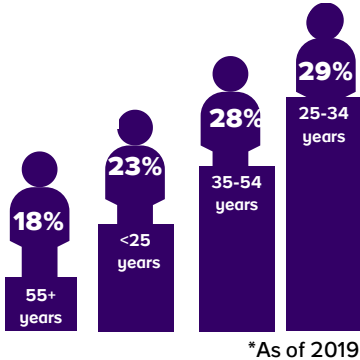


TOURISM IRELAND'S social media strategy is to extend our consumer engagement, in a connected way, across platforms and networks in order to drive differentiation, reach, word of mouth and specific customer relevance for the island of Ireland as a holiday destination.

749k
GERMAN VISITORS TO IOI IN 2019

GERMANY'S MARKET PROFILE

3RD Germany is Ireland's 3rd largest market in terms of overseas tourists to the Island of Ireland.



Our Best Prospects

The island attracts tourists from Germany with varying motivations, three core segments accounted for 83% of all German holidaymakers to the island in 2019.

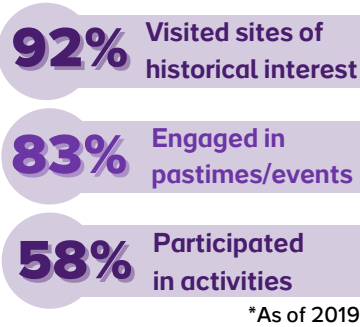


9.1M
Culturally Curious In Germany
 Culturally Curious holidaymakers are interested in meeting the locals, getting off the beaten track and feeling connected to nature, while soaking up the atmosphere and exploring

2.4M
Social Energisers in Germany
 Social Energisers enjoy adrenaline-filled adventures, experiencing places/ activities with a wow-factor and meeting other tourists. They are very active on social media and regularly share with their network

7.9M
Great Escapers In Germany
 Great Escapers like to revisit places of nostalgic importance, enjoy peace and quiet and like to feel connected to nature while enjoying the beauty of the landscape at a change of pace

53% of German holidaymakers that visited Ireland in 2019 were under 35 years old.



WORKING TOGETHER



INDUSTRY OPPORTUNITIES Select the marketing opportunity that's right for you to help attract additional tourists and grow your business from Germany 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](#)

WHAT DO GERMANS LIKE ABOUT IRELAND?

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

CONTACT US

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SOCIAL MEDIA FACTSHEET



PLATFORM	FOLLOWING	CONTENT DIRECTION	FORMAT
 @entdeckeirland	325K	<ul style="list-style-type: none"> Highly visual content that tells a story and encourages action, with a focus on impactful imagery and short videos Remarkable landscapes 	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
 @entdecke_irlan	60K	<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 	Image: aspect ratio for in-feed posts 1:1 or 4:5 / Stories + Reels 9:16 Video: aspect ratio for in-feed posts 1:1 or 4:5 / Stories + Reels 9:16. Duration in feed: max 60 sec / Stories + Reels: 15 secs
 @entdeckeirland	1.8K	<ul style="list-style-type: none"> Timely content that ideally features news or updates Seasonal content that is timely and newsworthy New experiences, trending stories 	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
 @entdeckeirland	110	<ul style="list-style-type: none"> Highly visual content that inspires the audience and helps the planning process Food & drink, niche content, experiences 	Image: aspect ratio has to be 4:5 Video: aspect ratio has to be 4:5 and max 60 secs
 @entdeckeirland	1.9K	<ul style="list-style-type: none"> High quality and professional video footage Travel ideas, aerial views, "what to do/what to see" suggestions Include subtitles to reach foreign language markets 	Video: aspect ratio has to be 16:9 and videos have to be at least 60 secs

390k
followers
across our
channels

HASHTAGS

Why not use our market specific hashtags?

IrlandSehnsucht

EntdeckeIrland

WHAT GERMANS LIKE?



cliffs



picturesque villages



roadtrips



castles



national parks



historic sites



wildlife



music

DEMOGRAPHICS



68.3% women, 31.7% men
50.8% 25-44yo



71.3% women, 28.7% men
31% 25-34yo

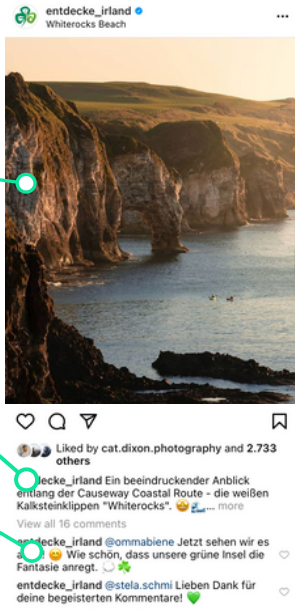


76% women, 18.5% men
35% 18-24yo



42.3% women, 57.6% men
62.5% 25-54yo

WHAT CONTENT WORKS?



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 give actionable tips and travel ideas to get off the beaten track



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

DID YOU KNOW?

- Germans love visiting iconic locations as well as places off the beaten track
- Germans are fascinated by Irish cottages, pub culture and Irish folklore

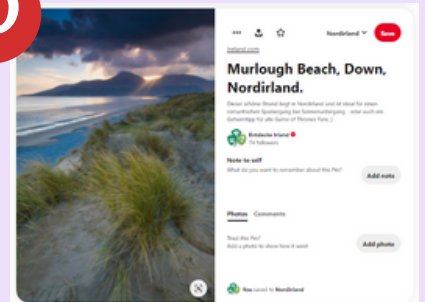
TOP PERFORMING EXAMPLES



- New formats, such as Reels, can guarantee better performance
- 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, landscapes and animals drive high engagement

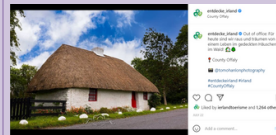


- Portrait style landscape
- Travel ideas / brief overview of destinations history
- Inspirational piece of content

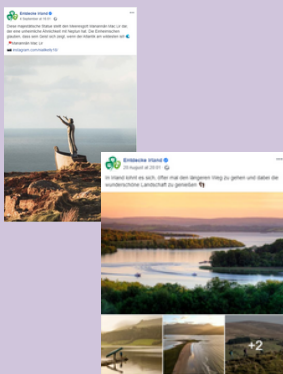
DO'S AND DON'TS



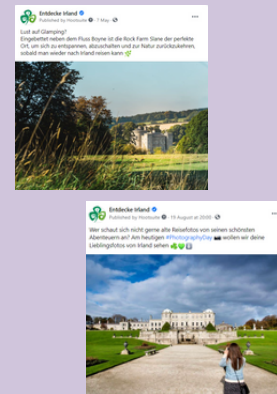
- Why it works:**
- 4:5 ratio
 - High quality pic
 - Focus on the landscape
 - The copy tells the story of the place and allow the reader to go under the surface
 - Seasonal content



- Why it does not work:**
- 16:9 format / black frame due to size
 - Content with people
 - We do not learn much about the area with storytelling
 - Too long / Non-engaging copy



- Why it works:**
- Portrait format or photo album
 - The post focuses on the history behind the location or tells about different activities in that region
 - 3-5 photos usually perform well



- Why it does not work:**
- 16:9 format
 - Content with people
 - No storytelling on the post / Too niché
 - The use of hashtags on Facebook is not necessary



- Why it works:**
- Timely content
 - Awareness content rather than traffic driving
 - 3-4 photos work best



- Why it doesn't work:**
- No strong imagery
 - The topic is quite niche and does not appeal to the German audience
 - Copy is not engaging / informative enough
 - Content not news-worthy



- Why it works:**
- The landscape is the focus of the pin
 - Videos are great performers
 - Pinterest works best for active planning and the topic (an on-the-road itinerary) fits this perfectly
 - Trip ideas and hidden gems work best



- Why it does not work:**
- the image is too dark
 - The landscape should be more the subject of the pin
 - Logo and copy are too dark / too little contrast