

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.

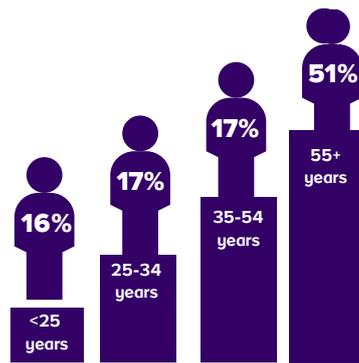
248k
CANADIAN
VISITORS TO
IOI IN 2019

CANADA'S MARKET PROFILE

10TH Canada is Ireland's 10th largest market in terms of overseas tourists to the Island of Ireland.

WHAT DO CANADIANS LIKE ABOUT IRELAND?

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



- 98%** Visited sites of historical interest
- 25%** Visit Northern Ireland overnight
- 11.4** Average total days stayed
- €1.5K** Average trip spend



Canadians 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.

WORKING TOGETHER



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

CONTACT US

MARKET MANAGER

Sandra Moffatt
smoffatt@tourismireland.com
1-647-660-0011

TRADE EXECUTIVE

Lauren Lamonday
llamonday@tourismireland.com
1-647-660-0021

SOCIAL MEDIA FACTSHEET



PLATFORM FOLLOWING

CONTENT DIRECTION

FORMAT

	<p>125K</p>	<ul style="list-style-type: none"> Highly visual content always accompanying post. Encourage post to tell a story and encourage action Landscapes, animals, castles and colourful cottages perform well 	<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 30 secs</p>
	<p>36.8K</p>	<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 30 secs</p>

Click the icons to visit our social media profiles

161k followers across our channels

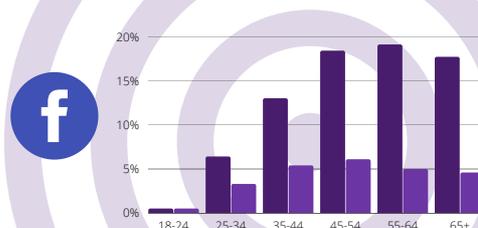
HASHTAGS

Why not use our market specific hashtags?

TourismIreland

FillYourHeartWithIreland

DEMOGRAPHICS



75% women / 25% men

WHAT CANADIANS LIKE?



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 knowledge of the destination.
- We try to give actionable tips and travel ideas to get off the beaten track

DID YOU KNOW?

- 4.5 million Canadians claim Irish ancestry
- Historical sites are really popular with Canadians especially historic houses/castles and churches/cathedral
- Canadians frequented sites that focus more around nature and outdoors (such as national parks or gardens)

TOP PERFORMING EXAMPLES





- User-generated content
- 4:5 format is an excellent performer as well
- High quality and bright images
- Pictures of animals, castles, cottages and colourful towns







- User-generated content
- 4:5 format is an excellent performer as well
- High quality and bright pictures of animals, colourful landscapes and castles
- Use of trending hashtags

DO'S AND DON'TS





What works:

- Focus on landscapes
- History & storytelling in snippets
- Collage photos perform well



What does not work:

- 16:9 format
- No long-form storytelling on the post





What works:

- Timely content
- Awareness & inspirational content
- Use of hashtags
- 3 or less photos work best



What doesn't work:

- Niche topics
- People heavy imagery
- Links with no call to action
- Hard to read text overlay