

Domestic vs Overseas Tourism - Ireland - November 2015

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“Authenticity and discovery are important to Irish consumers when taking a short break or holiday.”

– James Wilson, Research Analyst

This report looks at the following areas:

- What types of trips are Irish consumers taking within Ireland?
- Where are Irish consumers taking short breaks and holidays?
- What do Irish consumers like to do when taking a short break or holiday?
- What are the main drivers of the Irish tourism industry?

Irish consumers show a preference for taking short breaks and holidays that they have booked themselves. Eating in local restaurants, shopping and visiting pubs and bars are the most popular activities when on a short break or holiday, with a majority of Irish consumers taking part in them. The strong retail offering, particularly in Belfast and Dublin, and the promotion of Ireland's food and drink proposition in recent years has positioned the region as a leading shopping and culinary destination. Events such as the 2016 Year of Food in NI will continue to strengthen this proposition and further boost the appeal of Ireland as a short break and holiday destination to both domestic and overseas visitors.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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