SOCIAL MEDIA FACTSHEET 2024

Ireland

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.

1.7M
AMERICAN VISITORS TO IOI IN 2019

UNITED STATES MARKET PROFILE

1ST The US was the most important source of overseas tourism revenue to the IOI in 2019.

2ND The US is Ireland's 2nd largest market in terms of overseas tourists to the IOI.

WHAT DO AMERICANS LIKE ABOUT IRELAND?
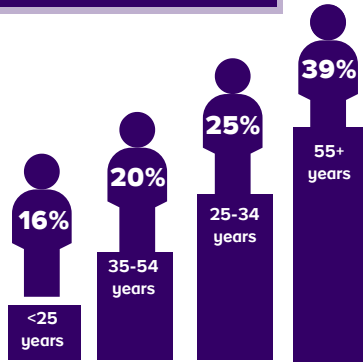
- Views & Landscapes
- Built Heritage
- Living Culture
- Food & Drink
- Soft Adventure
- Luxury & Golf

CULTURALLY CURIOUS+

American Culturally Curious+ holidaymakers want to visit new places and expand their travel experience by exploring landscapes, history, culture and mixing with locals. They are active tourists, exploring historical sites, attending events and engaging in activities while on the island of Ireland. Americans look for memorable and unique experiences and want an interactive, local and personalized experience.

16% <25 years
20% 35-54 years
25% 25-34 years
39% 55+ years

Two-thirds of all US holidaymakers that visited Ireland in 2019 were over 35 years old.

96% Visited sites of historical interest

90% Engaged in pastimes/events

44% Participated in activities

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 US 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

TOURISM IRELAND U.S.A.
SOCIAL MEDIA FACTSHEET

Ireland 🍀

PLATFORM	FOLLOWING	CONTENT DIRECTION	FORMAT
Facebook	1.5M	• Fill Your Heart With Ireland Content • Highly visual content that tells a story and encourages action and engagement • Remarkable landscapes, castles, cities, and picturesque towns Managed Locally by US Advertising Team	Image: aspect ratio has to be 1:1 or 4:5 Video: ideally aspect ratio has to be 1:1 or 4:5 and max 60 secs
Instagram	232K US Based 748K Globally	• Approx. 31% of the Global Account Audience are US-based • Highly visual content that tells a story • Remarkable landscapes and off-the-beaten track imagery • Instagram stories: actionable tips and top things to do and visit Managed Centrally by Tourism Ireland	Image: the aspect ratio for feed 1:1 or 4:5 / Stories 9:16 Video: the aspect ratio for feed 1:1 or 4:5 / Stories 9:16. Duration in feed: max 60 sec / Stories: 15 secs
TikTok	4.5K US Based 14.4K Globally	• Approx. 31% of the Global Account Audience are US-based • Highly visual video content that tells a story like itinerary-based videos and first- person exploration • Remarkable landscapes and off-the-beaten track videos • Trending and viral themed content Managed Centrally by Tourism Ireland	Video: the aspect ratio for feed 9:16. Duration in feed: max 60 sec /
Pinterest	11.8K US Based 28.2K Globally	• Approx. 42% of Global Account Audience are US-based • Highly visual content that inspires the audience and helps the planning process • Food & drink, niche content, experiences Managed Centrally by Tourism Ireland	Image: aspect ratio has to be 4:5 Video: aspect ratio has to be 4:5 and max 60 secs
X	71.8K	• Fill Your Heart With Ireland Content • Timely content that ideally features "new news" • Seasonal content that is timely and newsworthy • New experiences, trending stories Managed Locally by US Advertising Team	Image: aspect ratio has to be 1:1 or 4:5 Video: ideally aspect ratio has to be 1:1 or 4:5 and max 60 secs
YouTube	9K US Based 57.8K Globally	• Approx. 15.5% of Global Account Views are US-based • High-quality and professional video footage • Travel ideas, aerial views, "what to do/what to see" suggestions Managed Centrally by Tourism Ireland	Video: aspect ratio has to be 16:9 and videos have to be at least 60 secs

Click the icons to visit our social media profiles

1.8M
US followers across our channels

HASHTAGS
Why not use our market specific hashtags?

#fillyourheartwithireland
loveireland

WHAT DO AMERICANS LIKE?

cliffs picturesque villages roadtrips castles genealogy wildlife

urban music gardens history experiences hidden gems

Ireland

WHAT CONTENT WORKS?

INFORM

EXCITE

ENGAGE

CAPTIONS ON SOCIAL

- We encourage conversation and action in each post.

- We share a story behind every picture we post, in order to increase the knowledge of the destination.

- We customize our copy for each platform, always making sure to include relevant @tags and #hashtags.

- We include mentions and credit to photographers for UGC

TOP PERFORMING EXAMPLES

- New formats, such as Reels, can help drive engagements
- User Generated Content (UGC)
- Immersive video that shows Ireland as a dreamy location
- Off-the-beaten track adventures
- Can't miss places
- Irish culture and experiences
- Outdoor activities
- Animals

Direct link to post here

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

Direct link to post here
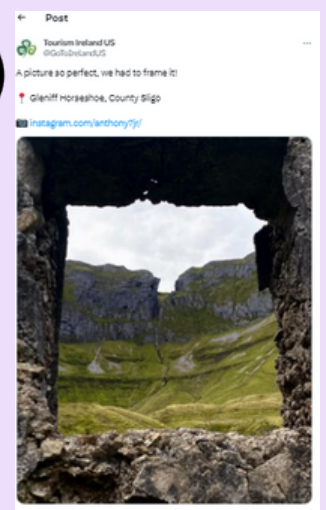
- Caption inspires engagement
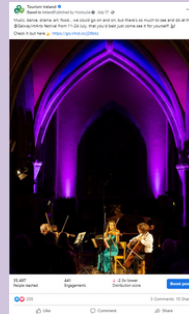- High quality image
- Uniquely Ireland image

Direct link to post here

DO'S AND DON'TS

Why it works:
- High quality images
- The copy prompts followers to engage, ending in a question

Why it does not work:
- Image is not high quality and not uniquely Ireland
- Posts with links in copy do not particularly perform well (as traditional link post and as an image post, like this one)

Why it works:
- Captivating and eye-catching caption
- High quality imagery; user generated content

Why it does not work:
- Not the highest quality image
- We could have made a stronger tie between clean beaches week and visiting the WAW

Why it works:
- Capitalizing on Twitter Trends
- User-generated content
- Awareness content rather than traffic driving

Why it doesn't work:
- Caption is a bit long for Twitter
- Copy can come off as too commercial as opposed to organic
- Image is generic

Why it works:
- The videos are best performers
- Pinterest works best for active planning and the topic (showing many things to do) suits this need perfectly.

Why it does not work:
- Copy could be stronger to accompany the image
- Not the highest quality image; too far away
- The image should be more the subject of the pin