U.S. Consumer Partnership Programme 2027



Tourism Ireland makes significant investment in TV and digital consumer marketing campaigns in the US. Our global 'Ireland Goes Beyond' advertising campaign, launched this year, aims to inspire 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 Programme 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.

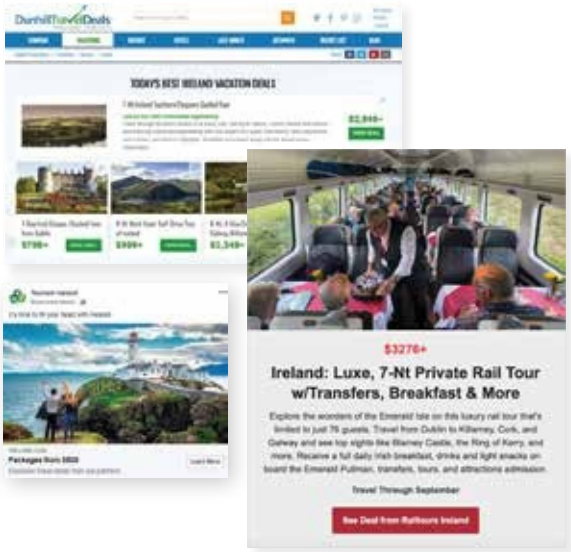
Tourism Ireland's website www.ireland.com remains the primary call to action for all Tourism Ireland marketing communications and offers program partners a year round 'shop window' to display vacation offers and packages.

Steps to Participate

- Complete and return the registration form by Friday November 27th 2026.
- Participation costs in your currency of preference:

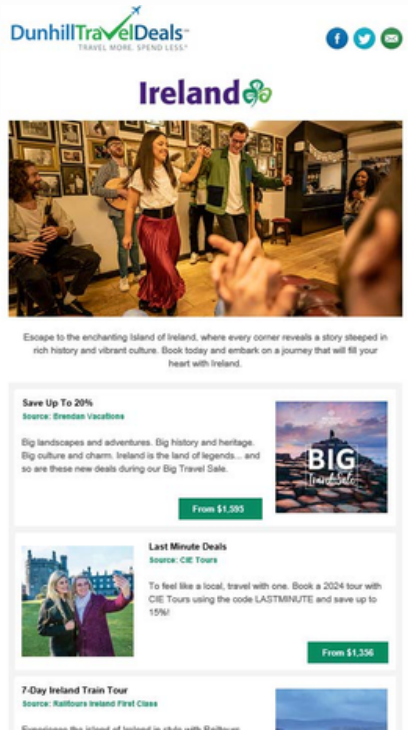
Gold:	*$33,000 / €30,000 / £26,100*
Silver:	*$17,000 / €15,454 / £13,445*
Bronze:	*$6,500 / €5,9009/ £5,140*

- A primary and a secondary administrator's name and contact details are required with your registration.





Gold Level $33,000 / €30,000 / £26,100



Our Gold Level Partnership Program includes the following components:

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. When opportunities arise, Gold Level partners are also considered for added-value digital marketing placements.

eMARKETING

Offer inclusion in consumer newsletters sent to Tourism Ireland's warm database of over **354,000 subscribers**.

SOCIAL MEDIA

Dedicated sponsored & organic social posts targeting high prospect audiences including Tourism Ireland's fans (over **3 million**, re-targeting visitors to Ireland.com and interest-based targeting.)

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 **3 million+** unique visits annually and is the primary call to action in all Tourism Ireland marketing communications.

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.

Silver Level $17,000 / €15,454 / £13,445



Our Silver Level Partnership Program includes the following components:

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 **354,000 subscribers.**

SOCIAL MEDIA

Dedicated sponsored & organic social posts targeting high prospect audiences including Tourism Ireland's fans (**over 3 million**, re-targeting visitors to Ireland.com and interest-based targeting.)

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 **3 million+** unique visits annually and is the primary call to action in all Tourism Ireland marketing communications.

PUBLICITY

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

Bronze Level $6,500 / €5,909 / £5,140

Our Bronze Level Partnership Program includes the following components:

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

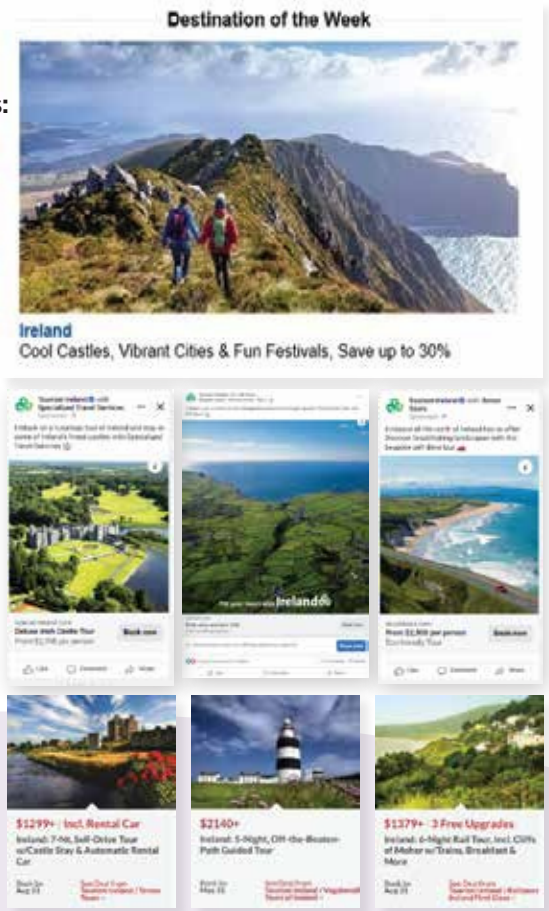
Offer inclusion in automated newsletters sent to Tourism Ireland's database.

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 **3 million+** unique visits annually and is the primary call to action in all Tourism Ireland marketing communications.

PUBLICITY

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



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.
- Offers must be submitted on or before the designated deadlines for guaranteed inclusion & to ensure adequate time for uploading creative materials.
- 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.

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.



