

Winter *in* Dublin®

CAMPAIGN ACTIVATION GUIDE

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What's in it for my business?

- ✓ Drive bookings – be part of a national marketing campaign and benefit by association
- ✓ Promote your business to new audiences by registering a winter event on VisitDublin.com
- ✓ Save time and money with ready-to-go marketing assets – simply download and post
- ✓ Get practical marketing advice you can use immediately



Winter in Dublin Campaign Activation Guide – The Terms and Conditions of Use

By using the suite of assets and the Winter in Dublin logo, you are agreeing to the terms and conditions of use. You must be a tourism business to be permitted to use these assets and you must only use them in accordance with the guidelines we have outlined in this activation guide. The assets may be used in print and digital marketing materials, provided they follow the guidelines outlined in this activation guide. The assets may not be used in signage, vehicular branding or packaging or merchandising of any kind, including clothing and uniforms. Fáilte Ireland reserve the right to withdraw the use of these assets from any ineligible business or a business that is using the assets in an inappropriate manner.



Introduction

Make the most of Winter in Dublin

This year, Winter in Dublin will return bigger and better than before. With an incredible programme of headline events as well as a host of 'always on' activities, the campaign will inspire people to visit the capital during the winter months.

To ensure Winter in Dublin reaches a wide audience, the campaign will be featured across various channels, including social media, email, national and regional radio stations, podcasts and music streaming platforms.

Running from November through to January, each month will have a dedicated theme and festivities with plenty of opportunities for tourism businesses to get involved.

November shines a spotlight on Dublin's after-dark experiences. Museums come alive with special evening events, while the city's rich heritage is revealed through dark histories, and captivating guided tours. Enjoy music recitals in historic and atmospheric settings, cosy evenings in some of Dublin's most iconic venues, and immersive giftmaking workshops where you can connect with local craft traditions.

December celebrates the festive season with a vibrant programme of events taking place throughout the month. All generations can enjoy a range of magical Christmas experiences together, from festive light displays to enchanting twilight bus tours. Throughout December, visitors can immerse themselves in Dublin's lively evening atmosphere, culminating in the spectacular New Year's Festival, which brings the city to life at the close of the year.

January is a time to reset, restore and reflect. With its refreshing coastal walks, vibrant cultural scene, welcoming atmosphere and easy pace after the festive season, Dublin offers the perfect setting to embrace a fresh perspective and start the year inspired. Visitors can immerse themselves in new experiences, such as learning the craft of silverworking, while uncovering the rich literary heritage that has earned Dublin its status as a UNESCO City of Literature. Around every corner, stories of the city's celebrated writers come to life. Throughout the month, visitors can also enjoy storytelling and live music, with TradFest featuring Dublin's most iconic venues providing a memorable finale to the month.

Quick Start

If you're stuck for time, get the Winter in Dublin logo for social media [here](#).



How to use this guide

This is a digital guide. Wherever you see the download symbol, you can access assets and resources from Fáilte Ireland's **Marketing Toolkit**. Log in with your Ireland's Content Pool user details or register to create a new account.

GPO O'CONNELL STREET,
DUBLIN CITY
COVER IMAGE:
HA'PENNY BRIDGE,
DUBLIN CITY.



Your Winter in Dublin action plan

Follow these 8 steps to ensure your business is set up for success this season.

- 1 Promote your winter events in front of thousands of people by registering on [Fáilte Ireland's Events Portal](#). Turn to page 6 for more details.
- 2 Download the [Winter in Dublin logo](#). Use it all across your marketing from 1st November – 31st January. Learn more on page 7.
- 3 Customise your social media content with the Winter in Dublin [social shareables](#). Find out more on page 7.
- 4 Expand your social media reach using the Winter in Dublin campaign hashtags: **#WinterInDublin**
- 5 Access free videos and images from [Ireland's Content Pool](#) to use in your sales and marketing activities.
- 6 Boost your online presence by tagging [@VisitDublin](#) on Instagram and share your content with a larger audience. See page 6 for more.
- 7 Send a Winter in Dublin-themed email to your customer database to encourage them to book. Check out [sample copy](#) on page 9 for inspiration.



CAFE EN SEINE, DUBLIN



DUBLIN GHOST BUS TOUR, DUBLIN



MILD LIGHTS DUBLIN ZOO



SILVERWORKS, DRURY ST, DUBLIN

Get inspiration from other tourism businesses

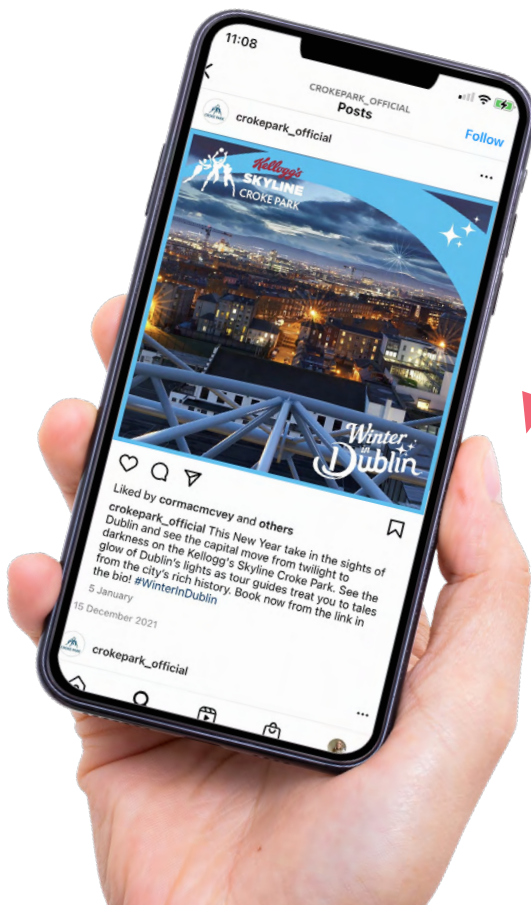
Check out examples of what other tourism businesses did last year to make the most of the Winter in Dublin campaign.



@homeofguinness
using the Winter
in Dublin logo on
social media.



EPIC The Irish Emigration Museum updating its website with the Winter in Dublin logo.



@crokepark_official
using the Winter
in Dublin official
hashtag to help more
visitors find their
Instagram post.

Register your winter event

Have you got an upcoming event? Make sure to register on Fáilte Ireland's **Events Portal** and your event will be promoted in front of thousands of consumers who log on to VisitDublin.com every month.



TOP TIP

Don't forget to update your business listing on [visitdublin.com](https://www.visitdublin.com)

Organiser

1 **Organiser** 2 Details 3 Location 4 Booking

Organiser details

Please fill in the details below so we can contact you regarding your event. This information will not be published on your event listing.

First Name *

Please enter your first name.

Surname *

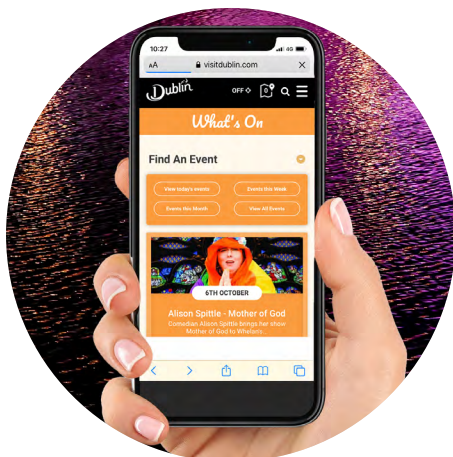
Please enter your surname.

Email Address *

We will use this to contact you regarding this event.

Contact Phone

Phone number to contact you regarding this event.



Find out what's on in Dublin

Here's where your **event will be listed on [Visit Dublin](https://www.visitdublin.com)**. Our marketing activity will bring consumers here, so this is a great free way to highlight your event.



#

TAG US
#WinterInDublin

Tag us on social media

We love to see your Winter in Dublin content on social media – we might even reshare it with our followers! Tag **@VisitDublin** and use these hashtags so your social media posts can be found by a larger audience. This is a great way to extend your reach and drive awareness of everything you have to offer this winter.

Use the Winter in Dublin logo

The Winter in Dublin logo has been specially created to help unify our communications to visitors on all that's great about a winter visit to our capital city. You can use it all across your marketing; on your website, emails, social media posts, advertisements and point of sale materials.



How to apply the logo

The logo can be applied as a hero message (examples 1 and 2) or can be used as part of a lock up, as shown in example 3.

Download the logo

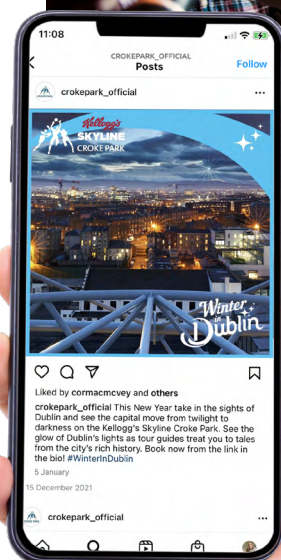


- 1) SHELBOURNE HOTEL, DUBLIN
- 2) HOWTH CLIFF WALK, DUBLIN
- 3) TRAD FEST, TEMPLE BAR, DUBLIN



TOP TIP

Let people know you're taking part in Winter in Dublin! Check out the hashtag **#WinterInDublin** to see how other businesses have applied the logo in their communications.



Download free images

You can access 100's of free videos and images to market your business this season on **Ireland's Content Pool**. You can also upload your own Winter in Dublin imagery to share on the platform. Make sure to tag them with 'Winter in Dublin' in the additional information field so users can easily find your content.

Upload images



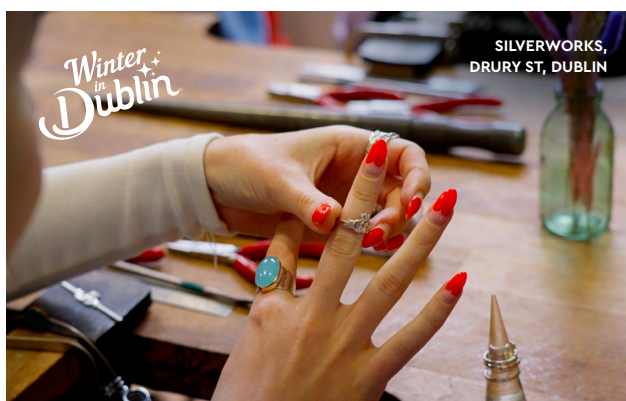
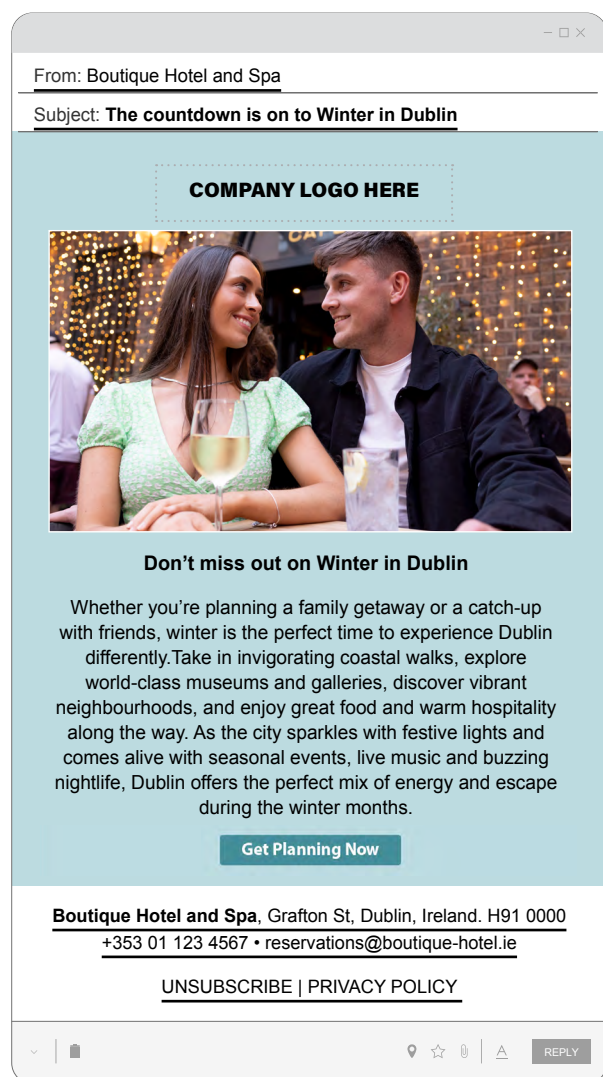
CONTENT MADE EASIER!

Create your own co-branded content to share across your socials using free imagery and video easily downloaded from **our Content Pool**.



Tell your story with email

Email marketing is an effective way to drive more bookings. Send a Winter in Dublin-themed email to your customer database to encourage them to make a booking with your business this season. Download our sample email copy for inspiration on what to write.



Need more help?

Contact us on winterindublin@failteireland.ie or get in touch with a member of the Dublin team if you have specific questions.



#winterindublin
visitdublin.com

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