

# GB- Sea Carrier Co-Operative Campaigns 2022

**Activities:** B2C Co-operative Marketing Campaigns/Activities

**Suitable for:** Air and Sea carriers

**Date:** Throughout the year

**For More Info:** [Cormac O'Suilleabhain](#) Tourism Ireland Great Britain

The GB sea carrier programme aims to increase destination awareness and increases in passenger numbers travelling to the island of Ireland. Campaigns must include external channels, and be discussed with and approved by Tourism Ireland prior to media booking. All campaigns must also include Ireland destination messaging, and where possible both Northern Ireland and Republic of Ireland messaging should be highlighted in the campaign. Creative will be led by the sea carrier, promoting specific routes, and Tourism Ireland branding must be included.

The minimum level of funding with the sea carrier and Tourism Ireland combined is €20,000 \*. Tourism Ireland investment is inclusive of VAT. **\*Please note that campaign funding is subject to confirmation of Tourism Ireland market plans and budget which will be confirmed in due course.**

Once plans have been jointly approved by the partner and Tourism Ireland, Tourism Ireland will match up to 50% of the total investment, subject to the campaign objectives being in line with Tourism Ireland's strategic objectives. Specific KPIs will be set for each campaign including increases in passenger numbers and following the campaign Tourism Ireland requires a full report of the campaign results including measurements and sales information for auditing and invoicing purposes.



