



Marketing Plans

2023

# INDUSTRY OPPORTUNITIES

**Louise Finnegan**  
Head of Business Partnership  
16 January 2023

# Industry Opportunities

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





# **NO COST OPPORTUNITIES**



# OFFERS ON IRELAND.COM

Go to Industry  
Opportunities on  
TourismIreland.com

**OFFER**

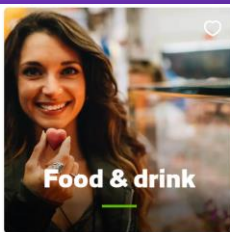



Things to do  
**Country Roads of Ireland** 

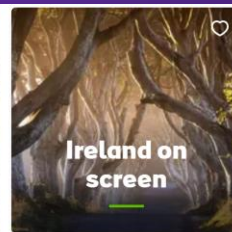
Let the luck of the Irish be with you on this 12-day guided tour across Ireland. Experience sightseeing in Londonderry with one of Northern Ireland's best storytellers, Ronan, as he takes you on a tour of the city walls. Expires 31st December 2022

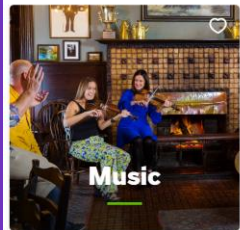
 Island of Ireland  
**Twin share €2,273pp**

**Sustainable Ireland**

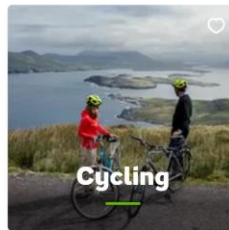
**Food & drink**

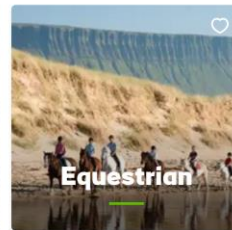
**Golf**

**Ireland on screen**

**Music**

**Walking**

**Cycling**

**Equestrian**

## Accommodation

Are you a hotel regular, or the consummate camper? Do you like the finer things in life, or prefer the sense of adventure that comes with hostel hopping? Ireland's accommodation is varied and vibrant, with something to suit every taste. Here are a few favourites.

**OFFER**



**Dreaming of Doolin & the Cliffs of Moher?** 

Experience the home of traditional Irish music and wild Atlantic scenery with a 3 night stay at Doolin Inn, breakfast, a 4-course meal, and a Burren tasting plate & wine on arrival. Expires 22nd December 2023

 County Clare  
**Free €30 Dining Credit**

**OFFER**



**Bed, Breakfast and Bubbles** 

Breakaway to the Stauntons on the Green. Spend a night away with your loved one. Customise your stay with a delicious Afternoon Tea or a Picnic in the Garden. Enjoy a late checkout of 2pm. Expires 31st December 2022

 Bath  
**Free Bottle of Prosecco!**

**OFFER**



**Dublin Zoo Family Package** 

Overnight B&B accommodation at The Croke Park in a Classic Double Bedroom for 2 adults and 2 children. Family pass to Dublin Zoo and a 3-course set evening meal. Expires 31st December 2022

 Zoo  
**Free ticket to Dublin Zoo**

**OFFER**




**Winter Warmers in Wexford** 

Enjoy a midweek overnight B&B stay, prosecco and chocolates on arrival in the 4-star Riverside Park Hotel and leisure club overlooking the beautiful river Slaney in the picturesque town of Enniscorthy from €109 pppm. Expires 15th March 2023

 County Wexford  
**Cheers & Prosecco Incl.**

**QUIZ**



**Quiz: Star Wars on the Wild Atlantic Way**

Are you a true Jedi of the Wild Atlantic Way? Test your knowledge with our quiz.

**OFFER**



**Package holidays  
Discover Donegal, Slieve & Wild Atlantic Way** 

Windswept with mountain passes, coastlines and picturesque towns, explore the unspoilt highlights of County Donegal in the stunning north west of Ireland on this offer. \*Save £20 on bookings by 30.12.22 using quote T120. Expires 10th September 2023

 County Donegal  
**Use promo code T120**

**QUIZ**



**Quiz: where in Ireland should you visit?**

Discover your dream visit to the island of Ireland with this quiz...

**OFFER**



**Accommodation  
2-night stay, dinner, and tours!** 

Enjoy 2 nights luxury B&B at the Bush Hotel, Carrick on Shannoy for 2 people. 4 Course Dinner 1 evening, admission and guided tours of Arigna Mining Experience with an ex-coal miner and of The Shed Distillery, Drumshanbo. Expires 15th December 2022

 County Leitrim  
**2 local tours included!**

**106M  
Impressions on  
Ireland.com**

# COMMUNITY ON IRELAND.COM

Community

250K

Community Visits  
per year

## First time in Ireland: 7 days by train

1

Subscribe

Share this post

Reply

### First time in Ireland: 7 days by train

AUTHOR

MESSAGE

POSTED TUE 6 DEC 2022 12:16 AM



Sara García Romero  
GAINING RESPECT

0 1 7

POSTS: 3

Group: Community  
Member

SOS: I don't have much time to plan my first trip to Ireland. I am arriving with my mum the 12th of December and we will travel by train during just 7 days! All I see in this page is stunning so it's hard to choose what places to visit! My mum can't walk very long distances but I guess that we will enjoy the landscape from the train windows, or ferries and then go for a short walk once we arrive to the towns to spend the night.

I would really appreciate it if you could recommend the top places that you wouldn't miss. I guess the west coast, (I wonder if it would it be too much to pick up a place to visit in the north as well then connect with the west from there) then the south and Dublin from where we fly out and were we don't want to spend more than the last two days (Saturday and Sunday).

Looking forward to receive your valuable tips

Share this reply



Cathaoir  
COMMUNITY EXPERT

2 2 9

POSTS: 54

Group: Community  
Moderator

POSTED TUE 6 DEC 2022 10:23 AM

Hi Sara,

Thanks for reaching out.

We have plenty of resources that are worth checking out, such as [Ireland by Train](#), [Five Magical Railway Journeys](#), our community post on [Public Transport Passes](#), and our [accessibility](#) which can be beneficial for your mum.

Do you have any accommodation booked as of now? You could certainly include a day in the north, but it is important not to try and cram too much into 7 days, as it may negate your experience. Our [Trip Ideas](#) section may help you choose which parts you want to see whilst here, and I would also recommend using [Rome2Rio](#) as a journey planner.

Let me know if you have any other questions, and I would be glad to help.

Cathaoir



## PAID PARTNERSHIP PROGRAMMES

A man and a woman are standing with their mountain bikes in a grassy field. The man, wearing an orange jacket and a white helmet, is pointing towards the right. The woman, wearing a blue jacket and a black helmet, is looking at him. In the background, there are rolling hills and a body of water under a cloudy sky.

Starting from  
**€300**

Up to  
**€25K+**

# OVERSEAS PLATFORMS

60+ overseas  
trade and consumer  
events

Register via  
[tradeportal.failteireland.ie](https://tradeportal.failteireland.ie)

Be market ready,  
with saleable  
product

Starting from  
≤€1,000





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





# **INDUSTRY PROGRAMMES**

- **Tourism Ireland continuing with 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](http://www.TourismIreland.com/opportunities)**



# CO-OPERATIVE MARKETING

Big city buzz,  
small town spirit

Loganair  
Scandinavia Airlines

Meet Dublin.  
Fly Inverness ⇌ Dublin

DUBLÍN

DESDE  
39€

Dale al botón verde

Irlanda



AN ISLE OF  
INSPIRATION

BOOK AWAY

Ireland  
Press the Green Button

PLAN YOUR TRIP TO EUROPE

vacation Packages ✕ Flight & Hotel ✕ Tour Packages ✕ Hotels ✕ Activities ✕ Cruises ✕ Cars

✕ Toronto Pearson International Airport (YYZ) ✕ Where to? ✕

✕ 02 Jun ✕ 08 Jun ✕ Economy ✕

✕ 2 guests (1 Room) ✕

SEARCH

IRELAND

FROM  
£129  
SINGLE CAR & DRIVER

IRELAND.

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CHANGE LATER

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Aer Lingus (US, CA)

Experience all that Ireland has to offer! Make your own adventure in 2022 with up to \$100\* off roundtrip flights to Ireland! Discover Ireland this spring. Travel 2/1/22 - 5/31/22. T&Cs apply.

Aer Lingus (US, CA)

2022 is ready for adventure. Why not discover all the sights and sounds that Ireland has to offer and book now with Aer Lingus. See more.

Discover Ireland with  
great offers from  
Aer Lingus

Start 2022 off right  
with a trip to Ireland

FLEXIBLE  
FLIGHTS

Parti per un viaggio  
indimenticabile

Premi il tasto verde  
Irlanda

volagratis

ACCUMULEZ PLUS EN IRLANDE

500\$ DE RABAIS

15 000 POINTS-BONIS

PER COUPLE

RESERVEZ

-130 €  
599.-

Bus-Rundreise

8-tägige Reise inkl. Flug, Minibuss, Hotel, inkl. Frühstück

inkl. 4 Stadt-  
besichtigungen  
(W.W. ex. € 75,-)

Reiseablauf: 1. Tag: Anreise, 2. Tag: Dublin - Kilkenny - Wicklow, 3. Tag: Kilkenny - Dublin, 4. Tag: Dublin - Belfast, 5. Tag: Belfast - Belfast, 6. Tag: Belfast - Belfast, 7. Tag: Belfast - Belfast, 8. Tag: Belfast - Belfast.

Wichtige Hinweise: 1. Reiseablauf, 2. Reiseablauf, 3. Reiseablauf, 4. Reiseablauf, 5. Reiseablauf, 6. Reiseablauf, 7. Reiseablauf, 8. Reiseablauf.

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GET EXTRA IN IRELAND

\$500 OFF

15,000 BONUS POINTS

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Ireland  
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EN IRLANDE

DESCUBRE DUBLÍN

VUELOS DESDE

39€

PER COUPLE

BOOK AWAY

Ireland  
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Book now

Stena Line

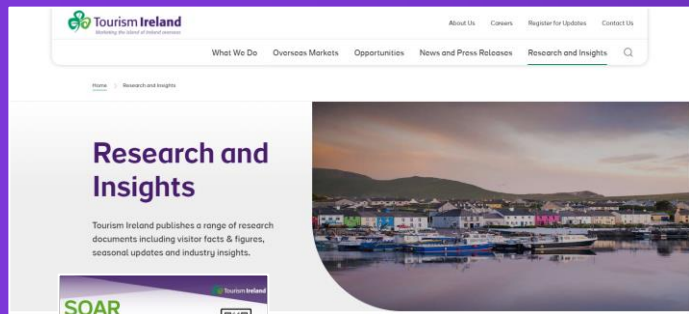
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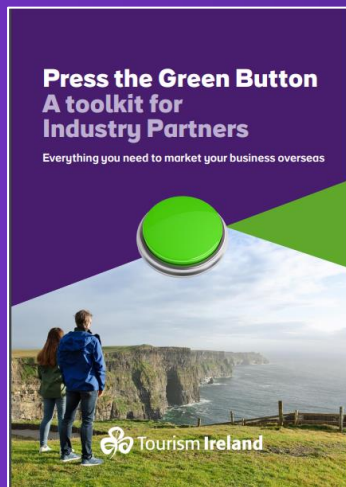


# TOOLS FOR YOU

## Research and Insights



## Industry Toolkits



## Ireland's Content Pool



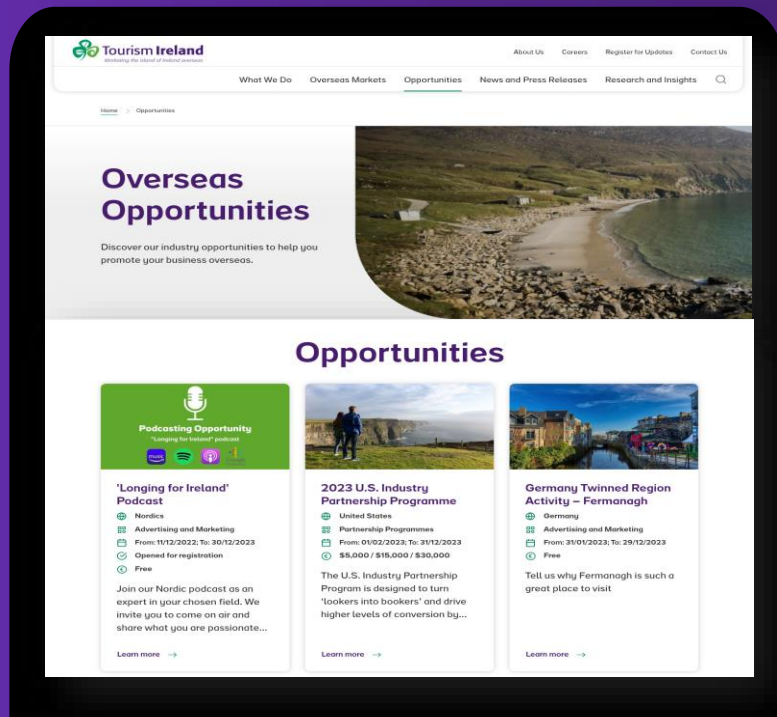
[www.TourismIreland.com](http://www.TourismIreland.com)

# TOURISMIRELAND.COM

- Register for overseas trade events on: [tradeportal.failteireland.ie](https://tradeportal.failteireland.ie)
- Register on the Industry Opportunities website for updates and alerts
- Send us your experiential offers for [Ireland.com](https://Ireland.com)
- Register on [communityireland.com](https://communityireland.com)

[www.TourismIreland.com/opportunities](https://www.TourismIreland.com/opportunities)

[IndustryOpportunities@tourismireland.com](mailto:IndustryOpportunities@tourismireland.com)







Marketing Plans

2023

THANK YOU

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