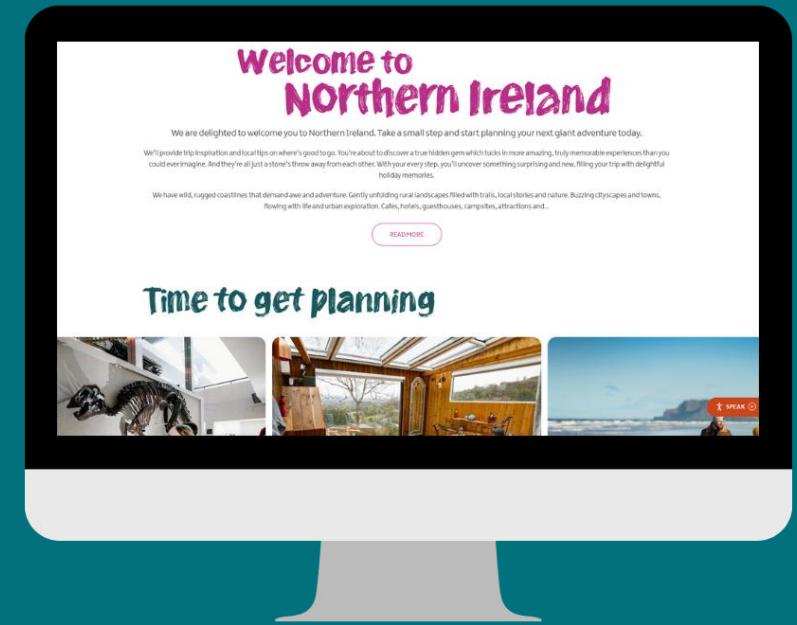
[Destinations](#) | [Things to Do](#) | [What's On](#) | [Food & Drink](#) | [Accommodation](#) | [Plan Your Trip](#)



 SPEAK

Top Tips

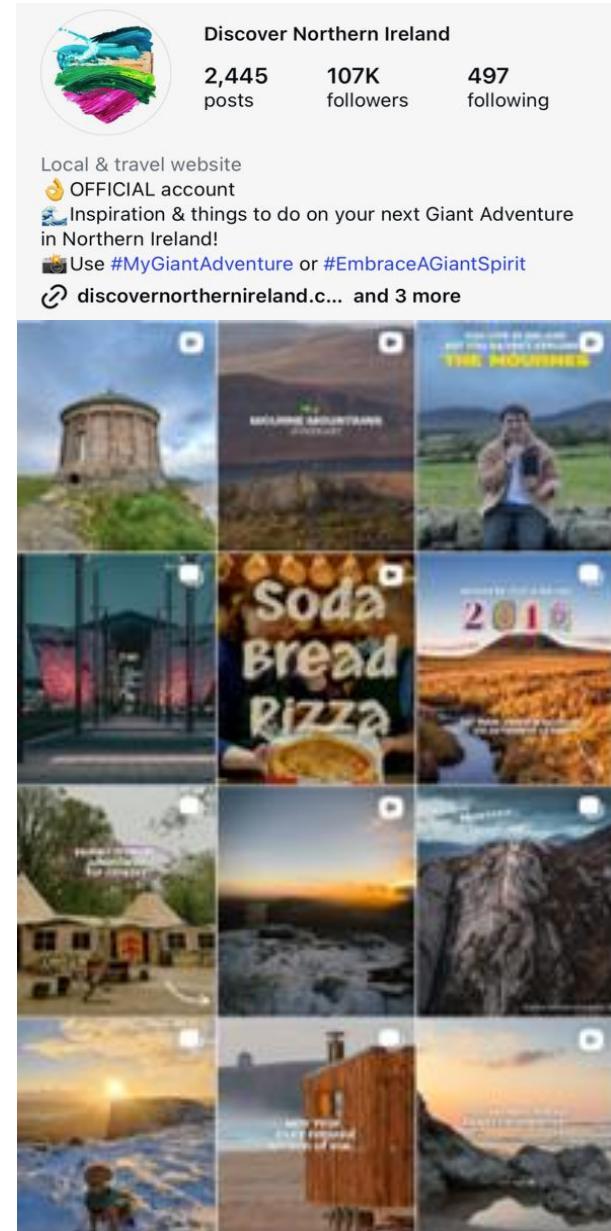
1. Create a listing by following the ‘Sign up’ link on tourismni.com
2. Update your listing regularly – at least twice a year
3. Add event listings too as these are promoted by Tourism NI across their marketing channels
4. Also detail who the experience is suitable for – align with our [customer segments](#)
5. Include helpful details, including transport and parking information, facilities available and insider tips
6. Include contact information, including a contact email, web URL and booking details
7. Check [Google Search](#) for FAQs to address within your listing description (the “People Also Ask” suggestions)



Social Channels

- Share high-quality photos and videos with us - strong visuals are far more likely to be featured. Video should be portrait (9:16) with no text on screen.
- Invite us to visit - especially for food & drink providers or activities where we can capture fresh video content for use on our channels.
- Let us know if you think your product fits an upcoming theme or opportunity - eg Valentines/Easter holidays/Sustainability/Dog-Friendly
- Keep your DNI listing fully up to date - especially with strong imagery and accurate details.
- Ensure events are listed on DNI - we do not promote events that aren't listed on the website.
- Understand that submission/getting in touch does not guarantee promotion - but providing quality content ensures you're considered when relevant.

Contact v.mcmurray@tourismni.com



Stronger Together

A guide to awakening our Giant Spirit

When we work together,
our content is much more
impactful.

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



Maximising Campaigns



Avail of the special industry media rates



Use the templates provided to showcase your offers



Think about how you can align your activity with the weekly rotations



Tag us in social. Use #embraceagiantspirit



Share your PR stories



Update your offer and listing on discovernorthernireland.com



Download the campaign toolkit from tourismni.com



Use the content pool

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