

# Sept 2022

## A toolkit for Industry Partners

Everything you need to market your  
business overseas and get involved



**Tourism Ireland**

## Welcome to our 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 activities available to our visitors and things to do this upcoming autumn 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 September. 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 autumn theme but most of our messaging will take place around Key Dates. Don't forget to use [#WorldTourismDay](#) or [#WorldRiverDay](#) to join the global conversations.

**Our Top 12 Assets**

[Click here](#)

### Top 12 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 12 assets that you can quickly download from [this folder](#).

Autumn is coming!

The weather's getting colder, so it's time to retreat to one of the island of Ireland's cosy cottages 🏠

Autumn is coming!

Colder weather, leaves changing colours, shorter days. It can only mean one thing: autumn is coming!

Autumn is coming!

Just because the days are getting a bit fresher doesn't mean the island of Ireland's great outdoors can't be enjoyed all year round!

Autumn is coming!

It's all too easy to while away an afternoon in one of the island of Ireland's cute cafés...

Autumn is coming!

We're counting down to the spookiest day of the year: Halloween! 🎃



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.

- Read a Book Day** – Sept 6<sup>th</sup>
- International Irish Dancing Day** – Sept 17<sup>th</sup>
- World River Day** – Sept 23<sup>rd</sup>
- Redhead Appreciation Day** – Sept 23<sup>rd</sup>
- Arthur's Day** – Sept 23<sup>rd</sup>
- World Tourism Day** – Sept 27<sup>th</sup>
- One Month to Puca / Derry Halloween**



### Sample Copy:

#### Read a Book Day

On #ReadABookDay, the island of Ireland has plenty of poets, authors and wordsmiths for you to choose from!

#### International Irish Dancing Day

Are you ready to put on your dancing shoes on #InternationalDancingDay?

#### World River Day

We're celebrating #WorldRiverDay with these gorgeous views from the Shannon, Ireland's longest river!

#### Red Head Appreciation Day

Did you know it's estimated that 2% of the world's population are redheads? And most of them can be found in Scotland and Ireland!

#### Arthurs Day

#ArthursDay is named for founder Arthur Guinness and is a celebration of all things Guinness. The best way to celebrate? A pint of the black stuff in a genuine Irish pub, of course!

#### World Tourism Day

On #WorldTourismDay, the island of Ireland is the only place we want to be... ❤️

#### One Month to Halloween – Derry Halloween

#DerryHalloween is counting down the days to the biggest Halloween celebration on the island of Ireland... Only a month to go until Halloween is here



#### One Month to Halloween - Puca

With only one month to go, the Púca spirits are awakening...



## Terms & conditions of use

By using September 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.