

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.



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)



Mourne Mountain Adventures
Co. Down

one Giant Adventure after another

Book your great value spring break now at discovernorthernireland.com

Northern Ireland  Embrace a Giant Spirit

ANY PERSON FOUND
FLYPOSTING OR DEFACING
THIS STRUCTURE WILL BE
PROSECUTED BY
MILLS & ALLEN LTD.



Digishelter in situ
(Active Max ROI)

Common Market
Belfast

one Giant
Adventure
after another

COMMON
MARKET

Northern
Ireland

Embrace a
Giant Spirit

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discovernorthernireland.com

one Giant
Adventure
after another

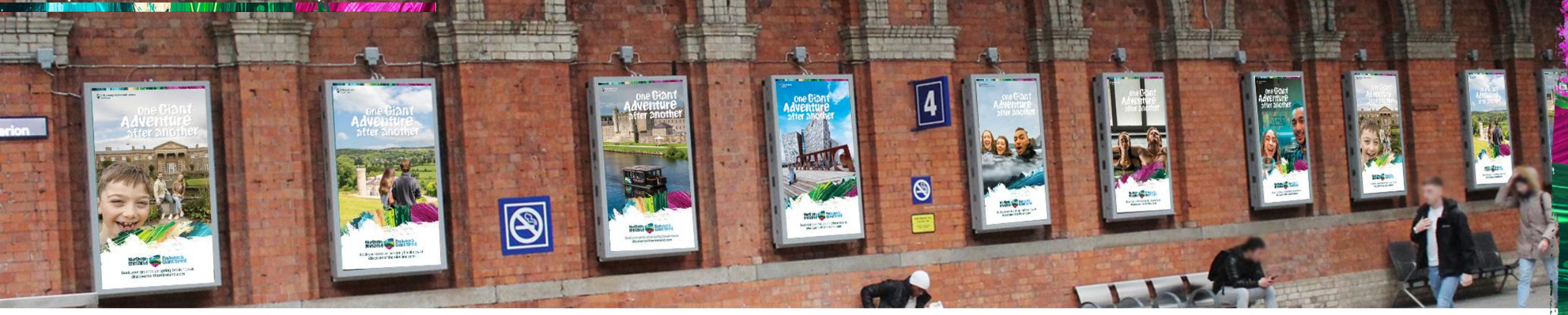
COMMON
MARKET

Northern
Ireland

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Connolly Gallery in situ (Active Max ROI)



Close Up



6 Sheet in situ
(Aspiring Fam NI)



Gortin Glen Forest Park
Co. Tyrone

A small step to a Giant adventure



**Northern
Ireland**  **Embrace a
Giant Spirit**

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discovernorthernireland.com

Spring messaging Offers & value focused

Embrace a Belfast City escape

Belfast is a lively, bustling, friendly city with an atmosphere all of its own. From the colourful streets and streets of the vibrant Belfast City Centre, to the shopping districts around the city and beyond, you'll find a welcoming city brimming with culture and history, with a huge range of accommodation options and a truly vibrant food and drink scene.

Thank Belfast

Make the **Thank Belfast** value experience your first point of call in Belfast. Immerse yourself in the story of the city, shop, dine, and enjoy the best of Belfast in one place. With a range of offers, experiences, and a truly vibrant food and drink scene, there's never been a better time to visit.

Castle Eden

It's hard to believe this magical 200-acre forest park is tucked away just minutes from Belfast City Centre. **Castle Eden** is a haven with natural beauty and with its location, too. If you want the whole day, you can have the day to yourself in the park, or you can have the day to yourself, too. The day is yours to enjoy, with a range of activities, from walking to horse riding, and more. The day is yours to enjoy, with a range of activities, from walking to horse riding, and more. The day is yours to enjoy, with a range of activities, from walking to horse riding, and more.

Bullfinch House

Immerse in the heart of the city. **Bullfinch House** offers a vibrant and eclectic atmosphere that gives you a sense of place. It's a place where you can enjoy the best of Belfast in one place. With a range of offers, experiences, and a truly vibrant food and drink scene, there's never been a better time to visit.

Castle Road Cafe

Immerse in the heart of the city. **Castle Road Cafe** offers a vibrant and eclectic atmosphere that gives you a sense of place. It's a place where you can enjoy the best of Belfast in one place. With a range of offers, experiences, and a truly vibrant food and drink scene, there's never been a better time to visit.

A small step to a Giant adventure

Victoria Square Shopping Centre

Discover a world of retail therapy. **Victoria Square Shopping Centre** is a place where you can enjoy the best of Belfast in one place. With a range of offers, experiences, and a truly vibrant food and drink scene, there's never been a better time to visit.

A Taste of Belfast

Discover a world of retail therapy. **A Taste of Belfast** is a place where you can enjoy the best of Belfast in one place. With a range of offers, experiences, and a truly vibrant food and drink scene, there's never been a better time to visit.

Samuel Beckett Experience

Discover a world of retail therapy. **Samuel Beckett Experience** is a place where you can enjoy the best of Belfast in one place. With a range of offers, experiences, and a truly vibrant food and drink scene, there's never been a better time to visit.

NI Science Festival 12-13 February 2025

Discover a world of retail therapy. **NI Science Festival 12-13 February 2025** is a place where you can enjoy the best of Belfast in one place. With a range of offers, experiences, and a truly vibrant food and drink scene, there's never been a better time to visit.

Book your next short break now at discovernorthernireland.com

Northern Ireland **Embrace a Giant Spirit**

Offers are correct at the time of publication and are subject to availability and change without notice. Terms and conditions apply to each offer and are available on the individual provider's website. Bookings are subject to the provider's terms and conditions. Bookings are subject to the provider's terms and conditions. Bookings are subject to the provider's terms and conditions.



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 baroque 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 around the medieval town of Downpatrick, to the first healing wells in Ireland, and up to the world's largest monument to St. Patrick.

THE BOULEVARD
If great brands at great prices is your bag, then look no further than **The Boulevard** in Banbridge. It's your destination for top brands at 30-70% off RRP. With over 50 stylish stores, enjoy incredible savings across fashion, homeware and more.

F.E. MCWILLIAM GALLERY AND STUDIO
Experience the life and work of one of Ireland's most famous sculptors, F.E. McWilliam. Explore the permanent collection showcasing McWilliam's remarkable creations, alongside a series of thought-provoking temporary exhibitions. Don't miss the charming craft shop featuring handmade pieces or the award-winning restaurant, **Quails at the Gallery**, perfect for relaxing after your visit.

BROWNLOW HOUSE
Located in Lurgan, this architectural masterpiece once served as a hub for social and political events. Today it hosts engaging exhibitions on the First and Second World Wars. Tours must be pre-booked and don't miss the charming tea room!

ARMAGH COUNTY MUSEUM
The collections at **Armagh County Museum** capture centuries of stories about the people who lived, worked and had connections with this famous city and historic county. With exhibits ranging from local history and final art to archaeology and natural history, this is the ideal place to experience a flavour of the famous 'orchard county'.

ARMAGH CIDER COMPANY, RAISING THE SPIRITS, 31st OCTOBER 2025
A haunted harvest soiree awaits in the Armagh Cider Company barn with great food and candlelit cocktails. Expect magic over menage, with storytelling, local flavours from **Symphonia Spirits** and **Armagh Cider Company** and a nod to the region's enchanting **Spirit Trail**.

ARMAGH GEORGIAN FESTIVAL, 27th-30th NOVEMBER 2025
Delve into the history of the **Armagh Georgian Festival**. Georgian Day, Saturday 29th November is the highlight of the event where you'll hear the clip-clop of horses' hooves along The Mall and live music on the streets. Enjoy the scent of roasting chestnuts and mulled spices as you wander through the bustling festivities.

Embrace a Giant Taste of October

AUTUMN VALUE OFFERS • AUTUMN VALUE OFFERS • AUTUMN VALUE OFFERS • AUTUMN VALUE OFFERS • AUTUMN VALUE OFFERS • AUTUMN VALUE OFFERS			
<p>KILLEAVY CASTLE ESTATE NEWRY PH: 028 3044 4888, 4 Star Hotel</p> <p>Autumn Getaway from £179 per room</p> <p>Autumn & break, including breakfast, afternoon tea and wine, with a choice of activities in the park. Valid until 30/11/2025.</p>	<p>MILLBROOK LODGE BALLYNAHINCH PH: 028 9756 2626, 3 Star Hotel</p> <p>Autumn Dine & Stay from £180 per room per night</p> <p>Overnight stay with breakfast, afternoon tea and wine, with a choice of activities in the park. Valid until 31/10/2025.</p>	<p>CANAL COURT HOTEL NEWRY PH: 028 3025 1234, 4 Star Hotel</p> <p>Fall for Autumn from £165 per room per night based on 2 sharing</p> <p>1 night B&B plus £30.00 dining credit. Valid until 30/11/25.</p>	<p>SEAGOE HOTEL PORTADOWN PH: 028 3833 3075, 4 Star Hotel</p> <p>Dinner, Bed & Breakfast from £229 per room per night</p> <p>1 night B&B, including dinner in The Courtyard bar & restaurant. Valid until 30/11/25.</p>
<p>HASLEM HOTEL LISBURN PH: 028 9244 9940, 4 Star Hotel</p> <p>Bed, Breakfast and Dinner from £179 per room per night</p> <p>1 night B&B plus evening meal in Haslem Kitchen. Valid until 25/10/2025.</p>	<p>GAME OF THRONES® STUDIO TOUR BANBRIDGE PH: 028 4046 4777, Visitor Attraction</p> <p>General admission and afternoon tea from £59.50 per person</p> <p>Pre-book your Game of Thrones afternoon tea, with afternoon tea, a choice of activities in the park, and a choice of activities in the park. Valid until 31/12/25.</p>	<p>MONTALTO ESTATE BALLYNAHINCH PH: 028 9756 6100, Visitor Attraction</p> <p>General admission from £9.10 per person</p> <p>A visit to Montalto Estate is the perfect way to reconnect with nature in a natural, historical and truly relaxing setting. Valid until 31/12/2025.</p>	<p>HILLSBOROUGH CASTLE & GARDENS HILLSBOROUGH PH: 0283 5016000, Visitor Attraction</p> <p>Castle & Gardens ticket from £20.80 per person</p> <p>Ticket includes access to the State Rooms, 100 acres of gardens, free parking, cafe, shop, walk and motor facilities. Valid until 31/12/2025.</p>

Book your great value autumn break now at discovernorthernireland.com

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Northern Ireland **Embrace a Giant Spirit**

Aspiring Families Creative Examples



Carrickfergus Castle
Co. Antrim

A small step
to a Giant
adventure


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Northern Ireland  Embrace a Giant Spirit



Discover Northern Ireland   

Sponsored 

Journey back in time at the Ulster American Folk Park . Walk in the footsteps of our ancestors and embrace their pioneering spirit.

Book your next giant adventure today!



Ulster American Folk Park
Co. Tyrone

Creative
Spirits

discovernorthernireland.com
Your Next Giant Adventure

Book now



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Embrace wonder and discovery on a great value short break in Northern Ireland  

Book your next giant adventure today!



W5 Interactive Discovery Centre
Belfast

Wondrous
Spirits

discovernorthernireland.com
Your Next Giant Adventure

Book now

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 x40sec350 Ratings 61% Coverage; 854,610 Adults, Frequency: 8	SVOD buy into Netflix, Amazon Prime, Paramount and Discovery 400,000 x 30sec imps 65% of AF have a subscription. BVOD: Unskippable Ad Format. 70% of vlewing is on big screen. Estimated Reach: 196,140 Frequency: 4	40 x 48 Sheets 6 x Billboard Live 101 Adshel Live Panels, 73 x 6 Sheets Spar/Vivo/Centras Applegreen Screens and Digital 6 Sheets at Grand Central, GVS and NW transport Hub. 67% Coverage: 928,039 Adults; Frequency: 14.5	Cool FM and Q Radio Group to deliver regional coverage 672 x 40sec spots flighted out across 4 weeks PLUS 100,000 Digital Adio mpressions on Bauer network including Kiss, Magic, Absolut and all local brands. 53% Coverage: 835,000 Adults; Frequency: 5.2	Saturday editions of Belfast Telegraph, Irish News and Daily Mirror Group 24 County Advertorial 2 NI4Kids adverts 43% Coverage: 651,000Adults: Frequency: 4.2

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

Digital Media Strategy **Phased Approach**

AWARENESS 2 WEEKS	CONSIDERATION 8 WEEKS			ALWAYS-ON 9 WEEKS
				
<ul style="list-style-type: none"> FACEBOOK / INSTAGRAM Video view campaigns with short- and long-form content to inform and engage audiences 	<ul style="list-style-type: none"> FACEBOOK / INSTAGRAM Short videos with “Learn More” or “Book Now” buttons Carousel ads with clickable CTAs. Offers Focused 	<ul style="list-style-type: none"> YOUTUBE Bespoke targeting Demand Gen campaign 	<ul style="list-style-type: none"> GOOGLE DISPLAY ADS In-market audiences for travel Responsive Display Ads with clear CTAs Demand Gen Campaign set optimised to link clicks 	<ul style="list-style-type: none"> GOOGLE SEARCH ADS Capture high-intent traffic via keyword targeting Ad 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

SPIRIT & 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

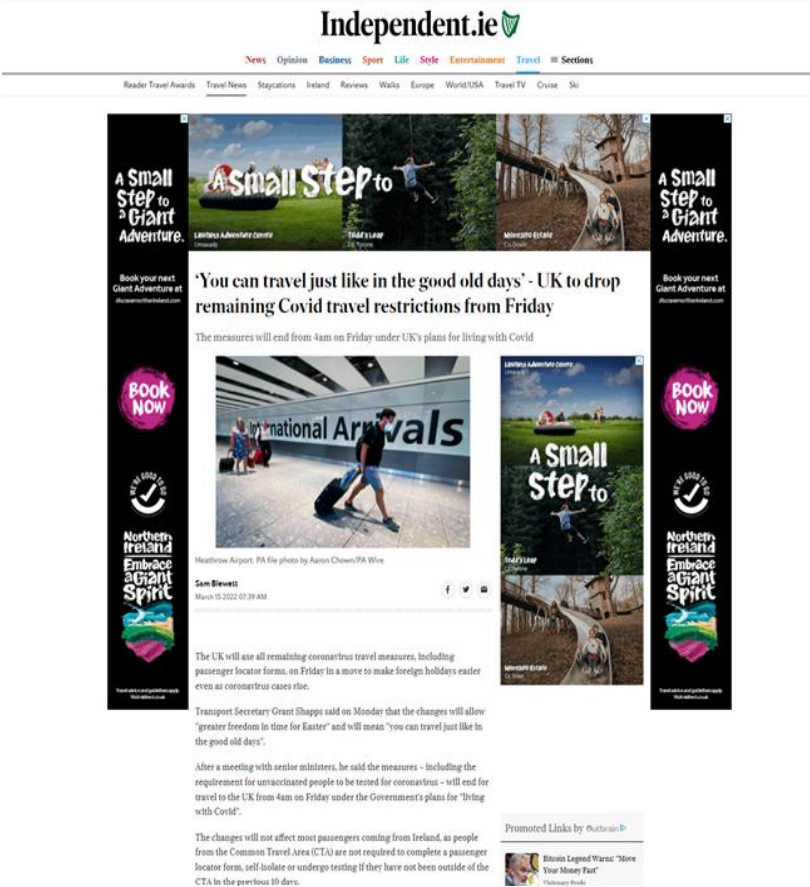
Call now to book, phone 094
938 8088
Or Book Online
www.knockhousehotel.ie

10 x 1 Linage 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



Industry Offers Template



one Giant
Adventure
after another



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Adventure
after another



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Offers Line:



Step into
Giant spring
offers



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What's new?

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

Improved UX

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

Interactive Regional
Map

Intuitive Journey
Planner

- You Smart Thing

Fresh, Clean,
Attractive, Brand
aligned design

- Social Media Integration

AI Powered Chat Bot

- to launch later in Feb

Demo



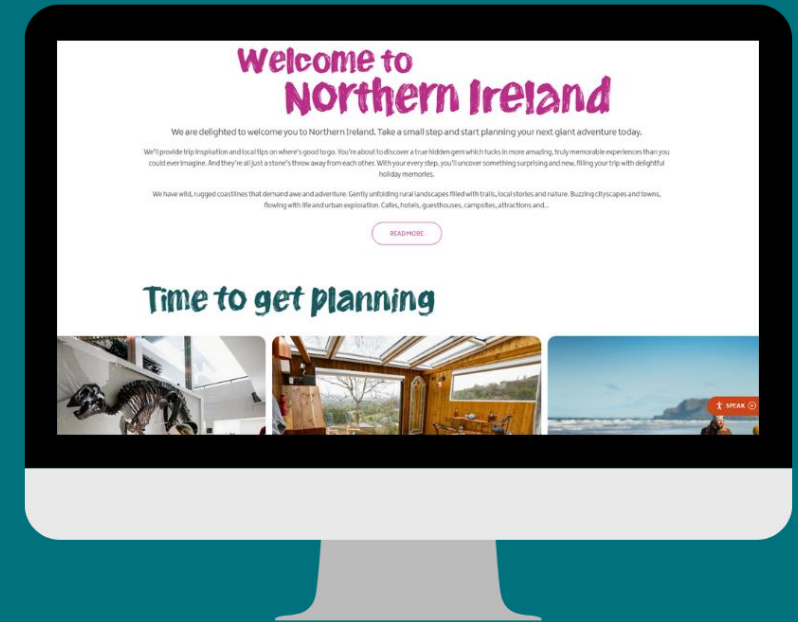
[Destinations](#) | [Things to Do](#) | [What's On](#) | [Food & Drink](#) | [Accommodation](#) | [Plan Your Trip](#)



 SPEAK

Top Tips

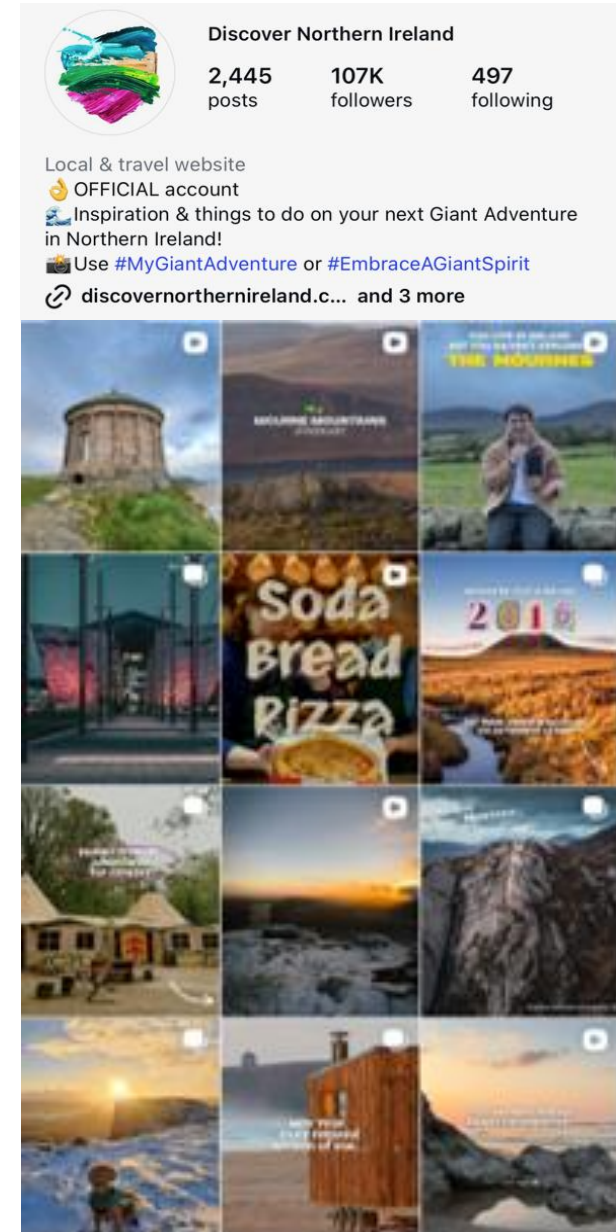
1. Create a listing by following the 'Sign up' link on tourismni.com
2. Update your listing regularly – at least twice a year
3. [Add event listings too](#) as these are promoted by Tourism NI across their marketing channels
4. Also detail who the experience is suitable for – [align with our customer 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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