

NIICP - NI Industry Co-operative Programme 2019

Activities: Advertising, Direct & e-marketing, In-market consumer events, Publicity activities, Trade activities, Co-operative marketing activity, Website listing, Social media

Suitable for: Accommodation groups and associations, Outdoor activity providers / Wellness, Attraction groups and associations, Festivals, Golf, Individual accommodation properties, Individual attractions

From: 25/01/2019

To: 23/11/2019

For More Info: [Geraldine Egan](#) Tourism Ireland Dublin

The objective of the NIICP is to increase Northern Ireland industry engagement across a wider range of activities and markets. Funding for attendance at overseas fairs will only be considered if it is part of a wider marketing initiative that could include activities like:

- co-operative advertising activity
- trade activities
- attendance at TI workshops and events
- attendance at events where TI do not have a presence
- submission of experiential offers
- submission of stories for our central e-zines and social media posts

Funding will be provided in line with the Tourism Ireland corporate plan at 75% with a maximum spend of €5K per campaign per year and subject to our usual guidelines for industry co-operative campaigns.

For more information on this programme, [click here](#), or contact Geraldine Egan via the link above.



