

2026

Turning lookers into bookers

Tourism Ireland makes significant investment in TV and digital consumer marketing campaigns in the US. Our global 'Fill your heart with Ireland' advertising campaign continues, with the goal of inspiring culturally curious travelers in key markets across the US to visit the island of Ireland. Specifically, the campaign is designed to strengthen travel intent and encourage greater visitation in the shoulder season, to the regions and Northern Ireland as we continue to deliver sustainable growth.

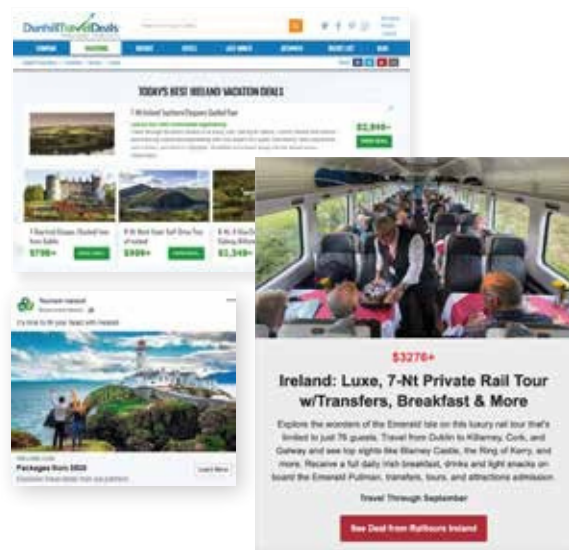
Tourism Ireland's annual Consumer Partnership Program is designed to turn 'lookers into bookers' and drive higher levels of conversion by placing your travel packages in front of targeted prospective travelers throughout the consumer journey to deliver third-party referrals, supported with a robust digital tactical media plan. The digital marketing program offers targeted exposure for your vacation program across Tourism Ireland owned and third-party media platforms.

Tourism Ireland's website www.ireland.com remains the primary call to action for all Tourism Ireland marketing communications and offers program partners a year round 'shop window' to display vacation offers and packages.

Steps to Participate

- Complete and return the registration form by Friday November 28th 2025.
- Participation costs in your currency of preference:

Gold:	\$32,000 / €29,090 / £24,435
Silver:	\$16,500 / €15,000 / £12,600
Bronze:	\$6,000 / €5,455 / £4,580
- A primary and a secondary administrator's name and contact details are required with your registration.



The image shows a screenshot of the Ireland website. The top section features a navigation bar with links like 'HOME', 'ABOUT', 'TRAVEL', 'HOTELS', 'TO DO', 'WHERE TO STAY', 'EAT & DRINK', 'GETTING HERE', and 'CONTACT'. Below the navigation bar, there's a section titled 'TODAY'S BEST IRELAND VACATION DEALS' with three featured deals: '1 Week's Southern Ireland Safari', '1 Week's Eastern Ireland Safari', and '1 Week's Western Ireland Safari'. To the right, there's a large advertisement for 'Ireland: Luxe, 7-Nt Private Rail Tour w/Transfers, Breakfast & More'. The ad includes a photo of a train interior, a price tag of '\$3276+', and a description of the tour. At the bottom of the ad, it says 'Travel Through September' and 'See Deal from Railtours Ireland'.



Gold Level

\$32,000 / €29,090 / £24,435



Ireland



Escape to the enchanting island of Ireland, where every corner reveals a story steeped in rich history and vibrant culture. Book today and embark on a journey that will fill your heart with Ireland.

Save Up To 20%

Source: Brendan Vacations

Big landscapes and adventures. Big history and heritage. Big culture and charm. Ireland is the land of legends... and so are these new deals during our Big Travel Sale.

From \$1,595

Big Travel Sale

Last Minute Deals

Source: CIE Tours

To feel like a local, travel with one. Book a 2024 tour with CIE Tours using the code LASTMINUTE and save up to 15%!

From \$1,356

7-Day Ireland Train Tour

Source: Railtours Ireland First Class

Experience the island of Ireland in style with Railtours

Our Gold Level Partnership Program includes the following components:

WEBSITE: IRELAND.COM

Year-long product placement of **three** offers in the Offers section. Offers are also displayed throughout the website, based on relevancy. Tourism Ireland's U.S. website receives over **5 million+** unique visits annually and is the primary call to action in all Tourism Ireland marketing communications.

DIGITAL MARKETING

Product exposure to targeted 3rd party travel sites subscribers with a track record of generating high response and conversion rates (e.g. **Sherman's Travel, Dunhill Travel, and TravelSpike, etc**). Placement is weighted based on partnership investment level.

eMARKETING

Offer inclusion in consumer newsletters sent to Tourism Ireland's warm database of over **175,000 subscribers**.

SOCIAL MEDIA

Dedicated sponsored & organic social posts targeting high prospect audiences including Tourism Ireland's fans (**2.3 million**, re-targeting visitors to Ireland.com and interest-based targeting.)

PUBLICITY

Press releases submitted by partners will be considered for inclusion in Tourism Ireland's online media room. Additionally, partners can provide stock features, which editors can use copyright free. Newsworthy material from partners will be considered for monthly media e-zine.

MOMENTS STRATEGY

Additional placement opportunity aligning with all moments from Tourism Ireland Moments Strategy program, one offer per moment.

ADDITIONAL ADVERTISING UPWEIGHT

Product exposure that will be upweighted on either an existing 3rd party travel site or with a new advertising outlet that will be identified by Tourism Ireland. This benefit is exclusive for Gold Level partners.

Silver Level

\$16,500 / €15,000 / £12,600

Our Silver Level Partnership Program includes the following components:

WEBSITE: IRELAND.COM

Year-long product placement of **two** offers in the Offers section. Offers are also displayed throughout the website, based on relevancy. Tourism Ireland's U.S. website receives over **5 million+** unique visits annually and is the primary call to action in all Tourism Ireland marketing communications.

DIGITAL MARKETING

Product exposure to targeted 3rd party travel sites subscribers with a track record of generating high response and conversion rates (e.g. **Sherman's Travel, Dunhill Travel, and TravelSpike, etc**). Placement is weighted based on partnership investment level.

eMARKETING

Offer inclusion in consumer newsletters sent to Tourism Ireland's warm database of over **175,000 subscribers**.

SOCIAL MEDIA

Dedicated sponsored & organic social posts targeting high prospect audiences including Tourism Ireland's fans (**2.3 million**, re-targeting visitors to Ireland.com and interest-based targeting.)

PUBLICITY

Newsworthy offers from partners will be considered for monthly media e-zine placement.

MOMENTS STRATEGY

Additional offer placement opportunity aligning with two moments from Tourism Ireland Moments Strategy program, one offer per moment.



Bronze Level \$6,000 / €5,455 / £4,580

Our Bronze Level Partnership Program includes the following components:

WEBSITE: IRELAND.COM

Year-long product placement of **one** offer in the Offers section. Offers are also displayed throughout the website, based on relevancy. Tourism Ireland's U.S. website receives over **5 million+** unique visits annually and is the primary call to action in all Tourism Ireland marketing communications.

DIGITAL MARKETING

Product exposure to targeted 3rd party travel sites subscribers with a track record of generating high response and conversion rates (**eg. Sherman's Travel, Dunhill Travel, and TravelSpike, etc**). Placement is weighted based on partnership investment level.

eMARKETING

Offer inclusion in automated newsletters sent to Tourism Ireland's database.

PUBLICITY

Newsworthy offers from partners will be considered for monthly media e-zine placement.

MOMENTS STRATEGY

Additional offer placement opportunity aligning with one moment from Tourism Ireland Moments Strategy program, one offer per moment.

Expectations of Industry Partners

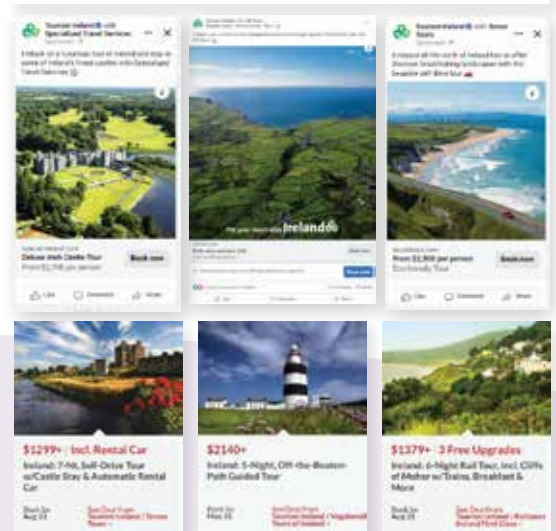
In order to participate you must agree to the following criteria:

- Offers must be provided in US Dollars (\$). The USD pricing must also be listed and included on the landing page of all offers. The price on the landing page must match the price in the offer.
- Offer URLs must link directly to an Ireland only landing page on your website. The offer must be clearly visible and easy to book.
Note: We cannot link to homepages, general special offer pages or pages that mention other destinations.
- Partners are required to have offers with a Call to Action that has a digital element for tracking purposes.
- Gold Level Partners must have the ability to add tracking pixels to their site so that we are able to better track and attribute referrals. All partners are encouraged to have this ability.
- Complete mid-year and year-end feedback requests so Tourism Ireland can deliver a strong program and assist you to get the best possible results.
- All participating partner websites should have a mobile friendly version. Traffic to website is increasingly attributed to mobile devices each year. Therefore, it is imperative for all partners to have a mobile friendly website.

Destination of the Week



Ireland
Cool Castles, Vibrant Cities & Fun Festivals, Save up to 30%



Tourism Ireland Deliverables

Tourism Ireland will ensure you receive:

- Product exposure from affiliation with Tourism Ireland's multi-million-dollar consumer marketing campaign.
- Mid-year and year-end feedback reports to evaluate performance.
- Year-round communication with dedicated staff.

