



Ireland Make a Break for it

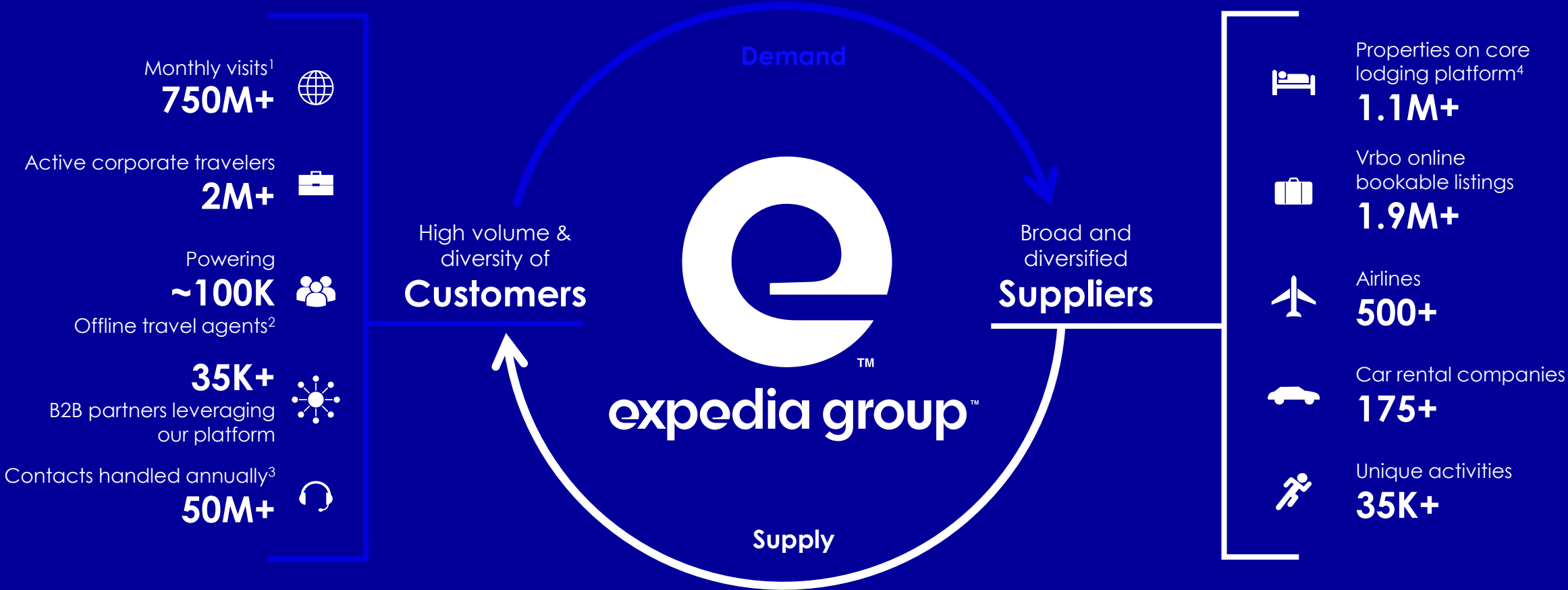
Fáilte Ireland & Expedia Group Campaign

A circular inset image showing a scenic view of a beach in Ireland. The beach has golden sand and turquoise water. In the background, there are rocky cliffs under a blue sky with white clouds. Overlaid on the image in white, handwritten-style script is the text: "Ireland, make a break for it." The entire graphic is set against a dark blue background with a light blue circular graphic element behind the inset image.

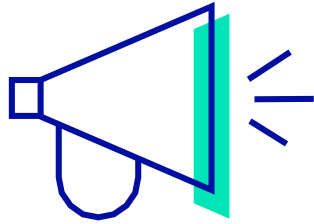
Ireland,
make a
break for it.

Who is Expedia Group?

We are the world's travel platform. Our purpose is to bring the world within reach.

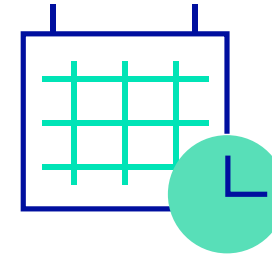


Notes: Expedia Group data shown as of 12/31/18, unless otherwise noted. ¹Monthly visits based on data for Brand Expedia, Hotels.com, Orbitz, Travelocity, Wotif, Vrbo, trivago and Hotwire combined during 2018. ²Offline travel agents based on number of sales agents in Global Customer Operations, Expedia Partner Solutions (EPS), Vrbo, Classic Vacations, CruiseShipCenters, Travel Agent Affiliate Program (TAAP). ³Contacts handled annually include calls, emails, chats and social media. ⁴ Property count as of 3/31/19, includes more than 460,000 integrated Vrbo listings.



Book Dates

August 31st 2020 – January 22nd 2021



Travel Dates

August 31st – September 30th 2021

Dedicated Microsite & Regional Landing Pages



Expedia logo and tagline "Ireland. make a break for it" in the top right corner.

Ireland, make a break for it

Explore

Destination grid:

- Donegal
- Mayo
- Ireland's Hidden Heartlands
- Wild Atlantic Way
- Kerry
- Leitrim
- Kilkenny
- Ireland's Ancient East
- Sligo

Photo Gallery

Large image of the Cliffs of Moher with a navigation bar below it.

Expedia logo and tagline "Ireland. make a break for it" in the top right corner.

Wild Atlantic Way

Journey through the wild atlantic

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Curabitur pretium tincidunt lacus. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident.

Aunt in culpa qui officia deserunt mollit anim id est laborum. Curabitur pretium tincidunt lacus. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Sias autn reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur dolor.

MUST DO Activities

- Galway City history tour
- Explore the Cliffs Of Moher
- Surfing in Lahinch

Photo Gallery

Large image of the Cliffs of Moher with a navigation bar below it.

Accommodation

- Old Ground Hotel
- Ballyvaughan Holiday Resort
- The Coastal Lodge

Book now buttons for each accommodation card.

MORE DESTINATIONS

You may also like

- Donegal
- Ireland's Hidden Heartlands Park
- Sligo

EXPLORE MORE buttons for each destination card.

Expedia logo in the bottom right corner.

Media Traffic Drivers on Expedia



Skyscraper banner

Leader board banner

MPU banner

Here is how you can get involved....



Join the Campaign in Partner Central



Join the Campaign in Partner Central



Join by August 30th 2020

The screenshot shows the Partner Central interface. On the left is a navigation menu with a search bar at the top. The menu items are: Home, Rooms and rates, Marketing (highlighted with a red box and a green '1.'), Overview, Promotions, Campaigns (highlighted with a red box and a green '2.'), Accelerators, Reservations, Guest relations, Payments, Property details, Revenue management (with a small '5' icon), Analytics, Internal tools, and Help and support. A green arrow points from the 'Campaigns' menu item to the main content area. The main content area is titled 'Join a marketing campaign' and includes a sub-header 'Join a campaign below and benefit from a promotion that is supported with advertising. [Learn more.](#)'

There are two campaign cards displayed:

- Summer Sale - attract guests looking for a late summer getaway**
This campaign will be support with onsite placements, dedicated landing pages and marketing emails.
A table below the card lists campaign details:

Join By	Promotion runs	Travel Dates	Min. Discount *	Min. Length of Stay	
Aug 2	Aug 3 - Aug 17	Aug 3 - Oct 31	10%	1 - 4 nights	JOIN CAMPAIGN
- Make a Break for It - Fáilte Ireland & Expedia Group**
We are proud to partner with Failte Ireland on a 6-month campaign promoting Ireland and Northern Ireland hotel stays. By submitting a deal during the campaign period your property can benefit from additional marketing exposure through website, display ads and custom landing pages.
A table below the card lists campaign details:

Join By	Promotion runs	Travel Dates	Min. Discount *	Min. Length of Stay	
Aug 30th	Aug 31 st – Jan 22 nd	Aug 25 - Sep 30	10%		JOIN CAMPAIGN

The 'JOIN CAMPAIGN' button for the second campaign is highlighted with a red box and a green '3.'. A green arrow also points from the 'Campaigns' menu item to this button.

Join the Campaign in Partner Central



Join a campaign: Failte Ireland H2 2020 MeSo Campaign [Feedback](#)

<p>✓ Audience</p> <p>Show to everyone</p>	<p>1. Select 'Ireland' to target domestic guests in Republic of Ireland Select 'United Kingdom' to target domestic guests in Northern Ireland</p>	<p>Edit</p>
<p>✓ Offer</p> <p>10% discount Applies to all rooms and rates</p>	<p>2. Flexibility to increase % discount to guests</p>	<p>Edit</p>
<p>MM Internal Only Settings</p> <p>None</p>		<p>Edit</p>
<p>✓ Booking Dates</p> <p>Aug 25, 2020 12:00 AM - Jan 15, 2021 11:59 PM</p>		<p>Edit</p>
<p>✓ Travel Dates</p> <p>Aug 25, 2020 - Sep 30, 2021</p>	<p>3. Flexibility to add blackout dates</p>	<p>Edit</p>
<p>Promotion Name</p> <p>Use your promotion name for your own tracking. Travelers won't see it.</p> <p>Name</p> <input type="text" value="Failte Ireland H2 2020 MeSo Campaign"/>		

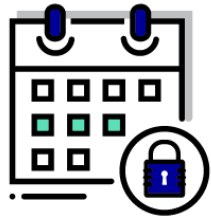
It is important that travellers booking on Expedia Group websites are always provided with clear and accurate information regarding promotions that you make available for display on our websites. By selecting create, you agree that your promotions comply with all applicable laws including consumer protection and advertising laws. [More](#)

4.

Create your own discount promotion

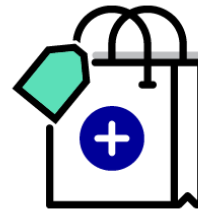


Recommended promotions



Minimum Length of Stay

Currently domestic length of stay is at 2.4 days
Incentivise guests to stay longer



Value Add Promotions

Food and beverage credits
Late check-outs
Bar credits



Mobile Promotions

Surge in mobile bookings
10% off on mobile devices or to members booking

Create your own discount promotion



Joining the Make a Break for It campaign after August 30th 2020

expedia group
partner central

Search Partner Central...

Home
Rooms and rates
1. Marketing
Overview
2. Promotions
Campaigns
Accelerators

Create and Manage Promotions [View as Hotel Partner](#)

Be Noticed
 Attract more travelers and optimize your visibility. Find the promotion that meets your needs and maximizes your booking potential. [Learn more](#)

3. [Create a Promotion](#)

Create a Promotion

4. **Create your own**
Offer travellers a great deal and stand out in search results.

- Members Only**
Target exclusive Expedia Group members whose loyalty drives bookings.
- Sell Tonight**
Offer last-minute travelers a one-time discount off your lowest-price room.
- Value Add Promotion**
Help increase conversion by offering customers the extras they love such as breakfast, room upgrades, credits or other discounts.

- Same-day Deal**
Attract last-minute travelers by setting up a recurring deal for same-day bookings.
- Early Booking**
Give a delightful discount to committed travellers who want to book early.
- Join a campaign**
Join an upcoming campaign and reach some of our most connected travellers.

Create your own discount promotion



Joining the Make a Break for It campaign after August 30th 2020

Create Your Own Feedback

<p>✓ Audience Limit to specific countries/regions</p>	<p>1. Select 'Ireland' to target domestic guests in Republic of Ireland Select 'United Kingdom' to target domestic guests in Northern Ireland</p>	<p>Edit</p>
<p>✓ Offer 15% discount Applies to all rooms and rates</p>	<p>2. Flexibility to increase % discount to guests</p>	<p>Edit</p>
<p>MM Internal Only Settings None</p>		<p>Edit</p>
<p>✓ Booking Dates Aug 25, 2020 12:00 AM - Jan 15, 2021 11:59 PM</p>		<p>Edit</p>
<p>✓ Travel Dates Aug 25, 2020 - Sep 30, 2021</p>	<p>3. Flexibility to add blackout dates</p>	<p>Edit</p>
<p>✓ Promotion Name Failre Ireland H2 2020 MeSo Campaign</p>	<p>4. Insert the Promotion Name</p>	<p>Edit</p>

It is important that travellers booking on Expedia Group websites are always provided with clear and accurate information regarding promotions that you make available for display on our websites. By selecting create, you agree that your promotions comply with all applicable laws including consumer protection and advertising laws.
[More](#) ▾

5.

Create your own Value Add Promotion



Create your own Value Add Promotion



1. Marketing

2. Promotions

3. Create a Promotion

4. Value Add Promotion

Be Noticed
Attract more travelers and optimize your visibility. Find the promotion that meets your needs and maximizes your booking potential. [Learn more](#)

Create a Promotion

- Create your own**
Offer travellers a great deal and stand out in search results.
- Members Only**
Target exclusive Expedia Group members whose loyalty drives bookings.
- Sell Tonight**
Offer last-minute travelers a one-time discount off your lowest-price room.
- Value Add Promotion**
Help increase conversion by offering customers the extras they love such as breakfast, room upgrades, credits or other discounts.

Same-day Deal
Attract last-minute travelers by setting up a recurring deal for same-day bookings.

Early Booking
Give a delightful discount to committed travellers who want to book early.

Join a campaign
Join an upcoming campaign and reach some of our most connected travellers.

Create your own Value Add Promotion



The image displays two side-by-side screenshots of the 'Value Add Promotion' creation interface. The left screenshot shows the 'Value Add Offer' dropdown menu with options: Activity, Entertainment, Food and Beverage, Other, and Parking and Transportation. A red box highlights this menu, and a green arrow points from a central 'Value Add Options' box to it. The right screenshot shows a completed promotion example: 'Beverage Free: 2 guest(s) per stay' with a value add that applies to all rooms and rates. A red box highlights this example, and a green arrow points from the 'Value Add Options' box to it. Both screenshots include sections for Audience, Booking Dates, Travel Dates, and Promotion name, along with 'Create' and 'Cancel' buttons.

Value Add Offer

- Select -
- Select -
- Activity
- Entertainment
- Food and Beverage
- Other
- Parking and Transportation

Value Add Options

Example value added promotion for free beverage per stay for 2 guests

Audience
Show to everyone. [Edit](#)

Value Add Offer
Beverage Free: 2 guest(s) per stay
Value add applies to all rooms and rates. [Edit](#)

Booking Dates
08/25/2020 12:00 A.M. - 01/15/2021 11:59 P.M. [Edit](#)

Travel Dates
08/25/2020 - 09/30/2021 [Edit](#)

Promotion name
Failte Ireland H2 2020 MeSo Campaign [Edit](#)

It is important that travellers booking on Expedia Group websites are always provided with clear and accurate information regarding promotions that you make available for display on our websites. By selecting create, you agree that your promotions comply with all applicable laws including consumer protection and advertising laws. [More](#)

[Create](#) [Cancel](#)

Expedia Group Activities



Expedia Activities – Sign Up



Sign and enroll with us today

Tell us about your
business and sign online
contract in 5-10 minutes



Build your products in our interactive tool

Create products & add
content, media & rates on
Partner Central



Go Live Internationally

See your products appear on
our global brands and start
growing your business!

Convinced? Head to <http://join.localexpertpartnercentral.com/signup>
to work with Expedia Activities now!

Expedia Group Contacts Ireland



Expedia Account Management Team Ireland



Donna O'Sullivan
Market Manager Ireland



Tanya Da Silva
Market Manager Ireland



Sandra Sutton
Area Manager Ireland



Anthony Ryan
Area Manager Ireland

Please feel free to contact the Expedia Group team in Ireland
MADublin@expedia.com



expedia group™