

Ireland Home of Halloween

Toolkit for Industry Partners





Welcome to the 2026 Ireland Home of Halloween Industry Toolkit

Our toolkit is 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 will find downloadable content to help you attract visitors this autumn, from atmospheric imagery and videos to traditional recipes, e-cards 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.



Halloween Traditions in Ireland

Over 2,000 years ago, the Celts in Ireland marked the harvest festival of Samhain, 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: 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.

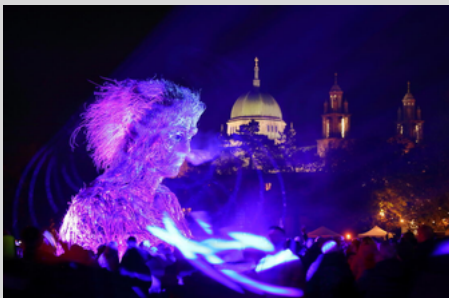
From eerie experiences to ancient traditions, autumn offers a unique opportunity to showcase Ireland's mystical charm and cultural depth and to position your business as part of Ireland's story as the Home of Halloween.





OTHERWORLDLY IMAGERY

Click [Here](#) for festival content.
Click [Here](#) for autumn content.

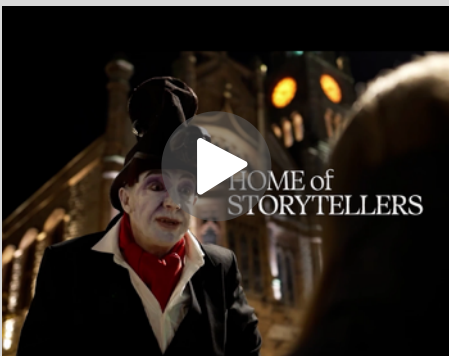


Download Halloween festival (Fáilte Ireland credit line required) and autumn themed images to use across your social channels, website or marketing materials.



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.



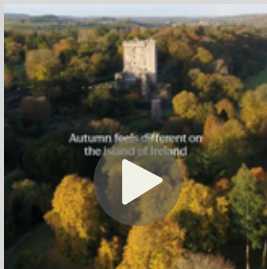
SOCIAL POST CONTENT



Click [Here](#)



Click [Here](#)



[Click Here](#)

Access ready-to-use social post carousels and reels – perfect for showcasing your business while aligning with the Ireland Home of Halloween campaign.





HALLOWEEN RECIPE CARD

Click [Here](#)



Share this traditional Irish Halloween treat with your followers.



E-CARDS

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.



ONLINE MEETING BACKGROUNDS

Click [Here](#)



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

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.