



ITTN IRELAND'S TRAVEL TRADE NETWORK

Media Pack
2024

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ABOUT US

Ireland's Travel Trade Network (ITTN) has been providing Ireland's travel industry, both north and south, with independent and insightful, professional reporting for 50+ years.

Since its acquisition in 2020 by Sharon Jordan, ITTN.ie has expanded considerably with a growing team of highly-experienced travel professionals and award-winning journalists from all corners of the travel industry, as well as evolving into a solely digital brand.

We look forward to working with you in 2024 and elevating your brand within the Irish travel trade.



IRELAND'S TRAVEL INDUSTRY & MARKET

It is estimated, there are over 300 travel agencies (retail & homeworkers) on the island of Ireland;

- 210 (approx) in the Republic of Ireland
- 100 (approx) in Northern Ireland

Population:

- Republic of Ireland: 5.3m
- Northern Ireland: 1.9m

Passenger Numbers from Ireland, courtesy of the DAA (Dublin & Cork Airports)

- YTD (Oct 2022) - 25.5 million;
 - Domestic - 107k
 - Great Britain - 7.3m
 - Europe - 14.6m
 - Transatlantic - 2.8m
 - Other international - 537k



MARKETING OPPORTUNITIES

SOCIAL MEDIA

Supplier Spotlight - €700



Includes:

- 3 x Social Posts (Boosted)
- 1 x Advertorial
 - Published on Website
 - Included in daily newsletter (TNT)

Average Reach: 1,196

Average Impressions: 1,480

Example 1: Post 1, Post 2, Post 3, Advertorial

Example 2: Post 1, Post 2, Post 3, Advertorial

Boosted Social Post - €150

Includes:

- Boosted on Facebook & Instagram

Average Reach: 1,196

Average Impressions: 1,480



MARKETING OPPORTUNITIES

EDMS & ADVERTORIALS

Solus eDM - €1,200 

Sent To: 2,800+ subscribers

Open Rate: 31%

Click Through: 6.8%

CLICK TO VIEW EXAMPLES [HERE](#) AND [HERE](#)

Advertorial - €250

- Published on ITTN.ie
- Included in weekday newsletter (sent at 4pm)

Average Page Views: 126

Average Unique Page Views: 105

[CLICK HERE TO VIEW EXAMPLE](#)

All prices exclude VAT

MARKETING OPPORTUNITIES

BANNERS & TAKEOVERS

Website Banners

Prices

- Header Banner - €800/month
- Sidebar Advert - €800/month
- Middle Banner - €700/month

Impressions

Average Impressions: 16,238

Average Clicks: 116

Dimensions

Header & Middle - 1400 X 140px

Sidebar Advert - 432 X 360px

Homepage Takeover - €3,000/mo

- Header & Footer Banners
- 2 x Skyscraper Banners

Newsletter Banner - €1,000/mo

Impressions

Average Impressions: 28,060

Average Clicks: 370

Dimensions

Newsletter - 500 X 90px

All prices exclude VAT

MARKETING OPPORTUNITIES

WEBINARS & E-LEARNING

Live Webinar - €800

Maximise attendance on your webinars with the help of ITTN.

Includes:

- Article on website & in TNT newsletter
- Social posts advertising webinar
- Inclusion in ITTN's Event Calendar

Average registrations: 75

Average attendees: 39

[CLICK TO VIEW LIVE IN-PERSON WEBINAR](#)

All prices exclude VAT

The Travel Directory

ITTN's Travel Directory is Ireland's first ever digital travel trade directory and e-learning platform. Launched in October 2022, the platform now boasts over 200 users.

Basic Membership (No Cost)

Includes:

- Trade Contact Details

Premium Membership (€400/year)

- Trade Contact Details
- Recorded Webinars/ Fact Sheets
- Product/ Destination Videos
- Offers/ Window Posters/ Social Tiles
- Competitions & Incentive

[SIGN UP TO THE TRAVEL DIRECTORY](#)

MARKETING OPPORTUNITIES

VIDEO & STREAMING

Coffee Break Video - €1,000 

Introducing a new BDM to the Irish trade? Have a quick campaign update or incentive to share with the trade? Want to bring your product/destination to life? Then this 5(ish) minute interview-style video, is the perfect choice!

Includes:

- Professional video production
- Shared across all social media platforms (including YouTube)
- Article published on website & included in TNT newsletter.

Average views: 1,235

[CLICK TO VIEW IN-PERSON FILMING EXAMPLE](#)

[CLICK TO VIEW REMOTE FILMING EXAMPLE](#)

Live Webcast - €2,000

Stream your live event* to members of the Irish travel trade outside Dublin or those who are unable to attend in person

Includes:

- Promotion of event/ webcast on socials
- Inclusion of event stream on ITTN's Events Calendar
- Professional streaming with multiple high quality cameras
- Article on website & in TNT newsletter pre and post event

All prices exclude VAT

MARKETING OPPORTUNITIES

PHOTOGRAPHER OF THE YEAR 2024

Sponsorship - €8,000

Includes:

- Coffee Break video
- Banner on Website (May - Oct 2024)
- Banner on TNT Newsletter (May - Oct 2024)
- Monthly articles on website & social media posts
- Opportunity to be a judge in the competition
- 1 x Ticket to ITTN Awards 2024

Marketing activity valued at €13k

Please note, sponsor to provide overall prize.

[CLICK TO READ MORE](#)



All prices exclude VAT

MARKETING OPPORTUNITIES

FAM TRIPS

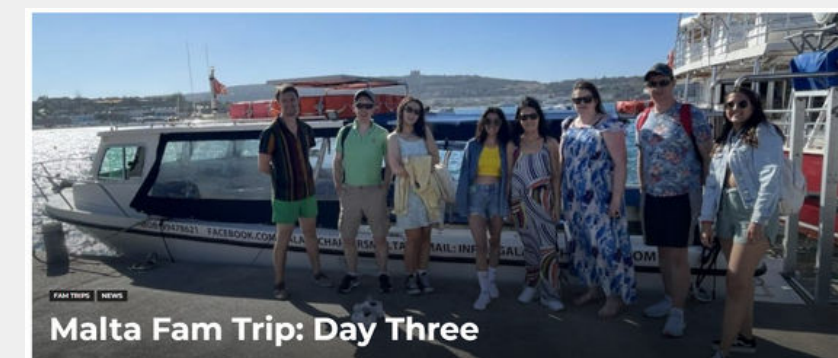
It goes without saying that FAM trips are the best way to educate travel agents on your destination, product, route, ship, etc.

ITTN is happy to help organise your FAM trip, choosing the top-performing Irish agents for your product or destination, or running a competition, and, of course, providing editorial content during & after the trip as well as social media posts.

Professional, high quality video content can be provided post-trip, whether this is B2B video content to showcase your destination/ product, or B2C video content for agents to share on social media, or both!

Prices start from €1,000 for video content. Please contact carrie@ittn.ie for accurate pricing based on trip duration & length of final video(s).

CLICK TO READ EXAMPLES [HERE](#) AND [HERE](#)



2024 IRISH TRAVEL TRADE AWARDS BY ITTN

THE OSCARS OF THE IRISH TRAVEL INDUSTRY!

Sponsorship Opportunities

- Headline Sponsorship
- Category Sponsorship (5 available)
- Agent Award Categories
- Drinks Reception
- Wine at Dinner
- 360 Video
- Photo Booth
- Entertainment

Table of 10 & Individual Ticket available.
2024 prices TBC.

Contact Carrie@ITTN.ie to register your interest today or to discuss sponsorship opportunities

[CLICK TO READ MORE](#)



MARKETING BUNDLES

New To The Market Bundle - €3,900

- 1 x Supplier Spotlight
- 1 x Solus eDM
- 1 x Coffee Break Video
- Banner advert on TNT newsletter (1mo)

Freebie

- Banner advert on ITTN.ie (1mo)

Quarterly Bundle - €11,500

- 4 x Supplier Spotlight (1 per quarter)
- 4 x Solus eDM (1 per quarter)
- 4 x Banner advert on TNT newsletter (1mo/ quarter)

Freebies

- Coffee Break Video
- 2 x Banner adverts on ITTN.ie (1mo each)

Ultimate FAM Trip Bundle - €7,000

- 1 x Supplier Spotlight
- 1 x Solus eDM
- 1 x Coffee Break Video
- Webinar (live)
- Dedicated Landing Page & Competition
- FAM Trip Participant Selection
- FAM Trip Coverage - Editorial
- FAM Trip Coverage - Video
- 1 x Solus eDM

Freebie

- Banner advert on TNT newsletter (1mo)
- Banner advert on ITTN.ie (1mo)

MARKETING BUNDLES

Web Banner Bundle - €9,600

- Monthly Website Banner

Freebies

- Supplier Spotlight x2

Newsletter (TNT) Banner Bundle - €12,000

- Monthly TNT Banner

Freebies

- Supplier Spotlight x2

Ultimate Banner Bundle - €18,000

- Monthly Website Banner
- Monthly TNT Banner

Freebies

- Supplier Spotlight x4

CONTACT US

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