



Marketing Plans

2023

INDUSTRY OPPORTUNITIES

Louise Finnegan
Head of Business Partnership
18 January 2023

Industry Opportunities

- No Cost Opportunities
- Paid Partnership Programmes
- Overseas Events
- IMAP
- Co-op Marketing Campaigns
- Tools to help you
- [Tourismireland.com](https://www.tourismireland.com)



NO COST OPPORTUNITIES

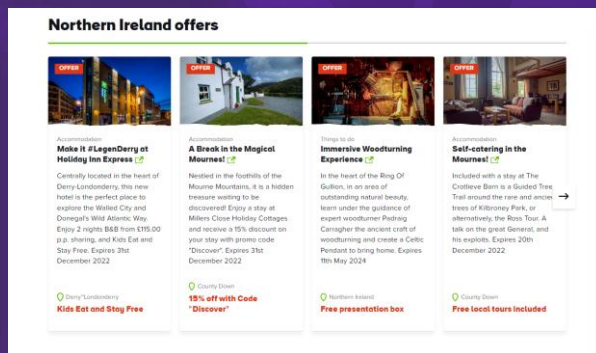
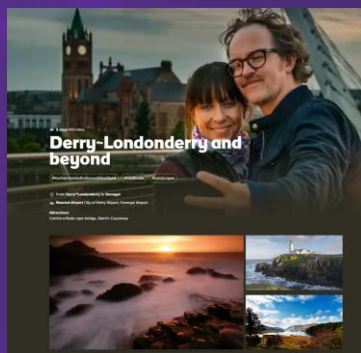
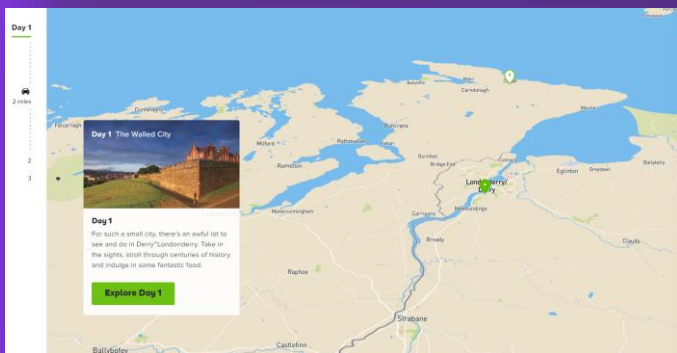
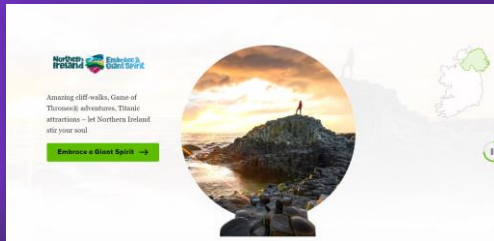
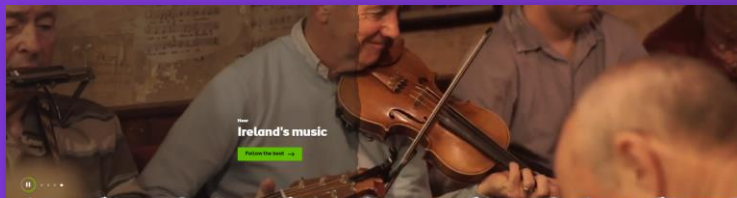


OFFERS ON IRELAND.COM

Go to Industry Opportunities on [TourismIreland.com](https://www.tourismireland.com)

106m Impressions on Ireland.com

- Northern Ireland
- Halloween
- Food and Drink
- Golf



COMMUNITY ON IRELAND.COM

Community

250K
Community Visits
per year

Causeway Coastal Walk

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Causeway Coastal Walk

AUTHOR MESSAGE

POSTED MON 7 NOV 2022 9:40 PM



Diana Kingsley
GAINING RESPECT

0 1 6

POSTS: 1

Group: Community Member

Hello,
We are planning to walk the trail next July 2023. We plan to travel from Scotland and leave our car in Cairnryan.
We will get local transportation to the walk and will walk a maximum distance of 15 km.
We would like to find out if there is a company who will transport our luggage from one overnight stop to the next one.

Regards

Diana Kingsley

Share this reply f t p A

POSTED TUE 8 NOV 2022 11:19 AM



Hello Diana,

POSTED TUE 8 NOV 2022 11:19 AM

Hello Diana,

It's great to hear that you are planning a walking trip along the [Causeway Coastal Way](#)!

There are some companies that have guided walking tours such as [Walk Talk Ireland](#), [Away a Wee Walk](#), and [Hill Walk Tours](#) who may be able to help with the arrangements for the trip and/or the luggage transfers.

There is an existing community post on [walking the Causeway Coast](#) that may be of interest, please feel free to check it out.

Hopefully, our members and industry partners can help out with some suggestions too.

How long do you plan on being with us for?

Share this reply f t p A

PAID PARTNERSHIP PROGRAMMES

**Starting from
£250**

**Up to
£20K+**

OVERSEAS PLATFORMS

Starting from
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60+ overseas
trade and consumer
events

Register
via TNI
Business Solutions

Be market ready,
with saleable
product



Industry Market Access Programme

- Tourism Ireland, in partnership with Tourism NI, will continue our IMAP supports for 2023
- 75% fee support for all TI-led overseas events
- 50–75% support for all independent-led activity

www.TourismIreland.com/opportunities



CO-OPERATIVE MARKETING






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Uncover the tales of the Giant's Causeway - a unique display of 40,000 interlocking basalt columns as a result of an ancient volcanic action 60 million years ago and learn about Irish Giant Fionn MacCool.



Irlanda del Norte **Un Espíritu Gigante**

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BARRIO DE LA CATEDRAL

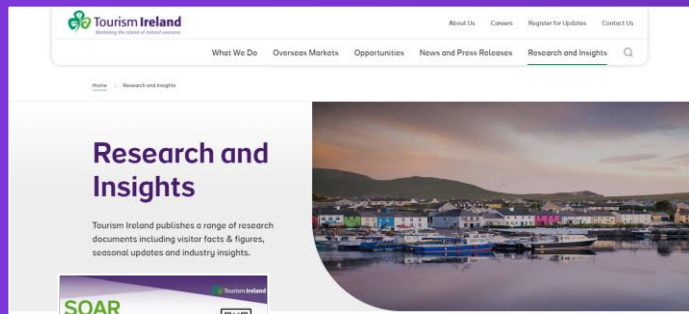
UNA HISTORIA DEL TITANIC

COMIDA Y BEBIDA TÍPICA

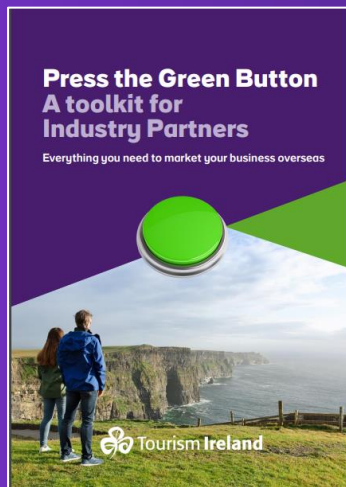
MARAVILLOSOS PASEROS

TOOLS FOR YOU

Research and Insights



Industry Toolkits



Ireland's Content Pool



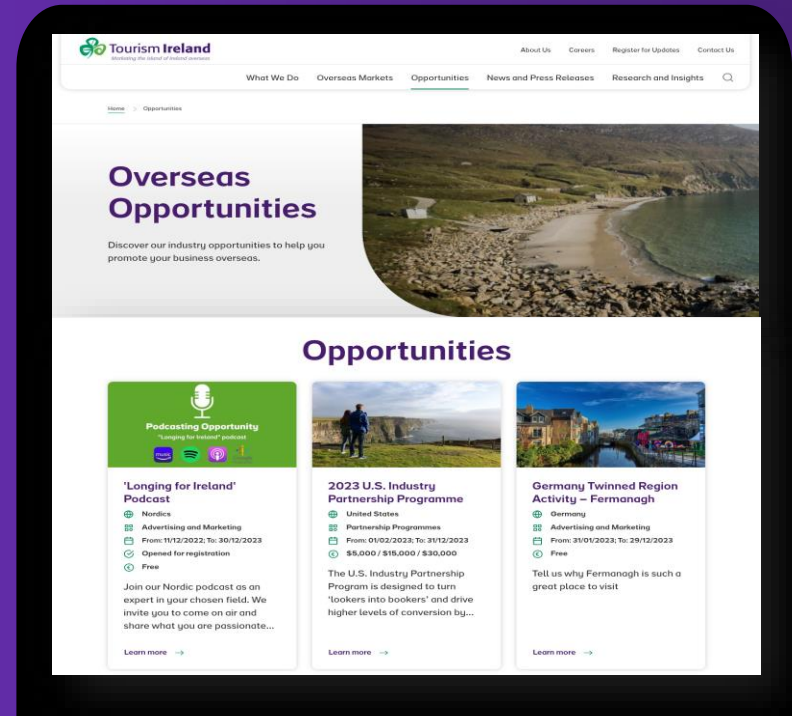
www.TourismIreland.com

TOURISMIRELAND.COM

- Register with TNI Business Solutions for events - check your entry on [Discovernorthernireland.com/Ireland.com](https://discovernorthernireland.com/Ireland.com)
- Register on tourismireland.com for updates and alerts
- Send us your experiential offers for Ireland.com
- Register on communityireland.com

www.TourismIreland.com/opportunities

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Tourism Ireland

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THANK YOU

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