

## **Booking in Ireland**

Market Direction | 2024-10-17 | 15 pages | Euromonitor

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### **Report description:**

Travel activity in Ireland continues to rise in 2024. Irish consumers have become increasingly confident in taking trips to long-distance destinations, driving up overall spending on booking. This is opposed to the trend in previous years, when growth was driven both by a return to travel, but also high inflation and its impact on prices. Competition between direct suppliers and intermediaries continues in 2024, largely due to growth in the key airlines and lodging categories, which has enabled...

Euromonitor International's Booking in Ireland report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest market size data 2019-2023, allowing you to identify the sectors driving growth. It identifies the leading companies and offers strategic analysis of key factors influencing the market - be they new legislative, technology or pricing issues. Background information on disposable income, annual leave and holiday taking habits is also included. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Booking Offline, Booking Online, Business Travel, Direct Suppliers, Leisure Travel, Travel Intermediaries.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Booking market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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## **Table of Contents:**

Booking in Ireland  
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### List Of Contents And Tables

#### BOOKING IN IRELAND

##### KEY DATA FINDINGS

##### 2024 DEVELOPMENTS

Long-distance trips help drive up booking sales

Offline booking remains relevant despite strong online growth

##### PROSPECTS AND OPPORTUNITIES

Ryanair changes strategy and partners with OTAs

Personalisation in response to more savvy travel bookers

##### CATEGORY DATA

Table 1 Booking Sales: Value 2019-2024

Table 2 Business Travel Sales: Value 2019-2024

Table 3 Leisure Travel Sales: Value 2019-2024

Table 4 Travel Intermediaries NBO Company Shares: % Value 2019-2024

Table 5 Forecast Booking Sales: Value 2024-2029

Table 6 Forecast Business Travel Sales: Value 2024-2029

Table 7 Forecast Leisure Travel Sales: Value 2024-2029

#### TRAVEL IN IRELAND

##### EXECUTIVE SUMMARY

Travel in 2024

Airlines: Key trends

Hotels: Key trends

Booking: Key trends

What next for travel?

##### MARKET DATA

Table 8 Surface Travel Modes Sales: Value 2019-2024

Table 9 Surface Travel Modes Online Sales: Value 2019-2024

Table 10 Forecast Surface Travel Modes Sales: Value 2024-2029

Table 11 Forecast Surface Travel Modes Online Sales: Value 2024-2029

Table 12 In-Destination Spending: Value 2019-2024

Table 13 Forecast In-Destination Spending: Value 2024-2029

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##### SOURCES

Summary 1 Research Sources

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