

#FYHWI Spring Campaign

Activities: Advertising, Direct & e-marketing, Publicity activities, Trade activities, Social media

Suitable for: Accommodation groups and associations, Outdoor activity providers / Wellness, Air and Sea carriers, Attraction groups and associations, Business tourism, Transport - Car hire & Coach hire, Dining and entertainment, DMC, Festivals, Golf, Individual accommodation properties, Individual attractions, Market tour operators, Tourism networks, Shopping, Guided tours

From: 15/02/2021

To: 30/04/2021

Sign up by: 28/02/2021

For More Info: [Geraldine Egan](#) Tourism Ireland Dublin

Help us fill our overseas consumers' hearts with Ireland!

Tourism Ireland has been working with our overseas audiences to keep the island of Ireland top of mind in these most difficult times through our engaging Fill Your Heart With Ireland social campaign. Because people aren't travelling right now and cannot experience our warm welcome, unspoilt nature or rich tapestry of cultural experiences first-hand, we are bringing Ireland into their homes.

Using the hashtag **#FillYourHeartWithIreland**, we are sharing inspirational content that speaks to the world at this difficult time and connects people with the island of Ireland. **#FillYourHeartWithIreland** covers a range of themes in alignment with our passion points: **Views and Landscapes, Living Culture, Built Heritage, Food and Drink, TV & Movies and Soft Adventure**, to bring the best of Ireland onto people's screens and make them smile. Anything from enjoying a trad music session, to learning how to Irish dance, taking a virtual tour of a distillery or visitor centre, exploring colourful towns and villages, tuning in to theatre and film, trying out recipes, going on a virtual surfing lesson or hike or even enjoying a fun TikTok video from Ireland. We need your help to bring our passion points to life.

The campaign has achieved significant engagement on TI owned channels to date, delivering **830m** impressions (eyeballs), **44m** video views and **3.3m** engagements (reactions, likes etc.) on Facebook, **7.4m** engagements (reactions, likes etc.) on Instagram and over **220k** engagements (reactions, likes etc.) on Twitter, and has helped generate **€82m/£75m** in positive media coverage.

Our aim is to engage overseas audiences with content that they will share with friends and family and we need your help to do this!

To learn more about the best performing types of content that we share on social media with overseas consumers and further information about **#FillYourHeartwithIreland**, click [here](#) or get in touch with gegan@tourismireland.com.

For examples of our weekly communication of FYHWI posts to our overseas partners click [here](#).



