

# SOCIAL MEDIA FACTSHEET 2022



**TOURISM IRELAND'S** social strategy is to extend our consumer engagement, in a connected way, across platforms and networks in order to drive differentiation, reach, word of mouth and specific customer relevance for the island of Ireland as a holiday destination.

**73k**  
MIDDLE  
EASTERN  
VISITORS TO  
IOI IN 2019

## THE MIDDLE EAST'S MARKET PROFILE

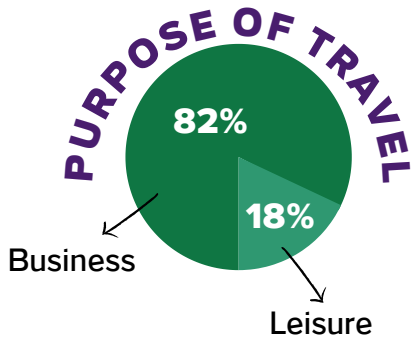
**70%** The GCC accounts for approximately 70% of tourist arrivals from the Middle East.

### TOP ACTIVITIES IN IRELAND?

- 1 Castles & Ground Houses
- 2 Parks & Gardens
- 3 Shopping
- 4 Horse Racing
- 5 Dining
- 6 Golf

### WHAT MATTERS?

- Luxury is a preference
- Emphasis on Family
- Unique Experiences
- Provision of Halal Food



Travellers from the Middle East have a strong focus on luxury and tend to travel with large family groups. The luxury travellers from the ME book 4\* & 5\* accommodation, prefer chauffeur driven travel, like to shop, visit Ireland's Castles & Gardens, and want to experience our island's unique offerings

## CONTACT US

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### WORKING TOGETHER



**INDUSTRY OPPORTUNITIES** Select the marketing opportunity that's right for you to help attract additional tourists and grow your business from the Middle East and other markets. [Click here](#)



**MARKET INSIGHTS** Learn about opportunities in other markets and keep up-to-date on latest tourist numbers and market intelligence. [Click here](#)

## TARGET MARKET IN THE MIDDLE EAST

### GCC NATIONALS

- Age: 25 +
- Families & couples
- 20% of total population
- Reliance on traditional travel agents
- Luxury traveler - 5 star properties & high spender
- Self-drive & chauffeur service



### WESTERN EXPAT

- Age: 30+
- English speaking with cultural awareness for Ireland
- 40% of total population
- Online booking
- 3-5 star properties
- Self-drive & coach tours



PLATFORM	FOLLOWING	CONTENT DIRECTION	FORMAT
	126.5K	<ul style="list-style-type: none"> <li>• Highly visual content that tells a story and is unique to Ireland, with a priority on User Generated, authentic content</li> <li>• Short form video, a single image or photo album telling a story, work best</li> <li>• Luxury content, castles, stunning landscapes and natural beauty perform best.</li> </ul>	<p>Image: aspect ratio has to be 1:1 or 4:5</p> <p>Video: ideally aspect ratio has to be 1:1 or 4:5 and max 60 secs</p>
	12K	<ul style="list-style-type: none"> <li>• Highly visual content that tells a story</li> <li>• Remarkable landscapes and luxury themed imagery</li> <li>• Instagram stories: actionable tips and top things to do and visit</li> </ul>	<p>Image: the aspect ratio for feed 1:1 or 4:5 / Stories 9:16</p> <p>Video: the aspect ratio for feed 1:1 or 4:5 / Stories 9:16. Duration in feed: max 60 sec / Stories: 15 secs</p>
	20.4K	<ul style="list-style-type: none"> <li>• Timely content that ideally features "new news"</li> <li>• Seasonal content that is timely and newsworthy</li> <li>• New experiences, trending stories</li> </ul>	<p>Image: aspect ratio has to be 1:1 or 4:5</p> <p>Video: ideally aspect ratio has to be 1:1 or 4:5 and max 60 secs</p>

**159k**  
followers  
across our  
channels

### WHAT DRAWS THE MIDDLE EAST TO IRELAND?

- Irish waiver programme
- Temperate climate
- Excellent dining options
- Close proximity to the UK

### HASHTAGS

Why not use our market specific hashtags?

#اكتشف أيرلندا #ايرلندا

### WHAT DO THE MIDDLE EAST LIKE?



cliffs



picturesque villages



castles



Golf



the great outdoors



gardens



shopping

### DEMOGRAPHICS



77% men, 23% women  
47% 25-34yo



60% men, 40% women  
46% 25-34yo

## WHAT CONTENT WORKS?



The best thing about the island of Ireland is that you can stumble upon a castle anywhere on your travels... even on the side of the road! Say hello to Narrow Water Castle, everyone 🍀 Where was the strangest place that you found a castle?  
 📍Narrow Water Castle, County Down  
 ... See more  
 See translation



### STORYTELLING ON SOCIAL

- We customise our copy for each platform, always making sure to include relevant @tags and #hashtags.
- We share the story behind every picture we post, in order to increase the knowledge of the destination.
- We try to give actionable tips and travel ideas to get off the beaten track

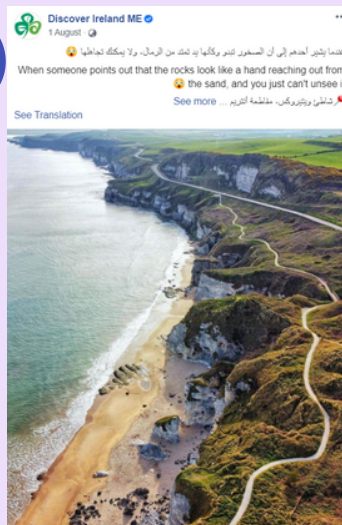
### DID YOU KNOW?

- 40% of those from the Middle East book their trip to Ireland through travel agents
- Only 20% book direct online

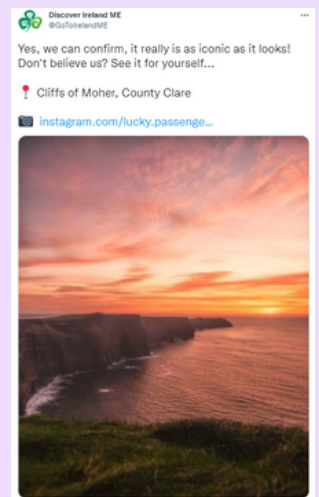
## TOP PERFORMING EXAMPLES



- UGC content
- Bilingual copy to reach a larger target
- Engaging and relatable copy
- Storytelling style photo that shows Ireland as a dreamy location

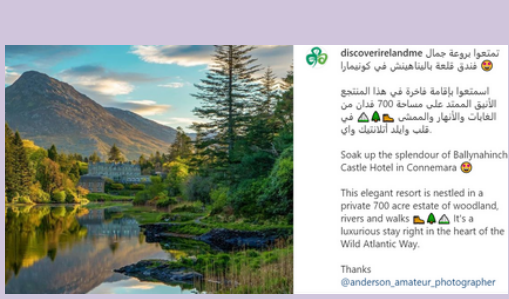


- High quality pictures and coastal panorama drive high engagement



- UGC content
- Engaging photo
- Poses a question to encourage response
- Action to see it
- Sense of FOMO

# DO'S AND DON'TS



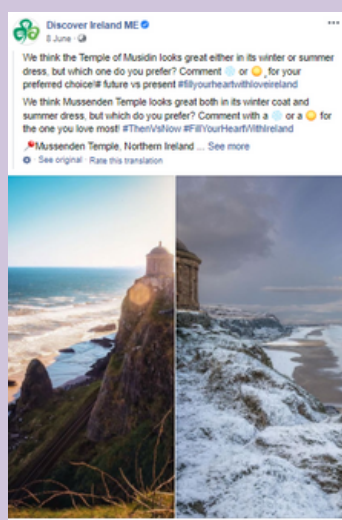
- Why it works:**
- UGC Content
  - High quality pic
  - Focus on the panorama
  - Bilingual copy
  - Stunning, luxury castle
  - The copy tells the story of the place and allow the reader to go under the surface



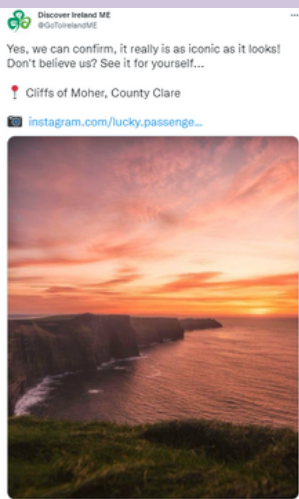
- Why it does not work:**
- Target audience less interested in sculptures, more interested in beautiful landscape
  - Long caption referencing legends and gods



- Why it works:**
- Storytelling
  - Unique to Ireland
  - Poses a question to the followers
  - Aesthetically strong single image



- Why it does not work:**
- images side by side, not correct dimensions
  - No storytelling
  - Copy needs to be shorter if you have a call to action



- Why it works:**
- Timely content
  - Awareness content rather than traffic driving



- Why it doesn't work:**
- Traffic driving content, rather than awareness content