

## BeNe – Digital Package 2022

**Activities:** B2C Offers, B2C Social Media Activities, B2C Ezines/Newsletters, B2B Ezines/Newsletters, B2B EDM (Electronic Direct Mail)

**Suitable for:** Accommodation Groups, Outdoor Adventure & Water sports, Air and Sea carriers, Attraction groups and associations, Transport - Car hire, Coach hire, Chauffeur Drive or Motorcycle hire, Dining, entertainment, nightlife, and pubs, DMC and Handling Agents, Festivals, Golf, Accommodation Individual properties, Attractions, Market tour operators, Tourism Associations and Networks, Crafts/Shopping, Guided tours (walking tours, bus tours, day tours), Wellness & Spas, Rural Tourism/Ecology, Other, Marine Tourism, Cookery/Gastronomy

**Spaces:** 5

**Date:** Throughout the year

**Sign up by:** 01/04/2022

**Cost:** €250 - £225

**Website:** [www.ierland.nl](http://www.ierland.nl)

**For More Info:** [Eef Belckx](#) Tourism Ireland The Netherlands & Belgium

The Tourism Ireland Owned Digital Channel pack includes:

- **Offer featured on key pages on ireland.com (3 months):** Your offer will feature on the most visited pages on I.com in the offers module, which will provide visibility and standout.
- **Posts on social media channels (2):** Two social media posts to our 201,400+ Facebook followers, 20.7K Instagram Followers and 3.5K Twitter followers. The in-market Digital team will work with you to assist in creating channel-relevant outings to ensure your business offering gains stand-out.
- **BeNe Consumer Newsletter – offer (1):** Following a large investment in Lead Generation in Q4 2021, our Consumer E-zines are sent to 51,000 active contacts who are interested in the island of Ireland as a holiday destination.
- **Trade Newsletter - feature (1):** Our monthly trade e-zines are sent to 650+ trade contacts across the BeNe region
- **Article on Travel Trade platform Travel360° (1):** Tourism Ireland will publish an article on the Benelux travel trade platform [Travel360°](#). Your article will feature in the weekly Travel360° newsletter to Travel Trade in Belgium, the Netherlands and Luxemburg

When applying for this opportunity, please supply the following information:

- Special Offer(s) details which you would like to promote to potential visitors from Belgium & The Netherlands
- Supporting imagery/video
- Short story/background information about your business
- (tagged) URL to your main website
- Handles to your Social media channels

**Partner spaces are limited to 5 per year. We will select interested partners aligning with our campaign planning schedule and based on in-market potential.**

**Please note: All materials provided will be subject to editorial control. Material provided must be of high standard; a quirky story, an eye - catching images which appeal to the BeNe audience. This will guarantee a higher number of entries and clicks to your website.**

Please contact us to discuss this opportunity and get involved!



