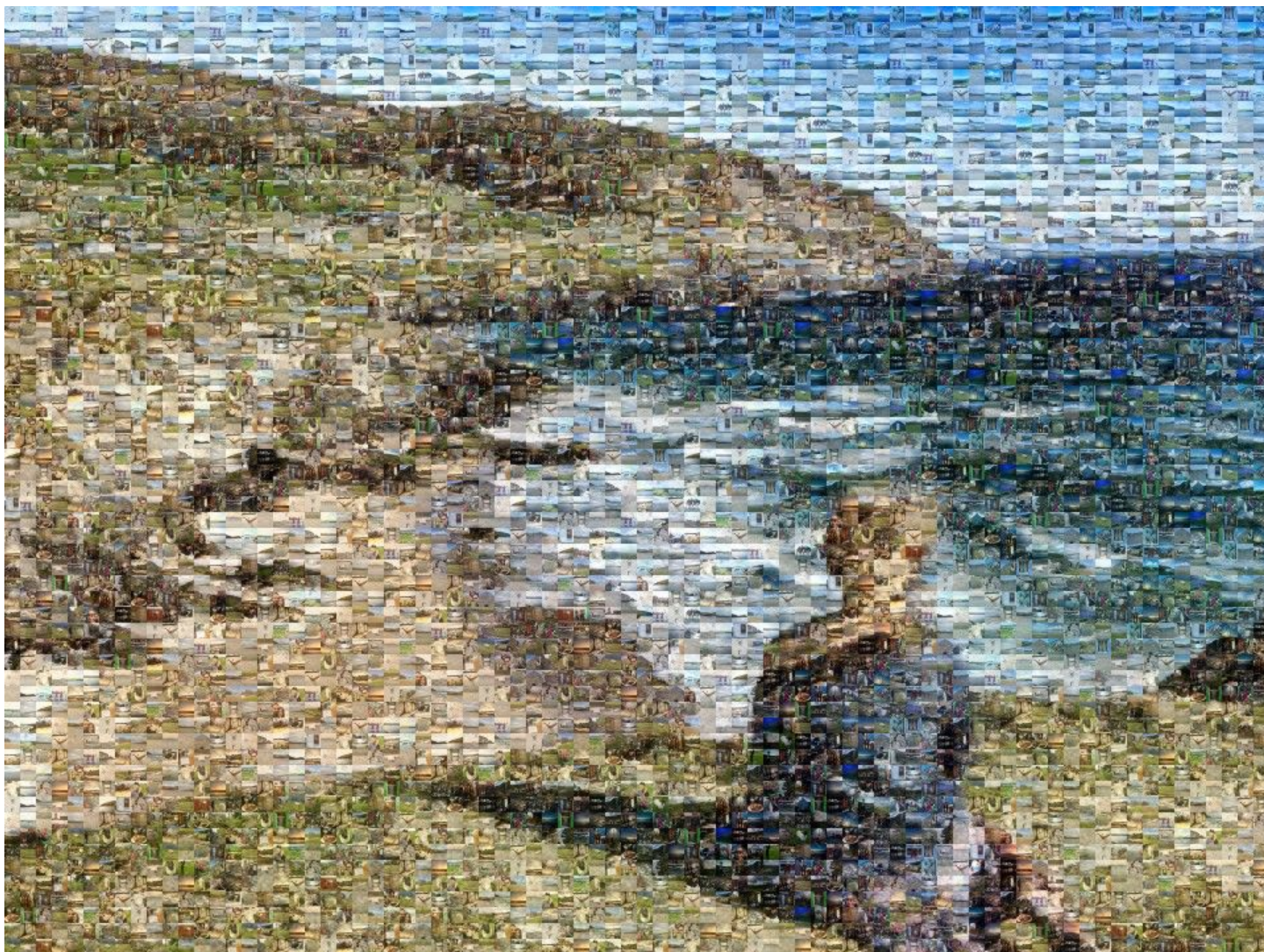
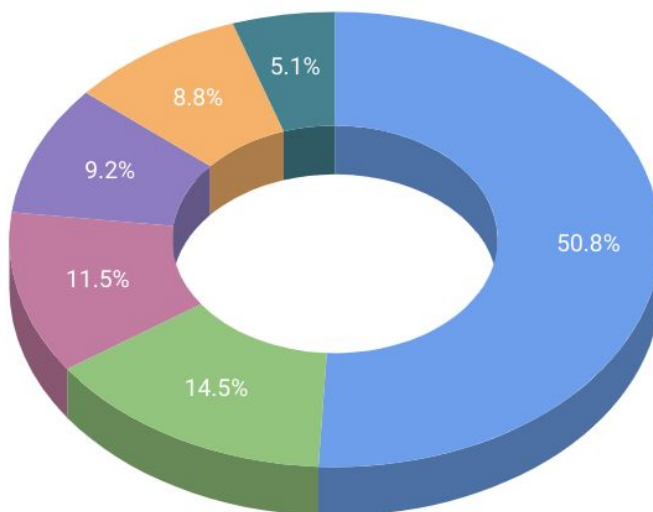


What commentary / imagery do visitors share through social media?



<https://shar.es/1NK3UT>



● Sights ● Activities / Festivals ● Animals ● Music ● Drink / Pubs ● Food / Restaurants

Data compiled from Dingle related images shared through Twitter, Instagram, and Facebook between June 1 and September 30 2017.

It's no surprise that Dingle's sights dominate shared imagery and commentary on social media. The region's incredible natural beauty coupled with its rich, ancient history provide an ideal setting for just about any adventure.

Dingle's many festivals and activities feature prominently in social media posts, as do the area's wildlife and livestock. Interestingly, Dingle's music scene beats out its pub and foodie scene, at least where social media imagery and commentary is concerned.

Below is a breakdown of the types of imagery and subject of commentary shared on Twitter, Instagram, and Facebook between June 1 and September 30 2017.

Sights - 50.8%

Landscape / Hills	18.6%
Seascape	17.3%
Beach	10.5%
Cliffs	8.2%
Dingle Harbor / Marina / Pier	7.3%
Flowers	6.4%
Slea Head	5.9%
Conor Pass / Waterfall	4.5%
Gallarus Oratory	2.7%
Dunquin Harbour	2.7%
Ocean World Aquarium	2.3%
Ballydavid	1.8%
Fahan Beehive Huts	1.8%
Blasket Islands	1.8%
Dingle Town	1.4%
Kilmalkedar Church / Graveyard	1.4%
Garden	1.4%
Ballyferriter	1.0%
An Díseart	1.0%
Three Sisters	1.0%
Lighthouse	1.0%

Activities / Festivals - 14.5%

Dingle Food Festival	14.3%
Boat Trip / Tour	12.7%
Fishing	7.9%
Hiking	7.9%
Road Trip	6.3%
Cycling	6.3%
Dingle Tradfest	4.8%
Dingle Races / Derby	4.8%
Dingle Half Marathon	4.8%
Rugby	4.8%
Shopping	4.8%
Golfing	4.8%
Dingle Marathon	4.2%
Biking	3.2%
Animation Dingle Festival	1.5%
Sailing	1.5%
Festival of the Potato	1.5%
Paddle Boarding	1.4%
Horseback Riding	1.4%
Kayaking	1.1%

Animals - 11.5%

Fungie the Dolphin	26%
Sheep	20%
Donkeys	10%
Dogs	8%
Horses / Ponies	8%
Seagulls	8%
Goat	6%
Cows	4%
Otter	2%
Sharks	2%
Seals	2%
Minke Whale	2%
Jellyfish	2%

Music - 9.2%

Traditional Irish Music / Dance	37.5%
Dingle Tradfest	15%
The Dingle Pub	12.5%
The Dingle Whiskey Bar	10%
Mighty Courthouse Session	5%
Dick Mack's	2.5%
An Droichead Beag	2.5%
O'Flaherty's Bar	2.5%
Milltown House	2.5%
Foxy John's	2.5%
Geaney's Bar	2.5%
Dingle Music Shop	2.5%
McCarthy's Bar	2.5%

Drink / Pubs - 8.8%

Dingle Distillery / Whisky / Gin	21%
Dick Mack's	13.2%
O'Sullivan's Courthouse Pub	13.2%
Guinness	10.5%
Murphy's	7.9%
Curran's Pub	5.3%
McCarthy's Bar	5.3%
An Droichead Beag	5.3%
Kennedy's	2.7%
Foxy John's	2.6%
Quinn's Pub	2.6%
O'Connor's Bar & Guesthouse	2.6%
Paddy Bawn Brosnan's Bar	2.6%
Paul Geaney's	2.6%
The Dingle Pub	2.6%

Food / Restaurants - 5.1%

Ceann Sibeal Hotel	13.6%
O'Connor's Bar & Guesthouse	13.6%
Fish and Chips	13.3%
Murphy's Ice Cream	9.5%
Lord Baker's Restaurant	9.0%
The Marina Inn	5.0%
Danno's Restaurant and Bar	4.5%
Cork Billy	4.5%
Fenton's of Dingle	4.5%
Nik's Teas	4.5%
An Cafe Liteartha	4.5%
Crinkle	4.5%
Oysters	4.5%
Cheese	4.5%

What experiences do visitors share online about their holidays? What do visitors highlight or recommend for other visitors? Food/dining/drink experiences?

Pubs

Dingle is a pub town and with over 50 pubs to serve a permanent population of less than 2,000, Dingle is quite possibly *the* pub town in a country and culture where the pub is an institution.

Even native Irish make the pilgrimage to Dingle pubs to enjoy a pint or two or three at a bar ... the way bars used to be. A majority of social media mentions reflect any length visit to Dingle Town likely includes a stop in at a pub.

Below are the most popular/suggested pubs ranked according to mentions on Instagram and Twitter between March and October 2017.



#1 - Dick Mack's

Extensive selection of whiskey, rain boots, and craft leather goods.



#2 - Foxy John's

Half Irish pub. Half hardware store. Because, why not?



#3 - O'Sullivan's Courthouse Pub

Traditional Irish music and Texas bar-b-que, all under a low ceiling.



#4 - Curran's

No fancy stuff. Just great people and great pints. Locals hotspot.



#5 - O'Flaherty's

Trad mecca. Real-as-it-gets Irish music, language, and culture.



#6 - Marina Pub

Good bar food. Good music. Hit-or-miss service.

Other Mentions:

John Benny's Pub Dingle, Kennedy's, Paddy Bawn, The Mighty Session, Hannie Agnes, An Droichead Beag/The Small Bridge, The Dingle Pub, McCarthy's Bar, Haberdashery on Green Street.

Restaurants

Long gone are the days when Dingle had 52 pubs but lacked a single restaurant at which to enjoy a proper meal. Today, with over three-dozen restaurants to choose from, Dingle is a foodie mecca.

In fact, Dingle puts on one of the largest food festivals in Ireland to showcase the culinary artistry of local chefs and the area's phenomenal selection of surf, turf, and produce. Locals lovingly call it, "The Best Weekend of the Year."

Below are the most popular/suggested restaurants ranked according to mentions on Instagram and Twitter between March and October 2017.



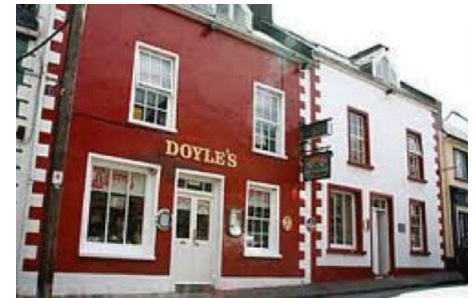
#1 - Murphy's

Relaxed atmosphere. Good pub food and great service with a pint.



#2 - Out of the Blue

Eats so fresh that if the day's catch was less than stellar, it's closed.



#3 - Doyle's

A visit to Dingle is not complete without a stop in at Doyle's.



#4 - Global Village

Food so gorgeous you almost feel guilty eating it.



#5 - The Chart House

Fantastic Irish fusion food and hospitality in an intimate setting.



#6 - The Boatyard Restaurant

Idyllic views of the harbor in a classy but relaxed setting.

Other Mentions:

Lord Baker's Restaurant, Geaney's Bar & Restaurant, Half Door, Idás, Ashe's, Dingle Diner, Grey's Lane Bistro, An Canteen Restaurant, The Blue Zone, Fentons of Dingle, Crinkle.

Sights

The food, pubs, and people of Dingle are tough to top but I'm confident even the locals would agree the best this extraordinary place has to offer isn't found in a pub, on a plate, at the bottom of a good pint, or sitting on the barstool next to you.

Instead, they would give credit where credit is truly due - to an incredible, almost surreal landscape seemingly untouched and unspoiled by the passage of time and to the ancient people that believed this place as magical 6,000 years ago as locals and visitors do today.

Below are the most popular/suggested sights ranked according to mentions on Instagram and Twitter between March and October 2017.



#1 - Sleah Head Drive

Offers breathtaking views of the western end of Dingle peninsula.



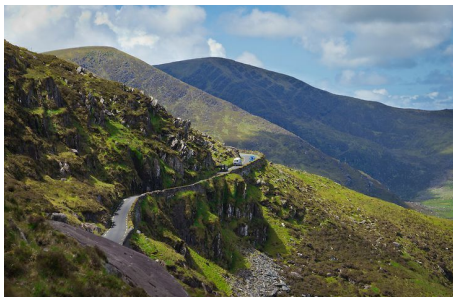
#2 - Great Blasket Island

Once home to a thriving fishing community at the edge of Europe.



#3 - Dún Beag Fort

Iron-age stone fort used from 800 BC through the 10th century AD.



#4 - Conor Pass

Located on the R560, among the highest Irish mountain passes.



#5 - Dunquin

Gaeltacht village at the most westerly tip of Dingle Peninsula.



#6 - Inch beach

Beautiful beach located between Dingle and Castlemaine Harbours.

Other Mentions:

Dingle Distillery, Oratory of Gallarus, Ballydavid, Beál Bán beach, Gallarus Castle, Dingle Brewery, Brandon Point, Annascaul Lake, Dingle Bay Hotel, St James Church, Muckross Abbey, Muckross House and Gardens, Torc Waterfall, The Meeting of the Waters, Eagles Nest, Derrycunihy, Ladies View, Lough Looscaunagh, Eask Tower, Dingle Lighthouse, Inis Tuisceart.

What do locals recommend visitors do in and around Dingle?



#1 - Sleah Head Drive

Locals suggest renting a bike or car to take in sights along Sleah Head Drive.



#2 - Dingle Distillery

Locals swear by Dingle Whiskey and Gin. Said to be hangover free.



#3 - Murphy's

Locals recommend Murphy's for a quick bite and a pint.

Other Local Favorites:

Ganey's Bar & Restaurant, Fentons of Dingle, Half Door, Beál Bán beach, Dún Beag Fort, Oratory of Gallarus, Dunquin

What are the main marketing or product messages about Dingle? What are the main brand associations with Dingle based on social media commentary?

Tourism Ireland campaigns for Star Wars and Game of Thrones reached 224 million people around the world in 2016, amounting to more than € 40 million euro in advertising and publicity for Ireland, County Kerry, and Dingle.

With the release of *Star Wars: The Last Jedi* in December 2017, Tourism Ireland launched a targeted campaign in a dozen markets globally to attract visitors to the area.

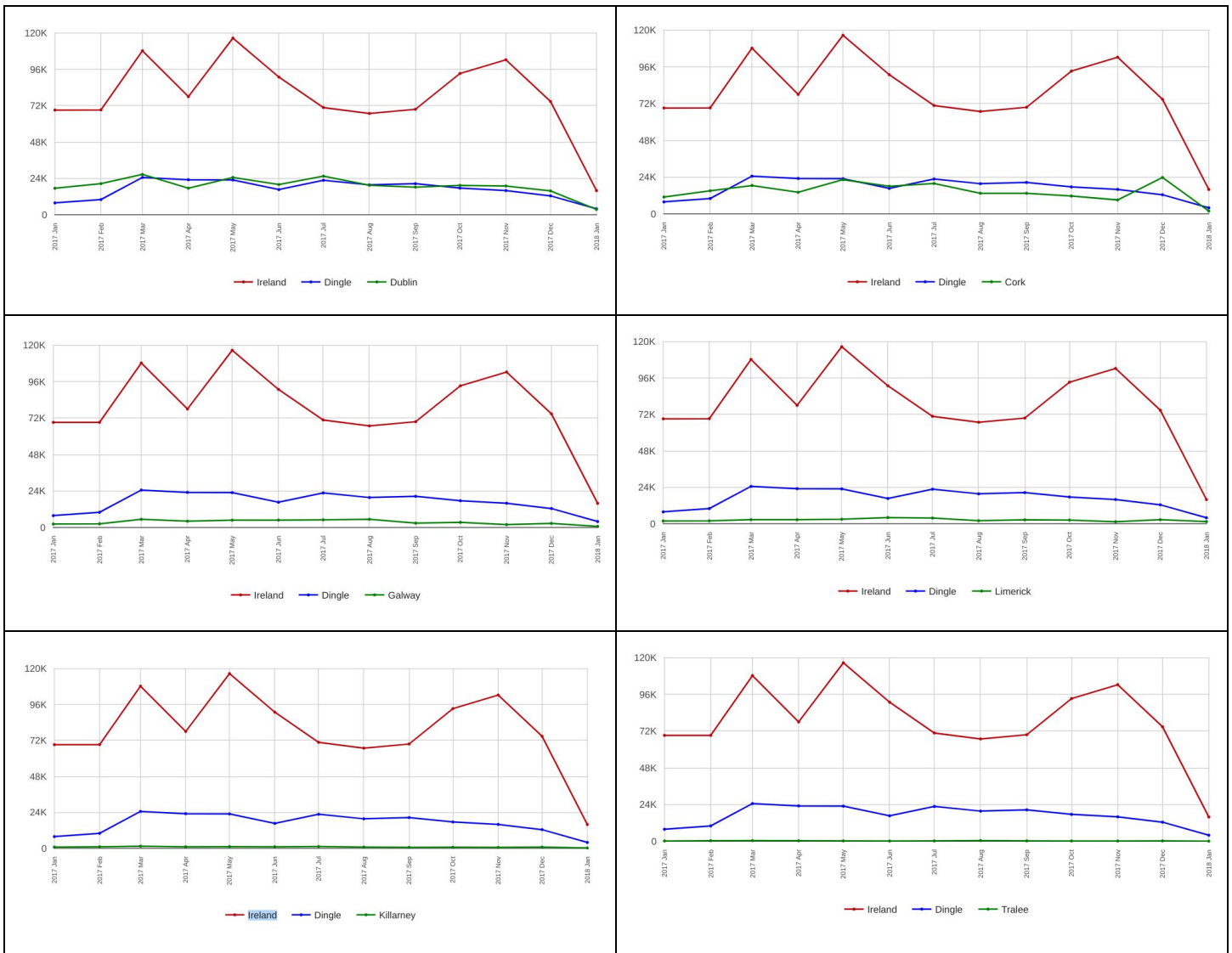
The campaign's main marketing and product messaging showcase the **isolated (but accessible) natural beauty to be discovered** and **incredible archaeological sites to be explored** in southwest Ireland. The **exceptional warmth and hospitality of the people** of Ireland, County Kerry, and Dingle are also key takeaways.

The **often-noted storybook/fairytale vibe** of the place is echoed through the campaign's messaging, which fits well with both Disney and Star Wars brands. The campaign succeeds in projecting an **air of approachable, age-old mystery and wisdom** and does well to position the region as an **ideal starting point for an epic adventure**.

This brand messaging successfully reverberates through social media and the blogosphere. Though I can't speak to the campaign's ability to penetrate and convert its target, it's clear from my research that this messaging rings true and that Dingle is a topic of conversation for many. Negative commentary was nearly non-existent and generally had to do with roads being too narrow or pubs being too crowded.

Regarding blog, message board, and forum posts, Dingle is a close second to Dublin and slightly ahead of Cork. The neighboring cities and towns of Galway, Limerick, and Tralee trail Dingle significantly.

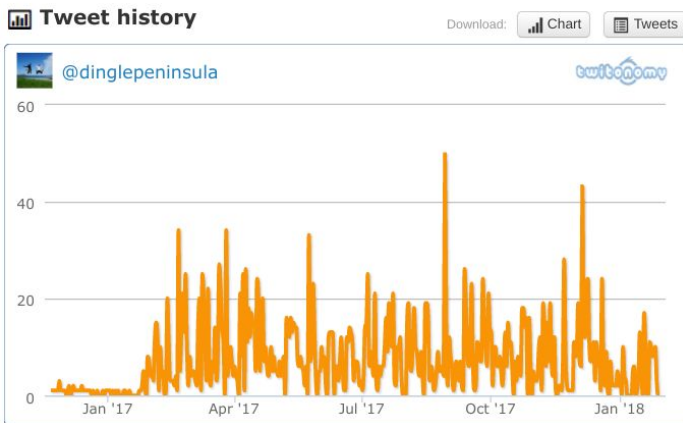
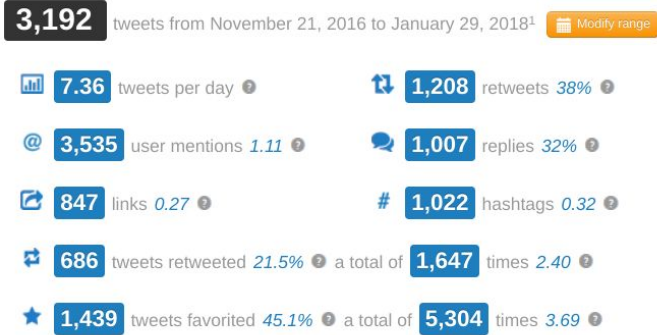
	Total Posts	Posts Per Day
Ireland	1026152	78935
Dingle	218127	16779
Dublin	247512	19039
Cork	192098	14777
Galway	45919	3532
Limerick	32246	2480
Killarney	11529	888
Tralee	3011	232



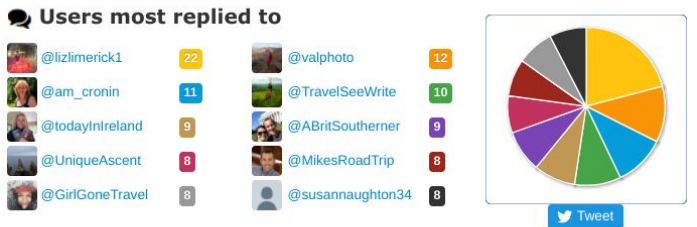
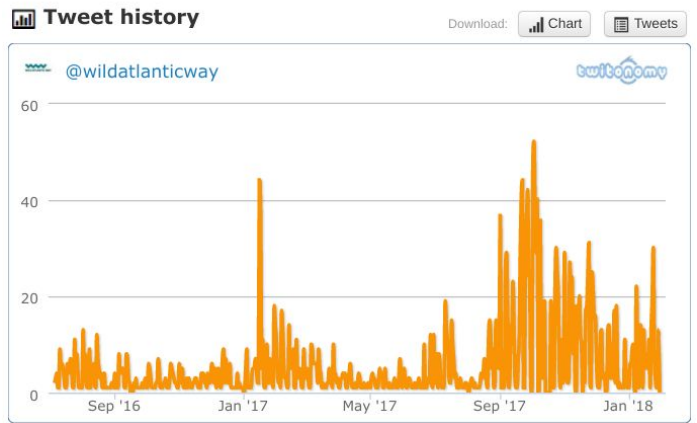
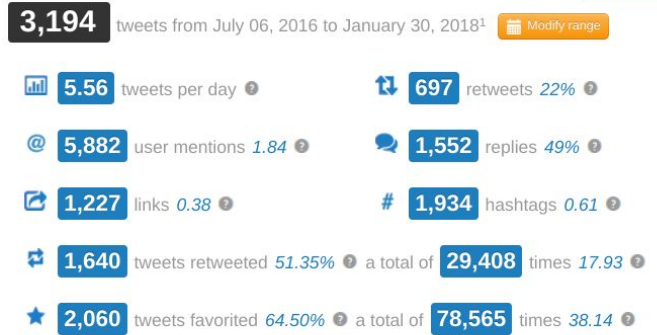
Graphs compiled from aggregate data on blog, message board, and forum posts between January 2017 and January 2018 measured by boardreader.

Tagged posts to Facebook, Instagram, and Twitter often include the **#dingle** and/or **#dinglepeninsula** tags. Another common tag is **#wildatlanticway**. Twitter analytics for @dinglepenninsula and @wildatlanticway are provided below. Unfortunately, @dingle is private and so an in depth analysis of #dingle could not be done.

@dinglepenninsula



@wildatlanticway



Conclusions – what sort of area is it, what are its attractors, how appealing is it compared to other options in Ireland?

Admittedly, I had not heard of Dingle. I had heard of Skellig Michael, the island where scenes from *The Force Awakens* and *The Last Jedi* were shot. Embarrassingly, I could not locate this or any other place (aside from Dublin) on an unlabeled map of Ireland. In short, I didn't know what I didn't know.

My impression of Dingle is that it is a national treasure of sorts. The Irish tend to romanticize the place - and they should. It sounds almost too good to be true. A stunningly beautiful place that's off the beaten path, removed enough from the world to have developed an authentically quirky, distinctly Irish, deeply relatable human character about it. To visit Dingle is not to escape from the world nearly so much as it is to remind yourself of what's best about the world.

The sea and the landscape it has sculpted is both beautiful and harsh, a reminder of nature's power and duplicity. Lush, rolling hills that were once barren and thousands of ancient sites dotted up and down the peninsula exemplify the ingenuity and perseverance of our ancestors. The warm, welcoming ways of Dingle's people promote a sense of belonging and of home to even the most anxious and weary travelers.

Dingle seems to attract an interestingly peculiar type of person. Superficially, Dingle lovers don't appear to have much in common with one another. There's something I can't quite put my finger on. Perhaps that's the identifier - those that adore Dingle see a good deal of themselves in it. Like Dingle, they cannot be easily read, quickly categorized, and promptly put into a box. I am of that type myself and can say, I intend to make my way to Dingle someday.

Itinerary

Below are 3, 5, and 10-day itineraries based on the above research.

		3-day	5-day	10-day
	Lodging	Murphy's Pub and B&B	Dingle Marina Lodge	Dingle Bay Hotel
	Travel	Rent a car	Rent a car	Rent a car
1	Lunch	Murphy's Pub	Doyle's	Doyle's
	Event	Dingle Distillery / Dingle Brewery	Dingle Distillery / Dingle Brewery	Dingle Distillery / Dingle Brewery
	Dinner	Doyle's	Murphy's Pub	Murphy's Pub
2	Breakfast	My Boy Blue	My Boy Blue	My Boy Blue
	Event	Drive/Bike Sleah Head Drive	Drive/Bike Sleah Head Drive	Drive/Bike Sleah Head Drive*
	Dinner	The Chart House	Out of the Blue	Out of the Blue
3	Breakfast	Grey's Lane Bistro	Fish at the Marina	Fish at the Marina
	Event	Sciúird Archaeological Tours	Dingle Dolphin Boat Tour	Dingle Dolphin Boat Tour
	Dinner	In Dublin	Pub Crawl / Boatyard Restaurant	Pub Crawl / Boatyard Restaurant
4	Breakfast		Grey's Lane Bistro	Dingle Bay Hotel
	Event		Sciúird Archaeological Tours	Minard Castle / Inch Beach
	Dinner		The Chart House	Lord Baker's Restaurant
5	Breakfast		Pax Guest House	Coastguard Restaurant
	Event		Dingle Oceanworld Aquarium	Great Blasket Island Boat Tour**
	Dinner		In Dublin	Global Village
6	Breakfast			An Cafe Liteartha
	Event			Road Trip Conor Pass / Brandon
	Dinner			Half Door
7	Breakfast			Murphy's Pub
	Event			Free day / Pub Crawl
	Dinner			Dingle Diner
8	Breakfast			Heatons Guesthouse
	Event			Oratory of Gallarus / Wine Strand
	Dinner			Fenton's of Dingle
9	Breakfast			Grey's Lane Bistro
	Event			Sciúird Archaeological Tours
	Dinner			The Chart House
10	Breakfast			Pax Guest House
	Event			Dingle Oceanworld Aquarium
	Lunch			In Dublin

*Dingle Bikes

** Dingle Boat Tours