

## Technology and Irish Tourism - Ireland - July 2015

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“Online sources are the preferred method for booking a holiday or short break in Ireland. Consumers in NI show greater usage of third party websites, such as Expedia, while RoI consumers prefer to book directly with service providers.”

– James Wilson, Research Analyst

### This report looks at the following areas:

- Which online information sources did Irish consumers use to book their most recent holiday or short breaks?
- How did Irish consumers book aspects of their most recent trip?
- What opportunities does the high level of technology usage in Ireland hold for tourism companies?
- Is there an opportunity for a technology-free tourism experience?

Technology continues to have a significant impact on the Irish tourism industry. The internet has enabled companies to establish a worldwide presence and has provided consumers with a rich source of information. In addition, the high levels of ownership and usage of smartphones, tablets, apps, social networks and built-in cameras allow consumers and companies to connect in real time and thus provides Irish tourism companies with new marketing opportunities and ways to reach consumers.

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 it, and their attitudes towards technology in Irish tourism.

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### DID YOU KNOW?

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The facts

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 Travel websites  
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 Expedia  
 Hotels.com  
 Groupon  
 Lonely Planet  
 TripAdvisor  
 Airlines  
 easyJet  
 Flybe  
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