



DOMESTIC HOLIDAY MONITOR 2017

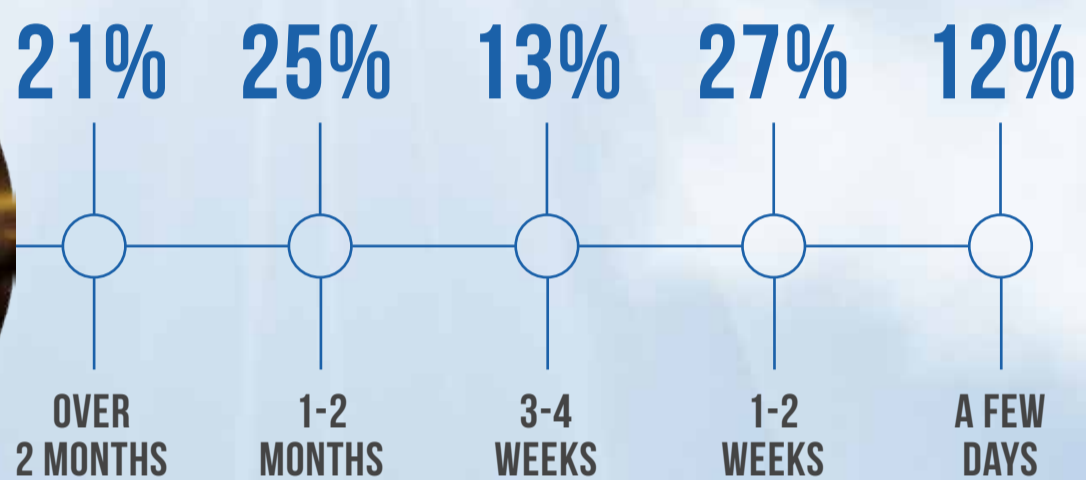
HOLIDAY TRIP TAKING IN 2017



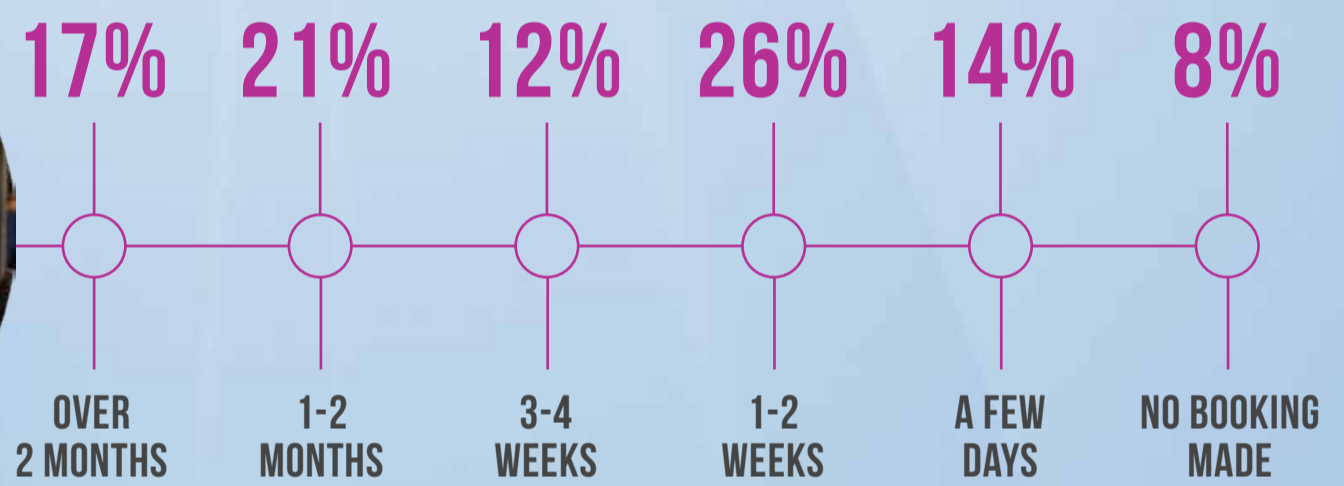
DECISION & BOOKING - HOW LONG IN ADVANCE?



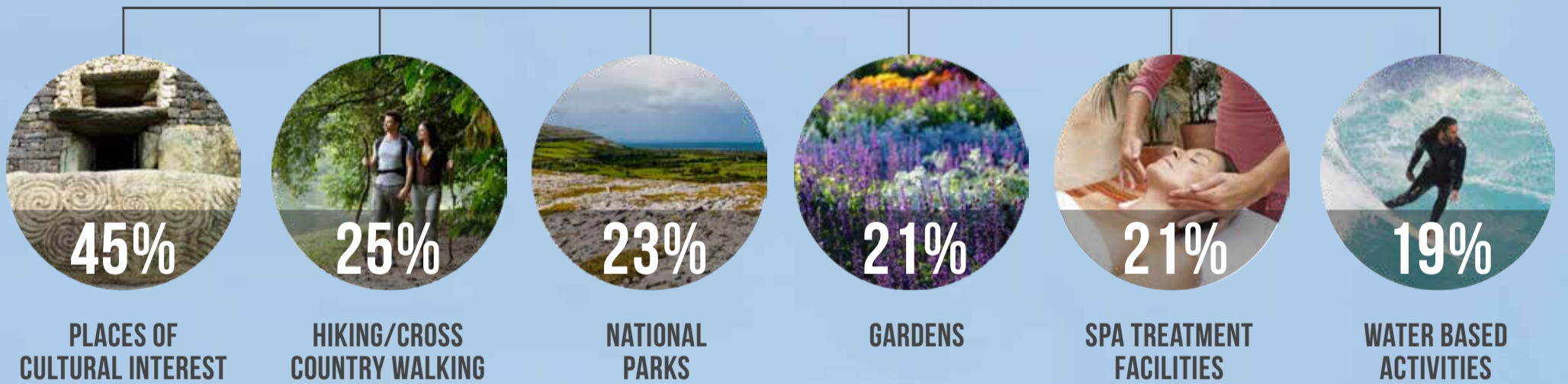
DECISION TO GO



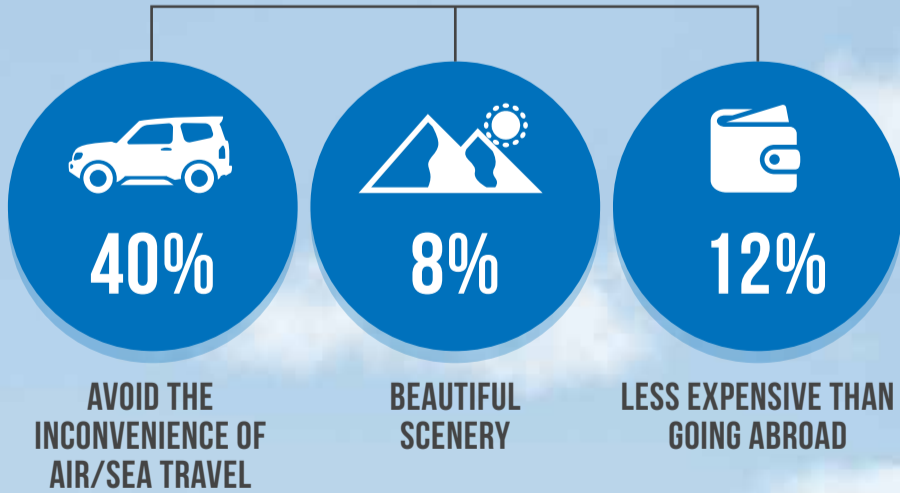
BOOKED THE TRIP



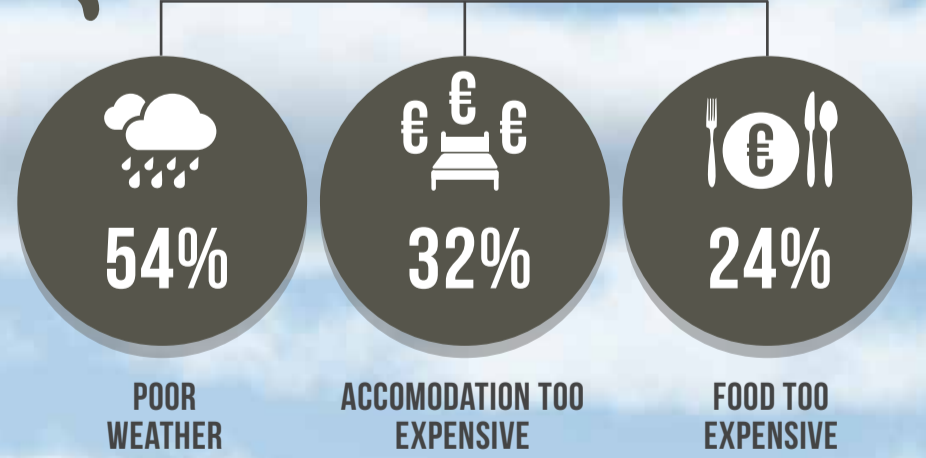
ACTIVITIES ENGAGED IN ON HOLIDAY



ADVANTAGES OF IRISH HOLIDAYS



DISADVANTAGES OF IRISH HOLIDAYS



SATISFACTION ✓

