

INDUSTRY OPPORTUNITIES

Have you a story to tell?

Have you a story to tell? is a feature on the Industry Opportunities website which offers you the opportunity to send us news about your product or event, which we will share with all our Tourism Ireland overseas colleagues. In turn, they may share it with our network of travel trade, media contacts and with consumers through our various e-zines, social media channels and on Ireland.com.

We are looking for quirky stories that will capture the imagination of potential visitors to Ireland, stories that will bring to life the true essence of a fun and engaging holiday experience in Ireland. Have you been awarded any accolades? Do you have some special seasonal recipes to share with our Facebook fans, are there any myths and legends associated with your product, or did one of your guests catch the biggest fish this season? Or did you have an extra special VIP guest that you can tell us about? This is a free opportunity that has the potential to grow your business from overseas.



How to tell us your story

Go to our corporate website tourismireland.com and click on 'Industry Opportunities', where you will find the 'Have you a story to tell' box on the home page. Simply click on the button and follow the instructions to submit your story. Don't forget to include a great image or video.

HOW WE WILL TELL YOUR STORY OVERSEAS

In a changing world where content is king, Tourism Ireland distribute information to consumer, press and trade contacts multiple times each day. Your stories are invaluable to us to ensure we are sharing the very best fresh content about the island of Ireland. By sharing your story and a good image with us, we can share it with our global network of contacts in the following ways -

CONSUMERS

- Ireland.com – 13.5 million visitors
- Consumer ezines with a reach of 20 million
- Facebook – 2.65 million fans
- Twitter – 163,000 followers



PUBLICITY

In 2014, we leveraged our 20,000 plus media contacts to deliver €280/£240 million in equivalent advertising value worldwide.

- Regular media ezines
- Press releases and media events
- Local media rooms
- Social media



TRADE

Tourism Ireland have an extensive network of trade contacts including tour operators, group operators, wholesalers, MICE specialists and travel agents.

- Regular trade ezines
- Local trade website



Send us your story now www.tourismireland.com/industryopportunities

