

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 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 **May** and to help you get involved, we have prepared a toolkit of digital content that you can incorporate into your own marketing for Ireland Unrushed. You'll find stunning imagery, inspiring journeys, 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, and that bringing the message of Ireland Unrushed to life for your clients will encourage them to book the Island of Ireland for their next holiday.

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 trade communications, in Ireland Unrushed themed trade e-zines and other 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.

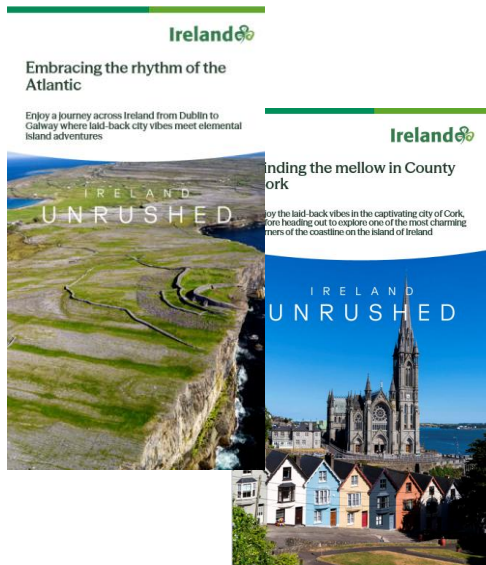
Contents

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

1. Ireland Unrushed journeys
2. Imagery
3. Ireland Unrushed lockups
4. Social post content
5. YouTube videos

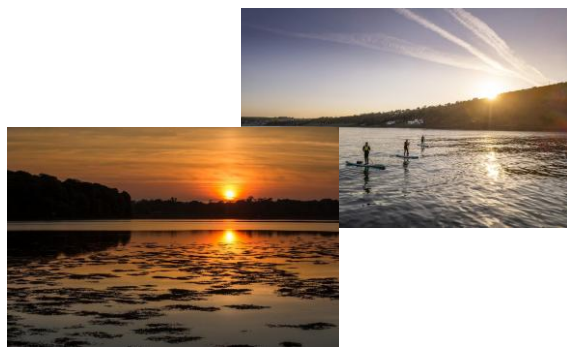
1. Ireland Unrushed journeys

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.



2. 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.



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.



4. Social post content

Access our Ireland Unrushed carousels and video to post on your social channels, making it easy to highlight the island of Ireland as an ideal destination for slow travel.



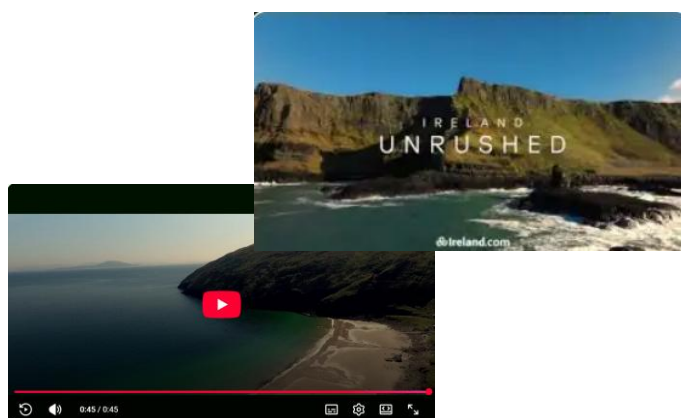
[Video](#)
On the island of Ireland, life moves at its own pace
[Click here](#)

[Carousel 1](#)
5 Reasons Why Ireland Is The Perfect Place To Unwind
[Click here](#)

[Carousel 2](#)
5 Adventures To Take You Off The Beaten Path
[Click here](#)

5. YouTube videos

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



[YouTube](#)
[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.

Should you have any difficulties accessing content, or if you have any queries relating to content in this toolkit, please contact your local Tourism Ireland representative. If you aren't sure who your local Tourism Ireland representative is, please visit our Contact Us page:

[Click here](#)