

visitbelfast.com



Marketing & Sales
Member Opportunities

**visit
Belfast**



visit Belfast

Visit Belfast is a not for profit, public, private and community partnership. As the city's official destination marketing management company, its role is to deliver integrated and effective marketing sales and visitor servicing activity aimed at supporting sustainable and long term tourism.

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



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Strategic Partners:



Corporate Partners:



Regional Partners:



Visit Belfast Partnership

Visit Belfast are the ambassadors for the Belfast tourism brand, proudly celebrating the city's energy, authenticity and vibrancy whilst strengthening Belfast's unique position as the gateway to discovering Northern Ireland for the Belfast and NI brands.

We work with our industry partners to promote the city region as an exciting place to visit, meet and enjoy.

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 Tiers

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 £350+VAT

Small Business/Entry Tier

A tier specifically designed to help smaller businesses. This tier is open to owner operated businesses or start ups for a period of one year.*

Cost: From £250+VAT

Corporate and Strategic Partnerships

Corporate and Strategic partnerships combine 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: Corporate from £20,000+VAT
Strategic from £40,000+VAT**

Sponsorship Opportunities

Visit Belfast welcomes sponsorship relationships with like-minded organisations that share the 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

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**	•	•	•	•
Access to dedicated partner website visitbelfastpartners.com	•	•	•	•
Opportunity to brief VB Welcome Centre staff	•	•		•
Opportunity* to be included in Cruise Belfast promotions		•		•
Included in enhanced Leisure Travel Trade activity, including membership lists, suggested itineraries along with opportunities to participate in trade shows where applicable.		•		•
Inclusion in Cruise Belfast and Leisure Travel Trade FAM trips**		•		•
Web listing on businesseventsbelfastandni.com			•	•
Inclusion in business tourism FAM trips and site inspections where relevant (client requirements led)			•	•
Recipient of the city conference calendar (sent monthly)			•	•
Opportunity to participate in conference sales and ambassador activity			•	•
Listing in biennial conference guide			•	•
Annual review meeting				•

*criteria applies

**as appropriate

£350 +VAT £550 +VAT £550 +VAT £850 +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 will avail of Visit Belfast's digital audiences by featuring across our website, social media platforms and marketing emails.

Visitors

2.3m
web visits p.a.

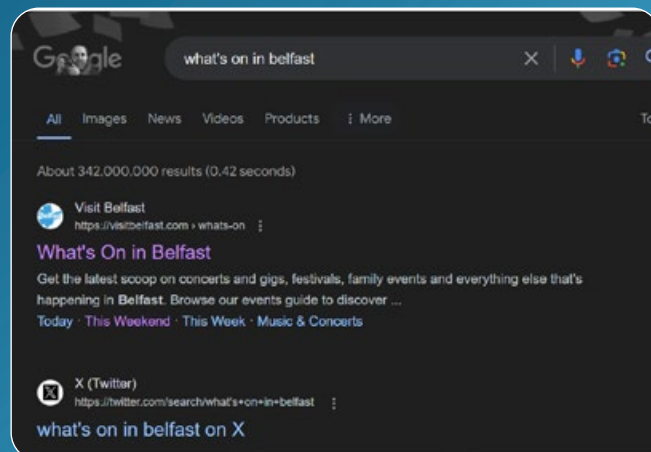
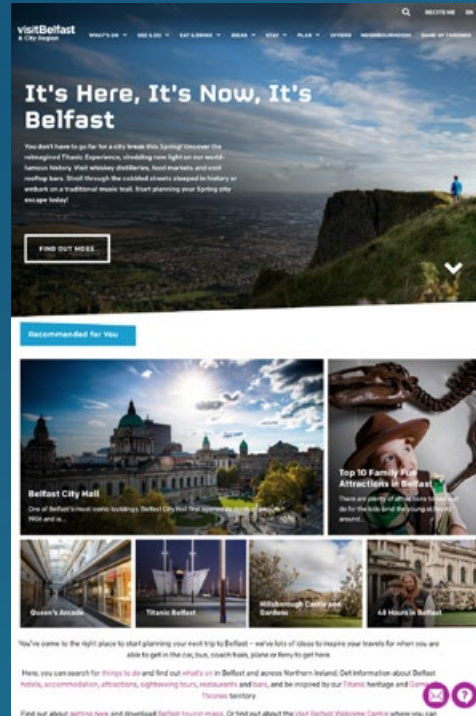
60% Women
40% Men

71% UK
15% Ireland
5% America
9% Other

Top Ranking Search Terms on Google

The Visit Belfast website's top performing search terms include:

1. 'Belfast'
2. 'Visit Belfast'
3. 'What's on Belfast'
4. 'Things to do in Belfast with Kids'
5. 'Belfast Attractions'



TOP TIP

Please share any new offers, events, new photography or additional details so we can keep your profile up to date for promotion.



Get in touch
partnership@visitbelfast.com

Member Profile

Small Business, 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**
- Event listings on the Event islands in the Visit Belfast Welcome Centre.

*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):

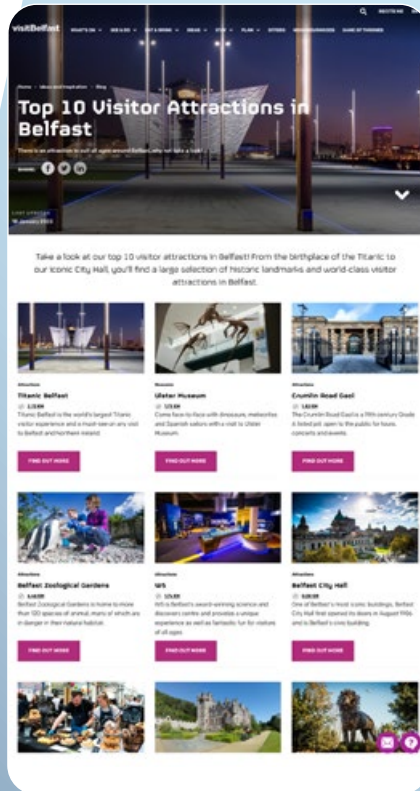
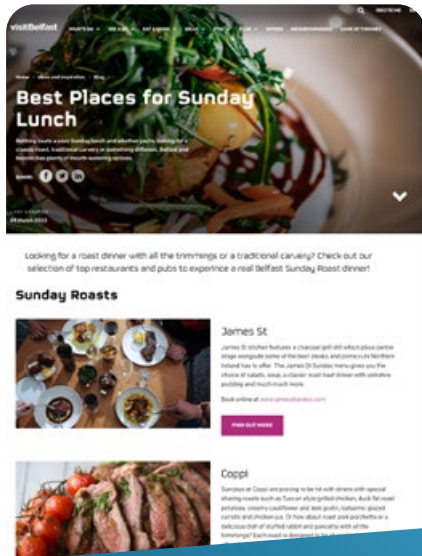
- Accommodation
- Activities
- Arts & Entertainment
- Attractions
- Information Services
- Pubs & Clubs
- Shopping
- Sightseeing Tours
- Travel & Transport
- What's On

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 £600+VAT per 2 weeks

Blogs

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.



NEW

Neighbourhoods!

We have created a new dedicated 'Neighbourhoods' landing page on our website, to promote partners within each of their Neighbourhood areas. All partners will be allocated into the appropriate Neighbourhood area for further promotion across our marketing platforms.

Social Media

431,000+
followers

53 million+
Impressions per year

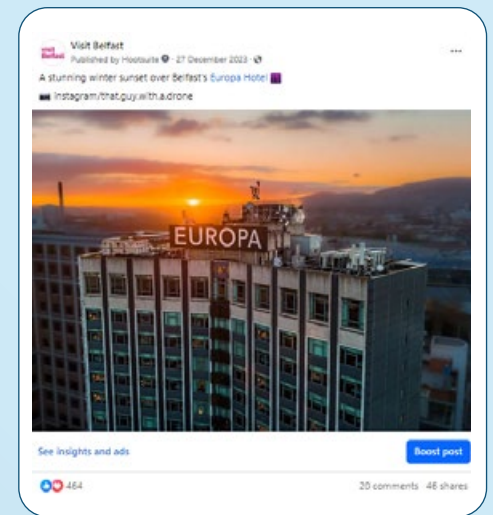
5.6 million+
Engagements per year

f 217,000 followers

X 126,000 followers

ig 75,000 followers

🎵 13,000 followers



Sponsored Social Media

NEW

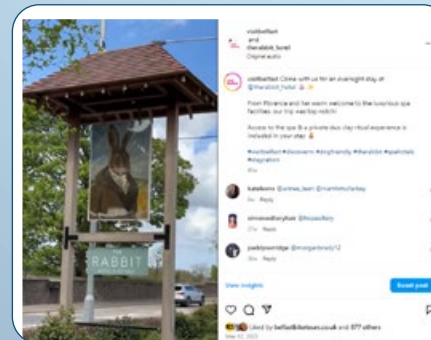
A sponsored social media video is an engaging and effective way to promote your brand, product, event and offers across Visit Belfast Instagram, TikTok, Facebook and Twitter accounts.

Cost: £2,000+VAT

65,623*
Average Impressions

1,090
Average Organic Engagements

* Total average across Instagram, TikTok, Facebook and Twitter (X), per video.



TOP TIP

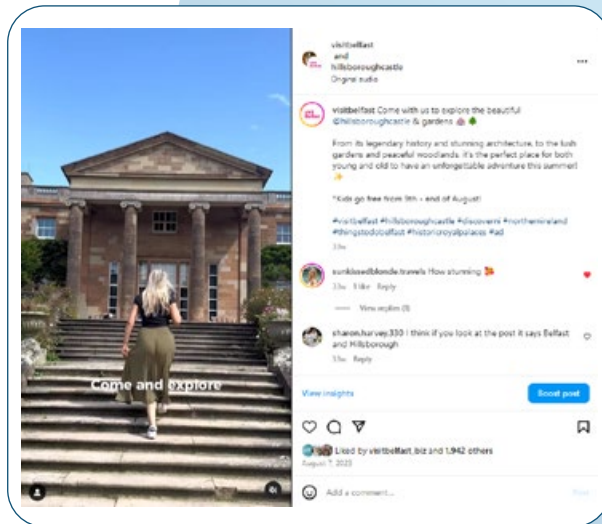
Tell us about new and exciting things that we can share with our very engaged followers.

Sponsored Digital Campaigns

Create a campaign package from our digital sponsored opportunities across web, social media and e-zine to promote your brand, product, events and offers during a specific time.

Cost: From £2,000

NEW



Competitions

Competitions are a great and exciting way to bring awareness of partner products and build engagement with potential future customers.

3,300

Average competition entries

280,000

Average competition impressions

For further information and to register interest, contact: digital@visitbelfast.com



Get in touch

digital@visitbelfast.com

Email Marketing

Our email subscriber database's provide a great opportunity to communicate with an already engaged audience. Consumer e-zines, segmented by location are sent each week, as well as concierge e-zine's sent every Thursday, enable partner products to be seen by a large audience.

visitBelfast



Half Term Family Fun in Belfast

Are you wondering what to do with the kids this half term? Don't fret – below is all you need to know to keep the little ones happy! Check out what family-friendly events and activities are happening this February half term in Belfast.

[Find Out More](#)

Highlights



Multiverse Mayhem
Until Sunday 18 February
WS
This mid-term, enjoy WS's brand-new, explosive show - Multiverse Mayhem. Expect big bangs and crazy chemical concoctions. Let the mayhem begin!

[Read More](#)



Irish FA Tours
Until Sunday 18 February
Irish FA Tours
Irish FA Tours tells the unique story of Northern Ireland football from 1860 to present day using a variety of media, interactive displays, key artefacts and behind the scenes access.

[Read More](#)

NI Science Festival Children's Events



Consumer Ezines

E-zine with blogs, partner events and offers sent to our already engaged databases.

Subscriber Databases

76,000*

Consumer Subscribers

41,000

Northern Ireland

12,300

Republic of Ireland

16,000

United Kingdom

1,700

Rest of Europe

5,000

Rest of World

28%

Average Open Rate

What's On Concierge Ezine

E-zine listing events happening at the weekend, sent to front of house staff and hotel concierge.

11,000

concierge email communications sent per year

313

Concierge database

51%

Average Open Rate



Your What's On Guide

Here's the latest on what you can see and do in the Belfast City Region this weekend. For more information on what's on this weekend, visit the 'What's On' section on our website.

[Read More](#)

Weekend Highlights



Belfast International Arts Festival 2023
Until Sunday 05 November
Various Locations

Belfast International Arts Festival returns with a new season of contemporary arts and cultural events, featuring the very best in international and homegrown artists across theatre, dance, music, visual arts, literature and film.


[Read More](#)



Halloween Pumpkin Patch
Saturday 14 - Monday 30 October
Crumlin Road Golf
What better setting for your annual Halloween Experience than a spooky haunted pumpkin patch for the perfect pumpkin in the pumpkin patch and enjoy a petting farm, live interactive Halloween music, spooky stories (all tours and more!)


[Read More](#)

visitBelfast




Family Fun at Game of Thrones Studio Tour
Set 21 Oct & Set 28 Oct, 10am - 3pm
A GIANT day out awaits little Wildlings at Game of Thrones Studio Tour. Snap a picture with a Giant, transform into a character with complimentary face painters, and design your sword or shield at the crafts table in the Studio Restaurant.

[Book Tickets](#)



Winter is Coming: Stark Season
Now on show
Come and see the Stark family display of authentic costumes from the early seasons. Try on a Stark cloak and sit on the Iron Throne for the perfect photo opportunity.

[Read More](#)



Halloween Afternoon Tea
Set 14 Oct - Tues 31 Oct
Pre-book your Halloween Afternoon Tea with themed foods such as Kings Rocky Road, Hot Pie's Sausage Rolls, Chocolate Crunch Dragon Eggs, High Garden Sandwich Selection and more.
Cost: £25pp

[Pre-book](#)

New Bus Schedule

BELFAST AND DUBLIN				SATURDAY AND SUNDAY			
DEPART BELFAST	ARRIVE DUBLIN	DEPART DUBLIN	ARRIVE BELFAST	DEPART BELFAST	ARRIVE DUBLIN	DEPART DUBLIN	ARRIVE BELFAST
9:30am	10:15am	1:05pm	2:00pm	9:30am	10:15am	3:00pm	4:30pm
11:00am	11:45am	2:45pm	3:30pm				
3:00pm	3:45pm	5:45pm	6:30pm				

JOURNEY TO THE SEVEN KINGDOMS AND BEYOND

Buses from Belfast and Dublin to Game of Thrones Studio Tour run on Saturday and Sunday throughout Autumn and Winter. The shuttle bus from The Boulevard in Banbridge will run as normal, seven days a week.

Sponsored Email Marketing

76,000*
consumer Subscribers

28%
Average open rate

- To help further promote your partner/member profile, event or special offer, a dedicated e-zine can be created and sent to our already engaged NI, ROI, GB, Rest of Europe & Rest of World databases.
- Includes full evaluation with open rates, click through rate etc.

Cost: £1,100+VAT per target audience

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

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.



celebrate St Patrick's

Come to Belfast to celebrate St Patrick's Day as the city welcomes you with an array of colour and music.

St Patrick's Music Weekend 10-11 March
The weekend in Belfast's City Centre is a dazzling display of music, dance and cultural performances. Join us for a weekend of music, dance and cultural performances. Join us for a weekend of music, dance and cultural performances. Join us for a weekend of music, dance and cultural performances.

St Patrick's Day 2024
Belfast is a city of music, dance and cultural performances. Join us for a weekend of music, dance and cultural performances. Join us for a weekend of music, dance and cultural performances. Join us for a weekend of music, dance and cultural performances.

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visitBelfast Spring 2024

Belfast City & Region Guide

Discover the best of Belfast and the surrounding region. This guide is packed with information on everything you need to know to make the most of your visit.

[Book online at www.belfastzoo.co.uk](#)



Have a zooper day out!

- Discover 110 species of animals
- Explore a unique Cave Hill setting
- Enjoy great facilities including large playground and free car parking
- Devour great food at two cafés and our picnic area with a view

Only 10 minutes from Belfast City Centre

BELFAST ZOO

Book online at www.belfastzoo.co.uk

Belfast City & Region Guide

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

- 30,000-40,000 print run per edition
- Three editions per year: Spring (March-May), Summer (June-August) and Autumn/Winter (September-February)
- Distributed through the Visit Belfast Welcome Centre, NI and ROI Visitor Information Centres, transport stations, accommodation providers and member businesses across the city.

30k–40k
print run per edition

Belfast City Guide	Ad Rates
Outside back cover	£2,000+VAT
Inside front/back cover	£1,750+VAT
Double page spread	£1,650+VAT
Full page	£1,100+VAT
Half page	£700+VAT

Visitor Guides and Publications



Belfast Student Guide

Produced annually, this is the go-to guide for students studying 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.



Get in touch
partnership@visitbelfast.com



10,000
print run

Belfast Student Guide	Ad Rates
Outside back cover	£1,600+VAT
Inside front/back cover	£1,500+VAT
Double page spread	£1,400+VAT
Full page	£950+VAT
Half page	£600+VAT



Digital Edition

Belfast Visitor Guide

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
- Printed version available for VIP's, inbound media and trade familiarisation visits.



Get in touch
partnership@visitbelfast.com



Belfast Visitor Guide	Ad Rates
Outside back cover	£1,750+VAT
Inside front/back cover	£1,500+VAT
Double page spread	£1,400+VAT
Full page	£1,175+VAT
Half page	£650+VAT

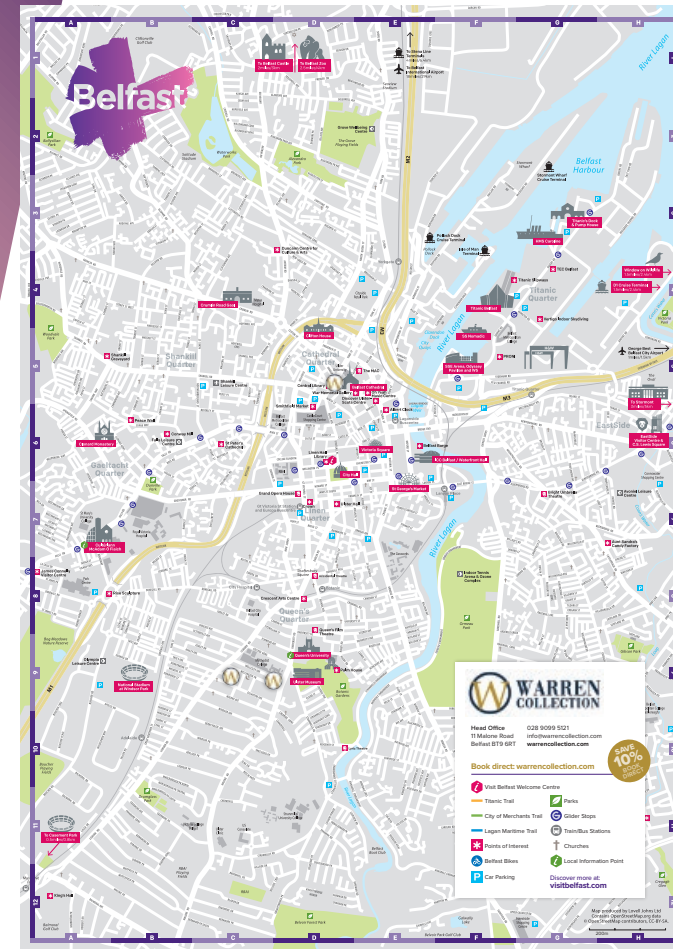
Vouchers and Maps

Eat & Drink Vouchers

The perfect gift for family, friends and corporate occasions to promote the great food and drink experiences the city has to offer.

- Over £1m worth of vouchers sold since April 2018.
- Over £3m 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 customised with company logo for corporate gifts (design fee may apply).
- 70+ of Belfast and NI's leading hospitality venues benefit from the scheme.

Cost: £80+VAT per annum (Visit Belfast member) £300+VAT per annum (Non Visit Belfast member)



Member 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 £600+VAT



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. The Visit Belfast Welcome Centre showcases tourism businesses via enhanced interactive touchscreen technology as well as our expert team of travel advisors providing face to face engagement with visitors. Members can avail of a number of opportunities to promote their product or service to thousands of visitors each year. Our new enhanced technology screens provide an opportunity to showcase offers, videos and a new QR functionality enabling visitors to make direct bookings.

315,000
visitors p.a.

766,000
visitor enquiries p.a.



TOP TIP

Box Office Marketing Package available for joint promotion of events on the pod and 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 HD touchscreens, which will allow visitors to access featured members 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 a commercial walk through.



Get in touch
partnership@visitbelfast.com



NEW

New For All Packages 2024

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

Bespoke Island Wrapping

Partners can now avail of Island Sponsorship with their bespoke brand wrapping on one of our Welcome Centre Islands.

Cost: £10,000+VAT

*Ts &Cs apply

Gold Package

- 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.
- Visitors will have added bonus of instantly being able to add your brand or product information to their own bespoke itinerary
- Exclusive literature racking

Cost: from £6,500+VAT per annum*

*excluding production costs

NEW

Silver Package

- 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 £1,350+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 £400+VAT for 2 weeks / £700+VAT for 1 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: £350+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: 10-12% commission on ticket sales.

Management fee applies to free events.

Scanner hire: £75 per scanner per week

Contact: ticketing@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 visitors in the Welcome Centre.

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

Contact: alisterbell@visitbelfast.com

* not available at peak times

Industry Engagement Sessions

FREE opportunity to promote your product and engage with wider industry front of house teams.

Contact: jayneoneile@visitbelfast.com



Video Wall

Our recently upgraded 9 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: £1,300+VAT per 3 months/

£4,500+VAT per annum

Contact: partnership@visitbelfast.com

up to **40,000**
visitors per month

Venue Hire

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

Contact: jayneoneile@visitbelfast.com

Holiday World Dublin Jan '25

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

Cost: From £200+VAT per day

Contact: alisterbell@visitbelfast.com

Visitor Servicing



508

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

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 508 x 10 second adverts per day
- Low cost, high impact platform which can be used to promote any message

Cost: from £450+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/rollup stands etc)
- Social media promotion (where applicable)

Cost: £350+VAT per day on cruise ship days and key calendar dates

**Terms & conditions apply



Get in touch

partnership@visitbelfast.com



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 £650+VAT per week

* Restricted opportunity

**Terms & conditions apply

Business Events Sales and Promotion

In 2024/25 Visit Belfast's award winning business events team aims to secure business events for the city worth £35m in economic impact, 34,000 delegates and 95,200 bed nights in partnership with industry. This will be achieved through a targeted and collaborative approach in-market with partners Tourism Northern Ireland and Tourism Ireland, across a range of platforms including headline shows, workshops and forums. In addition to this, Visit Belfast will be leading on curated client dinners, FAM trips and site visits to encourage Association, Corporate and Agency clients to bring their business to Belfast.



95,200
bed nights

£35m
economic impact

Conference Sales Opportunities and Bids

Visit Belfast's business events 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: businesseventsbelfastandni.com/key-sectors

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.

- Partnered venues and suppliers are matched to client requirements where relevant with introductions facilitated by the business events team.
- Receiving the city conference calendar allows partners to see the future conferences / events confirmed for Belfast & NI and plan accordingly.



Get in touch

businessevents@visitbelfast.com

**Association dinner
London
June 2024**

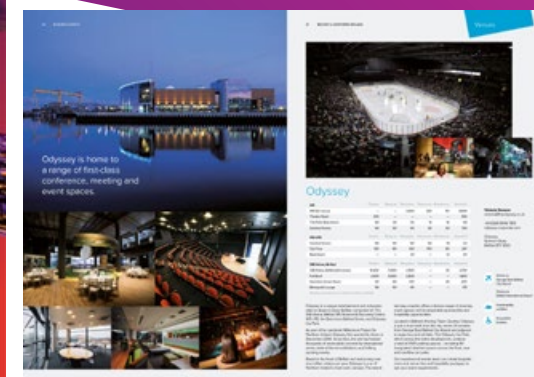
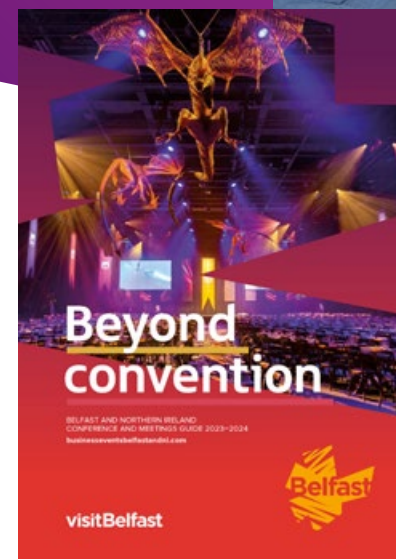
Cost: £700+VAT to attend. Please note places are limited - we will operate on a first come, first served basis.

Cost: £700+VAT to attend. Please note places are limited - we will operate on a first come, first served basis.

Business events Blog post
feature or video reel on
venue spaces across all
VisitBelfastbiz social channels.

Cost: £250 + VAT	Feature on e-zine: Cost: £250 + VAT
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Feature on e-zine:
Cost: £250 + VAT



Beyond convention

The Belfast and Northern Ireland Conference and Meetings Guide 2025-2026

Used by Conference and event organisers, Visit Belfast staff to market, plan, secure and market annual conference business. Hard/digital copies will be distributed to Visit Belfast's database of conference and event organisers, to Tourism Ireland overseas offices and regional exhibitions and distributed at the key Industry shows.

Belfast Conference Guide	Ad Rates
Double page spread	£1,750+VAT
Full page	£1,200+VAT
Half page	£850+VAT

(content and images included in ads)



Site Inspections and FAM Trips

Visit Belfast host regular site visits and FAM trips based on client requirements and briefs. Visit Belfast is also happy to collaborate on FAM trips subject to budget. Please contact the business events team to discuss.

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

Contact: businessevents@visitbelfast.com

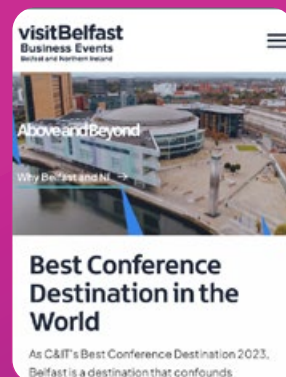
*Itineraries are based on client requirements and industry partner selection made on this basis.



Visit Belfast business events website businesseventsvisitbelfastandni.com

The Business events website for Belfast and Northern Ireland launched at the end of March 2023. The enhanced site offers additional marketing and promotional opportunities for partners looking to increase their profile amongst prospective meetings, conference and incentive buyers.

For details and pricing please contact
businessevents@visitbelfast.com



Cruise Belfast

In 2024 Cruise Belfast will welcome first time calls from seven cruise ships as part of a cruise season that will see almost 140 calls to Belfast. An estimated 275,000 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.

136
cruise calls

275,000
cruise visitors



Commercial Opportunities in Cruise Welcome Hub

With 275,000 cruise passengers expected to visit Belfast in 2024, we are inviting expressions of interest for 2024 cruise season to promote your product or service on the various platforms available.

Platforms include; nine screen video wall, high definition portrait screens, static graphic panels, self standing promotional units.

Cost: From £5,000+VAT per season



Get in touch
partnership@visitbelfast.com

visitbelfast.com

NEW

Self Standing Promotional Screens

New for this cruise season, Visit Belfast will be offering members a chance to promote their brand to cruise guests with our self standing visitor experience screens. These rolling ads will target cruises best during Belfast's busiest cruise season so far.

Cost: £2,000 per season+VAT





Visit Belfast Cruise Website
cruise-belfast.co.uk

Cruise Terminal Promotion Desk

Limited promotional desk opportunities for product and service providers are on a first serve basis. Expressions of interest or for further information please contact alisterbell@visitBelfast.com

Promotion Desk opportunity
£250+VAT per day

*Print not included



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. Please contact ruthflynn@visitbelfast.com

- Deadline for submission is 1st September 2024



Get in touch
cruise@visitbelfast.com



Marketing Campaigns

Visit Belfast proactively promotes Belfast in domestic and out-of state markets through 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 350,000 bed nights, 200,000 day trips and £60m spend.

Seasonal Campaigns (NI/ROI)

Visit Belfast delivers partner campaigns to promote the city to day trip 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
clairerea@visitbelfast.com

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 what size your budget, 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**
clairerea@visitbelfast.com



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 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 and online influencers. Limited places will be available.

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

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

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.

Ambassador Circle

The Belfast Ambassador Programme is a network of over 1,400 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. Over 80% of conferences and events are secured through the efforts of a local ambassador.

Ambassador Circle Awards 7 November 2024

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 £4,000+VAT
Table of ten and sponsor an award £800+VAT



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



1,400+
ambassadors

Ambassador Circle Christmas Reception December 2024

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: £400+VAT

Ambassador Ezine and Website advertising opportunities

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

- Target up to 1,400 ambassadors
- Includes full evaluation with open rates, click through rate etc

Cost: £300+VAT

 **Get in touch**
ambassadorcircle@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 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.

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.

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.

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



Exhibitions

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

Meet the Trade Dublin Autumn 2024

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

Cost: £600+VAT per day

World Travel Market London 5-7 November 2024

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
Half Day £350+VAT**

Travel Trade Product Update Ezine**

- Utilised to promote a product or large scale event
- Target up to 1,400 buyers to include tour operators and other travel trade contacts
- The opportunity to promote relevant tourism products directly to the travel trade

Cost: £500+VAT per ezine

**as appropriate

Exclusive evening networking event at World Travel Market with key travel trade

Cost: £60+VAT per day

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

Sustainability & Green Tourism

Visit Belfast partners are encouraged to submit information on their sustainable products, services and practises to be included in Sustainable itineraries, cruise shore excursions and Business events social programmes.



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.



Get in touch

jaccallan@visitbelfast.com

Marketing Opportunities

Cost

Duration

Digital Platforms

Enhancement website profile: www.businesseventsbelfastandni.com	From £600+VAT £1,100+VAT	2 weeks 1 month
Enhancement website profile: Meet Belfast	From £300+VAT	6 months
Website: What's On Enhancement	£1,100+VAT	1 month
Sponsored Ezine	£1,100+VAT	Per database (NI, ROI, GB)
Sponsored social media opportunity	£2,000+VAT	Per database (NI, ROI, GB)
Travel Trade Ezine	£500+VAT	

Publications

Belfast City Guide (Spring, Summer, Autumn/Winter)	From £800+VAT	Seasonal
Belfast Visitor Guide	From £600+VAT	Annual
Belfast Student Guide	From £600+VAT	Annual
Partner Branded Maps	From £600+VAT	N/A

Visit Belfast Welcome Centre

Gold Island	£6,500+VAT	12 months
Silver Island	£1,350+VAT	12 months
Event Island	£400+VAT £700+VAT	2 weeks 1 month
Window Display	£650+VAT	1 week
Video Wall	£1,350 £4,500	3 month 12 month
External Screen	£450+VAT	1 month
Promotional Desk Hire	£350+VAT	1 day

Cruise

Cruise Welcome Hub Packages	£5,000/£10,000	per season
Self-standing promotional screens	£2,000+VAT	per season

All published prices listed throughout this brochure are discounted partner rates. Non-member participation will be subject to an additional 30% across all selected platforms. All platforms/prices correct as of 1st April 2023, and will be reviewed on an annual basis. All opportunities are limited and sold on a first come, first served basis. Prices are not inclusive of any design or print costs. Additional costs will occur depend on the scale of work.

Key Contacts

Partnership and Commercial

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