

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

On the island of Ireland, slowing down isn't doing less; it's feeling more. Tourism 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 will be running our Ireland Unrushed campaign for the month of **May** and to help you get involved, we have prepared a toolkit of digital content that you can incorporate into your own overseas marketing. You'll find stunning imagery, ready-to-use social post content 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 in bringing the message of Ireland Unrushed to life for your key business contacts and previous overseas visitors, helping you build business for the future.

Tourism Ireland



How to use this toolkit

All of our Ireland Unrushed assets can be found on Ireland's Content Pool via the relevant links in this document. These assets are free to share as you wish in your overseas communications and 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.

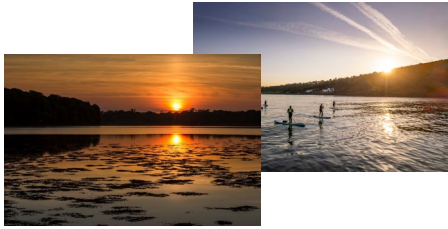
Contents

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

1. Imagery
2. Ireland Unrushed lockups
3. Social post content
4. Videos

1. Imagery

We have created a collection of Ireland Unrushed imagery. These images are rights free for you to use in your communications. Use our hashtag #IrelandUnrushed to accompany your social communications.



2. 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.



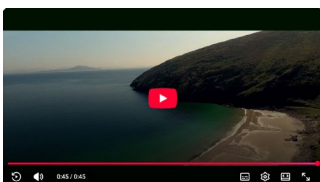
3. Social post content

Access ready-to-use carousels and video to post on your social channels, making it simple to highlight the island of Ireland as an ideal destination for slow travel.



4. YouTube channel

Check out our range of Ireland Unrushed videos on our YouTube channel:





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.