

# **Ireland Unrushed**

## **A toolkit for our Industry Partners**

**Everything you need to get involved and market your business overseas**

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

A high-speed train, numbered 3023, is shown traveling along a track. The train is white with a blue and yellow front. In the background, there is a large, dark, rocky cliff. To the left of the cliff, a small building with a dome is visible. The foreground is filled with tall, dry grass and a wooden fence.





## Introduction to our Ireland Unrushed Toolkit

In Ireland, slowing down isn't about doing less, it's about 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 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 overseas marketing. You'll find stunning imagery 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 a flavour of Ireland to 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 via the relevant links in this document. These assets are free to share as you wish in your overseas communications and 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

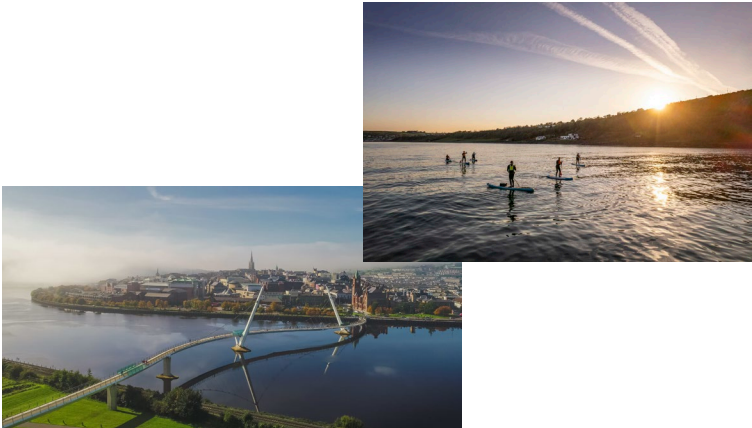
You'll find a range of different assets that you can use in your promotional campaigns including:

1. Imagery
2. Ireland's Content Pool
3. Ireland Unrushed Lockups
4. Videos



## 1. 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](#)

## 2. Ireland's Content Pool

Can't find any imagery above that works for your business? We have lots of rights free imagery on our content pool that you can use across your channels. It's free and easy to create an account – you can even upload your own imagery to share with us.



Ireland's Content Pool

[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 Lockups

[Click here](#)

4. Videos

We have included our hero assets in the videos folder below which visualises many of the journeys that are included in the campaign. Please note that **videos are for sharing on organic social channels only**. Do not use for paid media or upload to YouTube.

Videos

[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.