

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.

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.*

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



Get in touch

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