

Dear Tourism Partner,

We are currently looking for offers for Ireland.com to support our Dublin City Break Campaign that is due to go live from mid-September 2021 onwards, reaching millions of consumers across Europe. This campaign will be rolling out across, The Netherlands & Belgium, France, Germany, Italy, Spain & The Nordics. Activity will run from the third week of September up until end of year 2021.

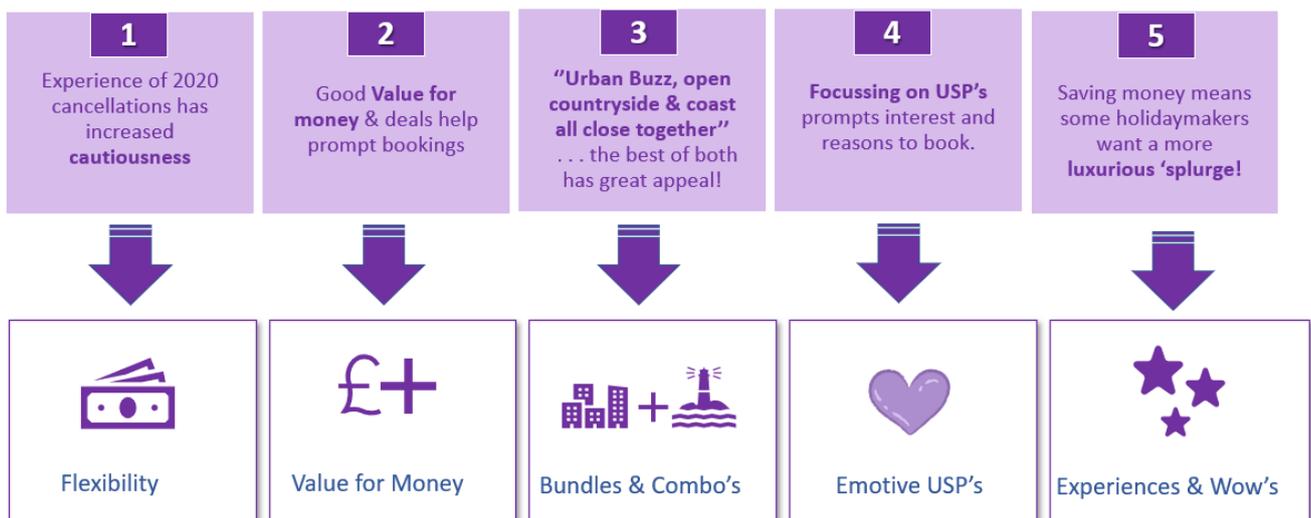
The campaign message, supported by significant investment, will be driving back to Ireland.com where your offers will be included on dedicated landing pages highlighting all the wonderful things to do in Dublin on a city-break/ short break in the Autumn & Winter period. All offers submitted and approved will be featured on Ireland.com and selected offers may also be included in consumer e-zines and organic social posts across Tourism Ireland social channels in the respective European markets.

While some European holidaymakers look forward to finally getting to spend quality time with family and loved ones, others want to get away with friends, do new things or immerse themselves in the local culture. We are seeking offers that not only give holidaymakers compelling reasons to book a city break to Dublin in the Autumn/Winter period, but also offer value, flexibility, and that extra touch of 'wow' that they can't wait to tell others about!

This is an ideal opportunity to promote your offers at a time when holidaymakers are actively looking for unique, inspiring city break and short break experiences. Offers are required as soon as possible and must be available to book in the period starting from September up until end of December 2021.

## What constitutes a Good Offer?

- ✓ **Flexibility:** Fully refundable, rebookable options that enable COVID related cancellation or amendment without penalty and help remove the barriers to booking.
- ✓ **Wow Factors:** Quirky, unusual, accommodations, experiences, or activities – showcasing your USP's
- ✓ **Value for Money:** Strong lead-ins and discounts (e.g. £/€ % off, 2 for the price of 1, children go free, complimentary bike hire / walking tour / picnic / prosecco on arrival etc.)
- ✓ **Added value / Combination Offers:** e.g. bundle-up experiences with local partners, e.g. hotel + attraction, restaurant + activity provider \*N.B. Must be bookable as one combined offer.
- ✓ **Memorable Indulgent Treats:** food & drink offers, room upgrades, exclusive hidden gems



# What does a Good/Bad Offer look like?



**Accommodation**  
**Stay Longer for Less in Dublin**

Stay 3 nights or more and save 15% off our bed and breakfast rates at the beautiful Sandymount Hotel, Dublin. Located by the Aviva Stadium. Includes full Irish & Continental Breakfast. Expires 31st December 2021.

County Dublin  
**Save 15% & Free Cancellation**

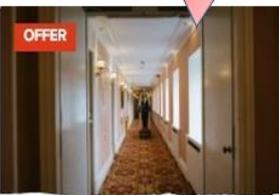


**Things to do**  
**Try Afternoon Tea with a Difference**

Enjoy 10% off our Dublin Trip and Afternoon Tea the Irish Way with Vintage Tea Trips, Dublin. Hop onboard our 1960s bus and take in the sights of Dublin while indulging in homemade treats. Promo Code: tourismireland. Expires 31st December 2021.

Dublin  
**10% Off Vintage Tea Trip**

- ✓ 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



**Accommodation**  
**The ABC Hotel**

Stay on weeknights at a discounted rate. Expires TBC.

County Antrim  
**Discounts on weeknights**



**Things to do**  
**Walking Tour**

Walking tour for £40 per person

County Antrim  
**£40 per person**

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

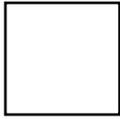
|  |  |                       |
|--|--|-----------------------|
| <b>Tourism Ireland will decide how your offer is classified on your behalf</b> |   | <b>Offer Image</b>    |
| <b>Offer Category</b>  | Things to do<br><b>Try Afternoon Tea with a Difference</b>    | <b>Offer Title</b>    |
| <b>Offer Description</b>   | Enjoy 10% off our Dublin Trip and Afternoon Tea the Irish Way with Vintage Tea Trips, Dublin. Hop onboard our 1960s bus and take in the sights of Dublin while indulging in homemade treats. Promo Code: tourismireland. Expires 31st December 2021. |                       |
| <b>Offer Location</b>  |  Dublin<br><b>10% Off Vintage Tea Trip</b>  | <b>Offer Headline</b> |



## 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

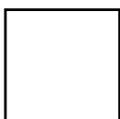
- ✓ Size is 600 x400px
- ✓ JPEG format
- ✓ Less than 1MB
- ✓ Showcases your offer and location
- ✓ Does not include any logos

**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

- ✓ This campaign is for Dublin only offers. Please select Dublin as your location.



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 and align with the Dublin City Break campaign.
- 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](mailto:tioffersdesk@tourismireland.com)