

Domestic vs Overseas Tourism – Ireland – July 2020

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This report looks at the following areas:

- The impact of COVID-19 on visitor numbers to Ireland – both domestic and overseas.
- Consumer preferences for overseas and domestic trips.
- What activities do consumers engage in when on holiday.
- How COVID-19 has changed consumer behaviours in relation to travel and the long-term impact.

2020 has seen the Irish tourism industry suffer a strong decline in visitor numbers, both domestic and overseas, due to the COVID-19 outbreak and the resultant lockdowns. While Irish sentiment towards the virus softened between March and July 2020, consumers remain concerned about the impact it is having on their finances and job security; as well as the enforced restrictions applied to tourism operators by the NI and RoI government to curtail the spread of the virus, pointing to potential continued contraction of tourism.



"COVID-19 has hit the Irish tourism industry hard, with industry operators expecting a drop of 50% or greater in total visitor numbers in 2020. Domestic tourism will be acutely important to the survival of the tourism sector in both NI and RoI."

– Brian O'Connor, Senior Consumer Analyst

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