

St Patrick's Day 2026

A toolkit for our Travel Partners

Everything you need to promote the island of Ireland
and St Patrick's Day to your clients



Ireland 



Image credit: Barefoot Productions

Introduction to our St Patrick's Day Trade Toolkit

The story of St Patrick, the patron saint of Ireland, has fascinated the world for centuries and you can still see his legacy all around the island of Ireland. Tourism Ireland is proud to celebrate St Patrick's Day, and we have produced themed content to use in your own marketing activities for the celebrations on March 17th.

Our St Patrick's Day events this year will aim to highlight the joy of that spirit of shared community and connection that St Patrick's Day represents for all our global family and friends. Now is the time for your clients to book a holiday to Ireland to experience all that this wonderful island has to offer!

To help you get involved and make the most of the opportunity for your business, we have prepared a toolkit of digital content that you can incorporate into your own marketing for Ireland and St Patrick's Day.

We hope you will find this content useful, and that bringing a flavour of Ireland to your clients will encourage them to book the island of Ireland for their next holiday.

Happy St Patrick's Day!
Tourism Ireland



How to use this Toolkit

All the St Patrick's Day assets can be found via the relevant links in this document. These assets are free to share as you wish in your trade communications, in St Patricks Day themed trade e-zines and other communications, or on your social media channels.

Click on any of the links in this PDF to access each folder on the **Tourism Ireland content pool**. The toolkit is also available on our website:

[Toolkits](#)

Contents

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

1. Spring themed itineraries
2. Images
3. Ecards
4. Videos
5. Online Meeting Backgrounds

1. Spring Itineraries

St Patrick's Day occurs in Springtime, which is a wonderful time to experience the vibrancy and beauty of the regions of Ireland. We have created some sample itineraries to help inspire you and your clients.

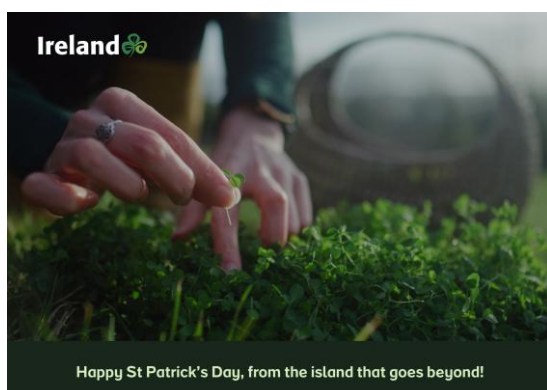


Itineraries

[Click here](#)

2. Ecards

Wish your clients and partners a Happy St Patrick's Day with our branded e-cards.



Ecards

[Click here](#)

3. Online Meeting Backgrounds

Use our St Patrick's Day-themed backgrounds to promote Ireland in every online meeting.



Online Meeting Backgrounds

[Click here](#)

4. Videos

Check out our range of St Patrick's themed videos in our content pool and YouTube channel:

- ▶ How to pour a Perfect Pint
- ▶ Learn some Irish with EPIC
- ▶ St Patrick's Day Festival
- ▶ Happy St Patrick's Day on Tourism Ireland YouTube channel



Content Pool

[Click here](#)



YouTube channel

[Click here](#)

5. Imagery

Download St Patrick's Day campaign images to use across your social channels, website, or marketing materials.



Imagery

[Click here](#)



Should you have any difficulties downloading 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 Trade website:

[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.