

2021 Green Button Campaign Offers

Activities: B2C EDM (Electronic Direct Mail), B2C Offers, B2C Social Media Activities, B2C Ezines/Newsletters

Suitable for: Accommodation Groups, Outdoor Adventure & Water sports, Attraction groups and associations, Transport - Car hire, Coach hire, Chauffeur Drive or Motorcycle hire, Dining, entertainment, nightlife, and pubs, Festivals, Golf, Accommodation Individual properties, Attractions, Tourism Associations and Networks, Crafts/Shopping, Guided tours (walking tours, bus tours, day tours), Wellness & Spas, Rural Tourism/Ecology, Genealogy and Ancestral Heritage, Marine Tourism, Cookery/Gastronomy

From: 07/10/2021

To: 31/03/2022

Sign up by: 14/03/2022

Website: jotform.com/211643655701351

For More Info: [Orla Mc Elhinney](mailto:Orla.Mc.Elhinney) Dublin

We need your offers ASAP to support our **#GreenButton** Campaign on Ireland.com

This is an ideal opportunity to **promote your offers** at a time when holidaymakers are actively booking and craving unique, inspiring experiences. Offers will be published on Ireland.com as soon as approved, and can be submitted throughout the campaign up until March 2022. Offers must be available to **book now**.

While some holidaymakers are seeking to unwind and indulge in quality time with loved ones, others want to be the first to see and do new things and immerse themselves in exhilarating new adventures and experiences. We are seeking offers that not only give holidaymakers compelling reasons to book, but offer value, flexibility, and that extra touch of 'wow' that they can't wait to tell others about!

[Click here to access our Offers Checklist to ensure you have what you need to submit an Offer](#)

Great offer examples include:

- **Flexibility:** Fully refundable, rebookable options that enable cancellation or amendment without penalty and help remove the barriers to booking.
- **Wow Factors:** Quirky, unusual, accommodations, experiences or activities – showcasing your USP's
- **Value for Money:** Strong lead-ins and discounts (e.g. £/€ % off, 2 for the price of 1, children go free, complimentary bike hire / walking tour / picnic / prosecco on arrival etc.
- **Added value / Combination Offers:** e.g. bundle-up experiences with local partners, e.g. hotel + attraction, restaurant + activity provider *N.B. Must be bookable as one combined offer.
- **Memorable Indulgent Treats:** food & drink offers, room upgrades, exclusive hidden gems

[Click here now to submit your offer](#)

You can use our simple 'How to' video below to guide you through filling out the form.

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Please note:

- Offers must be bookable online
- All offers are subject to Tourism Ireland editorial control and must meet the criteria and specification to be approved.
- Offers submitted for Ireland.com may be used in other channels such as social media, publicity and consumer e-zines.
- All campaign activity and timescales are subject to change and could be reviewed or withdrawn without notice.

Good and Bad Offer Examples:





Green Button Campaign Offers 2021



Great holiday offers

We've rounded up offers in everything from accommodation to activities, attractions and transport. It's time to press the Green Button and enjoy the best holiday of your life!

[Getting to Ireland](#)[Package holidays](#)[Accommodation](#)[Things to do](#)[Golf](#)[Luxury](#)[Getting around](#)

Getting to Ireland

[See all](#)

Accommodation

Are you a hotel regular, or the consummate camper? Do you like the finer things in life, or prefer the sense of adventure that comes with hostel hopping? Ireland's accommodation is varied and vibrant, with something to suit every taste. Here are a few favourites.

**OFFER**

Accommodation

Fancy staying at a gallery-themed townhouse? [👉](#)

Stay at the Giles Norman Townhouse, Kinsale for luxury with a twist. The artwork in each room has been curated by the renowned photographer, Giles Norman. 10% discount for a 3+ night stay (excludes bank holiday weekends). Expires 19th December 2021.

[📍 County Cork](#)

10% off for 3+ night stay

**OFFER**

Accommodation

Walking in Yeats Country [👉](#)

Majestic mountains, ancient ruins, and miles of sandy beaches lie at the doorstep of Coopershill House in Sligo. 3 nights B&B, dinner on 2 evenings, 1 picnic & 1 afternoon tea. Maps are also provided to help plan your walks. Expires 31st October 2021

[📍 County Sligo](#)

Free picnic and maps

**OFFER**

Accommodation

Golden Breaks - Over 55's [👉](#)

Goldenireland.ie offering an amazing break in the Castlerosse Hotel, Co Kerry. 3 Nights with Breakfast & 4 Course Dinner each day, for just €225 per person sharing. Expires 17th October 2021

[📍 County Kerry](#)

No Deposit

**OFFER**

Accommodation

Fancy a bite & a stay in Dublin? [👉](#)

Treat yourself at the Address Connolly. Includes overnight accommodation, cocktail on arrival, full Irish breakfast and 3 course evening meal, chocolates and special late checkout to 1pm. Expires 31st January 2022.

[📍 County Dublin](#)

€20 Voucher for Return Visit

