



**GOLDEN
IRELAND**

Q4 2020- Q2 2021

Senior's Market Campaign

*Ireland,
make a
break for it.*



Geraldine McGlynn – Managing Director

Golden Ireland Background

Targeting the Actively Retired Market

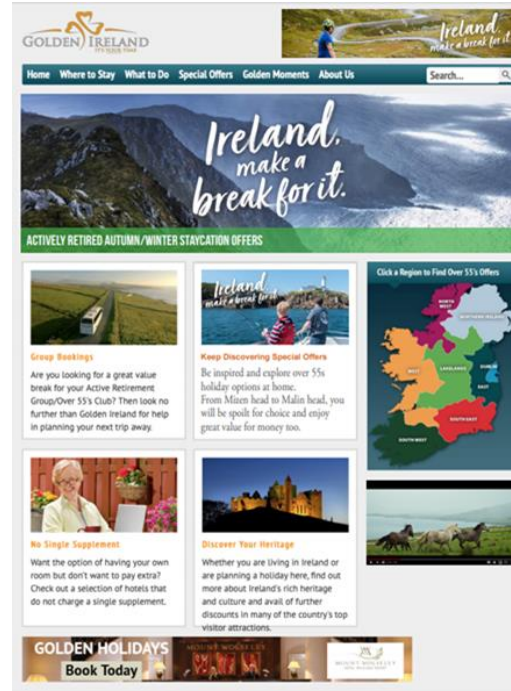


GoldenIreland.ie
5,000 Individual
& 500 Group
(>30k database)

Hotels, Self catering
& Visitor Attractions

Golden
Ireland Guide
65k circulation

Golden Ireland
Breaks
Tailor made holidays
& group bookings



Importance of Senior's Market

Critically Important to Irish Tourism



75% take 2 or more leisure trips per annum (61% in Ireland)

65% 3-5 day breaks



Value for money offers, competitions



A positive focus on the benefits of ageing

72% Stay in hotels

75% expect to travel in Ireland over next 6mnts



Dislikes the single supplement

Safety paramount



Dislikes any patronizing slogans on ageing



Benefits for Partners

Promoting your business to the Senior's market



**NO
Commission
on bookings**

**Traditional
Strong
Domestic
Focus**

**Ability to track
activity at
offer level**

**10+ years
delivering
bednights for
200+ hotels**

**Off Peak/
Shoulder
Season
Focused**

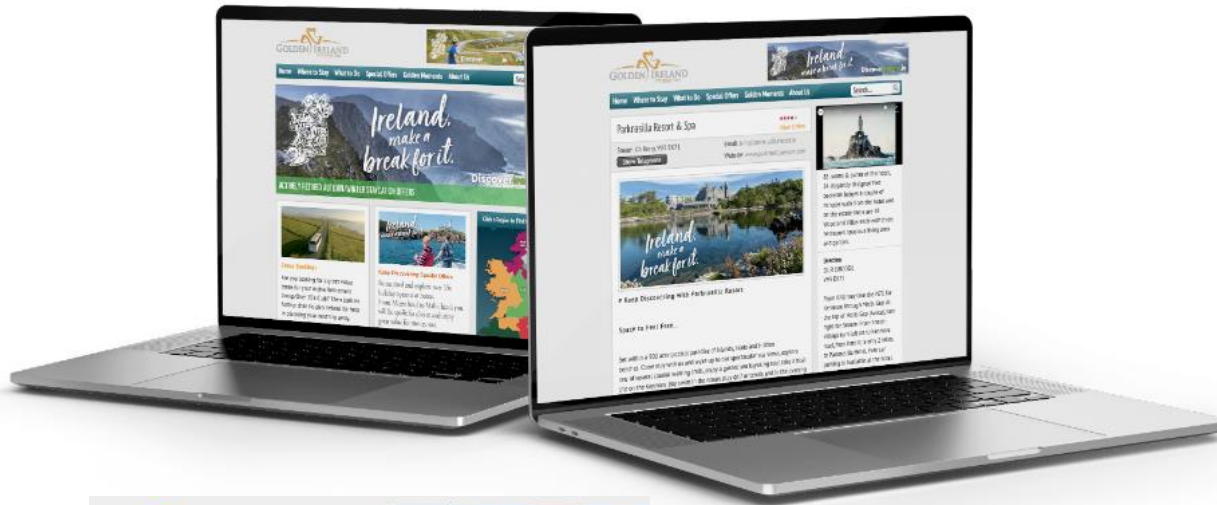
**Self Service
updating with
no limits on
changes**

**Loyal
Membership
Base**

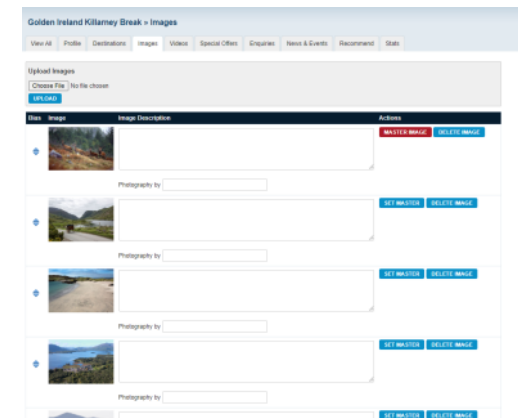
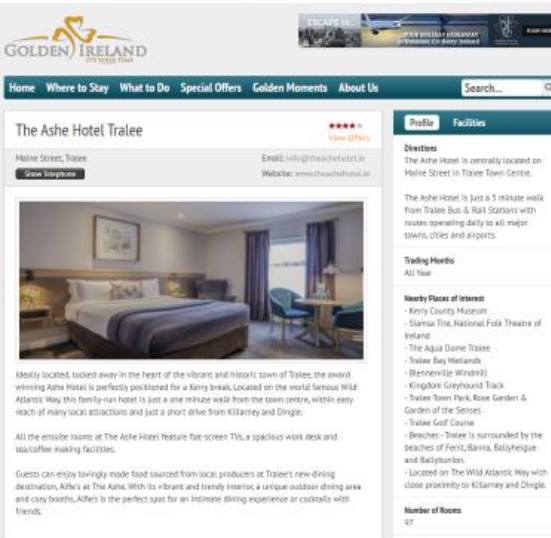
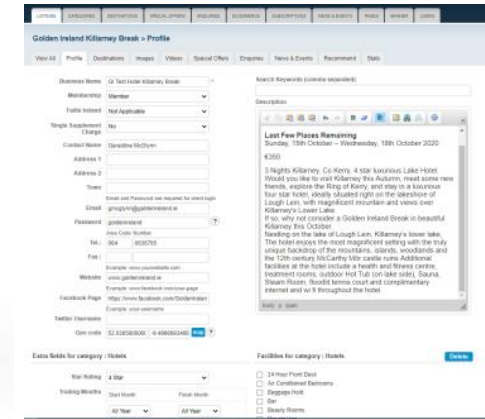
**Established
Print
Publication**

Campaign Highlights : Web

www.goldenireland.ie



Partner Self Service Screens



Campaign Highlights: Magazine

Complimentary Listing for all partners in Golden Ireland Guide



Print & PDF
Download

FREE
basic listing as
part of Fáilte
Ireland campaign

65k
circulation

How to get involved?

Simple self service on-boarding for all partners



Discounted
Cost for all
partners

Additional
Advertising
Opportunities

Contact
Geraldine
McGlynn

The screenshot shows the Golden Ireland website homepage. At the top left is the Golden Ireland logo with the tagline 'IT'S YOUR TIME'. To the right is a banner image of a cyclist on a road with the text 'Ireland, make a break for it.'. Below the logo is a navigation menu with links: Home, Where to Stay, What to Do, Special Offers, Golden Moments, and About Us. A search bar is located on the right side of the menu. The main content area features a large banner image of a coastal landscape with the text 'Ireland, make a break for it.' and a green bar below it that reads 'ACTIVELY RETIRED AUTUMN/WINTER STAYCATION OFFERS'. Below this are three promotional tiles: 1) 'Group Bookings' with an image of a white bus on a road, with the text 'Are you looking for a great value'; 2) 'Keep Discovering Special Offers' with an image of two people fishing from a boat, with the text 'Be inspired and explore over 55s'; and 3) 'Click a Region to Find Over 55's Offers' with a map of Ireland divided into regions: NORTH WEST, NORTHERN IRELAND, WEST, LAKELANDS, and DUBLIN.