

Short Breaks - Ireland - October 2013

Report Price: £1495 | \$1995 | €1800

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This report looks at the following areas:

- What type of short breaks offer the greatest appeal to Irish consumers?
- What factors are important to Irish consumers when taking a short break?
- How do Irish consumers plan a short break?
- What impact is the rising cost of travelling having on the market for short breaks in Ireland?
- How are deal-of-the-day websites impacting the short break market in Ireland?

In 2013, the NI and RoI governments have continued investing in the island's tourism product through the hosting and international promotion of 'mega events' such as the UK City of Culture and The Gathering, in an effort to encourage domestic and overseas consumers to take a short break in Ireland.

However, the decision to take a short break in Ireland is not one that is made lightly, given that Irish consumers' finances remain fragile and prices of tourism-related activities in the key Irish cities of Belfast and Dublin increased significantly during the period 2012-13.

This report examines the importance of consumers taking short breaks to the overall tourism industry throughout Ireland, and highlights the type of short breaks that Irish consumers take, how they plan such a break and their attitudes towards short breaks.



"With the situation of high oil prices and low wage growth likely to continue and result in higher prices, companies operating in this sector will need to consider how they provide value for money and communicate this effectively through the appropriate channels to increase the number of domestic and overseas visitors that take a short break in Ireland."

– James Wilson, Research Analyst

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