

Jan 2023

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 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 [toolkit of digital content](#) 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.

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 [#BlueMonday](#) or [#NationalIrishCoffeeDay](#) to join the global conversations.

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](#).

Winter is here!

Nothing beats Ireland's stunning winter sights ❄️❄️

Welcome 2023!

Tell us your travel plans for Ireland in 2023! ❤️

Welcome 2023!

What's your New Year's Resolution for 2023? 🗣️

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!



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:

New Year's Day

Happy New Year from the island of Ireland. We hope 2023 is merry, bright and full of adventures in Ireland 🍀

Old Rock Day

Happy #OldRockDay! We're celebrating with the best old rock we know: the Giant's Causeway!

Hot Tea Day

Sure, there's only one thing for it on #HotTeaDay...

Blue Monday

Turn your blue Monday GREEN! 🍀

National Irish Coffee Day

We hope you're all making your coffees Irish today on #NationalIrishCoffeeDay

Take a Walk Outdoors Day

It may be the last thing you want to do after spending most of your days curled up on the sofa, but when you #TakeAWalkOutdoorsDay, you'll feel amazing, especially when you're on the island of Ireland!

Trad Fest

The sounds of traditional tunes will fill the air in Temple Bar in January. Will you be joining in the fun at TradFest? 🎵

New Year Festival

Who's joining us for our New Year's Eve celebrations in Dublin? 🍷



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