



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.

253k
NORDIC
VISITORS TO
IOI IN 2019

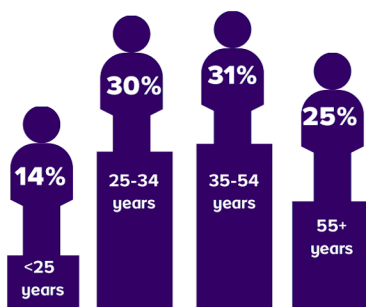
NORDIC MARKET PROFILE

7TH Nordic Region is Ireland's 7th largest market in terms of overseas tourists to the Island of Ireland.



WHAT DO NORDICS LIKE ABOUT IRELAND?

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



56% of Nordic holidaymakers who visited Ireland in 2019 were aged 35+ years.

The Nordics Region are overall an adventurously curious type of holidaymakers who trend to immerse themselves into a location by engrossing into the historical and cultural settings of the destination.

- 43%** Travelled as a Couple
- 90%** Engaged in pastimes/events
- 68%** Holiday from July-December

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](#)

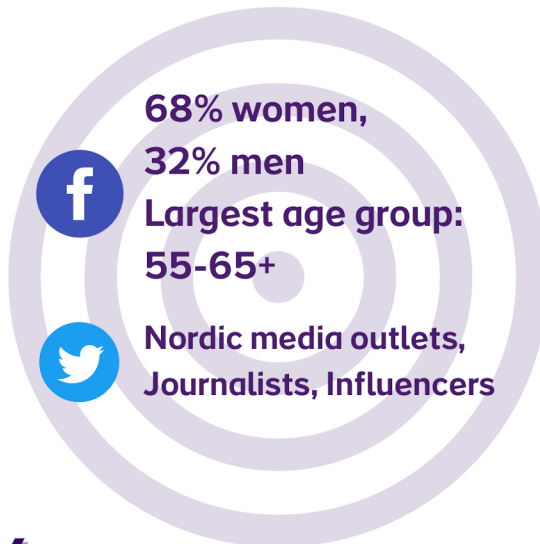
PLATFORM	FOLLOWING	CONTENT DIRECTION	FORMAT
	110K	<ul style="list-style-type: none"> Highly visual content that tells a story and encourages action through sharing and commenting Specific focus on landscapes and nature/adventure Producing and sharing content surrounding past experiences 	<p>Image: aspect 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>
	N/A	<ul style="list-style-type: none"> On almost every podcast providers' platform, e.g. Apple, Spotify, Google & Amazon 200+ average listens and growing Industry & Influencer interviews about experiencing the island Free to listen and subscribe to 	<p>25-40 minute episodes done online at the moment</p> <p>When travel allows podcasts can be done in situ</p>

DEMOGRAPHICS



These various platforms are currently not being used due to either: the key demographics for the Nordic Region are less interactive and reachable on these SMS; We market in English and wouldn't be able to differentiate ourselves from the central accounts.

110k
followers
across our
channels



WHAT NORDICS REGIONS LIKE?

DENMARK



Gardens



Adventure



Cliffs

NORWAY



Music



City Trips



Golf

SWEDEN



castles



City Trips



Golf

FINLAND



Music




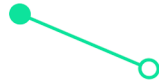
Gardens




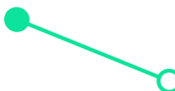
Wildlife


WHAT CONTENT WORKS?



EXCITE





INFORM




ENCOURAGE





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

#DidYouKnow that Dublin is a UNESCO City of Literature? You'll find a storied landmark around every corner... 🍷

📍 Long Room, Trinity College Dublin

🟢 Press the #GreenButton here go.irind.co/PressTheButton

Edit

👍❤️👍 642 41 Comments 18 Shares

STORYTELLING ON SOCIAL

- We customise content to evoke a feeling of wonder and adventure to our followers.
- We focus on the key themes of what our followers want to see.
- We try to give actionable tips and travel ideas to get off the beaten track

DID YOU KNOW?

- Nordic region love to visit and only stay in Dublin.
- Only one in five Nordic holidaymakers use a car while on the island
- On Average, Nordic Holidaymakers stay at least 6 nights

TOP PERFORMING EXAMPLES

STORY

- New formats, appearing visuals can guarantee better performances
- UGC content
- Short Gifs/Videos that tell a story within 15seconds

IMAGES

- UGC content
- 4:5 format is an excellent performer as well
- High quality pictures and city panorama drive high engagement

VIDEOS

- Aerial video of the castle
- Showcases travelling as a Couple
- Inspirational piece of content

3

DO'S AND DON'TS



Why it works:

- 4:5 ratio
- High quality pic
- The copy tells the story of the place and allow the reader to go under the surface
- Brings the need for consumer engagement



Why it does not work:

- 16:9 format
- We do not learn much about the area with storytelling
- No emotional impact
- No CTA



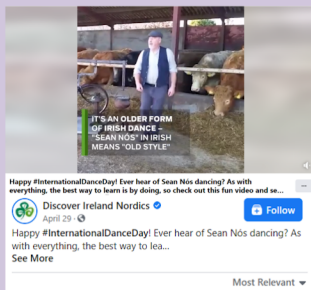
Why it works:

- The focus on Consumer engagement
- Emotional Connection to a experience
- Leads to future content options



Why it does not work:

- 16:9 format
- Does not have any context around the post
- Post and description do not match



Why it works:

- Provides a description that clearly tells the story behind it.
- Involves people of Ireland
- A cultural interest for followers
- 50Secs long (videos should not be more than 60secs)



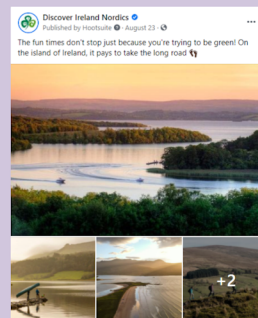
Why it does not work:

- No personal elements
- Does not evoke emotions or engagement
- Too short with being 5 secs long



Why it works:

- Brings the viewer along on a journey through the photos
- Brings inspiration to mind about going to Ireland
- 4 photos which is optimum amount
- Matching description to images



Why it works:

- Does not tell a story of adventure or culture
- Mix of locations and does not include a tag line for them
- Too many images max 5 images per album reel