

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.

254k
DUTCH
VISITORS TO
IOI IN 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



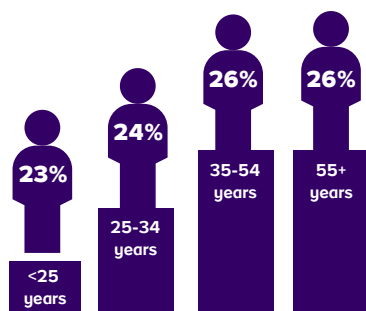
4 Soft Adventure



5 Food & Drink



6 TV & Movies



AGE PROFILE OF
DUTCH VISITORS (2019)

45% Travelled as a couple

32% Repeat holiday makers

49% Enjoyed outdoor activities



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

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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

	208K	<ul style="list-style-type: none"> Highly visual content that tells a story and encourages action, with a focus on short videos (10-15 secs) Remarkable landscapes 	<p>Image: aspect ratio 1:1 or 4:5</p> <p>Video: aspect ratio 1:1 or 4:5 & maximum 60 secs</p>
	21K	<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 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 (stories). Duration: in-feed maximum 60 secs / Stories: 15 secs</p>
	3.5K	<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 1:1 or 4:5</p> <p>Video: aspect ratio 1:1 or 4:5 & maximum 60 secs</p>
	119	<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 4:5</p> <p>Video: aspect ratio 4:5 & maximum 60 secs</p>
	867	<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 enriches the viewing experience 	<p>Video: aspect ratio 16:9 & minimum 60 secs</p>

Click the icons to visit our social media profiles

232k
followers
across our
channels

HASHTAGS

Feel free to use our market
specific hashtags

#ierlandtoerisme

#OntdekIerland

DEMOGRAPHICS



66% women, 34% men
(28% - aged 55-64)



74% women, 26% men
(30% - aged 45-54)



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



38.7% women, 61.3% men
(40% - aged 25-34)

WHAT THE DUTCH LIKE?



cliffs



picturesque
villages



roadtrips



music &
pub life



camping

WHAT CONTENT WORKS?

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 love to get 'off-the-beaten track' and enjoy authentic experiences
- The Dutch like to get back to nature, exploring new places by foot or by bike



EXCITE



INFORM



ENCOURAGE

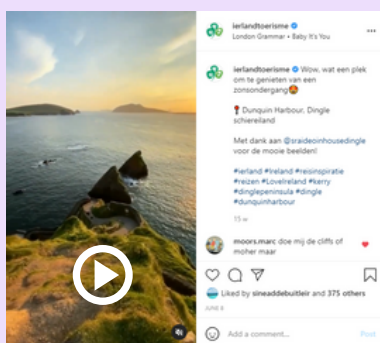
Ierland
Published by Nick Hanouwer • June 5, 2019 •

Tijdens een vakantie in de gypsy caravans van **Cissmann Horse Caravans & Glamping**, gevestigd in de prachtige Wicklow Mountains, kom je helemaal tot rust!

Ontdek meer > bit.ly/2Ebqx4q



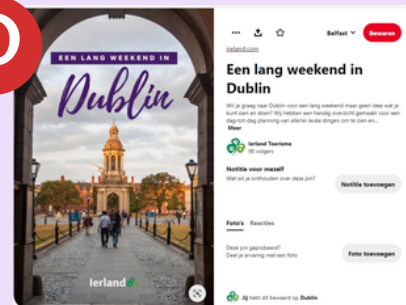
TOP PERFORMING EXAMPLES



- New formats, e.g. reels, deliver better reach and engagement
- User Generated Content feels authentic (UGC i.e. content created by people in the destination)
- Short, immersive video that shows Ireland as a dreamy location



- Multiple images showing a unique experience in a unique setting
- High quality, colourful pictures drive high engagement
- Viewer can imagine themselves having this holiday experience



- 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



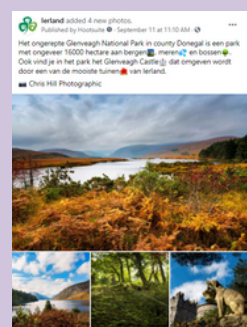
Why it works:

- 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'



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



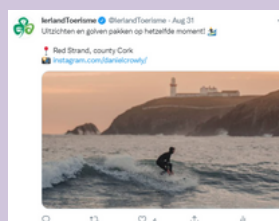
Why it doesn't work:

- 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



Why it works:

- Inspirational content
- Awareness content rather than traffic driving
- 3/4 photos work best
- Topical in season



Why it doesn't work:

- Image is not very colourful, does not stand out on a feed
- The topic of the tweet is quite niche
- Images with people work less well



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 tends to get less engagement
- The image is not immediately recognizable as Ireland, Northern Ireland or Belfast