

THE
GO ANYWHERE
GIFT CARD

Training & Information Webinar
22nd July 11am



About the gift card

- IHF initiative to **promote & support** the Irish hotel industry
- Redeemable in **400+ hotels & guesthouses** around Ireland
- Drives **direct bookings** to IHF member properties
- Ireland's number one hotel gift card for **choice & flexibility**
- Available to purchase in values ranging **€50 up to €5,000**



About the gift card

- **€5.2m in voucher sales** in 2024
(+17.5% on 2023)
- **Fáilte Ireland regions:**
 - Dublin 10%*
 - Wild Atlantic Way 51%*
 - Ancient East 32%*
 - Hidden Heartlands 7%*
- **20,000 redemptions** in 2024
- **€3.7m in revenue** for hotels
- Currently **over €8m** available to be redeemed

2025 Sales
Jan - Jun
+8%

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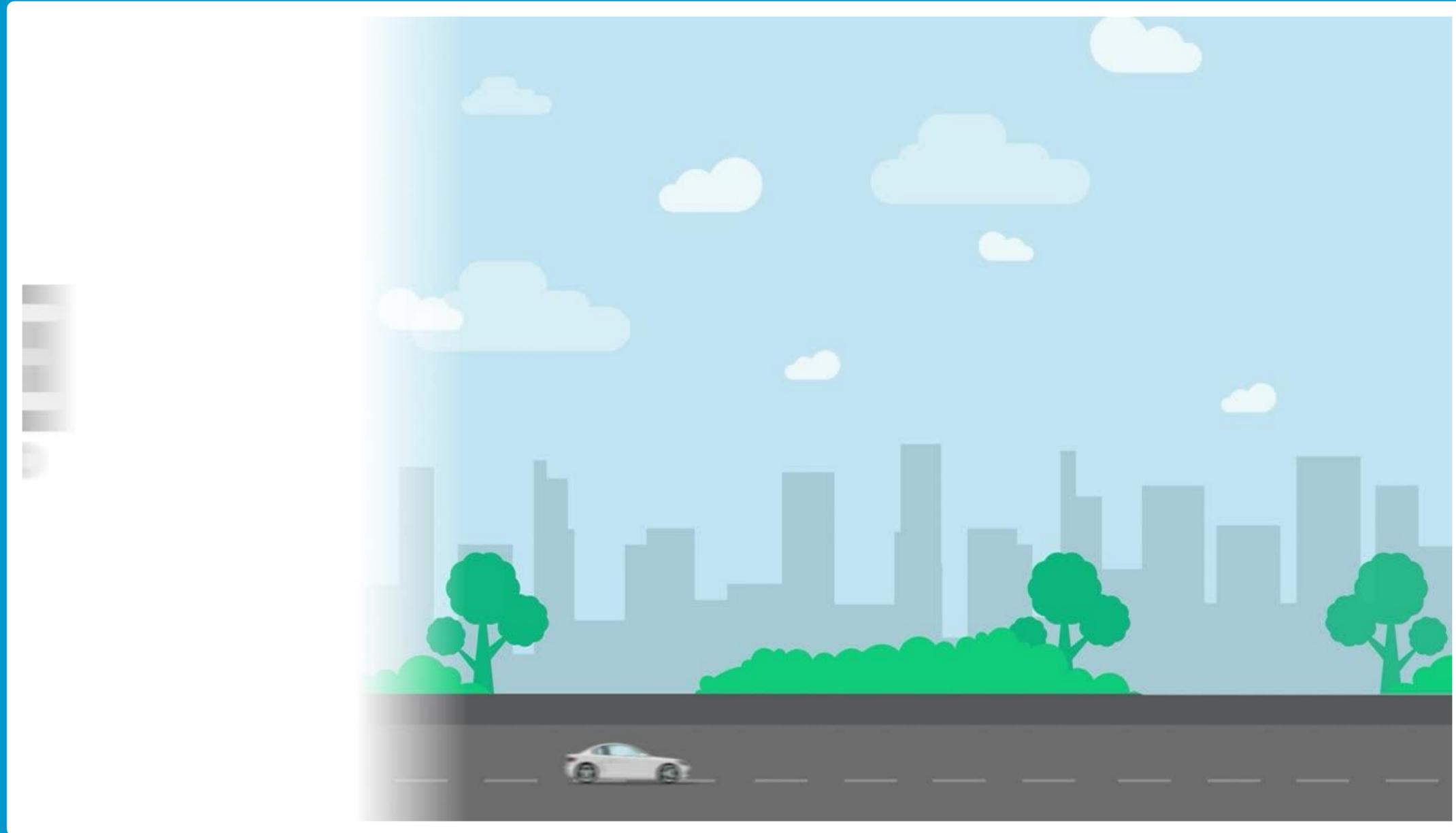


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What Happens When a Guest Arrives With a Gift Card?

- First impressions matter
- Smooth redemption = a better guest experience
- Empowered employees = confident interactions

How to redeem



Click on the image above to view video



- All gift cards are to be redeemed upon check-in
- Hosted on the **PPS PromoPay** platform
- Allows properties to check card balance, redeem a gift card and process a refund

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Make Sure Your Teams Know What It Is & How to Accept It

- Especially important with high turnover or seasonal staff

Recommend:

- Include in induction training
- Quick guide at reception/front desk
- Internal FAQs for queries



**Free Mouse Mats
Available from IHF**

Commission

- Commission charges are imposed on all gift card redemptions.
- The commission on the Go Anywhere Gift Card is **10% + VAT**.
- The IHF will pay this amount to the property by EFT 14 days after the card value is redeemed.
- Please see **FAQs**

EXAMPLE

If the amount redeemed is €100, the commission is €10 + 23% VAT. The net value to the property is €87.70.





Voucher Value Vs Spend

On average, properties are seeing guests spend 60-80% above voucher value per stay



HOTEL A

268 Vouchers

Voucher Value:

€49,580

Total Spend: €92,386

% Difference: +86%

HOTEL B

80 Vouchers

Voucher Value:

€16,767

Total Spend: €26,595

% Difference: +59%

Member Property Listings

- All member properties have an individual listing linking to their website to book direct.
- Ensure all of your property's details are up to date (photos, website, phone number, description etc.)
- Please send any edits required to your listing to hennessya@ihf.ie

New Member Properties

- Please email hennessya@ihf.ie for property description form.
- **8-10 images** recommended per listing.
- Once received, the property will be listed on Irelandhotels.com and set up on PromoPay.



Ard Ri House Hotel

Ard Ri House hotel on the Milltown Road (N17), Tuam, Co. Galway invites you to enjoy a welcome, hospitality and service, last savoured in the time of ancient Irish kings, The Ard Ri House Hotel in the North East of the county is nestled in the hinterland of low green fields an...

BOOK NOW

VIEW HOTEL



Ballynahinch Castle Hotel

4 star castle hotel located on a 700 acre estate in the heart of Connemara. Award winning riverside restaurant and friendly Fisherman's Pub serve the best of locally sourced ingredients. On site, miles of river & lakeside walks, fly-fishing and bicycles for hire...

BOOK NOW

VIEW HOTEL



Cashel House Hotel

Cashel House is located 8 miles from the beautiful fishing village of Roundstone, a beacon for artists and naturalists. The buzzy town of Clifden and nearby Kylemore Abbey &



Claregalway Hotel

Claregalway Hotel is one of the leading Galway Hotels, nestled in the heart of the thriving village of Claregalway, this multi-award winning hotel provides the perfect base while



THE
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GIFT CARD

**Reward Your People.
Elevate Your Brand.**

- Use the Go Anywhere Gift Card for more than just guest gifting.
- Recognise employees, drive performance, and create positive experiences.
- HR + marketing = better outcomes when we work together.

THE
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Gifts, Recognition & Incentives - Tax-Free

- Valid in 400+ Irish hotels
- Up to €1,500 tax-free per employee (Small Benefit Exemption)

Ideal for:

- **Employee gifting** (birthdays, Christmas, work anniversaries)
- **Recognition** (Employee of the Month, long service)
- **Incentives** (upsell targets, referrals)



Sample Employee Reward Programme

Programme	Frequency	Value	Use Case
Employee of the Month	Monthly	€100	Recognition
Sales Target Bonus	Quarterly	€250+	Revenue Incentive
Welcome Gift	Onboarding	€50	First Impression
Long Service Awards	Annually	€100 - €1,000	Retention & Loyalty



Free Media & Promotional Activities

Integrated digital marketing activities & campaigns

National radio
campaigns &
giveaways

Social media
spotlights,
inspiration &
guides

National print
runs, digital
ads & free
editorial

Influencer &
media hosted
gifted PR stays

Website gift
guides, blogs
& articles

Newsletters
(hotel spotlights
& redemption
inspiration)

Press releases
& free media
coverage

Prime location
Luas columns
(2024 & 2025)

RTÉ RADIO 1

newSTALK
CONVERSATION THAT COUNTS

TODAY fm

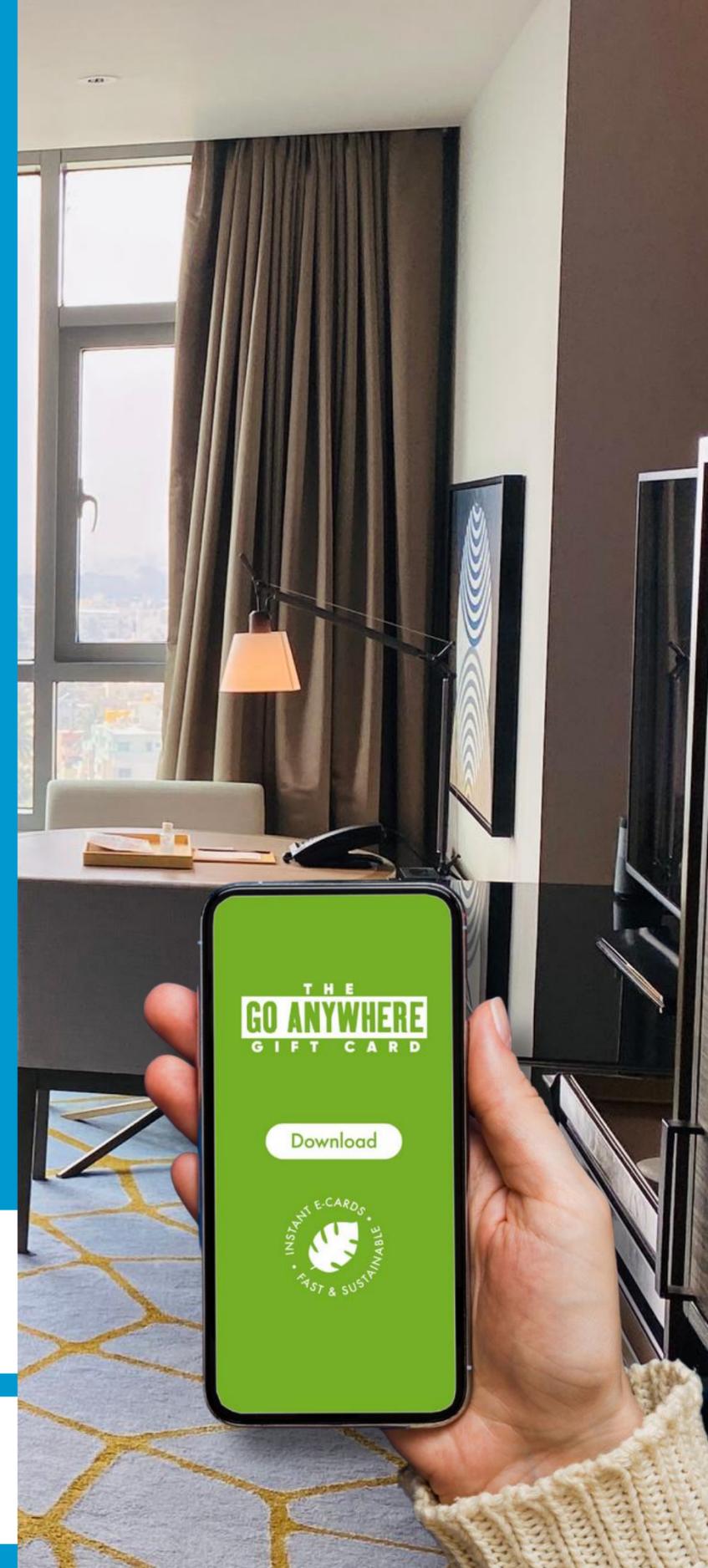
RTÉ 2fm

Irish Independent 

THE IRISH TIMES

Irish Examiner

RTÉ GUIDE



Free Media & Promotional Opportunities



National Radio Campaigns

- Weekday & weekend giveaways with 150k+ listenership across stations
- **Required: x5 hotel (4/5*) prizes for 2BB1D for Christmas giveaways**



Hosting Influencers & Media

- In return for content or press coverage of their stay
- **Required: 1BB1D or 2BB1D (added value a bonus for content)**

Competition & Prize Bank Prizes Required

- Prize bank for IHF social competitions run over Q3 & Q4
- Last-minute availability for print & radio opportunities
- **Required: 1BB1D or 2BB1D (added value a bonus for content)**



Contact the team

Contact Áine for more information & opportunities
Email hennessya@ihf.ie or call 01 4976459



Get Involved

Let people know
you accept our
gift card

Prize
Bank

Tag us on
social media
@Irelandhotels



Use our
hashtag

#GoAnywhereGiftCard



Hosted Stays

Display our badge
on your website

THE
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GIFT CARD

NOW WITH 100%
RECYCLABLE PACKAGING



Any Questions?