

## BeNe Co-operative campaign with carriers - 2022

Activities: B2C Co-operative Marketing Campaigns/Activities

Suitable for: Air and Sea carriers, Airports

Date: Throughout the year

Sign up by: 01/09/2022

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

The programme aims to exploit the marketing opportunity presented by (direct) access to the island of Ireland by increasing destination awareness and 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 include island of Ireland destination messaging. Creative will be led by the air carrier, promoting specific routes, and Tourism Ireland co-branding must be included.

The minimum level of investment with the carrier and Tourism Ireland combined is €10,000. Tourism Ireland investment is inclusive of VAT.

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 passengers.

Tourism Ireland BeNe offers additional value to the carrier by giving visibility to the campaign on our website, social media platforms and in e-zines.

Envolez-vous pour  
**L'IRLANDE**  
A.P.D. **19,99€**  
Réservez maintenant  
RYANAIR

@Chris Hill

Irlande

The advertisement features a blue top section with white and yellow text. Below the text is a photograph of a rugged coastline with cliffs and a blue sea. The Ryanair logo is at the bottom left, and the word 'Irlande' with a shamrock is at the bottom right.

Vlieg naar  
**IERLAND**  
VANAF **19,99€**  
Boek nu  
RYANAIR

@Chris Hill

Ierland

The advertisement features a blue top section with white and yellow text. Below the text is a photograph of a rugged coastline with cliffs and a blue sea. The Ryanair logo is at the bottom left, and the word 'Ierland' with a shamrock is at the bottom right.

