

OVERVIEW

Domestic short trips intentions plateau at 60%.

Intentions for short trips within Ireland hold stable for the first time since May. Consideration also shows no change.

As trips abroad have become less appealing (due to quarantining and the recent increases in cases in popular holiday destinations), the lack of comparative increases to domestic holidays suggests that some may have chosen a staycation involving no nights away or no holidays at all. Local marketing of daytrip options will be important mechanisms to support the trade.

Overarching travel intentions is a re-focus on Covid-19 health concerns. The number of people reporting worry over falling sick with Covid-19 has increased, and Covid-19 safety has been re-established as a key influence when choosing destinations.

However, bookings rise and the majority of the public are on the move.

Over one-third of intended travellers have now booked some or all of their trips – a significant increase from last wave. For many who haven't booked, this is a reflection of continued concern for Covid-19 and the 'wait and see' approach adopted. For others it is more logistical, having to coordinate date and destinations with others.

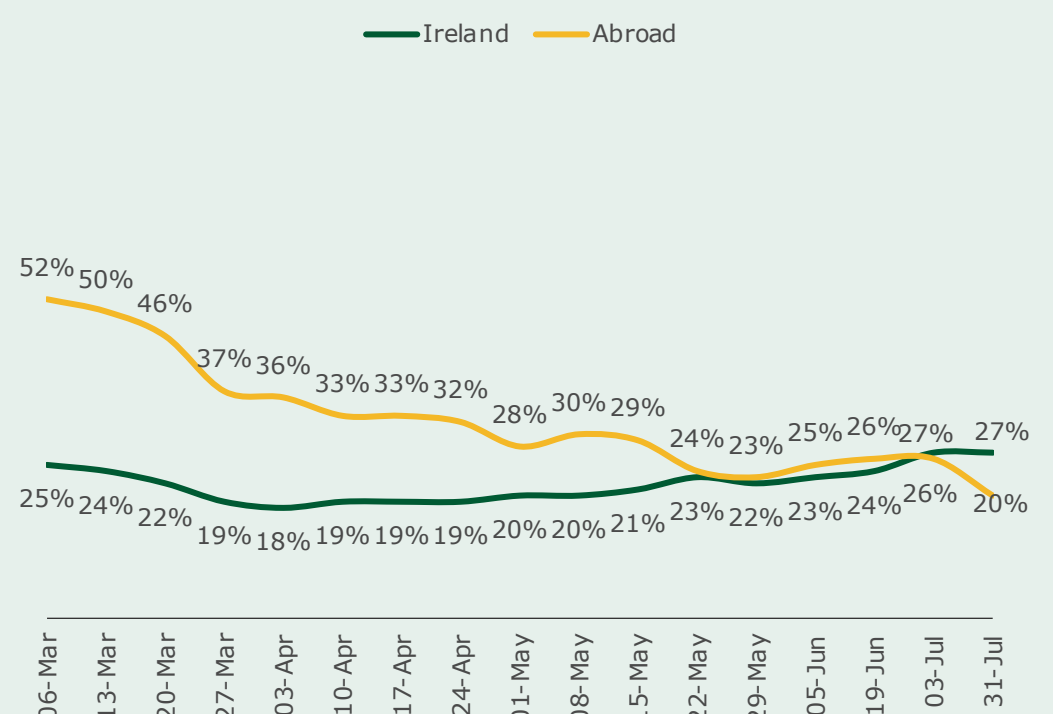
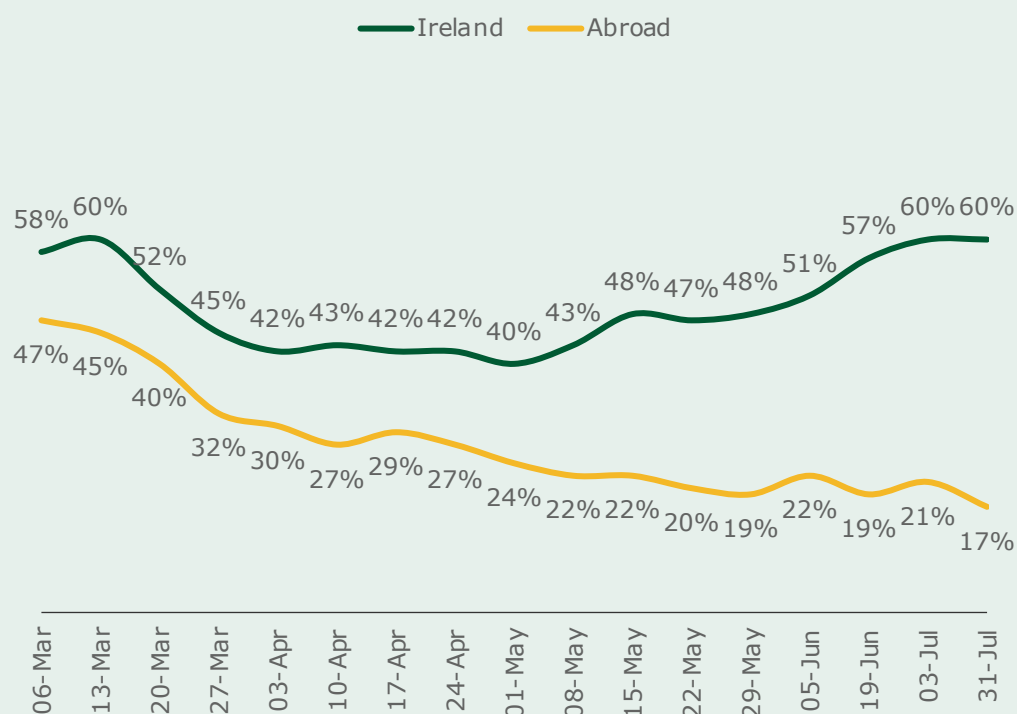
Day trips are increasingly popular with most taking one within the last month. In addition, almost one-in-five (19%) have taken a short break. As we enter the holiday season in earnest, travel activity is set to increase with a focus on short trips and breaks.

As anticipated, intentions have stabilised with 60% of travellers intending a short trip in the next 6 month.

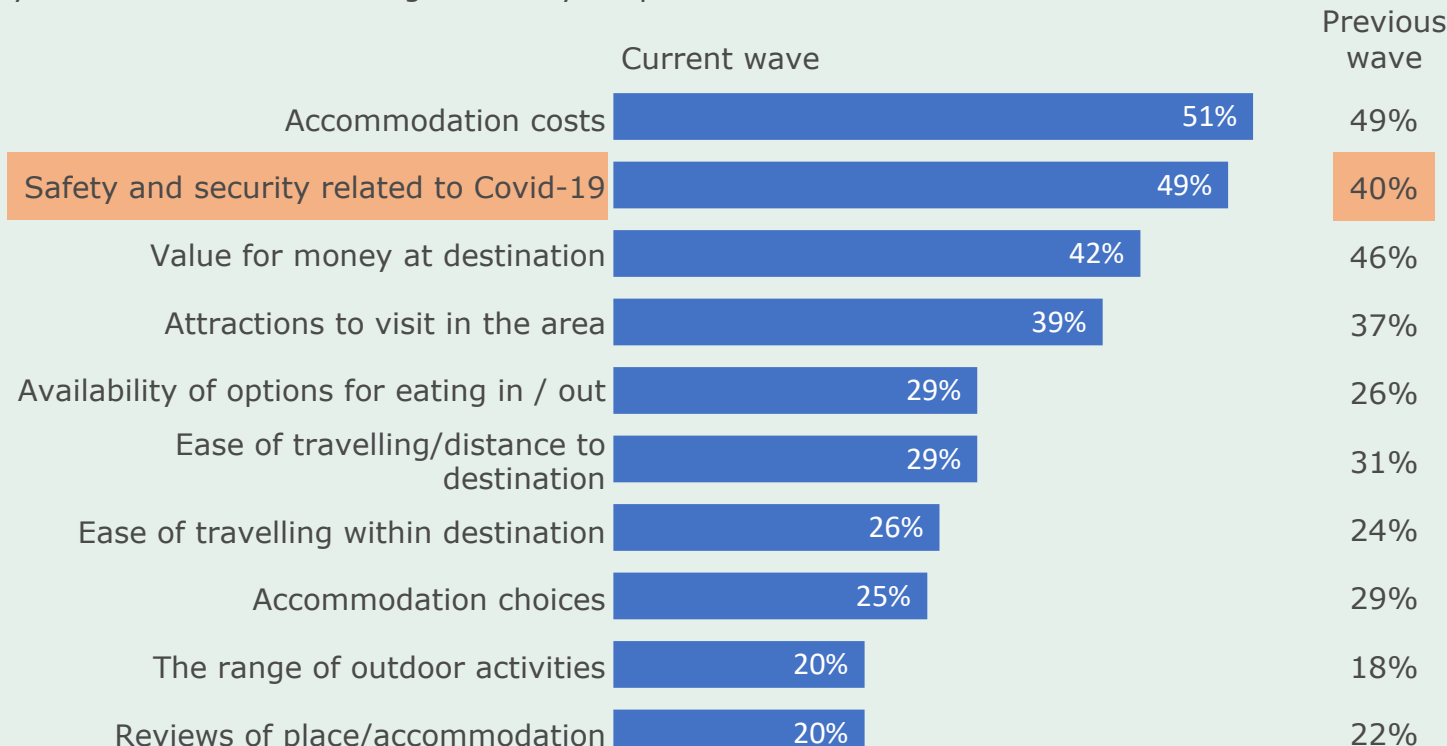
However, intentions for both short and long trips abroad have dropped notably – a likely response to the prolonged impact of Covid-19 in destinations abroad and increasing possibilities of spikes in cases.

Q. Do you intend taking a **SHORT BREAK** of at least 1-3 nights in Ireland/Abroad in the next 6 months?

Q. Do you intend taking a **LONG BREAK** of at least 4 or more nights in Ireland or abroad in the next 6 months?



Q. When booking your trip in Ireland, which of these factors will be most important in your decision on where to go and stay? Top 10.



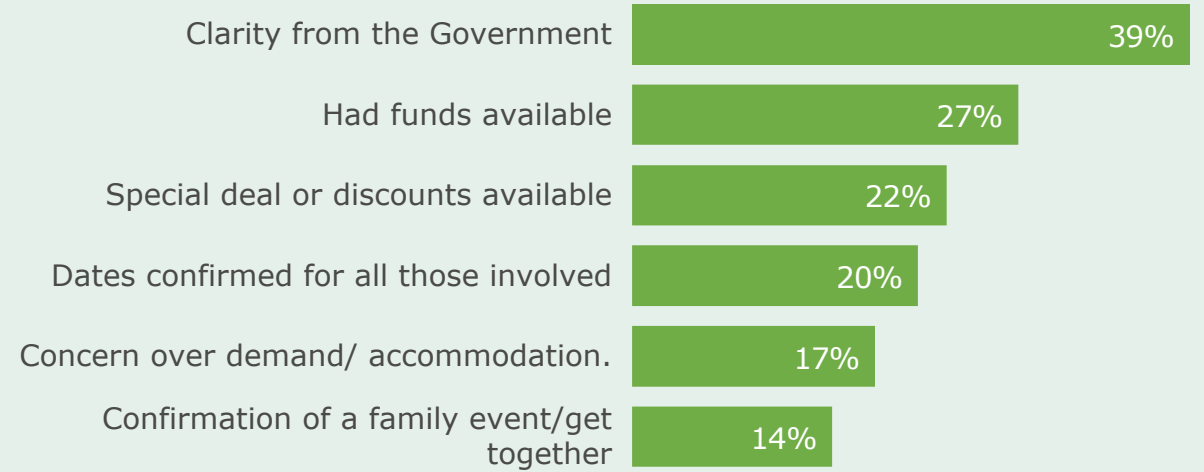
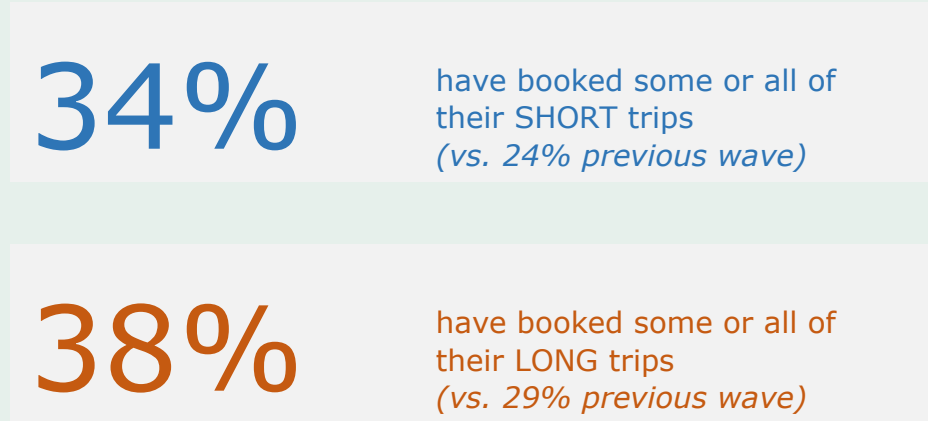
After falling last wave, Covid-19 safety concerns rebound to become one of the key considerations affecting destination choice.

Recent press coverage has re-emphasised the continued risks of Covid-19 – trends of increased cases on mainland Europe, foreign tourists in holiday hotspots in Ireland, and the ongoing developments (and reported confusion) around the travel Green List contribute to travel concern. Covid-19 safety is a clear hygiene factor - it will not differentiate businesses from one another, but its absence will negatively affect business standing. Continued clarity and confidence in the mechanisms the trade has put in place is needed more than ever to reassure the public.

With a focus on taking domestic trips during the summer months, booking have increased significantly from the beginning of July. Government advice a key determinant driving bookings, combined with some necessary coordination across travel parties.

It is important to note that not all holidayer's need to book accommodation – for their next short trip, 13% report they are most likely to use owner self-catering premises, while 12% are staying with friends/relatives. Similar proportions are reported for long trips.

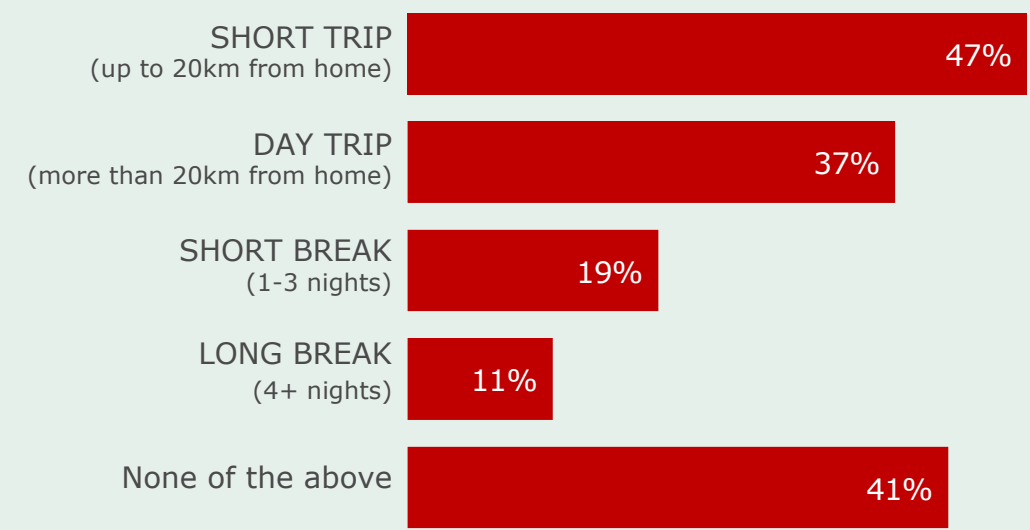
Q. Which of the following reasons motivated you to book your short trip within the last month?



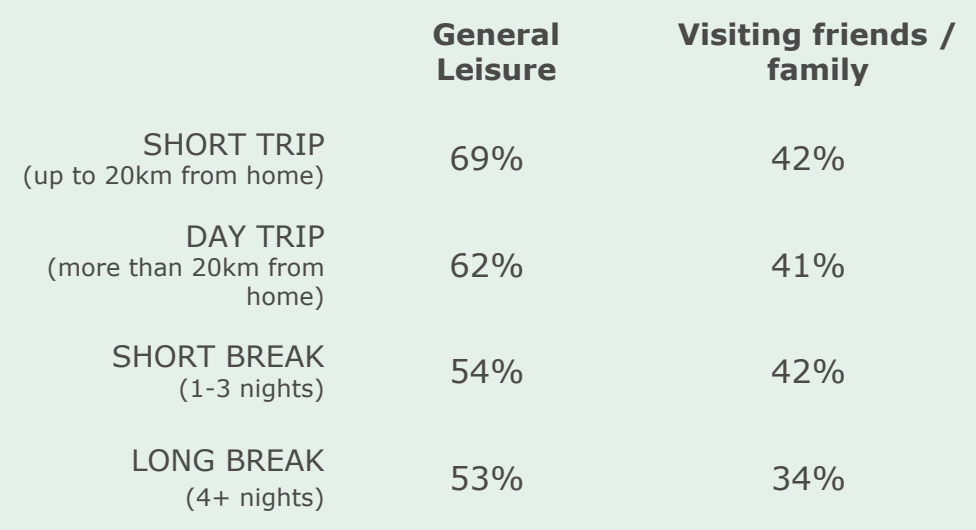
With eased restrictions, the public are mobilising with almost six in ten taking a trip within the last month.

Reconnection and escape motivations evident in the high volume of both trips for general leisure but also visiting friends and family.

Q. Please indicate if you have taken any of the following trips in Ireland in the past month? [ROI sample / trips in ROI].



Q. And what was the reason(s) for those trips? [ROI sample / trips in ROI].



With the majority of short and long breaks being planned at most a few weeks in advance, the remainder of July/early August is critical for capitalising on intentions and converting bookings. Maintaining salience a must.

Q. Please indicate if you have taken any of the following trips in Ireland in the past month? [ROI sample / trips in ROI].

