

July / Aug 2022

A toolkit for Industry Partners

Everything you need to market your business
overseas and get involved



Tourism Ireland

Welcome to our Quarterly Industry Toolkit

Dear Industry Partner

Tourism Ireland would like to help you get involved in key dates and themes by sharing this toolkit for you to use. Collectively, we can spread the word about the island of Ireland further than ever and achieve maximum impact to entice consumers to consider Ireland as a destination.

The toolkit is designed provide you with content to encourage overseas visitors to book a trip to Ireland. This quarters toolkit focuses on the amazing landscapes of the island of Ireland. The aim is to showcase the many outdoor activities available to our visitors and things to do this upcoming summer season.

To help you get involved, help spread the word and make the most of this opportunity for your business, we have prepared a [toolkit of digital content](#) that you, our industry partners, can use in your own overseas marketing for July and August. You'll find engaging imagery and social media content you can download and use on your own social channels or in presentations.

We hope you will find this Toolkit useful in bringing a flavour of Ireland to your key business contacts and previous visitors overseas, helping you build back business for the future.

Tourism Ireland



How to use this Toolkit

You can click on any of the links in this PDF to access each folder directly, then you can either download the contents of the folder, or you can preview each asset and decide if you want to download. You will be able to return to download further content as often as you wish. We know that time is of the essence so if you don't have time right now to look through all the content, we have an easy Top 10 quick pick folder where you can quickly and easily download key assets.

We in Tourism Ireland are pushing out some content around the summer theme but most of our messaging will take place around Key Dates. Don't forget to use [#BankHoliday](#) or [#ChocolateDay](#) to join the global conversations.

-  10 Quick Pick Summery Images
-  Beaches & Coastline - Shark Awareness Day (Jul...
-  Cycling
-  Galway Arts Festival (July 11 - 24) & Galway Rac...
-  Kilkenny - Arts Festival (August 4 - 14)
-  Summer Walks & Gardens
-  Waterford - Waterford Walls (August 12 - 21)
-  [Chocolate Day \(July 7th\) - Food Tasting at The E...](#)
-  [Mussenden Temple Train Journey - Alternative Tr...](#)
-  [Oyster Day \(August\) - Food Tasting Tour, Cork](#)

July / Aug Toolkit

[Click here](#)

Green Button Campaign

[Click here](#)

All videos, images and content are rights-free so you can share across your own channels whether across social, email or your website. You can use this content from the 1st of July, and must not use this content beyond the 30th of August 2022.



Press the Green Button



Please tag **Tourism Ireland** when uploading content to social media.

Key Dates & Events

Tourism Ireland’s highlighted a few quirkier dates to consider including on your channels.

- World Emoji Day**– July 17th
- Galway Races** – July 25th – 31st
- Lughnasa (Harvest Festival)** – August 1st
- World Oyster Day**– August 5th
- World Photography Day** – August 19th

July / August Key Dates

[Click here](#)

Our Top 10 Assets

[Click here](#)

Top 10 quick download

We know that time is of the essence, so if you don’t have time right now to look through all the content, we’ve made a selection of our top 10 assets that you can quickly download from this folder.



Terms & conditions of use

By using July assets from this toolkit, you are agreeing to our terms and conditions of use. You must be a tourism business to use these assets and you must use them in accordance with the guidance we outline. The assets in this toolkit may be used in print and digital marketing materials, provided they are used in the way we have outlined in this toolkit. The assets must not be used in signage, vehicular branding, packaging or merchandising of any kind without prior permission. Tourism Ireland retains ownership of these assets and reserves the right to withdraw the use of the assets from any ineligible business or business that is using the assets in an inappropriate manner.