Overview

Our new Digital Ecosystem with DiscoverIreland.ie at its centre will be able to deliver a more efficient and engaging digital experience, giving visitors the information they need - when, how and where they want it - delivering better impact for our marketing campaigns and increased domestic business for the tourism industry across Ireland. DiscoverIreland.ie is the trusted source of the best things to see in do on holidays in Ireland, focused on driving referrals from our digital eco system to our partners’ business websites and booking engines. We have outlined below how you can get involved to benefit your business:

Get Listed

Get your business or festival/event listed to be on our websites and part of Fáilte Ireland’s marketing activity at home and Tourism Ireland’s marketing activity internationally.

There is no charge for having a business or festival/event listing on our consumer websites and your listing has the potential to reach millions of visitors every year.

The new online process could not be simpler:

BUSINESS LISTING

Add or update your business information through the Get Listed form. Your business listing will then display on our consumer sites.

You will find this form on FailteIreland.ie

FESTIVALS AND EVENTS

Ensure your event or festival (including virtual and online events) receives nationwide and international exposure. As long as you have dates and details, you can submit events happening later this year and into next year for promotion. You can register your event HERE

Moderation and processing a listing takes approximately 5-7 working days before your listing is published online.

For further information go to failteireland.ie
Use the right imagery and copy to tell your story

They say a picture can paint a thousand words and our research has shown that the use of the right imagery is a deal-breaker for visitors. Inspiring imagery of your business has a large influence on whether a visitor spends time on your site and follows through with a booking.

For more information about how to get the most out of your listing, visit FailteIreland.ie to see our Top Tips for updating and enhancing your business listing.

Where will your listings appear?

The information you provide has the potential to reach over 24 million visitors globally through DiscoverIreland.ie, VisitDublin.com, as well as overseas visitors through Ireland.com

**DiscoverIreland.ie**
**Target Audience:** Domestic and NI Visitors

The trusted source for high-quality information on the best things to see and do in Ireland for the domestic visitor.

This website uniquely benefits your business by promoting destinations, showcasing the authentic local gems and off the beaten track experiences, as well as popular attractions in a timely and relevant way.

A key industry objective for this site is driving referrals straight to your site and getting them to 'Book Now.'

**VisitDublin.com**
**Target Audience:** Domestic & International Visitors

VisitDublin.com is Dublin’s official tourism information website providing comprehensive information to inspire holidaymakers to visit Ireland’s vibrant capital city, assist with trip planning and offer the most up-to-date relevant information to them during their stay.

**Ireland.com**
**Target Audience:** International Visitors

Managed and operated by our sister agency Tourism Ireland, our database feeds the business and event listings on the Ireland.com international suite of websites which had 20+ million visits in 2019.

Follow us and connect on Social Media

Discover Ireland’s social channels are the primary broadcast channels for all Fáilte Ireland campaigns. Focused on building awareness of the best things to do and see throughout the country. Engagement with our brand channels is higher than industry averages meaning people are more likely to like, comment and share with their own groups. Speak directly with our communities looking for suggestions on the local hidden gems and best things to see and do in destination.

Leverage our brand social channels through tagging or hashtags to be part of the conversation when visitors are planning their holiday or are in holiday.

For further information go to failteireland.ie
Tag us as #DiscoverIreland and the relevant regional hashtags to increase reach and ensure your business or festival/event is part of the conversation.

More Ways to Strengthen Digital Impact of your Business

**LINK TO DISCOVERIRELAND.IE OR VISITDUBLIN.COM FROM YOUR WEBSITE**

Ensure that you put a link from your site to Discoverireland.ie or VisitDublin.com.

**Key advantages of doing this:**
- you can provide your visitor with up-to-date information on everything your destination has to offer in just 1 click.
- these links are also viewed by Google and other major search engines as endorsements for a specific page.
  - Pages with a high number of backlinks tend to have high organic search engine rankings.

**COVID-19 SAFETY CHARTER**

Fáilte Ireland's top priority is supporting Ireland's tourism and hospitality businesses to survive, re-open and recover from the catastrophic impact COVID-19 has had on our industry.

Fáilte Ireland will display the COVID-19 Safety Charter on your business listing once you have completed the application process. Our system will update your listing automatically on successful application.

For more information on the COVID-19 Safety Charter visit [www.failteireland.ie](http://www.failteireland.ie)

**IRELAND’S CONTENT POOL**

Ireland’s Content Pool, a joint initiative between Fáilte Ireland, Tourism Ireland and Tourism Northern Ireland, is a centralised online library of free promotional images, video, and other marketing assets. There are over 40,000 assets on the system for you to use in your own marketing and promotional activities.

As soon as you register your details, you can begin downloading high-quality visuals and videos [HERE](http://www.failteireland.ie).

**ADD OR CLAIM YOUR BUSINESS LISTING ON GOOGLE**

To get further exposure for your business, use Google My Business for free. This allows you to manage how your business information appears across Google, including Search and Maps.

Before starting the verification process, create or claim a Google My Business listing. Make sure your business information is accurate and that only you, the business owner, has access to it by verifying your business.

There are several verification types depending on the kind of business listing you manage and full details can be found [HERE](http://www.failteireland.ie).

For further information go to failteireland.ie