

SOCIAL MEDIA FACTSHEET



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.

252k
AUS & NZ VISITORS
TO ISLAND OF
IRELAND
2019

THE NETHERLANDS MARKET PROFILE

5TH Australia & New Zealand is the 5th most important overseas market for tourism in Northern Ireland.

WHAT DO THEY TRAVEL TO IRELAND FOR?

 Built Heritage

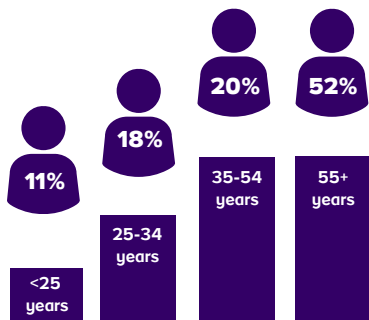
 Living Culture

 Views & Landscapes

 Soft Adventure

 Food & Drink

 TV & Movies



AGE PROFILE OF DUTCH VISITORS (2019)

43% Travelled as a couple

32% Travelled Alone

14% Adult family

EXPLORERS



Visitors from Australia and New Zealand are highly prized as they tend to stay longer, spend more and visit more regions than the average visitor to the island of Ireland. They travel right around the island and many visit in the shoulder seasons.

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. [Click here](#)



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

SOCIAL MEDIA FACTSHEET



PLATFORM	FOLLOWING	CONTENT DIRECTION	FORMAT
	67K	<ul style="list-style-type: none"> • UGC is usually the highest performing from of content • 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 	<p>Image: aspect ratio 1:1 or 4:5</p> <p>Video: aspect ratio 1:1 or 4:5 & maximum 30 secs</p>
	17K	<ul style="list-style-type: none"> • 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 	<p>Image: aspect ratio 1:1 or 4:5 (in-feed) & 9:16 (stories)</p> <p>Video: aspect ratio 1:1 or 4:5 (in-feed) & 9:16 (reel, stories). Duration: in-feed maximum 30 secs / Stories: 20 secs</p>

Click the icons to visit our social media profiles

84k
followers
across our
channels

DEMOGRAPHICS



74% women, 26% men
(29% - aged 65+)

WHAT AUSTRALIANS LIKE?



Scenery



picturesque
villages



History



music & pub life



roadtrips

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PLATFORM	FOLLOWING	CONTENT DIRECTION	FORMAT
	8K	<ul style="list-style-type: none"> • UGC is usually the highest performing from of content • 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 	<p>Image: aspect ratio 1:1 or 4:5</p> <p>Video: aspect ratio 1:1 or 4:5 & maximum 30 secs</p>
	4.5K	<ul style="list-style-type: none"> • 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 	<p>Image: aspect ratio 1:1 or 4:5 (in-feed) & 9:16 (stories)</p> <p>Video: aspect ratio 1:1 or 4:5 (in-feed) & 9:16 (reel, stories). Duration: in-feed maximum 30 secs / Stories: 20 secs</p>

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12.5k
followers
across our
channels

DEMOGRAPHICS

69% women, 31% men
(35 women% - aged 55+)

WHAT AUSTRALIANS LIKE?



Scenery



picturesque
villages



History



music & pub life



roadtrips

WHAT CONTENT WORKS?



STORYTELLING ON SOCIAL

- Always make sure to include relevant @tags and #hashtags.
- Showing something uniquely Irish that you won't see anywhere else
- We lean into our demographic who love History, Culture, and seeing things NOT on a travel itinerary.

DID YOU KNOW?

- Australians travel the most around the Island or Ireland during their trip
- Australians are the 5th most important overseas market for Northern Ireland

TOP PERFORMING EXAMPLES



- Engaging video posted around St. Patricks day and the rugby six nations
- User Generated Content feels authentic (UGC i.e. content created by people in the destination)
- Fun video, easily shareable, easy to watch and catches the eye immediately



- Partnered with one of the biggest travel TV shows in Australia, showcasing Ireland.
- The show and hosts were familiar to our audience and this content fits our demographic



- Quirky, authentic Irish culture.
- Showing something unique to don't see anywhere else.