



# Marketing Opportunities.

- Continued promotion of the Amgen Irish Open across paid, owned and earned marketing channels.
- Get Involved - #NIMadeforGolf.
- We're working in partnership with the DP World Tour to provide information and inspiration to visitors.
- We'll be signposting those attending the event to the Discover Northern Ireland website.



Getting  
Involved.

- Ensure that your product listings and offers on Discover Northern Ireland are updated regularly so we can promote these across our owned channels.
- Become bookable through the Discover Northern Ireland website ahead of the Amgen Irish Open, powered by our partners TXGB.
- Booking Fee of 2.5% payable to TXGB but 0% Commission for bookings through Discover Northern Ireland.



**Become  
Bookable  
Today.**

- 
- Speak with Holly Barrie - [holly.barrie@txgb.co.uk](mailto:holly.barrie@txgb.co.uk)
  - Holly from TXGB is in the room today to help you become bookable on Discover Northern Ireland ahead of the Amgen Irish Open.
  - Certified accommodation providers, visitor experiences, attractions and events can all become bookable through Discover Northern Ireland.