

# Accommodation - Ireland - 2021

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## This report looks at the following areas:

- The impact of COVID-19 on the accommodation sector
- The impact that rising unemployment will have on accommodation
- Reasons why consumers are avoiding accommodation
- What types of accommodation consumers have used
- The types of accommodation consumers plan to use and if COVID-19 will impact their behaviour.

The accommodation sector has lost over half of its estimated market size due to the impact that COVID-19 has had on the travel and tourism sector. COVID-19 introduced restrictions that reduced the number of visitors entering the Irish market, with the accommodation market relying heavily on these visitors.

As international travel is still slowly building up, Irish accommodation companies have turned their focus onto the domestic market to encourage local consumers to take a staycation. There are still concerns surrounding COVID-19 as a third of Irish consumers are avoiding booking accommodation out of fear of contracting the virus. It is important that companies are proving to customers that they have implemented measures to ensure safety during their stay to help the accommodation market gain business and begin its recovery.



“The number of consumers using accommodation has suffered at the hands of COVID-19. Consumer confidence is low when booking accommodation as a third of Irish consumers fear that they will contract the virus, whilst others fear their travel plans may be disrupted due to restrictions.”

– Natalie Magill, Market Research Analyst

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