

Technology and Irish Tourism - Ireland - July 2015

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"Online sources are the preferred method for booking a holiday or short break in Ireland. Consumers in NI show greater usage of third party websites, such as Expedia, while RoI consumers prefer to book directly with service providers."

– James Wilson, Research Analyst

This report looks at the following areas:

- Which online information sources did Irish consumers use to book their most recent holiday or short breaks?
- How did Irish consumers book aspects of their most recent trip?
- What opportunities does the high level of technology usage in Ireland hold for tourism companies?
- Is there an opportunity for a technology-free tourism experience?

Technology continues to have a significant impact on the Irish tourism industry. The internet has enabled companies to establish a worldwide presence and has provided consumers with a rich source of information. In addition, the high levels of ownership and usage of smartphones, tablets, apps, social networks and built-in cameras allow consumers and companies to connect in real time and thus provides Irish tourism companies with new marketing opportunities and ways to reach consumers.

This report examines the role that technology plays in the Irish tourism industry by looking at the sources that Irish consumers used to research ideas before booking their last holiday or short break, how they booked it, and their attitudes towards technology in Irish tourism.

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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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Table of Contents

Introduction

Key themes of the report
Data sources
Definition
Abbreviations

Executive Summary

Market factors
Internet remains the main driver of holidays to Ireland but declines in influence
Deal-of-the-day websites important to Irish tourism industry
Social networks key channel for tourism companies
High device ownership provides opportunities for Irish tourism companies
Review fraud an issue for the travel industry
Companies, brands and innovations
The consumer
Irish consumers opting to stay 'at home' for short breaks
Figure 1: Where last short break (1-3 days) taken, NI and RoI, May 2015
Europe preferred for holidays
Figure 2: Where last holiday (4 or more days) taken, NI and RoI, May 2015
Customer review websites the main online information source
Figure 3: Online information sources used when booking most recent short break or holiday, NI and RoI, May 2015
Family, friends colleagues a key offline source for Irish consumers
Figure 4: Offline information sources used when booking most recent short break or holiday, NI and RoI, May 2015
Irish consumers prefer online channels to book trips
Figure 5: Sources used to book any aspect of most recent trip, NI and RoI, May 2015
Access to Wi-Fi the most important issue for Irish consumers
Figure 6: Agreement with statements relating to technology and tourism, NI and RoI, May 2015
What we think

Issues and Insights

Which online information sources did Irish consumers use to book their most recent holiday or short breaks?
The facts
The implications
How did Irish consumers book aspects of their most recent trip?
The facts
The implications
What opportunities does the high level of technology usage in Ireland hold for tourism companies?
The facts

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The implications

Is there an opportunity for a technology-free tourism experience?

The facts

The implications

Market Overview

Key points

Internet's influence of holidays to RoI continues to fall

Figure 7: Information sources that influenced choice of RoI as a holiday destination, by region, RoI, 2012-14

Figure 7: Information sources used when planning a holiday to RoI, by region, RoI, 2012-14

NI consumers show higher usage of deal-of-the-day websites for domestic trips

Figure 7: Aspects of holidays/short breaks within Ireland where deal-of-the-day service or website used to book in the last 12 months, NI and RoI, October 2014

Facebook is Ireland's favourite social network

Figure 7: Social networks used at least once per week, NI and RoI, March 2015

Social media helps Tourism Ireland promote NI to worldwide audience

Internet-enabled device ownership high

Figure 7: Ownership of or access to mobile technology devices, NI and RoI, July 2014-July 2015

Credibility of online reviews being questioned

Authorities clamping down on fake reviews

Holiday fraud also a concern for travel industry

Market in Context

Key points

Case study: British Airways

Case study: Dublin Airport Authority

Case study: easyJet

Case study: Ryanair

Case study: Tourism Ireland

Strengths and Weaknesses

Strengths

Weaknesses

Companies and Innovations

Key points

Examples of innovation

Japanese hotel introduces the robot concierge

Hotels moving to keyless systems

Beats Music available on-board Southwest Airlines

Tourism authorities

Fáilte Ireland

Tourism Northern Ireland (formerly Northern Ireland Tourist Board)

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Tourism Ireland
Travel websites
Airbnb
Expedia
Hotels.com
Groupon
Lonely Planet
TripAdvisor
Airlines
easyJet
Flybe
Ryanair

The Consumer – Last Holiday or Short Break Taken by Irish Consumers

Key points

Most Irish consumers took a holiday or short break in the last 12 months

Figure 7: When last holiday or short break taken, NI and RoI, May 2015

Working consumers most likely to have taken a short break or holiday in the last three months

Figure 7: Last holiday or short break taken less than three months ago, by work status and social class, NI and RoI, July 2015

Irish consumers taking short breaks 'at home'

Figure 7: Where last short break (1-3 days) taken, NI and RoI, May 2015

Broad appeal among Irish consumers for staycations

Figure 7: Last short break (1-3 days) taken in Northern Ireland or the Republic of Ireland, by gender and age, NI and RoI, May 2015

Figure 7: Last short break (1-3 days) taken in Europe, by gender and age, NI and RoI, May 2015

Europe the preferred destination for holidays

Figure 7: Where last holiday (4 or more days) taken, NI and RoI, May 2015

Irish consumers taking children on European holidays

Figure 7: Last holiday (4 or more days) taken in Europe, by presence and age of children in the household, NI and RoI, May 2015

Irish consumers booking holidays 2-4 months before travelling

Figure 7: How long trip was booked before last holiday, NI and RoI, May 2015

Millennials and singles most likely to book trips at short notice, Gen X booking 2-4 months in advance

Figure 7: How long trip was booked before last short break, NI and RoI, May 2015

The Consumer – Online Information Sources Used When Booking Most Recent Holiday or Short Break

Key points

Customer review websites most popular online source when booking short breaks and holidays

Figure 7: Online information sources used when booking most recent short break or holiday, NI and RoI, May 2015

Customer review and travel websites, online photos key sources for older Millennials

Figure 7: Use of customer review websites, travel company websites and online photos as information sources when booking most recent holiday or short break, by age, NI, May 2015

Figure 7: Use of customer review websites, travel company websites and online photos as information sources when booking most recent holiday or short break, by age, RoI, May 2015

Tourist board websites an information source for full-time workers, students and ABC1s

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Figure 7: Use of official tourist board websites (eg nitb.com, failteireland.com) as information sources when booking most recent holiday or short break, by work status and social class, NI and RoI, May 2015

Deals websites popular with married and affluent consumers

Figure 7: Use of deals websites (eg Groupon) as information sources when booking most recent holiday or short break, by marital status and social class, NI and RoI, May 2015

The Consumer – Offline Information Sources Used When Booking Most Recent Holiday or Short Break

Key points

Family, friends and colleagues important offline source when booking holidays and short breaks

Figure 7: Use of offline information sources when booking most recent short break or holiday, NI and RoI, May 2015

Young consumers most likely to seek advice from family, friends and colleagues

Figure 7: Speaking to family, friends and colleagues when booking most recent short break or holiday, by age, NI and RoI, May 2015

The Consumer – Sources Used to Book Last Holiday or Short Break

Key points

Online sources preferred when booking holidays or short breaks

Figure 7: Sources used to book any aspect of most recent trip, NI and RoI, May 2015

Older Millennials and ABC1s key users of online travel agents and comparison websites

Figure 7: Online sources used to book aspects of most recent holiday or short break, by age and social class, NI, May 2015

Figure 7: Online sources used to book most recent holiday or short break, by age and social class, RoI, May 2015

The Consumer – Attitudes towards Technology in Irish Tourism

Key points

Wi-Fi the most important issue for Irish consumers

Figure 1: Agreement with statements relating to technology and tourism, NI and RoI, May 2015

Wi-Fi a must for Irish Millennials

Figure 1: Agreement with the statement 'Wi-Fi is a must at hotels and attractions', by gender and age, NI and RoI, May 2015

Young consumers more willing to travel with companies providing on-board Wi-Fi

Figure 1: Agreement with the statement 'I would be more willing to travel with airlines/transport companies that provide on-board Wi-Fi', by age, NI and RoI, May 2015

Smartphones part of the tourism experience for young consumers

Figure 1: Agreement with selected statements relating to technology and tourism, by age, NI, May 2015

RoI 25-34s the main users of mobile devices in the tourism experience

Figure 1: Agreement with selected statements relating to technology and tourism, by age, RoI, May 2015

Irish women and affluent consumers most likely to be influenced by reviews on-the-go

Figure 1: Agreement with the statement 'Being able to access customer reviews on-the-go would encourage me to visit more restaurants/attractions', by gender and social class, NI and RoI, May 2015

Figure 1: Agreement with the statement 'I am wary of the validity of some online reviews of destinations', by gender and social class, NI and RoI, May 2015

Technology takes away from young RoI consumers' tourism experience

Figure 1: Agreement with the statement 'Using smartphones/tablets while on holiday or a short break takes away from the experience', by gender and age, NI and RoI, May 2015

Figure 1: Agreement with the statement 'I would be interested in technology-free (ie no Wi-Fi or use of gadget) tourist sites', by gender and age, NI and RoI, May 2015

Appendix

NI Toluna data

Figure 1: When last holiday or short break taken, by demographics, NI, May 2015

Figure 1: Where last short break (1-3 days) taken, by demographics, NI, May 2015

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Figure 1: Where last holiday (4 or more days) taken, by demographics, NI, May 2015

Figure 1: How long booking was made before last short break trip, by demographics, NI, May 2015

Figure 1: How long booking was made before last short break trip, by demographics, NI, May 2015 (continued)

Figure 1: How long booking was made before last holiday trip, by demographics, NI, May 2015

Figure 1: How long booking was made before last holiday trip, by demographics, NI, May 2015 (continued)

Figure 1: Online information sources used when booking most recent short break or holiday, by demographics, NI, May 2015

Figure 1: Online information sources used when booking most recent short break or holiday, by demographics, NI, May 2015 (continued)

Figure 1: Offline information sources used when booking most recent short break or holiday, by demographics, NI, May 2015

Figure 1: Offline information sources used when booking most recent short break or holiday, by demographics, NI, May 2015 (continued)

Figure 1: Sources used to book any aspect of most recent trip, by demographics, NI, May 2015

Figure 1: Sources used to book any aspect of most recent trip, by demographics, NI, May 2015 (continued)

Figure 1: Agreement with statements relating to technology and tourism, by demographics, NI, May 2015

Figure 1: Agreement with statements relating to technology and tourism, by demographics, NI, May 2015 (continued)

Figure 1: Agreement with statements relating to technology and tourism, by demographics, NI, May 2015 (continued)

RoI Toluna data

Figure 1: When last holiday or short break taken, by demographics, RoI, May 2015

Figure 1: Where last short break (1-3 days) taken, by demographics, RoI, May 2015

Figure 1: Where last holiday (4 or more days) taken, by demographics, RoI, May 2015

Figure 1: How long booking was made before last short break trip, by demographics, RoI, May 2015

Figure 1: How long booking was made before last short break trip, by demographics, RoI, May 2015 (continued)

Figure 1: How long booking was made before last holiday trip, by demographics, RoI, May 2015

Figure 1: How long booking was made before last holiday trip, by demographics, RoI, May 2015 (continued)

Figure 1: Online information sources used when booking most recent short break or holiday, by demographics, RoI, May 2015

Figure 1: Online information sources used when booking most recent short break or holiday, by demographics, RoI, May 2015 (continued)

Figure 1: Offline information sources used when booking most recent short break or holiday, by demographics, RoI, May 2015

Figure 1: Offline information sources used when booking most recent short break or holiday, by demographics, RoI, May 2015 (continued)

Figure 1: Sources used to book any aspect of most recent trip, by demographics, RoI, May 2015

Figure 1: Sources used to book any aspect of most recent trip, by demographics, RoI, May 2015 (continued)

Figure 1: Agreement with statements relating to technology and tourism, by demographics, RoI, May 2015

Figure 1: Agreement with statements relating to technology and tourism, by demographics, RoI, May 2015 (continued)

Figure 1: Agreement with statements relating to technology and tourism, by demographics, RoI, May 2015 (continued)

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