



Tourism Ireland

Marketing Plans

2023

INDUSTRY OPPORTUNITIES

Louise Finnegan

Head of Business Partnership

18 January 2023

Industry Opportunities

- No Cost Opportunities
- Paid Partnership Programmes
- Overseas Events
- IMAP
- Co-op Marketing Campaigns
- Tools to help you
- [Tourismireland.com](https://www.tourismireland.com)



NO COST OPPORTUNITIES

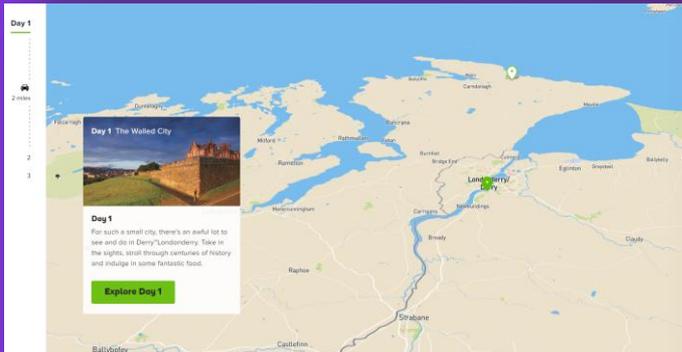
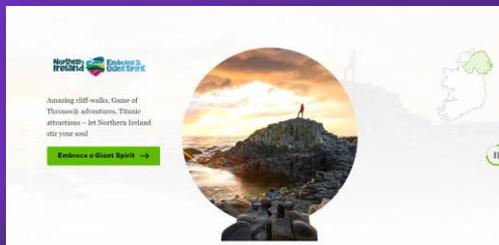
A photograph of a misty forest path lined with large, gnarled trees. The path is dark and leads into the distance, flanked by tall, thin trees with thick, textured trunks. The scene is bathed in soft, golden light, creating a hazy, atmospheric effect. The trees are dense and their branches are visible against the mist. The overall mood is serene and mysterious.

OFFERS ON IRELAND.COM

Go to Industry Opportunities on [TourismIreland.com](https://www.tourismireland.com)

106m Impressions on Ireland.com

- Northern Ireland
- Halloween
- Food and Drink
- Golf



Northern Ireland offers

<p>Offer</p> <p>Accommodation</p> <p>Make it Legends Derry at Holiday Inn Express</p> <p>Centrally located in the heart of Derry-Londonderry, this new hotel is the perfect place to explore the Walled City and Derry's Wild Atlantic Way</p> <p>Enjoy 2 nights B&B from £75.00 p.p. sharing, and Kids Eat and Stay Free. Expires 31st December 2022</p> <p>Derry/Londonderry</p> <p>Kids Eat and Stay Free</p>	<p>Offer</p> <p>Accommodation</p> <p>A Break in the Maggot Moors!</p> <p>Nestled in the foothills of the Mourne Mountains, it is a hidden treasure waiting to be discovered! Enjoy a stay at Millers Close Holiday Cottages and receive a 15% discount on your stay with promo code "Discover". Expires 31st December 2022</p> <p>County Down</p> <p>15% off with Code "Discover"</p>	<p>Offer</p> <p>Things to do</p> <p>Immersive Woodturning Experience</p> <p>In the heart of the Ring Of Gullion, in an area of outstanding natural beauty, learn under the guidance of expert woodturner Peadar Carragher the ancient craft of woodturning and create a Celtic Pendant to bring home. Expires 18th May 2024</p> <p>Northern Ireland</p> <p>Free presentation box</p>	<p>Offer</p> <p>Accommodation</p> <p>Self-catering in the Moonees!</p> <p>Included with a stay at The Cottivee Barn is a Guided Tree Trail around the rare and ancient trees of Killynery Park, or alternatively, the Ross Tour. A talk on the great General and his exploits. Expires 30th December 2022</p> <p>County Down</p> <p>Free local tours included</p>
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COMMUNITY ON IRELAND.COM

Community

250K
Community Visits
per year

Causeway Coastal Walk

Subscribe | Share this post | f | t | p | Reply >

Causeway Coastal Walk

AUTHOR	MESSAGE
 Diana Kingsley GAINING RESPECT 0 6 POSTS: 1 Group: Community Member	<p>POSTED MON 7 NOV 2022 9:40 PM</p> <p>Hello, We are planning to walk the trail next July 2023. We plan to travel from Scotland and leave our car in Cairnryan. We will get local transportation to the next stop to travel a maximum distance of 15 km each way. We would like to find out if there is a company who will transport our luggage from one overnight stop to the next one.</p> <p>Regards Diana Kingsley</p>

Share this reply | f | t | p | A

POSTED TUE 8 NOV 2022 11:19 AM

Hello Diana,

POSTED TUE 8 NOV 2022 11:19 AM

Hello Diana,

It's great to hear that you are planning a walking trip along the [Causeway Coastal Way](#)!

There are some companies that have guided walking tours such as [Walk Talk Ireland](#), [Away a Wee Walk](#), and [Hill Walk Tours](#) who may be able to help with the arrangements for the trip and/or the luggage transfers.

There is an existing community post on [walking the Causeway Coast](#) that may be of interest, please feel free to check it out.

Hopefully, our members and industry partners can help out with some suggestions too.

How long do you plan on being with us for?

Share this reply | f | t | p | A

PAID PARTNERSHIP PROGRAMMES

An aerial photograph of a golf course and a rocky coastline. The golf course is green and occupies the upper right portion of the image. The coastline is rocky and meets the sea at the bottom. Two green circles are overlaid on the image, each containing text. The left circle is positioned over the rocky area and contains the text 'Starting from £250'. The right circle is positioned over the golf course and contains the text 'Up to £20K+'. The text is white and bold.

Starting from
£250

Up to
£20K+

OVERSEAS PLATFORMS

60+ overseas
trade and consumer
events

Register
via TNI
Business Solutions

Be market ready,
with saleable
product

Starting from
<£1,000



Register via Industry Opportunities on [TourismIreland.com](https://www.tourismireland.com)



Industry Market Access Programme

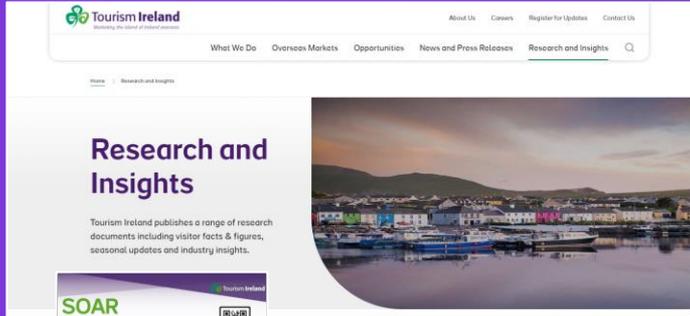
- Tourism Ireland, in partnership with Tourism NI, will continue our IMAP supports for 2023
- 75% fee support for all TI-led overseas events
- 50–75% support for all independent-led activity

www.TourismIreland.com/opportunities

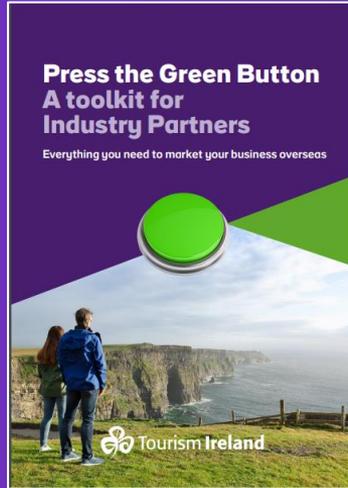


TOOLS FOR YOU

Research and Insights



Industry Toolkits



Ireland's Content Pool



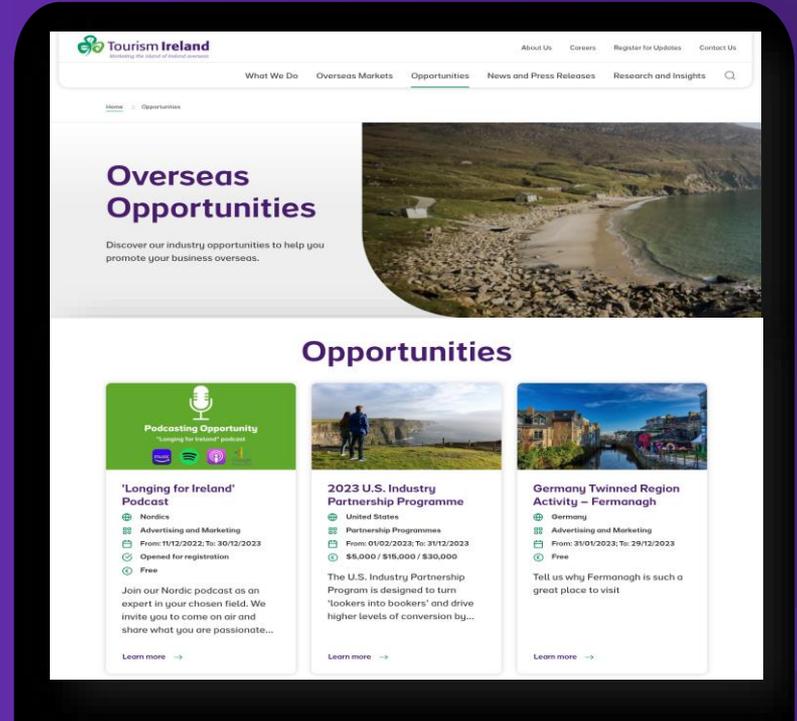
www.TourismIreland.com

TOURISMIRELAND.COM

- Register with TNI Business Solutions for events - check your entry on [Discovernorthernireland.com/Ireland.com](https://discovernorthernireland.com/Ireland.com)
- Register on tourismireland.com for updates and alerts
- Send us your experiential offers for [Ireland.com](https://ireland.com)
- Register on communityireland.com

www.TourismIreland.com/opportunities

IndustryOpportunities@tourismireland.com





Tourism Ireland

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THANK YOU

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