

Dear Tourism Partner,

Tourism Ireland will launch its Green Button kick-start campaign next month. This campaign will deliver a very clear 'book now' message to prospective Culturally Curious audiences and aims to drive visitor numbers back to the island of Ireland. The new campaign will initially roll out in 11 markets including on TV and digital channels, driving traffic to Ireland.com.

The Green Button will be deployed with a single-minded effort to encourage maximum visitor bookings as soon as possible. All activity within the Green Button campaign will be aimed at stimulating bookings.

The campaign revolves around creating a commitment to travel by pressing the green button – green being the universal colour of 'go' and instinctively connected with the island of Ireland. The campaign will be highly visible utilising multiple consumer channels such as TV, digital and out-of-home.

The goal will be for everyone in our target markets to want to press the green button and come to Ireland!

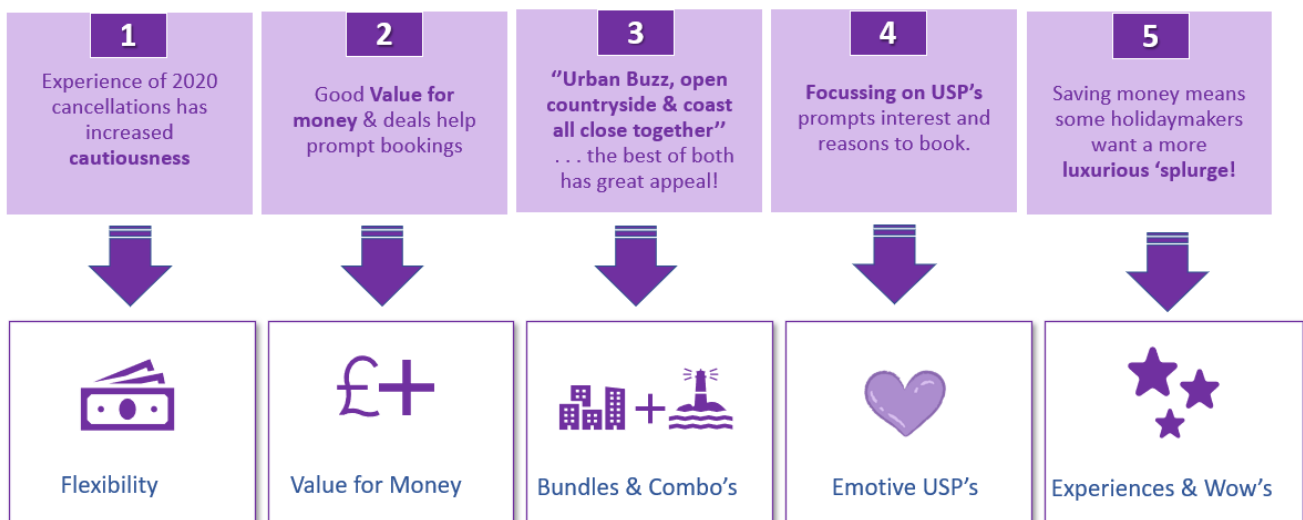
Therefore, **we are currently looking for offers for Ireland.com to support our Green Button campaign.**

This is an ideal opportunity to promote your offers at a time when holidaymakers are actively booking and craving unique, inspiring experiences. Offers are required as soon as possible and must be available to book now.

While some holidaymakers are seeking to unwind and indulge in quality time with loved ones, others want to be the first to see and 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!

## 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?

**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.

**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.

**Free picnic lunch included**

*Location*  
County Tyrone

**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.

*Location*  
County Antrim

**Discounts on weeknights**

**Offer details unclear. No USP**

**Bad Offer Example: Tours NI Covid Safe**

*Things to do*  
**Walking Tour**

Walking tour for £40 per person

*Location*  
County Antrim

**£40 per person**

**No clear location, USP or information**

*Annotations 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

*Annotations for Bad Offers:*


- Poor image. Low-Res Not to specification
- Use of logo Not to specification
- Overtly Covid focussed
- Unappealing generic copy

## 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 Category**



**Offer Image**

**Offer Title**

**Offer Description**

*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 Headline**

**Offer Location**

*Location*  
County Tyrone

**Free picnic lunch included**

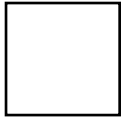
**Offer Headline**



## 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.

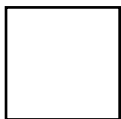


\*not to scale

### 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



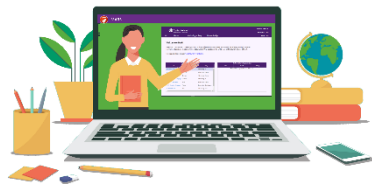
Free picnic lunch included



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](mailto:tioffersdesk@tourismireland.com)