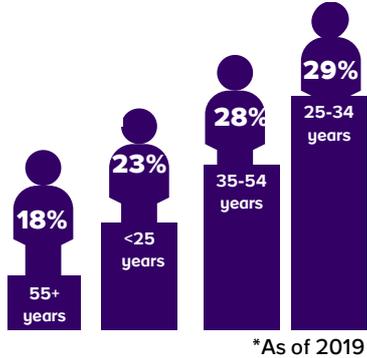


TOURISM IRELAND'S social media strategy is to extend our consumer engagement, in a connected way, across platforms and networks in order to drive differentiation, reach, word of mouth and specific customer relevance for the island of Ireland as a holiday destination.

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.



WHAT DO GERMANS LIKE ABOUT IRELAND?

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

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](#)

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 imagery, short videos are also possible Engaging content, questions and more informational style Remarkable landscapes 	Image: aspect ratio 1:1 or 4:5 Video: ideal aspect ratio is 9:16 and max 60 secs
 @entdecke_irla	72K	<ul style="list-style-type: none"> Highly visual content that tells a story and encourages action Focuses on impactful imagery and short videos Remarkable landscapes and off-the-beaten track imagery Instagram stories: actionable tips and top things to do and visit; people are interested in clicking to further pages 	Image: aspect ratio for in-feed posts 4:5 / Stories 9:16 Video content: aspect ratio for Stories + Reels 9:16 and around 30 secs
 @entdeckeirland	800	<ul style="list-style-type: none"> Highly visual video content that tells a story and encourages action Focuses on impactful short videos Big focus on music, sounds and voices Remarkable landscapes and off-the-beaten track videos 	Aspect ratio 9:16 and around 15-max 60 secs
 @entdeckeirland	227	<ul style="list-style-type: none"> Highly visual content that inspires the audience and helps the planning process Food & drink, niche content, experiences As people don't follow, but use as pool of planning information, give as much info as possible on visual 	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"> Seasonal content that is newsworthy and has appealing content New experiences, trending stories 	Image: aspect ratio has to be 1:1 or 3:2
 @entdeckeirland	2.2K	<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

400k followers across our channels

HASHTAGS

Why not use our market specific hashtags?

EntdeckeIrland

DEMOGRAPHICS

 68.3% women, 31.7% men
50.8% 25-54yo

 65.4% women, 34.5% men
47.7% 35-54yo

 56.8% women, 43.2% men
67.7% 45+ yo

 72.3% women, 27.7% men
90% 25-34yo

 39.9% women, 59.7% men
52.6% 25-54yo

WHAT GERMANS LIKE?



coast



picturesque villages



roadtrips



castles



national parks



historic sites



wildlife



music

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- always good to show several top tips of one product/region

 Ensure that your site has foreign language content when our social media content directs to it. Also ensure that you have recent content on you social media platform, to give further information about your product without leaving the platform

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

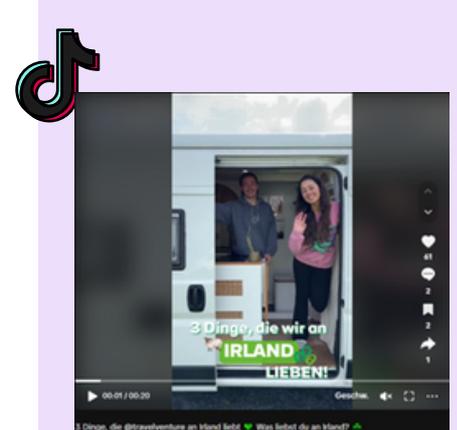
TOP PERFORMING EXAMPLES



- Vertical formats and Reels can guarantee better performance
- UGC content
- Immersive video that shows Ireland as a dreamy location

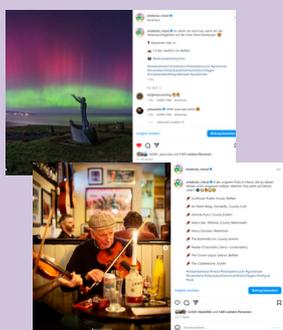


- UGC content
- 4:5 format / collages are excellent performers as well
- High quality pictures, landscapes and animals drive high engagement

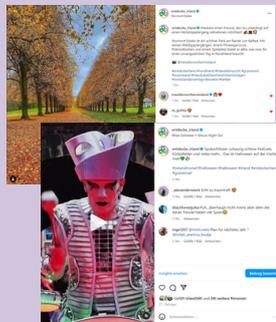


- 9x16 video
- Inspirational piece of content
- Shows multiple locations and activities
- Short Text overlay in German and with no brandings

DO'S AND DON'TS



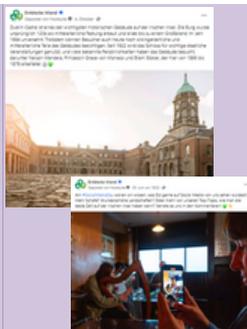
- Why it works:**
- 4:5 ratio
 - High quality pics
 - Albums with "Top-10" always perform the best
 - Focus on the landscape
 - surprising/stunning location
 - The copy tells the story of the place
 - Seasonal content



- Why it does not work:**
- Content with people
 - We do not learn much about the area and you can't recognize Ireland
 - 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
 - Multiple images usually perform well



- Why it does not work:**
- Horizontal format
 - Content with people
 - No storytelling on the post / Too niche
 - The use of hashtags on Facebook is not necessary
 - Pictures don't show much of Ireland



- Why it works:**
- Timely content
 - Awareness content rather than traffic driving
 - horizontal format



- Why it doesn't work:**
- No strong imagery
 - Text on images doesn't work well for Twitter



- Why it works:**
- The landscape is the focus of the pin
 - Videos are great performers
 - Pinterest works best for active planning
 - Trip ideas, best attractions and hidden gems work best



- Why it does not work:**
- Text is hard to read
 - Picture and text aren't creating interest into discovering more



- Why it works:**
- 9x16 ratio
 - High quality video
 - Focus on the landscape
 - Engaging phrase on video in German
 - The copy tells the story of the place and allows the reader to go under the surface



- Why it does not work:**
- Locations don't stand out
 - You cannot tell it's Ireland, could be anywhere on the world
 - Non-engaging copy
 - No text overlay that helps TikTok algorithm