

Home of Halloween

Toolkit for Industry Partners



Halloween Industry Toolkit

Welcome to our Home of Halloween Toolkit

Did you know the origins of Halloween trace back over 2,000 years ago to the ancient Celtic festival of Samhain (Sow-in)? Tourism Ireland is sharing the story of Halloween and its origins on the island of Ireland, and we have produced custom content focused on the history, traditions and fun facts surrounding the celebrations on October 31st.

Assets can be found [here](#) with a breakdown of social copy and relevant links in the document below, free to share on your social media channels.

Tourism Ireland's new campaign aims to encourage people to reconsider Ireland as an autumn destination. It will showcase some of the island of Ireland's most beautiful landscapes and landmarks in a way not seen before in a tourism campaign, in black and white, promoting Ireland as the authentic Home of Halloween.

Halloween Traditions in Ireland

Over 2,000 years ago, in Ireland, the ancient Celts celebrated 'Samhain' (sow-in), a harvest festival to mark the start of winter. This was perceived as the time that the veil between this world and the next was at its weakest and spirits – the Púcaí (Púca) – and fairies walked the earth.

Traditions began that have lasted till this day. Large communal bonfires were lit to ward off demons and embers were carried home in a hollow turnip (the original Jack O'Lantern), masks were worn as disguises against evil spirits (the first Halloween costumes) and soul cakes were offered to children and the poor (today's trick or treating).

A barmbrack cake was baked to forecast the future and this fruit loaf is still eaten today. Emigrants brought these customs to North America, then it spread around the world as Halloween. But its spiritual home will always be Samhain in 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 5 quick pick folder where you can quickly and easily download key assets.

Don't forget to use [#IrelandHomeOfHalloween](#) to join the global conversations.

Our Top 5 Assets

[Click here](#)

Top 5 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 5 assets that you can quickly download from [this folder](#).

E-card

Send our e-cards to your overseas partners [here!](#)

Social Post Content

Use our spooky social content imagery and text [here](#) 🎃

Imagery

Download our stunning imagery [here](#)

Halloween Recipe

Download our Halloween Barmbrack recipe card [here](#)

Online Meeting Backgrounds

Download our Zoom backgrounds [here](#)

Videos

Download our range of engaging video content [here](#)

Imagery

[Click here](#)

Imagery

We have curated spooky imagery from across the island of Ireland, including the Halloween Festivals that take place here on the Emerald Isle, which you can use in your communications to overseas partners. We also have shots from our new Halloween campaign!



Social media content

Here you will find other social media content, including stunning spooky landscape shots and Halloween traditions in various different languages, and suggested social post text that you can use.

Social media content

[Click here](#)

Recipe Card

[Click here](#)

Recipe Card

Download our traditional Barmbrack recipe – a Halloween favourite!



Halloween Industry Toolkit

E-Cards

Send e-cards to your overseas partners, clients and consumers to say 'Happy Halloween' and share the history of Ireland as the Home of Halloween.



E-cards

[Click here](#)



Videos

[Click here](#)

Videos

Using videos across your social media channels is a great way to create engaging content, so we have provided a selection of the best videos from the campaign.

Online Call Backgrounds

[Click here](#)

Online Call Backgrounds

We all know the continued importance of Zoom and Teams calls, so to leverage business meetings you may have with international contacts, we've created a series of images suitable to use throughout spooky season.





Terms & conditions of use

By using the 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. These assets are to be used only for the purposes of promoting autumn/Halloween. 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.