

## Technology and Irish Tourism - Ireland - July 2016

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“The popularity of customer review websites highlights the emphasis consumers are placing on peer feedback and recommendations. Usage of customer review websites is highest among affluent consumers and highlights how platforms such as TripAdvisor can be an important tool for reaching higher-spending consumers that are looking at the luxury end of the Irish tourism market.”

– James Wilson, Research Analyst

### This report looks at the following areas:

- How did Irish consumers arrange travel insurance for their last short break or holiday?
- Are Irish consumers interested in technology-free tourism?
- What opportunities does the high level of technology usage offer Irish tourism companies?

Technology continues to have a significant impact on Irish tourism. The internet is the main source of information for and influence on overseas visitors' decision to take a holiday in Ireland. Smartphones, apps and social networks also continue to play a central role in the tourism experience. Virtual reality has reached the Irish tourism industry. Irish consumers are interested in trying technology, providing tourism companies with new and more immersive ways to reach travellers.

When taken out, travel insurance is most likely to be arranged online directly through the insurer. This reflects the efforts that providers have made to bring business back through the direct channel from price comparison websites. Mobile apps have the potential to strengthen the direct sales channel and boost uptake of travel insurance, particularly at the point of departure where consumers may welcome a reminder notification and a simple option to arrange cover.

Irish consumers indicate that they are not willing to pay more for a faster connection at a hotel or attraction and are happy to use slower Wi-Fi connections at these locations if they are free to use. However, Irish consumers agree that their mobile data service is more reliable than free Wi-Fi connections. As such, tourism operators will be challenged to provide a reliable internet connection for free with download speeds that enable users to seamlessly share their tourism experience online and in real time.

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### DID YOU KNOW?

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