

**visitBelfast**

Appendix 5

**make it Belfast**

City Recovery  
Marketing Campaign  
Update

9<sup>th</sup> July 2019

## Campaign Approach

- £300k budget made available by BCC to support city centre marketing campaign
- Campaign brief developed through a stakeholder steering group inc. BCC, Visit Belfast, Belfast Chamber, Belfast One, Destination CQ, Hospitality Ulster, Translink, Retail NI, CastleCourt and Victoria Square
- Design and deliver a fresh new campaign approach targeting the local day trip market up to 60 minutes drive time
- Intensified periods of integrated campaign activity (May/June and July/August)

## Campaign Objectives

- Re-engage local consumer interest through positive messages
- Uplift image and attractiveness of Belfast city centre as a premier retail and day trip destination
- Promote unique experiences, great value and access
- Maximise campaign reach and penetration to audience segments and selected geographic locations
- Address perceptions and provide strong reasons to come to Belfast

*For a city like no other... make it Belfast.*

*For shopping trips to treasure with special gifts...  
Fashion and treats, with a choice of the best shopping  
experiences... make it Belfast.*

*For inspired cuisine at award winning restaurants,  
Delicious street food and vibrant markets... make it Belfast.*

*For high points on rooftop bars and surprises around every  
corner... make it Belfast.*

*For days you don't want to end... make it Belfast*

Creative  
Concept

visitBelfast

**make it Belfast**

**make it Belfast**

**make it Belfast**

**make it Belfast**

'make it Belfast' campaign tool kit shared with all business to further strengthen and add value to the campaign

## Collateral

- A4 and A3 posters (pdf)
- 300x500mm strip advert
- 'make it Belfast' lock up in various colours
- Square social posts (utilising campaign photography)
- Email footer

Utilising City shopkeepers. Sales assistants and service providers to show personal engagement and special moments:

*For a cut above the rest*

Barber Shop

*For shopping trips to treasure*

Gift Shop

*For well-heeled soulmates*

Shoe Shopping

*For fitting shopping experiences*

Bespoke Tailoring

*For a day filled with high points*

Rooftop bar/Restaurant

*For days you don't want to end*

Eating Out



# Media Channel Mix

visitBelfast

Channels	Detail	Targeting
Out of Home	48 sheets Bus T sides Adshel	Located roadside targeting commuters within 60-mins journey time Primarily deliver a central, urban-based audience on public transport routes, within 60-mins journey time Ubiquitous across arterial routes in the Greater Belfast and public transport routes, within 60-min journey time
Door Drop	Mini leaflet brochure	Ballymena, Antrim, Larne, Carrickfergus, Newtownabbey, Holywood, Bangor, Newtownards, Lisburn, Lurgan, Portadown & Newry
Press	Advertorial & full page	Belfast Telegraph   Newsletter   Irish News   Daily Mail Ulster Star   East Antrim Times   Banbridge Leader   Co Down Spectator   Newtownards Chronicle   Mourne Observer   Co Down Outlook   Down Recorder   Ballymena Times   Ballymena Guardian   Portadown Times   Lurgan Mail   Anderstown News   North Belfast News   South Belfast News
Radio	30 second radio Outside broadcast	CoolFM   U105 (and U105 outdoor broadcast 24 May)
Digital Film	YouTube / Programmatic Facebook / Instagram	Audience profiling and geo-targeting (up to 60-mins journey time)
Digital Content	Native: Taboola / Gemini Facebook / Instagram	Town targeted, age profile and family status defined audience Town targeted, up-market age and interest profile audience



# Campaign Timings

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	May				June				July					August			
	6	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19	26
	C10		C11		C12		C13		C14		C15		C16		C17		C18
OOH					FOC												
Radio																	
Radio OB			24 <sup>th</sup>														
Digital Film																	
Direct Mail																	
Digital Content																	
Press																	
PR		Always on															
Social		Always on															

Out of Home

48 Sheet

visitBelfast



For well-heeled soulmates

make it Belfast



For a day filled with high points

make it Belfast

visit  
Belfast  
.com



For shopping trips to treasure

make it Belfast

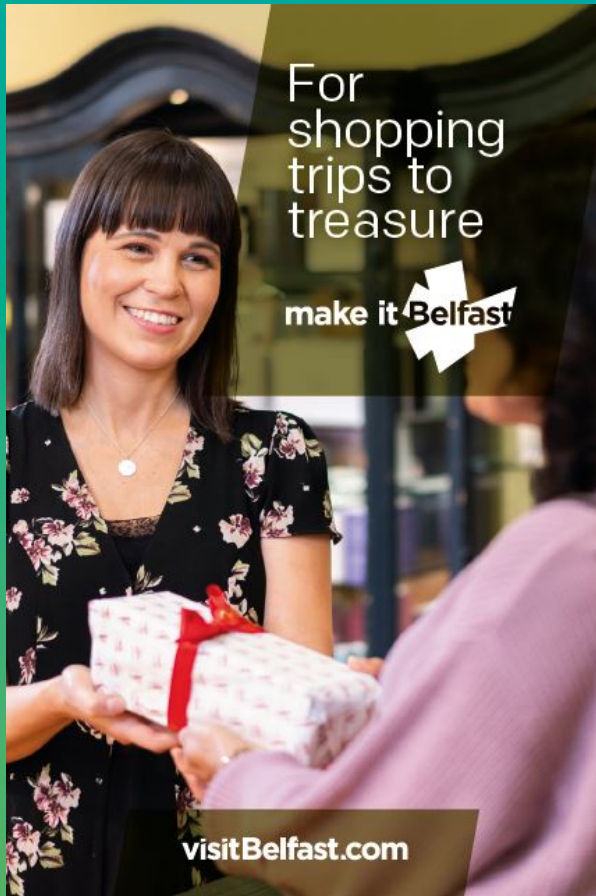
visit  
Belfast  
.com



Out of  
Home

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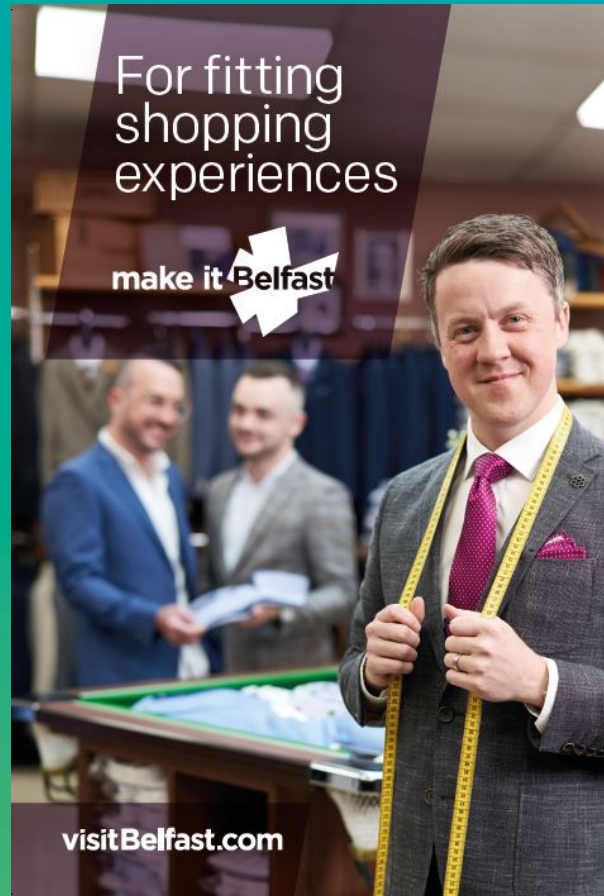
visitBelfast



For shopping trips to treasure

make it Belfast

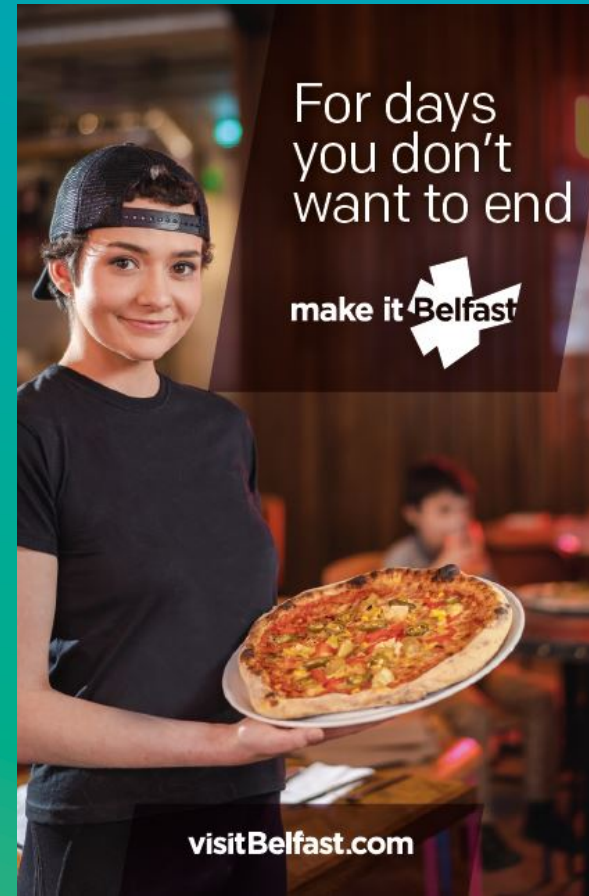
visitBelfast.com



For fitting shopping experiences

make it Belfast

visitBelfast.com



For days you don't want to end

make it Belfast

visitBelfast.com



For a cut above the rest

make it Belfast

visitBelfast.com



Out of Home

T-sides

visitBelfast





# Digital Display Advertising

For a day filled with high points

**make it Belfast**

[Find out more](#)

For shopping trips to treasure

**make it Belfast**

[Find out more](#)

For a cut above the rest

**make it Belfast**

[Find out more](#)

For days you don't want to end

**make it Belfast**

[Find out more](#)

For well-heeled soulmates

**make it Belfast**

[Find out more](#)

For fitting shopping experiences

**make it Belfast**

[Find out more](#)



Advertorial coverage in regional papers across the target geographic market, and 4 NI daily newspapers Combined Advertorial Reach: 210,000 & 629,000 OTS

## Belfast Telegraph



Why everyone's making it Belfast.

Famed for the warmth of its welcome and vibrant culture, it's a city like no other.

make it Belfast

Amy Savago, House of Fraser

From much-loved high street stores packed with style, to new and established restaurants opening their doors to global and local cuisines, or new street art making its mark on the city streets, Belfast is oozing with charm.

Maybe it's the variety of choice for shoppers, the abundance of delicious eateries or perhaps it's the warm welcome from the locals that keeps people coming back for more.

Whatever the reason, everyone's making it Belfast.

Take it from us!

First for fashion...

"Belfast is at the top of its game in the style stakes. Victoria Square welcomes thousands of customers each week to enjoy our high and end high street brands. It's great to see the centre bustling with shoppers and supporting local retail."

Michelle Groves,  
Victoria Square  
Centre Manager



"After almost 30 years' trading, CastleCourt is thriving with shoppers stocking up on style from the many high street and independent

stores under its roof. CastleCourt continues to be Belfast's best-loved shopping centre and a must-visit destination for fashion."

Blinder Tohani,  
Marketing Manager  
at CastleCourt



A feast for foodies...

"Belfast is a diverse place to live and visit and this is being reflected in the city's vibrant food scene. The city is thriving with everyone keen to have a taste of Belfast."

Tony O'Neill,  
Co-Owner, Coppi & Buba

"With Belfast recently being named the world's Best Food Destination, we're now up there with the acclaimed global food destinations. Now is the time to visit and take a bite out of Belfast."

Niall McKenna,  
Owner and Chef of James Street South Group

"Belfast is a melting pot for diners looking to taste some of the finest food in the UK and Ireland. We're at the cusp of a real food revolution and it's an exciting place to be right now."

Michael Deane,  
Owner of Deane's Belfast

Home to local business for generations...

"We've been in business for over 120 years and have had the privilege of serving generations of families throughout that time. Our great

customers are the reason we are here. For us, there's nowhere quite like Belfast."

Kieran Sloan,  
Owner and Manager of Savors

"Our business has really taken off thanks to the enthusiasm and loyalty of our customers. Belfast has warmly welcomed us and we will continue growing our family business."

Brona Steenson,  
Director of Steenson's Jewellers

"Since opening our Belfast store, the city has really embraced us as its traditional shoe store and it's a great city to be a part of. You could say Belfast is our perfect fit."

Robin Stewart,  
Chairman of Robinsons Shoemakers

"We've been styling Belfast for over 50 years and there's no better city to be in. The support for local business here is fantastic and it's encouraging to see the continued growth of retail here in the city."

Chris Sultor,  
Owner and Tailor at Sultor Brothers



Getting here couldn't be easier...

Glide or ride into the city with Belfast's many rapid transport links for a stress-free day to remember. For park and ride options and bus and train times, visit [translink.co.uk](http://translink.co.uk) or pick your spot in one of Belfast's many car parks at [visitbelfast.com/car-parks](http://visitbelfast.com/car-parks).

visitBelfast.com



No matter what you're looking for, you'll be spoilt for choice with Belfast's many luxury stores, its range of high street favourites and unique, independent boutiques.

While you're here, why not discover the city and find a piece of it that is uniquely yours? With so much to offer that can only be found in Northern Ireland's capital, discover its hidden gems and make Belfast YOUR city.

Getting here couldn't be quicker, easier or more convenient. Ditch the car at the many park and ride facilities on the outskirts of the city, or enjoy the convenience of hopping on a Translink train or bus, with frequent services to Belfast. However you choose to travel, do it the stress free way and make a day of it.

Make it Belfast today.

For shopping trips to treasure...

Find the most up-to-date styles for all the family at the huge range of high street and independent shops in CastleCourt. Get your fashion fix at Vila, Matalan or Schuh Kids, pick up new homewares at Debenhams, or transport the family into a world of wonder at The Entertainer or Hawkin's Bazaar.



Visit Victoria Square, home to over 70 fabulous stores and restaurants, and find your unique look with the help of Victoria Square's resident personal stylist. Anchored by the House of Fraser department store, Victoria Square features four levels of luxury brands including the only Apple Store on the Island of Ireland.

Peruse the stalls at St George's Market and feast your eyes on the finest fresh produce and local crafts whilst soaking up the atmosphere of Belfast's oldest Victorian market.

A trip to Belfast isn't complete without a visit to the city's main shopping district, Donegall Place, which is home to everything from big brand chain stores and bijou boutiques to gourmet coffee shops.

Keep it in the family by shopping at some of Belfast's best independent and family-run retailers...



Avoca Belfast is a beautiful Aladdin's cave of gifts and homeware. Sports fans can get kitted out in style at 88 Moore Sports, whilst fashionistas can shop their unique style at Liberty Blue or find a style cut from a different cloth at Sultor Brothers Tailoring.

Make a day of it.

Compact in size, but uncompromising in choice, Belfast is the perfect place to spend a day in.

make it Belfast



Tantalise your tastebuds...

Enjoy a feast with all the family at The Chubby Cherub, Nandos or TGI Fridays, or take advantage of the city's pre-theatre menus at Home restaurant, James Street or Six and Stones.

Take in the views...

See Belfast in high definition at the Grand Central Hotel's Observatory bar. Savour the stunning cityscape with an indulgent afternoon tea in the sky, or visit rooftop favorites, The Perch, or The Loft at Ten Square.

Own a piece of Belfast...

Take home a piece of Belfast with a unique piece of art from Studio Souk, home to over 85 local community artists, or Wrapped Up in CastleCourt.

Getting here couldn't be easier...

For park and ride options and bus and train times, visit [translink.co.uk](http://translink.co.uk), or pick your spot in one of Belfast's many car parks at [visitbelfast.com/car-parks](http://visitbelfast.com/car-parks).

visitBelfast.com

Regional Advertorial





Make it Belfast today.

Longer days make Belfast the perfect place to explore.

make it Belfast

Conor O'Neill, The Man Shack

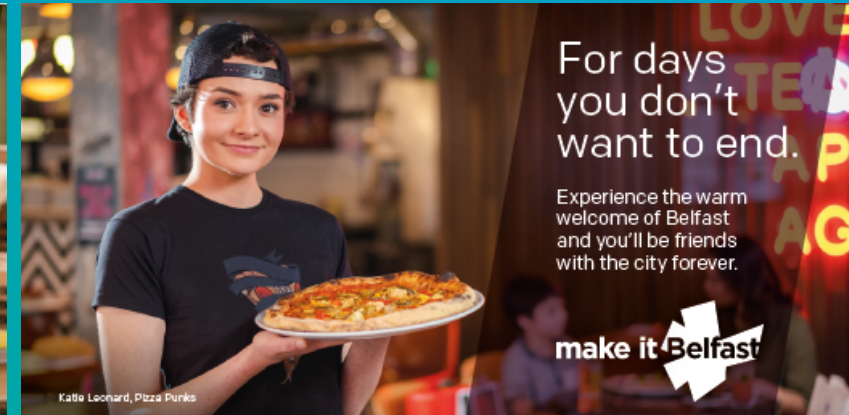


Belfast in a day.

Compact in size, but uncompromising in choice, Belfast is the perfect place to spend a day in.

make it Belfast

Ashling O'Hara, Aveco



For days you don't want to end.

Experience the warm welcome of Belfast and you'll be friends with the city forever.

make it Belfast

Katie Leonard, Pizza Punks

From traversing the city's many shopping areas by foot, to picnicking in the lush grounds of Belfast City Hall or relaxing with a drink at one of Belfast's many watering holes, there's plenty to discover.

With an exciting calendar of events happening in the city, **Make It Belfast today.**

Your guide to the best events in Belfast:

- **Belfast Spring Continental Market, 23-27 May, Grounds of Belfast City Hall** A variety of delicious tasty treats await as you take a culinary journey exploring produce from home and across the globe.
- **Belfast Titanic Maritime Festival, 25-27 May, Queen's Quay & Titanic Quarter** Enjoy a bumper-packed weekend full of maritime-themed family fun, food and frolics, and enjoy the splendour of the magnificent Tall Ships.
- **Nashville in Belfast, 12-16 June, Various Venues** Celebrate Belfast's connection to sister city Nashville with a jam-packed programme of events showcasing our shared love of food, film, history, music and craft.
- **Orangeade, 12 July, Various Venues** Join thousands of people as they celebrate The Twelfth, a festival which showcases aspects of Ulster's rich heritage and culture.

For shopping trips to treasure, splash out at one of Belfast's main shopping precincts...

- **Victoria Square** Featuring over 70 international and local brand stores, shoppers can get their fashion fix before taking in the panoramic views of Belfast from the iconic Dome. For a head-to-toe makeover, visit Victoria Square's resident personal stylist and create a brand-new look.



- **CastleCourt** Home to a whole host of stores for a great family day out. From high street fashion for all the family including Matalan and Schuh Kids, to novelty toy shops including The Entertainer and Hawkin's Bazaar, families will get lost in the wonder of CastleCourt.



- **Donagall Place** Belfast's main thoroughfare is home to everything from big brand stores and bijoux boutiques to gourmet coffee shops.

- **St George's Market** Experience the wonderful atmosphere, live music and an amazing selection of stalls of buying some of the finest local produce, arts and crafts.

Meet the locals...

Keep it in the family by shopping at some of Belfast's best independent and family-run retailers.

- Sports fans can get kitted out at **SS Moore Sports**, whilst fashionistas can shop their unique style at **Liberty Blue** or find a style cut from a different cloth at **Sulter Brothers**.

- Take home the taste of Belfast with a trip to **Sawers** and be dazzled by Northern Irish jewellery design at **Lunn's** or **Steenerson's Jewellers**.

- For a cut above the rest, visit **Zack's Barbers** or **The Man Shack**. Ladies can tend to their tresses at **Andrew Mulvenna** or **Peter Mark**.

Dine in...and out!

- Nothing says summer like seafood. Dine on the freshest mouth-watering dishes at **Mourne Seafood Bar** or **Deane's Love Fish** or dine al fresco at **The Ivory**, **Coppl** or **Buba**.

Getting here couldn't be easier...

Slide or ride into the city with Belfast's many rapid transport links for a stress-free day to remember. For park and ride options and bus and train times, visit [translink.co.uk](http://translink.co.uk) and pick your spot in one of Belfast's many car parks at [visitbelfast.com/carparks](http://visitbelfast.com/carparks).

visitBelfast.com

No matter what you're looking for, you'll be spoilt for choice with Belfast's many luxury stores, its range of high street favourites and unique, independent boutiques.

Savour the flavours of Belfast's burgeoning food scene and drink in the hospitality of the city at its many pubs and establishments.

So what are you waiting for? **Make It Belfast today.**

Morning

- Start the day the Belfast way with a hearty **Ulster Fry** in the sophisticated surroundings of **Harlem Café** or gobble up freshly made breads and pastries at **Aveco Café** before discovering shopping trips to treasure.



- Find the most up-to-date styles for all the family at the huge range of high street and independent shops in Belfast's best-loved shopping centre, **CastleCourt**, including **Debenhams**, **Dorothy Perkins**, **Miss Selfridge**, **New Look**, **Schuh Kids** and many more.

Afternoon

- Take a break from shopping and enjoy a catch up with friends at **Hadakita**, a cosy cafe for two at **Kiemo**, or a big family feast at **Frattell**.

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- At the weekends, peruse the stalls at **St George's Market** and feast your eyes on the finest fresh produce and local crafts.

- A trip to Belfast isn't complete without a visit to **Donagall Place**, the city's main shopping district and home to big brand chain stores, bijoux boutiques and gourmet coffee shops. Refuel with a mid-morning coffee at **Café Parleiro** or the **Bobbin Café** in Belfast City Hall.

- Top off your shopping experience with a trip to **Queen's Arcade**, Belfast's last surviving Victorian arcade currently under restoration. Check out **Lunn's Jewellers** for a vast array of stunning designs.

- For an authentic Belfast shopping experience, keep it in the family by shopping at some of Belfast's best independent and family-run retailers...
- Sports fans can get kitted out in style at **SS Moore Sports** in Chichester Street, whilst fashionistas can shop their unique style at **Liberty Blue** on Lombard Street or find a style cut from a different cloth at **Sulter Brothers Tailoring** in Upper Arthur Street.

Evening

- Finish off the day with a sumptuous meal at one of Belfast's many eateries. For an authentic taste of the city visit **Henry's**, dine at the Michelin starred **ElPIC**, or travel off the 'water' track to **The Muddler's Club**.



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visitBelfast.com

No matter what you're looking for, you'll be spoilt for choice with Belfast's many luxury stores, its range of high street favourites and unique, independent boutiques.

Belfast's burgeoning food scene is host to an abundance of eateries. Whether it's lunch with the girls, a cosy date for two or a feast for all the family, Belfast has something to suit everyone's taste.

With so many experiences on offer that you can only find in Northern Ireland's capital, you'll not want the day to end. So what are you waiting for? **Make It Belfast today.**

- For shopping trips to treasure, visit **Victoria Square's** resident personal stylist and create a brand-new look with over 70 local and international stores at your fingertips.



- Families will be transported into a world of wonder at **CastleCourt**, with a huge collection of toys and games at **The Entertainer** and cut-of-the-ordinary curiosities at **Hawkin's Bazaar**. Cool kids can get kitted out in the latest footwear at **Schuh Kids** before hopping along to

experience the magic of **The Disney Store** or get lost in a fantasy world at **Forbidden Planet**.

- Skip down to **Harper** at **The Merchant Hotel** for an exclusive shopping experience. **Harper** is the jewel in the designer crown of Belfast fashion, boasting designer brands such as **Jimmy Choo**, **Miu Miu** and **Christian Louboutin**. Pick up your own piece of luxury for an unforgettable experience.

- Known as the Mecca for youth culture, **Fresh Garbage** has everything you need to create an alternative look.

- Become your own perfume for the day and create your very own signature scent at **Jo Malone** in **House of Fraser**.

- Be dazzled by Irish jewellery design at **Lunn's** in **Queen's Arcade** or **Steenerson's Jewellers** and pick out a piece that is modern, individual and unique.

- Step in to an **Aladdin's** cave of culinary delights at Belfast's oldest deli, **Sawers**. Visit current owners, the Sloan family, who will put together a bespoke luxury gourmet hamper suited to your taste.

- For a cut above the rest, visit **Zack's Barbers**, **The Man Shack** or **Jack's Barber**. Ladies can tend to their tresses at **Andrew Mulvenna**, **Peter Mark** or **Bellaire Hair and Beauty**.



- See Belfast in high definition at the **Grand Central Hotel's** Observatory bar and savour the stunning cityscape with your own indulgent afternoon tea in the sky.

- A city synonymous with music, check out **Belfast Underground Records** which is home to over 20,000 vinyl records. Pick up a vintage record for a sound that will last a lifetime.

- Take home a piece of Belfast with a unique piece of art or craft ware from **Studia Seuk** whilst marveling at the artists in action in the open plan studio. Or visit **Space CRAFT**, the largest Craft Network in Northern Ireland selling craft, applied art and design by established and emerging artists.



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visitBelfast.com



## WIN

the perfect day out  
and Make it Belfast.

- A personal styling session with Victoria Square's stylist, **Katherin Farries**.
- £100 **Victoria Square** gift card
- £100 **CastleCourt Shopping Centre** gift voucher
- Afternoon Tea for 2 with a bottle of blancquette at **Café Partelen**
- **Tranlink** NI travel pass

For your chance to WIN a day out  
in Belfast see [visitbelfast.com](http://visitbelfast.com)

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

## Make it Belfast

this summer



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

Summer 2019

## For shopping trips to treasure

Experience the warm welcome of  
Belfast and you'll be friends  
with the city forever.

No matter what you're looking for, you'll be spoilt for  
choice with Belfast's many luxury stores, its range of high  
street favourites and unique, independent boutiques.

Enjoy a day shopping international and local brands.  
You can browse **Victoria Square** - home to over 70 stores.  
Shoppers can get their fashion fix before taking in the  
panoramic views of Belfast from the iconic Dome. For a  
head-to-toe makeover, visit Victoria Square's resident  
personal stylist and create a brand new look.

Or head to **CastleCourt** with a host of stores for a great  
family day out. From high street fashion for all to novelty toy  
shops, families will get lost in the wonder of CastleCourt.

**Donegall Place** - Belfast's main thoroughfare  
is home to everything from big brand stores and  
bijou boutiques to gourmet coffee shops.



Meet the locals... Keep it in the family  
with Belfast's best independent  
and family-run retailers.

Sports fans can get kitted out at **SB Moore Sports**, whilst  
fashionistas can shop their unique style at **Liberty Blue** or  
find a style cut from a different cloth at **Sultor Brothers**.

Take home the taste of Belfast with a trip to **Sawera** and be dazzled  
by Northern Irish jewellery design at **Lunn's** or **Steenon's Jewellers**.

For a cut above the rest, visit **Zack's Barbers** or  
**The Man Shack** whilst ladies can tend to their  
tresses at **Andrew Mulvonna** or **Peter Mark**.

With so much on offer that you can only find in Northern  
Ireland's capital, you'll not want the day to end.

So what are you waiting for?  
**Make It Belfast today**

- 180,000 leaflets distributed to geo-targeted households, key transport hubs and bus stations



### For unmissable events

Your guide to the best events in Belfast:

**Land of Legends**  
W5  
Until September

**Belfast Pride Festival 2019**  
Various venues  
26 July - 4 August

**Bugsy Malone**  
Grand Opera House  
1-3 August

**Paperboy**  
Lyric Theatre  
1-4 August

**Eastside Arts Festival**  
Various venues  
1-11 August

**Féile an Phobail**  
Various venues  
1-11 August

**Lyric Summer School**  
Lyric Theatre  
5-10 August

**Summer Twilight Market**  
St. George's Market  
6 and 7 August

**CHSQ**  
Custom House Square  
8-25 August

**The Miami Showband Story**  
Grand Opera House  
8-17 August

**Broadway to Belfast**  
The Mac  
17 August

**Belfast Vital**  
Boucher Road Playing Fields  
19 and 24 August

**Belfast Mela**  
Botanic Gardens  
25 August

**Belfast International Tattoo**  
SSE Arena  
6-7 September

For full list of upcoming events and shows see [visitbelfast.com/whats-on](http://visitbelfast.com/whats-on)

### For days you don't want to end

Belfast's burgeoning food scene is host to an abundance of eateries. Whether it's lunch with the girls, a cosy date for two or a feast for all the family, Belfast has something to suit everyone's taste.

For an authentic taste of the city visit **Henry's**, dine at the Michelin starred **EIPIC**, or travel off the 'eaten' track to **The Muddler's Club**.

Enjoy a feast with all the family at **The Chubby Cherub**, **Nandos** or **TGI Fridays**, or take advantage of the city's pre-theatre menus at **Home** restaurant, **James Street** or **Stix and Stones**.

Indulge in the full foodie experience at **St George's Market** (open every weekend Friday to Sunday). Shop an amazing selection of the finest local produce, arts and crafts. Plus come and experience the wonderful atmosphere and live music.

### For those high points

See Belfast in high definition at the **Grand Central Hotel's** Observatory bar. Savour the stunning cityscape with an indulgent afternoon tea in the sky, or visit rooftop favourites, **Café Parisien**, **The Perch**, **Babel** or **The Loft at Ten Square**.

For more information see [visitbelfast.com/make-it-belfast](http://visitbelfast.com/make-it-belfast)

### Getting here couldn't be easier...

Summer smiles begin with these fantastic fares available to 31st August 2019

- Translink Family & Friends Ticket\* £19
- Metro and Glider Family Day Ticket\* £7.50
- Ulsterbus & Goldline return ticket for the price of a single\*
- Enjoy 50% off yLink bus and rail cash single tickets\*

\*Conditions apply. For full details see [visitbelfast.com/make-it-belfast](http://visitbelfast.com/make-it-belfast)

Or pick your spot in one of Belfast's many car parks. Find out more at [visitbelfast.com/carparks](http://visitbelfast.com/carparks).

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





# Visit Belfast Digital Channels

visitBelfast



Campaign heavily profiled on visitbelfast.com & Visit Belfast social media channels:

- 1,518,130 impacts (page views, impressions, email sent and search)
- 25,346 campaign page views

## Make it Belfast Content:

- Belfast in a Day
- Father's Day Gift Guide
- Unique Shops in Belfast
- Father's Day in Belfast
- Independent Shops in Belfast
- The Ultimate Belfast Shopping Guide
- Top Places for Lunch in Belfast
- Date Night Ideas
- Foodie Guide to Belfast
- Catch up with Friends in Belfast
- Belfast Family Friendly Restaurants
- Afternoon Tea in Belfast
- Getting Around Belfast
- Car Parking

### Shopping



Visitor Blog

#### The Ultimate Belfast Shopping Guide

With two huge shopping hubs brimming with high street stores alongside many quirkier offerings, Belfast is a hive of activity for the busy shopper.

[FIND OUT MORE](#)



Visitor Blog

#### Unique Shops in Belfast

Belfast is home to brands you can't get anywhere else in Northern Ireland. Here's the big chains and exclusive stores you don't want to miss.

[FIND OUT MORE](#)



Visitor Blog

#### Gift Shopping Guide

Whether it's a souvenir from the city or something for a special occasion, Belfast has the perfect gift for everyone in the family.

[FIND OUT MORE](#)

### Food & Drink



Visitor Blog

#### Top Places for Lunch in Belfast

Looking for some inspiration for lunch? Grab a quick bite or leisurely meal on your lunch break in Belfast City Centre.

[FIND OUT MORE](#)



Visitor Blog

#### Date Night Ideas

Discover date night ideas in Belfast. From intimate restaurants to lively shows and theatre, there's something for every couple in the heart of the city.

[FIND OUT MORE](#)



Visitor Blog

#### Foodie Guide To Belfast

With restaurants, bars, markets and artisan producers hidden in every corner, Belfast city is nothing short of a foodie haven. Allow us to whet your appetite.

[FIND OUT MORE](#)



### Getting Around

Belfast is compact and bijou, so getting around the city is easy on foot, by bike or by taxi. However, if you want to wander a little further afield then we've got a network of transport options which will get you to your desired destination

[FIND OUT MORE](#)



# Visit Belfast Social Media

visitBelfast

Over 1.4m social media impressions:

- 1,276,440 paid impressions
- 113,416 organic impressions

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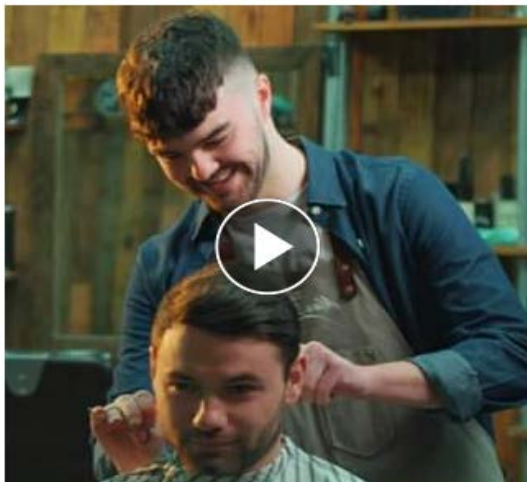


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## Additional 'Make it Belfast' Activity

- Visit Belfast and Belfast City Council utilising #makeitbelfast
- Dedicated e-zine activity to consumer databases
- Rol summer campaign 'Make it Belfast' (Radio, Digital and Outdoor)
- Autumn 'Food, Fashion & Festival' campaign (in planning)
- Adoption by Translink into campaign activity (Metro campaign)
- The Open: 48-sheet site (Dunluce Road, opposite 3<sup>rd</sup> hole)
- Belfast Telegraph Top 100 Hospitality Supplement (2-page feature w/ Hospitality Ulster)
- Belfast Live 'Make it Belfast' feature

# Campaign Budget

visitBelfast

Media	£195,000	65%
Production	£ 75,000	25%
PR, Print & Digital	£ 30,000	10%
TOTAL	£300,000	
Media Savings *negotiated discounts received	£163,355	
Added Value Advertising	£20,000	

# Campaign Evaluation (to date)

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Activity	Impacts
Outdoor Advertising	7,970,107
Radio Advertising	5,539,000
Press Advertising	117,418
Digital Film	1,951,040
Digital Display	567,976
Digital Native	2,323,289
Social media, email marketing, search & website	1,518,130
PR	629,000
TOTAL IMPACTS (May/June)	20.6m
Overall Target	30m