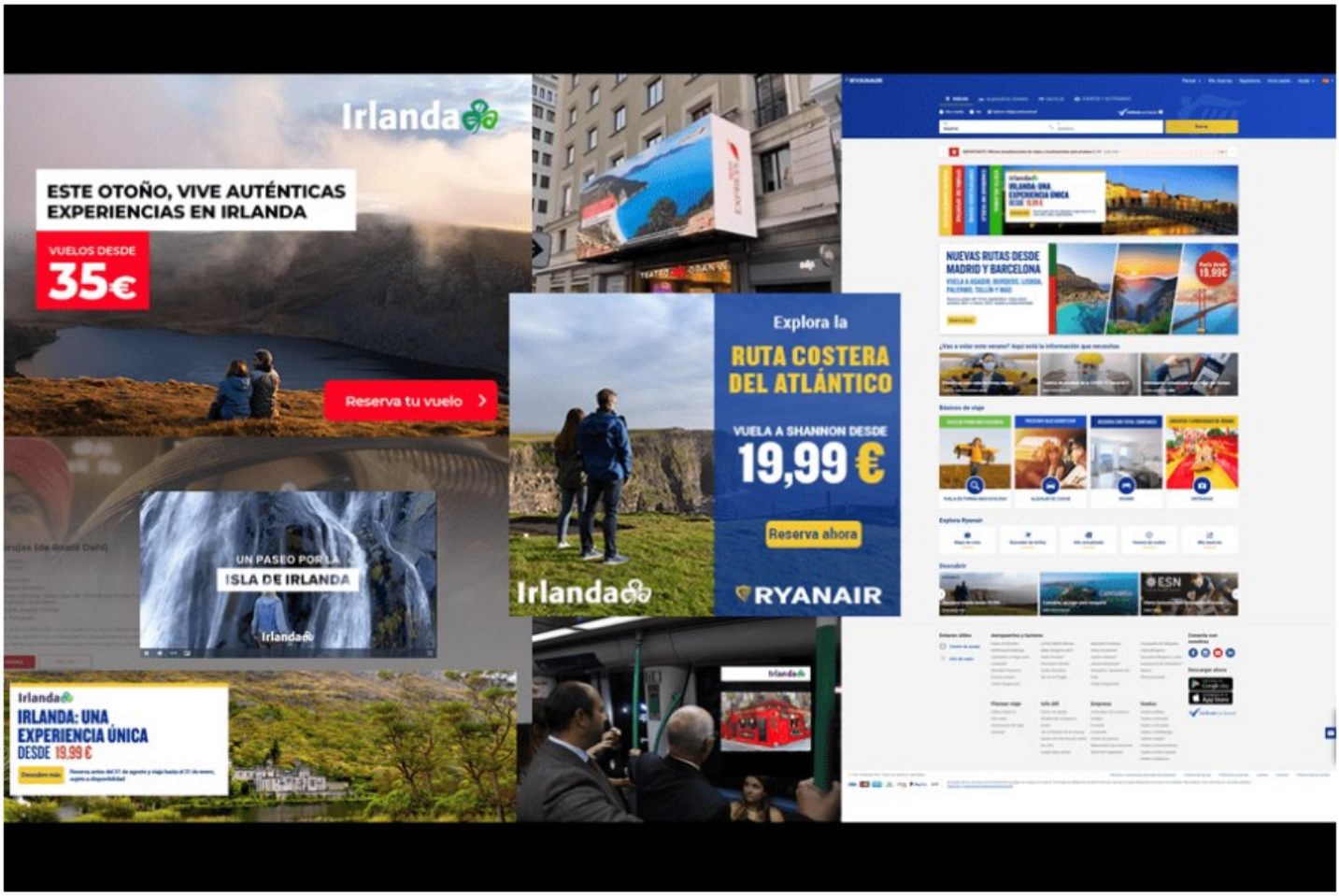
Spain air carrier co-operative programme

Activities: B2C Co-operative Marketing Campaigns/Activities

Suitable for: Air and Sea carriers, Airports

For More Info: Cristina Espejo Tourism Ireland Spain

The air carrier co-operative programme is for joint partner-led campaigns that are supported by and approved by Tourism Ireland. What's it all about?
Tourism Ireland Spain will run a number of co-operative activities with airline partners during the course of 2022, timed to coincide with key booking patterns and designed to appeal to our core segment of Spanish Culturally Curious. All campaigns must include an Island of Ireland destination message and branding + partner route message: 'Explore Ireland.... from.....with.....'

How do I get involved?
Partners should contact Tourism Ireland for discussion, agreement and approval of co-operative advertising activity. Once approved Tourism Ireland will match up to 50% of the total investment in the activity. Objectives of the activity must be in line with Tourism Ireland strategic objectives and the objective of the activity must be agreed upfront. A written record of these objectives must be signed by representatives of both Tourism Ireland and the partner, in advance of activity going live. A copy of the media plan must also be checked and approved by Tourism Ireland's media agency. Partners also need to agree to Tourism Ireland tagging on all digital assets for internal reporting purposes. The Tourism Ireland investment is inclusive of VAT.
A full measurement evaluation of activity must also be provided by the partner at the end of the activity showing the following:

- Results achieved vs. objective
- Commercial benefit, where possible
- Full auditable proof, media plans, invoicing etc. for total activity spend