

# SOCIAL MEDIA FACTSHEET 2024









**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.

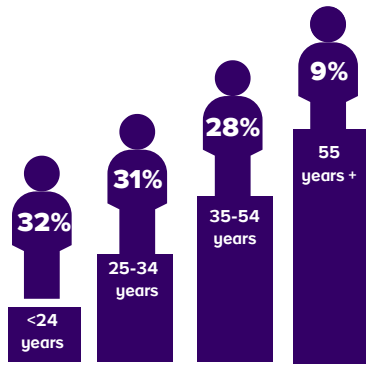
**431k**  
**SPANISH**  
**TOURISTS TO**  
**IOI IN 2019**

## SPAIN'S MARKET PROFILE

**5<sup>TH</sup>** Spain is Ireland's 5th largest market in terms of overseas tourists to the Island of Ireland.

### WHAT DO SPANISH LIKE ABOUT IRELAND?

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



Almost two thirds of Spanish holidaymakers that visited Ireland in 2019 were under 35 years old.

- 99%** Visited sites of historical interest
- 87%** Engaged in pastimes/events
- 38%** Participated in activities



Spanish 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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### WORKING TOGETHER



**INDUSTRY OPPORTUNITIES** Select the marketing opportunity that's right for you to help attract additional tourists and grow your business from Spain 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
	336K	<ul style="list-style-type: none"> <li>Highly visual content that tells a story and encourages action, with a focus on short videos</li> <li>Remarkable landscapes</li> </ul>	<p>Image: aspect ratio has to be 4:5 or 9:16</p> <p>Video: ideally aspect ratio has to be 9:16 or 4:5 and max 60 secs</p>
	135K	<ul style="list-style-type: none"> <li>Highly visual content that tells a story and encourages action</li> <li>Remarkable landscapes and off-the-beaten track imagery</li> <li>Instagram stories: actionable tips and top things to do and visit</li> </ul>	<p>Image: the aspect ratio for feed 1:1 or 4:5 / Stories 9:16</p> <p>Video: the aspect ratio for feed 1:1 or 4:5 Stories 9:16. Duration in feed: max 60 sec / Stories: 15 secs Reels: 9:16 Duration: max 60 sec</p>
	39K	<ul style="list-style-type: none"> <li>Timely content that ideally features "new news"</li> <li>Seasonal content that is timely and newsworthy</li> <li>New experiences, trending stories</li> </ul>	<p>Image: aspect ratio has to be 19:16 or 4:5</p> <p>Video: ideally aspect ratio has to be 9:16 or 4:5 and max 60 secs</p>
	3.5K	<ul style="list-style-type: none"> <li>High quality and professional video footage</li> <li>Travel ideas, aerial views, "what to do/what to see" suggestions</li> <li>The presence of subtitles to reach foreign countries</li> </ul>	<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

**513K**  
followers  
across our  
channels

## HASHTAGS

Why not use our market specific hashtags?

#IrlandaLlegaATuCorazon

#DescubreIrlanda

## DEMOGRAPHICS



71% women, 29% men  
53% 25-54yo



66.5% women, 33.5% men  
38% 25-34yo



45.1% women, 54.9% men  
87.5% (25-54yo)

## WHAT SPANIARDS LIKE?



cliffs



picturesque villages



roadtrips



castles



Forests



museums



wildlife

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


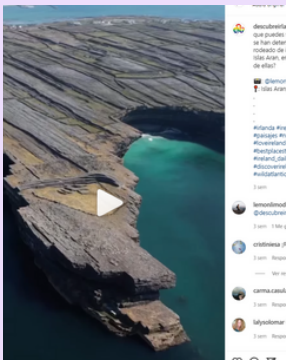


Ensure that your site has foreign language content when our social media content directs to it.



### DID YOU KNOW?

- Spanish love visiting places where everyone has been
- Spanish are fascinated by traditional Irish dance, pub culture and Irish folklore



## TOP PERFORMING EXAMPLES

- Reels and videos, guarantee better performances and reach
- UGC content
- Immersive video that shows Ireland as a dreamy location
- Drone aerial shots work best

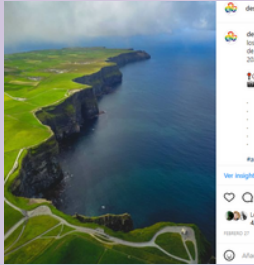



- UGC content
- 4:5 format is an excellent performer as well
- High quality reels and images of scenery drive high engagement

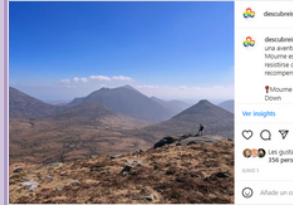
- Engaging caption encouraging people to comments and tag other users
- Image of built heritage and green scenery works well
- Inspirational piece of content
- Iconic landmark

DO'S AND DON'TS



**Why it works:**

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



**Why it does not work:**

- The caption is not educational
- We do not learn much about Ireland by the picture
- You can not tell it is Ireland
- Horizontal format does not work



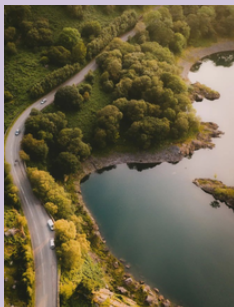
**Why it works:**

- Video format
- Humor involved
- Engaging caption encouraging audience to comment



**Why it does not work:**

- Horizontal images don't work well
- Image needs to be more engaging and captivating



**Why it works:**

- High Quality and eyecatching image
- Awareness content rather than traffic driving
- Inspirational and engaging caption



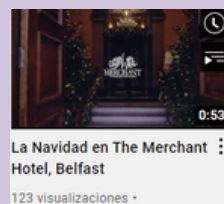
**Why it doesn't work:**

- No image attached so does not captivate audience
- No emojis used to make tweet more interesting



**Why it works:**

- Shows beautiful shots of Ireland
- Perfect for active planning and for researching what to do and where to see in Ireland.



**Why it does not work:**

- The video is very dark
- Does not show beautiful scenery
- The video is very specific and has a niche audience