

Q3 AT A GLANCE

The key summer-to-autumn date windows, curated for reach, footfall and intent.

Q3 brings together some of the year’s strongest audience movement moments, from live sport and summer festivals to bank holiday travel, regional culture and the September return to routine. This guide pulls out the key planning windows across July, August and September, with OOH cues for reaching audiences before, during and after the main event.



JULY

AUGUST

SEPTEMBER

Bank Holiday
(13th)

Belfast Pride Parade
(25th)

Belfast Whiskey Week
(24th-1st Aug)

Féile an Phobail
(24th-9th August)

Belfast TradFest
(26th-2nd August)

Fleadh Cheoil na hÉireann
(2nd-9th)

CHSq (Custom House Square)
(8th-1st Sept)

Lewis Capaldi
(20th)

Calvin Harris
(21st)

EMERGE Festival
(29th-30th)

Bank Holiday
(31st)

Back to School /
September Reset
(Late Aug / Early Sep)

CMAT
(1st)

The Belfast International
Tattoo 2026
(4th - 5th)

WellFest Belfast
(12th - 13th)

Freshers / Student
Activity
(Mid/Late Sep)

Belfast City
Half Marathon
(20th)

UEFA Nations
League Fixtures
(24th, 25th, 27th, 28th)



Talk to us about booking options • Get format availability and recommended environments

LIVE CROWDS AND SPORT

Fixtures and festivals put Belfast and regional audiences on the move. As plans are made, journeys begin and crowds gather, OOH can meet people before, during and after the main event.

Sport and City Events

Q3 in Northern Ireland brings a concentrated run of live events that create more opportunities for OOH. From summer concerts, parades and festivals through to the Belfast City Half Marathon and September return of sports, crowd movement is consistent and predictable. While broadcast sport continues to attract viewing in pubs and social settings, Northern Ireland’s Q3 strength lies in live concerts and cultural city events. Events like the Fleadh Cheoil na hÉireann and fixtures at the SSE Arena create physical movement across the city centre. Outdoor festival and concert audiences at events like CHSq, EMERGE, WellFest and Belfast TradFest drive repeated travel into areas such as Boucher Road, Ormeau Park, Cathedral Quarter and Titanic Quarter.

OOH Sports Event Play Cues:

OOH gives brands the ability to plan around this rhythm with timely, location-aware messaging that supports the build-up, matchday and post-event mindset.

- **Build-up:** midweek reminders, fixture prompts and anticipation messaging.
- **Matchday:** short, directional copy with a clear next step.
- **Post-match:** social, light and useful, especially across food, drink, retail and transport.
- **Best environments:** city centres, transport hubs, pub clusters, retail proximity, roadside routes into towns and stadia.



OOH City Event Play Cues:

- Use localised copy around venue routes and destination towns.
- Build creative around the journey: on your way, after the event, this weekend, near you.
- Keep messages visually led for busy environments.
- Use proximity around hospitality, convenience, retail and transport.
- Treat regional festivals as tourism and retail moments, not just culture listings.



OOH Playbook For Crowd Moments

- Start with movement: where people are going, not just where they live.
- Message timing matters more than message length.
- Short copy wins when the street is busy.
- Use location as context: venue routes, city centre, transport.
- Make the action easy: nearest store, nearest pub, book now, watch here.



RETAIL OUT OF HOME: STREET TO STORE

Q3 combines leisure movement with practical purchase missions. The August Bank Holiday, back to school and the September return to routine all create moments where people are planning, travelling, topping up, upgrading or preparing for the next week.

Retail OOH connects these moments to store proximity. The opportunity is to use broad reach to influence the plan, then proximity to make the next action easier.

- ▶ **Before the Aisle:** build awareness and influence the shopping list before the trip.
- ▶ **Near the Store:** intercept people on routes to retail, venues and commuter locations.
- ▶ **Inside the Store:** support immediate choice close to point of purchase.

September Reset / Back To School

By late August, Q3 begins to shift from summer movement into routine rebuilding. Back to School, the return to commuting, the restart of weekly sport and the move back into structured weekday behaviour all create a valuable retail and planning window.

For brands, this is not just a school supplies moment. It is a broader reset in household organisation, food planning, transport, clothing, technology, health, convenience and weekly shopping behaviour. OOH can support this shift by being present across commuter routes, retail proximity, shopping centres, transport hubs and roadside environments as people move from summer mode back into routine.



RESPONSIVE OOH MOMENTS

Turn OOH from a broadcast presence into responsive communication by briefing around specific Q3 missions. Dynamic creative can adapt the message by time, place, weather, fixture or retail context, while programmatic can add precision where the brief calls for tighter dayparting, venue proximity or short bursts around high-intent moments.

Suggested moment cues:

- Morning commute:**
Plan it before the day starts.
- Lunchtime:**
Book it, grab it, sort it.
- After work:**
On your way to the match, gig or shop.
- Event Arrival:**
Be visible as crowds gather.
- Post Event:**
Keep the night moving.
- Weekend:**
Stock up for the plan.
- Back to School:**
Reset the routine.

KEY DATES FOR PLANNING

Month	Day	Cycle	Event	Location
June	27 Jun - 31 Aug	13-18	Beano Hijinks	Hillsborough Castle and Gardens
July	14	15	Family Fun Raceday	Downpatrick Racecourse
July	17 - 26	15,16	Belfast Pride	Belfast
July	19	15	All-Ireland Hurling Final	Croke Park, Dublin
July	20 - 25	15	O’Neills Foyle Cup 2026	Derry/Londonderry
July	24 Jul - 1 Aug	15,16	Belfast Whiskey Week	Belfast
July	24 Jul - 9 Aug	15,16	Féile an Phobail	Belfast
July	24 Jul - 2 Aug	15,16	EastSide Arts Festival	East Belfast
July	26 Jul - 2 Aug	15,16	Belfast TradFest	Belfast
July	31 Jul - 8 Aug	16	Maiden City Festival	Derry/Londonderry
August	2-9 Aug	16	Fleadh Cheoil na hÉireann	Belfast
August	5-6 Aug	16	Ryan McMullan	Empire Music Hall
August	7 Aug	16	The Saw Doctors	Falls Park
August	7-8 Aug	16	Modern Tyres Ulster International Rally	Ballymena
August	8 Aug	16	Lush! Classical	Custom House Square
August	8 Aug	16	Whitehead Food & Folk Fest	Whitehead
August	12 Aug	17	Tom Jones	Custom House Square
August	15 Aug	17	Foy Vance	Custom House Square
August	16-23 Aug	17	Carnlough Whiskey Festival	Carnlough
August	16 Aug	17	The Proclaimers	Custom House Square
August	20 Aug	17	Lewis Capaldi	Boucher Road Playing Fields
August	20 Aug	17	Faithless	Custom House Square
August	22 Aug	17	Calvin Harris	Boucher Road Playing Fields
August	22 Aug	17	Stiff Little Fingers	Custom House Square
August	22-25 Aug	17,18	Ould Lammas Fair	Ballycastle
August	25 Aug	18	Wunderhorse	Custom House Square
August	26 Aug	18	IDLES	Custom House Square
August	29-30 Aug	18	EMERGE Festival	Boucher Road Playing Fields
August	31 Aug - 1 Sep	18	CMAT	Custom House Square
September	4-5 Sep	18	Belfast International Tattoo	SSE Arena
September	6 Sep	18	Freya Ridings	Ulster Hall
September	6-7 Sep	18,19	Vittorio Angelone	Lyric Theatre
September	12-13 Sep	19	WellFest	Ormeau Park
September	Mid/Late Sep	19,20	Freshers / Student Season	
September	14 Sep	19	Billy Ocean	Waterfront Hall
September	16 Sep	19	Festival of Business	St George's Market, Belfast
September	17 Sep	19	Anastacia	Waterfront Hall
September	18 Sep	19	Culture Night	Belfast
September	20 Sep	19	Belfast City Half Marathon	Belfast
September	23-24 Sep	20	Russell Howard	Waterfront Hall
September	24 Sep	20	Kosovo v Republic of Ireland, UEFA Nations League	International
September	25 Sep	20	Georgia v Northern Ireland, UEFA Nations League	International
September	27 Sep	20	Israel v Republic of Ireland, UEFA Nations League	Neutral venue / TBC
September	28 Sep	20	Northern Ireland v Hungary, UEFA Nations League	Northern Ireland