

GB 2019 Northern Ireland Paid Social Media

Activities: Direct & e-marketing, Social media

Suitable for: Accommodation groups and associations, Outdoor activity providers / Wellness, Air and Sea carriers, 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

Date: Throughout the year

Sign up by: 28/02/2019

Cost: €1,500 - £1,350

For More Info: [Louise O'Mahony](#) Tourism Ireland Great Britain

This is an opportunity for Northern Ireland industry partners 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 travellers, 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.
- Tourism Ireland GB have editorial control over the offers.
- Through this campaign we are promoting travel January-May and September-December, ads cannot promote summer travel.
- Total cost is £1,350.



The image is 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 photograph of a stone path leading to a rocky coastline. At the bottom of the post, it says 'IRELAND.COM Ireland's calling...' and includes a 'Learn More' button. The Facebook interface shows interaction options like 'Like', 'Comment', and 'Share'.

