

# Ireland

U.S. Industry Partnership Program  
2024

## Turning lookers into bookers



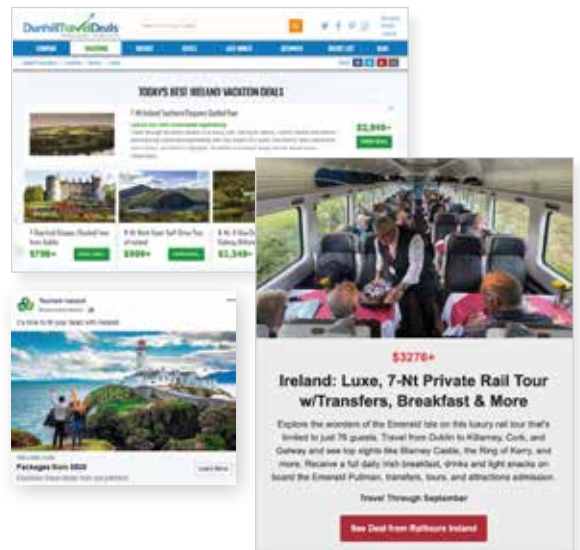
Tourism Ireland makes significant investment in TV and digital consumer marketing campaigns in the US. Our global 'Fill your heart with Ireland' advertising campaign continues, with the goal of inspiring culturally curious travelers in key markets across the US to visit the island of Ireland. Specifically, the campaign is designed to strengthen travel intent and encourage greater visitation in the shoulder season, to the regions and Northern Ireland as we continue to deliver sustainable growth.

Tourism Ireland's annual Consumer 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 third-party referrals, supported with a robust digital tactical media plan. The digital marketing program offers year-round exposure for your vacation programs across Tourism Ireland owned and third-party media platforms.

Tourism Ireland's website [www.ireland.com](http://www.ireland.com) remains the primary call to action for all Tourism Ireland marketing communications and offers program partners a year round 'shop window' to display vacation offers and packages.

### Steps to Participate

- Complete and return the registration form by Friday, December 15th, 2023.
- Participation costs in your currency of preference:
  - Gold:** \$32,000 / €32,000 / £27,520
  - Silver:** \$16,500 / €16,500 / £14,190
  - Bronze:** \$6,000 / €6,000 / £5,160
- A primary and a secondary administrator's name and contact details are required with your registration.

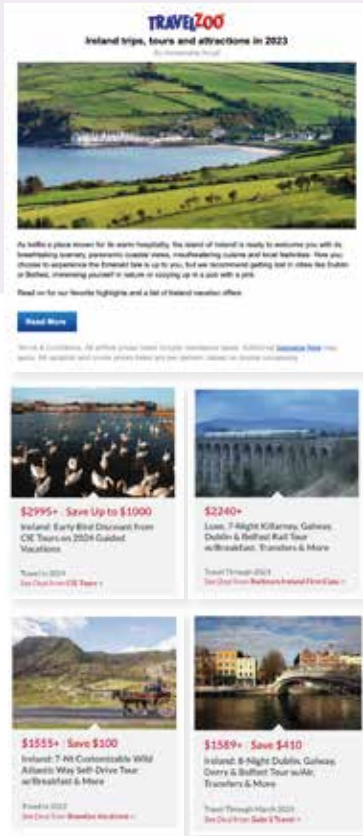


The image shows a screenshot of the DublinTravelDeals website. The main heading is 'TODAY'S BEST IRELAND VACATION DEALS'. Below this, there are several travel packages listed with their respective prices and 'Book Now' buttons. One package is highlighted: 'Ireland: Luxe, 7-Nt Private Rail Tour w/Transfers, Breakfast & More' for \$3276+. The promotional card includes a description: 'Explore the wonders of the Emerald Isle on this luxury rail tour that's limited to just 75 guests. Travel from Dublin to Killybegs, Cork, and Galway and see top sights like Blarney Castle, the Ring of Kerry, and more. Receive a full daily Irish breakfast, drinks and light snacks on-board the Emerald Pullman. Transfers, tours, and attractions admission. Travel Through September.' A red button at the bottom says 'See Deal from Railtours Ireland'.



# Gold Level

\$32,000 / €32,000 / £27,520



Our Gold Level Partnership Program includes the following components:

### WEBSITE: IRELAND.COM

Year-long product placement of **three** offers in the Offers section. Offers are also displayed throughout the website, based on relevancy. Tourism Ireland's U.S. website receives over **5 million +** unique visits annually 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 (e.g. **Sherman's Travel, Dunhill Travel, and Travelzoo, etc**). Placement is weighted based on partnership investment level.

### eMARKETING

Offer inclusion in consumer newsletters sent to Tourism Ireland's warm database of over **175,000 subscribers**.

### SOCIAL MEDIA

Dedicated sponsored & organic social posts targeting high prospect audiences including Tourism Ireland's fans (**2.3 million**, 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.

### MOMENTS STRATEGY

Additional offer placement opportunity aligning with all moments from Tourism Ireland Moments Strategy program, one offer per moment.

### NEW FOR 2024\* CONSUMER REFERRALS

Third Party opt-in consumer inquiry data for follow up activity provided on weekly basis. Use of an email opt-in contact by the Partner must be on a one-time basis only, after which Partners can only communicate with these consumers if the consumer has opted in to receive information from the specific Partner. Communication from the Partner must include Ireland-only specific information or offers.

# Silver Level

\$16,500 / €16,500 / £14,190

Our Silver Level Partnership Program includes the following components:

### WEBSITE: IRELAND.COM

Year-long product placement of **two** offers in the Offers section. Offers are also displayed throughout the website, based on relevancy. Tourism Ireland's U.S. website receives over **5 million +** unique visits annually 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 (e.g. **Sherman's Travel, Dunhill Travel, and Travelzoo, etc**). Placement is weighted based on partnership investment level.

### eMARKETING

Offer inclusion in consumer newsletters sent to Tourism Ireland's warm database of over **175,000 subscribers**.

### SOCIAL MEDIA

Dedicated sponsored & organic social posts targeting high prospect audiences including Tourism Ireland's fans (**2.3 million**, re-targeting visitors to Ireland.com and interest-based targeting.)

### PUBLICITY

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

### MOMENTS STRATEGY

Additional offer placement opportunity aligning with two moments from Tourism Ireland Moments Strategy program, one offer per moment.



# Bronze Level

\$6,000 / €6,000 / £5,160

Our Bronze Level Partnership Program includes the following components:

### WEBSITE: IRELAND.COM

Year-long product placement of **one** offer in the Offers section. Offers are also displayed throughout the website, based on relevancy. Tourism Ireland's U.S. website receives over **5 million +** unique visits annually 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 (eg. **Sherman's Travel, Dunhill Travel, and Travelzoo, etc**). 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.

### MOMENTS STRATEGY

Additional offer placement opportunity aligning with one moment from Tourism Ireland Moments Strategy program, one offer per moment.

## Expectations of Industry Partners

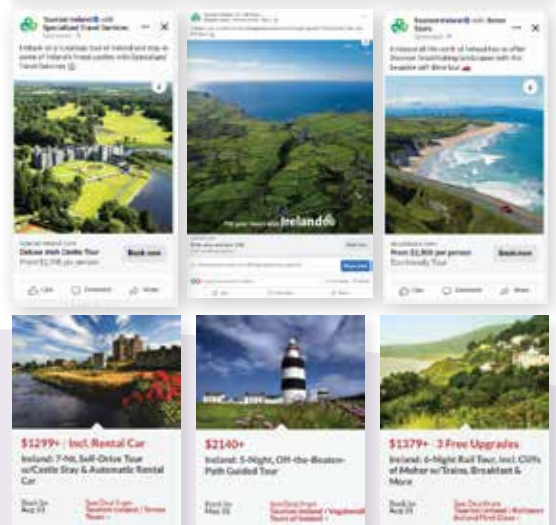
In order to participate you must agree to the following criteria:

- Offers must be provided in US Dollars (\$). The USD 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 an Ireland only 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 mid-year and 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%



## Tourism Ireland Deliverables

Tourism Ireland will ensure you receive:

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



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