



Ireland Unrushed

A toolkit for our Travel Partners

Everything you need to promote Slow Tourism on the
Island of Ireland to your clients

I R E L A N D
U N R U S H E D





Introduction to our Ireland Unrushed Toolkit

In Ireland, slowing down isn't doing less: it's feeling more. Ireland's unique take on Slow Tourism focuses on the depth of the experience. When you take your time and immerse yourself, you feel more.

We want your clients to experience the emotional benefits of spending time enjoying authentic experiences and meeting the locals as well as taking the opportunity to immerse themselves in nature.

We will be running our Ireland Unrushed campaign for the month of June and to help you get involved , we have prepared a toolkit of digital content that you can incorporate into your own marketing for Ireland. You'll find stunning imagery, inspiring journeys and the Ireland Unrushed lockup that you can download and use on your own social channels or in presentations.

We hope you will find this content useful, and that bringing a flavour of Ireland to your clients will encourage them to book the Island of Ireland for their next holiday.



How to use this Toolkit

All of our Ireland Unrushed assets can be found via the relevant links in this document. These assets are free to share as you wish in your trade communications, in Ireland Unrushed themed trade e-zines and other communications, or on your social media channels.

Click on any of the links in this PDF to access each file directly.

Please use our hashtag [#IrelandUnrushed](#) in your communications

Contents

You'll find a range of different assets that you can use in your promotional campaigns including:

1. Ireland Unrushed Journeys
2. Imagery
3. Ireland Unrushed Lockups

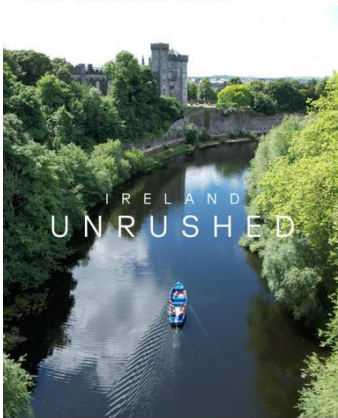
1. Ireland Unrushed Journeys


We have put together 10 sample journeys from across the island of Ireland to show you how your clients can experience ‘Ireland Unrushed’. From the coast of Dublin to peaceful Strangford lough and vibrant city of Cork; there are lots of new and authentic ideas and products for you to consider for your clients.



Slow down and explore the treasures of Kilkenny


Immerse yourself in Kilkenny where creativity, culture and ancient heritage collide





Dublin's coastal calm

Dublin wears its charm on its sleeve with cobbled streets and elegant 18th-century architecture, but stay longer and you'll be rewarded with a true sense of escape, just a short hop from the city...

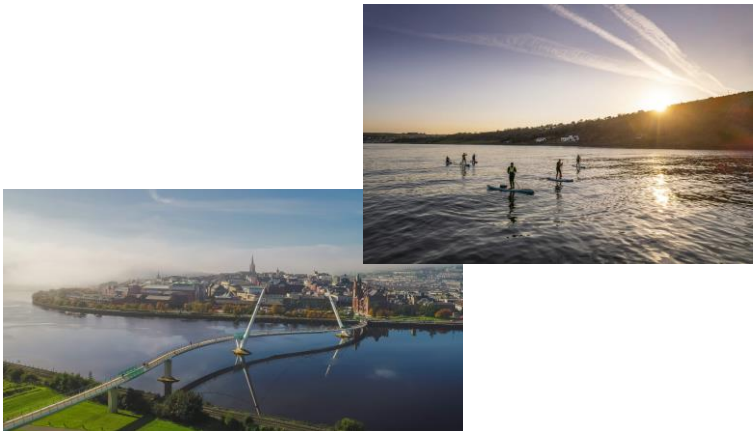


Ireland Unrushed Journeys

[Click here](#)

2. Imagery

We have collated strong imagery of locations from across the island of Ireland that feature in our Ireland Unrushed journeys. These images are rights free for you to use in your communications. Use our hashtag #IrelandUnrushed to accompany your social communications.



Imagery

[Click here](#)

3. Ireland Unrushed Lockups

Use our ‘Ireland Unrushed’ lockups to overlay on your imagery and promote slow tourism to your clients. Simple design tools like Canva make it easy for you to add to your imagery and communications.

IRELAND
UNRUSHED

Ireland Unrushed Lockups

[Click here](#)



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. 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.

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[Click here](#)