

InflightFlix renews partnership with Aer Lingus



InflightFlix will work with small Irish businesses to promote Ireland on Aer Lingus' transatlantic flights

InflightFlix has signed a new inflight entertainment destination content deal with [Aer Lingus](#).

This agreement follows an initial partnership from 2018 where InflightFlix produced Wild Atlantic Way and Dublin video guides for Aer Lingus.

Under the new partnership, InflightFlix will promote 500 reasons to visit Ireland, listing ten reasons to visit each of the 32 counties and 50 things to do, plus places to stay and shop in each of the cities of Dublin, Belfast, Cork and Galway. It will also provide destination guides for two UK cities and 11 transatlantic destinations.

Two-hundred small Irish tourism businesses have previously signed up.

The contract with Aer Lingus comes as the Irish carrier prepares to operate 15 direct transatlantic routes from Ireland and three direct transatlantic routes from Manchester to Orlando, New York JFK and Barbados from next year,

Commenting on the deal, InflightFlix CEO Martin O'Regan, said: "This is a unique opportunity for ten tourism businesses in each county to get in front of North American passengers pre-arrival at an affordable price. Previously inflight advertising was only affordable by the big brands with international advertising budgets, now small Irish companies in every county can promote their

experience at a fraction of the cost.”

“We are passionate about providing a world-class inflight entertainment experience for our Aer Lingus customers,” said Marc Giles, Head of Customer Experience at Aer Lingus, in a January 12 press release. “The InflightFlix destination video guides provide high quality, informative and relevant destination content to our customers travelling on our transatlantic network.

“We’re delighted to renew our contract with InflightFlix and entertain our transatlantic customers with destination video guides to Ireland, UK, USA and Barbados. The video guides greatly enhance our inflight entertainment which already includes endless hours of the latest movie releases, TV boxsets, games and music.”

InflightFlix will also distribute its Irish tourism videos via IrishCentral in the US and Irish Hospitality Global (a global network of Irish bars).