Irlanda

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.

370k
ITALIAN VISITORS TO IOI IN 2019

ITALY'S MARKET PROFILE

6TH Italy is Ireland's 6th largest market in terms of overseas tourists to the Island of Ireland.

CULTURALLY CURIOUS

Italians 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.

WHAT DO ITALIANS LIKE ABOUT IRELAND?

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

11% 55+ years
23% <25 years
24% 35-54 years
42% 25-34 years
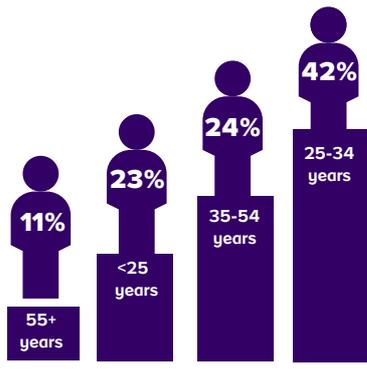
65% of Italian holidaymakers that visited Ireland in 2019 were under 35 years old.

99% Visited sites of historical interest

90% Engaged in pastimes/events

46% 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 Italy 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

SOCIAL MEDIA FACTSHEET

Irlanda

PLATFORM	FOLLOWING	CONTENT DIRECTION	FORMAT
(Facebook)	345K	• Highly visual content that tells a story and encourages engagement (click, comments, likes, shares), with a focus on 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
(Instagram)	117K	• 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: the aspect ratio for feed 1:1 or 4:5 (1:1 perform better) / 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
(Twitter)	11K	• Timely content that ideally features "new news" • Seasonal content that is 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
(Pinterest)	618	• 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
(YouTube)	2.5K	• High quality and professional video footage • Travel ideas, aerial views, "what to do/what to see" suggestions • Include subtitles to reach Italian viewers	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

477k
followers across our channels

HASHTAGS
Why not use our market specific hashtags?

\# TurismoIrlanda

\# Irlandacheamo

WHAT ITALIANS LIKE?

cliffs picturesque villages roadtrips castles

gardens museums wildlife

DEMOGRAPHICS

(Facebook) **65% female, 35% male**
32% 25-44yrs

(Instagram) **66.5% female, 33.5% male**
38% 25-34yrs

(Pinterest) **77% female, 18% male**
32% 25-34yrs

(YouTube) **42.3% female, 57.7% male**
Equally spread across different age ranges (25-64yrs)

WHAT CONTENT WORKS?

EXCITE

INFORM

ENCOURAGE

turismoirlanda

Piace a **lellaowl** e **migliaia di altre persone**
turismoirlanda La storia delle Blasket Islands è particolarmente affascinante. Questo gruppo di isole al largo della penisola di Dingle sono disabitate fin dal 1953. Consci del fatto che il loro stile di vita sarebbe scomparso, alcuni degli abitanti decisero di scrivere le loro memorie per poter tramandare le loro tradizioni. #IrlandaDrittoAlCuore
Grazie a @georgekarbus per lo scatto
.

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

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?

● Italians love visiting places where everyone has been

● Italians are fascinated by traditional Irish dance, pub culture and Irish folklore

TOP PERFORMING EXAMPLES

turismoirlanda • Follow

turismoirlanda Fondato nel 1840 Temple Bar è simbolo di una città in continua trasformazione ed evoluzione!
Descritto in opere letterarie famose in tutto il mondo. lo avete mai visitato?

📍 Temple Bar, Dublino
Grazie a @scatti_imperfetti per la foto

#TurismoIrlanda #Irlandacheamo #Wanderlust #Irlanda #Placetobe #Travelphotography #Travelgram #Dublino #TempleBar #InstaDublino

3,591 likes
OCTOBER 18

Log in to like or comment.

• UGC content is top performing
• New formats, such as Reels, can guarantee better performances
• Immersive video that shows Ireland as a dreamy location

Turismo Irlandese
2 October

L'autunno in Irlanda è meraviglioso, per questo vi lasciamo un elenco di posti in cui giornata di esplorazione in giro per l'isola di smeraldo!
In quanti di questi vi fermereste a bere un delizioso Irish Coffee?

🍀 Ballynahinch, Contea di Galway
🍀 Bushmills Inn, Contea di Antrim
🍀 Clonalis House, Contea di Roscommon
🍀 Kribben Cottages, Contea di Down
🍀 Luttrellstown Castle Resort, Contea di Dublino

+2

376

• UGC content
• 4:5 format is an excellent performer as well
• High quality pictures and coastal panorama drive high engagement
• Albums on specific themes/locations perform well

5 PERLE NASCOSTE DA SCOPRIRE in *Irlanda del Nord*

Irlanda

• Top 5/10 attractions/places grouped by themes work well.
• Trip ideas and itineraries are good content.
• Inspirational photos.
• Short descriptive copy.

DO'S AND DON'TS

Instagram

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

Why it doesn't work:
- 16:9 format
- Content with people
- Storytelling is missing, we do not learn much about the area

Facebook

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 doesn't work:
- 16:9 format
- Content with people
- No storytelling on the post
- Use of hashtag on Facebook is not necessary

Twitter

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

Why it doesn't work:
- The link goes to an English page
- The topic of the tweet is quite niche and might not be interesting for Italians

Pinterest

Why it works:
- the panorama is the focus of the pin
- Videos are best performers
- Pinterest works best for active planning and the topic (on-the-road itinerary) suits this need perfectly.

Why it doesn't work:
- Content with people
- the image is too dark
- The panorama should be more the subject of the pin