

visitbelfast.com



Marketing & Sales Opportunities

**visit
Belfast**

DRIVING TOURISM GROWTH

2019–20

Visit Belfast's core purpose is to generate economic benefit for the city region by driving visitor numbers and tourism spend by effectively engaging our tourism partners in the marketing of the city. Our relationships with partners are key to the ongoing success of Visit Belfast and central to delivering our tourism, marketing and sales plans for the Belfast city region.

**visit
Belfast**

All published prices listed throughout this brochure are partner rates. Non-partner participation will be subject to an additional 30% across all selected platforms. All platforms / prices are correct as of 1 April 2019, and will be reviewed on an annual basis. All opportunities are limited and sold on a first come first served basis.





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Partnership

Partnership is at the heart of everything we do at Visit Belfast. Through buy-in and collaboration with organisations that share our vision, we are able to achieve our objective of growing visitor numbers and spend to the city region.

5m

bed nights

285,000

cruise visitors

£328m

overnight visitor economy

18,600

tourism jobs

Partnership Tiers

Associate, Club, Star and Elite Partnership

Visit Belfast offers partnership opportunities for businesses to avail of. Partnership tiers differ depending on business needs and what is best suited to them. The benefits range across tiers and can include; being kept up to date with industry news, networking opportunities, promotion on Visit Belfast's digital platforms or engaging with group tour operators and corporate opportunities.

Cost: from £200+VAT (see table on page 5)

Corporate Partnership

Corporate partnership combines the shared aims and objectives of Visit Belfast and your business in growing tourism in Belfast. As a Visit Belfast Corporate Partner, your business, through tailored agreements, will be recognised as a lead commercial partner and contributor across Visit Belfast's leisure and business tourism promotions.

Cost: from £30,000+VAT

Strategic Partnership

Visit Belfast welcomes strategic partnerships and sponsorship relationships with like-minded organisations that share the aim of developing a flourishing tourism industry. Strategic Partners are key to the city's regeneration and are committed to developing responsible and sustainable tourism.

Cost: from £40,000+VAT



Get in touch

partnership@visitbelfast.com

[visitbelfast.com](https://www.visitbelfast.com)

Partnership Tiers and Benefits

	Associate	Club	Star	Elite
Regular electronic updates on industry news and events	•	•	•	•
Invitations to industry networking events and industry briefings including Visit Belfast's AGM	•	•	•	•
Feature on Visit Belfast App	•	•	•	•
Access to city marketing calendar		•	•	•
Web listing on visitbelfast.com		•	•	•
Online event and offer listings*		•	•	•
Digital marketing via VB social media*		•	•	•
Participate in online marketing*		•	•	•
Listing on self-service touchscreens across Greater Belfast (11 locations)		•	•	•
Opportunity to brief VB Welcome Centre staff		•	•	•
Included in Cruise Belfast promotions		•	•	•
Included in enhanced Leisure Travel Trade activity including supplier list, suggested itineraries and participation in trade shows.			•	•
Inclusion in Cruise Belfast and Leisure Travel Trade FAM trips			•	•
Exclusive access to the conference calendar				•
Inclusion in business tourism FAM trips and site inspections				•
Included in conference and ambassador database for conference sales activity				•
Opportunity to participate in conference sales activity				•
Listing in biannual conference guide				•
Annual review meeting				•

£200
+VAT

£300
+VAT

£450
+VAT

£750
+VAT

*as appropriate

Digital

Visit Belfast's digital platforms are central to promoting the city to visitors both before and during their trip. Partners can avail of several opportunities to engage with Visit Belfast's digital audience through our websites, or email and social media marketing.

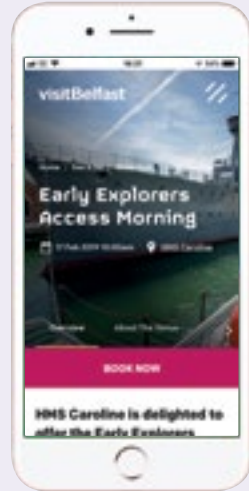


Partners are an integral part of **visitbelfast.com**, receiving a dedicated profile page with opportunities to be considered for blog articles, email marketing, social media and competitions.

The new **visitbelfast.com** website was launched in March 2018. A modern and fully mobile responsive design the website provides an informative and user friendly experience.

The website reaches a local, national and international audience with top international traffic arriving from France, Canada, Germany, Australia, Spain, The Netherlands and Italy. We are delighted to offer five additional micro sites catering for the French, German, Italian, Spanish and Chinese speaking audiences.

In addition the website can be translated up to 100 languages using the automated translation tool on the site.



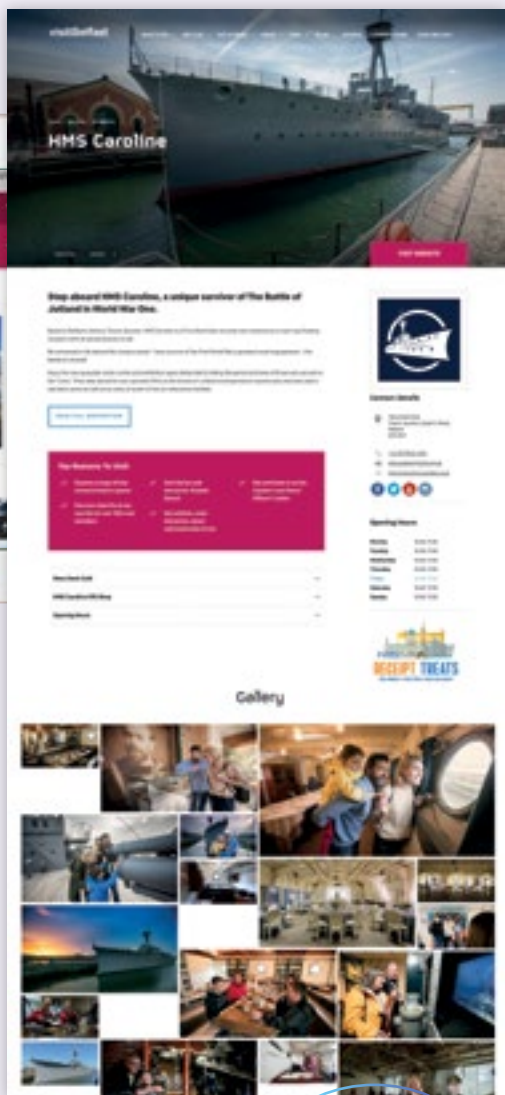
2m
web visits p.a.

5m
web page views p.a.

Search Rankings

visitbelfast.com is featured top in search engine rankings for a range of search terms including:

- Visit Belfast
- Visitor Attractions Belfast
- What's On Belfast
- Belfast Events
- Family Fun Belfast
- Belfast Shops
- Stay in Belfast
- Game of Thrones Belfast
- Getting to Belfast



TOP TIP

Keep your profile up to date. Simply share with us any news and exciting imagery. Your profile can be promoted across many of our marketing platforms.



Get in touch

marthamccabe@visitbelfast.com

visitbelfast.com

Partner Profile

Club, Star and Elite partners receive*

- Website Profile in a relevant category section including description, images, booking information, contact details and opening hours
- Profile on interactive touchscreens in 11 locations across the Belfast city region.
- Events promotion on What's On section of **visitbelfast.com**
- Offers promotion on Offers section of **visitbelfast.com**

*as appropriate

Enhanced Website Profile

Partners have the opportunity to prioritise their listing on **visitbelfast.com**, further enhancing the promotion of a product, event or service.

Website enhancement includes:

- Premier placement on category listings page
- Premier placement on product pages within a category

Categories include:

- Accommodation
- Activities
- Arts & Entertainment
- Attractions
- Information Services
- Pubs & Clubs
- Shopping
- Sightseeing Tours
- Travel & Transport
- What's On

Further enhance your event with promotion on the Events and Festivals Island in the Visit Belfast Welcome Centre (other category enhancement opportunities are available upon request).

Cost: From £500 +VAT

Digital

Enhanced Website Profile on meetbelfast.com

NEW

Opportunity to enhance partner profiles on new conference website.

Cost: From £300 +VAT

Visit Belfast App

NEW

The free Visit Belfast companion app was launched in December 2018. It enables users to discover attractions, accommodation, restaurants, bars and what's on in the city. Users can also view maps, save favourites and make travel itineraries. All partner profiles are automatically displayed on the app, along with their offers and events.



Blog

Utilising partner content, blog articles feature inspirational ideas and seasonal activity. With a focus on key themes such as Christmas, Family Fun, Food and Drink and Top Visitor Attractions, articles are promoted across visitbelfast.com, social media and email marketing.



TOP TIP

Share with us any new products details, services or exciting ideas to feature in our blogs.

Email Marketing

Email marketing is a key platform for engaging with locals and visitors to the city. E-zines are sent throughout the year to consumers and the tourism industry, offering partners a range of opportunities for inclusion.

600,000

consumer email
communications sent
per year

Seasonal Consumer Ezines

- Targeting visitors and locals
- Promoting blog articles, key events, attractions, accommodation offers and competitions

10,000+

concierge email
communications sent
per year

What's On Concierge Ezine

- Targeting front of house staff and concierges in the tourism and hospitality industry
- Weekly overview of key events

*Subscriber numbers accurate at date of print. Prices are subject to change based on segmentation of email database.

visitBelfast



January in Belfast

Escape the January blues with a budget-friendly city break in Belfast from £85. Or clear the cobwebs with a dramatic winter walk, and discover a great range of free things to do this January!

Belfast on a Budget



Top Free Things To Do in Belfast
Looking for places to visit that don't cost a fortune? There's loads in Belfast that offer a great range of free attractions, activities and experiences.

[Read More](#)



Best Winter Walks
It's a great time of year to head out for a walk and enjoy the changing of the season and beautiful scenery in and around Belfast.

[Read More](#)

January City Breaks from £85



Escape the January blues with a budget-friendly city break in Belfast. These hotel offers are the perfect excuse for a relaxing getaway after the festive bustle, or a weekend shopping spree in the January sales.

[January City Breaks](#)

Discover Something New



Game Of Thrones: The Touring Exhibition
Fans can enjoy the experience of a lifetime, with an up-close and personal look at the artistry and craftsmanship behind the iconic award-winning series.

[Read More](#)



Daphne Craft (Daphne)
Explore the family-owned distillery and ginery pub located in the beautiful village of Bally, County Down. They are best known for their award-winning Ballyfin Berry Gin.

[Read More](#)



WIN Tippy Tea for Two!

Enter our competition for your chance to win afternoon tea for two at Dublin Roadpub Bar. Enjoy century sandwiches, sweet treats and conversational gin-based cocktails for you and a friend!

[Enter Competition](#)

visitBelfast

What's on this Weekend



Your What's On Guide

Here are our top things to enjoy this weekend! For more events, tours and what's on, go to [visitBelfast.com](#).



Game Of Thrones: Tapestry

Until July
Waterfront Museum
Waterfront Museum is home to a stunning tapestry depicting key scenes from every episode of the TV show Game of Thrones.

[Read More](#)



The Bolshoi

7 - 16 February
Grand Opera House
The international, award-winning smash-hit musical based on the blockbuster film, The Bolshoi is back!

[Read More](#)



Whiskey Shivers

15 February
Concierge Arts Centre
A diverse group of masterfully talented musicians who stand out like a sore thumb from the traditional bluegrass world.

[Read More](#)



W5 Live

18 February
W5
A strictly adults-only, after-hours evening of interactive science experiments and your opportunity to engage with over 250 interactive exhibits.

[Read More](#)

Other Events This Weekend

Like The King

18 - 19 February, MAE
Crisp, gritty, and hilariously absurd, Tinderbox is delighted to present its latest production Like The King. [Read More >>>](#)

Leonardo Da Vinci: A Life In Drawings

Until 9 May, Waterfront Museum
The exhibition will include examples of all the drawing materials employed by the artist, including pen and ink, red and black chalk, watercolour and manuscript and two of Leonardo's most famous works. [Read More >>>](#)

Lord Of The Dance

7 - 16 February, Waterfront Hall
A spectacular new staging of the traditional masterpiece is returning to Belfast Waterfront for a limited run to celebrate the creation of the Lord Of The Dance phenomenon. [Read More >>>](#)

Sweeney Todd

2 - 23 February, The Lyric
The Lyric Theatre and Northern Ireland Opera bring you Sweeney's musical thriller about the infamous barbershop of Victorian London. [Read More >>>](#)

The Johnny Cash Roadshow

15 February, Water Hall
The UK's Number One Tribute, formed by respected singer-songwriter

Digital

Bespoke Email Marketing

45,000

consumer contacts

Partner Branded Ezine

- Utilised to enhance a profile, highlight an event or to promote a special offer. Gain access to segmented consumer lists
- Target up to 45,000* consumer contacts and promote a product directly to an audience(s) in NI, ROI or GB
- Includes full evaluation with open rates, click through rate etc

Cost: £1,000 +VAT per target audience

31,200

email communications
sent per year

Travel Trade Product Update Ezine

- Product ezines will be distributed to priority segments
- Target travel trade buyers to include tour operators and other travel trade contacts
- Opportunity to promote tourism products directly to the travel trade

Cost: £500 +VAT per ezine

The screenshot shows an email from visitBelfast. The header features the 'visitBelfast' logo and the Belfast City Council logo. The main content is a promotional graphic for Hastings Hotels' Christmas Gift Card. The graphic includes a cartoon duck in a tuxedo and a gift box, with the text 'Christmas WITH A HASTINGS HOTELS GIFT CARD' and 'IT'S ALL WRAPPED UP!'. A circular badge mentions a 'NOVEMBER SPECIAL' offer. Below the graphic, the text reads 'Christmas with a Hastings Gift Card - It's All Wrapped Up!'. A paragraph describes the gift card and its benefits. A 'Buy Now' button is visible. The footer contains contact information for visitBelfast, including a phone number (028 9023 9026) and an email address (reception@visitbelfast.com). Social media icons for Twitter and Facebook are also present.



Get in touch

marthamccabe@visitbelfast.com

*Subscriber numbers accurate at date of print. Prices are subject to change based on segmentation of email database.

Social Media




Social media activity offers immediate and direct engagement with up to 380,000 followers, from near and far.

TOP TIP

Tell us about new and exciting things that we can share with our very engaged followers.



380,000
followers

	/visitbelfastcity /lovinbelfast	/Belfast.city
	@visitbelfast @lovinbelfast	@visitbelfastorg @visitbelfastbiz
	/visitbelfast	

Competitions

Competitions are a great and exciting way to encourage stronger engagement helping increase the reach and awareness of partner products. Partners can submit experiential prizes which are promoted across **visitbelfast.com**, social media and through email marketing.

TOP TIP

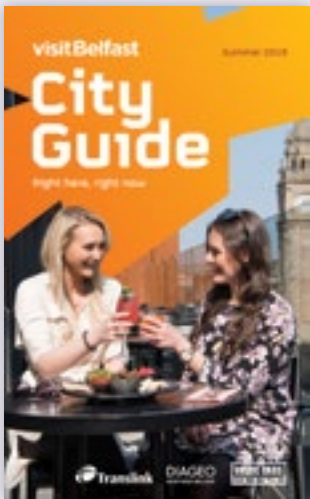
New, quirky, seasonally themed and exclusive products can be packaged to create unique competition prizes.



Get in touch
digital@visitbelfast.com

Visitor Guides & Publications

Visit Belfast produces a range of printed promotional material to showcase the best of what the city has to offer to visitors while in the city and before they arrive.



Belfast City Guide

The essential guide to what's happening in Belfast, from festivals and attractions to activities and great places to eat; the guide is filled with inspirational ideas for couples, families, groups and single visitors.

- 60,000–100,000 print run per edition
- Three editions per year Spring (Jan–Apr), Summer (May–Aug) and Autumn/Winter (Sep–Dec)
- Distributed through the Visit Belfast Welcome Centre, NI Visitor Information Centres, transport stations and businesses across the city

60k–100k
print run per edition

Belfast City Guide	Cost
Outside back cover	£2,365+VAT
Inside front/back cover	£1,925+VAT
Double page spread	£1,815+VAT
Full page	£1,265+VAT
Half page	£800+VAT

15,000
print run



Belfast Visitor Guide 2020

Promoting Belfast as a must-see visitor destination nationally and internationally, the guide provides an overview of everything Belfast has to offer.

- 15,000 print run
- Distributed at World Travel Market, Tourism Ireland's overseas offices, Visit Belfast Welcome Centre and NI & ROI Visitor Information Centres

Belfast Visitor Guide

Cost

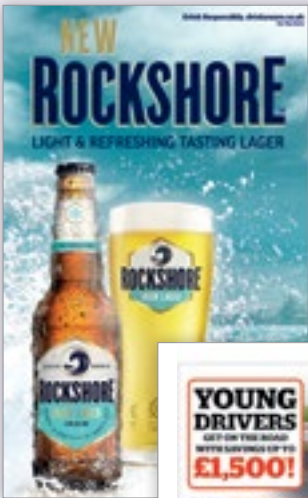
Outside back cover	£2,265+VAT
Inside front/back cover	£1,925+VAT
Full page	£1,155+VAT
Double page spread	£1,815+VAT
Half page	£660+VAT



Get in touch

jenniferhempton@visitbelfast.com

Visitor Guides and Publications



10,000
print run

Belfast Student Guide 2019/20

The go-to guide for students arriving in Belfast, offering advice and suggestions on how to make the most of student life in the city.

- 10,000 print run
- Distributed during Fresher's Week
- Distributed to Universities, Colleges, student accommodation and relevant businesses across the city

Belfast Student Guide

Cost

Outside back cover	£1,760+VAT
Inside front/back cover	£1,485+VAT
Double page spread	£1,430+VAT
Full page	£935+VAT
Half page	£550+VAT



Get in touch

jenniferhempton@visitbelfast.com

Vouchers and Maps

NEW



Belfast Brochure Map

Fold up pocket size visitors map including key product partners. Available early 2020 for distribution to TIC network and direct to visitors. Advertising opportunities will be available.

Cost: £500 +VAT



Partner Branded Maps

NEW

New 2019 opportunity!

Tourism partners now have the opportunity to work with Visit Belfast to create co-branded maps for their guest servicing. Maps will include each partner's branding along with advertising spaces for additional properties in the business group / offers / promotions. Printed quantities can be arranged in batches of 1,000, 5,000 or 10,000.

Cost: From £500+VAT

Shop, Eat & Dine Vouchers

The perfect gift for family, friends and corporate occasions, the Belfast Shop, Eat & Dine Voucher continues to promote the great dining out experience which now includes the retail offering in the city.

- Over £390,000 worth of restaurant vouchers sold since 2014, average increase of 30% year on year
- Participating businesses receive promotion through Visit Belfast digital and print platforms as well as in Visit Belfast Welcome Centre
- Commission free – annual participation fee

Cost: £60 per annum (Visit Belfast partner)
£250 per annum (Non Visit Belfast partner)

Contact: Martha McCabe
marthamccabe@visitbelfast.com

Visitor Servicing

The award-winning Visit Belfast Welcome Centre is the gateway visitor information centre for Belfast and Northern Ireland, located in the heart of Belfast city centre. Using both interactive technology and face-to-face engagement with visitors, the centre showcases tourism businesses in an engaging way. Partners can avail of a number of opportunities to promote their product or service to thousands of visitors each year such as digital screens, face-to-face engagement to information pods.

354,000
visitors p.a.

590,000
visitor enquiries p.a.



Interactive Digital Pods

The themed pods provide a great opportunity to engage with visitors who are already in the city and are looking for things to see and do. Partners have a choice of Gold or Silver level sponsorship.



Gold Package

- Headline images and business profile on 42" screen
- A highly visible display compartment to hold artwork or 3D artefacts
- On screen images and product information displayed in a headline position on a themed pod
- Sponsors receive up to 20 times more traffic to their product profile

Cost: £6,000+VAT per annum

Silver Package

- Headline images and business profile on 42" screen
- Product information displayed in a main position on themed pods
- Sponsors receive up to 20 times more traffic to their product profile

Cost: £1,200+VAT per annum

Events and Festivals

Pod Sponsorship

The Event Pod enables event organisers to promote their festivals and events in a prime location.

- Main position promoting an event across two screens
- Highly visible display cabinets to hold graphics or 3D artefacts
- Literature racking
- New opportunity available for joint promotion event on the pod and visitbelfast.com*

Cost: £360 +VAT for 2 weeks /
£600 +VAT for 1 month



Get in touch

marthamccabe@visitbelfast.com

Visitor Servicing



Interactive Visitor Information Screens

Providing visitors with up-to-date information on attractions, sightseeing tours, shopping, eating and drinking and accommodation in 11 locations across the city region.

- Directory style screens filled with partner products and services
- Make your product stand out by reserving one of just three sponsorship positions available
- 11 positions in high footfall locations allow partners to choose where best to target potential customers

Screen location	Partner*	Non-Partner*
Visit Belfast Welcome Centre, George Best Belfast City Airport and Belfast International Airport	£3,000+VAT	£3,600+VAT
Titanic Belfast	£2,500+VAT	£3,000+VAT
Europa Bus Station	£1,800+VAT	£2,200+VAT
Belfast Central Station	£1,800+VAT	£2,200+VAT
Applegreen (M1 Lisburn)	£1,500+VAT	£1,750+VAT
Applegreen (M2 Templepatrick)	£1,500+VAT	£1,750+VAT
EastSide Visitor Centre	£1,100+VAT	£1,200+VAT
Cultúrlann McAdam Ó Fiaich	£800+VAT	£960+VAT
Cruise Welcome Hub	£1,000+VAT	£1,300+VAT

*Costs per annum



Get in touch

marthamccabe@visitbelfast.com



Front Window Screen

Visit Belfast Welcome Centre's position on Donegall Square North offers businesses a prime city centre location to promote products and services to visitors to the centre as well as the high volume of passers-by.

- 10 second slot on the screen
- A minimum of 410 x 10 second adverts per day
- Operational from 7am - 1am
- Low cost, high impact platform which can be used to promote any message

Cost: £400 +VAT per month

410

adverts per day
(minimum)



Partner Promotional Desk

Tourism businesses can hire a promotional desk to promote and sell products directly to visitors in the centre, including cruise ship passengers.*

- Prime position in the Visit Belfast Welcome Centre for direct engagement with visitors
- Space provided to display promotional materials (literature/pop-ups etc)
- Use of video wall to enhance presence
- Social media promotion (where applicable)

Cost: £300 +VAT per day on cruise ship days / £100 +VAT per day (non-cruise ship days)

Visit Belfast Window Display

A unique visual marketing opportunity to promote products, events or services in a quirky and creative way.*

Cost: £600 +VAT per week



Get in touch

marthamccabe@visitbelfast.com

*Terms & conditions apply

visitbelfast.com

Visitor Servicing

29,500

visitors per month



Video Wall

This highly visible 16 screen video wall is the perfect medium to showcase products or experiences using a 30 second video repeated on a looped basis.

- Target up to 29,500 monthly visitors to the Visit Belfast Welcome Centre
- Screen with sound capabilities allows for engaging content to be displayed in the visitor centre
- Perfect medium to offer viewers a taster of products or experiences

Cost: £1,200 +VAT per 3 months/ £3,600 +VAT per annum

Contact: Martha McCabe
marthamccabe@visitbelfast.com

Partner Product Briefings

Partners have the opportunity to engage with Visit Belfast front of house staff to showcase new products and events (prior arrangement required as limited monthly briefing slots). This allows for Q&As to best sell / promote your products.

- Wednesday morning briefing slot
- 30 minutes promotion to a captive audience

Contact: Alison McLaughlin
alisonmclaughlin@visitbelfast.com

Box Office Marketing Package

Non partners can avail of marketing support for ticketed events, festivals and tours.

- Event pod*
- Social media and email marketing*

Cost: £250 +VAT

Contact: Martha McCabe
marthamccabe@visitbelfast.com

Venue Hire

The Visit Belfast Welcome Centre is a unique venue for product launches, press and corporate events.*

Cost: From £300 +VAT

Contact: Alison McLaughlin
alisonmclaughlin@visitbelfast.com

*Terms & conditions apply



Visit Belfast Box Office

A partial or full ticketing service for events, festivals and tours.

- Dedicated ticketing team and sales channel available seven days a week, online, by telephone and counter service
- Promotional graphic on three 42" ticketing screens

Cost: 10% commission on ticket sales

Contact: Eileen Johnston
eileenjohnston@visitbelfast.com
Stephanie Swail
stephanieswail@visitbelfast.com

Ticket Sponsorship

The opportunity to have your brand/product or service promoted on Visit Belfast concert, tour and events tickets, reaching 65,000 customers annually.*

Cost: £1,300

Contact: Alison McLaughlin
alisonmclaughlin@visitbelfast.com

Cruise Welcome Hub

NEW

New opportunity!

With 285,000 cruise passengers visiting Belfast in 2019 (and numbers continuing to grow) we are inviting expressions of interest for 2020 cruise season to promote your product or service on the various available platforms.

Platforms to include; nine screen video wall, high definition portrait screens and static graphic panels.

Cost: From £1,500+VAT per season

Cruise VIP Pass

Cruise Ship passengers will receive a VIP pass and brochure upon arrival in Belfast, containing exclusive discounts and offers. Register your interest in participation for the 2020 season.

Cost: From £750 - £2,000 +VAT

Contact: Martha McCabe
marthamccabe@visitbelfast.com

*Terms & conditions apply

Marketing Campaigns

Visit Belfast actively promotes Belfast in domestic and out-of-state markets through partner marketing campaigns. These highly targeted campaigns which promote the city as an exciting short break and day trip destination, increasing destination and brand awareness with an aim to generate 255,000 bed nights, 200,000 day trips and £45m spend.



Seasonal Campaigns (NI/ROI)

Visit Belfast delivers partner campaigns to promote the city to daytrip and overnight visitors in both the domestic and ROI markets.

- Integrated, multichannel campaigns
- Seasonal messaging promoting the city, ie Autumn or Christmas
- Maximises exposure in target markets

Cost: £5,000+VAT Micro campaign
£10,000+VAT Main campaign



Get in touch

lorrainemcgoran@visitbelfast.com

visitbelfast.com

City Break Campaigns (GB & Europe)

Working in partnership with Tourism Ireland and key air and sea carriers and selected OTAs focusing on direct access cities, campaigns aim to increase market share of short break and overnight visitors from Great Britain and European cities.

- Parallel digital campaign opportunities
- In market to coincide with main co-op campaigns
- Maximises exposure in target markets

Cost: From £5,000+VAT

Partner Campaigns

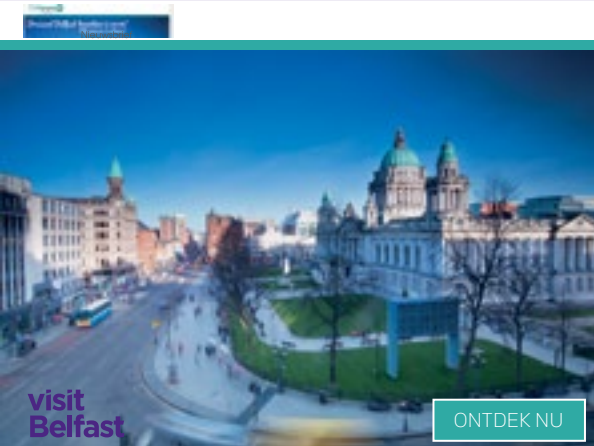
Visit Belfast is keen to work with partners to develop marketing solutions specific to your own plans. No matter how small your budget may be we can assist with ideas to strengthen your advertising and promotion.

TOP TIP

Get involved in campaign activity by offering competition prizes, special offers and packages.

180m+

opportunities to see
Belfast advertising



Van cultuur tot natuur: Belfast is levendig en veelzijdig!



In-Market PR Promotions

Visit Belfast, working with Tourism Ireland, host selected in-market media events across GB, ROI and Europe aligned with campaign activity.

- Event participation opportunities are available to engage directly with key travel writers, bloggers and online influencers. Limited places will be available

Cost: £350+VAT (excluding travel and accommodation)

Familiarisation Trips

Visit Belfast facilitates a number of familiarisation trips for travel writers, bloggers and online influencers throughout the year.

- Opportunities available to get involved through collaboration and in-kind support

Belfast Brand

Visit Belfast partners can avail of free support and consultancy with Belfast brand creators McCadden to provide illustrations on how their business can adapt and support the city brand. We will also be issuing a brand tool kit specifically to assist Belfast's tourism industry.



Get in touch

judithcarville@visitbelfast.com

Conference Sales and Promotion

In 2019–20, Visit Belfast will generate new conference business worth £60m through targeted sales and marketing activity at bespoke events, national and international exhibitions and shows, and sales missions in key markets, providing our partners with opportunities to meet new clients and showcase Belfast and Northern Ireland as a leading conference destination.

135,000

bed nights

£60m

economic impact

Conference Sales Opportunities and Bids

Visit Belfast's sales team research, identify and target association conferences and events which match Belfast's key academic, medical and industry sectors.

- Venues, accommodation, PCO and conference service partners are matched to client requirements, receiving sales opportunities and enquiries as part of the bid process
- Bids include information on social programme ideas such as restaurants, tours, entertainment and events suppliers

Conference Exhibitions

The Meetings Show UK Olympia London June 2019

The Meeting show delivers the only appointment-led buyer programme in the UK meetings industry. The Belfast stand will be designed to maximise both networking opportunities for partners and the facilitation of one-to-one meetings.

- Two day participation
- Independent and shared appointments
- Buyer drinks reception
- Pre/post PR opportunities
- One representative at a buyers' private dinner

Cost: Headline event sponsor £5,000+VAT
Participation £2,500+VAT
The Meetings Show dinner only £450+VAT



Get in touch

rebeccasmyth@visitbelfast.com





Sales Missions

London Business Dinner February/March 2020

To coincide with International Confex Visit Belfast will organise a private dinner for top London buyers.

Cost: £450+VAT

UK, European and North American Sales Calls 2019

Visit Belfast will coordinate a dedicated UK sales mission targeting the association, corporate and agency market. Register your interest with the conference team.

Destination Showcases

Visit Belfast will organise destination showcase events in key markets in 2019-20, targeting key business tourism and leisure clients and media. Register your interest now with the conference team to secure your place.

Cost: £800+VAT

C&IT Agency Forum ICC Belfast July – August 2019

Belfast will play host for the first time to the prestigious Conference and Incentive Travel (C&IT) Agency Forum from 29 July – 2 August 2019. These flagship industry forums are attended by highly influential global event organisers with a combined annual spend on events worth £450 million. This event will bring up to 140 buyers to Belfast. Register your interest with the conference team. Places limited.



Get in touch

conference@visitbelfast.com

Conference Sales and Promotion



Conference & Meeting Guide

To promote Belfast and Northern Ireland as a world-class conference and meetings destination Visit Belfast's key marketing tool is the Belfast Conference and Meeting Guide. This quality publication is produced every two years and the next edition for 2020–2022 will be launched in early March 2020.

The publication is the definitive guide to Belfast and Northern Ireland for corporate, association conference and event planners which is distributed direct to targeted buyers at sales calls, trade fairs, exhibitions and showcase events in our key UK, ROI, European and North American markets. The guide is also widely distributed to buyers through the Tourism Ireland network of overseas offices and the digital version will be sent to Visit Belfast's extensive database of clients and uploaded onto the Visit Belfast conference website. Elite partners will receive a listing in the directory. Advertising opportunities will be available to all partners, register your interest.

Cost: from £950+VAT

Contact: Martha McCabe
marthamccabe@visitbelfast.com



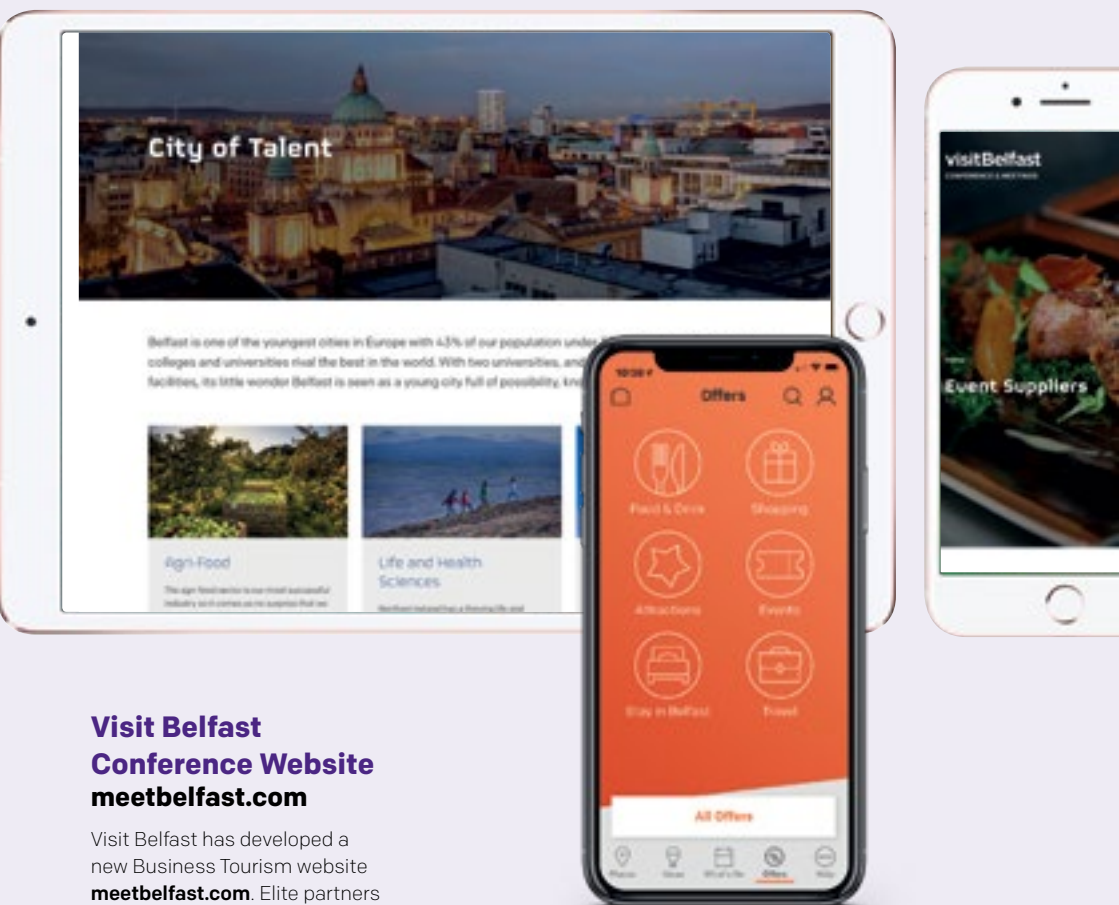
Site Inspections and Fam Trips

Visit Belfast will host over 40 site inspections through 2019-2020.

- Opportunities are available to showcase venues and services for site inspections and fam visits*

Contact: conference@visitbelfast.com

*Itineraries are based on client requirements and industry partner selection is made on this basis.



Visit Belfast Conference Website **meetbelfast.com**

Visit Belfast has developed a new Business Tourism website **meetbelfast.com**. Elite partners receive a profile on the site. Further advertising and profiling opportunities will be available soon. Register your interest now.

Contact: Martha McCabe
marthamccabe@visitbelfast.com

NEW

Discounts

Conference delegates arriving in Belfast can access a range of exclusive offers and discounts via the Visit Belfast App. Opportunities available to submit bespoke offers on a bi-annual basis.

Contact: Aoife McVeigh
aoifemcveigh@visitbelfast.com

Belfast Ambassador Programme

The Belfast Ambassador Programme is a network of over 1,300 leading academic, medical and business professionals who work with Visit Belfast to attract prestigious national and international conferences and events to the city. More than 70% of conferences and events are secured through the efforts of a local Belfast ambassador.



1,300
ambassadors

Belfast Ambassador Awards October 2019



The Belfast Ambassador Awards thank those ambassadors who have secured conference business for the city, whilst motivating new ambassadors to do the same.

- Attendance at dinner with networking opportunities
- Sponsorship of an award including supporting literature in information packs

Cost: Headline event sponsor £3,000+VAT
Award sponsorship and attendance £400+VAT



Get in touch

sarahgribben@visitbelfast.com

visitbelfast.com



The Belfast Ambassador Programme is a network of professionals who work in partnership with Visit Belfast to attract conferences and events to the city. Below are some of the ambassadors: University of Belfast, University of Ulster, the Belfast City Council, and the corporate sector in Belfast and North Belfast.





Belfast Ambassador Ezine Quarterly

Quarterly ezine distributed to over 1,000 influential professionals.

- Opportunity to showcase conference facilities, services and offers

Cost: £150+VAT

Belfast Ambassador Christmas Reception December 2019

The annual festive event with key Belfast Ambassadors who are currently bidding with Visit Belfast or have the potential to bid for a conference for the city.

- Networking opportunity

Cost: £150+VAT



work of over 1,200 leading academic, medical and business
sit Belfast to attract prestigious national and international
a selection of ambassadors whom we work with from Queen's
Belfast Trust, the Agri-Food and Biosciences Institute (AFBI) and
them Ireland.

Belfast Ambassador Website Annual

Opportunity to become an annual partner on the Belfast Ambassador section of meetbelfast.com

Cost: £300+VAT



Get in touch

sarahgribben@visitbelfast.com

Travel Trade

Through our sales and marketing activity, Visit Belfast aims to attract international and domestic group tour operator business to Belfast. Exhibitions, product updates to a dedicated contacts database, webinars, FAM trips and sales calls provide partners with opportunities to meet new Group Tour Operators and Trade Trade contacts to showcase Belfast.

Leisure Exhibitions, Travel Shows and Promotional Events

Partner with Visit Belfast to meet and directly sell your products and services to group tour operators and travel professionals from across our key markets in ROI, GB, Europe and North America.

Tour Operator Fam Visits

Engage with travel trade by offering a taste of what their clients will experience when they visit Belfast.

- Support fam visits with itinerary offerings and ideas
- Dates throughout the year

Travel Trade Updates

Product update presentations to key tour operators and travel professionals are undertaken throughout the year.

- Industry partners are encouraged to submit any product updates for Visit Belfast to promote directly



Get in touch

jaccallan@visitbelfast.com



Exhibitions

Meet the Trade Dublin September 2019

Join Visit Belfast for a networking event with key leisure trade in Dublin.

- Partners have the opportunity to present their products and services to the travel trade, followed by networking
- Up to three partners

Cost: £600+VAT per day

World Travel Market London 4–6 November 2019

The leading global event for the travel industry, attracting 50,000 travel professionals.

- Industry partners alongside Visit Belfast can join Tourism Ireland to promote the city over three days
- Private off-site Visit Belfast buyers reception
- Up to four partners per day

Cost: £500+VAT per day

Holiday World Dublin January 2020

Visit Belfast and partners attend this popular consumer show attracting more than 35,000 visitors over the course of three days.

- Up to two partners per day

Cost: £300+VAT per day



Get in touch

jaccallan@visitbelfast.com

Cruise Belfast

Visit Belfast in partnership with Belfast Harbour have secured for the 2019 season, 148 cruise ships carrying around 285,000 cruise visitors. Visit Belfast offers lots of opportunities for partners to engage with this important day-trip audience, as well as longer term opportunities to promote products and services to cruise lines through sales calls and shows.

148
cruise ships

285,000
cruise visitors

Shore Excursions

Partners are encouraged to submit information on their products and services to be included in the cruise industry update sent to shore excursion agents annually each autumn.

- Deadline for submission is 30 September 2019

Contact: Jac Callan
jaccallan@visitbelfast.com

Cruise Day Promotional Opportunities

Industry partners can promote their businesses to cruise ship passengers with a number of commercial opportunities within the Visit Belfast Welcome Centre and Cruise Welcome Hub (see pages 16–21).

Belfast
Harbour



Get in touch

jaccallan@visitbelfast.com



Visit Belfast Cruise Website cruise-belfast.co.uk

Elite, Star and Club partners have the opportunity to be included in Cruise Belfast online promotion, where appropriate.

**NEW
WEBSITE
COMING
SOON**

Cruise Belfast

The Cruise Belfast brochure is produced annually to promote tourism experiences within Belfast, and the rural regions beyond the city.

- Distributed during sales calls, exhibitions and showcases including Seatrade Miami
- Limited advertising opportunities available

Cost: Various advertising packages available from £1,000–£3,000+VAT



Get in touch

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Key Contacts

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Travel Trade Cruise Belfast

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Funders and supporters:



Belfast
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Strategic partners:



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Other key partners:



Tourism Ireland
Marketing the island of Ireland overseas



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