

From the Office of the Minister



Department of  
**Enterprise, Trade  
and Investment**

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**Our Ref: DETI SUB 537/2014**

David McNarry MLA  
Northern Ireland Assembly  
Room 278  
Parliament Buildings  
BELFAST  
BT4 3XX

21 October 2014

Dear David

#### **DETI ORAL QUESTIONS 13 OCTOBER 2014**

I refer to the supplementary question raised by you on 13<sup>th</sup> October during DETI Oral Question Time. In relation to your question about ferry services between Northern Ireland and England, I agreed to write to you with details of co-operative marketing with air and sea carriers to Northern Ireland in respect of the Great Britain market.

As an island destination, direct, convenient and competitive access services are critical to achieving tourism growth to Northern Ireland.

DETI, through Tourism Ireland, engages in co-operative marketing activity with air and sea carriers to stimulate demand for routes into Northern Ireland. Tourism Ireland also works with all airports in Northern Ireland to case-make for the introduction of routes of strategic importance for Northern Ireland.

Messages about ease of access to Northern Ireland from GB and other markets are included across Tourism Ireland's global communications, including their digital and social media campaigns as well as publicity programmes aimed at the travel trade, business tourism contacts and potential holidaymakers.

So far this year, co-operative radio, print and digital advertising campaigns to promote routes to Northern Ireland have taken place in the GB market, in partnership with air and sea operators such as Aer Lingus, British Airways, Flybe, Ryanair, Stena Line and P&O Ferries. For example:

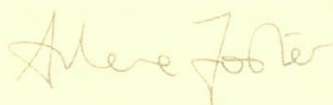
- this autumn, Tourism Ireland in partnership with Aer Lingus and Visit Belfast undertook a radio and print promotional campaign to promote the London Gatwick and Heathrow routes to Belfast, highlighting Belfast's festivals, food and fashion. Campaigns also took place in partnership with Aer Lingus earlier this year;



- this summer, Tourism Ireland undertook a promotional campaign in partnership with Links Air and Visit Belfast to promote the new route from Doncaster to Belfast;
- Tourism Ireland also undertook a print and digital co-operative marketing campaign in partnership with British Airways to promote the London Heathrow to Belfast route;
- a radio and print co-operative marketing campaign with Flybe earlier this year promoted routes from Edinburgh and Glasgow to Belfast, highlighting ‘Belfast in spring’;
- Tourism Ireland, in partnership with P&O, the Causeway Coast and Glens and the National Trust, targeted Scottish and North of England holidaymakers earlier this year through radio, digital and social media campaigns promoting ferry services to Northern Ireland, highlighting national trust sites and the Causeway Coastal Route;
- a TV and radio autumn campaign is currently underway in partnership with Stena Line and Visit Belfast promoting the Causeway Coastal Route and city breaks to Belfast. Campaigns also took place in partnership with Stena Line earlier this year;
- a regional print and online campaign is underway this September/October in partnership with Visit Derry and P&O to attract visitors to Londonderry via the Cairnryan to Larne route. The ads – in the Glasgow Herald, Glasgow Evening Times and Daily Record – have an autumn festival focus and invite potential visitors to visit via ferry with good value offers for a car and driver; and
- a print, outdoor and online co-operative marketing campaign took place in partnership with Ryanair in July/August, to promote routes from London Stansted and Liverpool to City of Derry Airport. The ads- in the Metro, Evening Standard, Liverpool Echo, and at outdoor locations such as Liverpool Station and various shopping centres and billboards across London – invited potential visitors to explore the Walled City.

I trust this information will be useful to you. I will arrange for a copy of this letter to be sent to the Speaker’s Office and that a copy will be placed in the Assembly Library.

Yours sincerely



**ARLENE FOSTER MLA**

Minister of Enterprise, Trade and Investment