

# Great Offers Needed!

Tourism Ireland is looking for excellent offers to use in a special NI 2012 Campaign in all markets. Starting in Great Britain on **26<sup>th</sup> December 2011** and running until **6th February 2012** this online campaign is designed to Promote **NI 2012** as Northern Ireland's year and to highlight the major events taking place in 2012.

The campaign will encourage visitors to visit Northern Ireland during 2012 and experience the best of Northern Ireland through participating in these events and visiting some of the new iconic attractions.

All marketing activity will encourage potential visitors to visit the NI 2012 campaign pages on [www.discoverireland.com](http://www.discoverireland.com), where all suitable offers will feature. The site was visited by 12 million potential holidaymakers to the island of Ireland in 2010.

In GB, the NI 2012 campaign will highlight The Titanic Belfast Festival, Peace One Day Festival, Land of Giants, Clipper Round the World Yacht Race Derry 2012, Giants Causeway visitor Centre opening and the 50th Queens Festival in Belfast.

Offers should ideally reflect the campaign highlights, should demonstrate a significant saving and reduction and those that best meet the brief may appear in e-zines to warm and cold databases and will appear on a special campaign page and in the general offers stream, Hotel Offers, etc. All offers that meet the campaign criteria listed below will feature on [www.discoverireland.com](http://www.discoverireland.com).

Offers should meet the following criteria

- Offers should be tailored for the overseas markets and include an experience and/or a descriptive sense of Northern Ireland. Market research shows that offers which combine a sense of place and include uniquely Irish experiences are more likely to convert enquiries into sales. The experiential offer is based around the idea of helping visitors get a real sense of Northern Ireland by offering additional value and an experience that can make their holiday truly memorable.
- The offer that appears on [discoverireland.com](http://discoverireland.com) must include a price.
- Detailed instructions on how to book the offer for the lead in price must be included and lead directly to a booking page rather than the property home page. This booking page must also have availability for that offer loaded for open periods and it must be possible to buy the offer at that point. To the end of 2011, offers will be accepted from B&Bs and single unit self catering properties where offers appear on the property site but are not necessarily bookable
- An image is needed for each offer, ideally, 300W x 200H and 72dpi
- Validity dates must be provided and the closing date for the offer should be no more than 6 months from the date the offer is submitted. The offer should be valid from late December 2011 until December 2012.

To submit your offers please fill out our [offers form](#)

Offers will be accepted on an ongoing basis but to gain maximum benefit please submit your offer by **COB 17th November 2011**

If you have any questions regarding your offer please email: [tloffersdesk@tourismireland.com](mailto:tioffersdesk@tourismireland.com)