

visitbelfast.com



Marketing & Sales  
Partnership Opportunities 2025-26

**visit  
Belfast**



# visit Belfast

Visit Belfast is the city's official destination marketing and management organisation promoting Belfast City Region as a must-visit destination for leisure, cruise and business events.

We support the region's growing visitor numbers across four key sites: the Belfast Welcome Centre, Belfast Cruise Hub, Belfast Grand Central Station, and Belfast International Airport. Our mission is to inspire visitors to explore more and to work with our industry partners to deliver the warm, authentic welcome Belfast is known for. We also provide full destination management services for inbound event organisers, travel trade, and cruise lines—making it easy to do business in Belfast through strong collaboration with public and private sector partners.

As an award-winning, not-for-profit public-private partnership, we are committed to driving economic impact and inclusive growth-creating jobs, supporting prosperity, and helping Belfast become a more sustainable place to visit, meet, and live.

Partnership is at the very heart of everything we do, working with our public-sector funders, strategic, corporate, and regional partners together with over 500 tourism and hospitality businesses to bring the world to Belfast and Northern Ireland. We do this through inspiring and collaborative destination marketing, sales and business development to help our partners maximise their reach, impact and return on investment.

We would like to thank you for your support and invite you to join us in 2025-26 to inspire and welcome even more visitors to the Belfast City Region.



**Get in touch**  
[partnership@visitbelfast.com](mailto:partnership@visitbelfast.com)



**Strategic Partners:**



**Corporate Partners:**



**Regional Partners:**



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# 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 live in.

## Partnership Tiers

Visit Belfast provides a range of different partnership tiers and packages to provide a 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 £420+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: Variable**

## 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**

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

## Partnership Tiers and Benefits

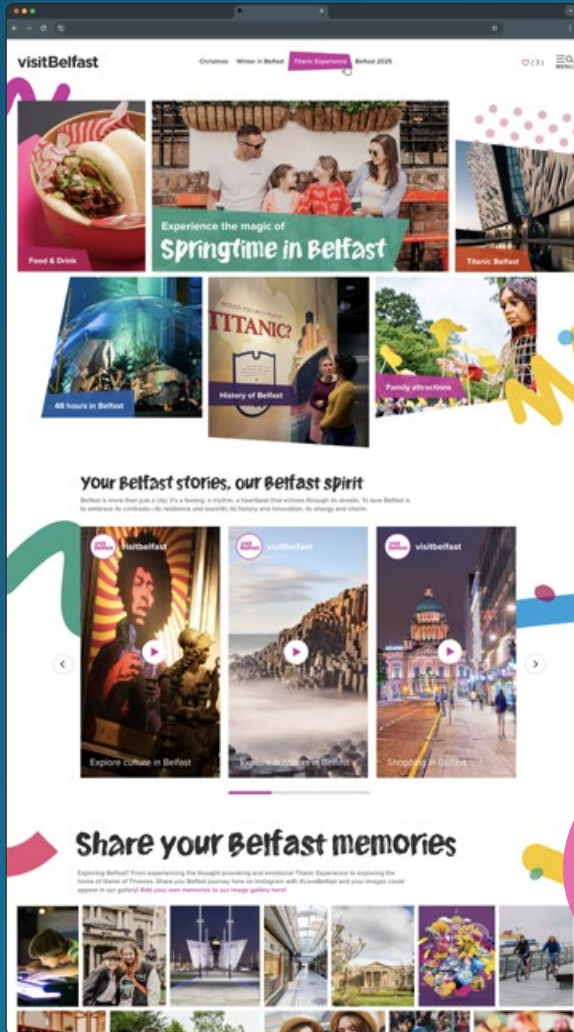
	Club	Star	Business Star	Elite
Regular electronic updates on industry news, trends, and Visit Belfast activities	•	•	•	•
Invitations to networking events, industry briefings, and Visit Belfast's Annual General Meeting (AGM)	•	•	•	•
Feature business listing on visitbelfast.com	•	•		•
Event and offer submissions for promotion on visitbelfast.com	•	•		•
Inclusion in Visit Belfast social media campaigns (where appropriate)	•	•		•
Promotion in consumer and concierge email newsletters (where appropriate)	•	•		•
Enhanced position in the leaflet display at the Visit Belfast Welcome Centre	•	•		•
Opportunity to brief Welcome Centre staff on your offering	•	•		•
Inclusion in Cruise Belfast marketing initiatives (e.g., Sea & Do listing, crew/passenger offers) where appropriate		•		•
Participation in Leisure Travel Trade promotions including Trade show representation (where applicable); suggested itineraries; inclusion in city sales presentation		•		•
Participation in Familiarisation (FAM) trips with Cruise Belfast and Leisure Trade Operators (where applicable)		•		•
Offer submissions for promotion on <a href="http://businesseventsbelfastandni.com">businesseventsbelfastandni.com</a>	•	•	•	•
Feature business listing on <a href="http://businesseventsbelfastandni.com">businesseventsbelfastandni.com</a>			•	•
Participation in business tourism familiarisation trips and site inspections (where relevant and client-led)			•	•
Recipient of the city conference calendar (sent monthly)			•	•
Participation in conference ambassador and sales activities			•	•
Annual review meeting				•

**£420** **£660** **£660** **£1020**  
+VAT +VAT +VAT +VAT

Partnership fees are calculated on a pro-rata basis in alignment with the financial year, from 1 April to 31 March.

# Digital

From promoting events to showcasing attractions and experiences, our high-impact website, e-zine, social media and content packages connect you with the right audience at the right time. With a new visitor to visitbelfast.com every 14 seconds, it's a powerful way to stay front of mind and grow your visibility.



## Digital Reach in Numbers

**2.3 million**  
Web Visits

**89,000+**  
E-zine Subscribers

**30%**  
Open Rate

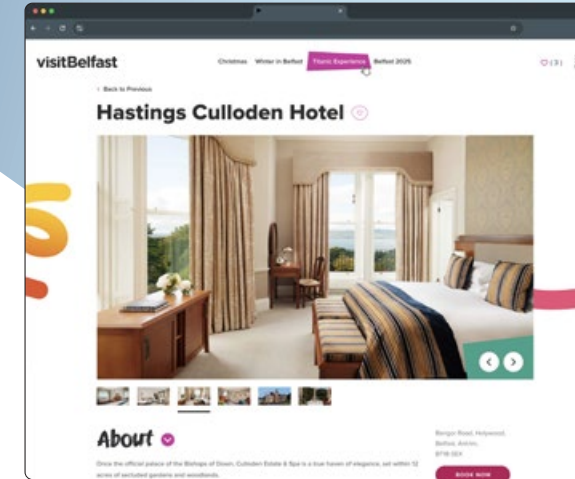
**465,000+**  
Social Following

**49 million**  
Social Views

**NEW**  
website launching  
late Summer

## Partner Profile

Showcase your business with a customised profile on VisitBelfast.com. All Visit Belfast partners receive a dedicated profile on VisitBelfast.com. Your listing is tailored to reflect your partnership tier, ensuring the right level of visibility, content support and promotional features to suit your business needs. The table below outlines what is included across each tier:



Feature	Club	Star	Elite
Address	Yes	Yes	Yes
Email & Phone Number	Yes	Yes	Yes
Gradings / Awards	Yes	Yes	Yes
Map	Yes	Yes	Yes
Public Transport Directions	Yes	Yes	Yes
Opening Times	Yes	Yes	Yes
Price / Units / Tickets	Yes	Yes	Yes
Events Listed	Yes	Yes	Yes
Social Media Links	Yes	Yes	Yes
Add to Planner	Yes	Yes	Yes
Main Description (word count)	200	600	800
Facilities Listed	Yes	Yes	Yes
Max Images Upload	3	5	10
Video Upload	No	No	Yes
Downloads	No	No	Yes
Related Products	No	Yes	Yes
Offers Listed	No	Yes	Yes
Social Gallery (Crowdriff)	Additional Cost	Additional Cost	Yes

All profile content must meet Visit Belfast's quality and brand guidelines. Additional content upgrades and visibility options are available on request.

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

## VisitBelfast.com is the city's digital front door

With 2.3 million visits and 1.6 million unique users a year, it's where people turn when planning their time in Belfast. From booking breaks to finding events, visitors come with purpose — and they stay to explore. They view over 4.5 million pages annually, spending more than a minute per visit to decide where to go, what to do and how to make the most of their trip.

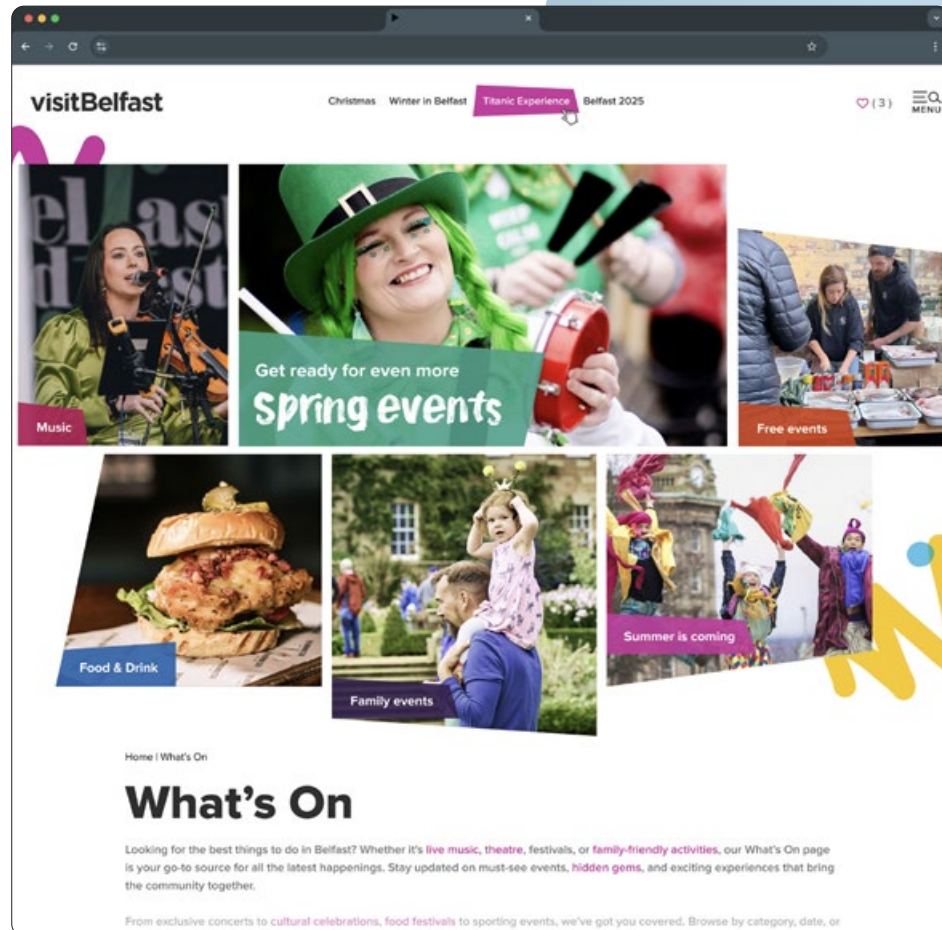
We appear at the top of search results for high-intent terms like:

- What's On Belfast
- Restaurants Belfast
- Things to Do in Belfast"

### TOP TIP

#### How to Get the Most from VisitBelfast.com

- Keep your listings up to date
- Tag us in your social content
- Share events ahead of time to be featured in our What's On section



## Homepage Highlights

### Premium Exposure on VisitBelfast.com

Showcase your event, experience or venue on one of Northern Ireland's most visited tourism websites. Our Homepage Highlights section puts you front and centre, alongside major campaigns and seasonal features — reaching visitors as they plan their time in the city. Best for:

- Major events or launches
- Flagship experiences
- High-profile cultural content

With homepage and key planning pages among our most visited, this is prime space for visibility and impact.

### Ideal for:

- Quality events with broad audience appeal
- New or flagship experiences
- High-profile cultural programming

### Why It Works

The VisitBelfast.com homepage is consistently one of our most visited pages, alongside:

- What's On
- Explore
- Food & Drink
- Things to Do
- Where to Stay

These pages attract visitors in key decision-making moments, making homepage placement an ideal opportunity to elevate your profile and drive engagement.

## Opportunities & Rates

Opportunity	Available Inventory	Cost Per Inventory
Top of Homepage Mosaic Side Tiles	1 per month (Blackout dates apply)	£1,300 + VAT
Sponsored Side-by-Side Section	2 per month	£1,200 + VAT per section
Homepage Story Slider (Video)	1 per month	£1,400 + VAT

### Launching late Summer

All homepage placements are subject to content approval and must meet Visit Belfast's quality, editorial, and brand standards. Static imagery must be non-advertorial and of high visual quality.

## Content & Email Marketing

### Reach Audiences Actively Planning Their Trip

Visit Belfast's consumer e-zine and blog content offer powerful platforms to profile your business, event or experience to a high-intent audience. Our weekly e-zine reaches an engaged subscriber base, featuring:

- World-class events and festivals
- Hotel, food and drink highlights
- Seasonal city break inspiration

Partner content is also featured across our Visit Belfast Blog, which delivers timely, editorial-style articles aligned with popular themes including:

- Christmas and seasonal guides
- Family activities
- Food and drink experiences
- Top attractions

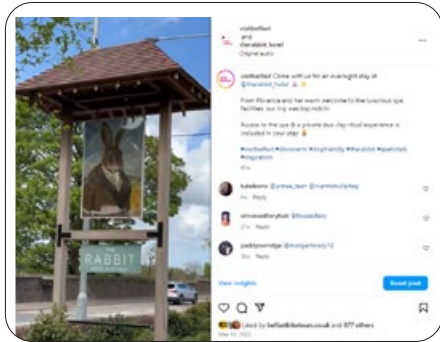
All content is promoted across VisitBelfast.com, social media, and email, ensuring visibility across multiple touchpoints.

## Opportunities & Rates

Opportunity	Available Inventory	Cost Per Inventory
Visit Belfast Blog	3 per month	£840 + VAT
Sponsored Consumer E-zine	2 per month	£1,320 + VAT

### Blogs going live late Summer

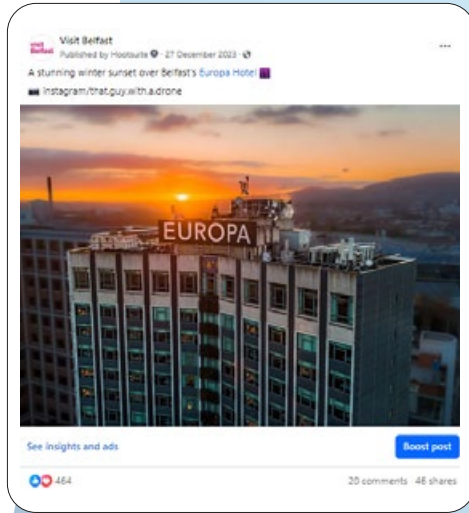
Subject to editorial approval and aligned to key campaign themes.



### Social Content & Video

#### Put Your Brand in Front of New Eyes

Visit Belfast's social channels reach an active and growing audience of over 465,000 followers across Facebook, Instagram, and TikTok. Through native video, curated content, and campaign-led promotions, we help partners increase visibility and drive engagement with audiences you may not reach through your own channels. Let us craft social-first content that aligns with your goals — and put it in front of the right people at the right time.



#### What's Included?

- Native video published under the official Visit Belfast brand
- Promotion to targeted audience segments
- Option to feature on the VisitBelfast.com homepage
- Amplified reach beyond your own social footprint
- Creative support to ensure brand alignment and editorial quality

Going live in late summer 2025

### Opportunities & Rates

Opportunity	Available Inventory	Cost Per Inventory
<b>Bronze: 1 native video across 1 social platform</b>	1 per month	£850 + VAT
<b>Silver: 1 native video across 2 social platforms + homepage for 2 weeks</b>	1 per month	£1,400 + VAT
<b>Gold: Same as Silver + paid ad spend for reach boost</b>	1 per month	£2,000 + VAT
<b>Social Competition (aligned to key campaigns)</b>	Max 4 per year	£1,100 + VAT

Homepage Video Slider going live late Summer

All content must meet Visit Belfast's brand, editorial, and quality standards. All competition prizes must be supplied by the partner brand.

### Native Content Packages

Integrated visibility across web and social designed for brands that want to go beyond listings or one-off posts, our Native Content Packages deliver editorial-style storytelling across Visit Belfast's most influential platforms — VisitBelfast.com, social media, and our consumer e-zine.

These packages align your message with key themes such as:

- City breaks
- Seasonal highlights (Christmas, Halloween, Summer)
- Family fun, food and drink, or cultural experiences
- Events and top things to do

Your story is delivered through:

- Native video content crafted for our social audience
- Editorial blog articles on VisitBelfast.com
- Promotion across social channels and email marketing

### Opportunities & Rates

Opportunity	Available Inventory	Available Inventory	Cost Per Inventory
<b>Package One</b>	2 native videos + 2 native content articles	1 per campaign	£2,500 + VAT
<b>Package Two</b>	4 native videos + 4 native content articles	1 per campaign	£4,500 + VAT

All content must meet Visit Belfast's brand, editorial, and quality standards.

### Banner Advertising

Banner advertising on VisitBelfast.com offers high-impact visibility to audiences actively planning their visit. With placements across the site — including the homepage, What's On, Things to Do, Food and Drink, and more — these banners put your brand in front of users at key decision-making moments.

We operate on a CPM pricing model, giving you full transparency on reach and value. With options for Run of Site, Section-Specific, and Homepage-Only placements, you can target the audiences that matter most to your brand.

All banner ads are subject to availability and must meet Visit Belfast's technical and visual quality standards.

### Opportunities & Rates

Placement Type	Availability	CPM Rate	Impressions Included	Cost (per campaign)
<b>Run of Site Banner Ad</b> (Includes homepage + 4 placements across the site)	2 per month	£7.00	200,000	£1,400 + VAT
<b>Section-Specific Banner Ad</b> (e.g. What's On, Food & Drink, etc.)	2 per month	£8.00	300,000	£2,400 + VAT
<b>Homepage Placement Only</b>	1 per month	£9.00	400,000	£3,600 + VAT

All campaigns include standard creative support and reporting. Additional impressions beyond package allocation available on request.

 **Get in touch**  
digital@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, 250,000 day trips and £62m spend.

## Seasonal Campaigns (NI/ROI)

Selected opportunities are available for partners to participate in seasonal marketing campaigns that highlight the rich experiences Belfast offers. Through targeted destination campaigns, Visit Belfast promotes the city's unique culture, events, and attractions to drive both day and overnight visitor growth.

### Visit Belfast delivers:

- **Integrated, Multichannel Campaigns** that reach diverse audiences through a cohesive marketing approach across various platforms.
- **Seasonal Promotions** with tailored messaging that reflects the charm of the city during different seasons, such as Autumn and Christmas, capturing the interest of potential visitors.

- **Thematic Marketing** with focused campaigns that spotlight cultural experiences, unique events, and experiences in Belfast, creating an engaging narrative around the city.

### Select Opportunities for Partners to buy in include:

- **Hero Product Promotion:** Feature key offerings prominently within campaigns to maximise visibility.
- **Message Incorporation:** Align your brand messaging into our campaigns to resonate with target audiences.
- **Brand and Sponsor Opportunities:** Collaborate with us to enhance your brand's presence alongside Visit Belfast's initiatives.
- **Supporting Promotion:** Leverage campaign penetration to amplify partner involvement and reach.

**Cost: Get in touch to discuss available options**



**180m+**  
opportunities to see  
Belfast advertising

## In-Market Press Briefings

Visit Belfast hosts a number of in-market media events across GB, ROI and Europe aligned with campaign activity.

- Select event participation opportunities are available to engage directly with key travel writers and online influencers and/or provide product placement.

### TOP TIP

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

## 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**  
marketing@visitbelfast.com



**Get in touch**  
comms@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 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 Rol Visitor Information Centres, transport stations, accommodation providers and partner businesses across the city.

**30k–40k**  
print run per edition

Belfast City Guide	Ad Rates
<b>Outside back cover</b>	<b>£2,400+VAT</b>
<b>Inside front/back cover</b>	<b>£2,100+VAT</b>
<b>Double page spread</b>	<b>£1,980+VAT</b>
<b>Full page</b>	<b>£1,320+VAT</b>
<b>Half page</b>	<b>£840+VAT</b>


## 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.

**10,000**  
print run

Belfast Student Guide	Ad Rates
<b>Outside back cover</b>	<b>£1,920+VAT</b>
<b>Inside front/back cover</b>	<b>£1,800+VAT</b>
<b>Double page spread</b>	<b>£1,680+VAT</b>
<b>Full page</b>	<b>£1,140+VAT</b>
<b>Half page</b>	<b>£720+VAT</b>

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



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
- Promoted at all leisure and business tourism events.
- Available to download from [visitbelfast.com](http://visitbelfast.com)

Belfast Visitor Guide	Ad Rates
<b>Outside back cover</b>	<b>£2,100+VAT</b>
<b>Inside front/back cover</b>	<b>£1,800+VAT</b>
<b>Double page spread</b>	<b>£1,680+VAT</b>
<b>Full page</b>	<b>£1,410+VAT</b>
<b>Half page</b>	<b>£780+VAT</b>

**Get in touch**  
[partnership@visitbelfast.com](mailto:partnership@visitbelfast.com)

# Vouchers and Maps

## Partner Branded Maps

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: £720+VAT**



## 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 £1.3m worth of vouchers sold since 2019
- 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**

**Get in touch**  
[partnership@visitbelfast.com](mailto:partnership@visitbelfast.com)

# Visitor Servicing

The award-winning Visit Belfast Welcome Centre is the gateway visitor information hub for Belfast and Northern Ireland, conveniently located in the heart of Belfast City Centre. The Centre showcases tourism businesses through enhanced interactive touchscreen technology, complemented by our expert team of travel advisors who engage with visitors face-to-face.

Tourism businesses can take advantage of multiple promotional opportunities to reach thousands of visitors each year. Our newly upgraded digital screens offer dynamic ways to showcase special offers, promotional videos, and include QR code functionality to enable direct bookings.

In 2025/26, the Visitor Servicing team aims to welcome 560,000 visitors and handle 805,000 visitor enquiries.

**560,000**  
visitors p.a.

**805,000**  
visitor enquiries p.a.



## 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 Platinum, 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.



### Platinum Package

- Exclusive use of 42" screen for headline images or video looped during Visit Belfast Welcome Centre opening hours
- Two highly visible display compartments to hold artwork or 3D artefacts
- Exclusive literature racking on the island
- 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 product information to their own bespoke itinerary

**Cost: £12,000+VAT per annum**

### Bespoke Island Wrapping:

Opportunity to enhance visibility and create a high-impact presence with custom branded wrapping on your island within the Visit Belfast Welcome Centre. This eye-catching promotional space offers a unique way to capture visitor attention and reinforce your product.

**Cost: On request**



**Get in touch**

partnership@visitbelfast.com

### Gold Package

- Headline image or video on 42" screen looped during Visit Belfast Welcome Centre opening hours
- One highly visible display compartment to hold artwork or 3D artefacts
- Literature racking in dedicated compartments on the Island
- 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 product information to their own bespoke itinerary

**Cost: £7,800+VAT per annum**

### Silver Package

- Headline image on 42" screen looped during Visit Belfast Welcome Centre opening hours
- Product information displayed in a main position on themed pods
- Sponsors receive up to 20 times more traffic to their product profile
- Visitors will have added bonus of instantly being able to add your product information to their own bespoke itinerary

**Cost: £1,620+VAT per annum**



### Events and Festivals Island

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

- Main position promoting an event across two 42" screens
- Two highly visible display compartments to hold graphics or 3D artefacts
- Literature racking

**Cost: £480 + VAT for 2 weeks /  
£840 + VAT for 1 month**

### 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**

**Contact:** [ticketing@visitbelfast.com](mailto: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.

- 30 minute promotion to a captive audience
- Can be conducted virtually
- Pre-recorded videos can also be used for staff to access at their convenience

**Contact:** [alisterbell@visitbelfast.com](mailto:alisterbell@visitbelfast.com)

### Industry Engagement Sessions

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

**Contact:** [jayneoneile@visitbelfast.com](mailto:jayneoneile@visitbelfast.com)



### Video Wall

Our 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: £1,620+VAT per 3 months/  
£5,400+VAT per annum**

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

 **Get in touch**  
[partnership@visitbelfast.com](mailto:partnership@visitbelfast.com)

**720**  
times your advert  
will appear daily



### 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
- Your ad creative will feature in a continual loop 24/7 and will be displayed 720 times\* daily
- Low cost, high impact platform which can be used to promote any message

*\*Based on an average of 12 adverts on screen at any given time*

**Cost: £540+VAT per month**

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

### Venue Hire

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

**Contact:** alisterbell@visitbelfast.com

### Holiday World Dublin Jan '26

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

**Cost: From £250+VAT per day**

**Contact:** alisterbell@visitbelfast.com

# Business Events Sales and Promotion

In 2025/26 Visit Belfast's award winning business events team aims to secure business events for the city worth £37m in economic impact, 37,000 delegates and 100,000 bed nights in partnership with industry. This will be achieved through a targeted and collaborative approach with Tourism Northern Ireland and Tourism Ireland across a range of platforms including headline shows, workshops, forums and sales calls. 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.



**100,000** **£37m**  
bed nights 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, generating £130m business event leads per year. The team are also active in market across GB, Europe and internationally, promoting Belfast to meeting planners and encouraging potential clients to consider Belfast and Northern Ireland. We also deal with reactive enquiries coming in 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**  
businesssevents@visitbelfast.com

**Business Events  
Sales and Promotion**



**In market client dinners: London**

**Association Client Dinner  
25 June 2025**

Association focused dinner organised and delivered by Visit Belfast to engage with new and existing Associations with the propensity to bring business to Belfast. Approx 15 buyers.

**Cost: £840+VAT to attend. Please note places are limited - we will operate on a first come, first served basis.**

**Agency Client Dinner  
25 February 2026**

Corporate and Agency focused dinner organised and delivered by Visit Belfast to engage with new and existing Agencies with potential business for Belfast. Approx 15 buyers.

**Cost: £840+VAT to attend. Please note places are limited - we will operate on a first come, first served basis.**

**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\*

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



**Business Events Ezine**

Visit Belfast send bi-monthly e-zines to an engaged database of 6.5k contacts including corporates, agents & Associations.

**Cost: £300 + VAT**

**Business Events Update - Belfast & Northern Ireland**

**Meet one of the most sustainable destinations in the world: Belfast**

**Belfast and Northern Ireland Business Events Website**

The Business events website for Belfast and Northern Ireland showcases meeting planners the full spectrum of free services offers by the Business events team and supports their venue and supplier queries. The site offers additional marketing and promotional opportunities for partners looking to increase their profile amongst prospective meetings, conference and incentive buyers.

**Enhancements from £360 + VAT**  
Please contact [businessesvents@visitbelfast.com](mailto:businessesvents@visitbelfast.com)

**Best Conference Destination in the World**

As C&I's Best Conference Destination 2023, Belfast is a destination that confounds

**Get in touch**  
[businessesvents@visitbelfast.com](mailto:businessesvents@visitbelfast.com)

# Ambassador Circle

The Northern Ireland Ambassador Circle is a network of over 1400 academic, medical and business leaders from across Northern Ireland. The Ambassadors 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.

## Northern Ireland Ambassador Advisory Panel Partners



**1,400+**  
ambassadors

### Ambassador Circle Summer Event August 2025

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

- Networking opportunity

**Cost: £480+VAT to attend**

### Ambassador Circle Christmas Reception December 2025

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

- Networking opportunity

**Cost: £480+VAT to attend**

### Ambassador Ezine Advertising Opportunities

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

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

**Cost: £360+VAT**

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

# Cruise Belfast

The 2025 cruise season will see Belfast welcome 146 cruise calls from 57 ships representing 31 different cruise lines. Notably, Belfast will serve as a partial turnaround port for international travellers, and additionally, passengers will have the opportunity to depart from Belfast with Ambassador Cruise Line, exploring various destinations across Scotland and Europe.

Furthermore, 10 cruise calls will stay overnight in the city, providing passengers with more time to explore Northern Ireland and experience Belfast's vibrant nightlife, including its renowned restaurants and bars.

In total, the 2025 cruise season is expected to bring approximately 325,000 passengers and crew to Belfast members to Belfast, presenting significant commercial opportunities.

**146**  
cruise calls

**325,000**  
cruise visitors

## Commercial Opportunities in the Cruise Welcome Hub

The Cruise Hub is a prime location to engage with cruise passengers as they disembark from ships. By promoting in the Cruise Hub, you gain valuable exposure and access to a captive, interested audience of international tourists who are actively seeking to enhance their experience in Belfast. It's a prime spot to build brand recognition and drive sales / bookings.

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## Video Wall

A nine screen video wall, playing 20 second adverts. Perfect medium to showcase products or experiences on a looped basis. High Visibility - easily seen on entering the hub from the ship

**Cost: £2,400 + VAT per season**

## Portrait Digital Screens

Two 80-inch HDTV screens, playing 10 second static adverts or animations on a rotational basis. The screens are perfect for call-to-action adverts to include pricing information, opening times, special offers or similar messaging. More environmentally friendly than print advertising. Content can be updated without generating waste, making it a greener advertising option.

**Cost: £2,400 + VAT per season**

## Y Seating Pods

There are two pods located beside the Video Wall. Takeover branding around all vertical faces of the three limbs of the Y-seating Pod will provide great brand prominence as passengers relax.

**Cost: £1,800 + VAT each per season**

## Promotion Desk Days

Limited promotional desk opportunities for product and service providers are available on a first come first served basis. Promotional desk is for sampling or literature distribution. No cash transactions.

**Cost: 1 day: £300 + VAT**  
**5 days: £1,350 + VAT**  
**10 days: £2,500 + VAT**

## Crew & Passenger Offers

Opportunity for you\* to submit discounts or offers for cruise crew & passengers to avail of whilst in the city.



\*Star & Elite partners only



## Cruise Belfast Brochure

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

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

**Cost: Double Page Spread - £2,100 + VAT**  
**Full Page - £1,440 + VAT**  
**Half Page - £1,020 + VAT**

**Belfast Harbour**

 **Get in touch**  
partnership@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**  
traveltrade@visitbelfast.com



## Exhibitions

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

### Meet the Trade Dublin Autumn 2025

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: £720 + VAT desk & presentation**  
**£350 + VAT desk only**

### World Travel Market London 4-6 November 2025

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: £720+VAT per day**  
**£420+VAT half day**  
**£70+VAT evening network (per attendee)**

### 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**

#### TOP TIP

Speak to the team to avail of Industry insights and information to enhance your offering to operators in market

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

# Sustainability & Impact

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.**

We also support our clients to make sustainable choices when planning events and itineraries in Belfast and provide support and guidance to our partners on their sustainability journey.



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

# Full List of Opportunities

Marketing Opportunity	Cost	Duration / Detail
<b>Digital Platforms</b>		
Enhanced website profile: Lead Mosaic Tile	£1,300 + VAT	1 Month
Enhanced website profile: Sponsored Side-by-Side Section	£1,200 + VAT	1 Month
Enhanced website profile: Homepage Story Slider (Video)	£1,400 + VAT	1 Month
Visit Belfast Blog	£840 + VAT	Each
Sponsored Consumer E-zine	£1,320 + VAT	Per database
Native Social Video Offering: Bronze	£850 + VAT	1 month
Native Social Video Offering: Silver	£1,400 + VAT	1 month / 2 weeks
Native Social Video Offering: Gold	£2,000 + VAT	1 month / 2 weeks
Social Competition	£1,100 + VAT	Each
Native Content Package 1	£2,500 + VAT	Each
Native Content Package 2	£4,500 + VAT	Each
Run of Site Banner Ad	£1,400 + VAT	until 200,000 impressions recorded
Section Specific Banner Ad	£2,400 + VAT	until 300,000 impressions recorded
Homepage Placement Banner Ad	£3,600 + VAT	until 400,000 impressions recorded

## Publications

Belfast City Guide (Spring, Summer, Autumn / Winter)	From £840 + VAT	Seasonal
Belfast Student Guide	From £720 + VAT	Annual
Belfast Visitor Guide	From £780 + VAT	Annual
Cruise Brochure	From £1,020 + VAT	Every three years

## Visit Belfast Welcome Centre

Platinum Island	£12,000 + VAT	12 months
Gold Island	£7,800 + VAT	12 months
Silver Island	£1,620 + VAT	12 months
Event Island	£480 + VAT	2 weeks
	£840 + VAT	1 month

Marketing Opportunity	Cost	Duration / Detail
Video Wall	£1,620 + VAT	3 month
	£5,400 + VAT	12 month
External Screen	£540 + VAT	1 month

## Business Events

Association / Agency Dinner	£840 + VAT	Per space per event
Business Events Ezine	£300 + VAT	Ad hoc
Website enhancement	From £360 + VAT	12 months

## Ambassador Circle

Ambassador Circle - Christmas / Summer Reception Attendance	£480 + VAT	Per space per event
Ambassador Circle Ezine	£360 + VAT	Every 2 months

## Cruise

Promotional Screen	£2,400 + VAT	Per season
Video Wall	£2,400 + VAT	Per season
Platform – Y-seating Pods (each)	£1,800 + VAT	Each, Per season
Cruise Terminal Promotion Desk	£300 + VAT £1,350 + VAT £2,500 + VAT	Per day 5 days 10 days

## Travel Trade

Meet The Trade Dublin - Attendance	£720 + VAT £350 + VAT	Presentation and desk space Desk only
Word Travel Market Attendance	£720 + VAT £420 + VAT	Full Day Half Day
Travel Trade Ezine	£500 + VAT	Ad hoc

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 2025, 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.

# Meet the Partnership Team

Our commercial & partnership team are your first point of contact for any partnership or commercial queries, acting as your account managers within Visit Belfast. They are supported by our specialist teams in marketing and communications, business events., travel trade, cruise and visitor servicing all working together to help our industry partners maximise the potential of their partnership with Visit Belfast.



**Aoife McVeigh**  
Senior Commercial and Partnership Sales Manager  
aoifemcveigh@visitbelfast.com



**Gemma Gibson**  
Commercial and Partnership Sales Manager  
gemmagibson@visitbelfast.com



**Martha Conlin**  
Commercial and Partnership Sales Manager  
marthaconlin@visitbelfast.com



**Padraig Mooney**  
Commercial and Partnership Sales Executive  
padraigmooney@visitbelfast.com

## Department Contacts

Partnership and Commercial	General Enquiries	partnership@visitbelfast.com
Web & Digital	General Enquiries	digital@visitbelfast.com
Communications & PR	General Enquiries	comms@visitbelfast.com
Marketing & Campaigns	General Enquiries	marketing@visitbelfast.com
Visitor Guides & Publications	General Enquiries	marketing@visitbelfast.com
Visitor Servicing	Jayne O'Neile Alister Bell	jayneoneile@visitbelfast.com alisterbell@visitbelfast.com
Ticketing	General Enquiries	ticketing@visitbelfast.com
Conference Sales & Promotion	General Enquiries	businesssevents@visitbelfast.com
Sustainability	General Enquiries	sustainability@visitbelfast.com
Travel Trade & Cruise	General Enquiries	traveltrade@visitbelfast.com cruise@visitbelfast.com



# 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)

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