

visitbelfast.com



Marketing & Sales  
Opportunities **2022-23**

**visit  
Belfast**



# visit Belfast

Visit Belfast's focus is to help tourism businesses recover from the impacts of the Covid-19 pandemic and support sustainable, long term tourism growth by driving visitor footfall and visitor spend across the Belfast City Region.

Partnership is key to achieving our collective objectives and central to delivering our marketing, sales and visitor servicing plans. Working with our key funders, strategic and corporate partners and our 500 tourism partner businesses, we are able to promote the Belfast City Region as an exciting and attractive international leisure, business and cruise tourism destination.

4	Partnership	18	Visitor Servicing	32	Ambassador Circle
6	Digital	24	Cruise Belfast	34	Travel Trade
13	Visitor Guides and Publications	26	Marketing Campaigns	36	Sustainability VisitBelfast
16	Vouchers and Maps	29	Business Events, Sales and Promotion	38	At a Glance



Belfast  
City Council



# Partnership

Partnership is at the heart of everything we do. By working with partners in hospitality, transport, tourism and retail businesses, cultural and arts venues and attractions, conference venues and suppliers, local authorities and community and neighbour groups our aim is to promote the city region as an exciting place to visit, meet and enjoy and rebuild city tourism back to 2019 levels by 2024.

**1.9m**

overnight trips

**5.3m**

bed nights

**£417m**

tourism spend

**21,863**

tourism related jobs

## Partnership Tiers

Visit Belfast provides marketing and sales opportunities for partners of all sizes - partnership tiers provide a compelling mix of sales, marketing and visitor servicing platforms to suit individual business needs.

### Club, Star, Business Star and Elite Partnership

Choose the tier that works best for your business - benefits include receiving the latest industry news, networking opportunities, promotion on Visit Belfast's digital platforms, engaging with group tour or cruise operators or participating in conference sales opportunities.

**Cost: From £300+VAT**

### Small Business Tier

A tier specifically designed to help those smaller businesses post pandemic. This tier is open to owner operated businesses or start ups for one year\*.

**Cost: From £200+VAT**

## Corporate and Strategic Partnerships

Corporate and Strategic partnerships combines the shared aims and objectives of Visit Belfast and your business in growing an inclusive and sustainable tourism sector in Belfast. As a Visit Belfast Corporate or Strategic Partner, we will develop tailored agreements to maximise the opportunities available and your business will be recognised as a lead commercial partner and contributor across Visit Belfast's leisure and business tourism promotions.

**Cost: From £25,000+VAT**

## Sponsorship Opportunities

Visit Belfast welcomes sponsorship relationships with like-minded organisations that share vision of developing a flourishing tourism industry. Opportunities to sponsor a range of platforms include sales and business networking events, digital and publication brand placement and brand profiling within our visitor services outlets.

**Cost: Variable costs**

## Partnership Tiers and Benefits

	Club	Star	Business Star	Elite
Regular electronic updates on industry news and events	•	•		•
Invitations to industry networking events and industry briefings including Visit Belfast's AGM	•	•		•
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 (10 locations)	•	•		•
Exclusive access to partner portal area of VisitBelfast.com	•	•	•	•
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**		•		•
Opportunity to submit delegate offers**	•	•	•	•
Web listing on meetbelfast.com			•	•
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 biennial conference guide			•	•
Annual review meeting				•

\*Pending partnership review at years end.

\*\*as appropriate

**£300** **£450** **£450** **£750**  
+VAT +VAT +VAT +VAT



**Get in touch**

partnership@visitbelfast.com



# 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 website, 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 **visitbelfast.com** website is fully mobile responsive and provides an informative and user friendly experience

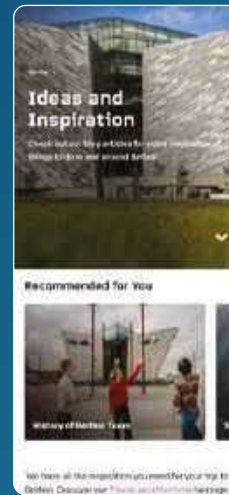
The website receives a high volume of traffic from international, local and national audiences including main land Britain, ROI, USA, France, Germany and Canada. We are delighted to roll out five additional micro sites catering for the French, German, Italian, Spanish and Chinese speaking audiences.

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

## Search Rankings

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

- Belfast
- What's on Belfast
- Things to do in Belfast
- Game of Thrones Belfast
- Belfast Events
- Afternoon Tea Belfast
- Family Fun Belfast



### TOP TIP

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



**Get in touch**

partnership@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.
- Profile on Visit Belfast App.
- 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.
- Drop down menu placement

Categories include (but not limited to):

- 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**

## Blog

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

## Enhanced Website Profile on meetbelfast.com

NEW

Website enhancement such as hero banners etc. Pricing and logistics to be discussed.

**Cost: From £300 +VAT**

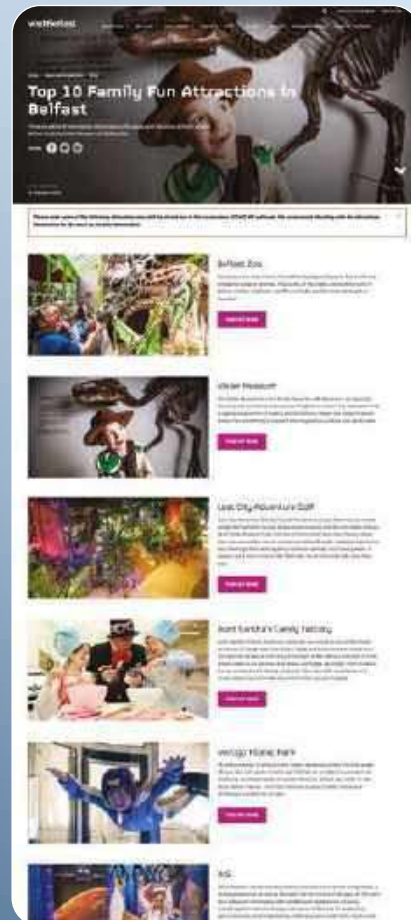


### TOP TIP

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

## Email Marketing

Our email marketing database provides a great opportunity to communicate with an already engaged audience of locals and visitors to the city. E-zines (segmented by location) are sent throughout the year to consumers and the tourism industry, enabling partner products to be seen by a large audience.



# 1,000,000\*

consumer email communications per year

### Seasonal Consumer Ezines

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

# 11,000

concierge email communications sent per year

### What's On Concierge Ezine

- Targeting front of house staff and concierge 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



### October in Belfast

This October let Belfast brighten up your shorter days and longer nights. With everything from fabulous festivals and delicious cuisine celebrations to fantastic family fun this Halloween. There's something for everyone to enjoy this October!

[Read More](#)



## visitBelfast



### Uncover Belfast Festivals & Events

With larger, bigger and brighter nights, there's a new dawn to discover Belfast's Festivals and Events. A cool and vibrant city, always guaranteed to excite. From live music to culture festivals, art events to sporting events... and everything in between. Come on in, enjoy the culture... and uncover Belfast.

[Find Out More](#)



**Falls on Externity**  
11-17 March  
A vibrant and inclusive culture and arts festival, celebrating and showcasing the culture, music and creativity. The 2022 festival will see over 150 events take place in more than 30 venues throughout the City.

**Belfast Corners - A Festival of Jazz in Belfast**  
4 - 12 March  
The Black Box & Green Room Cafe Belfast Corners Jazz Festival is back for year eight visitors, and they have a jam-packed programme of concerts, talks, a live band, and an awards.



## Bespoke Email Marketing

**57,000**  
consumer contacts

### Partner Branded Ezine

- Utilised to enhance partner profiles, highlight an event or to promote a special offer. Gain access to segmented consumer lists
- Target up to 57,000\* 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**

**18,000**  
email communications sent per year

### Travel Trade Product Update Ezine\*\*

- Utilised to promote a product or large scale event
- Target up to 1,500 travel trade buyers to include tour operators and other travel trade contacts
- The opportunity to promote tourism products directly to the travel trade

**Cost: £500 +VAT per ezine**

#### TOP TIP

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

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

\*\* Where Available

## Social Media

Our social media platforms have a combined audience of over 398,000, allowing our posts to gain a high number of impressions and engagements with our followers.

**398,000+**  
followers



/visitbelfastcity /Belfast.city  
/lovinbelfast



@visitbelfast @visitbelfastorg  
@lovinbelfast @visitbelfastbiz



/visitbelfast



## visitBelfast



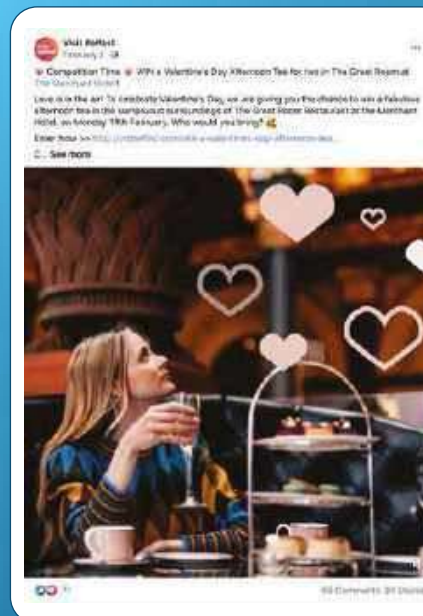
**Awaken your giant spirit this Spring with a short break at one of Galgorm Collection's unique hotels in Northern Ireland**

Discover a world of memory-making moments in Northern Ireland with an indulgent visit to one of Galgorm Collection's exceptional hotels.

Easily accessible by plane or ferry, a collection of inspiring destination properties are located a short drive from Belfast and offer something for every taste, from ultimate relaxation and wellbeing retreats to adventurous and outdoor country escapes. Our delicious foodie experiences lie at the heart of what we do, with dining to suit any occasion.

When you're not rejuvenating the body and mind or indulging your taste buds, there is a wealth of experiences to discover and enjoy in our hotels, each perfectly situated to explore the region's most renowned attractions and world-class golf courses.

[View The Galgorm Collection](#)



## Competitions

Competitions are a great and exciting way to bring awareness to partner products to our social media audience and increase and build engagement with potential future consumers. Our social competitions on average receive over 800 entries, \_\_impressions and \_\_ engagements\*. If you are interested in running a social competition with us contact digital@visitbelfast.com.

#### TOP TIP

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



**Get in touch**  
digital@visitbelfast.com

## Neighbourhoods!

NEW

Neighbourhoods is newest, freshest section of the Visit Belfast Website. Aimed at promoting those partners “off the beaten track” to tourist and locals alike who seek somewhere unique and interesting to spend their time.

Neighbourhoods is a great way to promote your brand to a new audience who are after more than the usual tourist experience. Uncover some of our quarter's and district's best kept secrets with our 'Top Tip' and unlock a new side of Belfast you never knew!



**EXCITATION**  
Belfast, as well as the surrounding region, is a vibrant and exciting place to visit. It offers a unique blend of history, culture, and modern amenities. The city is a hub for business, education, and entertainment. The surrounding region is a beautiful landscape with rolling hills, forests, and lakes. It is a perfect destination for anyone looking for a peaceful retreat or a place to relax and unwind.

## Sponsored Social Opportunity

COMING SOON

With a large and growing social media following, a sponsored social media post is an engaging and effective way to promote your brand or product through Visit Belfast's social media channels.

For more information please contact  
[digital@visitbelfast.com](mailto:digital@visitbelfast.com).

## Seasonal Bundles

NEW

Partners can avail of marketing support during peak seasons throughout the year.

- Inclusion in Seasonal Blog
- Priority placement on seasonal web page
- Inclusion in seasonal e-zine

**Cost: £1,000 +VAT**

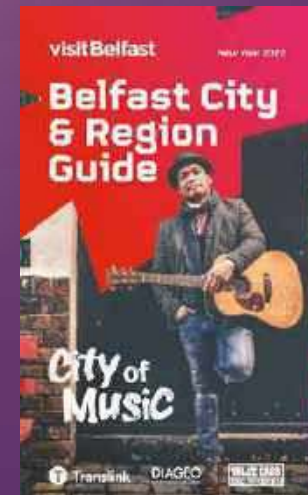


**Get in touch**

[partnership@visitbelfast.com](mailto:partnership@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 & Region 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.

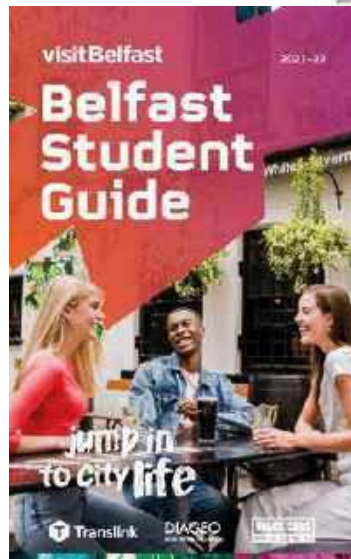
- 30,000–50,000 print run per edition
- Three editions per year: New Year (Jan–Apr), Summer (May–Aug) and Autumn/Winter (Sep–Dec)
- Distributed through the Visit Belfast Welcome Centre, NI and ROI Visitor Information Centres, transport stations and businesses across the city



**30k–50k**  
print run per edition

Belfast City Guide	Ad Rates
<b>Outside back cover</b>	<b>£1,900+VAT</b>
<b>Inside front/back cover</b>	<b>£1,600+VAT</b>
<b>Double page spread</b>	<b>£1,500+VAT</b>
<b>Full page</b>	<b>£1,000+VAT</b>
<b>Half page</b>	<b>£650+VAT</b>





## Belfast Student Guide 2022/23

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
- Launched at Fresher's Week
- Distributed to Universities, Colleges, student accommodation and relevant businesses across the city

**10,000**  
print run

Belfast Student Guide	Ad Rates
<b>Outside back cover</b>	<b>£1,500+VAT</b>
<b>Inside front/back cover</b>	<b>£1,300+VAT</b>
<b>Double page spread</b>	<b>£1,400+VAT</b>
<b>Full page</b>	<b>£900+VAT</b>
<b>Half page</b>	<b>£550+VAT</b>



**Get in touch**

jenniferhempton@visitbelfast.com



## Digital Edition

## Belfast Visitor Guide 2023

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

- Digital Edition promoted and distributed via QR Business Card
- Promoted at all leisure and business tourism events.
- Available to download from visitbelfast.com and Ireland.com

**ADVERTISING RATES**  
Available upon request.



**Get in touch**

jenniferhempton@visitbelfast.com



# Vouchers and Maps

## Eat & Drink Vouchers

The perfect gift for family, friends and corporate occasions, the Belfast Restaurant Voucher continues to promote the great dining out experience the city has to offer.

- Over £390,000 worth of restaurant vouchers sold since 2014, with an average increase of 30% year on year.
- Participating restaurants receive promotion through Visit Belfast digital and print platforms as well as in Visit Belfast Welcome Centre
- Commission free - annual participation fee.
- Can be customized with company logo for corporate gifts (design fee may apply)
- 65+ of Belfast and NI's leading hospitality venues benefit daily from the scheme

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



## Partner Branded Maps

Tourism partners now have the opportunity to work with Visit Belfast to create co-branded maps for their guest servicing. Maps will include:

- Partner Branding with a pin point on the map
- Multiple advertising opportunities 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**

## Belfast Activity Voucher

COMING SOON

The Belfast Activity Voucher is Visit Belfast's new voucher scheme. It is open to all activity providers across the city and beyond. The scheme will have a dedicated webpage on Visit Belfast.com and focused marketing campaigns around the various holiday seasons. The Visit Belfast Welcome Centre team will promote and sell the voucher, endorsing your product to both international and local visitors



**Get in touch**

partnership@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. With a new state of the art refurbishment of all technology this year, the Welcome Centre showcases tourism businesses through interactive technology and face-to-face engagement with visitors. 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. Our new enhanced technology screens provides an opportunity to showcase offers, videos and the QR functionality will enable visitors to book direct.

**355,000**  
visitors p.a.

**520,000**  
visitor enquiries p.a.



## TOP TIP

Box Office Marketing Package available for joint promotion of events on the pod and [visitbelfast.com](http://visitbelfast.com).

## Interactive Digital Pods

The themed pods are high impact platforms that 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.

Partners can feature their product or branding on these newly installed HD touchscreens, which will allow visitors to access featured partners information instantly.

Partner info will be displayed on the touchscreen pads and also the HD widescreen TVs, giving the products on display ultimate coverage.

Please get in touch for commercial walk through.



**Get in touch**

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



**NEW**

## New For All Packages 2022

There is an opportunity to display video and QR codes which will enhance the visitor experience.

## Gold Package

- NEW- Headline image or video on 42" screen looped during Visit Belfast Welcome Centre opening hours
- 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.
- Guests will have added bonus of instantly being able to add your brand or product information to their own bespoke itinerary

**Cost: from £6,000 +VAT per annum**

## Silver Package

- NEW- Headline image on 42" screen looped during Visit Belfast Welcome Centre opening hours
- 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.
- Guests will have added bonus of instantly being able to add your brand or product information to their own bespoke itinerary

**Cost: from £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 42" screens
- Highly visible display cabinets to hold graphics or 3D artefacts
- Literature racking

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





## 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 to best target their potential customers
- Advertising image on information screen looped during locations opening hours (Applicable to specific locations, please enquire for more information)

**410**  
adverts per day (minimum)  
24/7 loop 365 days a year

Screen location

**Visit Belfast Welcome Centre, George Best Belfast City Airport & Belfast International Airport**

**Titanic Belfast**

**Europa Bus Station**

**Belfast Central Station**

**Applegreen (M1 Lisburn)**

**Applegreen (M2 Templepatrick)**

**EastSide Visitor Centre**

**Cultúrlann McAdam Ó Fiaich**

**Cruise Welcome Hub**



**Get in touch**  
partnership@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
- Low cost, high impact platform which can be used to promote any message

**Cost: from £400 +VAT per month**

## 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
- Use of video wall to enhance presence
- Space provided to display promotional materials (literature/pop up's etc)
- 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 popular way to promote your business, event or product in a creative way in a layout and style of your choice. Creating an engaging and visually pleasing window display is a fantastic marketing tool and will display your brand in our prime city centre location.\*

**Cost: from £600 +VAT per month**

\*Terms & conditions apply



**20,000**  
visitors per month



## Box Office Marketing Package

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

- Event listing on visitbelfast.com
- Event pod (as appropriate)
- Quick and easy direct link to book using QR codes

**Cost: £250 +VAT**

**Contact:** partnership@visitbelfast.com

## Visit Belfast Box Office

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

- Dedicated ticketing team and sales channel available 7 days a week, online, by telephone and counter service
- Promotional graphic on three 42" ticketing screens

**Cost: 10% commission on ticket sales**

**Contact:** stephanieswail@visitbelfast.com

## Partner Product Briefings

Partners have the opportunity to engage with Visit Belfast front of house staff to showcase new products and events. This is a simple, cost and time effective way to carry out a product briefing, our front office staff will then utilise your briefing to promote and sell your product to guests to the Welcome Centre.\*

- Wednesday morning briefing slot
- 30 minutes promotion to a captive audience
- Can be conducted virtually
- Prerecorded videos can also be used for staff to access at their convenience

**Contact:** jayneoneile@visitbelfast.com



**Get in touch**

partnership@visitbelfast.com

## Ticket Sponsorship

The opportunity to have your brand/product or service promoted on Visit Belfast concert, tour and events tickets, reaching 60,000 customers annually.\*

**Cost: 10% commission on ticket sales**

**Contact:** ruthflyn@visitbelfast.com

\*Terms & conditions apply

## Venue Hire

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

**Contact:** jayneoneile@visitbelfast.com



## 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 20,000 monthly visitors to the Visit Belfast Welcome Centre
- Video wall is looped during Visit Belfast Welcome Centre opening hours
- Perfect medium to offer viewers a taster of products or experiences

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

**Contact:** partnership@visitbelfast.com



# Cruise Belfast

Following the successful safe return of cruise tourism last year, 130 cruise ships are expected to dock in Belfast during 2022 season. An estimated 340,000 cruise visitors will be on-board, planning to visit attractions across the city and beyond. Cruise Belfast, the marketing partnership between Visit Belfast and Belfast Harbour has developed strong relationships with cruise lines and ground-handlers and will continue to build on the success of this important visitor generator.

**145**  
cruise ships

**275,000**  
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 2022

## Visit Belfast Cruise Website [visitbelfast.com/cruise](https://visitbelfast.com/cruise)

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



**Get in touch**

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

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

24



visit  
Belfast  
Cruise  
VIP Pass 2019

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

## 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 2022 season.

**Cost: From £750 -  
£2,000 +VAT**



**Get in touch**

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

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

## Commercial Opportunities in Cruise Welcome Hub

With 328,000 cruise passengers visiting Belfast in 2021 (and numbers continuing to grow) we are inviting expressions of interest for 2023 cruise season to promote your product or service on the various available platforms. Platforms include; nine screen video wall, high definition portrait screens and static graphic panels.

**Cost: From £5,000+VAT  
per season**

## Cruise Welcome Terminal and Airport VICs

Limited promotional desk opportunities for product and service providers are being piloted during 2022 on a first come first serve basis. Expressions of interest and further information please contact **JayneONeill@visitBelfast.com**

**Belfast  
Harbour**

25

# Marketing Campaigns

Visit Belfast proactively promotes Belfast in domestic and out-of state markets through highly targeted integrated campaigns. Campaigns support tourism and cultural strategies and promote the city as an exciting short break and day trip destination, using thematic, experience and event led messaging to increase destination and brand awareness with an aim to generate 150,000 bed nights, 100,000 day trips and £30m 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
- Thematic marketing and city branding promotions ie Cultural, Experiential and Events campaigns
- Maximises exposure in target markets

**Cost: £5,000+VAT Micro campaign**

**£10,000+VAT Main campaign**



**Get in touch**

lorrainemcgoran@visitbelfast.com

visitbelfast.com

26

**180m+**

opportunities to see  
Belfast advertising



## City Break Campaigns (GB)

Working in partnership with Tourism Ireland and key air and sea carriers focusing on direct access cities, campaigns aim to increase market share of city break and overnight visitors from GB 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.



**Get in touch**

lorrainemcgoran@visitbelfast.com

visitbelfast.com

27





### In-Market Press Briefings

Visit Belfast hosts a number of 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 and/or provide product placement

### In-Market PR Promotions

Visit Belfast, working with Tourism Ireland, hosts a number of 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 for involvement through collaboration and in-kind support

### Influencer / Inbound Media Familiarisation Trips

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

- Opportunities to co-host and be included in itineraries though in-kind support



**Get in touch**

fionaliverside@visitbelfast.com

# Business Events Sales and Promotion

In 2022/23 Visit Belfast aims to generate 82,000 bednights and an economic impact of £40m. This will be achieved through a targeted mix of sales and marketing activity across GB & International platforms including forums, workshops and tradeshow as well as site visits and FAM trips. It is anticipated that most will be face-to-face but some will offer virtual 121 meetings as well. In-market activity is the best way to gain new and maintain existing relationships contacts in the corporate/agency and Association world.



**82,000**  
bed nights

**£40m**  
economic impact

### Conference Sales Opportunities and Bids

Visit Belfast's business tourism team research, identify and target Corporate, Agency and Association meetings, conferences and events with the help of our 5 sector advisory panels which align with Belfast's and Northern Ireland's key sector strengths. You can read more about these here: [meetbelfast.com/ambassadorcircle/meet-our-ambassadors/](https://meetbelfast.com/ambassadorcircle/meet-our-ambassadors/)

The team also deal with reactive enquiries coming in from across GB, Europe and Internationally and will collate responses into bids on behalf of the city.

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



**Get in touch**

conference@visitbelfast.com



## Conference Exhibitions

### The Meetings Show Excel London 29-30 June 2022

The Meetings Show is a pivotal platform in the UK MICE calendar. Visit Belfast takes a dedicated stand that allows for 121 appointments and networking for partners.

- Two day participation
- Independent and shared appointments
- Buyer drinks reception & hosted buyers on stand
- Pre/post PR opportunities and social media
- One representative at a buyers private dinner
- Participation in hosted buyer FAM trip
- Please note that places are limited and they are on a first come, first served basis

**Cost: Headline event partner £5,000 +VAT** **SOLD**  
**Participation £2,000+VAT**  
**Dinner only £450+VAT**



**Get in touch**

conference@visitbelfast.com



## Site Inspections and Fam Trips

Visit Belfast host regular site visits and FAM trips based on client requirements and briefs.

- Opportunities are available to showcase venues and services as appropriate\*

**Contact:** conference@visitbelfast.com

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



## Sales Missions

### UK, European and North American Sales Calls 2022

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

**To register interest please email  
conference@visitbelfast.com**

### London Business Dinner February/March 2023

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

**Cost: £475+VAT**

## The 2023-2025 Belfast and Northern Ireland Conference and Meetings Guide

This comprehensive guide is the go-to resource for event planners in the Corporate, Agency and Association world when considering and planning meetings in Belfast and NI. The A5 guide will be available to event organisers in both (sustainable?) print and digital formats that will allow them to easily access venue capacities, imagery and contact details at a glance. Visit Belfast will be hosting the digital version on our meetbelfast website in a easily readable format as well as having printed copies with QR codes at all in-market tradeshows, clients events, forums and workshops.

The new style e-guide will be sent to all pipeline contacts in our CRM database who are currently considering organising National, European and International events in Belfast. It will also be sent to our Ambassador circle database and sector advisory panels. The guide is used extensively by the sales team as a tool for promoting Belfast and NI and it therefore important that all venues and suppliers to the MICE industry are included.

The current guide can be viewed here:  
**meetbelfast.com/plan-your-conference/  
organiser-toolkit/**

## New for 2022

**NEW**

### Corporate and Agency Sales Opportunities

As part of Visit Belfast's Corporate and Agency growth strategy, Visit Belfast will be proactively engaging with the GB market led by our dedicated business tourism manager Lisa Stewart. Visit Belfast aims to increase brand and destination awareness within the GB MICE sector to generate and drive interest, leads and sales conversions for all VB partners.

The schedule of in-market events is currently being finalised and places will be limited and on a first come, first served basis. Register your interest now.

**Cost: For prices please get in touch**

**Contact:** conference@visitbelfast.com



# Ambassador Circle

The Belfast Ambassador Programme is a network of over 1,000 leading academic, medical and business professionals who work in partnership with Visit Belfast to attract prestigious national and international conferences and events to the region. In fact over 79% of conferences and events are secured through the efforts of a local ambassador.

## Ambassador Circle Awards May 2022

The Ambassador Circle 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**

## Ambassador Circle Website Annual

Opportunity to become an annual partner on the Ambassador section of [meetbelfast.com](https://www.visitbelfast.com)

**Cost: £300+VAT**



**Get in touch**

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



**1,000+**  
ambassadors



## Ambassador Circle Christmas Reception December 2022

The annual festive event with key 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**

## Belfast Ambassador Ezine

Partner branded ezine to enhance partner profiles, highlight an event or special offer specifically for Belfast Ambassadors.

- Target up to 1,000 ambassadors
- Includes full evaluation with open rates, click through rate etc

**Cost: £300+VAT**



**Get in touch**

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



# Travel Trade

Visit Belfast aims to attract international and domestic tour operator business to Belfast. Sales and marketing activity includes exhibitions, product updates, webinars, FAM trips and sales calls (both in person and virtually) which provide opportunities to meet new clients, update current clients and 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 and Site Inspections

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.



## Exhibitions

Partner opportunities will be recruited as event platforms and details are confirmed.

### Meet the Trade Dublin September 2022

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 four partners

**Cost: £250+VAT per day**

### World Travel Market London 7–9 November 2022

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

- Partners are encouraged to contact the Travel Trade team to discuss the range of promotional opportunities available during World Travel Market

**Cost: £600+VAT per day**

### Holiday World Dublin January 2023

Visit Belfast and partners attend this popular consumer show attracting more than 40,000 visitors over the course of three days.

- Up to two partners per day

**Cost: £250+VAT per day**



**Get in touch**

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



**Get in touch**

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



# Sustainability Visit Belfast

Visit Belfast partners within the Belfast City Council area can now avail of the opportunity to join Green Tourism free of charge and secure an internationally recognised Green Tourism Award, thanks to funding and support by Belfast City Council.



Securing the Green Tourism Standard, the largest and most established sustainable certification programme in the world, will help attract new business from consumers and clients who are increasingly seeking out destinations and businesses with strong sustainable and ethical credentials.

It will not only benefit your business, but will also help Belfast enhance its position in an increasingly competitive marketplace.



**Get in touch**

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

**Visit Belfast actively promotes sustainable choices and experiences to positively influence the actions of visitors.**

Belfast is taking steps to become a future proof city for generations to come. Let us know what your business is doing to help make the Belfast City Region more sustainable.

Platform	Cost	Duration
<b>Digital Platforms</b>		
Enhancement website profile: Visit Belfast	From £500 +VAT	6 months
Enhancement website profile: Meet Belfast	From £300 +VAT	6 months
Website: What's On Enhancement	£1,000 +VAT	1 months
Seasonal Package	*New for 2020	TBC
Sponsored Ezine	£1,000 +VAT	Per database (NI, ROI, GB)
Travel Trade Ezine	£500 +VAT	

## Publications

Belfast City Guide (Spring, Summer, Autumn/Winter)	From £400 +VAT	Seasonal
Belfast Visitor Guide	From £660 +VAT	Annual
Belfast Student Guide	From £550 +VAT	Annual
Partner Branded Maps	From £500 +VAT	N/A

## Visit Belfast Welcome Centre

Gold Island	£6,000 +VAT	12 months
Silver Island	£1,200 +VAT	12 months
Event Island	£360 +VAT	2 weeks
Window Display	£600 +VAT	1 month
Video Wall	£1,200 +VAT	3 month
External Screen	£400 +VAT	1 month
Promotional Desk Hire	£100 +VAT	1 day
Interactive Touchscreens	From £800 +VAT	12 months

## Cruise

Cruise Welcome Hub (TBC)	TBC	
--------------------------	-----	--

All published prices listed throughout this brochure are discounted partner rates. Non-partner participation will be subject to an additional 30% across all selected platforms. All platforms/prices correct as of 1st April 2020, and will be reviewed on an annual basis. All opportunities are limited and sold on a first come, first served basis.

# Key Contacts

## Partnership

**Martha Conlin**  
**Gemma Gibson**  
**Ruth Flynn**  
**General enquiries**  
 marthaconlin@visitbelfast.com  
 gemmagibson@visitbelfast.com  
 ruthflynn@visitbelfast.com  
 partnership@visitbelfast.com

## Web & Digital

**Robyn Osborne**  
**Deyna Schrader**  
**Marie-Louise McKenna**  
 robynosborne@visitbelfast.com  
 deynaschrader@visitbelfast.com  
 marielouisemckenna@visitbelfast.com

## Communications & PR

**Fiona Liversidge**  
**Amy Hunter**  
 fionaliversidge@visitbelfast.com  
 amyhunter@visitbelfast.com

## Marketing & Campaigns

**Lorraine McGoran**  
 lorrainemcgoran@visitbelfast.com

## Visitor Guides & Publications

**Jennifer Hempton**  
 jenniferhempton@visitbelfast.com

## Visitor Servicing

**Jayne O'Neile**  
**Alister Bell**  
 jayneoneile@visitbelfast.com  
 alisterbell@visitbelfast.com

## Ticketing

**Stephanie Swail**  
 stephanieswail@visitbelfast.com

## Conference Sales & Promotion

**Deborah Collins**  
**Sarah Gribben**  
**Judith Abraham**  
**Sophie McAllister**  
**Aoife McVeigh**  
 deborahcollins@visitbelfast.com  
 sarahgribben@visitbelfast.com  
 judithabraham@visitbelfast.com  
 sophiemcallister@visitbelfast.com  
 aoifemcveigh@visitbelfast.com

## Sustainability

**Jac Callan**  
 jaccallan@visitbelfast.com

## Travel Trade & Cruise

**Mark McGeehan**  
 markmcgeehan@visitbelfast.com



 /visitbelfastcity

 @visitbelfast

 @visitbelfast

# visit Belfast

9 Donegall Square North  
Belfast BT1 5GB

T 028 9023 9026

F 028 9024 9026

E [reception@visitbelfast.com](mailto:reception@visitbelfast.com)

[visitbelfast.com](http://visitbelfast.com)

All stats, figures, emails and pricing are correct and  
accurate at time of print and subject to change.