

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.

4.8M
VISITORS TO
IOI IN 2019







GB'S MARKET PROFILE

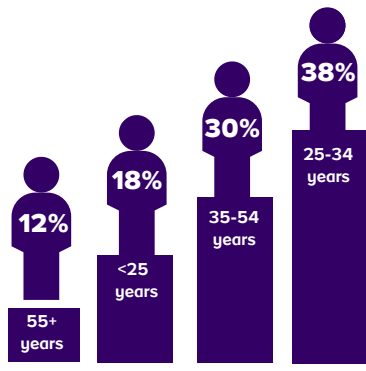
1ST GB is island of Irelands most important market in terms of tourists and nights



Our GB audience are Culturally Curious holidaymakers who tend to immerse themselves in a destination by soaking up the atmosphere and mixing with locals. They enjoy exploring Ireland's beautiful landscapes and sampling local dishes.

WHAT DO OUR GB AUDIENCE LIKE ABOUT IRELAND?

-  **1** Views & Landscapes
-  **2** Built Heritage
-  **3** Food & Drink
-  **4** Living Culture
-  **5** Soft Adventure
-  **6** TV & Movies



45% of British holidaymakers that visited Ireland in 2019 were under 35 years old.

- 70%** Visited sites of historical interest
- 70%** Engaged in pastimes/events
- 33%** Participated in activities

WORKING TOGETHER

-  **INDUSTRY OPPORTUNITIES** Select the marketing opportunity that's right for you to help attract additional tourists and grow your business from Italy 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](#)

CONTACT US

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SOCIAL MEDIA FACTSHEET



PLATFORM	FOLLOWING	CONTENT DIRECTION	FORMAT
	533K	<ul style="list-style-type: none"> Highly visual content that tells a story and encourages action, with a focus on short videos Remarkable landscapes 	<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>
	712K	<ul style="list-style-type: none"> Highly visual content that tells a story and encourages action Remarkable landscapes and off-the-beaten track imagery Instagram stories: actionable tips and top things to do and visit 	<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>
	91K	<ul style="list-style-type: none"> Timely content that ideally features "new news" Seasonal content that is timely and newsworthy New experiences, trending stories 	<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>
	26k	<ul style="list-style-type: none"> Highly visual content that inspires the audience and helps the planning process Food & drink, niche content, experiences 	<p>Image: aspect ratio has to be 4:5</p> <p>Video: aspect ratio has to be 4:5 and max 60 secs</p>
	50.5K	<ul style="list-style-type: none"> High quality and professional video footage Travel ideas, aerial views, "what to do/what to see" suggestions The presence of subtitles to reach foreign countries 	<p>Video: aspect ratio has to be 16:9 and videos have to be at least 60 secs</p>

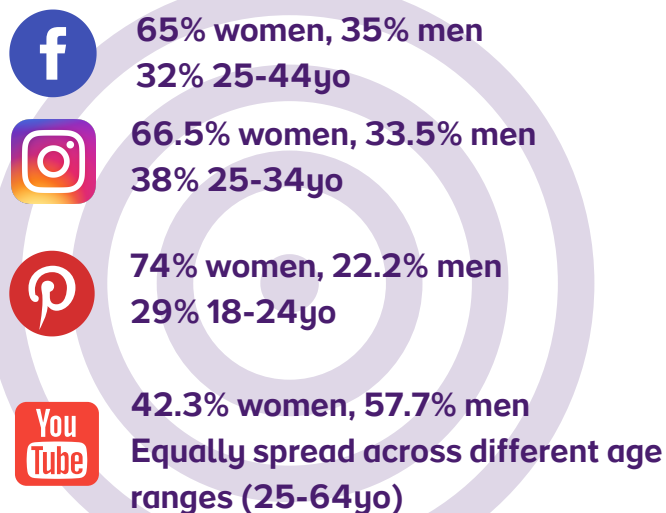
Click the icons to visit our social media profiles

1.3M
followers
across our
channels

WHAT GB LIKE?



DEMOGRAPHICS



WHAT CONTENT WORKS?



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?

- British holidaymakers love finding out about hidden gems
- British holidaymakers love exploring historical places and interest, national parks and gardens and going on hikes

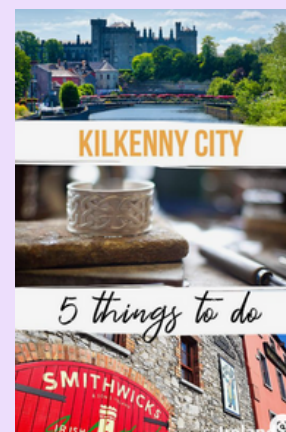
TOP PERFORMING EXAMPLES



- Colourful imagery with village and or landscapes
- UGC content
- Immersive video that shows Ireland as a dreamy location



- UGC content
- 4:5 format is an excellent performer as well
- High quality pictures and coastal panorama drive high engagement



- Aerial video of the castle
- Brief overview of the castle's history
- Inspirational piece of content

DO'S AND DON'TS



Why it works:

- 4:5 ratio
- High quality pic
- Focus on the panorama
- The copy tells the story of the place and allow the reader to go under the surface



Why it does not work:

- 16:9 format
- Content with people
- Imagery and copy associated is selling and pushy towards visting island of Ireland



Why it works:

- Includes a CTA but in a unambiguous manner
- States a particular location - evokes memories/feelings
- Targets our CC+ audience



Why it does not work:

- Image does not create a feeling of Ireland
- Lacking CTA
- Does not evoke strong emotions in audience
- Niche Image choice



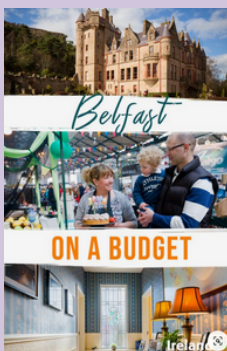
Why it works:

- Timely content
- Awareness content rather than traffic driving
- Key focus for our audience soft adventure and nature



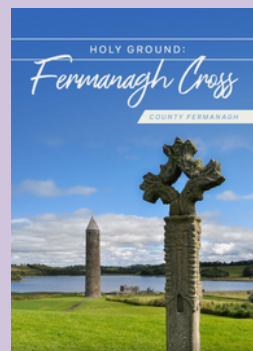
Why it doesn't work:

- the link is seen as pushy/trying to sell
- Topic of tweet may not be of interest to our majority Audience of CC+



Why it works:

- Has a wide varitey of travel inspritation
- Includes static imagery as well
- Pinterest works best for active planning and the topic (an on-the-road itinerary) suits this need perfectly.



Why it does not work:

- Content is too niche and doesn't speak to audience
- The image is lacking inspritation
- Views& Landscapes with built heritage should be a focal point.