

DOMESTIC HOLIDAY MONITOR 2018

HOLIDAY TRIP TAKING IN 2018

55% Took a short holiday (1-3 Nights) **599/0** OF THE POPULATION TOOK A HOLIDAY IN IRELAND IN 2018 **19%** Took a long holiday (4+ Nights)

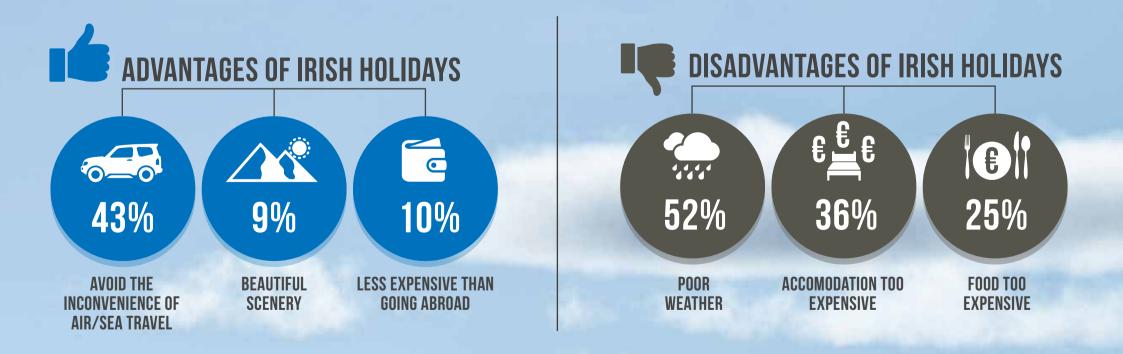
DECISION & BOOKING - HOW LONG IN ADVANCE?





ACTIVITIES ENGAGED IN ON HOLIDAY









Fáilte Ireland Domestic Tourism Monitor. Q1-Q4 2018. Base: 4,028 telephone interviews. Fáilte Ireland Trip Intentions. Fieldwork: 2nd-15th January 2019. Base: 1,012 telephone interviews. Surveys conducted by Ipsos MRBI