

Ireland Home of Halloween

Toolkit for Trade Partners



Ireland 

IRELAND 
HOME of
HALLOWEEN

Welcome to the 2025 Home of Halloween Trade Toolkit

Our toolkit is your go-to resource for inspiring visitors to experience the island of Ireland during its spookiest season. Did you know Halloween began over 2,000 years ago on the island of Ireland, with the Celtic festival of Samhain (pronounced: Sow-in)? This toolkit brings that ancient story to life, with ready-to-use content designed to showcase Ireland as the authentic Home of Halloween.

Autumn on the island of Ireland isn't just a time for spirits and ghouls, it is one of the most beautiful times to visit. With fewer people, the richness of the landscape in full colour and the perfect weather for enjoying wholesome Irish food, it's one of the most rewarding times of year to experience the island of Ireland.

From eerie landscapes to ancient traditions, let's inspire travellers to explore. Ireland in autumn – a season of mystical charm, cultural depth and delicious Irish fare.

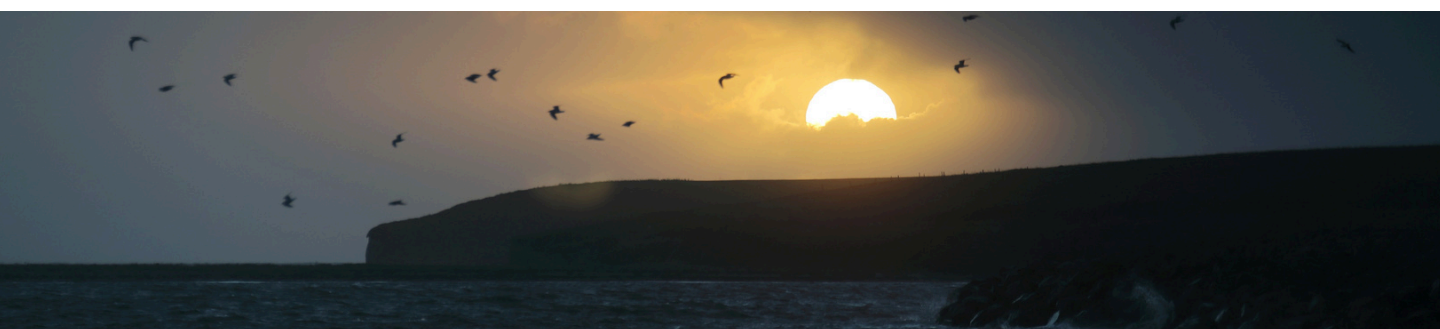


Halloween Traditions in Ireland

Over 2,000 years ago, the ancient Celts in Ireland marked the beginning of winter with the harvest festival of Samhain. It was believed to be a liminal time when the boundary between the living and the dead was most fragile. It was a moment when spirits, including the mischievous Púcaí (Púca) and fairies, could cross into the mortal realm.

To protect themselves, communities lit large communal bonfires to ward off unwanted demons. People carried embers home in hollowed-out turnips (the original Jack O'Lantern). Masks were worn to repel spirits, which were the first Halloween costumes. Soul cakes were shared with the poor and children, a tradition that evolved into modern trick-or-treating. One of the most enduring customs was baking a barmbrack, a fruit loaf used to predict the future.

These traditions were carried to North America by Irish emigrants and gradually transformed into the Halloween we recognise today. But the spiritual home of this celebration remains rooted in Ireland, where Samhain continues to inspire and intrigue.



How to use this Toolkit

Click any link in this presentation to access campaign assets - including images, videos, recipes, itineraries and social-ready content.

In a hurry? Go straight to the 5 Quick Picks section to download the essentials. Don't forget to use #IrelandHomeOfHalloween on your channels to join the global conversation and amplify your reach.



5 QUICK PICKS

Download 5 ready-to-go Halloween assets [here](#). Everything you need to start sharing Ireland's story with your audiences today.



OTHERWORLDLY IMAGERY

Click [Here](#)



Download atmospheric campaign images to use across your social channels, website, or marketing materials; from foggy coastlines to Halloween festivals. Perfect for setting a spooky seasonal tone.



HALLOWEEN RECIPE CARD

Click [Here](#)



Share a taste of tradition with this delicious fruit loaf, complete with instructions to predict the future - a Halloween favourite in Ireland.



E-CARD

Click [Here](#)

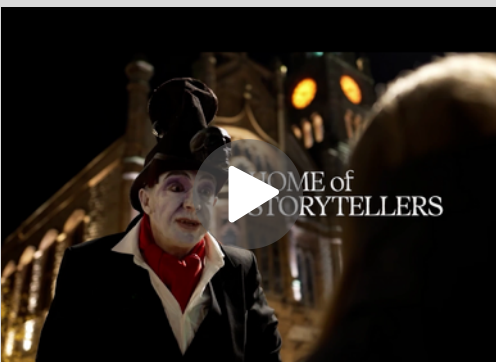


Share our branded e-cards with your clients and partners to celebrate Halloween while highlighting Ireland as the place where it all began - a simple way to stay connected and keep Ireland top of mind.



ENCHANTING VIDEO CONTENT

Click [Here](#)



Captivate your audience with short, atmospheric videos from our campaign - ideal for social media, presentations and websites.

From haunted castles to crackling bonfires, bring Halloween in Ireland to life.



ONLINE MEETING BACKGROUNDS

Click [Here](#)



Use our Halloween-themed meeting backgrounds to give your calls a distinctive Irish identity during the season - helping Ireland stand out in conversations with trade partners and reinforcing its unique cultural appeal.



AUTUMN ITINERARIES

Click [Here](#)



Share our ready-made Halloween itineraries to highlight the best ways to experience Ireland in autumn. From folklore and festivals to landscapes and local flavour, they offer clear examples of what an Irish autumn trip can look like.



SOCIAL POST COPY

Click [Here](#)



Access ready-to-use social post copy and images, making it simple to share Ireland's Halloween story and highlight the island as the authentic Home of Halloween.



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