

# The Nordic Connection

**Activities:** Publicity activities, Social media

**Suitable for:** Accommodation groups and associations, Outdoor activity providers / Wellness, Air and Sea carriers, Attraction groups and associations, Business tourism, Transport - Car hire & Coach hire, Dining and entertainment, DMC, Festivals, Golf, Individual accommodation properties, Individual attractions, Market tour operators, Tourism networks, Shopping, Guided tours

**Date:** Throughout the year

**Website:** [www.ireland.com/en-no](http://www.ireland.com/en-no)

**For More Info:** [Peter Maag](#) Tourism Ireland The Nordics

## What's it all about?

We would love to highlight the connections between the Nordic countries and Ireland. We will work with you to share your story with our 110,000+ [Facebook](#) fans in the region as well as creating stories to share with media and the travel trade.

## How do I get involved?

1. Contact [Peter Maag](#) with a brief outline of your Nordic connection. We will work with you to craft a Facebook post and include relevant images and videos that you will supply, including a link back to your business website or social media account.

We are interested in all types of content and posts can be published in the following formats:

- Image or multiple images
- Video (recommended length of 60 seconds)
- Interesting or entertaining stories

## Please note:

Visual imagery is more readily shared on social media. Our Nordics fans enjoy stunning imagery of mountains, cliffs, animals, coastal images, natural landscapes and villages.

If you wish to provide news about your authentic Irish product or accommodation, please be aware that the character of our social media accounts is mostly inspirational and informing. The aim is to excite and entertain our followers, so that they will be willing to share or retweet the content.

Tourism Ireland Nordics reserves the right to choose content that is market relevant.





