

What does a Good/Bad Offer look like?

Good Offer Example: Enjoy Bubbles, Bed and Breakfast this summer!

Accommodation
Enjoy Bubbles, Bed and Breakfast this summer!

Stay at Hotel Excellence from only £199 per couple and enjoy a free bottle of prosecco upon arrival. Fully refundable. Expires 31st August 2021.

📍 Belfast
Free prosecco on arrival

Things to do
Fancy a date with nature?

Book a day tour of the Beaghmore Stone Circles with World Class Tours and enjoy a free picnic lunch surrounded by stunning views of the Sperrin mountains. Expires 31st September 2021.

📍 County Tyrone
Free picnic lunch included

Checklist for Good Offer:

- ✓ 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

Bad Offer Example: The ABC Hotel

Accommodation
The ABC Hotel

Stay on weeknights at a discounted rate. Expires TBC.

📍 County Antrim
Discounts on weeknights

Checklist for Bad Offer:

- ✗ Poor image. Low-Res Not to specification
- ✗ Unappealing generic copy
- ✗ Offer details unclear. No USP

Bad Offer Example: Tours NI Covid Safe Walking Tour

Things to do
Walking Tour

Walking tour for £40 per person

📍 County Antrim
£40 per person


Checklist for Bad Offer:

- ✗ Use of logo Not to specification
- ✗ Overtly Covid focussed
- ✗ 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

Things to do
Fancy a date with nature?

Book a day tour of the Beaghmore Stone Circles with Northern Ireland Tours and enjoy a free picnic lunch surrounded by stunning views of the Sperrin mountains. Expires 31st September 2021.

Offer Title

Offer Description

📍 County Tyrone
Free picnic lunch included

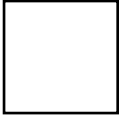
Offer Headline



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.



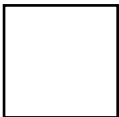
*not to scale



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



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 nights for the price of 1, free lunch included, free cancellation



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!

[**SUBMIT HERE**](#)

Please note:

- Offers must be bookable online.
- All offers are subject to Tourism Ireland editorial control and must meet the criteria and specification to be approved.
- Offers submitted for Ireland.com may be used in other channels such as social media, publicity, consumer e-zines.
- 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 booking URL in another language, what should I do?

A. Please indicate on the offers form that you have a booking URL available in another language. Our team will contact you to discuss this with you.

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. If your offer is price-led, please submit it in your local currency as detailed on the booking URL you have supplied.

If you have any further queries, please contact: tioffersdesk@tourismireland.com