

Accommodation - Ireland - September 2014

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This report looks at the following areas:

What opportunities does the improving economic environment hold for accommodation providers?
 Which types of accommodation hold the greatest appeal to Irish consumers?
 What are main reasons for Irish consumers booking accommodation?
 How did Irish consumers book accommodation for their last trip?
 What factors have prevented Irish consumers from booking accommodation online in the past?

This report will examine the accommodation sector within the Irish tourism industry. This includes hotels (all types), bed & breakfast accommodation, guesthouses, caravans, camping, rented accommodation, hostels, and staying with a friend or relative. Although the booking and use of accommodation services for business purposes are discussed, this report will focus primarily on the booking and use of accommodation services for leisure purposes.

Data in this report include general information on the tourism industry for both NI and RoI, but its main focus is upon the accommodation sector of the market.

The Market Size and Forecast section of this report considers visitor numbers to and visitor expenditure in Ireland, as well as hotel occupancy rates and expenditure levels for hotels.

While this report makes mention of business travellers where appropriate, it focuses mainly on leisure travellers and holidaymakers.



“With the lack of images a key issue preventing Irish consumers from booking accommodation online, accommodation providers should look to better integrate the visually-oriented social networks into their online promotional efforts. This will enable them to boost the effectiveness of their online channels and increase their appeal to, and bookings from, Irish consumers online.” – Brian O’Connor, Production Manager

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