

# Ireland

Australia and New Zealand  
Industry Partnership Program

2024

## Turning lookers into bookers

Tourism Ireland makes significant investment in digital consumer marketing campaigns in Australia and New Zealand. Our global 'Green Button' campaign, which was launched last year aimed to reach and engage Culturally curious Travelers in key markets across Australia and New Zealand. Specifically, the campaign was designed to strengthen intent to travel and drive conversion. As we move into rebuilding sustainable growth into the future with a focus on promoting travel in the shoulder season and into the regions and Northern Ireland, we will launch a new global brand campaign in Q3 of this year. Both campaigns are supported with a robust digital tactical media plan.

As part of our continued digital capabilities and investment in technology, Tourism Ireland's Industry Partnership Program is designed to turn 'lookers into bookers' and drive higher levels of conversion by placing your travel packages in front of targeted prospective travelers throughout the consumer journey to deliver referrals.

The digital marketing program offers exposure during key booking and planning periods for your vacation programs across owned and third-party platforms.



### Steps to Participate

- Complete and return the registration form.
- Participation costs:
  - Gold: AUD\$7,000 / €4,270 / £3,670
  - Silver: AUD\$4,500 / €2,745 / £2,360
  - Bronze: AUD\$2,000 / €1,220 / £1,150
- An administrator's name and contact details are required with each registration.





Fill your heart with **Ireland**

**The Irish Tourism Group**

Ireland is widely regarded as a much loved destination throughout the world. With breath taking landscapes, Ireland promises to captivate you by its surroundings.

The Irish Tourism Group is one of Ireland's leading inbound tour operators, operating for the last 20 years with one goal, to create the dream Irish holiday that will allow you to experience and create lifelong memories.

IrishTourism.com are part of The Irish Tourism Group creating custom self-drive or chauffeur trips to Ireland. KnittingTours.com is also part of the group and provides unique knitting experiences in beautiful surroundings with local designers, knitters and craftsmen.

Enjoy a holiday to Ireland - talk to our travel team today and let us create your dream itinerary!

[Discover More](#)

**Offer: 10-Night Best of Ireland Tour - Save 15%**

Discover Ireland and see popular attractions from \$1120 pps including car rental.

[Book Now](#)

**Offer: Knitting Tours 9-Night South of Ireland**

Knit in picturesque Kerry and Aran Islands with workshops and demonstrations from \$4962 pps.

[Book Now](#)

**Community**

Join our Community

Thinking of visiting Ireland? Have any questions? Or share your tips.

Visit our community [here](#)

**Ireland.com**

Fill your heart with **Ireland**

**Ireland's Ancient East**

Between the River Shannon and the Irish Sea sits Ireland's Ancient East – a place filled with spectacular scenery and bursting with character. There's more than one way to soak up 5,000 years of history around Ireland's Ancient East. Self drive, coach trips, cycling, cruising or walking – this will be a journey you'll remember forever.

You'll find a story under every step, so it's no wonder that even the stones here tell tales. Watch your feet! You could be tripping over a legend...

**8 fun facts from Ireland's Ancient East**

**Ireland's Ancient East Festivals**

From garden parties to opera via jazz and comedy, festivals in Ireland's Ancient East are fun, unique and varied. Choose one that suits you!

[Discover More](#)

**Offer: 20% off May & June Campervan Hire**

Do you dream of touring Ireland? With your transport and accommodation in one - where you go, you decide!

[Book Now with Bunk Campers](#)

**Community**

Join our Community

Thinking of visiting Ireland? Have any questions? Or share your tips.

Visit our community [here](#)

**Ireland.com**

## Gold Level

AUD\$7,000 / €4,270 / £3,670

Our Gold Level Partnership Program includes the following components:

### WEBSITE: IRELAND.COM

Product placement of three offers in the Offers section. Offers are also displayed throughout the website, based on relevancy. Tourism Ireland's Australian website received over **400k** unique visits in 2019 and is the primary call to action in all Tourism Ireland marketing communications.

### DIGITAL MARKETING

Product exposure to targeted 3rd party travel sites subscribers with a track record of generating high response and conversion rates. Placement is weighted based on partnership investment level.

Exclusive paid promotion via 3rd party travel sites. Previous travel sites include Kayak and TripAdvisor.

### eMARKETING

Offer inclusion in consumer newsletters sent to Tourism Ireland's warm database of over 15,000 Subscribers.

### SOCIAL MEDIA

Dedicated sponsored & organic social posts targeting high prospect audiences including Tourism Ireland's fans (**815k+**, re-targeting visitors to Ireland.com and interest-based targeting.)

### PUBLICITY

Press releases submitted by partners will be considered for inclusion in Tourism Ireland's online media room. Additionally, partners can provide stock features, which editors can use copyright free. Newsworthy material from partners will be considered for monthly media e-zine.

## Silver Level

AUD\$4,500 / €2,745 / £2,360

Our Silver Level Partnership Program includes the following components:

### WEBSITE: IRELAND.COM

Product placement of three offers in the Offers section. Offers are also displayed throughout the website, based on relevancy. Tourism Ireland's Australian website received over **400k** unique visits in 2019 and is the primary call to action in all Tourism Ireland marketing communications.

### DIGITAL MARKETING

Product exposure to targeted 3rd party travel sites subscribers with a track record of generating high response and conversion rates. Placement is weighted based on partnership investment level.

### eMARKETING

Offer inclusion in consumer newsletters sent to Tourism Ireland's warm database of over 15,000 Subscribers.

### SOCIAL MEDIA

Dedicated sponsored & organic social posts targeting high prospect audiences including Tourism Ireland's fans (**815k+**, re-targeting visitors to Ireland.com and interest-based targeting.)

### PUBLICITY

Press releases submitted by partners will be considered for inclusion in Tourism Ireland's online media room. Additionally, partners can provide stock features, which editors can use copyright free. Newsworthy material from partners will be considered for monthly media e-zine.

**Tourism Ireland Oz** @GoToIrelandOz · May 20

Discover the hidden gems of the Emerald Isle on this 12-day journey with @InsightVacations from \$4,391\* pp.

Book the Country Roads of Ireland tour now 🇮🇪

**Country Roads of Ireland end Dublin (Summer 2019...**

Experience the wild, enchanting coastal routes as you explore the Emerald Isle. Along the way you'll encounter ruined castles, quiet lakes, natural wonders and [insightvacations.com](http://insightvacations.com)

**Travelzoo (AU, NZ, FJ)**

Published by James Richards [?] · April 13 at 3:26pm

From emerald-green rolling hills to a glass of frothy Guinness, Ireland is steeped in ancient tradition, boasts breath-taking natural scenery, warm-hearted locals and vibrant, unique cities. With airlines frequently offering special airfares to Dublin – one of the most inexpensive European capitals to fly into from all major Australian cities – visiting Ireland has never been easier. Here are five reasons this beautiful island is a must-see 🇮🇪 <http://bit.ly/TzIreland>

Five reasons to explore Ireland (and why you'll never want to leave)

[Send Message](#)

**Go To Ireland Oz**

15 May at 19:24

Save \$200 on flights with Trafalgar Travel's 'Irish Highlights' between 1 Oct – 31 Mar 2019. Use code PPTAWSAIR18 at time of booking 'Irish Highlights'. Full T&C's can be found here <https://go.irind.co/terms-and-conditions>

**Save \$200 on Flights**

Includes 6 nights accommodation, 9 meals and tours

TRAFALGAR.COM [Book Now](#)

524 Likes · 40 Comments · 30 Shares

[Share](#)

**Go To Ireland Oz**

June 18 at 7:39 AM

Do you dream of touring Ireland? Discover Ireland with the freedom of campervan hire from approx. \$80 per night with Bunk Campers 🇮🇪

Book Now 🇮🇪 [https://go.irind.co/Bunkcampers\\_O1\\_Offers](https://go.irind.co/Bunkcampers_O1_Offers)

57

8 Comments · 3 Shares



# Bronze Level AUD\$2,000 / €1,220 / £1,150

Our Bronze Level Partnership Program includes the following components:

## WEBSITE: IRELAND.COM

Product placement of one offer in the Offers section. Offers are also displayed throughout the website, based on relevancy. Tourism Ireland's Australian website received over 400k unique visits in 2019 and is the primary call to action in all Tourism Ireland marketing communications.

## DIGITAL MARKETING

Product exposure to targeted 3rd party travel sites subscribers with a track record of generating high response and conversion rates. Placement is weighted based on partnership investment level.

## eMARKETING

Offer inclusion in automated newsletters sent to Tourism Ireland's database.

## PUBLICITY

Newsworthy offers from partners will be considered for monthly media e-zine placement.

## Expectations of Industry Partners

In order to participate you must agree to the following criteria:

- Offers must be provided in Australian / New Zealand Dollar(\$). The AUD/NZD pricing must also be listed and included on the landing page of all offers. The price on the landing page must match the price in the offer.
- Offer URLs must link directly to a relevant Ireland landing page on your website. The offer must be clearly visible and easy to book. Note: We cannot link to homepages, general special offer pages or pages that mention other destinations.
- Partners are required to have offers with a Call to Action that has a digital element for tracking purposes.
- Gold Level Partners must have the ability to add tracking pixels to their site so that we are able to better track and attribute referrals. All partners are encouraged to have this ability.
- Complete year-end feedback requests so Tourism Ireland can deliver a strong program and assist you to get the best possible results.
- All participating partner websites should have a mobile friendly version. Traffic to website is increasingly attributed to mobile devices each year. Therefore, it is imperative for all partners to have a mobile friendly website.

Destination of the Week



Ireland  
Cool Castles, Vibrant Cities & Fun Festivals, Save up to 30%



\$2140+  
Ireland: 5-Night, Off-the-Beaten-Path Guided Tour

Book by May 31

See Deal from Tourism Ireland / Vagabond Tours of Ireland >



\$898+ | 30% Off

Ireland: 7-Nt, 4-Star Self-Drive Tour, Incl. Belfast w/Castle Stay, Rental Car & Breakfast

Book by Aug 31

See Deal from Tourism Ireland / Authentic Vacations >



\$1782+ | Save \$200

Ireland: 7-Nt Guided Vacation, Incl. Ring of Kerry w/ Hotels, Meals & Sightseeing

Book by Sep 22

See Deal from Tourism Ireland / Brendan Vacations >



\$77+

Dublin: Personalized Tasting at Top-Rated Guinness Storehouse Secret Bar

Book by Aug 31

See Deal from Tourism Ireland / Guinness Storehouse >

# Ireland

## Tourism Ireland Deliverables

Tourism Ireland will ensure you receive:

- Product exposure from affiliation with Tourism Ireland's consumer marketing campaign.
- Year-end feedback reports to evaluate performance.
- Year-round communication with dedicated staff.



# Ireland