

Dear Industry Partner,

Tourism Ireland will launch its new campaign Fill your heart with Ireland from mid-March 2023. This campaign will grow interest and intent to visit the island of Ireland among prospective Culturally Curious audiences and aims to drive visitors inviting others to experience the island of Ireland for themselves. The new campaign will initially roll out in 11 markets on all channels including TV and Digital, driving traffic to Ireland.com.

Fill your heart with Ireland will be deployed with a single-minded effort to position the island of Ireland as a place that fills the heart and fills the spirit, offering much more than a sightseeing trip.

The campaign revolves around amplifying advocacy and shining a light on the island's characters and culture – the people, the craic (Irish slang for fun!) and the coast. The campaign will be highly visible utilising multiple channels such as TV, digital and out-of-home.

The goal will be for everyone in our target markets to want to fill their hearts by coming to Ireland!

Therefore, **we are currently looking for offers for Ireland.com to support our Fill your heart with Ireland campaign.**

This is an ideal opportunity to promote your offers at a time when holidaymakers are actively booking and craving unique, inspiring experiences.

While some holidaymakers are seeking to unwind and indulge in quality time with loved ones, others want to do new things and immerse themselves in exhilarating new adventures and experiences. We are seeking offers that not only give holidaymakers compelling reasons to book, but offer value, flexibility, and that extra touch of 'wow' that they can't wait to tell others about!

Fill your heart with **Ireland** 

What does a Good/Bad Offer look like?

Good Offer Examples:

- Enjoy Bubbles, Bed and Breakfast this summer!** (Accommodation)
 - ✓ Quality eye –catching images
 - ✓ Appealing titles for attention
 - ✓ Refundable
 - ✓ Offer & Added Value clearly summarised
 - ✓ Compelling, clear description, unique experience
 - ✓ Links to directly to bookable landing page
- Fancy a date with nature?** (Things to do)
 - ✓ Refundable
 - ✓ Compelling, clear description, unique experience
 - ✓ Links to directly to bookable landing page

Bad Offer Examples:

- The ABC Hotel** (Accommodation)
 - ✗ Poor image, Low-Res Not to-specification
 - ✗ Unappealing generic copy
 - ✗ Offer details unclear. No USP
- Walking Tour** (Things to do)
 - ✗ Use of logo Not to-specification
 - ✗ No indication of how its an offer
 - ✗ No clear location, USP or information

What will my Offer look like on Ireland.com?

Your offer will appear on Ireland.com in a format similar to the one below.

Tourism Ireland will decide how your offer is classified on your behalf

Offer Image

Offer Category

Offer Title

Offer Description

Offer Location

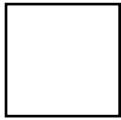
Offer Headline

Fill your heart with **Ireland**

What do I need to submit an Offer?



You can follow our simple Offer Checklist to ensure you have what you need to submit an offer before entering it into the form.

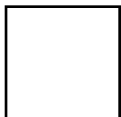


*not to scale

Offer Image

- ✓ Size is 600 x400px
- ✓ JPEG format
- ✓ Less than 1MB
- ✓ Showcases your offer and location
- ✓ Does not include any logos

Please note: If your image is not suitable, Tourism Ireland will choose an appropriate image from our media library on your behalf



Offer Category

- ✓ What best describes your offer from the below list? (you can only select one)
 - ☐ Accommodation
 - ☐ Getting around Ireland
 - ☐ Getting to Ireland
 - ☐ Golf
 - ☐ Luxury
 - ☐ Outdoor and wellness
 - ☐ Package holidays
 - ☐ Sustainable tourism
 - ☐ Things to do



Fancy a date with nature?



Walking Tour

Offer Title

- ✓ 45 characters max.
- ✓ Captivates the audience
- ✓ Short and snappy
- ✓ Can include your business name
- ✓ Sets the scene of the offer

Fill your heart with **Ireland**



Offer Description



- ✓ 250 characters max.
- ✓ Includes business name (if not in title)
- ✓ Includes availability period of offer
- ✓ Describes what the offer entails



Offer Location

- ✓ Where will the offer be redeemed?
- ✓ Include City and County if applicable
- ✓ Only select Republic of Ireland, Northern Ireland, or Island of Ireland if your offer refers to a tour package that features multiple locations



Free picnic lunch included



Discounts on weeknights

Offer Headline

- ✓ 30 characters max.
- ✓ Short and snappy
- ✓ Best summarises the offer VALUE e.g. 2 people for the price of 1, free cancellation, free experience included



Booking URL

- ✓ Must be a specific URL to your offer, not just to your website
- ✓ The entire offer card will click through to this URL



Start and end date period you want your offer to be shown on Ireland.com

- ✓ Must be in Day/Month/Year format

You are now ready to
submit your offer!

Fill your heart with **Ireland**

Please note:

- Offers must be bookable online and should have at least 3 months validity
- All offers are subject to Tourism Ireland editorial control and must meet the criteria and specification to be approved. Tourism Ireland will have the final say on assets including images and copy.
- Offers submitted for Ireland.com may be used in other channels such as social media, publicity, paid media and consumer e-zines.
- Any images supplied to be used by Tourism Ireland must have usage rights for web and paid media.
- All campaign activity and timescales are subject to change and could be reviewed or withdrawn without notice.

Frequently Asked Questions (FAQs)

Q. Where will my offer appear?

A. Your offer, once approved, will appear on Ireland.com and may also be used in other channels such as social media, publicity, and consumer e-zines.

Q. I have a great offer but no suitable imagery to go with it, what should I do?

A. We have breath-taking imagery on hand to accompany your offer details. Please fill out the offers form using the checklist above.

Q. I have submitted my offer, how quickly will I see it on the website?

A. Please be patient as our team works to get your offer up on our website. Your offer should appear on Ireland.com within 5 working days.

Q. What currency should I submit my offer in?

A. Please submit your offer in your local currency as detailed on the booking URL you have supplied.