

GB Paid Social Opportunity

Activities: Social media

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

Spaces: 24

From: 25/01/2019

To: 31/12/2019

Sign up by: 31/01/2019

Cost: €1,500 - £1,350

Schedule: This is a year-long package. We will include your offer in the e-zine when most relevant. Your two offers will be spaced accordingly.

For More Info: [Edel Eglington](#) Tourism Ireland Great Britain

This is an opportunity to reach the GB consumer audience through paid social media through our Discover Ireland GB Facebook page. Tourism Ireland will promote your offers on this page over a 3-day period. We will work with our agency using audience expertise to target your posts to potential travelers, driving traffic directly to your webpage.

Please note:

- All offers are subject to editorial control and offers must meet the campaign criteria to be included.
- Please ensure that all partners involved in the offer have agreed to it being supplied for this activity prior to submission.
- Through this campaign we are promoting travel January-May and September-December, ads cannot promote summer travel.
- Total cost is €1500 excluding VAT.



The image shows a screenshot of a Facebook post from the page 'Discover Ireland GB'. The post is sponsored and features a green shamrock logo. The main text of the post is 'Your Essential Ireland Bucket List 2019.' Below this is a large, scenic photograph of a stone path leading to a rocky coastline overlooking the sea. At the bottom of the post, it says 'IRELAND.COM' and 'Ireland's calling...' with a 'Learn More' button. The Facebook interface shows interaction options like 'Like', 'Comment', and 'Share' at the bottom.

