

2019 Germany Travel Trade Co-op campaigns

Activities: Co-operative marketing activity

Suitable for: Market tour operators

From: 01/01/2019

To: 31/12/2019

For More Info: [Kirsten Donnerstag](#) Tourism Ireland Germany

German market overview:

Germany is the island of Ireland's most important, non-English speaking market in terms of visitors, holidaymakers and revenue. 30% of Germans are repeat visitors and with an average length of stay of 8.3 nights, German holidaymakers stay longer than any other holidaymakers.

The themes "Living Historical stories" and "Active in Nature" will underpin all of our brand messaging and motivation to travel. "Awaken the senses" will deliver the tone of voice and atmosphere in all of our campaigns.

The campaign:

Partners will have the opportunity to lead the campaign with their own brand identity (print, radio, digital, TV) or to participate in Tourism Ireland's own destination campaigns. Partners will finance the campaign on a 50:50 basis so both brands and messages will need to be aligned. Please contact us if interested so that we can discuss timings in line with booking patterns in the market, and to leverage other Brand Ireland activity that will be live in the market.

As per Tourism Ireland corporate strategy all campaigns are meant to either push shoulder/off season or regional dispersion to avoid overtourism in peak season.

 

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