

Ireland Home of Halloween

Toolkit for Industry Partners



Welcome to our Home of Halloween Toolkit

Welcome to the 2025 Home of Halloween Industry Toolkit, created to support tourism businesses, attractions, and events across the Island of Ireland.

This toolkit helps you tap into Ireland's Halloween story, which began over 2,000 years ago with the Celtic festival of Samhain (pronounced: sow-in). Inside, you'll find downloadable content to help you attract visitors this autumn, from atmospheric imagery and videos to traditional recipes and ready-to-post social content.

Autumn in Ireland isn't just a time for spirits and ghouls, it's also one of the most rewarding times of year to welcome visitors, offering a chance to extend the busy season, drive off-peak revenue, and make the most of existing capacity.

From eerie experiences to ancient traditions, autumn offers a unique opportunity to showcase Ireland's mystical charm and cultural depth, and to position your business as part of Ireland's story as the Home of Halloween.



Halloween Traditions in Ireland

Over 2,000 years ago, the Celts in Ireland marked the harvest festival of Samhain (Sow-in), when the boundary between the living and the dead was believed to be at its thinnest. Bonfires were lit to ward off spirits, masks were worn (the first costumes), turnips were carved into lanterns, and barmbrack was baked to tell fortunes.

These traditions travelled with Irish emigrants and evolved into the Halloween the world knows today, but its roots remain firmly in Ireland.

For your business: Halloween is part of Ireland's DNA. Think about how your local area, building, or story might connect to this heritage, from spooky folklore to autumn traditions, and share it with visitors looking for an authentic Halloween experience.



How to use this Toolkit

Click any link in this presentation to access campaign assets, including images, videos, recipes, 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 and promoting your unique offering.



HALLOWEEN RECIPE CARD

Click [Here](#)



Share this traditional Irish Halloween treat with your followers, or offer it in your café, gift shop, or event. A fun way to link your visitor experience to Irish folklore and Halloween customs.



E-CARD

Click [Here](#)



Wish your customers, visitors, or partners a Happy Halloween with our branded e-cards. A great way to stay connected and share the origins of Halloween in a creative format.



ENCHANTING VIDEO CONTENT

Click [Here](#)



Use our Halloween videos in your marketing or across social media. These short clips highlight Ireland's haunting beauty and rich cultural heritage, helping you tell a bigger story through your business.



Use our Halloween-themed backgrounds to promote your business and Ireland's Home of Halloween in every online meeting, keeping the campaign visible and your brand connected to it.



Access ready-to-use social post copy, complete with images, making it easy to share Ireland's Halloween story. Perfect for showcasing your business while aligning with the Home of Halloween campaign.



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.