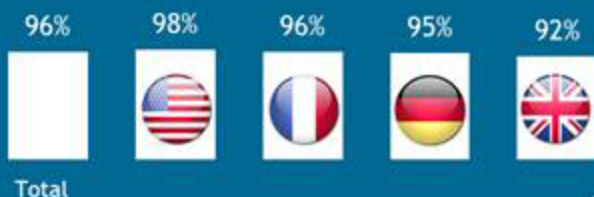


## INTERNET SITES ACCESSED FOR CHOOSING HOLIDAY

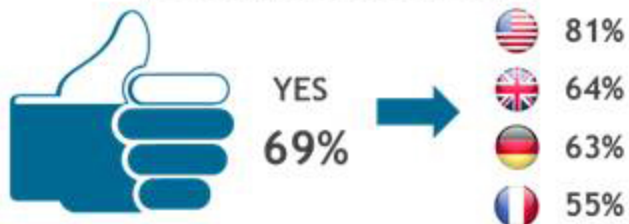


## IRELAND HAS INTERESTING HISTORY AND CULTURE TO DISCOVER\*



\*Top 2 Box

## WOULD IRELAND BE RECOMMENDED?



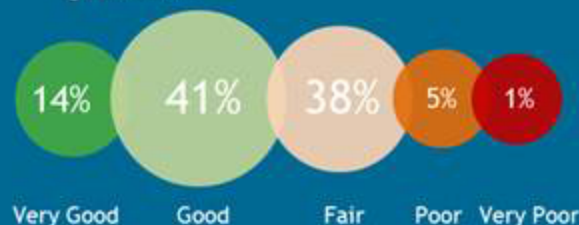
## TOP 5 EMOTIONS FELT AT THE END OF THEIR TRIP TO IRELAND



## TOP 6 INFORMATION SOURCES THAT INFLUENCES CHOICE OF IRELAND



## OVERALL VALUE FOR MONEY IN IRELAND



## OVERALL OPINION OF THEIR IRISH HOLIDAY



## TOP 5 REASONS WHY EXPECTATIONS EXCEEDED

