

Attracting and Retaining GB Visitors

94% of British holidaymakers to Ireland make independent travel arrangements. Are you capitalising on this significant trend?

People making independent travel arrangements ask friends and colleagues for recommendations; they look at lots of websites like yours (often on their phone or tablet after a day's work with one eye on the TV!); they contact businesses directly; they send emails; they make phone calls; they read online reviews and guide books.

Ireland is known for being friendly. But the customer experience starts long before they arrive at your business. Put yourself in the customer's shoes - would you make a booking based on your website? Does the welcome you give when people are with you come through on your website? When replying to enquiry emails, do you sell your area or just your own business? When dealing with phone enquiries does the customer get the sense that you are genuinely interested in them?

94%

**BRITISH
HOLIDAYMAKERS**

to Ireland make
independent travel
arrangements

The customer journey



Your brand will be successful when your messaging and what's being said is similar across the five stages of the customer journey.

When the promises you make pre-visit are delivered when the customer is here, they will share memories with friends and family during and after the visit and become your best sales person!



Fáilte Ireland
National Tourism Development Authority

Interesting facts about the GB holidaymaker in Ireland

Six interesting facts and what you can do about them

Fact	To do
1. Over half do not use a car when in Ireland	<ul style="list-style-type: none"> ➔ Familiarise yourself and your staff with local public transport options ➔ On your website, let people know if you are well served by public transport ➔ If you are in a rural location, have taxi numbers readily to hand and give clear directions on how to get to you
2. 94% make independent travel arrangements	<ul style="list-style-type: none"> ➔ Your online presence and travel reviews are crucial ➔ Compile and use a database of past customers ➔ Ask people how they found out about your business and use that information to help plan your future promotion
3. 75% travel here by air and 25% by sea	<ul style="list-style-type: none"> ➔ Include details about how easy it is to travel from GB to your nearest airport and from there to your business ➔ Know the travel times from ferry ports to your business and include details in your sales and promotional material ➔ Give estimates of travel times from various GB locations right through to your business e.g. From Manchester to my guesthouse in Roscommon in under five hours via Ireland West Airport Knock; From Bristol to my hotel in Wexford in under eight hours by car and ferry via Rosslare
4. 60% have been here before	<ul style="list-style-type: none"> ➔ Use this fact to encourage further repeat and also referral business among past customers ➔ Invite people back to visit ➔ Let them know about new developments or new experiences locally ➔ Send them a birthday email or a Christmas / Easter / St Patrick's Day card
5. 72% stay between 1 and 5 nights in Ireland	<ul style="list-style-type: none"> ➔ If you are an accommodation provider, review your booking confirmation email to cross-sell and up-sell your area. Doing so, could help increase length of stay ➔ Provide sample itineraries on your website to give ideas on what people can do over a three day stay or a four day stay
6. 42% of GB visitors are here primarily to visit friends and relatives	<ul style="list-style-type: none"> ➔ Local sporting events and festivals can be a big draw for this group – include dates of relevant events in your promotion ➔ Tracing ancestors can be an important motivation for this group – find out about local genealogy services and use it in your promotion

