

TOURISM IRELAND

SENTIMENT TRACKER SEPTEMBER 2022

Tourism Ireland commissioned a programme of research to understand the views of consumers across ten key source markets. The research was undertaken by REDC Research.

- Online surveys were conducted with 1,000 outbound holidaymakers in Great Britain, the United States, Germany and France. In Spain, Italy, the Netherlands, Switzerland, Denmark and Canada, online surveys were conducted with 500 outbound holidaymakers. Participants had all taken an overseas holiday in the past three years or intend to take one in the next two years (not just sun breaks). Participants were also categorised as ABC1 (except in GB) with minimum household income thresholds applied to the United States and Canada. Fieldwork was conducted on 8th – 21st September 2022.
- Survey questions and methodology are comparable across markets; however, cultural differences should be considered when making direct comparisons between countries.

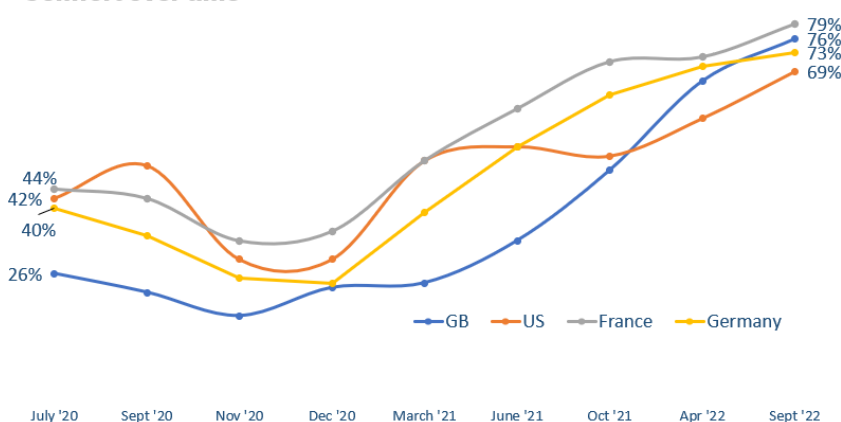
The latest wave of research found:

- **Record comfort levels** with taking a **short break or holiday in Europe** since the start of the pandemic were recorded across all markets.
- Half had already taken an international trip by early September when the survey was completed. This varied greatly by market ranging from 74% in Switzerland to 34% in Canada, with generally a higher incidence among mainland European markets.
- The fundamental demand for European holidays remains strong for 2023 as three-in-four anticipate taking a European break in 2023. That's 20% more than (already taken/will take in) 2022. And many expect to take more trips in 2023 compared to pre-COVID.
- **Rising cost of living** concerns pose the greatest risk to **European travel next year**. One-third of holidaymakers consider it very/fairly likely to prevent them from travelling next year. The risk of rising costs is especially worrying for younger holidaymakers, as well as the British and Southern Europeans.
- **COVID** remains a risk with one-in-twelve saying it could prevent their travel next year. Its risk to travel is greater among North Americans and older holidaymakers. However, the proportion citing COVID as being likely to prevent travel has reduced significantly since April of this year.
- The risk posed by the conflict in Ukraine has also reduced since April. COVID and the **conflict in Ukraine** weighs heaviest among North Americans, as well as the more vulnerable and older holidaymakers.
- Despite the risks to travel in 2023, the **desire to travel is evident** and holidaymakers are keen to make up for lost time.

RECORD COMFORT LEVELS TO DATE

Record comfort levels with taking a short break or holiday in Europe were recorded across all markets. Since the top four markets were surveyed in April 2022, comfort levels have increased significantly for three of the four markets: Great Britain, the US and France. Germans' comfort with flying remains significantly lower than other markets.

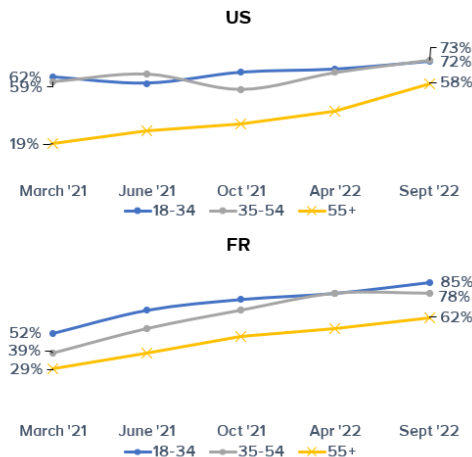
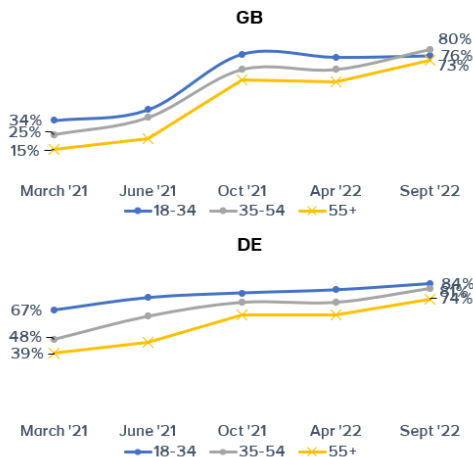
Comfort over time



Market	Sep '22	Vs. Jun '21
Italy	90%	+26%
Spain	86%	+32%
Canada	66%	+37%
Switzerland	81%	+8%
Netherlands	78%	+26%
Denmark	91%	+24%

Comfort levels do vary with age, with more mature holidaymakers feeling less comfortable than their younger counterparts. This is particularly evident in the US and France.

Comfort increasing among all age categories



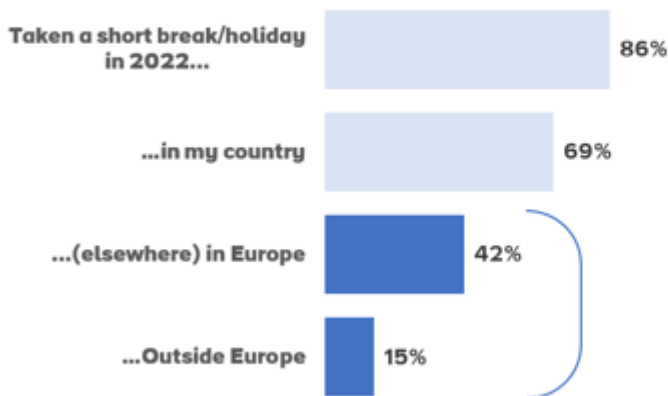
Q8. How comfortable would you be taking a holiday in Europe between now and the end of the year?

COMFORT CONVERTS TO TRAVEL

Half of outbound holidaymakers have already taken at least one international holiday in 2022, with higher levels (60%) among younger holidaymakers. This varied greatly by market ranging from 74% in Switzerland to 34% in Canada, with generally a higher incidence among mainland European markets and lower incidence among North American and British holidaymakers. One-third said their trip had been deferred due to the pandemic; this was more common among Americans (57%) than other markets.

Two-in-five had already taken a European break in the first eight months of 2022. The most popular type of trip taken this year, for two-in-five of 2022 holidaymakers, was a city break or sun/beach holiday, and one-in-five had visited friends and family. Almost all were happy with their European break as it was deemed at least as good as (37%) but usually better (60%) than expected, encouraging future travel for them and others.

50% HAVE ALREADY TAKEN AN INTERNATIONAL TRIP IN 2022



Taken an international trip so far in 2022

Total	50%
Switzerland	74%
Italy	66%
Netherlands	66%
Denmark	66%
Germany	55%
Spain	51%
France	45%
Great Britain	36%
USA	35%
Canada	33%

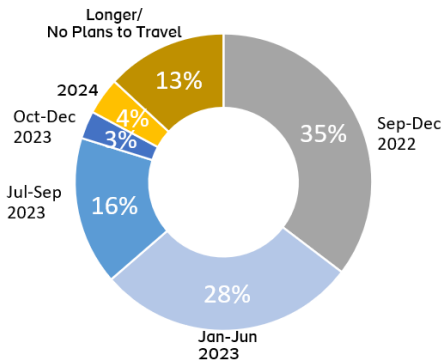
Q10a. Which of these have you done so far this year (in 2022)? Base: All respondents

56% HAVE TAKEN/ANTICIPATE TAKING A EUROPEAN TRIP IN 2022

A third anticipated taking a European break by the end of 2022, for whom the most popular type of trip is a city break (42%). This would bring the incidence of taking a European trip in 2022 to 56% of outbound holidaymakers.

The majority (82%) plan to take a European break by the end of 2023. Holidaymakers expressed their intent to do more outbound travel in 2023 than in 2022. When asked whether people anticipated taking more or fewer international short breaks or holidays in 2023 compared to pre-COVID, a higher proportion (one-in-four) said they would take more breaks, compared to only one-in-ten who said they would take fewer breaks, netting at +15%.

Anticipated Next Holiday To Europe



End 2023
82%

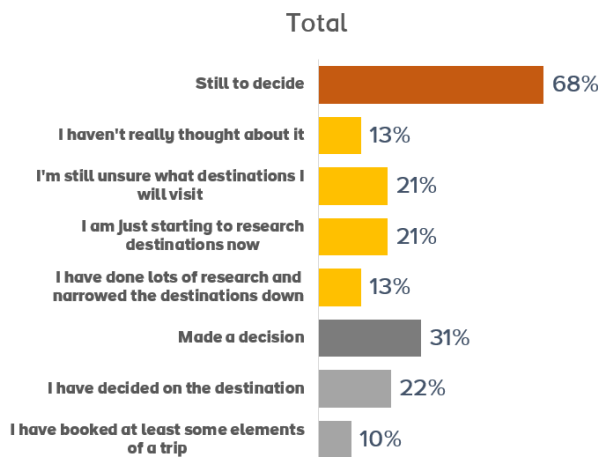
	Sep - Dec 2022	2022 (taken/ planned)	2023	By End 2023
Total	35%	56%	76%	82%
Other EU	44%	71%	84%	91%
DE	39%	44%	77%	85%
FR	34%	55%	76%	82%
US	29%	39%	70%	75%
GB	26%	44%	70%	76%
CA	15%	24%	62%	64%

Q18a/ii. When do you expect to take your next short break/ holiday to Europe? Base: All respondents

STILL TIME TO INFLUENCE DECISIONS

Half of those planning to travel towards the end of this year are still in the planning stages, rising to 7 in 10 or higher among those next travelling in 2023.

Current level of research with regard to next European trip



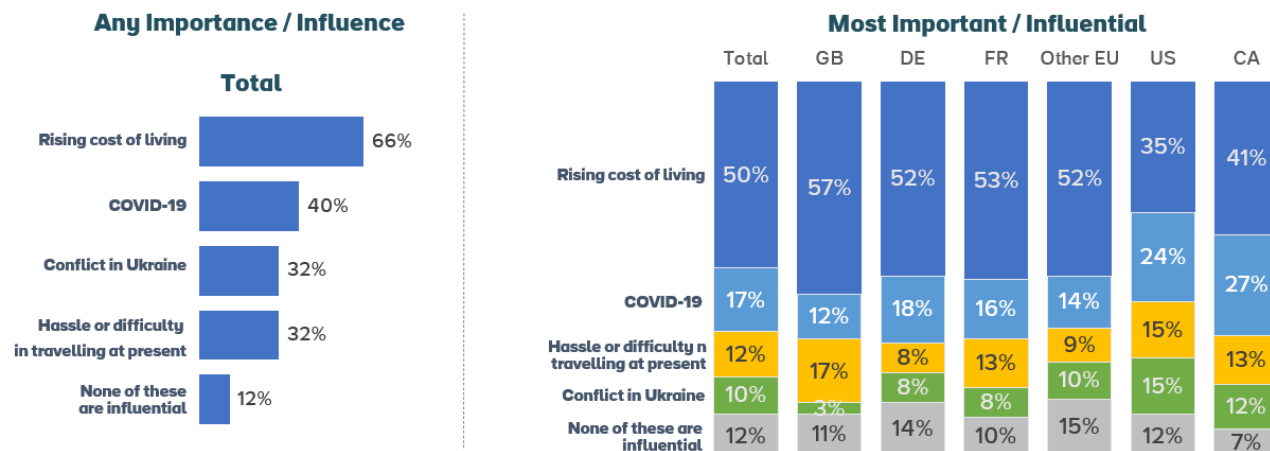
Next Planned Trip

	Sep - Dec 2022	Jan - Mar 2023	Apr - Sep 2023	Oct-Dec 2023
Still to decide	55%	70%	81%	83%
I haven't really thought about it	8%	13%	18%	17%
I'm still unsure what destinations I will visit	13%	22%	29%	29%
I am just starting to research destinations now	19%	21%	22%	26%
I have done lots of research and narrowed the destinations down	15%	13%	12%	12%
Made a decision	45%	30%	19%	17%
I have decided on the destination	27%	23%	17%	15%
I have booked at least some elements of a trip	18%	7%	3%	2%

Q.22 Thinking of your next European trip (i.e. the one planned for [EARLIEST ANSWER AT Q.18], which best describes your situation? (By end of 2023)

COST OF LIVING IS A KEY DETERMINANT OF 2023 EUROPEAN BREAKS

Rising cost of living concerns overshadow all other concerns including COVID and the conflict in Ukraine which both continue to lessen with time. Hassle or difficulty in travelling is of greater concern to British holidaymakers than other markets.



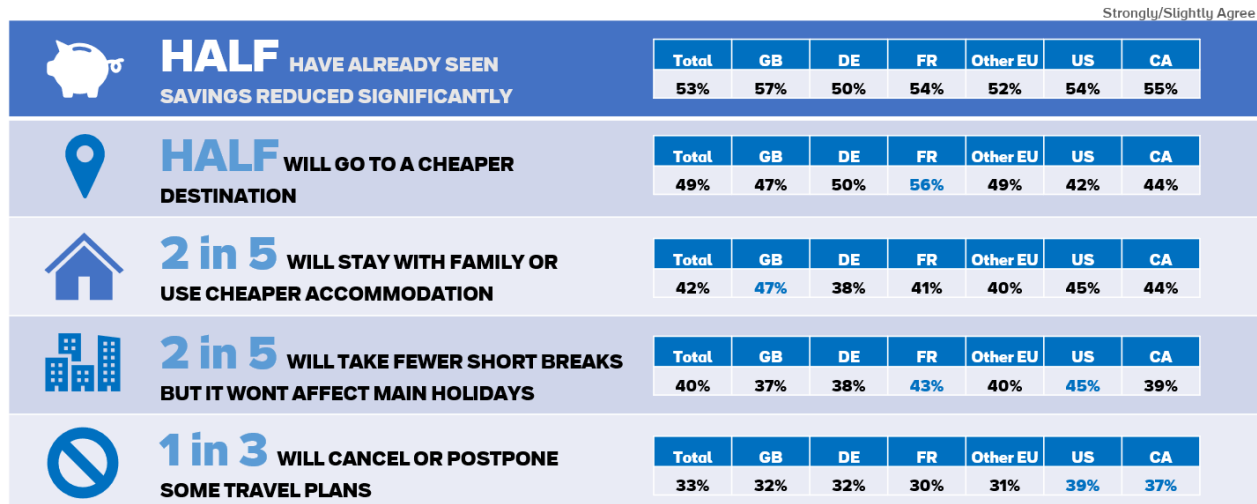
Q.32 Which of the following factors are important in influencing whether you take a European holiday next year (in 2023) or not?
 Q.33 Which one of these factors is most important?

COST OF LIVING COULD IMPACT ON TRAVEL BEHAVIOUR IN 2023

Over half of outbound holidaymakers claim to have already seen savings reduced significantly as a result of rising costs, with a quarter claiming to have stopped spending on overseas breaks altogether. Others claim to be reducing the cost of travel by going to a cheaper destination (49%) or reducing the cost of accommodation (42%) by either downgrading their accommodation type or staying with friends and family.

Two-in-five outbound holidaymakers agree it won't affect their main holiday but that they will take fewer short breaks. Less popular is postponing or cancelling plans which only a third of holidaymakers agreed with as an approach to dealing with rising costs.

The scale of the cost of living crisis is tempered by the fact that even those who say they are "extremely worried" are still saying that they are going to travel more in 2023 than 2022, and that they are going to take more short breaks and more holidays than they did pre COVID-19.



Q.38 To what extent do you agree or disagree with the following statements about how the rising cost of living will affect your travel behaviour?