

GB Derry-Londonderry Donegal September Campaign offers

Activities: B2C Offers

Suitable for: Accommodation Groups, Outdoor Adventure & Water sports, Attraction groups and associations, Festivals, Golf, Accommodation Individual properties , Attractions, Guided tours (walking tours, bus tours, day tours), Wellness & Spas, Rural Tourism/Ecology, Marine Tourism

From: 01/09/2022

To: 09/10/2022

Sign up by: 19/08/2022

For More Info: [Jennifer Edwards](#) Great Britain

Following the huge success of our latest Derry Girls Sponsorship campaign, which reached over 17m adults across series 3 (via TV, Broadcast video on demand, YouTube, and Social), we are hoping to capitalize on this interest in the region and keep the momentum going with our Derry~Londonderry - Donegal campaign, launching in September 2022.

As an output from the GB Strategy for Growth to create "hub experiences", this initiative aims to market the Derry~Londonderry and Donegal regions as one holiday destination to the GB market, highlighting all the compelling reasons to venture beyond Belfast and Dublin, and to increase length of stay across both Derry~Londonderry and Donegal.

This will be a high reaching, multi-channel campaign, and we hope to get some fantastic offers to help drive engagement, excitement and interest in the region.

The focus of the Derry~Londonderry - Donegal campaign will be on experiences within a two-hour travel time, with an aim to promote Derry~Londonderry – Donegal as one location that answers GB holidaymakers short break needs.

Please only submit substantial offers that are clear and concise, and with an easy customer journey to redeem. Bright and colourful images that match the offer description tend to work best!

In order to ensure the best consumer journey from the campaign, please ensure that you have full availability loaded for your offer and link to your 'book now' page (ideally 1 click before your booking engine pages/systems).

Our insights show that inclusive accommodation/access and experience or extra value package offers are the most attractive to potential holidaymakers.

'From' pricing compared to 'fixed' pricing. Fixed pricing usually performs better and gives consumers clarity on the offer price when looking online.

Deadline for submitting your offers is COB on the 19th August 2022. (via the link below)

[Derry~Londonderry Donegal offers form](#)



