

Technology and Irish Tourism - Ireland - July 2014

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“With internet-enabled mobile devices playing an increasingly prominent role in how consumers experience holidays, Irish tourism companies should look to make greater use of these devices’ GPS capability. This could help to generate awareness of Ireland’s less well-known sites and encourage consumers to venture off the beaten track for a more authentic experience.”
– James Wilson, Research Analyst

This report looks at the following areas:

- What sources are Irish consumers using to research ideas for holidays or short breaks?
- How did Irish consumers book their last holiday or short break?
- What opportunities does the high level of smartphone and tablet ownership hold for the Irish tourism sector?
- How can Irish tourism companies use social networks and apps to promote their services?
- Are there opportunities for a ‘tech-free’ tourism experience?

Technology has had a profound impact on the Irish tourism sector. The internet has enabled tourism companies to establish a global presence and provides consumers with a rich source of information and a convenient platform through which to research and book holiday-related activities. This likely explains why many consumers used an online travel agent or comparison website to book their last holiday or short break, making this the channel of choice for Irish consumers when booking a trip.

This report examines the role that technology plays in the Irish tourism industry by looking at the sources that Irish consumers used to research ideas before booking their last holiday or short break, how they booked their last holiday or short trip, the devices they used to do so and their attitudes towards technology in Irish tourism.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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The Consumer – Last Holiday or Short Break Taken by Irish Consumers

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