SOCIAL MEDIA FACTSHEET 2024

Ierland

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.
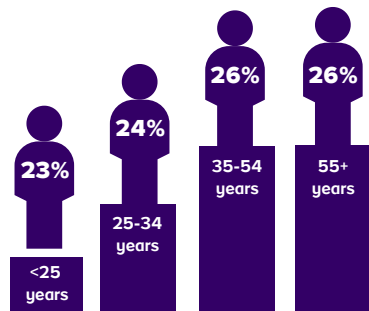
254k
DUTCH VISITORS TO ISLAND OF IRELAND

2019

THE NETHERLANDS MARKET PROFILE

7TH The Netherlands is Ireland's 7th largest market in terms of overseas tourists to the Island of Ireland (IOI).

WHAT DO THE DUTCH TRAVEL TO IRELAND FOR?

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

AGE PROFILE OF DUTCH VISITORS (2019)

- 23% <25 years
- 24% 25-34 years
- 26% 35-54 years
- 26% 55+ years

45% Travelled as a couple

32% Repeat holiday makers

49% Enjoyed outdoor activities

YEAR-ROUND VISITORS

Dutch holidaymakers enjoy both city-only trips and visiting the regions. They come year-round and are comfortable using a car or campervan on the island. In 2019, 36% visited in the July-September period, while 64% visited in the off-season.

CONTACT US

TRADE EXECUTIVE

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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 Netherlands 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

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PLATFORM	FOLLOWING	CONTENT DIRECTION	FORMAT
(Facebook)	140K	• Highly visual content that tells a story and encourages action, with an increased focus on short videos (10-15 secs) • Album posts also work well • Remarkable landscapes that feel uniquely Irish	Image: aspect ratio 1:1 or 4:5 Video: aspect ratio 1:1 or 4:5 & maximum 30 secs
(Instagram)	14.8K	• Highly visual preferably video content that tells a story and encourages action • Remarkable landscapes and off-the-beaten track imagery and video • Instagram stories: actionable tips and things to see and do	Image: aspect ratio 1:1 or 4:5 (in-feed) & 9:16 (stories) Video: aspect ratio 1:1 or 4:5 (in-feed) & 9:16 (reel, stories). Duration: in-feed maximum 30 secs / Stories: 20 secs
(Pinterest)	162	• Highly visual content that inspires the audience and helps the planning process • Food & drink, niche content, experiences	Image: aspect ratio 4:5 Video: aspect ratio 4:5 & maximum 60 secs
(YouTube)	1.28K	• High quality and professional video footage • Travel ideas, aerial views, "what to do/what to see" suggestions • The presence of subtitles enriches the viewing experience	Video: aspect ratio 16:9 or 9:16 (shorts) & minimum 60 secs

Click the icons to visit our social media profiles

156k
followers across our channels

HASHTAGS
Feel free to use our market specific hashtag

\# ierlandtoerisme

DEMOGRAPHICS

(f) 67% women, 33% men (29% - aged 55-64)

(Instagram) 74% women, 26% men (29% - aged 45-54)

(Pinterest) 67% women, 23% men (39% - aged 25-34)

(YouTube) 39% women, 61% men (40% - aged 25-34)

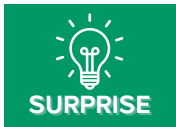## WHAT THE DUTCH LIKE?

cliffs

picturesque villages

roadtrips

music & pub life

camping

WHAT CONTENT WORKS?

**SURPRISE**

BE QUIRKY

ENGAGE

STORYTELLING ON SOCIAL

○ We customize 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 viewers' knowledge of the destination.

○ We try to give actionable tips and travel ideas to help get 'off-the-beaten track'.

DID YOU KNOW?

• The Dutch like to get back to nature, enjoying walking and cycling while on vacation.

• The Dutch love to get 'off-the-beaten track' and enjoy authentic experiences.

TOP PERFORMING EXAMPLES
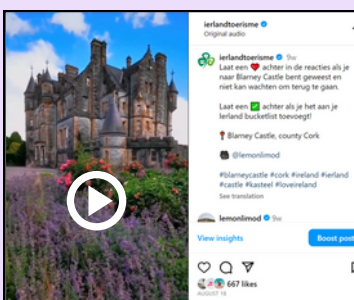
- Short, immersive video that shows Ireland as a dreamy location
- User Generated Content feels authentic (UGC i.e. content created by people in the destination)
- Asking followers to leave a comment/answer a question always helps with engagement.

- High quality, colorful picture
- Show-casing a unique experience in a uniquely Irish landscape
- Asking viewers if they would dare cross the bridge at Mizen Head for the incredible view - helping to imagine themselves there.
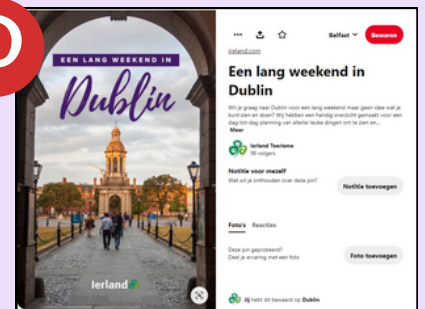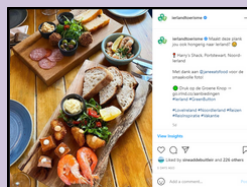

- Inspirational image with call-to-action to visit Ireland.com and explore more
- Text placed in a visible way on the image to catch the eye

DO'S AND DON'TS

Instagram

Why it works:
- Correct aspect ratio (4:5)
- High quality image
- Focus on the landscape
- Copy tells the story of the place and allows the reader to go behind the scenes

Why it doesn't work:
- There is no sense of place in the image
- The food doesn't look particularly 'Irish'

Facebook

Why it works:
- Focus on the landscape
- Colourful, so stands out in a feed
- The post focuses on the story associated with the location including emojis
- Multiple images show a location from different angles and seasons

Why it doesn't work:
- 16:9 format (not mobile friendly), 1:1 or 4:5 would be better
- The image is too dark
- The usage of hashtags on Facebook is unnecessary

Pinterest

Why it works:
- Impactful image with nice colours
- Sub-header of image places Glendalough as a day trip from Dublin, as Pinterest works best for active planning (leading to a landing page with relevant information)

Why it doesn't work:
- Content featuring only food and no sense of place tends to get less engagement.
- The image is not immediately recognizable as Ireland, Northern Ireland or Belfast

YouTube

Why it works:
- High quality and professional video footage
- Travel ideas, aerial views, "what to do/what you can see"
- The presence of subtitles enriches the viewing experience

Why it doesn't work:
- Recipe may not be seen "authentically Irish"
- Too much background noise
- Footage is too long at 4:28