

Find yourself on a short break

Industry Toolkit

How to leverage this
national tourism campaign
for your business.

Inside your Toolkit

- ✓ How to get started
- ✓ Easy to use assets
- ✓ Top tips to action





Be part of a campaign that inspires domestic audiences and drives tourism demand.

Fáilte Ireland's Find Yourself on a Short Break campaign puts rejuvenation at its heart.

When life gets hectic, people crave simple moments that help them reset and reconnect.

The campaign encourages us to take the short break we need – reminding us that real rejuvenation is often just a short journey away.

For tourism businesses, this creates a strong opportunity to highlight the unique, restorative experiences Ireland offers – great local food, welcoming stays, outdoor escapes, and memorable local moments that help visitors feel renewed.

Find yourself on a short break

A campaign rooted in a
simple, universal need:
rejuvenation.

Small shifts in life can have a big effect.
The feeling of waking up
somewhere different.

Looking out on a new landscape.
Moving your body.
Breathing fresh air.
Laughing with friends.

Tasting something
you've never eaten before.
Having a moment
that's genuinely yours.

It's the quickest, simplest way
to refill the tank.

This campaign highlights how stepping away for just a couple of days reminds you how it feels to clear your mind, restore your energy, and experience the simple joy of time away in Ireland.



Get Started!

Our message is strongest when we deliver it together. By aligning your business with this national tourism campaign, you can tap into greater reach and stronger visibility.

This toolkit provides ready-to-use resources and practical ways to get involved, making it easy for you to amplify your business and maximise the impact of your activity.

1. Use the regional campaign logo

The Find Yourself on a Short Break regional campaign logo has been developed exclusively for use by you, our industry partners, across your own communications and marketing assets.

When you use this campaign logo in your domestic marketing it will strengthen recognition, build collective impact and will reinforce the shared theme of rejuvenation.

[Download Dublin regional campaign logos here](#)

[Download Ireland's Hidden Heartlands regional campaign logos here](#)

[Download Ireland's Ancient East regional campaign logos here](#)

[Download Wild Atlantic Way regional campaign logos here](#)



Irish language versions are also available to download.

Our regional logo suite

We have a full suite of regional campaign logos, each with tailored messaging to suit different businesses and product offerings. Select and use the versions designed for your region to help bring the campaign to life in a way that feels authentic to your business and resonates for your audience.



Regional campaign logos dos and don'ts

To protect the integrity of the regional campaign logo follow this quick guide:

- ✓ Do apply the logo to clean areas or imagery with sufficient clear space
- ✗ Don't place the regional campaign logo over busy images
- ✗ Don't change the regional campaign logo colours
- ✗ Don't alter the regional campaign logo's proportions
- ✗ Don't stretch or squeeze the regional campaign logo
- ✗ Don't add effects to the regional campaign logo such as drop-shadows or glow effects



Apply the logo to clean areas of image only



Don't place the logo over busy imagery



Don't change the colours of the logo



Don't change the proportion of the logo



Don't stretch or squeeze the logo



Don't add effects to the logo

Tips on language

Language has the power to inspire, captivate and create deep emotional connection. Our words should place people in the moment and let them experience the rejuvenation it brings.

Avoid being too literal:

Don't say 'Find yourself climbing'

Do say 'Find yourself on top of things'

Don't say 'Find yourself in the city'

Do say 'Find yourself in your element'

Remember –
when writing your
own content and
headlines, always
prioritise:

- ✓ **FEELING**
over location
- ✓ **FEELING**
over activity
- ✓ **FEELING**
over stating
the obvious

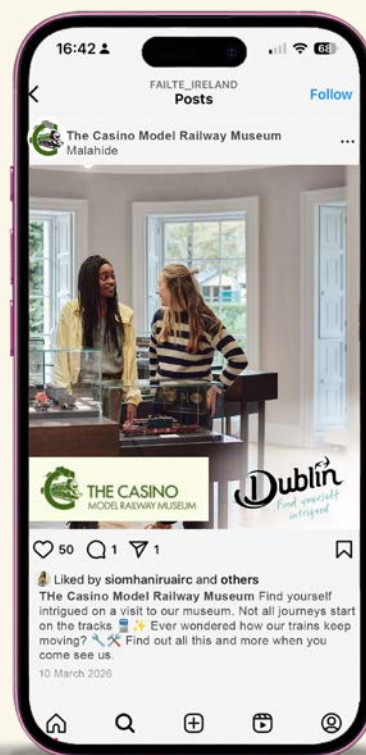
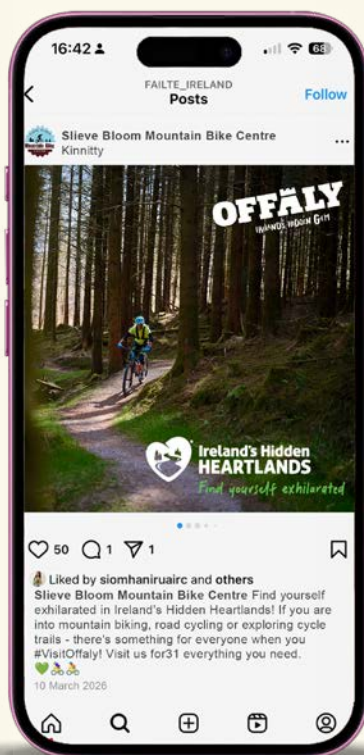
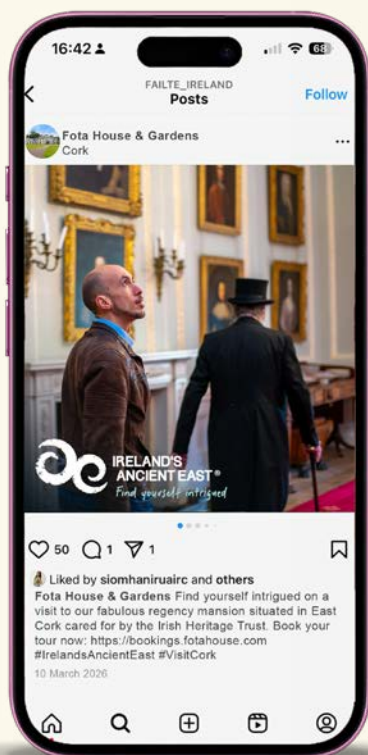
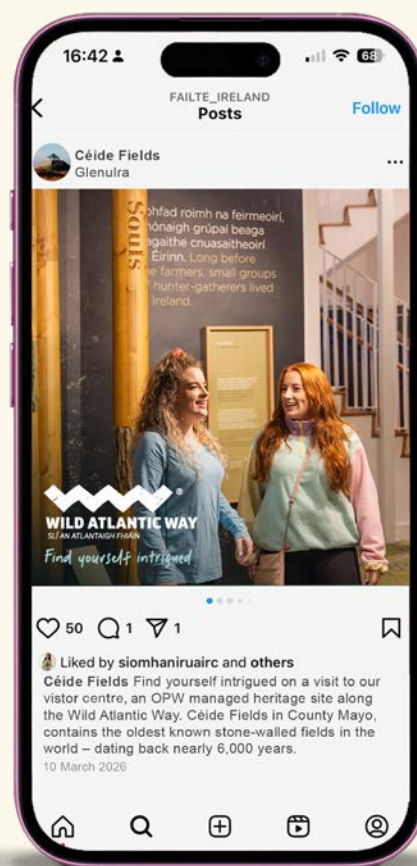
Find yourself
on a short break

How it all comes together

Regional campaign logos may be used across your website, social channels, and promotional materials to align your business with the national campaign, while maintaining your own brand presence. Here are some examples of local businesses implementing the logos across social.

How we show up on social:

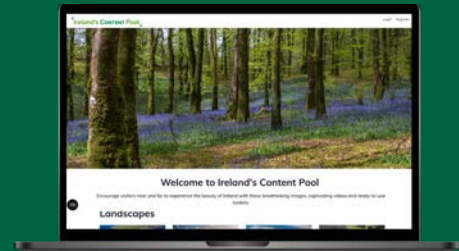
Position the logo in the bottom-left or bottom-right corner, ensuring strong contrast with the background for clear visibility and brand consistency.



2. Bring your story to life with imagery

Visit [Ireland's content pool.com](https://irelandscontentpool.com) to source free-to-use imagery and video to promote your business.

Below we share some tips to help you capture your own imagery that would align to the campaign.



[Take me to Ireland's Content Pool](https://irelandscontentpool.com)

1 Choose moments that feel real

Use images that feel candid and authentic—people laughing freely, discovering something new, pausing to take in the view, or simply savouring the moment. These genuine, everyday scenes make it easier for audiences to picture themselves right there in the experience.



2 Draw on Ireland's natural textures and distinctive atmosphere

Ireland's landscapes, weather, and cosy corners add character. Think soft light, sea spray, greenery or colourful streets. These details help create the calm, rejuvenating feeling at the heart of the campaign.



3 Keep things simple and natural

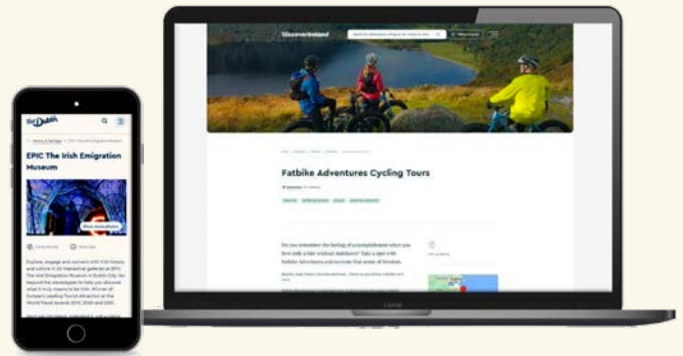
Use natural light wherever possible to keep images feeling warm, honest, and true to the moment. Avoid heavy filters, excessive retouching, or overly polished finishes that can make photos feel staged or artificial.



4. List your business

Your **Discoverireland.ie** or **Visitdublin.com** business listing is a great way to showcase your business to a wide audience of potential visitors. Together these websites attract over 4 million visitors each year, making them a powerful platform to be present on.

Make sure the information you include is accurate and relevant, and choose the best images to promote your business. The more informative your listing, the more potential visitors can start to understand why your business should be top of their list of places to visit and experience.



[Click here to update your business listing](#)



Top tips for creating and updating your business listing:



- ✓ Have an engaging description of your business
- ✓ Have a high-quality image ready to upload (landscape, not portrait)
- ✓ Have contact details and website address
- ✓ Update current opening hours
- ✓ Update your listing if your product offering changes seasonally

Quick tips to get started



1. Use the regional campaign logo

Add the regional campaign logo to your website and social channels to align your business to the national campaign and drive recognition.

2. Use Ireland's Content Pool

Take advantage of Ireland's Content Pool a free resource, packed with thousands of ready-to-use, high-quality images. Use the guidance provided to search or produce photography that aligns your business with the wider national campaign.

3. Update your business listings

Review and update your listings on **discoverireland.ie** and **visitdublin.com** with accurate details, seasonal information, and compelling copy.

4. Show up on social

Boost your business reach on social media by sharing content on your channels and tagging the relevant handles
@discoverireland.ie **@visitdublin**
@thewildatlanticway **@irelandsancienteast**
@irelandshiddenheartlands

Contact Us

Our regional experience brand teams are here to help you.
Get in touch with your relevant regional team if you have specific questions.



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Find Yourself on a Short Break Industry Assets – Our Terms and Conditions of Use

By using our Find Yourself on a Short Break regional campaign logos, you are agreeing to our 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 Find Yourself on a Short Break Industry Toolkit. The assets may be used in print and digital marketing materials, provided they follow the guidelines outlined in this Toolkit. The assets may not be used in signage, vehicular branding or packaging or merchandising of any kind including clothing and uniforms. Fáilte Ireland (who are the owners of these assets) reserves the right to withdraw the use of the assets from any ineligible business or a business that is using the assets in an inappropriate manner.