

Nordics Air and Sea-Carriers Co-Op Marketing

Activities: Co-operative marketing activity

Suitable for: Air and Sea carriers

Date: Throughout the year

Website: www.ireland.com/en-no/

For More Info: [Aileen Hickey](#) Tourism Ireland The Nordics

This co-operative programme is for joint partner-led campaigns that are supported by and approved by Tourism Ireland. Co-operative campaigns are timed to coincide with key booking patterns and designed to appeal to the Nordic core segment "Culturally Curious".

The Nordic "Culturally Curious" visitor is slightly older (35+ years), attracted to authentic travel and likely to be travelling with a partner or with other adult friends. The Nordic "Culturally Curious" love to delve deeper into the history of a location, and crave unusual experiences. They also enjoy connecting with nature and wandering off the beaten track.



The image is a screenshot of the Ryanair website. At the top, there is a dark blue navigation bar with the Ryanair logo on the left and several menu items: "Planlæg", "Mine reservationer", "Check-in", "Meld dig til", "Login", "Info", and a flag icon for Denmark. Below the navigation bar is a large banner image of the Dublin skyline at night, featuring the Samuel Beckett Bridge. Overlaid on the banner is the text "Flybilletter til Dublin" in large white font, and a yellow button with the text "Bestil nu". Below the banner, there is a section with a light blue background. On the left, there is a small image of a classical building. To the right of the image is the heading "Hvorfor flyve til Dublin?" followed by a paragraph of text: "Reserver flyafgange til Dublin, og oplev en by med sin helt egen udstråling. Nyd varme velkomster, live musik, historiske steder og grønne områder. Den irske hovedstad er stor nok til at fare vild i og lille nok til at lære den at kende på én vidunderlig weekend."

