



**IRELAND'S
ANCIENT EAST**

What is Ireland's Ancient East?

Fáilte Ireland has developed an umbrella destination brand that offers visitors a compelling, motivating reason to visit the East of the Country. This umbrella brand is called Ireland's Ancient East and will ensure that the area is presented in a cohesive and unified manner. It is the key emotional pull and is the reason visitors will travel to this part of the country.



What is the brand positioning?

IRELAND'S ANCIENT EAST - YOUR OWN IMMERSIVE JOURNEY OF
DISCOVERY OF 5,000 YEARS OF EUROPE'S HISTORY

Your journey of discovery in this relaxing, off the beaten track, lush beautiful landscape, that attracted warring settlers for millennia, will be made awe inspiring by stories from the best story tellers in the world.

What is the brand proposition?

For the Culturally Curious, who love to peel back the layers of time, Ireland's Ancient East is a wonderful opportunity to experience 5000 years of European history in a compact area. Get off the beaten track to see, hear, touch and feel the imprints of the millennia of settlers in this land. Ancient Man, Early Christians, Medieval Lords, Colonial Settlers and their descendants have all been seduced by these most lush, green and fertile lands. Hear for yourself their stories. Take your time to discover it all – the Stone Age art, the monasteries, the castles and fortresses.

There's an engaging authenticity to life in the local, bustling towns and villages. Take in a festival; try local fresh produce or tasty local specialties, many of which trace their roots to ancient times. Drive leafy roads through lush rolling valleys. Explore meandering rivers or the mountains that once protected the original inhabitants.

You will leave not only refreshed but illuminated by these many ancient wonders and the stories of how they came to this rich land and how Irish life today has been shaped by their immensely powerful influence.

What are the main themes?

The Ireland's Ancient East brand is supported by 4 distinct thematic pillars. These four pillars are based on certain themes within Ancient Irish History; they are Ancient Ireland, Early Christian Ireland, Medieval Ireland and Anglo Ireland.

These thematic pillars are what make up Ireland's Ancient East. They are placeholders for our stories. They are the reasons to believe in the brand and how the consumer will experience the brand. They also show the variety and diversity that is on offer in this region as visitors will consume a number of these pillars in any one area.

Four Themes of Ireland's Ancient East

Ireland's Ancient East

ANCIENT IRELAND
The Dawn of Civilisation

EARLY CHRISTIAN IRELAND
The Golden Age of Monastic
Pioneers

MEDIEVAL IRELAND
From Raiders to Settlers

ANGLO IRELAND
Land, Life and Liberty



ANCIENT IRELAND

The Dawn of Civilisation

Get up close to the stones and stories of Ireland's prehistoric past. Hear tales of druids and mythical warriors told by locals in a magical and inspiring way.

Feel the ancient past as it echoes in the lives of the vibrant towns and villages of this lush landscape, especially at festivals and events.



EARLY CHRISTIAN IRELAND

The Golden Age of Monastic Pioneers

Step into Ireland's Golden Age of Saints and Scholars and visit the university and monastery sites where Ireland's pioneering saints and monks wrote some of the world's greatest illuminated manuscripts, before spreading their learning and spirituality throughout a Europe locked in the Dark Ages.

Be inspired, as they were, by the lush landscape, its life and people. Celebrate their enduring legacy at festivals and events in the bustling towns and villages.



MEDIEVAL IRELAND

From Raiders to Settlers

Explore the pathways and lush river valleys of Medieval Ireland to hear tales of invasions and rebellion, and let your imagination take flight amongst the walls of Ireland's greatest castles and fortresses, where foreign knights wrested the land from the old chieftains.

Enjoy local food, events and festivals in the vibrant towns and villages, most of which trace their origins to the arrival of the medieval merchants and craftsmen.



ANGLO IRELAND

Land, Life and Liberty

Discover the stories of a time of contrasts which shaped the lives of the now settled conquerors of Ireland and those they ruled over. This is the time of Empire, Rebellion, Innovation and Industry.

Compare life in the ornate Gardens of the landed classes to the more troubled existences of their subjects. Enjoy the fruits of this land in cute tea-rooms, homely B&B's and formal dining rooms.



**DISCOVER TOMBS OLDER
THAN THE PYRAMIDS, FROM
PAGAN AND CELTIC IRELAND**





**BE MOVED AT MONASTERIES,
THE MASTERWORKS OF OUR
CHRISTIAN HERITAGE.**





**EXPLORE A
VIKING SETTLEMENT,
WALK A MEDIEVAL MILE,
BRAVE A BATTLEGROUND**





**DISCOVER THE STORIES OF A
TIME OF CONTRASTS, THE
TIME OF EMPIRE, REBELLION,
INNOVATION AND INDUSTRY**



It's easy to take it all in.
To go at your own pace.
To dip in or delve in.
To meet great people.

**And to enjoy unique places that have
inspired for thousands of years.**

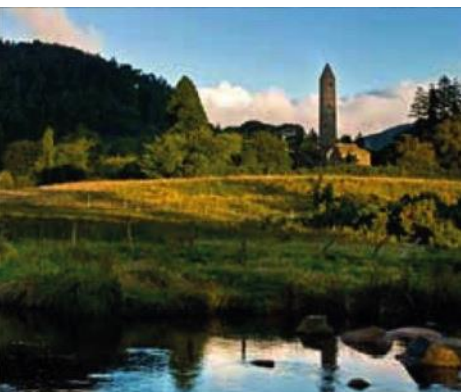
DRAMATIC



STIMULATING



AWE INSPIRING



MAGICAL

SAFE & EASY



AUTHENTIC

