

Belfast

Marketing Opportunities for Members

BVCB proactively markets the city as a leisure and business tourism destination for city breaks, day trips, cruise ships and as the gateway to Northern Ireland. BVCB members are featured in all marketing activity and we offer a number of specific opportunities to promote your product. We encourage you to avail of your membership benefits and actively engage with us in marketing Belfast and beyond.

For more information on BVCB membership benefits or to recommend a new product or service for BVCB membership, contact Claire Graham.

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claire.graham@belfastvisitor.com

Belfast
Visitor &
Convention
Bureau

Supported by:

DIAGEO
NORTHERN IRELAND

Leisure Tourism Marketing

www.gotoBelfast.com

In addition to member listings, the website includes events listings, competitions and current developments in Belfast's tourism industry. Members are encouraged to update BVCB with new images, special offers and competitions for the website.

For further details, contact Jennifer Hempton (jennifer.hempton@belfastvisitor.com)

WhatAbout

Print run: 350,000

(6 editions per year)

Members receive a text entry and competitive advertising rates and discounts for multiple ads are available. Members are encouraged to submit events and images for WhatAbout. Copy and advertising deadlines available from the marketing team.

For advertising booking and rate queries, contact Rosemary Burgess (rosemary.burgess@belfastvisitor.com). To submit events information for WhatAbout and gotoBelfast.com, contact Sharon Harvey (events@belfastvisitor.com)

Exhibitions

With a focus on direct access markets, BVCB will promote greater Belfast as a must-visit destination at key trade / consumer exhibitions. Some offer opportunities for members to share the Belfast stand.

Contact Joe Hughes (joe.hughes@belfastvisitor.com) for more details on forthcoming shows.

Belfast Visitor Guide

Print run: 35,000

Next edition: November 2011

Our visitor guide encompasses destination promotion, map and annual event calendar. All accommodation members receive an 80 word text entry with colour photograph and booking details. Advertising rates available. Distributed internationally through Tourism Ireland offices and at international shows.

For more information, advertising rates and deadlines, contact Jennifer Hempton (jennifer.hempton@belfastvisitor.com)

Joint advertising

BVCB is keen to develop promotional opportunities with our members in key campaign activity. There are opportunities for members to be involved in a range of integrated promotional activities including targeted main-market campaign advertisements.

For further information, contact Suzanne Magill (suzanne.magill@belfastvisitor.com)

Familiarisation Trips

Members are encouraged to assist the marketing team with national and international tour operator/travel agent familiarisation trips where possible.

Communications

Press Familiarisation Trips

BVCB works with Tourism Ireland, NITB and its members in facilitating press / media familiarisation trips in order to profile members in prominent travel articles and programmes. Members are encouraged to assist with providing accommodation rates, filming access and tours to visiting press.

For more information, contact Fiona Ure (fiona.ure@belfastvisitor.com)

E-zines

The product update is a monthly ezine highlighting BVCB marketing activity, new tourism products and services including investment and development plans, events information and awards won by members. It is distributed to key stakeholders including BVCB members, Tourism Ireland offices, international press and media and tour operators. BVCB members with newsworthy stories should email information to ezine@belfastvisitor.com

Our Special Offers Ezine is distributed to a database of members, city centre workers and students who are interested in learning about special offers, new products, events, and tours in the city. BVCB members with appropriate offers should email information to ezine@belfastvisitor.com

Social Media

BVCB's gotoBelfast pages on Facebook & Twitter have a combined following of more than 3,000 fans, promoting events, ticketing and member activities. We encourage members to submit incentives and competitions for our social media platforms.

For more information on becoming involved, contact Eve O'Neill (eve.oneill@belfastvisitor.com)

Official gotoBelfast App

BVCB's iPhone App incorporates the Belfast iCard (a virtual promotions card for which members can submit special offers and deals) Gift Wizard and Time Fillers features and an iBooks version of Whatabout. The Great Belfast Food feature including a comprehensive Belfast restaurant guide is coming soon. Members are actively encouraged to supply special offers and deals for inclusion on the App.

For information, contact Suzanne Magill (Suzanne.Magill@belfastvisitor.com)

Visitor Servicing

BVCB operates 3 tourist information centres (TICs) for Belfast and Northern Ireland at Belfast Welcome Centre and the City's two airports. Services include one-on-one tourist information/advice, box office for city wide events/tours, accommodation booking service, internet access, Bureau de Change, left luggage and gift store plus a telephone advice line. Priority literature racking is given to BVCB members.

TIDInet

The TIDInet accommodation engine helps visitors find accommodation online and supports a range of products including special offers. This free-to-sign-up-to system gives accommodation providers more control and flexibility in managing their allocation of rooms.

For more information, contact Terry Campbell (terry.campbell@belfastvisitor.com)

Belfast International Airport TIC and George Best Belfast City Airport TIC

A conference delegate meet-and-greet desk is available for use at both BIA TIC and at George Best Belfast City Airport. Hire of the Belfast Welcome Centre is available for product launches. Costs are available on application.

Advertising Opportunities

Poster sites and lightboxes available in all 3 TICs ranging in price from £250 plus VAT (for posters) to £4,500 plus VAT (for lightboxes).

Contact Lisa Prior (lisa.prior@belfastvisitor.com) for rates and availability.

Front of House Familiarisation Trips

Belfast Welcome Centre will be co-ordinating familiarisation visits for members and partners to key city attractions in 2011/12.

For further details contact Lisa Prior (lisa.prior@belfastvisitor.com)

Belfast Visitor Pass

BVCB in conjunction with Translink, NITB and BCC plan to launch a Belfast Visitor Pass as a pilot project - available from Easter 2011. The aim is to encourage more people to avail of attractions, retail and entertainment opportunities. The Belfast Visitor pass will entitle visitors to free public transport on Metro, Ulsterbus and NI Railways and a range of discounts and offers.

For further details contact Selina Hutchinson (selina.hutchinson@belfastvisitor.com)

Business Tourism Marketing

The Convention Bureau proactively markets Belfast as a conference/meeting destination; supports conference ambassadors and provides assistance to organisations considering holding an event in Belfast. For more information, on opportunities available, contact Claire Bradshaw (claire.bradshaw@belfastvisitor.com)

www.belfastconventionbureau.com

Members receive a listing on BelfastConventionBureau.com as part of their membership benefits.

Conference and Meetings Guide

Print run: 2,000
Next edition: Spring 2012

All BVCB members with meetings incentive products and services receive a directory listing as part of their membership benefits. Distributed to conference organisers and associations, venue finders, meetings planners in MICE market, Tourism Ireland offices overseas and at trade shows exhibitions and workshops attended by BVCB. Advertising rates to be confirmed.

Belfast Ambassador Newsletter and Ezine

A bi-annual ezine distributed to over 800 influential professionals highlighting Ambassador programme successes, conference and meeting facilities and services and forthcoming events.

For more information, contact Eimear Lewis (eimear.lewis@belfastvisitor.com)

Trade Exhibitions

Members have the opportunity to attend and share the Belfast stand for these shows.

For more information and costs, contact BVCB's conference team

Ambassador Programme

BVCB encourages local professionals to use their influence within their respective associations, societies and businesses in promoting Belfast as a conference destination. BVCB Members will have opportunities to assist with Ambassador fairs.

For more information, contact Eimear Lewis (eimear.lewis@belfastvisitor.com)

Joint Advertising

Joint marketing opportunities in key trade publications including Conference News, Conference, Incentive Travel Magazine and Surgeons News offer members a cost effective way to target key audiences.

Site Inspections

For organisations likely to bring a conference, meeting or event to Belfast. Members have opportunity to showcase their businesses and are important in influencing key decision makers to hold events in the city.

Sales Calls

BVCB will carry out sales calls in the UK, European and North American markets.

To discuss partnership opportunities, contact Claire Bradshaw (claire.bradshaw@belfastvisitor.com)

Online Accommodation Booking Service

This service allows conference delegates to make accommodation bookings directly with the provider and is a cost effective tool for both hotels and delegates.

For more information, contact Sarah Gribben (sarah.gribben@belfastvisitor.com)

Activity at a Glance

Leisure Tourism

WhatAbout	6 editions per year
Belfast Visitor Guide	November 2011
Foreign Language Guides	2012
Meet the Buyer (Fermanagh)	April 2011
SITC Barcelona	14 - 17 April 2011
European City Fair 2012 (London)	20 June 2011
Flavours of Ireland (London)	5 October 2011
World Travel Market (London)	7 - 10 November 2011
Belfast Holiday World Show	20 - 22 January 2012
Dublin Holiday World Show	27 - 29 January 2012
ITB Berlin	8 - 12 March 2012
Britain & Ireland Marketplace (London)	March 2012
Seatrade Cruise Shipping Miami	13 - 16 March 2012
Best of Britain and Ireland	15 - 16 March 2012

Business Tourism

Conference, Meetings and Incentives Guide	Spring 2012
Belfast Ambassador Newsletter & eZine	Bi-annual
IMEX Frankfurt	24 - 26 May 2011
EIBTM Barcelona	29 Nov - 1 December 2011
International Confex London	1 - 3 March 2012

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