

Domestic vs Overseas Tourism - Ireland - November 2014

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This report looks at the following areas:

- What are consumers' preferences when it comes to trips away?
- What are the preferred short break/holiday destinations?
- What activities do consumers participate in when on a short break/holiday?

Although the recent economic recovery both in NI and RoI has yet to truly impact upon consumers' pockets, there has already been an increase in domestic tourism – particularly in NI.

However, data indicates that Irish consumers tend to regard Ireland more as a short break (one-three nights) destination rather than a holiday (four or more nights) destination. Moreover, the focus of cross-border tourism, in particular, on the two main cities of Dublin and Belfast, is very much to the exclusion of coastal and rural areas. Alongside this, the last few years have seen strong growth in overseas visitor numbers to Ireland, and all indications are that this will continue for the foreseeable future.

This report examines tourism involving Irish consumers both in Ireland and abroad. It examines the forces and drivers impacting upon Irish consumers' behaviour, as well as trends, consumer preferences and general tourist activity.



“After a challenging period of economic downturn both at home and abroad, there is much to suggest that the Irish tourism sector – both in NI and RoI – has emerged stronger and leaner, and is well placed to exploit and benefit from the expected growth in global tourism activity.” – **Brian O'Connor, Production Manager**

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THE CONSUMER – USE OF DEAL-OF-THE-DAY WEBSITES

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