Inbound COVID-19 Sentiment Tracker

Market Snapshot – Irish Republic

Read the full report for Wave 3 here (PDF, 7.6MB)

Bristol Balloon Fiesta: Destination Bristol ©Gary Newman
Irish Republic Market Summary

**Travel intentions**

<table>
<thead>
<tr>
<th>Journey purpose</th>
<th>Wave 1</th>
<th>Wave 2</th>
<th>Wave 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holiday</td>
<td>71%</td>
<td>68%</td>
<td>82%</td>
</tr>
<tr>
<td>Visit friends or relatives Other leisure purposes</td>
<td>18%</td>
<td>18%</td>
<td>18%</td>
</tr>
</tbody>
</table>

Intending to travel abroad for leisure*

Wave 1: 2nd-16th Dec 2020
Wave 2: 24th Mar – 6th Apr 2021
Wave 3: 23rd Aug – 6th Sept 2021

**Planning stage**

<table>
<thead>
<tr>
<th>Planning stage</th>
<th>Wave 1</th>
<th>Wave 2</th>
<th>Wave 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trip booked</td>
<td>30%</td>
<td>32%</td>
<td>32%</td>
</tr>
<tr>
<td>Destination chosen</td>
<td>32%</td>
<td>29%</td>
<td>29%</td>
</tr>
<tr>
<td>Trip planned</td>
<td>32%</td>
<td>32%</td>
<td>29%</td>
</tr>
<tr>
<td>Intend to travel</td>
<td>30%</td>
<td>32%</td>
<td>20%</td>
</tr>
</tbody>
</table>

**Among leisure trip intenders:**

*79% consider Europe
*17% consider Britain

Among Britain intenders:

58% consider England
34% consider Scotland
24% consider London
11% consider Wales

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

**Travel preferences**

**Top activities**

- Dining out: 51%
- Outdoor nature activities: 48%
- Iconic tourist attractions: 42%
- History and heritage: 41%
- Visiting cultural attractions: 37%

**Top Travel Companions**

- With your spouse/partner: 70%
- With children (under 18): 31%
- Alone: 22%
- With friends: 20%
- With adult family members: 20%
- As part of a tour group: 1%

**Top Accommodation**

- Hotel chain: 69%
- Self catered property: 51%
- Friend’s/family house (free guest): 45%
- Boutique hotel: 42%
- Bed and breakfast: 37%

**Destination types**

- 36% Coastline
- 49% Large city
- 22% Small/medium-sized city/town
- 16% Mountains or hills

**Top modes of transport within Britain**

- Own car vehicle: 57%
- Public transport - Train: 46%
- Domestic flight: 46%

**Top modes of transport to Britain**

- Plane – via nonstop flight: 88%
- Plane – via connecting flight: 70%
- Own/rented vehicle – via Ferry: 70%
# Irish Republic Market Summary

## Top travel drivers

**…for any international trip**
- Money-back guarantee should I wish to cancel my trip: 41%
- Decrease in coronavirus cases at destination: 36%
- Hygiene & safety protocols in place at destination: 33%
- Your Government’s advice on international travel: 31%
- An attractive offer e.g. discounts on flights or accommodation: 30%

**…for a trip to Britain**
- Money-back guarantee should I wish to cancel my trip: 31%
- Decrease in coronavirus cases at destination: 34%
- Hygiene & safety protocols in place at destination: 28%
- High proportion of destination population being vaccinated: 27%
- An attractive offer e.g. discounts on flights or accommodation: 25%

## Travel Concerns – for travel to Britain*

- Other people not following COVID-19 policies/procedures: 82%
- Change in quarantine requirements on my return home: 81%
- Access to healthcare if I contract COVID-19 abroad: 78%
- Contracting COVID-19 during my journey/trip: 71%
- Limited / restricted experiences at destination: 70%
- Costs of mandatory COVID-19 tests: 69%
- Affordability of robust travel insurance: 69%
- Accessibility of affordable air fares: 69%
- Extra admin involved with new policy/rules during the trip: 65%
- Locals’ attitude towards international tourists: 59%

*% very & somewhat concerned

## Travel attitudes**

<table>
<thead>
<tr>
<th>Statement</th>
<th>Agree</th>
<th>No opinion</th>
<th>Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>I would be happy to take a pre-trip covid-19 test should that be required</td>
<td>78%</td>
<td>3%</td>
<td>19%</td>
</tr>
<tr>
<td>I will look for less crowded places, even if I miss attractions</td>
<td>72%</td>
<td>5%</td>
<td>23%</td>
</tr>
<tr>
<td>I will leave booking until later/last minute</td>
<td>58%</td>
<td>4%</td>
<td>38%</td>
</tr>
<tr>
<td>I would be comfortable using public transport within the destination</td>
<td>57%</td>
<td>3%</td>
<td>40%</td>
</tr>
<tr>
<td>I will favor destinations I have been before rather than new places</td>
<td>57%</td>
<td>8%</td>
<td>35%</td>
</tr>
<tr>
<td>I will favour local destinations instead of traveling internationally</td>
<td>56%</td>
<td>4%</td>
<td>40%</td>
</tr>
<tr>
<td>I will think more about sustainability when planning future holidays</td>
<td>55%</td>
<td>8%</td>
<td>37%</td>
</tr>
<tr>
<td>I will travel internationally as soon as I can after I get the vaccine</td>
<td>52%</td>
<td>8%</td>
<td>39%</td>
</tr>
<tr>
<td>Booking through a travel agent is a safer option at the moment</td>
<td>51%</td>
<td>14%</td>
<td>34%</td>
</tr>
<tr>
<td>I will be intending to take fewer but longer holidays</td>
<td>50%</td>
<td>12%</td>
<td>38%</td>
</tr>
<tr>
<td>Due to covid-restrictions, I will have more annual leave to use</td>
<td>38%</td>
<td>18%</td>
<td>44%</td>
</tr>
</tbody>
</table>

**% completely & somewhat agree

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