

SOCIAL MEDIA FACTSHEET 2022

Irlande

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.

FRANCE'S MARKET PROFILE

4TH

France is Ireland's 4th largest market in terms of overseas tourists to the Island of Ireland.

WHAT DO FRENCH PEOPLE LIKE ABOUT IRELAND?



1 Views & Landscapes



2 Living Culture



3 Food & Drink



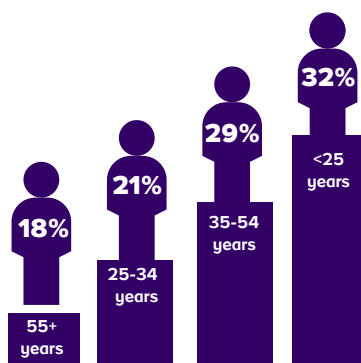
4 Built Heritage



5 Soft Adventure



6 TV & Movies



39% of French holidaymakers that visited Ireland in 2019 were under 35 years old.

89% Visited sites of historical interest

93% Engaged in pastimes/events

52% 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 France 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](#)

557k

FRENCH
VISITORS TO
IOI IN 2019



French people 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.

CONTACT US

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SOCIAL MEDIA FACTSHEET



PLATFORM FOLLOWING

CONTENT DIRECTION

FORMAT

	238K	<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>
	63K	<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 ideal ratio for Reels is 9:16 / Stories 9:16. Duration in feed: max 60 sec / Stories: 15 secs</p>
	34.5K	<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 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>
	2.8K	<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

338.3k
followers
across our
channels

HASHTAGS

Why not use our market
specific hashtags?

#InstantIrlande

#IrlandeAuRythmeDeVosÉmotions

WHAT FRENCH PEOPLE LIKE?



cliffs



picturesque
villages



roadtrips



historic
sites



meeting the locals



gardens



museums



wildlife



coastline



getting off the
beaten track

DEMOGRAPHICS



65% women, 35% men
41% 25-44yo




70% women, 30% men
52% 25-44yo




44.3% women, 55.7% men
Mostly spread across different age
ranges (25-64yo)


WHAT CONTENT WORKS?




EXCITE




INFORM



ENCOURAG



Ensure that your site has foreign language content when our social media content directs to it.



1,844 likes

tourismeirlandais Construit aux alentours de 1228, le château d'Ashford est aujourd'hui l'un des châteaux les plus luxueux de l'île d'Irlande. Il n'est pas étonnant que tant de personnalités, dont des présidents, des

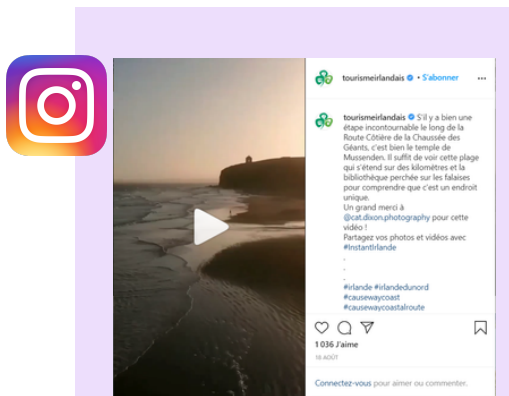
STORYTELLING ON SOCIAL

- 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

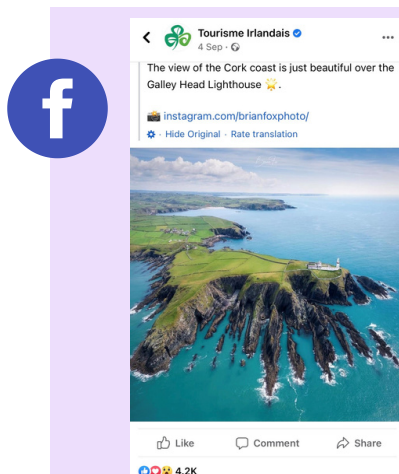
DID YOU KNOW?

- French people love to discover new places off the beaten track
- French people are fascinated by traditional Irish dance, pub culture and Irish folklore

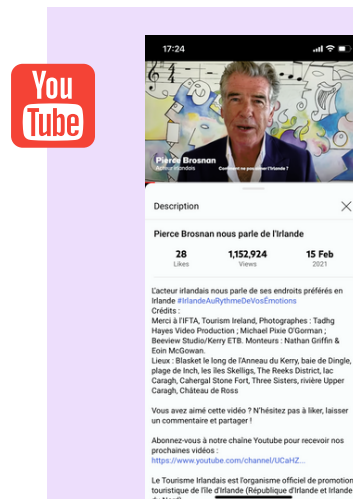
TOP PERFORMING EXAMPLES



- New formats, such as Reels, can guarantee better performances
- 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



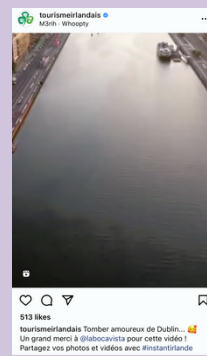
- Features famous actor, Pierce Brosnan
- High quality scenic videos
- Inspirational piece of content

DO'S AND DON'TS



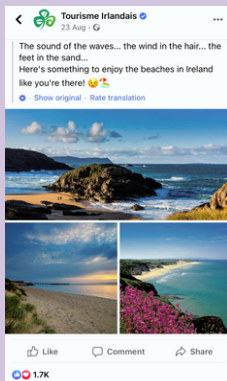
Why it works:

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



Why it does not work:

- The video quality was not downloaded in the correct format
- We do not learn much about the area with storytelling
- The cover photo of the video is not visually pleasing



Why it works:

- The focus is the panorama
- The post focuses on the history behind the location
- 3 photos are usually good performers



Why it does not work:

- 16:9 format
- Focus on people
- No storytelling on the post
- The usage of hashtag on Facebook is not necessary



Why it works:

- Timely content
- Content of landscape work best



Why it doesn't work:

- the topic of the tweet is quite niche and might not be interesting for French