

gotoBelfast.com

Belfast

Promotional Opportunities 2010-2011

Belfast Welcome Centre



Belfast
Welcome
Centre

Tourist Information Belfast and Northern Ireland

Promote your business in the best spot



300,000
visitors per annum
and growing

BWC
your
one stop
shop

The Belfast Welcome Centre - a state of the art tourist information centre for Belfast and Northern Ireland - opened its doors to the public 9 years ago. Since then over 2.8 million visitors have come through the doors, with a further 80,000 phone, fax and email enquiries handled each year.

The Belfast Welcome Centre provides a full range of services including provision of free tourist information on Belfast and Northern Ireland, all Ireland accommodation booking, internet access points, ticket outlet for tours and events, bureau de change, left luggage and a gift shop, all of which encourage people to browse and spend time in the centre.

The visitor breakdown to the Belfast Welcome Centre for 2009 was:

- 27% of visitors from Northern Ireland
- 27% Great Britain
- 5% from the Republic of Ireland
- 26% from Europe
- 7% North America
- 3% Australia & New Zealand
- 5% Other

Now you can have the opportunity to promote your business to this audience of 300,000 visitors over the next 12 months.

There are a range of promotional opportunities available in the Welcome Centre of which you can avail. Please note that these opportunities are limited and space can only be allocated on a first come first served basis.

Site Information

Lightboxes

Our lightboxes are the ideal opportunity to showcase your business - and all four are in prominent positions within the Welcome Centre. All you need to do is provide us with a duratran of your image. Lightbox supplied.



1 Site 1

960mm high x 1,700mm wide

Price for 1 year: £3,900 + VAT

An opportunity to put your message across to all visitors coming into and exiting the Welcome Centre. Large lightbox on your right as you enter the centre

2 Site 2

960mm high x 1,695mm wide

Price for 1 year: £3,900 + VAT

An opportunity to put your message across to all visitors coming into and exiting the Welcome Centre. Large lightbox on your left as you enter the centre

19 Site 19

540mm high x 1,470mm wide poster

Price for 1 year: £1,100 + VAT

20 Site 20

540mm high x 1,070mm wide poster

Price for 1 year: £700 + VAT



3 Site 3

737mm high x 3,900mm wide

Price for 1 year: £4,500 + VAT

Large lightbox on entrance to Welcome Centre.



4 Site 4

940mm high x 4,070mm wide

Price for 1 year: £3,200 + VAT

Large lightbox above the lift entrance.



5 Site 5
 1,500mm high x 1,150mm wide
 or an A0 poster
 Price for 1 year: £2,850 + VAT

An option for wall/poster space on the incoming side just opposite the main counter.

6 Site 6
 1,500mm high x 900mm wide
 or an A1 poster
 Price for 1 year: £1,995 + VAT

An option for an A1 poster or wall mounted graphic on an area beside the end of the main counter and the left luggage facility. Literature rack underneath.

7 Site 7
 A1 poster site with rack
 Price for 1 year: £1,200 + VAT

A1 poster site with literature rack underneath.

INFO

Poster Sizes

- A0 - 1,188mm tall x 840mm wide
- A1 - 840mm tall x 594mm wide
- A2 - 594mm tall x 420mm wide



8 Site 8
 1,000mm high x 3,500mm wide
 Price for 1 year: £1,900 + VAT

Large graphic above Internet Facility entrance. Graphic to be supplied.



9 Site 9

A1 poster site with rack

Price for 1 year: £1,550 + VAT

This site is on one of the pillars in the main retail section of the centre close to the main counter and it comes with a leaflet dispenser.

10 Site 10

A1 poster site with rack

Price for 1 year: £1,200 + VAT

This site is on one of the pillars in the main retail section of the centre close to the main counter and it comes with a leaflet dispenser.



11 Site 11

A2 poster site with rack

Price for 1 year: £1,200 + VAT

This site is on one of the pillars in the main retail section of the centre close to the main counter and it comes with a leaflet dispenser.

12 Site 12

A2 poster site with rack

Price for 1 year: £1,350 + VAT

This site is on one of the pillars in the main retail section of the centre close to the main counter and it comes with a leaflet dispenser.



13 14 Sites 13 and 14

A1 poster sites

Price for 1 year: £1,050 + VAT

Poster sites - situated by the Free Information Stands. One free-standing literature dispenser under each site.



15 16 Sites 15 and 16

A0 poster sites

Price for 1 year: £800 + VAT

Located in the internet facility.



17 18 Sites 17 and 18

540mm high x 1,410mm wide

Price for 1 year: £1,100 + VAT

Situated at the top of the escalator and are on view when entering and exiting the Welcome Centre.



21 Site 21

660mm high x 590mm wide

Price for 1 year: £425 + VAT

22 23 Sites 22 and 23

660mm high x 1,130mm wide

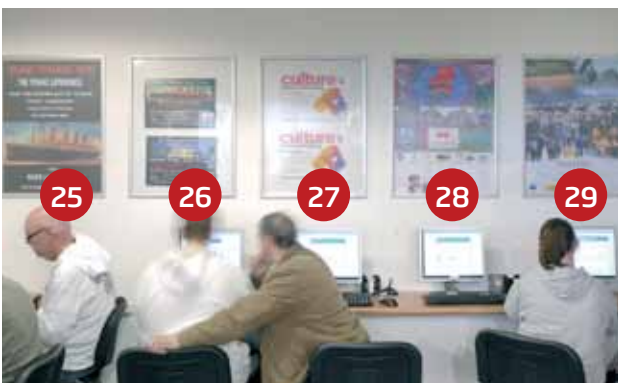
Price for 1 year: £525 + VAT

24 Site 24

660mm high x 1,130mm wide

Price for 1 year: £275 + VAT

NB Please note that sites 23 and 24 are partially obstructed by the elevator and site 21 is smaller.



25 26 27 28 29 Sites 25-29

790mm high x 590mm wide

Price for 1 year: £375 + VAT

Situated in internet facility.



Hire the Belfast Welcome Centre for product launches etc
Costs available on application.

+44 (0)28 9024 6609
lisa.prior@belfastvisitor.com



Airport Tourist Information Centres

These include lightboxes from £4, 000 per annum to A3, A4 and A5 poster sites from £250 + VAT.

Promotional opportunities are also available at the Tourist Information Centres at both George Best Belfast City Airport and Belfast International Airport. For more information, please contact

Lisa Prior

Belfast Welcome Centre
47 Donegall Place, Belfast BT1 5AD

+44 (0)28 9024 6609
lisa.prior@belfastvisitor.com

INFO

Poster Sizes

A0 - 1,188mm tall x 840mm wide

A1 - 840mm tall x 594mm wide

A2 - 594mm tall x 420mm wide

Yes, I want to book!

1st September 2010 - 31st August 2011

Name of Client

Company Details

Address

Postcode

Telephone

Email

I would like to purchase site (please tick as appropriate)

<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8
<input type="checkbox"/> 9	<input type="checkbox"/> 10	<input type="checkbox"/> 11	<input type="checkbox"/> 12	<input type="checkbox"/> 13	<input type="checkbox"/> 14	<input type="checkbox"/> 15	<input type="checkbox"/> 16
<input type="checkbox"/> 17	<input type="checkbox"/> 18	<input type="checkbox"/> 19	<input type="checkbox"/> 20	<input type="checkbox"/> 21	<input type="checkbox"/> 22	<input type="checkbox"/> 23	<input type="checkbox"/> 24
<input type="checkbox"/> 25	<input type="checkbox"/> 26	<input type="checkbox"/> 27	<input type="checkbox"/> 28	<input type="checkbox"/> 29			

Format of material supplied

NB: Due to demand we may not be able to offer you the space/time that you want. However we will come back to you with an alternative option subject to availability or of you would prefer please contact Lisa Prior to confirm what is available.

Please return to Lisa Prior

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tourist board