

Overseas Holidaymakers' Attitudes to Ireland 2018



The holiday experience extends beyond the trip. It begins with weighing up the different destination options and goes right through to the post-holiday review. Knowing more about holidaymakers' needs at each stage provides us with opportunities to improve their experience and maximise where tourism businesses can influence holidaymaker decision making in their favour.

DESTINATION CHOICE

LOTS OF DESTINATION OPTIONS = LOTS OF COMPETITION

- Overseas holidaymakers want to experience Ireland's unique scenery and have lots to see and do. While they also look to engage with friendly people, other research confirms this is not a holiday motivation on its own.
- When choosing a destination they rely on recommendations from their trusted social circle as well as online sources for inspiration. Guide books can also be relied on as a credible source, particularly for European holidaymakers.

WHY DO HOLIDAYMAKERS CHOOSE IRELAND?

Beautiful Scenery	93%
Plenty to See and Do	91%
Friendly People	88%
Natural Attractions	88%

WHERE DO THEY FIND INSPIRATION?



- Recommendations from friends and relatives are a credible and trusted source. Sending home happy holidaymakers is your best (free) marketing tool
- Holidaymakers want confidence that there's lots to see and do: make your business the hub of your region, linking to all other activities and attractions locally
- Use images of scenery (online) to inspire and give a sense of place for potential holidaymakers



HOLIDAY PLANNING

IRELAND CHOSEN FOR HOLIDAY - GETTING INTO THE PRACTICALITIES

- Travellers use a broad range of channels when planning and/or booking a holiday.
- The internet is a key planning tool – primarily accommodation providers, travel review sites and carrier sites.

WHAT SOURCES DO THEY USE WHEN PLANNING THEIR HOLIDAY?



- Your presence online is key (all online sources e.g. own website, carrier sites, online review sites etc)
- Does your site have all relevant practical information for overseas holidaymakers? Don't assume any local knowledge (address, telephone, opening hours, prices, access by public transport etc)
- Cross promotion is key. Highlight other tourist experiences in your area to entice holidaymakers to your region and stay



ON HOLIDAY

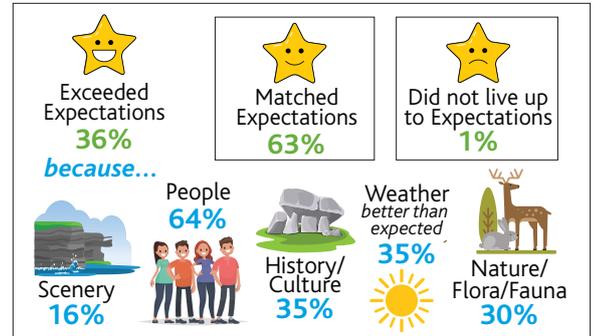
MAXIMISING YOUR IMPACT

- More than half of overseas holidaymakers found Ireland good or very good value for money in 2018. While Ireland does not position itself on price, it is important to maintain our competitiveness by providing value.
- Over a third of holidaymakers said their expectations were exceeded (a rise on previous years), with the sunny summer no doubt influencing attitudes.

WHAT DID THEY THINK OF OVERALL VALUE FOR MONEY*

	Very Good	16%
	Good	43%
	Fair	34%
	Poor	6%
	Very Poor	<0.5%

HOW DID THE HOLIDAY MEET THEIR EXPECTATIONS?



- Value for money is about quality of the experience or service as much as price. Can you add value through improving the quality of your service and provide a memorable experience?
- Holidaymakers are seasoned travellers with high expectations – can you find ways of continually surprising and delighting them (in small ways) at all points of the holiday?
- Engaging with locals doesn't motivate travel however they are an experience enhancer – never underestimate the impact of authentic interactions

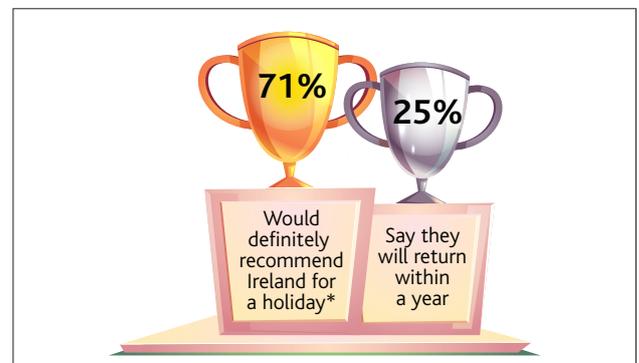


POST HOLIDAY

THIS SEASON'S HOLIDAYMAKER IS NEXT YEAR'S MARKETING TOOL

- Word of Mouth and recommendations from past holidaymakers are quick wins for businesses. By exceeding expectations and sending home happy tourists, they become an extension of Ireland's marketing team and motivate others to travel.

* % giving a score of 9 or 10 on an 11 point scale where 0 is would definitely not recommend and 10 is definitely would recommend



- Your holidaymakers' return home becomes a source of inspiration and information for their social circle – treat them well
- Encourage them to leave online reviews on travel sites (e.g. TripAdvisor, booking sites)
- Give them reasons to come back to Ireland, including other regions and sites to see



Nothing is more important and effective in the promotion of Ireland than the endorsement and recommendation of previous holidaymakers.

Make sure the experience you give them is world-class and worth re-telling in person or through online reviews.