

Hotels and Resorts - Ireland - December 2019

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“Sustainability remains high on the agenda. Irish consumers think hotels need to do more to reduce waste and should be rated on their environmental friendliness.

Partnering with tourist authorities to introduce a sustainability rating system will enable hotel operators to provide greater transparency of their green credentials to attract increasingly eco-conscious consumers.”

– James Wilson, Research Analyst

This report looks at the following areas:

Despite the growth of services such as Airbnb, Irish consumers continue to show a preference for staying in hotels when taking an overnight trip across the island of Ireland. Consumers are more likely to stay at a hotel chain or independent operator compared to a room or property rented via Airbnb and book bed and breakfast when staying at a hotel.

The extra services and facilities available at hotels and resorts make staying at these locations more appealing to consumers than an Airbnb property. There is also interest in novelty hotels and operators could transform their properties for themed weekends to create standout in the market for consumers who are increasingly looking for more immersive experiences.

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