



A Celebration of
Ireland's Food & Drink
6 SEP – 30 NOV 2019

IHF DIRECT BOOKING 'TASTE THE ISLAND' PROMOTION

Guidelines - your 'Taste the Island' offer:

- Your offer should, at a minimum, include **1 Night B&B plus 2 Course Dinner for Two**. (You can add to this if you wish, e.g. by providing a 3 course dinner or signature cocktail / drink pairing.)
- Availability from **6th Sept to 30th Nov 2019** where possible.
- Your offer should feature prominently on your website for customers to book in advance.
- Where possible we recommend that you create a dedicated landing page on your website for your *'Taste the Island offer celebrating Ireland's world class food and drink'*. We recommend include a strong food image on this page as well a couple of lines telling your food story.

- Where possible, we recommend promoting your 'Taste the Island' offer on the 'Offers' section of your website and your homepage during the campaign.

Note: The 'Taste the Island' campaign is promoting authentic food experiences with an emphasis on local ingredients, food provenance and seasonality and quality. Your menu could for example include one of the following: simple recipes grounded in provenance, traditional or modern Irish dishes, signature dishes created from ingredients that are local and recommended drink pairings.

- We will use the details you provide below to list your 'Taste the Island' offer on a dedicated microsite on Irelandhotels.com with click-through to your own website for customers to book directly. You will have an opportunity to review your listing before the campaign launches.
- **Photo of Your Property:** Once you have submitted details of your offer, please email a photo of your hotel to marketing@ihf.ie and we'll include this with your online listing. The photo should be either an exterior or interior shot and in .JPG format - minimum size 250Kb / maximum size 3Mb.