

BeNe - Co-op Campaigns for industry - 2022

Activities: B2C Co-operative Marketing Campaigns/Activities, B2C Offers, B2C Social Media Activities, B2C Ezines/Newsletters, B2B Publicity, B2B 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, DMC and Handling Agents, 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, Other, Marine Tourism, Cookery/Gastronomy

Spaces: 3

Date: Throughout the year

Sign up by: 01/09/2022

Website: www.ierland.nl

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

This is the perfect opportunity to promote your company across digital platforms. We will work with you to ensure your message and offering will resonate with potential visitors across Belgium and The Netherlands. Partner investment starts from €1,000 and will be matched between benefit-in-kind and Paid media spend by Tourism Ireland.

Media activities must be trackable. Objectives and KPIs will be set in mutual agreement. Post-campaign report and sharing of final results will be a condition of payment.

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The Co-operative Campaign includes:

- **Bespoke Content created in-language on i.com platform telling the story of your location, your product/business offering and bringing this to life for a BeNe visitor.** This will include both editorial content, imagery and offers. There will be several hyperlinks to your website.
- **Tourism Ireland will drive paid media traffic via Paid Content Seeding activity to the bespoke content on i.com** (timing to be agreed based on campaign schedule in-market-TBC)
- **Offer featured on key pages on ireland.com (3 months):** Your offer will feature on the most visited pages on ic.om in the offers module 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 1,7K 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 Dedicated Consumer Newsletter – articles & offers (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 640 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°. The Travel360° newsletter to Travel Trade in Belgium, the Netherlands and Luxemburg.

Please contact us to discuss this opportunity and get involved!

Partner spaces are limited to 3 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.



15TH BIRTHDAY

Lerland Laat je hart sneller kloppen

TICKETS BOEKEN

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TRAD FESTI

15TH

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