

# CÚPLA FOCAL

## FOR TOURISM BUSINESSES

A GUIDE TO THE IRISH LANGUAGE

### DISCOVER INSIDE

✓ Handy Irish phrases and sayings

✓ Customisable social media assets

✓ Actionable advice





# Promoting the Irish language in your tourism business

In this guide, you'll find actionable advice and downloadable assets to use on social media and in person to help promote Irish at key events throughout the year such as Seachtain na Gaeilge, St. Patrick's Day, Halloween and more.

Incorporating Irish into your marketing strategy is a fantastic way to celebrate Ireland, utilise global interest in our national language and enhance the visitor experience.

Discover simple phrases or "cúpla focal" you can use in

everyday conversations with visitors, expressions to sign off your business emails "as Gaeilge" and customisable frames and copy to share on social media.

*Lean ar aghaidh!*



THE ADDRESS, CONNOLLY HOTEL, DUBLIN CITY.  
COVER PHOTO: KILMALLOCK ABBEY, CO. LIMERICK.

**KEY DATES AND FESTIVALS TO USE IRISH THROUGHOUT THE YEAR**

St. Brigid's Day/Lá Fhéile Bríde Feb  
Seachtain na Gaeilge 1<sup>st</sup> – 17<sup>th</sup> Mar  
St. Patrick's Day/Lá Fhéile Pádraig 17<sup>th</sup> Mar  
Easter/An Cháisc  
Halloween/Oíche Shamhna 31<sup>st</sup> Oct  
Christmas/An Nollaig 25<sup>th</sup> Dec



## USEFUL IRISH PHRASES

Here are some basic phrases and sayings or "seanfhocail" in Irish that can be used in everyday conversation with visitors, included on signs at your premises and used to sign off your emails. Give visitors some key phrases they can use when visiting.

ENGLISH	IRISH	PRONUNCIATION
Hello (sg./pl.)	<b>Dia duit/dhaoibh</b>	<i>Dee-uh gh(g)wit / yeev</i>
Goodbye	<b>Slán</b>	<i>Slawn</i>
Welcome / A hundred thousand welcomes	<b>Fáilte / Céad míle fáilte</b>	<i>FAWL-tih / kayd MEE-lih FAWL-tih</i>
How are you? (sg./pl.)	<b>Conas atá tú / sibh?</b>	<i>KUN-us uh-TAW too / shiv?</i>
Lovely to meet you	<b>Is deas bualadh leat / libh</b>	<i>Iss dyas BOOAH-luh lat / liv</i>
Good morning	<b>Dia dhuit / dhaoibh ar maidin</b>	<i>Dee-uha gh(g)wit / yeev er MAH-din</i>
Good afternoon/evening (sg./pl.)	<b>Tráthnóna maith dhuit / dhaoibh</b>	<i>Traw-NO-nuh mah (similar to the word "maw" but shorter) gh(g)wit / yeev</i>
Please (sg./pl.)	<b>Le do thoil / Le bhur dtoil</b>	<i>Leh duh hill / Leh voor dill</i>
Thank you (sg./pl.)	<b>Go raibh maith agat / agaibh</b>	<i>Guh ruh MAH (similar to the word "maw" but shorter) huh-gut / huh-gwiv</i>
Cheers	<b>Sláinte</b>	<i>SLAWN-tih</i>
Fun and music	<b>Craic agus ceol</b>	<i>Crack OG-us kyole</i>
Have a safe trip (sg./pl.)	<b>Go dté tú / sibh slán</b>	<i>Guh day too / shiv slawn</i>
Take care (sg./pl.)	<b>Tabhair aire dhuit féin / Tugaigí aire dhaoibh féin</b>	<i>Toor AH-rih gh(g)wit fayn / TUG-ih-gee AH-rih yeev fayn</i>
Take it easy (sg./pl.)	<b>Tóg bog é</b>	<i>Togue (rhyming with rogue) / TOE-gih-gee bug ay</i>
Open	<b>Ar oscailt</b>	<i>Er US-kilt</i>
Closed	<b>Dúnta</b>	<i>DOON-tuh</i>
Out of service	<b>As seirbhís</b>	<i>Oss sheh-rih-VEESH</i>
Free / It's free	<b>(Saor) in aisce / Tá sé (saor) in aisce</b>	<i>(Sayr) in ASH-kih / Taw shay (sayr) in ASH-kih</i>



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## OLD IRISH SAYINGS (SEANFHOCAIL)

ENGLISH	IRISH	PRONUNCIATION
May the road rise to meet you / May you succeed on your journey	<b>Go n-éirí an bóthar leat / libh</b>	<i>Guh NY-ree on BOW-hur lat / liv</i>
There's no place like home	<b>Níl aon tinteán mar do thinteán féin</b>	<i>Neel ayn teen-TAWN mor duh HEEN-tawn fayn</i>
Broken Irish is better than clever English	<b>Is fearr Gaeilge bhriste ná Béarla cliste</b>	<i>Iss fawr GWAYL-gih VRISH-tih naw BAYR-luh KLISH-tih</i>
Health is better than wealth	<b>Is fearr an tsláinte ná na táinte</b>	<i>Iss fawr un TLAWN-tih naw nuh TAWN-tih</i>
The thing that is seldom is wonderful	<b>An rud is annamh is iontach</b>	<i>On rud iss ON-uv iss OON-tukh(k)</i>
He who travels has stories to tell	<b>An té a bhíonn siúlach, bíonn scéalach</b>	<i>Uh tay veen SHOO-luhkh been SHKAY-luhkh</i>

### SIGN-OFF YOUR EMAIL AS GAEILGE

Kind regards	<b>Le dea-mhéin</b>
A thousand thanks	<b>Míle buíochas</b>
Yours sincerely	<b>Is mise le meas</b>
Best wishes	<b>Le dea-ghuí</b>
Best wishes	<b>Beir bua</b>



# Top tips for promoting Irish on social media

Incorporate these tips into your social media strategy to help promote the Irish language and connect with visitors and online users in a unique way.

## Create engaging visuals:

Creating eye-catching visuals is a great way to grab people's attention on social media. You can download customisable frames for social media from [Fáilte Ireland's Marketing Toolbox](#) to enhance your posts and stories.

**POPULAR IRISH LANGUAGE HASHTAGS**  
 #Gaeilge #SnaG23 (this updates every year), #SeachtainnaGaeilge, #StPatricksDay. You can also use Fáilte Ireland's campaign hashtag #KeepDiscovering



DERRYCLARE LOUGH, CO. GALWAY

**ACCOUNTS TO FOLLOW AND TAG ON SOCIAL MEDIA**  
 Seachtain na Gaeilge @snagaeilge  
 St. Patrick's Festival @stpatricksfestival  
 Conradh na Gaeilge @cnagaeilge  
 Foras na Gaeilge @forasnagaeilge

**Use relevant hashtags, tag suitable organisations and influencers:** Tagging relevant accounts in your posts can help increase visibility and engagement. You can tag organisations like Conradh

na Gaeilge or Foras na Gaeilge, as well as influencers in the Irish language community.

**Use Irish phrases in your social media posts:** Incorporating Irish phrases into your social media

posts is a great way to promote the language and add an authentic touch to your content. You can download sample copy to use here.

Get sample copy here



[supports.failteireland.ie](https://supports.failteireland.ie)

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