59% of the population took a holiday in Ireland in 2018.

**Decision & Booking - How Long in Advance?**

**Decision to Go:**
- Over 2 months: 21%
- 1-2 months: 24%
- 3-4 weeks: 13%
- 1-2 weeks: 26%
- A few days: 15%

**Booked the Trip:**
- Over 2 months: 17%
- 1-2 months: 21%
- 3-4 weeks: 12%
- 1-2 weeks: 24%
- A few days: 17%
- No booking made: 7%

**Activities Engaged in on Holiday:**
- Places of cultural interest: 39%
- Hiking/cross country walking: 26%
- National parks: 21%
- Water-based activities: 28%
- Festivals: 7%
- Embers: 17%
- Spa treatment facilities: 17%

**Advantages of Irish Holidays:**
- Avoid the inconvenience of air/sea travel: 43%
- Beautiful scenery: 9%
- Less expensive than going abroad: 10%

**Disadvantages of Irish Holidays:**
- Poor weather: 52%
- Accommodation too expensive: 36%
- Food too expensive: 25%

**Satisfaction with Irish Holiday:**
- 97% are satisfied
- 64% are very satisfied
- 32% are fairly satisfied