

Italy Industry Co-Op Marketing Campaigns 2019

Activities: Advertising, Direct & e-marketing, Co-operative marketing activity

Suitable for: Accommodation groups and associations, Attraction groups and associations, Festivals, Individual accommodation properties, Individual attractions, Tourism networks

Date: Throughout the year

Sign up by: 22/11/2019

For More Info: [Mary O'Connor](#) Tourism Ireland Italy

The Ireland brand in Italy has never been stronger - take advantage and partner with Tourism Ireland in a co-operative marketing campaign to promote your products and increase visitors. Campaigns will focus on our core segment, the Italian Culturally Curious, and will be in line with Tourism Ireland's approach to sustainability.

Co-Op Marketing activities can include targeted OOH activity, radio, print and/or digital campaigns. Tourism Ireland offers island of Ireland industry additional value by giving visibility to joint campaigns on [www.irlanda.com](#), social media platforms and e-zines. By working together, improve your potential to convert sales via the delivery of a strong Ireland destination message.

Media activities must be trackable. Objectives and KPIs are set in agreement. Post-campaign report with results is a condition of payment.

The level of investment is negotiable and is shared on a 50/50 basis: please contact us in the Milan office to discuss ideas for 2019.



