Dublin®
Surprising by Nature

Sample Structure
& Content for your
Explore Dublin page

Let's get ya' going...

Fáilte Ireland
National Tourism Development Authority

Overview of the 'Explore Dublin' page for your website

We want to help your business thrive and get people excited about all that Dublin has to offer. An extremely effective way to do that is incorporating an Explore Dublin page on your website.

It is important that each business does what they can to promote Dublin and all it has to offer the visiting tourist. People don't just come to Dublin to visit one attraction or take part in one activity, they come for a wide and varied experience that gives them a true insight into Dublin and its people.

In order to help promote Dublin we recommend each business agree to include a page on their website that promotes Dublin. The page should be accessible by:

- Clicking on the **Dublin logo** in your footer

- AND via a menu option in your navigation

As each business is unique in terms of what you offer and the target audience you are trying to attract, it is important that you customise both the content and the design of the page to suit your website.

For that reason, this document provides you with all the pieces that are needed to produce this page including a sample layout / design that you could use as a starting point for your page, or you can use as is (with a few tweaks).

Let's engage our visitors by letting them in on the secrets of the city. I'm sure you know a few...
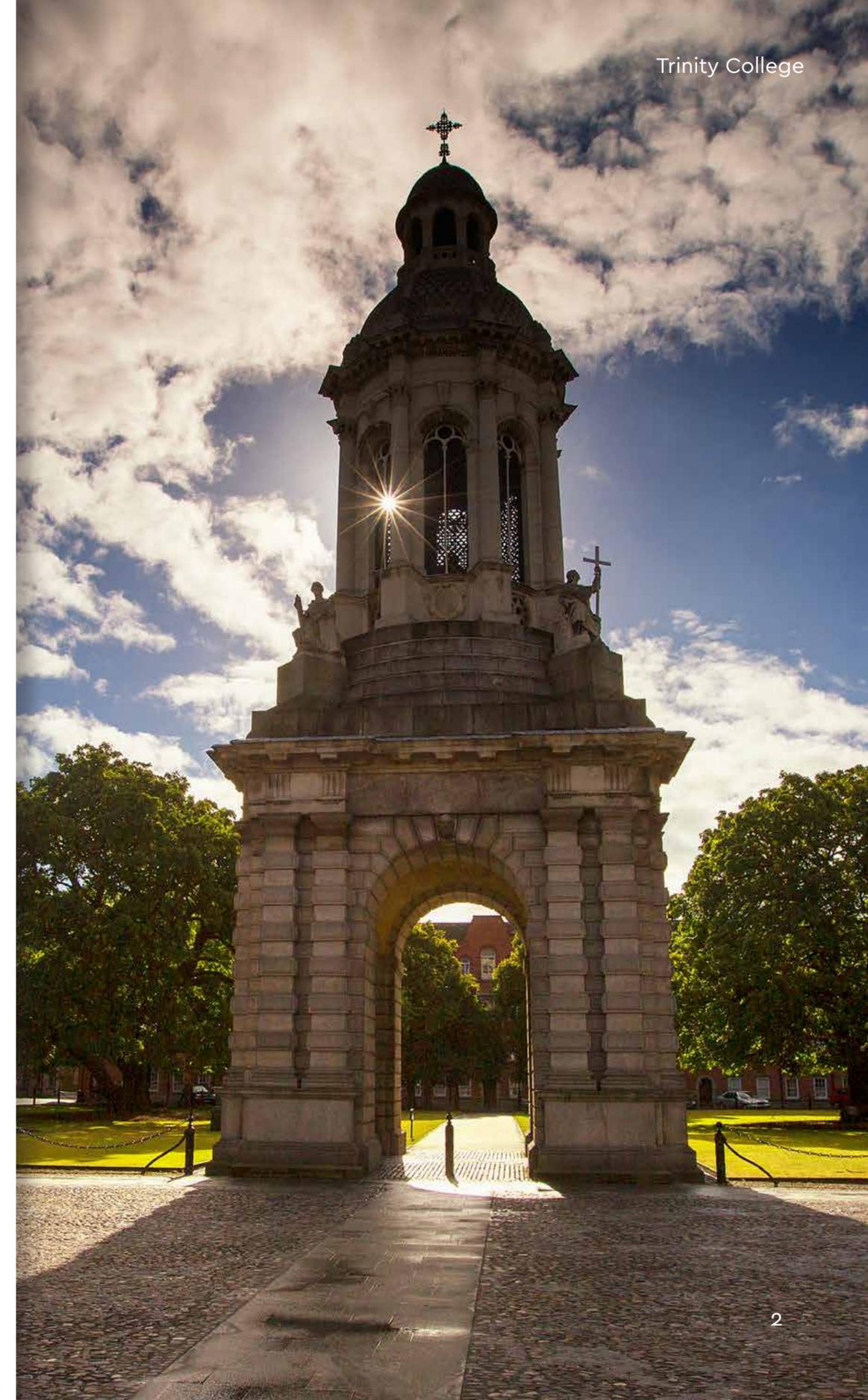
Overview of the 'Explore Dublin' page for your website

This pack contains the following

- Proposed layout – We created a sample design to illustrate how each business should use their own layout elements, colours and designs so the page blends in with your website.

- Sample headlines and text for each of the main sections on the page

- My Dublin Map

- Photos that can be used as background images in the header and footer banner

- Request link for Hi-res version of the Dublin – Surprising by Nature logo

- Links to the main videos for Dublin

- Sample neighbourhood 'Insider Tips'

- Links to full list of attractions and activities
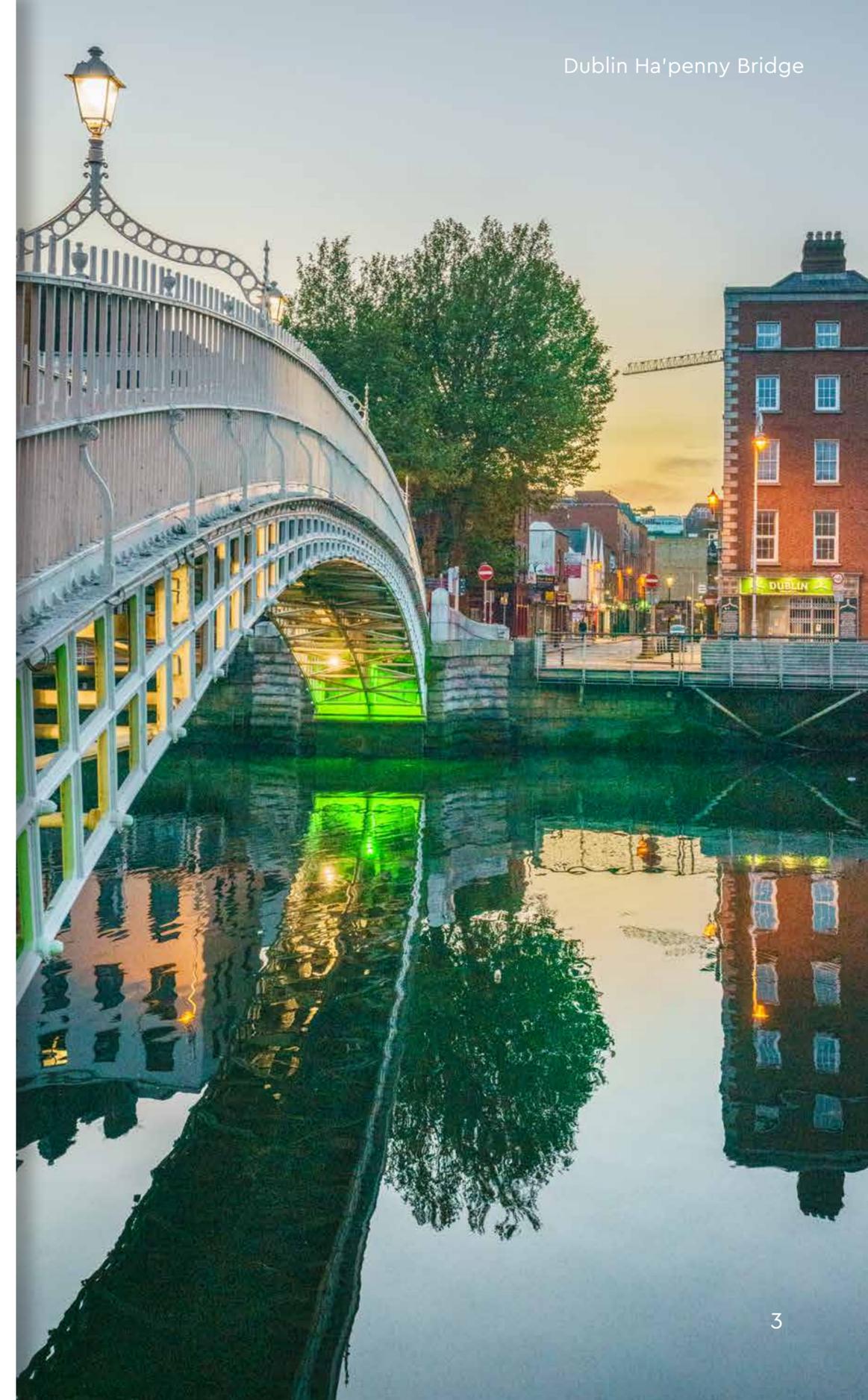
Dublin is the vibrant capital city bursting with a variety of suprising experiences – where city living thrives side by side with the natural outdoors.

This is the proposition our brand is built around.

Our is a vibrant city, where culture and nature join forces in a range of diverse and exciting experiences explored at your leisure. Historic Cathedrals and galleries sit proudly amid a thriving metropolitan food and drinks scene beloved for an authentic Guinness and outstanding seafood. Embraced at its edges by natural beauty, you can unwind in serene coastal villages, scale rugged mountains to admire sprawling city views, or dive straight in with wakeboarding, zip-lining, mountain biking and more.

@visitdublin @visitdublin @visitdublin #lovedublin @visitdublin

Sample Layout

These are the different elements on this sample 'Explore Dublin' page

1 **Banner & Headline** – Choose from a selection of background images and headlines to suit your business. The link to Watch Video scrolls you down the page to the section where the video is located.

2 **Intro to Dublin** – this section contains an introduction to Dublin followed by the main Dublin videos.
Intro paragraph provided.

3 **Things to See & Do in Your Area** – The "We'll inspire your own Dublin story" section is all about providing the visitor with some suggestions of things they can do or places they can visit in your local area. The intro paragraph and the businesses you list should be tailored to your area and should complement your business.

4 **My Dublin Map** – Using the 'My Dublin Map' will open up a world of useful tools to help visitors to your site plan and share their ideas.

5 **Links** – if you have other pages on your site that provide details on accommodation or places to eat/drink then you should include links to those pages from the Explore Dublin page.

6 **Dublin's Neighbourhoods** – These are shorter summary sections to highlight things to see & do in the other main areas within Dublin (e.g. South Coast / Mountains, North Coast) Click through buttons can be used to link to suggested 'Insider Tips' for Dublin's neighbourhoods articles on www.visitdublin.com

7 **Footer** – The footer banner provides a final link to the Visit Dublin website for more details

Download Sample Design

Dublin - Surprising by Nature - Logo

Using the brand

Different colour versions and language variations of the Dublin logo can be accessed by requesting via the below button

Master logo
Full colour

Master logo
Negative

Master logo
Monotone

Reduced logo Monotone

A simplified, single colour version that works at very small sizes such as some digital applications.

Reduced logo Full colour

A version with no tagline for applications where space is tight and legibility compromised

Using the Brand ? How to apply the Dublin brand to your own business communications

Request access to the full suite of Dublin – logos

Dublin - Videos

Attracting more visitors with video. Use one or more (or all of these) videos on your Explore Dublin page to bring it to life for the visitor. Choose between "This City's Got Love" brand video or our Keep Discovering TV ad – which ever suits your business.

This city's got heart. This city's got soul. This city's got love. A heartbeat runs through Dublin – you can hear it in the music, feel it in the atmosphere and taste it in the food. Allow yourself to fall head over heels for the city, and you won't miss a beat
www.youtube.com/watch?v=fd4DwYn3SlU

Keep Discovering Ireland and expand your world with Visit Dublin! There's always more to explore — tap back into your sense of adventure, make new friends and memories, and uncover wonders unknown in the capital. Enjoy a staycation in Dublin this year and Keep Discovering!
www.youtube.com/watch?v=BrfZRFB_IM8

Stop what you're doing and let these serene scenes over Dublin's coastline wash over you! #LoveDublin
www.youtube.com/watch?v=BxLYKJbvfcE&t=1s

TOP TIP
You can embed these videos from YouTube on to your website. Here's a **Google guide** on how to do it

Click here for full video library

GOOD TO KNOW
If you are making your own Videos to promote your business, there's lots of free clips from Dublin on Ireland's **Content pool**.

Proposed Text & Images

Pick and choose whatever text and images you would like to use on your Explore Dublin page.

① *Banner & Headline*

Headline – Choose from a selection of headlines to suit your business.

- Dublin, Surprising by Nature
- Dublin the Vibrant Capital City
- Dublin... Ours is a vibrant City
- Sure, isn't Dublin only gorgeous?
- Dublin A City & Coast that need exploring
- Dive in and explore Dublin like a local
- Get the Inside track on Dublin
- Uncover Dublin's best delights...
- Surprising Experiences in Dublin

- From Dublin's unique places to its friendly faces – this city's got love
- Dublin's always ready with another surprise
- Dublin: the welcome never wanes
- Dublin: here's always another chapter to enjoy
- Dublin's always ready to rock
- What will your Dublin story be?
- Dublin always has so much to say
- Dublin: never lost for words

- Dublin: just a thousand years young
- Dublin: songs, stories and so much more
- Dublin: two sides and many dimensions
- Everyone can enjoy their own Dublin odyssey
- Dublin: every street can tell you a story
- We'll inspire your own Dublin story
- Sea, mountains and so much in between.

2 Intros to Dublin

- Keep Discovering Dublin, soak up some culture, wander off the beaten track and get your outdoor adrenaline rush as you explore Dublin...

- Experience all that Dublin has to offer – from the great outdoors and historic walking tours to the best places to get some culture! There's so much to see and do in Dublin...

- Dublin the Vibrant Capital City bursting with a variety of surprising experiences – where city living thrives side by side with the natural outdoors

- Ours is a vibrant city, where culture and nature join forces in a range of diverse and exciting experiences explored at your leisure.

- Historic cathedrals and galleries sit proudly amid a thriving metropolitan food and drinks scene beloved for an authentic Guinness and outstanding seafood. Embraced at its edges by natural beauty, you can unwind in serene coastal villages, scale rugged mountains to admire sprawling city views, or dive straight in with wakeboarding, zip-lining, mountain biking and more.

- Wander through the historical campus of Trinity and soak up the heritage or saunter down to the Docklands and discover the Irish Emigration Museum, EPIC, in every sense. Go for a hike up into the mountains or brave a paddle out into the bay.

- Potatoes? Irish stew? How about Asian quail grilled with radish, mango and coriander from a 5-star restaurant? Dublin is the ultimate foodie destination.

- Museums, galleries, stadiums and more are all must-sees when you visit Dublin. But further afield, there's another side of the city – in every sense. Located along the coast are once-isolated villages which still retain their own identities and charm. From Skerries in the north to Killiney in the south, you can enjoy your own coastal odyssey by rail, eating ice cream and learning about everyone and everything from St Patrick and Vikings to castles, shipwrecks, fossils and pirates.

- Created centuries before cars existed, Dublin's compact centre is perfect for pedestrians. A jumble of chic modern shops, cosy cafes, timeless pubs and fascinating museums is clustered around a graceful five-hundred-year old university. You never know what's around the next corner – and that's what makes every step through Dublin so fascinating.

- Dublin looks back over a thousand years of history. During that time, it's changed, grown and created a character all its own. Every era has made its mark, from the ancient stones of Christchurch Cathedral to today's gleaming tech-friendly city. As you walk through Dublin, you'll experience the town that Swift and Joyce would recognise as well as a vibrant modern city they could never have imagined possible.

Intros to Dublin

- Conversation's still an art form in Dublin. In the city's pubs, cafes and restaurants, all human life gathers, talks, laughs and puts the world to rights. With Irish pubs famous the world over, visiting Ireland's capital is an unmissable chance to experience the real thing. Cosy corners, beautifully carved interiors and perfectly-poured pints all await. And even if you just want a coffee, a chat and a chance to savour the unique atmosphere, there's always somewhere nearby waiting to welcome you.

- Kayaking along the Liffey. Cruising from ancient Howth to laid-back Dun Laoghaire. Skirmishing with the sea breeze on the South Wall's long walk. Or strolling along the canals as swans glide by. No matter how you experience Dublin's coast and waterways – and whatever the weather or mood of the water – they offer many new prisms through which you can enjoy a city that's been shaped by nature.

- Poets, playwrights, authors and balladeers have drawn endless inspiration from Dublin's streets, stories and characters. Whether entranced by the Grand Canal's tranquillity or energised by tall tales told in city pubs, wordsmiths have always penned poems, ballads and novels about Dublin. When you visit, open your eyes and ears. Maybe you'll also be stirred to add another story or song to the long list inspired by Dublin.

- Landed glistening from the boat at Howth or farmed within easy reach of the city, the freshest ingredients give Dublin's chefs and restaurants an unfair advantage. But a memorable eating experience in Dublin can be a very simple one. Perfect fish and chips from Burdocks, enjoyed as the bells of Christchurch ring out. Teddy's ice cream seasoned by Dun Laoghaire's onshore breeze. Or oysters with a squeeze of lemon savoured in the snug of a classic pub. They're all made even more appetising by where they are enjoyed.

- A fair bit of Dublin has been reclaimed from the sea over the years. But we still like to get our feet wet occasionally and Dublin Bay is great for swimming, sailing and generally gallivanting. Whether it's lapping up ice cream on Dun Laoghaire pier, fossil hunting out at Malahide or catching the wind in your hair on Howth's cliff walk, it's all in easy reach.

- As the song goes, 'Dublin can be heaven, with coffee at 11 / And a stroll through Stephen's Green…'. Wonderful at 11 o'clock – but what about the rest of the day? The city has many other calming green oases worth strolling through at any time. From the famous and massive Phoenix Park to the tiny and easily missed Blessington Street Park, Dublin's parks and gardens are a tranquil contrast to the capital's urban hubbub.

- A busy capital? A source of inspiration for literary giants? A graceful Georgian showcase? A vibrant 21st century tech hub? Dublin is all of these – and so much more besides. We've had over a thousand years to prepare for your visit. So get ready for the very many surprises that Ireland's capital is waiting to spring on you….

② Intros to Dublin

- Everyone's heard of Dublin – but what do you really know about it? One thing's for certain: Ireland's capital city is still a people-sized town. Pop into a shop, café or pub and you could be in a small village anywhere in Ireland. And before long you'll be deep in conversation, swapping stories with someone like you've known them all your life.

- Sure, you get all the big city buzz and banter when you visit Dublin. But the city has a secret up its sleeve: there's a stunning contrast very close at hand. In fact, if you take a spin out of town you can soon find yourself in a serene rural wilderness. So if fresh air and untamed scenery do wonders for your wellbeing, take time to explore beyond Dublin's city centre.

- He'd had enough. So when he was just 22, James Joyce swanned off and supposedly left Dublin forever. But did you know he snuck back a couple of times? Once he even opened Ireland's first cinema in Mary Street, then took off again. But the thing is, he never really left. He was forever thinking about the place, giving out about it – and of course, writing about it. It's hard to blame him – once you've spent any time here, Dublin has you forever.

- Where's the real heart of Dublin? Is it O'Connell Street, dominated by the Spire, the GPO and Daniel O'Connell? Is it around Grafton Street with its tangle of throughfares, dotted with shops, cafes and one or two (or three or four) pubs? Or what about the high ground around Christchurch? That's where the Vikings decided they liked the view and began to build the town? Take your pick because wherever you are, you're always at the centre of things in Dublin.

- From buskers belting out tunes in Grafton Street to big-time gigs in the 3 Arena, Croke Park and the Aviva Stadium, Dublin pulses with music. Bands like U2 put the city on the international musical map. But music has always mattered in Dublin. From Handel premiering the 'Messiah' way back in 1742 to a fiddles-and-whistles traditional session in a seasoned old pub, the city happily calls for an oul' tune at any occasion.

- Whether it's a mix of Norse, Irish or English (with a bit of wherever else thrown in), Dublin's accent is unique. You'll hear it everywhere, full blast in some places and dialled down in others. It takes years of practice to pronounce it perfectly. But even after a few days here, you might start dropping the odd 'yer man' (him) or 'yer wan' (her) into your conversation without thinking. Don't be alarmed – it just means Dublin is seeping into you like it does to every other visitor.

Background images for banner & footer

The following collection of photos from Ireland's Content Pool have been approved for use on your website. The copyright has been agreed with the photographer.

These images should be used as background images in the Header and Footer of your page.

Click on the button below to go to the folder where you can browse the photos and choose the ones you want to download.

Browse Photos

We all know the voice of Dublin. It lives in our living rooms chinwagging over cups of tea, in our taxis waxing lyrical about what's wrong with the world, and in our pubs just talking for the pure enjoyment of it.

When writing copy for your marketing communications, it is important that the essence of this voice rings clear. The following give some simple principles that will help guide your messaging to ensure it truly reflects our brand and our city.

Tone of Voice – A guide to writing messaging & communication

GOOD TO KNOW

If you don't already have a account for Ireland's Content Pool **set up your free account** now for access to 1000s of images and videos.

Dublin

3 Things to See & Do in Your Area

The "We'll inspire your own Dublin story" section is all about providing the visitor with some suggestions of things they can do or places they can visit.

The intro paragraph and the businesses you list should be tailored to your area and should complement your business.

Experience all that Dublin has to offer – from the great outdoors and historic walking tours to the best places to get some culture! There's so much to see and do in Dublin...

Use the full list of things to See & Do for suggestions on what to include on your page **www.visitdublin.com/see-do**

See & Do

KEY CONSUMER INSIGHT

It's not the expected experiences on holidays that stay with us. It's the magical unexpected moments that make us feel alive and keep us coming back for more.
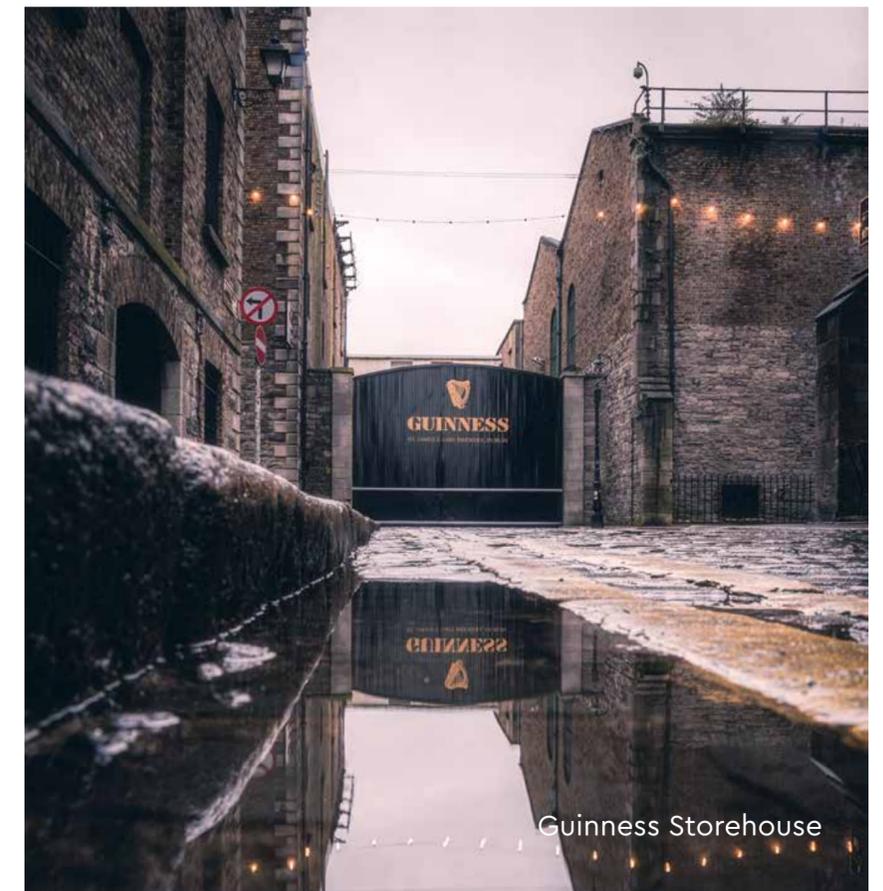

The Custom House

Museum of Literature Ireland

Guinness Storehouse

4 My Dublin Map

Using the '**My Dublin Map**' will open up a world of useful tools to help visitors to your site plan and share their ideas.

Visitors can use the pins associated to content throughout the site to build a bespoke My Dublin Map full of information about the city to help make the most of their visit. They can edit, update, print and invite friends to interact with their Pins.

www.visitdublin.com/my-dublin-map

Intro text:

- Plan it, do it, love it! Use Pins to save your ideas to this page and then print or register to save and start enjoying Dublin...

- Pin your favourites and start planning your next trip to Dublin...

- Pins let you build your personal map of Dublin favourites to help you plan your itinerary. You can edit, update, print and invite your friends to interact with your Pins.
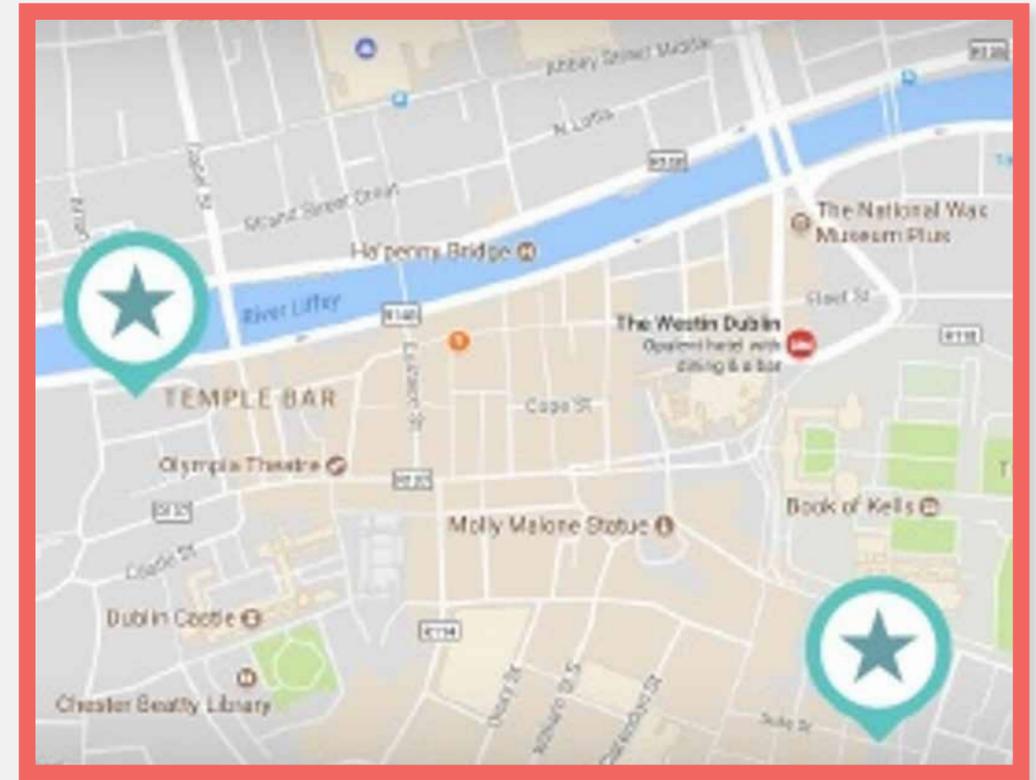
My Dublin Map

⑥ Dublin's Neighbourhoods (product areas)

Welcome to the Neighbourhood

From the centuries old markets of the Liberties to the contemporary glass structures of the Grand Canal docklands, Dublin's range of neighbourhoods and districts is wide and varied. Each has its own distinct character and identity that is unique to its locale and the people that inhabit it. The variety on offer is one of the true joys of this city.

Surprise them; engage them; tell them authentic stories that they weren't expecting to hear so they can get to know the true nature of each district.

Click on the icons for suggestions of things to See & Do for you to incorporate on your 'Explore Dublin' page.

City

- City Centre
- Docklands
- Smithfield – Liberties – Stoneybatter
- Kilmainham – Inchicore

South Coast/Mountains

- Dalkey
- Dublin Mountains
- Dún Laoghaire

North Coast

- Howth
- Malahide
- Skerries

6 Dublin's Neighbourhoods
(product areas)

Discover like a local

You will find all our tips on where to go, what to do and what not to miss **HERE**

| Family Fun in Dublin | 48 Hours in Dublin |

| 10 Great Spots to Visit in Dublin | 23 Stunning Dublin Walks and Cycles |

| LGBTQ+ Guide to Dublin | Outdoor Dining in Dublin |

| Two Day Dublin Getaway | Seven Unbeatable Dublin Views |

Harry Street

Sample Footer

Examples
Website footer

In this instance, the associations displayed are on white, and at a larger scale to the image below. In this case, the reduced logo in full colour is used.

Examples
Website footer

Note the use of the reduced negative logo in this instance, due to the dark background and very small display sizes of the footer.

This ensures the logo can remain clear and legible.

Footer (Mobile)

Footer (Desktop)
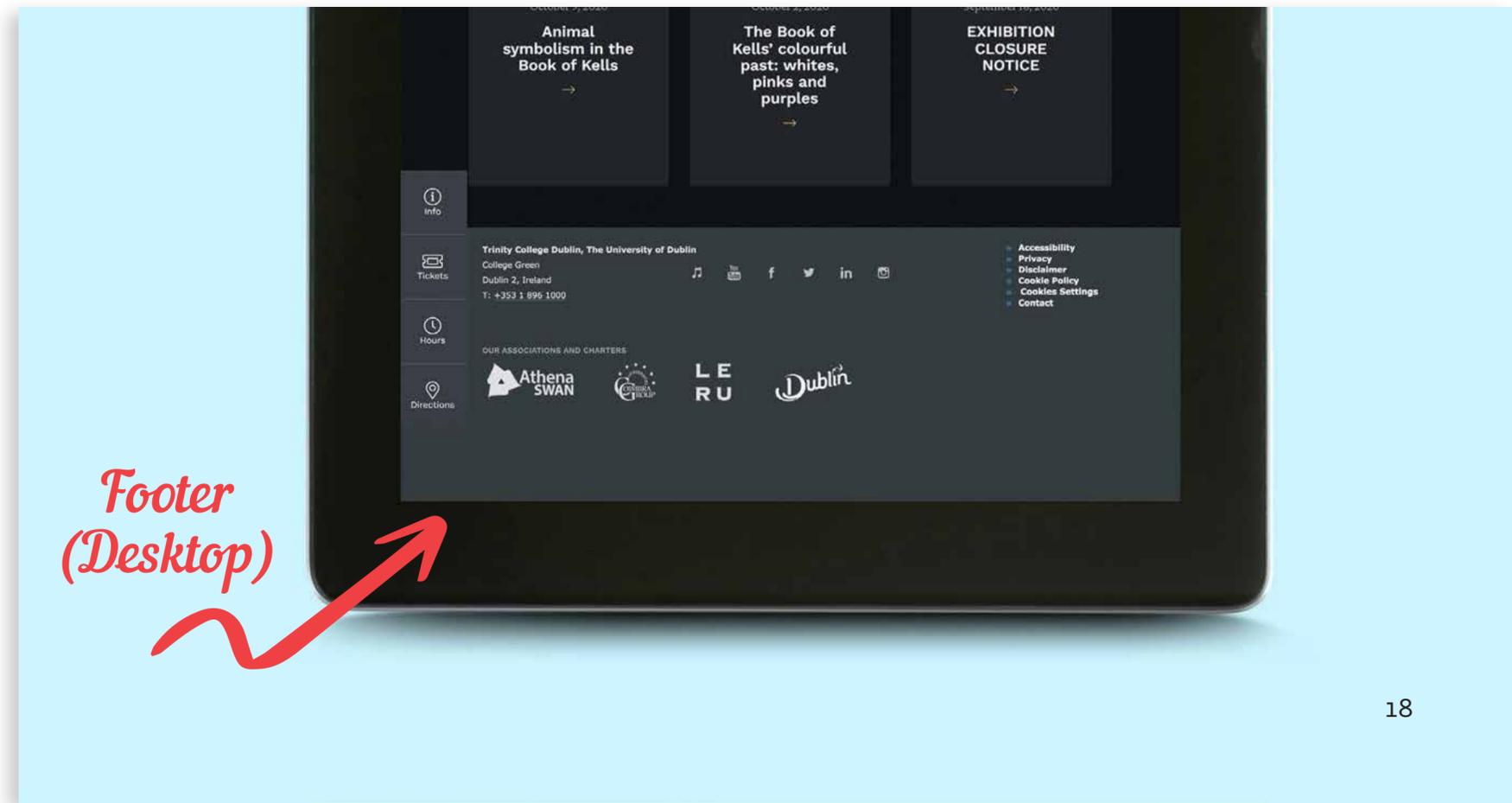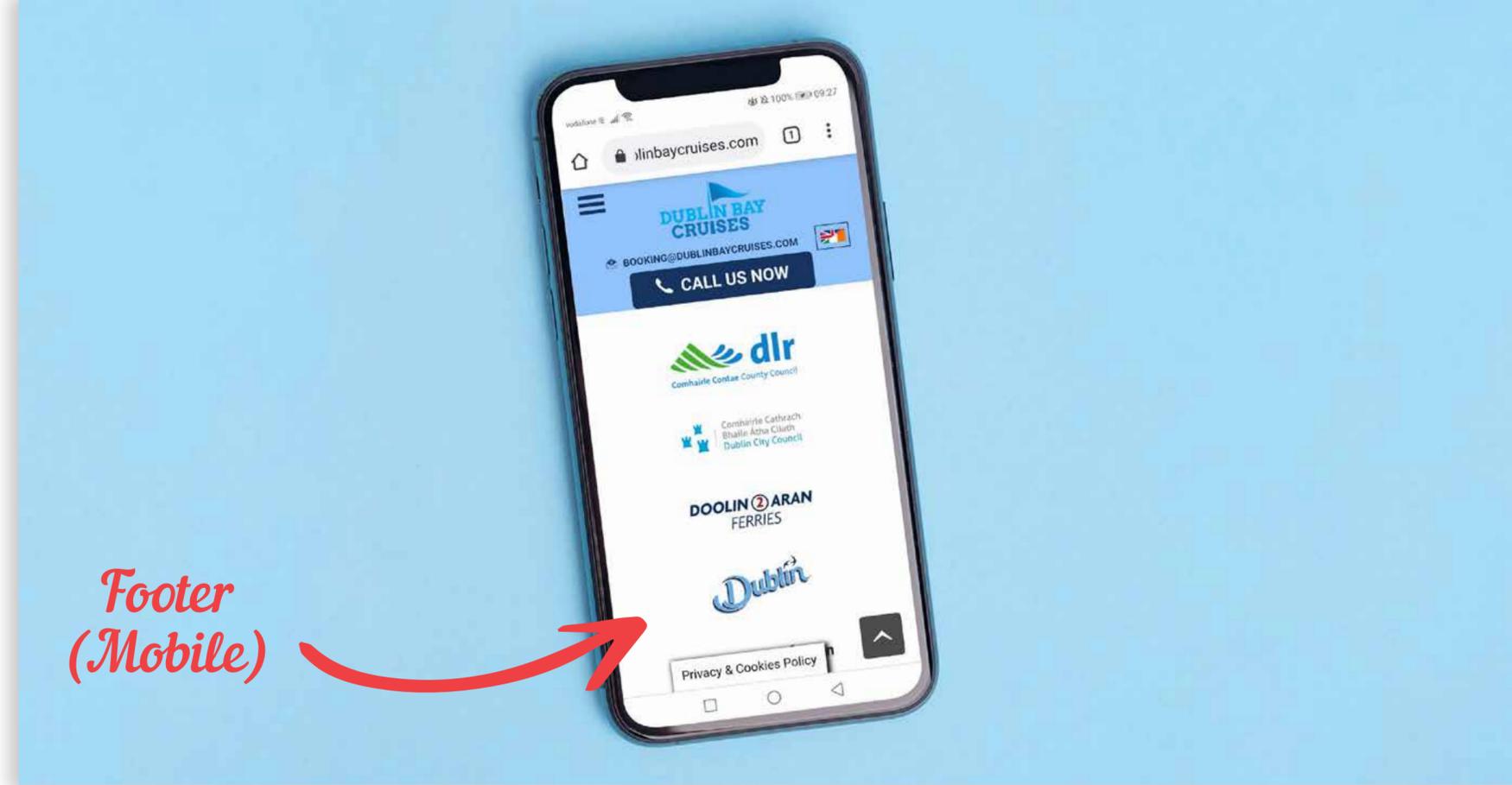
Some inspiration

This page features a selection of interesting facts about Dublin that can be used as thought-starters of jumping off points to help inspire your own stories. The facts shown here are just the tip of the iceberg.

- Dublin is over 1,000 years old and was originally a Viking settlement.

- A UNESCO City of Literature, home to the Book of Kells, birthplace of James Joyce and home to four Nobel Prize winners: William Butler Yeats, George Bernard Shaw, Samuel Beckett and Seamus Heaney, Dublin is truly an inspirational city with a literary tradition that dates back over a thousand years.

- Ten million glasses of Guinness—the famous 'black pint' from Dublin—are produced daily all over the world.

- The Choir School in St. Patrick's Cathedral was founded in 1432, sixty years before Columbus discovered America.

- The phrase 'chancing your arm' originated in St. Patrick's Cathedral, Dublin, where you had to put your hand into a hole to open the Medieval Chapter House door.

- The Irish Parliament voted itself out of existence in 1801 (when the British and Irish Governments were united in London)—the only recorded parliament in history to do so.

- The remains of St. Valentine are contained in Whitefriar Street Carmelite Church, on Aungier Street in Dublin.

- George Bernard Shaw bequeathed the royalties of his play 'Pygmalion'—better known world-wide as the musical My Fair Lady —to the National Gallery of Ireland. He is also the only person in the world to have a Nobel Prize and an Oscar, both of which he received for Pygmalion.

- The first chapter of Ulysses by James Joyce is set in the Martello Tower in Sandycove, now open to the public as the James Joyce Museum.

- Handel first publicly performed Messiah in Dublin on April 13th 1742—in a music hall on Fishamble Street with 26 boys and 5 men from St Patrick's Cathedral and Christ Church Cathedral choirs taking part in the production. He nearly didn't have enough musicians to pull it off because the dean of St. Patrick's Cathedral in Dublin (the famed author of Gulliver's Travels, Jonathan Swift) at first refused to allow his choristers to perform music set to sacred text in a secular setting of a public music hall. Lucky for Handel he later relented. The chair Handel sat on when he first played the Messiah is on display in The Writers Museum in Dublin.

- Kavanagh's pub in Glasnevin (also known as the Gravediggers) has been run by the same family since 1833. The pub gains its nickname from its location next to Glasnevin graveyard, where the gravediggers used to knock on the back wall of the pub to ask for a pint which would then be served through a hole in the wall linking the pub and the graveyard.

- Abraham "Bram" Stoker who wrote the famous novel Dracula, was born in 1847 in Clontarf, a suburb of Dublin. The title of the book is said to come from the Irish words droch-fhoula (pronounced "droc-ola") which means "bad blood".

- Dublin has two different names in the Irish Language. Dublin is derived from the Old Irish Gaelic " Dubh Linn", which has its literal meaning "Black Pool". The Dubh Linn was used by the Vikings to moor their trade ships. Dublin is also called "Baile Atha Cliath" in Gaelic, meaning "town of the hurdled ford and dates back to the 9th century.

- In December 1759, Arthur Guinness signed a 9,000 year lease at a rent of 45 for the Guinness Brewery.

- Dublin has five Georgian Squares: Parnell, Mountjoy, Merrion, Fitzwilliam and St Stephens Green.

- Dublin has a total of 14 Martello Towers dotting its coastline. They were originally built to withstand a Napoleonic invasion which actually never happened!

- The Dean of St Patricks Cathedral was Jonathan Swift, author of Gulliver's Travels.

- Dublin's O'Connell Bridge was originally made of rope and could only carry one man and a donkey at a time. It was replaced with a wooden structure in 1801. The current concrete bridge was built in 1863 and it is the only traffic bridge in Europe which is wider than it is long.

- Croke Park's Hill 16 was constructed from the rubble left in Sackville Street (now O'Connell Street) after the 1916 Rising. Croke Park is the 4th largest sports stadium in Europe with a capacity of 82,500!

- Dublin's Ha'Penny Bridge is thus called because pedestrians had to pay a half penny toll to walk over it.

- Malahide Castle is said to be haunted by eight different ghosts. On the morning of the Battle of the Boyne in 1690, 14 members of the Talbot family breakfasted together in the Great Hall. All 14 were dead by nightfall!

- The Temple Bar area is so called because it housed the first Jewish temple built in Ireland. The word 'bar' refers to the refusal of Catholics to allow the Jewish community to enter any of the adjoining commercial premises.

Thank you

© Fáilte Ireland

Fáilte Ireland
National Tourism Development Authority

Dublin
Surprising
by Nature