Jan 2023 A toolkit for Industry Partners

Everything you need to market your business overseas and get involved



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 month's 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 winter season.

To help you get involved, help spread the word and make the most of this opportunity for your business, we have prepared a <u>toolkit of digital content</u> that you, our industry partners, can use in your own overseas marketing for January. 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.

TourismIreland

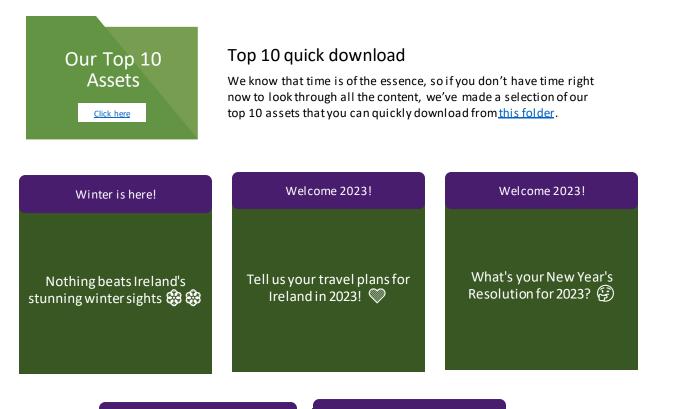




How to use this Toolkit

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 #BlueMonday or #NationalIrishCoffeeDay to join the global conversations.



Rejuvenate in Jan

After spending all that time with family over the Christmas holidays, January is all about having a little "me" time... And the island of Ireland does a spa day splendidly!

Great Blasket Islands

Looking for an unmissable experience in 2023? Why not try a trip to the Great Blasket Island? Famous for its literature and wildlife, you may leave its shores with an inkling for the next great novel!

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Tourism Ireland



Please tag Tourism Ireland when uploading content to social media.

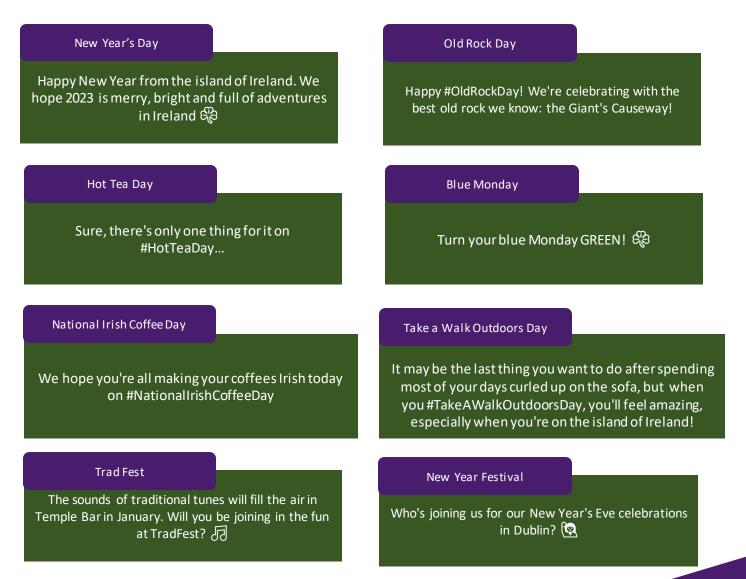
Key Dates & Events

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

New Year's Day –Jan 1st Old Rock Day – Jan 7th Hot Tea Day – Jan 12th Blue Monday – Jan 16th Take a Walk Outdoor Day – Jan 20th National Irish Coffee Day – Jan 25th National Escape Day – Jan 30th TradFest - Jan 26th – 30th



Sample Copy:





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