



**Fáilte
Ireland**

Digital Toolkit

**Consumer Websites
and Social Media**



**Discover
Ireland.ie**

Visit **Dublin**

Our Digital Toolkit



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Overview

DiscoverIreland.ie is the trusted source of the best things to see and do on holidays in Ireland, focused on driving referrals to our partners' business websites and booking engines. For those visiting the capital, VisitDublin.com is packed with information on Ireland's largest city. It provides all the necessary knowledge for visitors to Dublin and those arriving in Ireland.

This guide outlines how your business can be a part of our marketing activity at home and abroad:

Get listed online

Get your business or event listed on our consumer websites and be part of Fáilte Ireland's marketing activity at home and Tourism Ireland's marketing activity internationally.

There's no charge for having a business or festival/event listing on our consumer websites and your listing has the potential to reach millions of visitors every year.

The processes involved in getting your businesses online could not be simpler. Just follow the steps below:

Business listing

Add or update your business information through the Get Listed form. Your business listing will then feature on our consumer sites. Our dedicated website team can assist you through the process of getting your business online. Click the links below to claim or update your listing.

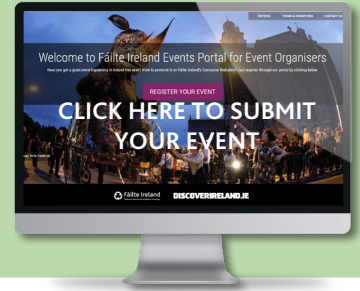
1. [Get listed](#)
2. Update your current [listing](#)



Festivals and Events

Ensure your event or festival receives nationwide and international exposure. If you have confirmed dates and details, you can submit events happening later this year and into next year for promotion. Submit your event [here](#).

Moderation and processing a listing takes approximately 5-7 working days before your listing is published online, but our dedicated team will be with you every step of the way, from the creation to the updating of your listing or event.



Using the right imagery to tell your story

Make sure to catch the audience's eye with the perfect picture. According to [Google research](#) the right picture can help drive more traffic to your business: "Businesses with photos are more likely to receive requests for driving directions to their location, as well as clicks through to their websites, than businesses that don't have photos." Inspiring imagery of your business has a large influence on whether a visitor spends time on your site and follows through with a booking.

Where will your listings appear?

The information you provide has the potential to reach over 24 million visitors globally through [DiscoverIreland.ie](#), [VisitDublin.com](#), as well as overseas visitors through [Ireland.com](#)

Discover Ireland.ie

DiscoverIreland.ie

Target Audience:

Domestic, Northern Ireland Visitors and international Visitors while in Ireland

DiscoverIreland.ie is the trusted source for high-quality information on the best things to see and do in Ireland for domestic visitors.

This website uniquely benefits your business by promoting destinations, showcasing the authentic local gems and off the beaten track experiences, as well as popular attractions.

A key industry objective for this site is driving referrals straight to your own website and encouraging visitors to 'Book Now'.

Visit Dublin

VisitDublin.com

Target Audience:

Domestic & International Visitors

VisitDublin.com is Dublin's official tourism information website providing comprehensive information to inspire holidaymakers to visit Ireland's vibrant capital city, assist with trip planning and offer the most up to date and relevant information to them during their stay.

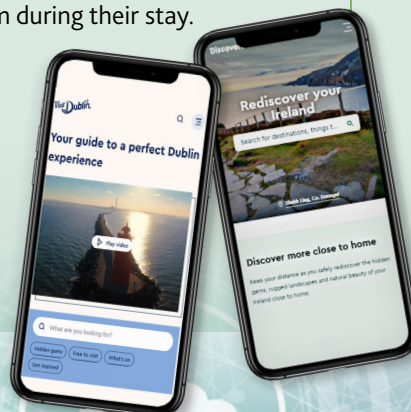
Ireland.com

Ireland.com

Target Audience:

International Visitors

Managed and operated by our sister agency Tourism Ireland, our database feeds the business and event listings on the Ireland.com international suite of websites which have 20+ million visits a year.



For further information go to [failteireland.ie](#)




















Follow us and connect on Social Media

Discover Ireland and Visit Dublin's social channels are the primary broadcast channels for all Fáilte Ireland's domestic marketing campaigns, focused on building awareness of the best things to do and see throughout the country. Engagement with our regional brand experience channels is higher than industry averages meaning people are more likely to like, comment and share with their own groups. Speak directly with our communities looking for suggestions of the local hidden gems and best things to see and do across Ireland.

Leverage our brand social channels through tagging or hashtags to be part of the conversation when visitors are planning their holidays or on holiday.

Tag **#DiscoverIreland** and the relevant regional hashtags to increase reach and ensure your business or festival/ event is part of the conversation.

Discover Ireland and our brands' social channels

Discover Ireland ireland.ie	WILD ATLANTIC WAY <small>SEI AN ATLANTRIGH PHAID</small>	IRELAND'S ANCIENT EAST <small>Blasair Through Time</small>	Ireland's Hidden HEARTLANDS	Dublin
				
				
				
				
				
#DiscoverIreland	#WildAtlanticWay	#IrelandsAncientEast	#IrelandsHiddenHeartlands	#LoveDublin

More Ways to Strengthen Digital Impact of your Business

Link to [Discoverireland.ie](https://discoverireland.ie) or [VisitDublin.com](https://visitdublin.com) from your website or social channels

Ensure that you put a link from your site to [Discoverireland.ie](https://discoverireland.ie) or [VisitDublin.com](https://visitdublin.com).

Key advantages of doing this:

- You can provide your visitors with up-to-date information on everything your destination has to offer in just 1 click.
- These links are also viewed by Google and other major search engines as endorsements for a specific page. Pages with a high number of backlinks tend to have high organic search engine rankings.

Boost sales with social media

Learn more about the benefits of key social media channels for hospitality and tourism and how platforms like Instagram can be a powerful sales tool. Get your top tips [here](#).

Ireland's Content Pool

Ireland's Content Pool is a joint initiative between **Fáilte Ireland**, Tourism Ireland and Tourism Northern Ireland. It is a centralised online library of free promotional images, video and other marketing assets. There are over 35,000 assets on the platform for you to use in your own marketing and promotional activities.

For further information go to failteireland.ie

Meet the Marketing Toolbox

Find all our marketing toolkits in one place, download social shareables and editable frames to promote your business online, search by social platform, and get tips on how to leverage Fáilte Ireland's campaigns. Find all your marketing resources [here](#).

Help visitors find you on Google

To get further exposure for your business, use Google My Business for free. This allows you to manage how your business information appears across Google, including Search and Maps.

Before starting the verification process, create or claim a Google My Business listing. Make sure your business information is accurate and that only you, the business owner, has access to it by verifying your business.

There are several verification types depending on the type of business listing you manage. Full details can be found [here](#).

Access more business supports

Fáilte Ireland has created a range of supports in consultation with the industry experts to provide guidance for tourism businesses. Check out Fáilte Ireland's [Business Supports Hub](#) for further resources and information.



For further information go to failteireland.ie



An tÚdarás Náisiúnta
Forbartha Turasóireachta
National Tourism
Development Authority

