



Fáilte Ireland

National Tourism Development Authority

*Ireland,  
make a  
break for it.*

SALES CAMPAIGN  
SUPPORT GUIDE



Thank you for downloading our Domestic Sales Promotions Campaign Guide. This guide was created to support your efforts to recover from what is unquestionably an unprecedented crisis facing our society and our tourism industry.



During our reopening together event a number of weeks ago, we promised to revert with sales promotion opportunities to support you in your conversion of consumer demand.

Our domestic marketing campaigns are now live.

A campaign around our COVID-19 safety charter to reassure consumers that it is safe to holiday at home, our Make a Break for it campaign driving home holidays and our Come Here to me Dublin campaign to encourage Dubliners to rediscover Dublin.

To support your conversion of this demand activity we are now launching our domestic sales promotion campaigns. Please note all campaigns and campaign timings are subject to change as Covid19 public health advice and restrictions change. Please visit Fáilte Ireland's Covid 19 Support Hub for relevant updates & restrictions.

This suite of sales conversion campaigns will see us collaborating with a number of partners to deliver 7.5m engagements with consumers for industry to convert them into customers.

This guide will provide you with detailed information on our latest recovery initiative that is designed to help rebuild and reboot the tourism and hospitality industry.

**You will find information on Fáilte Ireland's:**

- new Domestic Online Sales Campaign including in-depth information on how to get involved with each of the platforms;
- COVID-19 Safety Charter endorsed by the Government of Ireland;
- new supports on the Fáilte Ireland Business Supports Hub.

Fáilte Ireland continues to be committed to ensuring that we both instil public confidence in the safety standards of tourism businesses across the country and remind everyone in Ireland of the brilliant holiday experience they can have here at home this year.

In the time ahead, please be assured that Fáilte Ireland will continue to provide the best business supports, advice and practical guidance to help you rebuild your business.

**Paul Mockler**  
Head Of Commercial Development, Fáilte Ireland

**7.6m  
CUSTOMER  
REACH**

**€2.5M  
CAMPAIGN**

**REVENUE  
TARGET:  
€10M+  
INDIRECT  
SALES**

**ACROSS  
12+  
PLATFORMS**

**OVER A  
9 MONTH  
PERIOD**

## OVERVIEW OF CAMPAIGN PARTNERS

*Ireland,  
make a break for it.*



## EXPEDIA GROUP



### CAMPAIGN DETAILS:

- **Target Audience:** Consumers in Republic of Ireland & Northern Ireland
- **Book Dates:** August 31st, 2020 – Jan 22nd, 2021
- **Travel Dates:** August 31st, 2020 – Sep 30th, 2021

This campaign will target The Republic of Ireland and Northern Ireland consumers across Expedia's Irish points of sale; Expedia IE and Hotels.com IE encouraging them to travel again and book a home holiday. Consumers will be directed to a visually rich, multi-page platform that will include inspiring content on why they should holiday at home, accommodation offers and attractions & activities offers. We will drive consumers to those landing pages by rolling out a suite of display ads right across the consumer journey, homepage takeovers and merchandising sponsorship on Hotels.com.

### CAMPAIGN DURATION:

The campaign will run across Expedia's Irish points of sale; Expedia IE and Hotels.com IE for a 6 month period, starting on 31st August.

### REACH:

Expedia's Irish points of sale have a reach of 1.3 million unique users per month. Below you will find details on how you can join this campaign today.

#### 1. How your accommodation can get involved in the campaign

- Join our ready-made Campaign in Partner Central
- Create your own discount promotion in Partner Central
- Create your own Value Add Promotion in Partner Central

#### 2. Activities & Attractions partnering with Expedia Group

#### 3. Expedia Group Contacts Ireland

### CAMPAIGN HIGHLIGHTS

1 IN 3 PEOPLE  
VISIT AN OTA SITE  
IN THE 45 DAYS  
PRIOR TO  
PURCHASE.

WORLD'S  
LARGEST OTA  
GROUP WITH  
THE BIGGEST  
AUDIENCE  
WORLD-WIDE

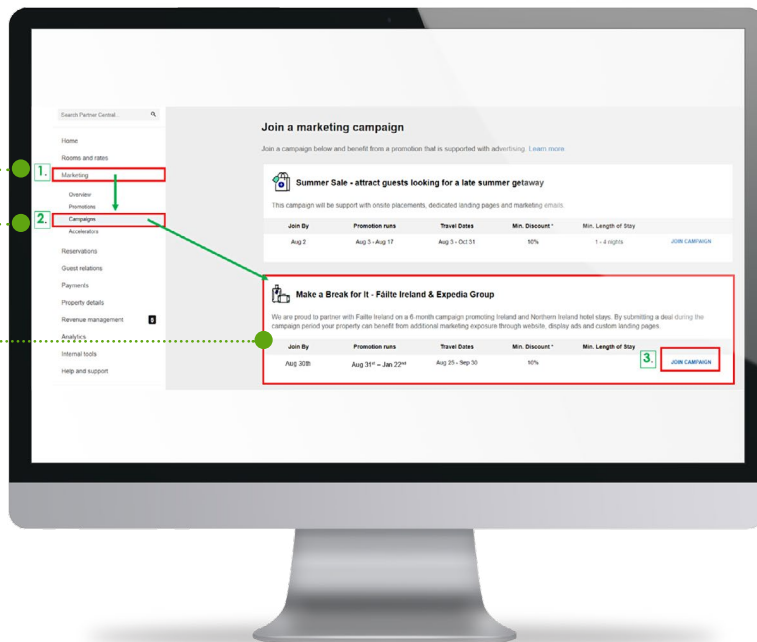
REACH OF  
1.3M UNIQUE  
USERS  
PER MONTH

VISUALLY RICH  
PLATFORM THAT  
INSPIRES DOMESTIC  
CONSUMERS

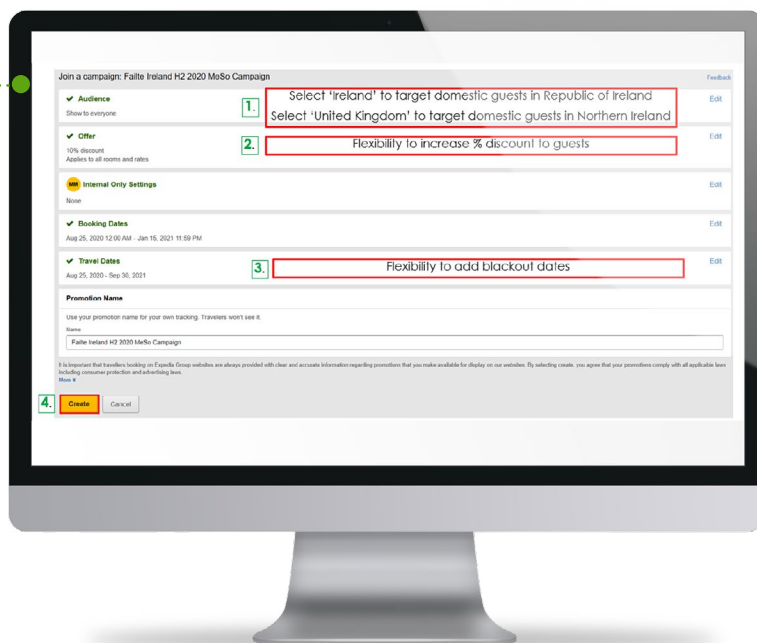
# 1. HOW YOUR ACCOMMODATION CAN GET INVOLVED

## a. Join the Campaign in Partner Central by August 30th, 2020

- Go to 'Marketing' tab
- Select 'Campaigns'
- Select 'Make a Break for It – Fáilte Ireland & Expedia Group - Join Campaign'

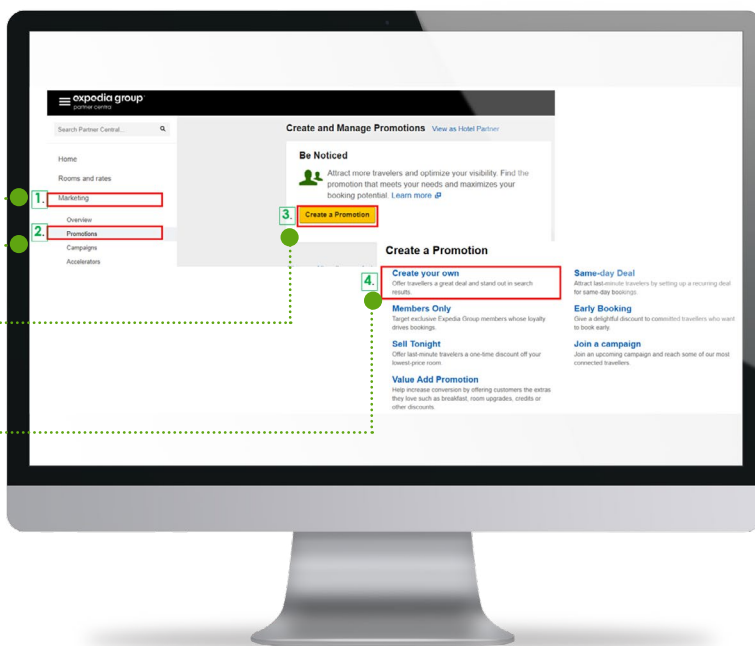


Join Campaign

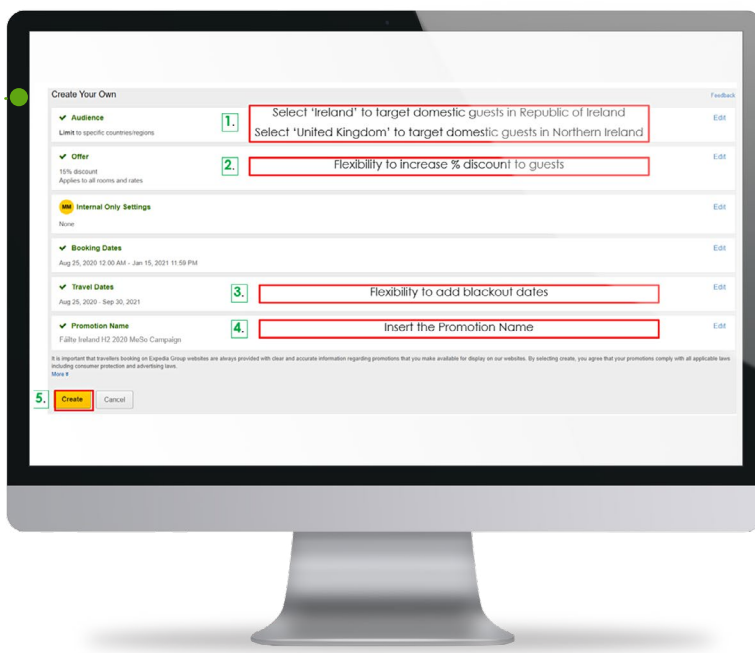


**b. Create your own discount in Partner Central**

- Go to 'Marketing' tab
- Select 'Promotions'
- Select 'Create a Promotion'
- Select 'Create Your Own'



- Create Your Own



**c. Create your own Value Add Promotion in Partner Central**

Value Add Promotions can be used to help you increase conversion and on-property spending by guests. They incentivize travelers to choose your property, without the need to discount your rates. Properties offering something unique in their local market have found these types of offers very successful.

To create a **Value Add Promotion** please follow the below steps in Partner Central:

Go to **'Marketing'** tab

Select **'Promotions'**

Select **'Create a Promotion'**

Select **'Value Add Promotion'**

Option to select different value add promotions:

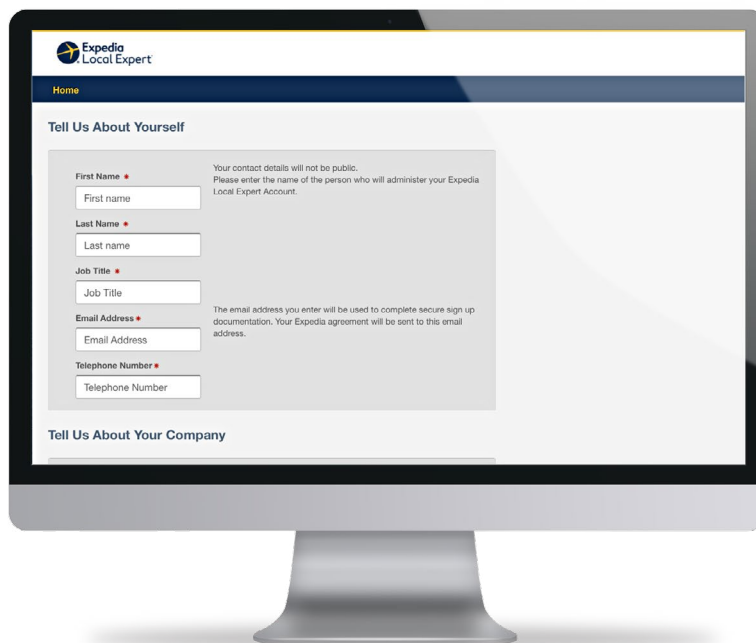
**Activity, Entertainment, Food & Beverage, Other, Parking & Transportation**



## 2. ACTIVITIES & ATTRACTIONS PARTNERING WITH EXPEDIA GROUP

### Add your Activity/Attraction to the Expedia Group Platform

- [CLICK HERE](#) to work with Expedia Activities now.
- Tell Expedia about your business and sign an online contract in 5-10 minutes.
- Create products & add content, media & rates on Partner Central.
- See your products appear on Expedia's global brands and start growing your business.



## 3. EXPEDIA GROUP CONTACTS IRELAND

Please feel free to contact the Expedia Group team in Ireland with any queries or questions - [MADublin@expedia.com](mailto:MADublin@expedia.com)





## TRIPADVISOR



Tripadvisor is the world's largest travel site reaching approximately 500M unique travellers on a monthly basis. Tripadvisor reaches 77% of people booking travel online prior to them making their purchasing decision (Jumpshot data 2019).

The goal for the campaign is to drive intent from travellers in Ireland and Northern Ireland to book holidays in Ireland. We will target users in both ROI and NI who are researching international travel to Europe across a 3 month period in order to divert interest towards holidays in Ireland. We will also target those who are in the consideration set for domestic holidays but are yet to convert.

**CAMPAIGN DURATION:** The campaign will run on Tripadvisor's Irish point of sale for a 3 month period, starting on 24th August

**REACH:** Tripadvisor has a reach of 2.8 million unique users per month in Ireland

### HOW TO GET INVOLVED

#### Ensure your business is top of mind:

##### Why are reviews important

96% of travellers consider reviews important when planning and booking – 83% will 'usually' or 'always' reference Tripadvisor reviews before making a booking decision on accommodation (Phocuswright customer survey – Research Engagement).

73% Of TripAdvisor users reported that they wrote a review because they wanted to share a good experience with travellers – 70% wrote a review because they received good advice from reviews and wanted to give back to the community (Phocuswright customer survey – Research Engagement).

#### How do travellers read and interpret reviews – (Phocuswright Customer Survey – Research Engagement)

- Consumers do not rely on one review in isolation
- Consumers tend to ignore extreme comments
- Consumers pay attention to a business' reply

### CAMPAIGN HIGHLIGHTS

WORLD'S  
LARGEST  
TRAVEL  
COMMUNITY

REACH OF 2.8M  
UNIQUE USERS  
PER MONTH  
IN IRELAND

INFLUENTIAL AT  
EVERY STAGE  
OF THE CONSUMER  
JOURNEY: DREAMING,  
PLANNING, BOOKING,  
EXPERIENCING  
AND ADVOCATING

TARGETED  
CAMPAIGN AT  
USERS IN IRELAND  
AND  
NORTHERN  
IRELAND

DRIVING  
INSPIRATION &  
CONSIDERATION

## STEP BY STEP GUIDE

1

Find your listing on Tripadvisor and 'Claim' it through the **Management Centre**

2

### Use the Management Centre to:

- a. Optimise your listing – Update business description, add photos and highlight amenities to attract traveller attention.
- b. Analyse how you're engaging with travellers on Tripadvisor and how to measure up against competitors.
- c. Manage your reviews – Generate more reviews with our review express tool and join the conversation with your guests through management responses.

3

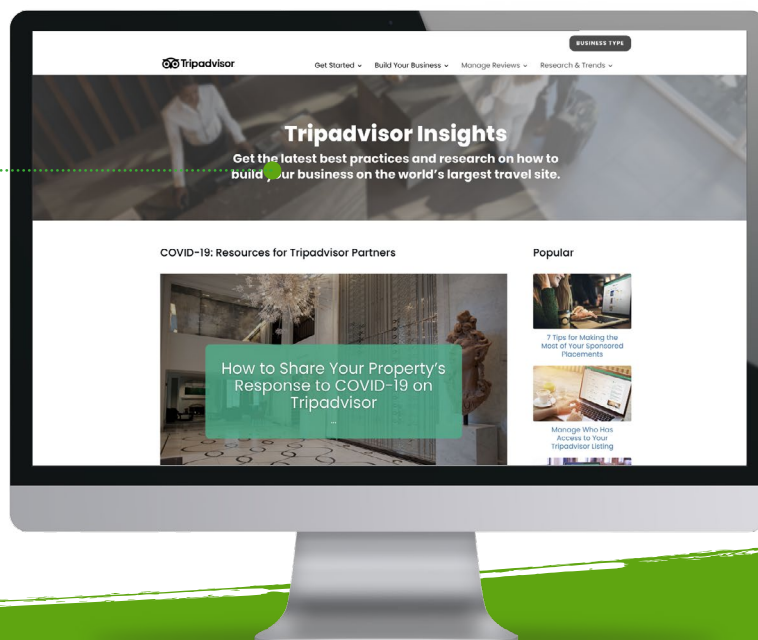
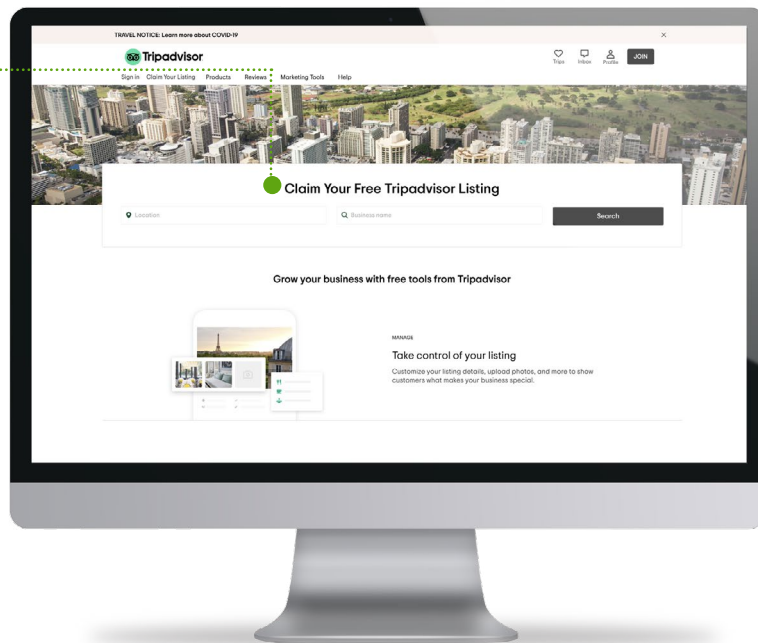
### Management Responses

Once you receive a review – take the opportunity to acknowledge that traveller and their opinion! Whether it's positive or negative, you as the management have the opportunity to make a public response. And with the way that Tripadvisor is structured, your reply is the final word in that customer interaction – they've shared their experience online, and now you have the opportunity to reply, and that's the end of the interaction. Reply – not with a generic "thank you for your visit, we look forward to seeing you again", but addressing specific points of the review. This gives you as the listing manager the opportunity to upsell – talk about upcoming events, your great location, the exceptional service you provide, and so on.

- a. Start basic, by simply thanking and acknowledging is a simple but valuable tool.
- b. In fact, the majority (65%) of Tripadvisor users are more likely to book a hotel which responds to traveller reviews versus a comparable hotel which doesn't provide management responses.
- c. And even if the review is negative it allows you to share your side of the story – and 85% of Tripadvisor users agree that a thoughtful management response to a bad review improves their impression of a hotel.

4

Utilize the **Tripadvisor Insights** platform to gain more understanding of the best way to manage your listing and capitalize on the scope and reach of Tripadvisor.



## DRIVING CONVERSION FOR ACCOMMODATION PROVIDERS

In order to drive conversion for your accommodation on Tripadvisor it is essential that you are integrated with either the Tripadvisor metasearch functionality (hotels) or listed with the Holiday Lettings product (private rentals).

Metasearch functionality delivers the opportunity for bookings for your hotel directly (through Tripadvisor Instant booking) or through a third party provider OTA etc (TripConnect).

### INSTANT BOOKING (HOTELS)

Own the guest relationship from the beginning – No risk with simple "Pay for Stays" commission model – No commitment and no up-front investment.

Instant Booking gives travellers all the information they need to book with you immediately on Tripadvisor.

- **SHARE LIVE RATES AND AVAILABILITY**

Enable potential guests to see your live rates and availability on the world's largest travel site

- **CONVERT BROWSERS INTO BOOKINGS**

Allow travellers to click "Book on Tripadvisor" – and effortlessly convert from browsing to booking

- **CAPTURE BOOKINGS DIRECTLY**

Get bookings directly through your trusted connectivity partner, with no middleman

**Find out more about Instant Booking: [CLICK HERE](#)**

### TRIPCONNECT FOR CONNECTIVITY PARTNERS (HOTEL CONNECTIVITY PARTNERS)

Give Hotels 490 million Reasons to Partner with You Your IBE platform is designed to connect hotel partners with potential guests. TripConnect can boost your business by linking hotels to more than 490 million unique monthly visitors on Tripadvisor – generating more transactions for hotel partners through your booking platform.

#### **Empower your hotel partners**

- Showcase Direct Rates and Availability
- Enable hotels to participate in the Hotel Price Comparison — and capitalize on direct booking opportunities generated by this exposure
- Make Direct Booking Fast and Easy
- Conversion-ready travellers click directly to your hotel partners' online booking page
- Control Acquisition Costs
- Hoteliers can set cost-per-click (CPC) budget caps that match their needs — and they pay only when travellers click through
- Access Revenue Tracking Services
- Become a Plus Partner and give hotel partners an easy way to track their performance — and understand the value you provide by offering TripConnect

**Find out more about TripConnect: [CLICK HERE](#)**



## **HOLIDAY LETTINGS (PRIVATE RENTALS):**

- You set up your free listing in minutes.
- Guests search and find the perfect place—yours.
- They contact you about staying in your home.
- If you accept the booking, your guest pays on Tripadvisor's secure website.

### ● **PROTECTED PAYMENTS**

Tripadvisor collect your money safely and on time.

### ● **EASY TOOLS**

Track everything from enquiry to check-out—even when you're on the go.

### ● **POWERFUL TESTIMONY**

Trusted reviews give travellers the confidence to book your home.

**Find out More about Holiday Lettings:** [CLICK HERE](#)

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## **DRIVING CONVERSION FOR TOURS, ATTRACTIONS & ACTIVITY PROVIDERS:**

### **VIATOR**

With a Tripadvisor listing, you're able to showcase to travellers the highlights of your business and collect reviews. But you're only halfway towards turning those lookers into bookers. Joining Viator lets you create products (your tours, activities, or tickets) and sell them directly to the audience already on Tripadvisor.

#### **1. CREATE YOUR TRIPADVISOR LISTING**

Enter your details to create a new listing-or find your existing one.  
Easily manage your reviews to build trust with travelers and grow your sales.

#### **2. BUILD PRODUCTS AT YOUR OWN PACE**

Use the Management Center to create products, adding photos, pricing, availability and more.  
Save as you go along and publish when you're ready.

#### **3. START EARNING AND STAY IN CONTROL**

You decide exactly how much you want to earn from each booking and manage your business on your own terms. Simple, hassle-free and flexible.

**To find out more:** [CLICK HERE](#)

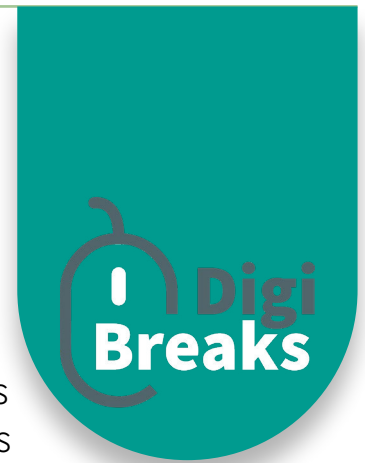
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## DIGIBREAKS

Digibreaks is a wholly owned subsidiary of WIN WIN, a leading international Loyalty & Rewards agency. For many years WIN|WIN operated a hotels breaks division under the brands Hotelpoints and WIN WIN Breaks.

In 2016 WIN WIN won the contract to operate SuperValu's Getaway Breaks programme, and in 2018 WIN WIN acquired the Loyaltybuild business. It was at that point that WIN WIN decided to rebrand its hotel operations under the name, Digibreaks.

Last year, Digibreaks sold 160,000 hotel breaks accommodating 400,000 people across Ireland, Norway and Sweden. In Ireland alone we sold almost 60,000 breaks. We now have 350 Irish hotels registered and we are looking to increase this number with your help. Each month our promotional hotel break programmes reach 1 million Irish consumers and your business can target this base by registering your property with us for free.



### CAMPAIGN HIGHLIGHTS



## 10 SIMPLE STEPS TO REGISTER YOUR PROPERTY



### COMMISSION & PAYMENT

12.5%, with balance paid directly to the hotel by guest

### WHO TO CONTACT

Annette Duggan  
Head of Product DigiBreaks

**e:** [annette.duggan@digibreaks.com](mailto:annette.duggan@digibreaks.com)

**t:** 086 278 3949



## GOLDEN IRELAND

*The start date of the Golden Ireland campaign has been delayed in line with recent Government announcements.*

*Please contact Geraldine directly for the most up-to-date information and how to get involved (see contact details on next page).*

GoldenIreland.ie is a unique Irish travel website exclusively for the Actively Retired. Here you will find a broad range of options, from Hotel "Golden Year's" and midweek breaks to a range of Visitor Attractions, guesthouses and other leading Irish tourism providers.

You will also discover travel articles, reviews, competitions, information on group breaks, and much more. The business also operates Golden Ireland Breaks – tailor made holidays and group bookings for the Actively Retired.

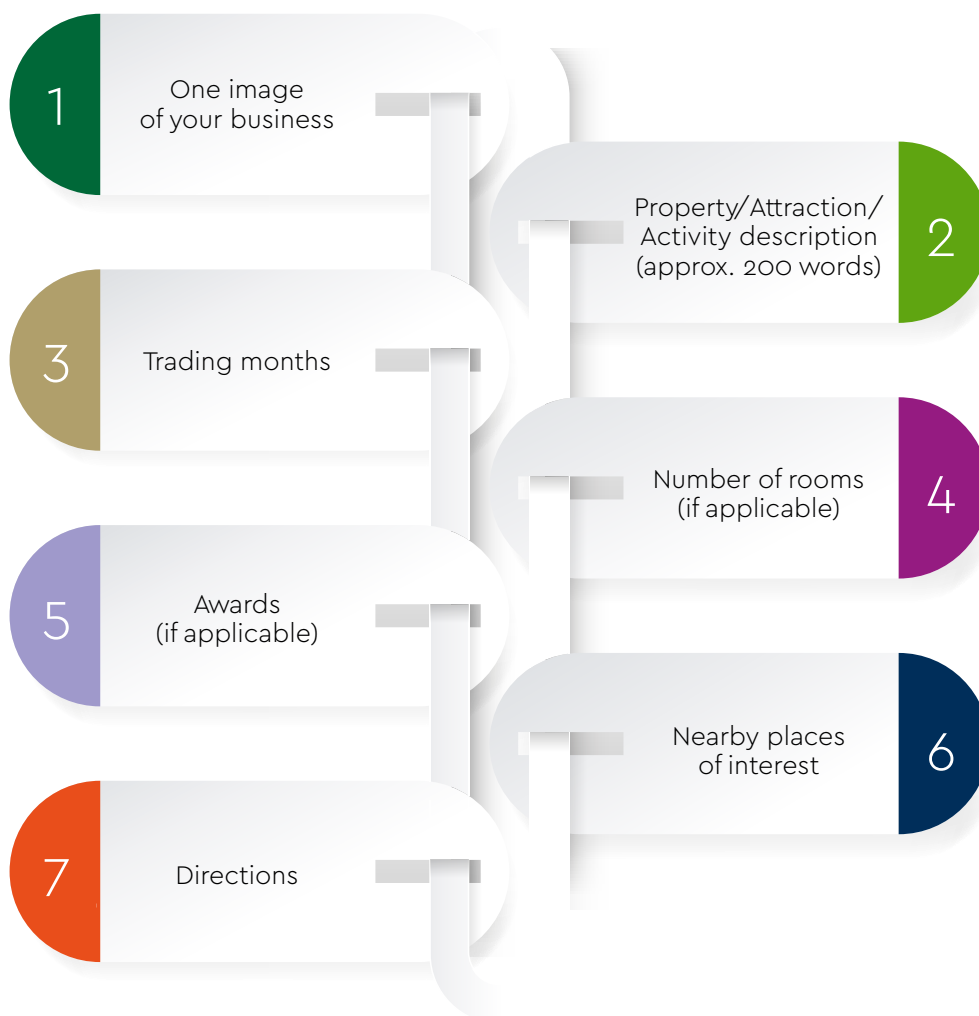
Founded in 2009 Golden Ireland's main target market are consumers aged 60+, especially the newly retired and actively retired demographics. This market predominantly has more free time and more disposable income than any other age group.



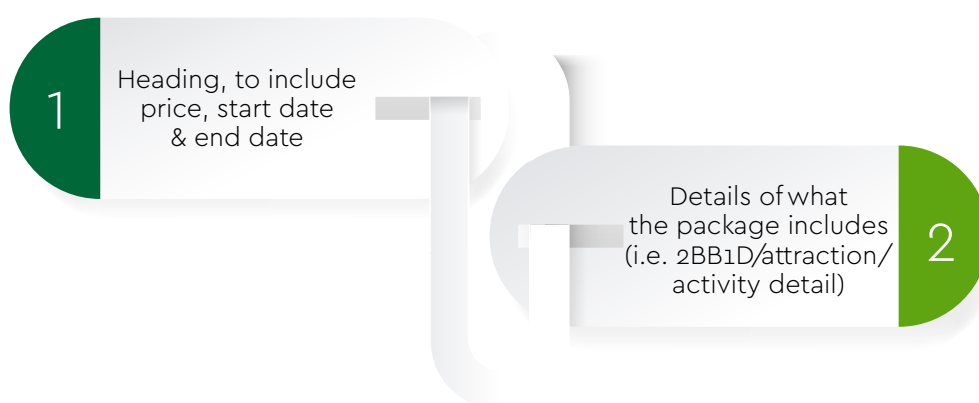
### CAMPAIGN HIGHLIGHTS



## 7 SIMPLE STEPS TO REGISTER YOUR PROPERTY



## SPECIAL OFFER DESCRIPTION



## WHO TO CONTACT

Geraldine McGlynn, Manager, Golden Ireland

**e:** [gmcglynn@goldenireland.ie](mailto:gmcglynn@goldenireland.ie)

**t:** 064 663 0267

**m:** 086 677 2714

**w:** [www.goldenireland.ie](http://www.goldenireland.ie)

## THETASTE.IE

TheTaste.ie is Ireland's award winning number one most read food and drink magazine with 20 million readers worldwide.

TheTaste.ie have worked with the best restaurants, hotels, food brands and producers in Ireland. Showcasing the Irish hospitality industry, through their social community and team of passionate writers, who influence where people go. [TheTaste.ie](#) boast an endless list of achievements from the Gourmand Awards naming them The Best Digital Food Magazine in The World to EIR Spider Awards classifying them as Best for Publishing and Media in Ireland.



### CAMPAIGN HIGHLIGHTS





### STEP BY STEP ON HOW TO GET INVOLVED:

Compile the following information and email to Keith Mahon (details below) to get involved. Your package will then be live on [TheTaste.ie](http://TheTaste.ie) website.



#### COMMISSION

5% for the Duration of Campaign (3 months)

#### PAYMENT

TheTaste.ie make payments at the end of every month for all the rooms you have served in that month.

#### WHO TO CONTACT

Keith Mahon  
Managing Director, TheTaste.ie

**e:** keith@thetaste.ie

**t:** 085 850 4392

## HOTELSINONE.IE

**Hotelsinone**  
THE HOTEL DEALS COMPANY

HotelsInOne is an online loyalty marketing company working with large national and international brands to assist them in the recruitment, retention and reward of their customers and employees. As one of Ireland's fastest growing hotel booking companies HotelsInOne operate in conjunction with their many brand partners.

**3+ Breaks**

*Irish Mini Breaks*  
irishminibreaks.ie

Three Plus Breaks is a partnership between Hotelsinone and Three Ireland. Three is one of Ireland's leading mobile operators with 35% market share and 2.2 million customers. Three Plus Breaks sits in the award winning 3Plus rewards App which plays a central role in the Three consumer & business strategy. The key rewards include priority access to Three Arena, competitions and experiences and discounts on cinema, shopping, food, fashion and travel. Three Plus Breaks enables powerful access and wide reach to an engaged audience.

Irish Mini Breaks is one of the fastest growing booking sites in Ireland. IMB has a newsletter ezine audience of almost 35,000 daily and a Facebook presence with over 54,000 followers. It also has direct access to the Beady Eyed Bargain FB page, with over 180,000 direct fans, and all promotional activity is focused on promotional offers.

### CAMPAIGN HIGHLIGHTS

**OVER 1M  
DATABASE  
MEMBERS**

**SMS & EMAIL  
MARKETING**

**RETAIL  
MAGAZINE  
& IN STORE  
PROMO**

**PUSH  
NOTIFICATIONS**

**MONTHLY  
COMPETITIONS**

## HOW TO GET INVOLVED;

The programmes for Irish Mini Breaks and 3Plus Breaks will be operated by Hotelsinone. Currently over 400 Irish hotels are registered on the Hotelsinone platform. These hotels will be included in the marketing activity for both programmes once rooms are loaded on the Hotelsinone system. Hotelsinone take all the information and pictures from the hotel's own site.

The package options include B&B, DBB, 2BB1D, 3BB1D and 5BB.

Rooms can be uploaded using an Extranet link with username and password or using a channel manager such as Site Minder or Busy Rooms.

It is also possible to include your attraction or activity online as well. Email Ernie directly with the attraction or activity you are providing and the price of same. Attractions and activities will have a specific section on the website and will be included in all marketing activity.

## COMMISSION

12.5%, with balance paid directly to the hotel by guest

## WHO TO CONTACT

Ernie Mooney  
CEO, Hotelsinone

**e:** [ernie@hotelsinone.com](mailto:ernie@hotelsinone.com)

**t:** 087 765 7664



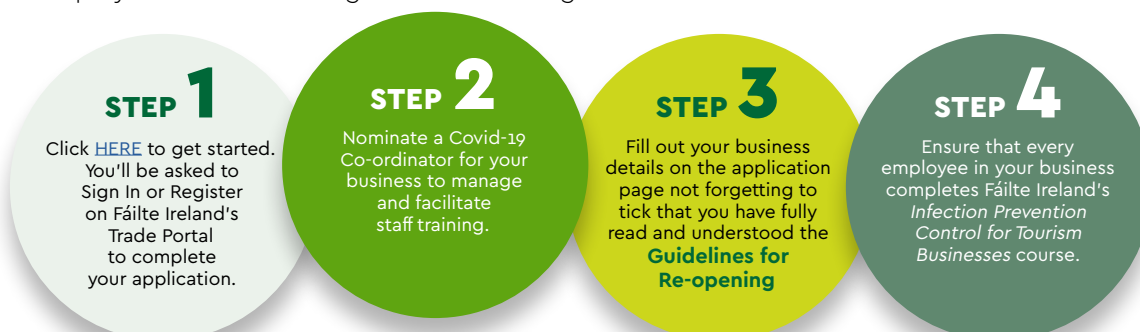


## SAFETY CHARTER



As the tourism and hospitality industry prepares to re-open, it's essential that everyone – visitors, employees and management alike – can feel confident that your business can re-open safely.

The COVID-19 Safety Charter is a voluntary initiative for businesses designed to give this reassurance. Fáilte Ireland has issued sector-specific operational guidelines for tourism businesses on how to meet government health recommendations. By signing up to the Charter, you and all your employees are committing to follow those guidelines.



### HERE'S HOW TO MAKE THIS IMPORTANT COMMITMENT

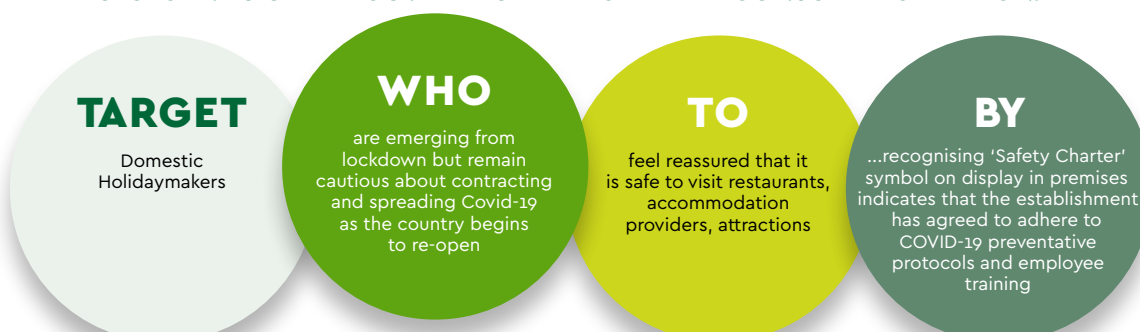
Once every employee who has returned to work and completed the course, you will be awarded your COVID-19 Safety Charter. You can then display this on your premises and online platforms. It tells both customers and employees that your business:

- Has a clear understanding of the COVID-19 infection.
- Is aware of its role and responsibility in preventing the spread of COVID-19.
- Has a clear understanding of the standard precautions needed to control infection.
- Consistently demonstrates correct hand-washing technique and practices.
- Applies this knowledge to your place of work.

### MAKING THE COVID-19 SAFETY CHARTER VISIBLE THROUGHOUT YOUR BUSINESS

Fáilte Ireland will launch a heavy-weight advertising campaign in early July to support this initiative which will play a critical role in providing the detail behind the message and establishing the link between the COVID-19 Safety Charter symbol and its meaning.

### THE KEY OBJECTIVES OF THE COVID-19 SAFETY CHARTER CONSUMER CAMPAIGN:



With visitors mobilised to look for and recognise the COVID-19 Safety Charter symbol, it's important that you make it visible throughout your business. To help you do this, you'll receive the following:

**COLLATERAL PACK:**

Along with your personalised Charter, you'll receive a pack with branded window decals, stickers and staff pins to get you started.



**DIGITAL TOOLKIT:**

You'll also receive a practical digital toolkit which includes:

**Print:** Print-ready, customisable artwork for Posters, Tent Cards, Banners and Templates in a variety of sizes.

**Digital:** Banners, Images and GIFs for use on digital and social media.







## SUPPORTING YOUR BUSINESS TO RE-OPEN AND RECOVER



As tourism businesses across the country start their preparations to re-open, the Enterprise Development & Hospitality team at Fáilte Ireland has launched a suite of business supports to help businesses to survive and recover.

The supports have been developed in collaboration with industry experts to support your business to re-open and relaunch effectively. No matter how large or small your business is, or how great the business challenge you are facing, Fáilte Ireland is here to help you every step of the way.

The supports we have developed are tailored to the needs of individual sectors from larger hotels to smaller activity providers or visitor attractions, among many others.

 <p>FINANCIAL RECOVERY</p>	<p>For support with managing your finances, business planning, working with banks and addressing working capital/business liquidity issues – visit our <b>Financial Recovery Supports</b> <a href="#">HERE</a></p>
 <p>OPERATIONS MANAGEMENT</p>	<p>For help with managing and optimising your operations:</p> <ul style="list-style-type: none"> <li>– Review our sector-specific <b>Guidelines for Re-opening</b> to ensure your operations are aligned with the latest guidance <a href="#">HERE</a></li> <li>– Use a <b>Capacity &amp; Commercial Impact Calculator</b> to help you to critically assess which parts of your operation can function profitably, how to utilise any available space to help overcome capacity reductions and where to drive efficiencies. Click <a href="#">HERE</a></li> </ul>
 <p>HR FOR RE-OPENING</p>	<p>For assistance in managing the <b>phased return to work of your staff</b> and the associated HR and legal implications, visit our <b>HR for Re-opening</b> supports <a href="#">HERE</a> where you will get guidance on health, safety and employment law compliance as well as employee communications, training and consultation with staff while minimising possible redundancies.</p>
 <p>SALES &amp; MARKETING</p>	<p>For advice on <b>Sales and Marketing for Recovery</b> including <b>Driving Domestic Demand</b> and <b>Rebooting B2B International Business</b> visit <a href="#">HERE</a></p>

If you need further advice or require guidance on a tailored support for your business please contact your local Fáilte Ireland representative or email [Business.supports@failteireland.ie](mailto:Business.supports@failteireland.ie)





## LEARNING HUB

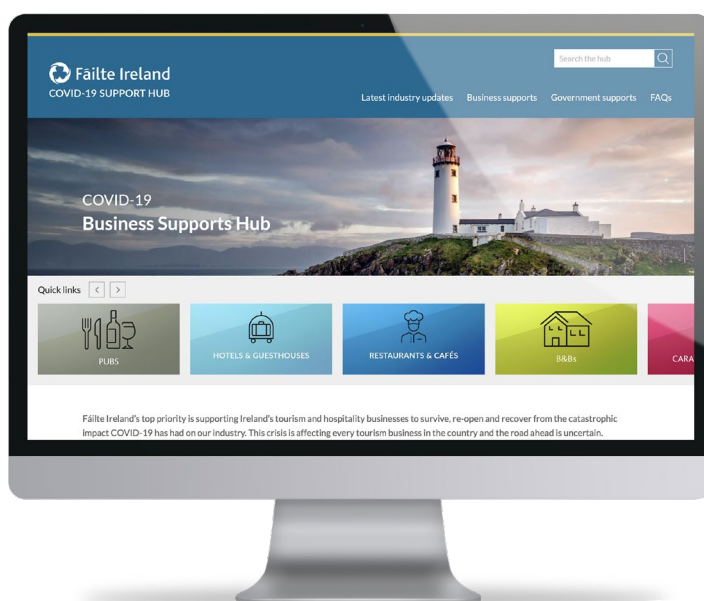
For help with enhancing the skills of both you and your team through a comprehensive suite of e-learning programmes visit the **Fáilte Ireland Learning Hub**. The Fáilte Ireland Learning Hub hosts a programme of 14 short modules which are available to employees of all levels, from frontline to management covering key areas including Management and Compliance.

The training has been designed as part of our response to the COVID-19 crisis and aims to help businesses keep their staff engaged while they are working remotely. As part of this suite a newly refreshed **Accredited Service Excellence Programme** is on offer which directly responds to the changes in the current operating environment.

## NEXT STEPS FOR YOU

Review and engage with all of our online supports through the Fáilte Ireland Business Supports Hub [HERE](#)

Sign up for and support employees to engage in our suite of e-learning programmes [HERE](#)



If you need further advice or require guidance on a tailored support for your business please contact your local Fáilte Ireland representative or email [Business.supports@failteireland.ie](mailto:Business.supports@failteireland.ie)





Fáilte Ireland

National Tourism Development Authority

*Product Sales &  
Distribution Team*



# PRODUCT SALES & DISTRIBUTION TEAM

**PAUL MOCKLER**  
Head of Commercial  
Development

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**MARTINA CANTY**  
Product Sales  
& Distribution Officer

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**ANN MARIEMURPHY**  
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