

St Patrick's Day 2025

A toolkit for our Travel Partners

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



Ireland 



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 custom content focused on the history, traditions and fun facts surrounding 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. You'll find videos, stunning imagery, inspiring spring itineraries and tasty recipes you can download and use in ezines and on your own social channels or in presentations.

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 file directly. 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. Offer Banners – to showcase your range of offers to Ireland
3. Social Media Content
 - GIFS
 - Photo Album ideas
 - St Patrick's Day Recipe cards
4. Videos

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 on all that the island of Ireland has to offer.



St Patrick's Day
itineraries

[Click here](#)

2. Offer Banners

This is an ideal opportunity to promote your Ireland offers and to encourage your clients to book now! Use our range of banners on your website to drive your bookings to the island of Ireland.



St Patrick's Day
Offer Banners

[Click here](#)

3. Social Media Content

Join in the social buzz around St Patrick's Day! We've got lots of fun content including a range of GIFS, photo-albums ideas and some tasty Irish recipe ideas to get your clients engaged and inspired about Ireland.

- GIFS: use our fun and quirky GIFS to wish your customers a very Happy St. Patrick's Day!
- Photo Album Ideas: We have curated St Patrick's Day theme imagery from across the island of Ireland, including St Patrick's Day Festivals and breathtaking scenery you can use in your customer communications
- Recipes: Whet your customers tastebuds with our range of tasty Irish recipe ideas. Please remember to credit our partners who created these recipes for us when using this content.

Social Media
Content

[Click here](#)

4. Videos

Have your clients ever asked you how St Patrick's Day originated? Do you know how to make the perfect Irish Coffee to entertain your clients? Check out our range of videos below and share some fun facts and ideas with your customers.



- ▶ 5 Facts about St Patrick
- ▶ 5 ways to celebrate St Patrick's Day
- ▶ The legacy of St Patrick
- ▶ How to pour a Perfect Pint
- ▶ How to make an Irish Coffee
- ▶ Learn some Irish with EPIC

St Patrick's Day
videos

[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

Terms & conditions of use

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