

USA Electronic Media Communications

Activities: Publicity activities

Suitable for: Accommodation groups and associations, Outdoor activity providers / Wellness, Air and Sea carriers, Attraction groups and associations, Business tourism, Dining and entertainment, DMC, Festivals, Golf, Individual accommodation properties, Individual attractions, Market tour operators, Shopping

Date: Throughout the year

Schedule:

Website: media.ireland.com/en-us

For More Info: [Eileen Power](mailto:Eileen.Power@tourismireland.com) Tourism Ireland USA

Media Website

The Tourism Ireland [media website](http://media.ireland.com/en-us) receives over 200 unique page views per month and is an excellent vehicle to showcase your product, distribute story ideas and highlight the latest news offering.

Weekly E-zine

Weekly e-zines are issued from the publicity department to a database of over 10,000 targeted media contacts, which drives traffic to the Consumer and Media room websites.

For 2021 we are continuing to issue additional e-zines focused specifically on topics of interest to Targeted US Media with a Culturally Curious and Social Energizer audience. It will include fun and interesting stories from Ireland for distribution to targeted media contacts.

Electronic Press Kit

A special dynamic broadcast to all US media channels. Featuring video, news stories, interviews and Press Releases, this copyright free communication serves to showcase the latest tourism news from Ireland.

If you have a newsworthy story you'd like included on our media site or in our weekly e-zine, we'd love to hear from you.

Send your stories to Eileen Power via the contact above.

The image displays two side-by-side screenshots of the Tourism Ireland Media Room website. Both pages feature a header with the Tourism Ireland logo, 'Media Room' text, and the main title 'INSPIRATION FROM THE ISLAND OF IRELAND'. Below the header is a navigation bar with links for 'News Releases', 'Story Ideas', 'Trip Ideas', 'Festivals and Events', 'Images and Video', and 'How We Can Help'. The left screenshot highlights the 'ARTS CORNER' section with a featured article about the Dublin Theatre Festival and the 'EVENTS FORUM' section with an article about the 'A Taste of West Cork' festival. The right screenshot highlights the 'FESTIVAL FORUM' section with an article about 'Come and Taste the Island of sensational flavours' and another about the 'Púca Festival - where the Halloween story begins'. Both pages also include sections for 'FOLLOW US', 'TRIP ROUTES', 'STORY IDEAS', 'LATEST NEWS', 'VIDEOS OF IRELAND', and 'VACATION DEALS'.

