



**Judith Cassidy**  
**David Wood**



**Tourism Ireland**

**MARKETING PLANS 2025**

**Great Britain**

# Why the GB market matters

Northern Ireland  
2023 – GB



**£463m**  
spend

Average spend per trip

**£322**



**1.4m**  
trips

Average spend per night

**£78**



**5.9m**  
nights

Average stay

**4.1 nights**

# Why the GB market matters

## Key holiday needs:

- Exploring new places, landscapes and cultural activities – 80%
- Disconnecting, unwinding and enjoying special moments together – 71%
- Building lasting memories with those closest to me – 66%
- Enjoying energetic and fun experiences – 36%
- Catching up with family or old friends – 32%

## Drivers to visiting Northern Ireland:

- Never been before / somewhere new – 24%
- Sightseeing / tourist attractions – 15%
- Beautiful landscapes and scenery – 14%
- Family and friends there – 12%
- Great culture – 5%
- Rich history – 5%

# GB KEY MOMENTS 2025

Jan-Mar

**TradFest**

**Fill your heart with Ireland campaign**

**Celtic Connections, Glasgow**

**St Patrick's Day**

**British Tourism & Travel Show, Birmingham**

Apr-May

**Fill your heart with Ireland campaign**

**Golf promotion in run-up to The Open at Royal Portrush**

**Shared Island media partnership**

**Golf B2B workshop, Edinburgh**

June-Aug

**Slow Tourism Month**

**Advertising and publicity around The Open**

**A Taste of Ireland B2B event, Glasgow**

**Luxury B2B workshop, London**

Sep-Dec

**Fill your heart with Ireland campaign**

**BMW PGA Championship**

**Home of Halloween campaign**

**World Travel Market**

**Ireland Meets the West End**

**Shared Island campaign**

**Kickstart campaign for 2026**

# Inspiring Visitors



# Inspiring Visitors

## Fill your heart with Ireland campaign

- Drive awareness and consideration

## Channels

- TV, BVOD, SVOD, social and digital

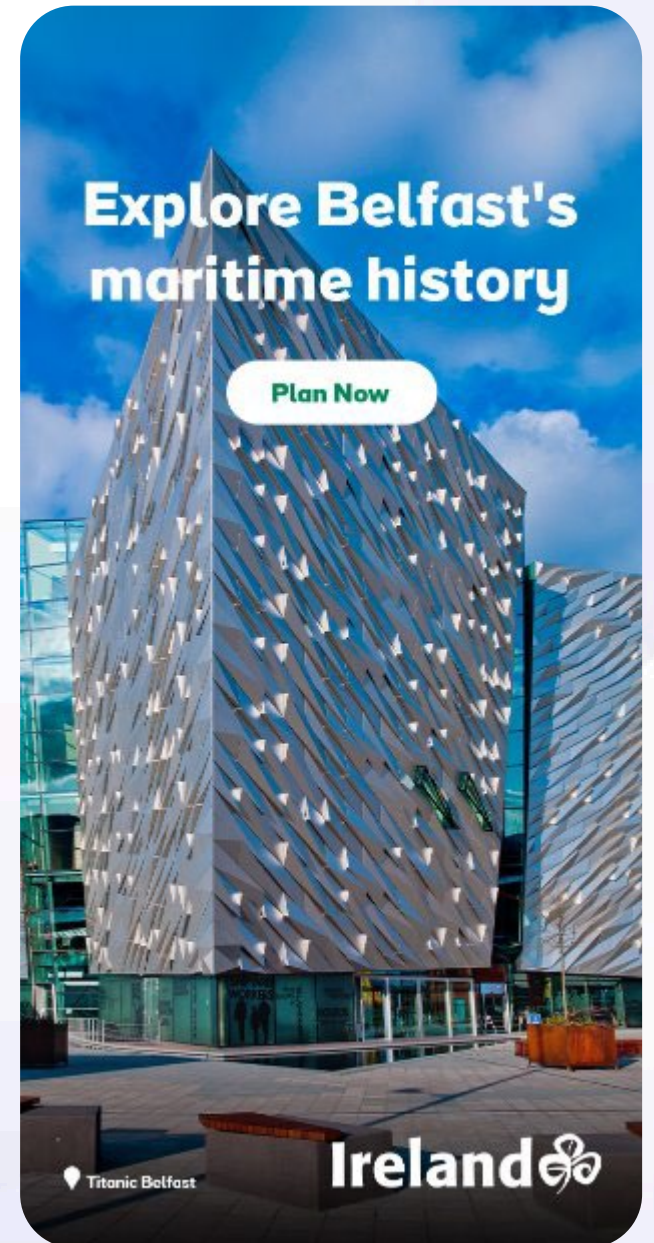
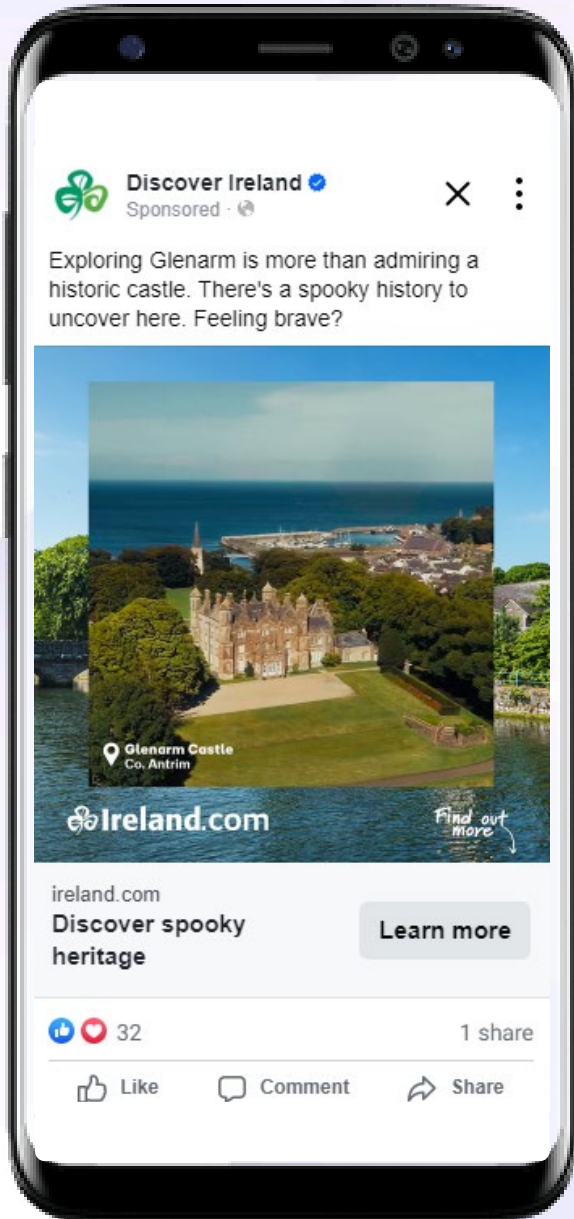
## Timings

- Kickstart: 24<sup>th</sup> – 31<sup>st</sup> December
- Burst 1: Jan – May 2025
- Burst 2: Sept – Nov 2025

Target:

230m

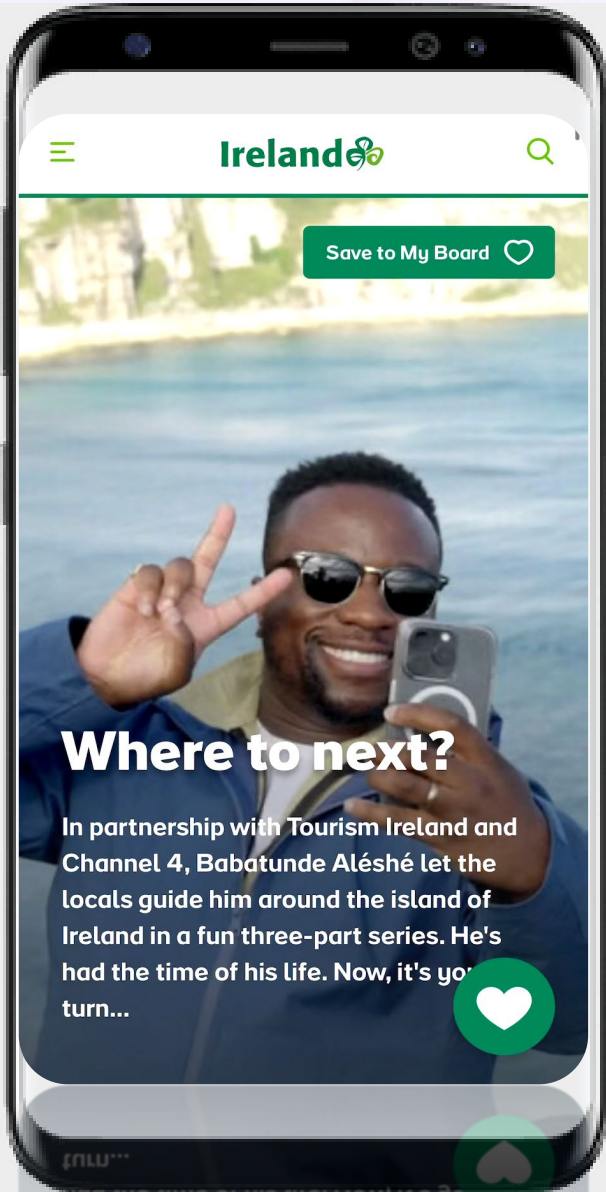
Opportunities  
to see



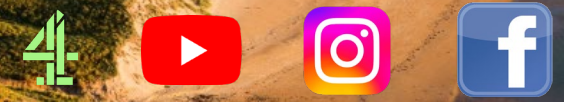
# Inspiring Visitors

Media partnerships: Where to next?

Digital-first mini-series on Channel 4 platforms – C4 Streaming, TikTok, Instagram, Facebook and YouTube.



>7m  
Opportunities to see (YTD)



# Inspiring Visitors – Publicity

Travel UK

It was Christmas Day of 1987 when my obsession with the Titanic began. My grandfather, Jim Jackson, a navy man with many daring seafaring tales of his own, was given an early edition of *The Discovery of the Titanic* written by Dr Robert Ballard, who had found the wreck in the Atlantic two years before. Something about the grainy pictures of boilers and bows, combined with the tale of the unlucky liner sinking on its maiden voyage to New York in April 1912, sparked my six-year-old imagination. Grandad Jim never did get his book back – I still have it – and I've been a committed "Titanic" ever since.

That's why, nearly four decades on, I'm back at Belfast's Titanic Quarter, on Queen's Island in the east of the city to visit the places where the "Ship of Dreams" was designed, built and fired out by the Harland & Wolff shipyard. Itself in the news this week for another stalling, this time into administration.

I'm sitting in the first-class ladies' powder room on board the SS *Nomadic*, one of the exhibits at Titanic Belfast, the museum built next to the dock where the Titanic was constructed. The *Nomadic* was the tender (water taxi) that ferried the Titanic's wealthy passengers from the dock at Cherbourg, where the Titanic sailed after Southampton: it is the Titanic's little sister, built to the same standard as the same shipyard.

I'm gawping at the covers of two iron portholes bearing the five-point insignia of history's most infamous shipping company, the White Star Line, and marvelling at the original wooden paneling dating from 1911. The *Nomadic*, the last surviving White Star Line vessel in the world – is the closest that a Titanic dock such as myself is ever going to get.

But despite my excitement at the *Nomadic's* finer details, the tiny 1,200-tonne ship (the Titanic weighed about 6,000 tonnes) isn't even the main event for me on this visit. That marvel is across the dockyard, inside Titanic Belfast's main building, where a queue is forming around the glass case containing the Titanic's hottest discovery: a pocket watch. It was presented to Sir Arthur Henry Roston – the captain of the RMS *Carpathia*, which came to the Titanic's aid – by three of the Titanic's widows (including 18-year-old Madeleine Astor, then newly married to 47-year-old John Jacob Astor IV, one of the world's richest men) in 1912 as a thank-you. A dinky 18th-century timepiece made by Tiffany & Co, I've seen from the WhiteStar auction house Henry Aldridge & Son until the end of October, when it will likely be sold to a private collector. "We were able to go back into the records of The New York Times and find the news report of the watch was presented to Roston," Andrew Aldridge, managing director of the auction house, tells me. "It's an exciting time to go for upwards of £30,000."

The pocket watch, however, in its



## Shipshape and Belfast fashion

The Northern Irish capital is the ultimate break for ship geeks, says *Laura Jackson*, especially with the new exhibit at the revamped Titanic Belfast attraction

Above, Titanic Belfast, where visitors can learn more about the doomed ship

sealed box, isn't typical of the other exhibits here. Last year the centre had a £4.5-million refurbishment and now all nine galleries are visually immersive and interactive, and on a Saturday morning the attraction is heaving. By 11am I count 16 coaches in the car park and I met visitors from America, Japan and France. "I just want to see the clock at the top of the grand staircase" one precocious seven-year-old says, looking me dead in the eyes when I ask

what he likes about the Titanic. I'm delighted to see the next-gen enthusiasts out in force, and at the weekend too. I'm not surprised that it's so busy – 112 years after the sinking, interest in the ship is still fervent, with recent TV outings including *Titanic: In Colour* and *10 Minutes that Sank the Titanic*. There is even *Titanique*, a stage musical opening at the Criterion in London in December – the strapline for which is "Nothing on earth could bring us back

The Sunday Times September 22, 20...



Jack and Rose. Except for Coline Dinn." I can't wait, obviously.

I was last at Titanic Belfast pre-refurb in 2017 and while lots has changed some of the original exhibits have been retained: the explanation of Belfast's role in linen and ship-making provides context about early 20th-century life in the city, while a cable car ride through a reimagining of the gantry workshop where the Titanic was built offers a sense of the daily struggles for the some 3,000 men working who built it, eight of whom lost their lives before the ship had even set sail.

There's an emotional change of pace when you arrive at a wall covered in the names of all 1,512 people lost and the 743 who were saved. From here on, the exhibition becomes a more poignant journey. The Neveer Agam gallery charts all the ways the Titanic's sinking changed international maritime rules: more lifeboats, an International Ice Patrol established in 1911 and still operating today, plus lifeboat capacity for all passengers on all ships.

The penultimate gallery – the Ship of Dreams – is an immersive light and sound show that rounds up the ship's story from construction to catastrophe. In the centre of the two-story room and suspended from the ceiling is a 7.6m scale model of the Titanic that spins 360 degrees and a backdrop of floor-to-ceiling images of the ship, the dockyard and an iceberg. Over an orchestral soundtrack, stories of the Titanic's passengers are voiced, while beneath my feet, under a glass floor, images shot from above the Titanic wreck float past. I peer down at boilers, holes where funnels should be and the collapsed mast of the bow. Across the room a violin belonging to Wallace Hartley – the band leader who went down with the ship – rattles just two strings and appears suspended in mid-air. It's so powerful that some here in tears. Not me. There was just a bit of dust in my eye.

After all that emotion you would think I would be Titanic-ed out, but no, there's still more to discover – a tour of the exterior of the museum, including slipway number three where the Titanic was built. The tour also takes in parts of the Titanic Hotel Belfast opposite, housed in Harland & Wolff's former HQ, where the Titanic and its sisters were designed, and where I'm spending the night.

"Harland & Wolff used their office to showcase their designs and the rear staircase here is in a similar mould to the iron and woodwork of the Titanic's first-class grand staircase," my guide Natasha Hull explains. "They were saying to potential customers, 'If you think our offices are great, imagine how brilliant our ships are' and that extended down to the last – during the restoration works before the hotel opened (in 2017), Villeroy & Boch tiles were found in the directors' toilets that were also used to line the Titanic's swimming pool."

Along every corridor of the Titanic Hotel is another bit of Harland & Wolff history. In the office once occupied by the Titanic's designer, Thomas Andrews, Continued on page 6 >

## NORTHERN HIGHLIGHTS

From seaweed-strewn rocks to berry-laden hedgerows, Northern Ireland's Mourne Mountains have fed communities – and myths – for centuries. With fishermen, farmers and distillers using age-old techniques, a wild tasting tour awaits

WORDS BY ROSEMARY BARRON. PHOTOGRAPHY BY GARY LATHAM



FOOD and TRAVEL MAGAZINE

August 18, 2021 The Sunday Times



## Seven of the best UK islands for a weekend break



Clockwise from north: Lindisfarne Lighthouse, Isle of Anglesey; spot puffins on Lundy or Rathlin; Mamma Systems; MS Odenburg on route from Lundy

From left: Lindisfarne Lighthouse, Isle of Anglesey; spot puffins on Lundy or Rathlin; Mamma Systems; MS Odenburg on route from Lundy

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GETTING return, mid-March to early November, plus D10 admission to the island. If you are not a National Trust member, visit nationaltrust.org.uk. Lord Baden-Powell had some of his first Scout camps on the sanctuary for peacocks, red squirrels and wild deer. The National Trust offers camping pitches, luxury self-catering accommodation, bushhouses and cottages. Details: Two nights' self-catering for five from £300 (nationaltrust.org.uk)

**RATHLIN COASTION** This five-mile-long, L-shaped union of cliff and pasture is a 20-minute ferry ride north of Rathlin, with the Mull of Kintyre beyond. Visible on clear days (636pp return, rail-ferry.com). Bikes can be rented on the island and are the best way to join the dots of its three dramatic lighthouses. The best?

Rathlin West – which is spire-down, with the light situated at the bottom to allow through fog – and Goodies as an RSPB seabird centre where you can spot puffins and shearwaters (62 for room; RSPB members 50pp on-peak). There's a pub and a couple of places to stay, but this is not a beach destination. For that you need the mainland, where you can stay at the aptly named White Park Bay. Details: 100pp double from £120 (thewhiteparkhotel.com)

**IONA, HIGHLAND** Centuries of monastic history have created Iona with a spine-dripping spirituality. In Columba tower are three-mile-long island for the mission to Africa and more than 100,000 pilgrims step off the short crossing from Mull each year (63pp return; calmac.co.uk). The main attraction, set against the Sound of Iona, where the great ruins are beaded with dive-bombing gannets. The north tip of the island – all spring machair (wildflower-rich ground) and white sand – is well worth a visit too. There are plenty of quaint little shops to browse around, and the Apple & Iona hotel (appleandiona.com) has snug rooms and hosts regular writing and photography retreats. Details: 100pp double from £240 for a minimum two-night stay (appleandiona.com)

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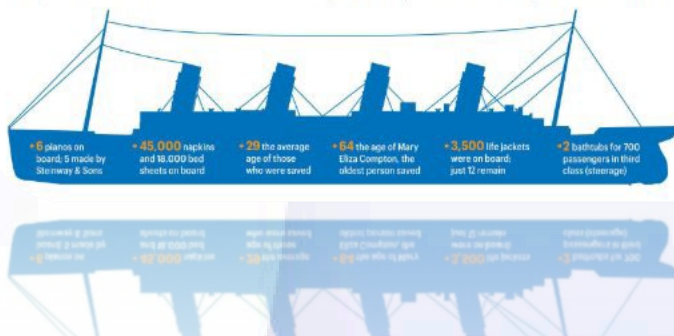
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Continuing on page 6 >

295m Opportunities to see (Q1-3)



# Inspiring Visitors – Broadcast



# Supporting Economies and Communities



# Supporting Economies and Communities – Season Extension

St Patrick's Day knitwear stunt  
7m OTS



Derry Halloween





# Supporting Economies and Communities – Shared Island



# Sustainability



# Sustainability



## 10 of the UK's most scenic rail journeys



The Belfast-Derry train crosses Downhill beach near Coleraine. Photograph: Anze Furlan/Alamy

## Belfast to Derry

This two-hour train trip gets seriously scenic after Coleraine, when it partly follows the coast and Lough Foyle. As it runs along Downhill Beach, the sands and turbulent ocean are just outside the window, with the domed Mussenden temple perched on the cliffs above. On through farmland and past views of craggy Binevenagh - a towering cliff on the edge of the Antrim plateau - it will offer views of wintering geese, whooper swans and waders on the shores of the lough.

Within Derry's 400-year-old city walls are excellent cafes such as [Soda and Starch](#) and engaging [guided city walks](#) (from £6). For rainy days, there is the new Derry Girls experience in the [Tower Museum](#) or, over the river, the [Walled City Brewery](#) for a taster-filled tour (£15). Next door, the [Ebrington](#) is a new hotel and spa in a former army barracks with glowing city views across the Peace Bridge (doubles from about £135 room-only).

*Singles £14. On Sundays, a [Day Tracker ticket](#) gives unlimited rail travel across Northern Ireland for £9, [translink.co.uk](#)*

## Fred Sirieix takes on cycling challenge in Northern Ireland and Donegal

### Viewers across GB to see our stunning landscapes in new TV series 'Fred's Tour De Ireland'

TV presenter Fred Sirieix – of *First Dates* fame – is filming a new TV series in Northern Ireland and Donegal this month. Called *Fred's Tour De Ireland*, the five-part series will air on ITV1 and the streaming service ITVX in spring 2025. Filming is supported by Tourism Ireland and Irish Ferries.

Viewers will follow Fred as he arrives by ferry into Dublin Port, all set to explore his passion for travel, food and cycling. In each episode, he'll take on a cycle time trial challenge – in the Mourne Mountains, Strangford, Belfast, the Causeway Coast, Derry-Londonderry and County Donegal. Along the way, Fred will take in our stunning scenery, meet some locals and, of course, experience our world-class hospitality. He's already been sharing gorgeous footage from his time here with his 1 million followers on Instagram.



Northern Ireland for £9, [translink.co.uk](#)  
Singles £14. On Sundays, a [Day Tracker ticket](#) gives unlimited rail travel across



# Strengthening Partnerships



# Strengthening Partnerships



**6,000**  
Meetings  
facilitated

**135**  
Industry  
partners

# Strengthening Partnerships – Golf



ADVERTISER CONTENT FOR TOURISM IRELAND

As **ROYAL PORTRUSH** prepares to welcome the WORLD IN 2025...

## THERE'S SO MUCH MORE to EXPLORE beyond the COURSE

Brian Keogh celebrates the 153rd Open coming to Northern Ireland next year by taking a tour of his favourite 18 courses there, stopping at some of the wondrous sights on his way

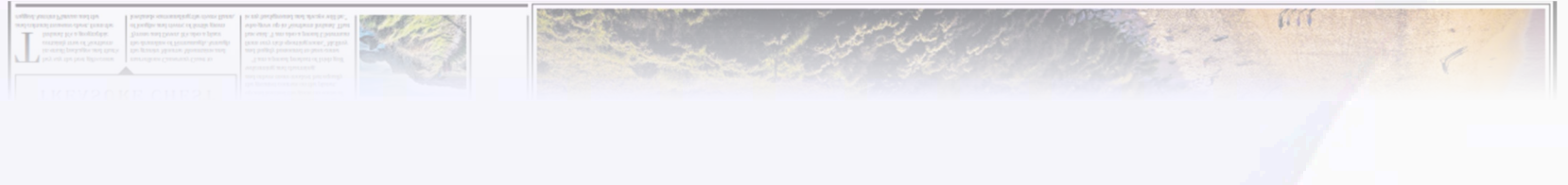
**A GEOGRAPHIC AND CULTURAL TREASURE CHEST**

They say the best golf courses in the world are in Ireland and there's certainly no shortage of them in Northern Ireland. It's a geographic and cultural treasure chest. From the rugged Northern Fells and the

...with the County Coast to the granite 'Barron Mountains and the Brandon of Portlough, through Fermanagh and Down, the sites of prehistoric and stone castles, and the ruins of battle sites, and others more ancient but equally welcoming and charming.

It was a great pleasure to visit golf and beauty because to have some of the best golf courses, and some of the best scenery, in the world, all in one place, is a great privilege. It's also a great pleasure to see the up in Northern Ireland. That's why we'll always visit.

Join the club: Royal Portrush, right in the heart of the golf town, the original Open's clubhouse, 18th



Golfbreaks tournaments

## THE OPEN 2025 AT ROYAL PORTRUSH

Golf in Ireland AUTHORIZED PROVIDER

FIND OUT MORE

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ABTA

# Golf's Greatest Holes



# Strengthening Partnerships – Co-op



ALL BRITISH AIRWAYS HOLIDAYS PACKAGES INCLUDE FREE CHECKED BAGGAGE UP TO 23KG PER PERSON.

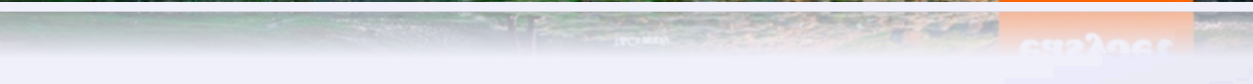
FLIGHTS +2 NIGHTS HOTEL FROM **£179** PP

Book now at [ba.com/northernireland](http://ba.com/northernireland)

Fill your heart with Ireland

Prices are subject to change and availability. Price stated is per person based on 2 adults sharing, inclusive of all airport taxes, fees and charges (additional resort/hotel fees).

Let's go to Ireland



easyJet

RYANAIR

BRITISH AIRWAYS

Loganair  
Scotland's Airline

Stena Line

KAYAK

Skyscanner

Expedia

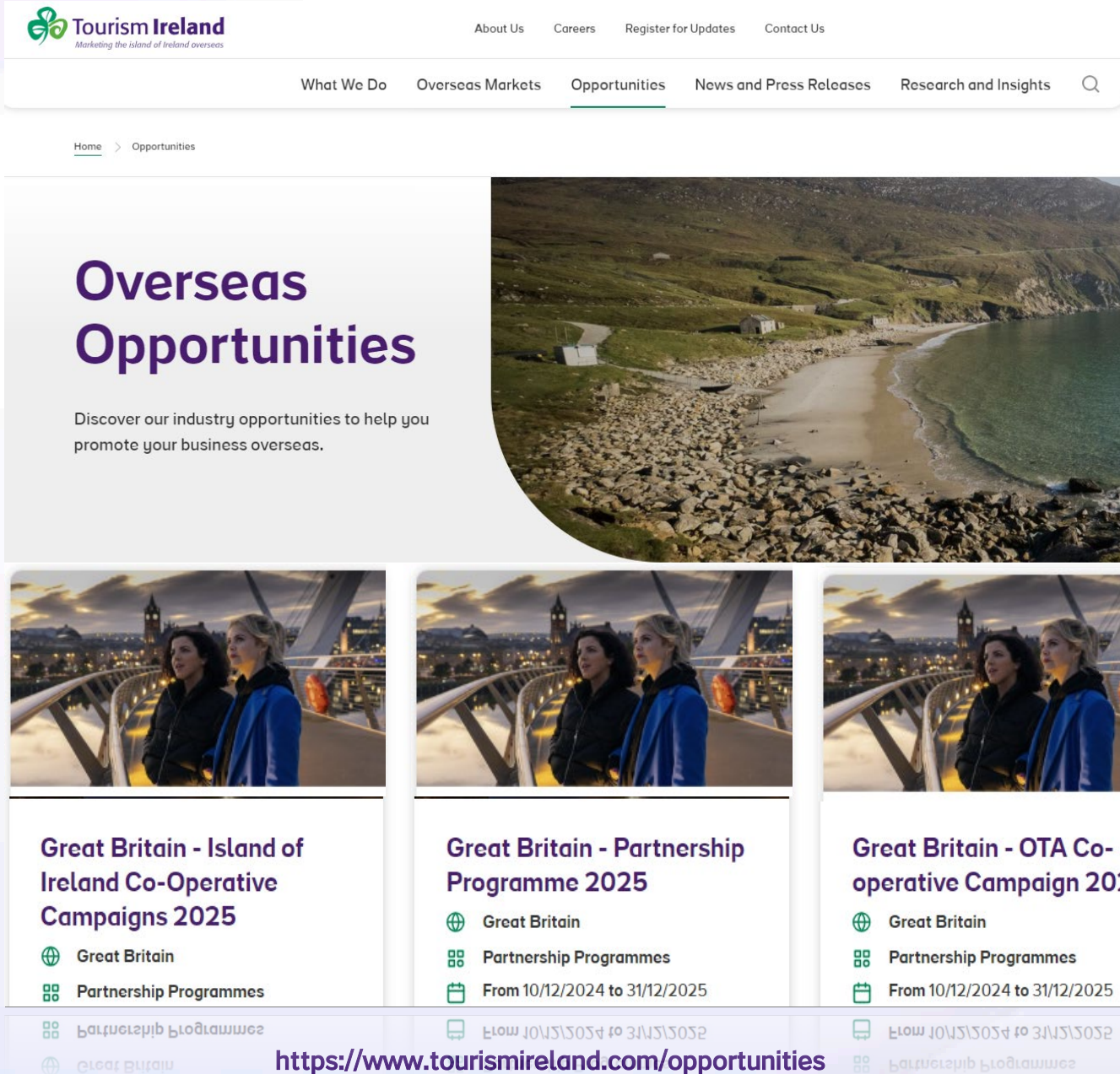
TRAVELZOO

secret Escapes

Tripadvisor

\*average ROI is based on all campaigns and is provisional, while waiting for final results on some campaigns.

# Strengthening Partnerships – how to get involved



The screenshot shows the Tourism Ireland website's 'Opportunities' page. At the top is the Tourism Ireland logo with the tagline 'Marketing the island of Ireland overseas'. A navigation bar includes links for 'About Us', 'Careers', 'Register for Updates', and 'Contact Us'. Below this is a secondary navigation bar with 'What We Do', 'Overseas Markets', 'Opportunities' (highlighted), 'News and Press Releases', and 'Research and Insights', along with a search icon. A breadcrumb trail shows 'Home > Opportunities'. The main content area features a large heading 'Overseas Opportunities' and a sub-heading 'Discover our industry opportunities to help you promote your business overseas.' To the right is a large image of a rocky coastline. Below this are three cards, each with a photo of two women on a bridge at night. The first card is titled 'Great Britain - Island of Ireland Co-Operative Campaigns 2025' and lists 'Great Britain' and 'Partnership Programmes'. The second card is titled 'Great Britain - Partnership Programme 2025' and lists 'Great Britain', 'Partnership Programmes', and 'From 10/12/2024 to 31/12/2025'. The third card is titled 'Great Britain - OTA Co-operative Campaign 2025' and lists 'Great Britain', 'Partnership Programmes', and 'From 10/12/2024 to 31/12/2025'. At the bottom, there is a URL: <https://www.tourismireland.com/opportunities>.

## Overseas Opportunities

Discover our industry opportunities to help you promote your business overseas.



### Great Britain - Island of Ireland Co-Operative Campaigns 2025

- Great Britain
- Partnership Programmes



### Great Britain - Partnership Programme 2025

- Great Britain
- Partnership Programmes
- From 10/12/2024 to 31/12/2025



### Great Britain - OTA Co-operative Campaign 2025

- Great Britain
- Partnership Programmes
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<https://www.tourismireland.com/opportunities>



Tourism Ireland

MARKETING PLANS 2025

# Great Britain

**Questions and Answers**

