

Ireland's Hidden Heartlands


Brand Workshop



Where to start with the brand

1


Request the logo

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In this section

- [Ireland's Hidden Heartlands for kids](#)
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Master Plan for the Shannon 2020-2030




The Shannon Tourism Masterplan sets out a bold and integrated framework for sustainable tourism development along the Shannon and Shannon Erne Waterway repositioning the region as a key tourism destination.

[Learn more](#)

Ireland's Hidden Heartlands


There's an infinite variety of things to do for all ages along the length of the River Shannon and the Beara Breifne Way – and you can use our brand toolkit, logo, tourism master plan and food and drink strategy to convey this to your audience.


Fáilte Ireland has developed a clearly-defined programme for Ireland's Hidden Heartlands. Our brand is centred around rural communities and their lifestyles, as well as the many spaces for adventure and relaxation in this region. These guidelines and assets will help you attract visitors 'off the beaten track' and create an internationally compelling visitor experience.



Browse this toolkit to find tips on integrating the Ireland's Hidden Heartlands brand into your communications.


[Download the brand guidelines \[pdf, 236kb\]](#)





Submit a request for a high-res logo and begin adding Ireland's Hidden Heartlands to your communications.


[Request the Ireland's Hidden Heartlands logo](#)



Where to start with the brand

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Download the brand toolkit

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How to engage with the brand and maximise brand opportunities



Create or update your Business Listing under Marketing so that your discoverireland.ie presence aligns with our campaigns. You can update your image and experience description on our manage your listings page.



How to engage with the brand and maximise brand opportunities



Avail of Ireland's Content Pool under Marketing- a fantastic resource giving you access to 1,000's of videos & photos that can be used. Be creative with this content and create posts that are relevant to your business/county!

Help others to leverage destination images and upload your imagery and video to Ireland's Content Pool



How to engage with the brand and maximise brand opportunities



Register your events on our Events page under Marketing to promote it on Fáilte Ireland's Consumer Websites



How to engage with the brand and maximise brand opportunities



Visit our business supports hub

Download our Keep Discovering Marketing Toolkits

Welcome to your Keep Discovering Marketing Toolkit

Free marketing tools, templates, helpful guides and curated images to help you attract more visitors with the Keep Discovering Campaign.

Shoulder Season Toolkit



40+ Keep Discovering social assets
Access to autumn and winter imagery
Expert advice to showcase your business and convert more visitors

Sales Campaign Support



Practical help & advice to drive domestic sales
Step-by-step guide on how to get involved
10 million consumer reach

Keep Discovering Toolkit



30+ free social media sharables
Easy access to social campaign videos
100s of images to supercharge your marketing

Resources on creating compelling content

Creating compelling content

Our 'Creating compelling content' video suite and supporting top tips advises on how to create high-quality, inspiring imagery and video with nothing more than a good camera phone and some know-how, you can capture incredibly engaging and inspiring imagery and video content media platforms that will drive business to you.

Video Resources



Video 1: Imagery that engages and sells [domestic] (17:02)



Video 2: Video content that engages and sells [domestic] (13:06)

How to engage with the brand and maximise brand opportunities



Register on our trade portal

Trade Events

Review our Trade Events
Calendar and Manage Event
Participation

QUALITY ASSURANCE

ENTERPRISE SUPPORTS

OPPORTUNITIES

FUNDING

BUSINESS PROFILE

How to engage with the brand and maximise brand opportunities



Keep up to date with **Consumer Sentiment** – Monthly updates available on failteireland.ie

The screenshot displays the Fáilte Ireland website's 'Research' section. The navigation menu includes 'Regional Experience Brands', 'Development', 'Research', 'Funding', 'Quality Assurance', and 'Marketing'. The 'Research' section is highlighted with a yellow box. Below the navigation, the breadcrumb trail reads 'You are here: Home > Research > Consumer sentiment reports'. The main content area features a 'Browse all research categories' sidebar with options like 'Consumer sentiment reports', 'Tourism facts and figures', 'Economic analysis', 'Accommodation facts and figures', 'Activities and attractions', 'Regional facts and figures', 'Fáilte Focus', and 'Open data'. The 'Consumer Sentiment Reports' category is highlighted with a yellow box. The main content area shows a 'Research and insights' section with the text 'Keep up-to-date on research and statistics from the Irish tourism industry.' Below this, there are three featured cards: 'Consumer Sentiment Reports' (highlighted with a yellow box), 'Facts and Figures', and 'Fáilte Focus'. The 'Consumer Sentiment Reports' card includes a sub-header 'Consumer Sentiment Reports', a description 'Read the latest Consumer Insights reports and learn more about customer behaviour', and a 'View consumer sentiment reports' button. The 'Facts and Figures' card includes a sub-header 'Facts and Figures', a description 'Get the latest on tourism performance in Ireland and learn more about industry trends', and a 'View tourism facts and figures' button. The 'Fáilte Focus' card includes a sub-header 'Fáilte Focus' and a description 'Find out more about consumer's domestic trip intentions, popular destinations and how time and distance travelled are key elements influencing destination choice...'. The 'Consumer Sentiment Reports' card also features a 'Consumer sentiment reports' sub-header, an 'RSS Feed' icon, and a list of reports: 'September 2021: CP&I - Consumer Update', 'July 2021: CP&I - Consumer Update', 'June 2021: CP&I - Consumer Update', and 'April 2021: CP&I - Consumer Update'. Each report includes a brief description and a small chart. The 'Contact Us' button is visible in the bottom right corner.

How to engage with the brand and maximise brand opportunities



Incorporate logo and destination into your website.

VISIT US IN TUAMGRANEY

Our studio and workshop in the village of Tuamgraney is open for visits and we would be delighted to welcome you here to meet us and our talented team. Come and learn how we bring our unique designs from concept to handfinished pieces.

[CHECK OUT OUR TOURS](#)



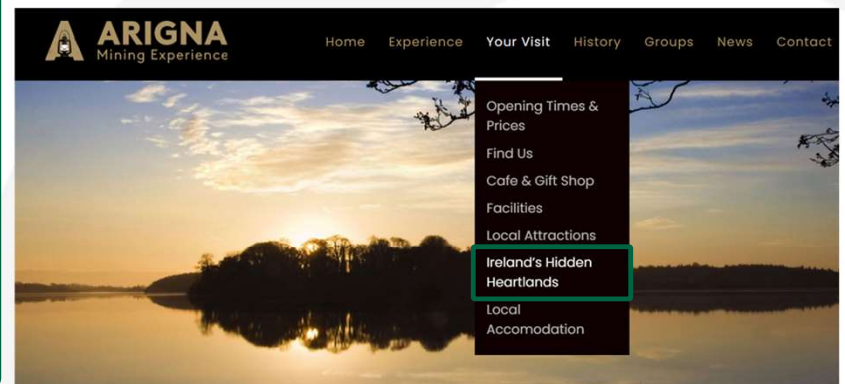
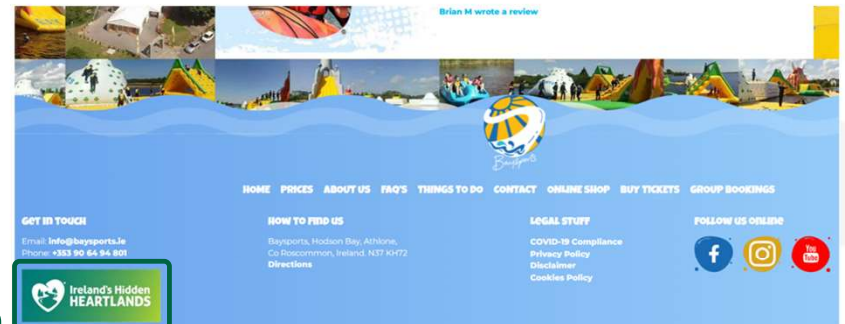
*Make a break for
Ireland's Hidden Heartlands.*



EXPERIENCE IRELAND'S HIDDEN HEARTLANDS, A BEAUTIFULLY UNSPOILED PART OF IRELAND WHERE LIFE MOVES AT ITS OWN PACE.

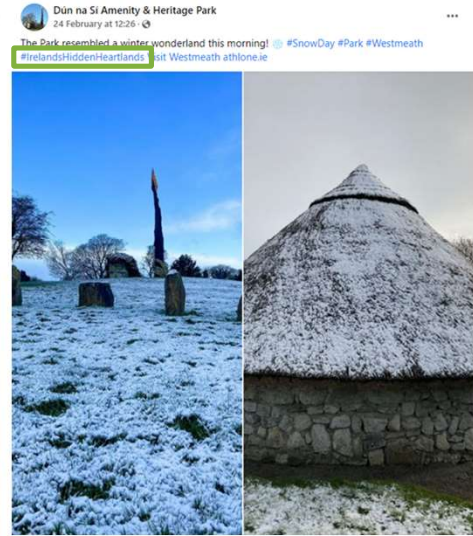
Listen to the ebb and flow of trickling streams, kayak across wonderful waterways and explore magical forest trails and trails. Meander across expansive boglands, majestic mountains and open valleys. Visit the riverside towns and villages dotted throughout this enchanting region. Make sure to stop and soak up the peaceful atmosphere, there's nowhere quite like it.

[FIND OUT MORE](#)



Top Tips To Engage the Brand

Use Brand Experience **hashtags** and relevant campaign hashtags in all social media and online activity relevant to your county. **#KeepDiscovering** **#Irelandshiddenheartlands**



Top Tips To Engage the Brand



Share content published by Discover Ireland and Ireland's Hidden Heartlands that is relevant to your business/county.

Follow Us! Tag or mention Ireland's Hidden Heartlands and/or @Discover Ireland in all social media posts and conversations relevant to your county.

Discover Ireland @DiscoverIreland · Mar 10
How's this for a perfect dream island getaway?
📍 McDermott Castle, County Roscommon



🗨️ 2 🔄 32 ❤️ 175 📤

Discover Ireland @DiscoverIreland · Mar 11
Kick up your feet and enjoy a bit of r and r at Guinness Lake... is it just us or is it starting to feel like spring? 🍀



🗨️ 🔄 19 ❤️ 168 📤

Ireland's Hidden Heartlands 24 February at 12:00
Take a walking tour of Athlone and along the banks of the River Shannon 📖 Learn about the history of the iconic Church of Saints Peter & Paul before heading into @seansbar, said to be Ireland's oldest pub 🍷
Find out more here 📄 <https://bit.ly/345BynL>
📸 mark_mcguire_photography [IG]
#... See more



👍 14 🗨️ 3 📤 2
👍 Like 🗨️ Comment 📤 Share

How to engage with the brand and maximise brand opportunities



Share your content with us! If you have a unique or quirky story to tell please let us know so that we can amplify it through our Regional Experience Brand Channels.


Search Discover Ireland on [Giphy.com](https://www.giphy.com) for Ireland's Hidden Heartlands & Keep Discovering brand stickers to be used on Instagram Stories.

Utilise User Generated Content. Leverage authentic brand advocates for your business.

How to engage with the brand and maximise brand opportunities



Bundle Your Offers. Cross Promote by partnering with Local Businesses to create Experiences relevant to the campaign. Create your own Campaign Landing Page or create a tailored offer



Signature assets

2BB1D with Tour of Arigna Mines + The Shed Distillery


[VIEW DETAILS](#)

From **€364.00**
total stay

2 night minimum stay

ATHLONE WHISKEY TOURS

TOURS ABOUT FAQ'S CONTACT CART (0)



WHISKEY CRUISE - GROUP BOOKINGS 15+

€39.50

Many islands on Lough Ree were once inhabited by monks and their whiskey treasures. In fact one of the world's earliest documented account of 'Uisce Beatha' was recorded here in the Midlands in the Annals of Clonmacnoise in 1405.

On arrival, you will enjoy a delicious Whiskey Cocktail. While we will sail north up to Lough Ree, you will fully discover the centuries-old tradition of whiskey production in the Midlands and compare three contrasting local Whiskeys with some food pairings, to discern their unique characteristics.

The tour offers a truly unique and memorable experience! Come and join us and uncover the secrets behind some of our local whiskey brands and why the angles always get their share in Ireland's Hidden Heartlands!

Come and discover the fascinating whiskey history of Athlone, while you journey through a unique selection of Irish whiskeys from the Midland's region! The tour is run in partnership with Viking Tours Ireland in Athlone.

The whiskey cruise is available to book as a group activity and can be booked in advance for groups of 15+. Should you wish to organise a cruise for less than 15, this

How to engage Tourism Ireland and reach the international market



Have a
story to
tell??

The screenshot shows the Tourism Ireland website interface. At the top left is the 'Tourism Ireland' logo with the tagline 'Marketing the island of Ireland overseas'. To the right of the logo are navigation links: 'Opportunities', 'How We Can Help', 'Overseas Markets', and 'Events Calendar'. A green 'Register' button and social media icons for Twitter and YouTube are also visible. The main heading is 'Industry Opportunities' in large white text. Below this is a sub-heading: 'Discover opportunities with Tourism Ireland to help you promote your tourism business overseas.' At the bottom of the main section are three dropdown menus: 'What market interests you', 'What activity interests you', and 'What is your business', followed by a green 'Find opportunities' button. Below the main content area are three promotional banners: 'St Patrick's Day 2022 A toolkit for', 'Green Button Campaign', and 'Industry Market Access Programme III'.

How to engage Tourism Ireland and reach the international market



Share your content for social

A screenshot of the Tourism Ireland website. The top navigation bar includes links for 'Opportunities', 'How We Can Help', 'Overseas Markets', and 'Events Calendar', along with a 'Register' button and social media icons for Twitter and YouTube. The main content area has a dark purple background with the heading 'Industry Opportunities' in white. Below the heading is the text 'Discover opportunities with Tourism Ireland to help you promote your tourism business overseas.' At the bottom left of this section is the text 'Social media' and an Instagram icon. The bottom of the screenshot shows a sunset or sunrise over a landscape.

How to engage Tourism Ireland and reach the international market



Keep up to date with the **latest trends** and sign up to our corporate e-zine

A screenshot of the Tourism Ireland corporate website. At the top, a blue banner contains the text: 'This is Tourism Ireland's corporate website. If you are looking for information about holidays on the island of Ireland, please visit ireland.com.' Below this is the Tourism Ireland logo and a navigation menu with links for 'About Us', 'Marketing', 'Research', 'Press Releases', and 'Industry Opportunities'. A search bar and social media icons for Twitter, LinkedIn, and YouTube are also present. The main content area features a large image of a coastal landscape with the text 'Welcome to Tourism Ireland'. To the right of this image is a 'What's New' section with a headline: 'Ireland takes to the stage with Riverdance in the United States and Canada' and a 'Read more >' link. Below this is a 'Latest Press Releases' section with a large image of three people in front of a golf course backdrop. To the right of this image are two press release entries: one dated '10 Mar 2022' titled 'Behind-the-scenes film of Vikings: Valhalla showcases Ireland' and another dated '03 Mar 2022' titled 'Tourism Ireland unveils 2022 marketing plans in New York'.

What's next?



Visit [Fáilte Ireland - Ireland's Hidden Heartlands | Fáilte Ireland](#) which will be regularly updated with relevant information and marketing collateral for your use.

Reach out to your officer with any questions:



Thank you

