

Italy Instagram Story 2021

Activities: Social media

Suitable for: Accommodation groups and associations, Air and Sea carriers, Attraction groups and associations, Dining and entertainment, Festivals, Individual accommodation properties, Individual attractions

Spaces: 5

Date: Throughout the year

Sign up by: 26/11/2021

For More Info: [Mary O'Connor](#) Tourism Ireland Italy

Sign up for this great opportunity to exclusively showcase your business to our **92,000 Italian Instagram followers**. As part of our regular social media communications to Italian consumers, Tourism Ireland Italy will create a number of **dedicated Instagram Stories**, focusing on one industry partner. **Your story** will be published on our Instagram account **@turismoirlanda**. On average, our Stories are viewed by 4,000 Italians. Our Instagram followers are 68% female and 61% of them are aged between 25 and 44. Would you like to reach this target directly and exclusively showcase your product/service to potential Italian customers?

To sign up for this opportunity simply send us your Instagram account, the month you would like to carry out the activity and a tagged link so you can track results: we will be in touch to agree on memorable and engaging content highlighting what makes you stand out from the competition. Tourism Ireland Italy will manage the storytelling. Some handy hints:

- Vertical content works best.
- Instagram Stories are for storytelling: how your business was created, interesting background stories or unusual details, note anything of interest in your location.
- Instagram Stories work well as an awareness piece, to catch people's attention and be remembered.
- Hotels: 1 bedroom image is enough, Italian consumers also like to see where the hotel is situated.

This is a highly engaging and unique way to reach a large audience of Italians who are actively interested in visiting Ireland. Your dedicated Story will consist of 3 slides including images and/or video. It will also include your social media handles and link to your website. As part of the package, we will also create a social media post on Facebook to our 312,000 Facebook followers.

There are 5 spaces available in 2021.

Some of our previous partners: *Ballynahinch Castle, National Museum of Ireland, Ireland's Blue Book*



