Inbound COVID-19 Sentiment Tracker
Market Snapshot – Irish Republic

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

If you need the data in a different format, please contact research@visitbritain.org
Irish Republic Market Summary

**Travel intentions**

- Intending to travel abroad for leisure*:
  - Wave 1: 71%
  - Wave 2: 68%
  - Wave 3: 82%
  - Wave 4: 87%

**Journey purpose**

- Holiday: 84%
- Visit friends or relatives: 41%
- Other leisure purposes: 18%

**Planning stage**

- 9% Trip booked
- 30% Destination chosen
- 32% Trip planned
- 29% Intend to travel

**Among leisure trip intenders:**

- 77% consider Europe
- 13% consider Britain

**Among Britain intenders:**

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

**Travel preferences**

**Top activities**

- Dining out: 55%
- Iconic tourist attractions: 48%
- Outdoor nature activities: 47%
- History and heritage: 42%
- Visiting cultural attractions: 40%

**Destination types**

- 37% Coastline
- 47% Large city
- 24% Will roam around
- 21% Small/medium-sized city/town
- 18% Mountains or hills
- 23% Country/village

**Top Travel Companions**

- With your spouse/partner: 67%
- With children (under 18): 31%
- Alone: 21%
- With friends: 17%
- With adult family members: 16%
- As part of a tour group: 1%

**Top modes of transport to Britain**

- Plane – via nonstop flight: 94%
- Plane – via connecting flight: 76%
- Own/rented vehicle – via Ferry: 66%

**Top modes of transport within Britain**

- Public transport - Train: 51%
- Own car vehicle: 49%
- Domestic flight: 46%

**Top Accommodation**

- Hotel chain: 66%
- Self catered property: 44%
- Boutique hotel: 43%
- Bed and breakfast: 43%
- Friend’s/family house (free guest): 35%

*(% definitely & probably) in the next 12 months

All data is from Wave 4, unless stated.
Irish Republic Market Summary

Top travel drivers

...for any international trip

- Money-back guarantee should I wish to cancel my trip: 42%
- An attractive offer e.g. discounts on flights or accommodation: 37%
- Removal of quarantine policies in destination country: 29%
- Hygiene & safety protocols in place at destination: 27%
- Decrease in coronavirus cases at destination: 26%

...for a trip to Britain

- An attractive offer e.g. discounts on flights or accommodation: 33%
- Money-back guarantee should I wish to cancel my trip: 29%
- Decrease in coronavirus cases at destination: 24%
- Hygiene & safety protocols in place at destination: 23%
- Removal of quarantine policies in destination country: 21%

Travel concerns – for travel to Britain*

- Other people not following COVID-19 policies/procedures: 77%
- Access to healthcare if I contract COVID-19 abroad: 74%
- Accessibility of affordable air fares: 74%
- Contracting COVID-19 during my journey/trip: 71%
- Change in quarantine requirements on my return home: 71%
- Costs of mandatory COVID-19 tests: 70%
- Affordability of robust travel insurance: 69%
- Limited / restricted experiences at destination: 69%
- Extra admin involved with new policy/rules during the trip: 65%
- Locals’ attitude towards international tourists: 57%

*% very & somewhat concerned

**% completely & somewhat agree

Travel attitudes**

- I would be happy to take a pre-trip COVID-19 test should that be required: 75% Agree, 3% Disagree
- I would be comfortable using public transport within the destination: 69% Agree, 5% Disagree
- I will look for less crowded places, even if I miss attractions: 68% Agree, 5% Disagree
- I will favour international destinations closer to my home country: 63% Agree, 9% Disagree
- Booking through a travel agent is a safer option at the moment: 54% Agree, 11% Disagree
- I will think more about sustainability when planning future holidays: 53% Agree, 12% Disagree
- I will favour destinations I have been before rather than new places: 53% Agree, 7% Disagree
- I will delay my next international trip until Omicron is under control: 52% Agree, 7% Disagree
- I will leave booking until later/last minute: 51% Agree, 4% Disagree
- I will favour local destinations instead of traveling internationally: 48% Agree, 8% Disagree
- I will be intending to take fewer but longer holidays: 48% Agree, 13% Disagree

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