

Inbound COVID-19 Sentiment Tracker

Market Snapshot – Irish Republic

Read the full report for Wave 4 here (PDF, 8MB)



Irish Republic Market Summary

Wave 1: 2nd-16th Dec 2020

Wave 2: 24th Mar - 6th Apr 2021

Wave 3: 23rd Aug - 6th Sept 2021 Wave 4: 10th-23rd Feb 2022

All data is from Wave 4, unless stated



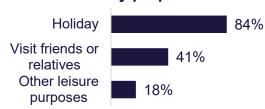
Travel intentions





68%

Journey purpose



Travel preferences

Top activities



Top Travel Companions





Top Accommodation



Destination types



Coastline





Will roam around

18%



21% Small/midsized city/town

23%

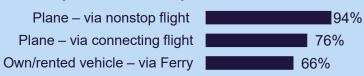


Country/ village

Top modes of transport within Britain



Top modes of transport to Britain







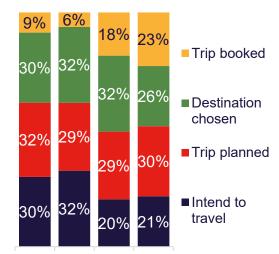






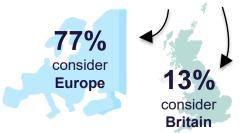


Planning stage



Wave Wave Wave Wave

Among leisure trip intenders:



Among Britain intenders:

57% consider England 31% consider Scotland 22% consider London 12% consider Wales

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Travel Concerns – for travel to Britain*

Other people not following COVID-19 policies/procedures

Access to healthcare if I contract COVID-19 abroad

Accessibility of affordable air fares

Contracting COVID-19 during my journey/trip

Change in quarantine requirements on my return home

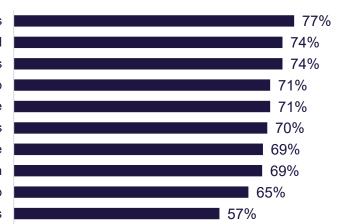
Costs of mandatory COVID-19 tests

Affordability of robust travel insurance

Limited / restricted experiences at destination

Extra admin involved with new policy/rules during the trip

Locals' attitude towards international tourists



Travel attitudes**

I would be happy to take a pre-trip covid-19 test should that be required	75%	3 <mark>% 22%</mark>
I would be comfortable using public transport within the destination	69%	5 <mark>% 27%</mark>
I will look for less crowded places, even if I miss attractions	68%	5 <mark>% 28%</mark>
I will favour international destinations closer to my home country	63%	9% 28%
Booking through a travel agent is a safer option at the moment	54%	11% 35%
I will think more about sustainability when planning future holidays	53%	12% 35%
I will favour destinations I have been before rather than new places	53%	7% 40%
I will delay my next international trip until Omicron is under control	52%	7% 41%
I will leave booking until later/last minute	51%	4% 45%
I will favour local destinations instead of traveling internationally	48%	8% 43%
I will be intending to take fewer but longer holidays	48%	13% 39%
■ Agree ■ No opinion ■ Disagree		











^{*%} very & somewhat concerned

^{**%} completely & somewhat agree