



# Domestic vs Overseas Tourism - Ireland - January 2013

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This report looks at the following areas:

- How often do Irish consumers take holidays?
- What are the key destinations for Irish consumers travelling overseas?
- How do Irish consumers travel?
- How are Irish consumers sourcing information when choosing a domestic or overseas holiday?
- Have difficult financial circumstances helped or hindered the tourism industry in Ireland?

While the financial situation of Irish consumers remains fragile, the decision to take a holiday is one that is not made lightly, and as such, they are scaling back on the number of holidays they may take each year, as well as general spending on tourism. However, taking a holiday remains a key priority for Irish consumers; they are now more likely to consider taking one domestically rather than travelling abroad.

This report reviews the performance of the tourism industry throughout the island of Ireland compared to that of overseas markets, and highlights Irish consumers' attitudes towards taking a holiday and habits they engage in when on holiday.



"The fragile economic environment presents a significant challenge to the tourism industry in Ireland, and as such, companies operating in this sector will need to clearly demonstrate value for money to encourage financially cautious domestic and overseas visitors to spend."

**- James Wilson, Research Analyst**

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