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Ireland's **CONTENT** POOL

New online image library now available

Ireland's Content Pool is our new, online library of free promotional images, video footage and other marketing assets.

Developed jointly by Tourism Ireland and Fáilte Ireland, Ireland's Content Pool brings together more than 27,000 assets in one central system for the first time ever. These are available for download and use by all those in the business of promoting Ireland as a leisure and business tourism destination – including international media, our travel trade partners around the world and our industry partners in Ireland. The system is intuitive, fast, simple and user-friendly.

Who will use Ireland's Content Pool?

- International media:
Journalists writing or broadcasting about Ireland will be able to easily access a wide selection of print-quality images and broadcast-quality footage that showcase Ireland in the best light.
- Travel trade:
Tour operators at home and abroad, traditional and online travel agents, as well as other organisations involved in the promotion of Ireland, will be able to access content for inclusion in their brochures, websites, etc.
- Irish tourism industry:
Irish tourism businesses can access the content to enhance their digital presence.

Collections have been created and uploaded for:

- St Patrick's Day
- Outdoor activities
- Festivals
- Wild Atlantic Way – from the sky
- Dublin Now
- Culturally curious (images from our latest campaign targeting the 'culturally curious')

Patrick Lennon, Tourism Ireland's content coordinator, said: ***"We are delighted to unveil Ireland's Content Pool. Tourism Ireland and Fáilte Ireland have worked together to build this new system, to ensure our tourism industry partners at home and overseas have easy access to high quality assets, which are accessible 24/7. Ireland's Content Pool presents an excellent opportunity to share and showcase Ireland as a world-class destination, with world-class content. They say a picture is worth a thousand words; now with Ireland's Content Pool we can showcase Ireland more effectively than ever before."***

How do I sign up?

To register, log onto
www.irelandscontentpool.com

Please let us know if you have any feedback at
info@irelandscontentpool.com



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