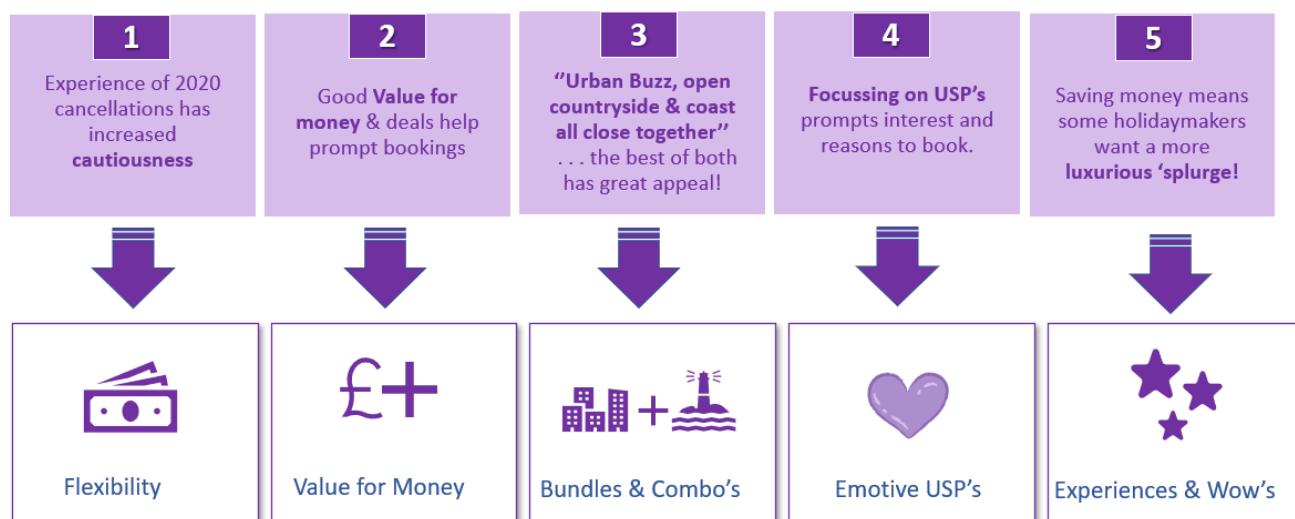



## What constitutes a Good Offer?

- ✓ **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 1:**



✓ 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 1:**




✗ Poor image. Low-Res Not to-specification

✗ Unappealing generic copy

✗ Offer details unclear. No USP

**Bad Offer Example 2:**



✗ 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.

**Call To Action**

**It's time to book**

Feel the power of nature along the majestic Wild Atlantic Way. Reach back in time and connect with the past in Ireland's Ancient East. Enjoy epic landscapes and the warm spirit of the locals in Northern Ireland.

**Offer Title**

**See the Cliffs of Moher from the Sea**

**Offer Description**

Take a Boat Trip on the Atlantic Ocean to the mighty Cliffs of Moher, or the historic and beautiful Aran Islands with Doolin2Aran Ferries. Choose from a variety of trip options and save 10% off any sailing. Expires 31 October 2021.

**Offer Location**


County Clare

**Offer Headline**

**Save 10% on any Boat Trip**

**Tourism Ireland will decide how your offer is classified on your behalf**

**Offer Image**



**Offer Category**

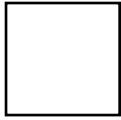
**Offer Location**



## 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.



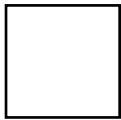
\*not to scale



### Offer Image

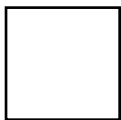
- ✓ Size is 600 x400px
- ✓ JPEG format
- ✓ Less than 1MB
- ✓ Showcases your offer and location
- ✓ Does not include any logos

**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)