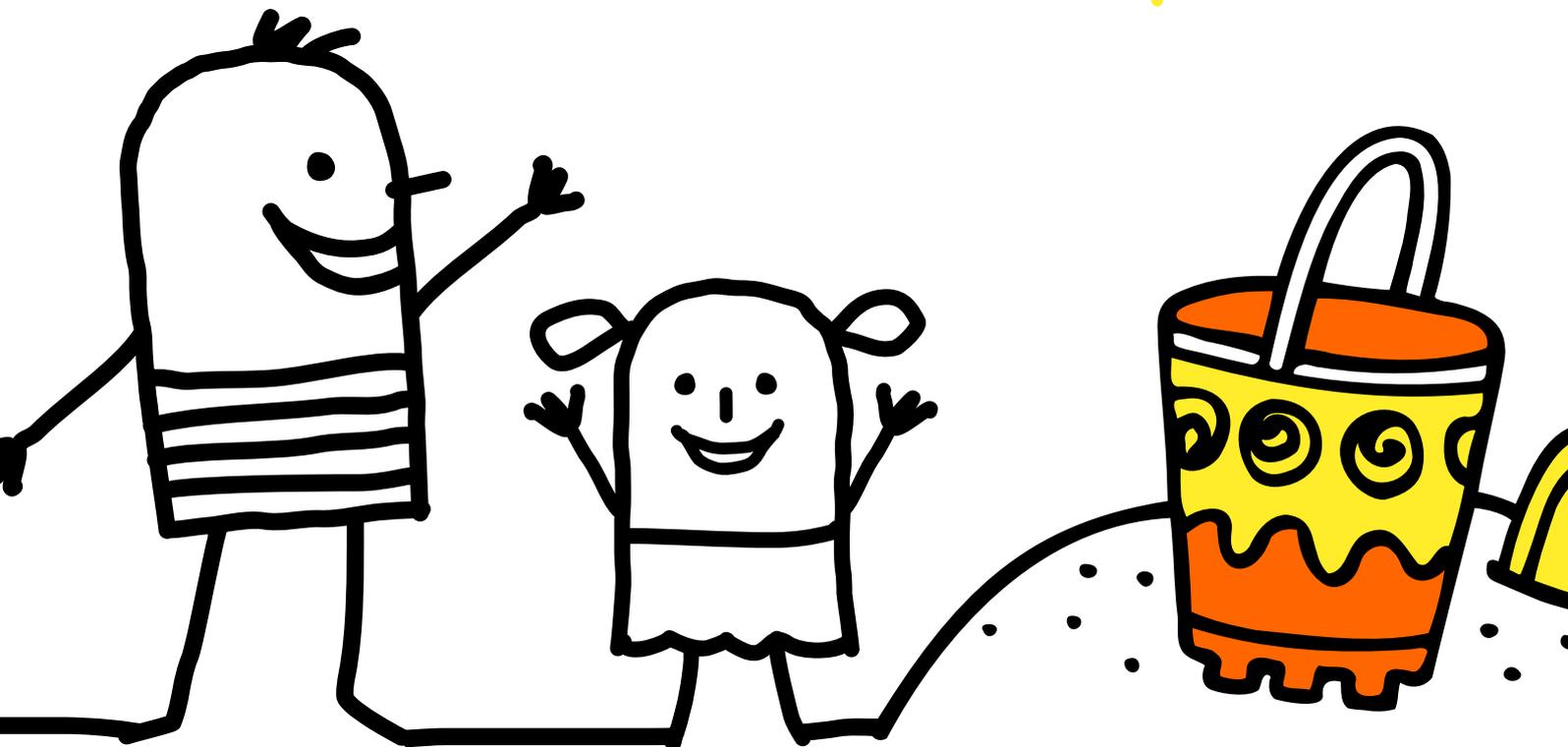


# FAMILY HOLIDAYS IN IRELAND

Insights\* Into Mums and Planning a  
Family Holiday in Ireland

\*Survey of parents carried out online in March 2018



# THE MOST IMPORTANT FACTORS THAT WE HAVE UNCOVERED

**56%**

The % families who took their main holiday or short break in Ireland in 2017

**75%**

The % families who plan to take their main holiday or short break in Ireland in 2018

**26%**

The % of families who plan to make Ireland their main holiday destination

## THE TOP FACTORS FOR CHOOSING A PARTICULAR DESTINATION:

1. Plenty to do at the destination with a range of activities for all the family
2. Availability of suitable accommodation
3. We have never been there and we want to try somewhere new
4. Our accommodation offers on-site activities
5. Proximity to beach

The % of families who prefer hotel accommodation when staying in Ireland

**70%**

The % parents who book their stay in Ireland several months ahead so they know they will get where they want

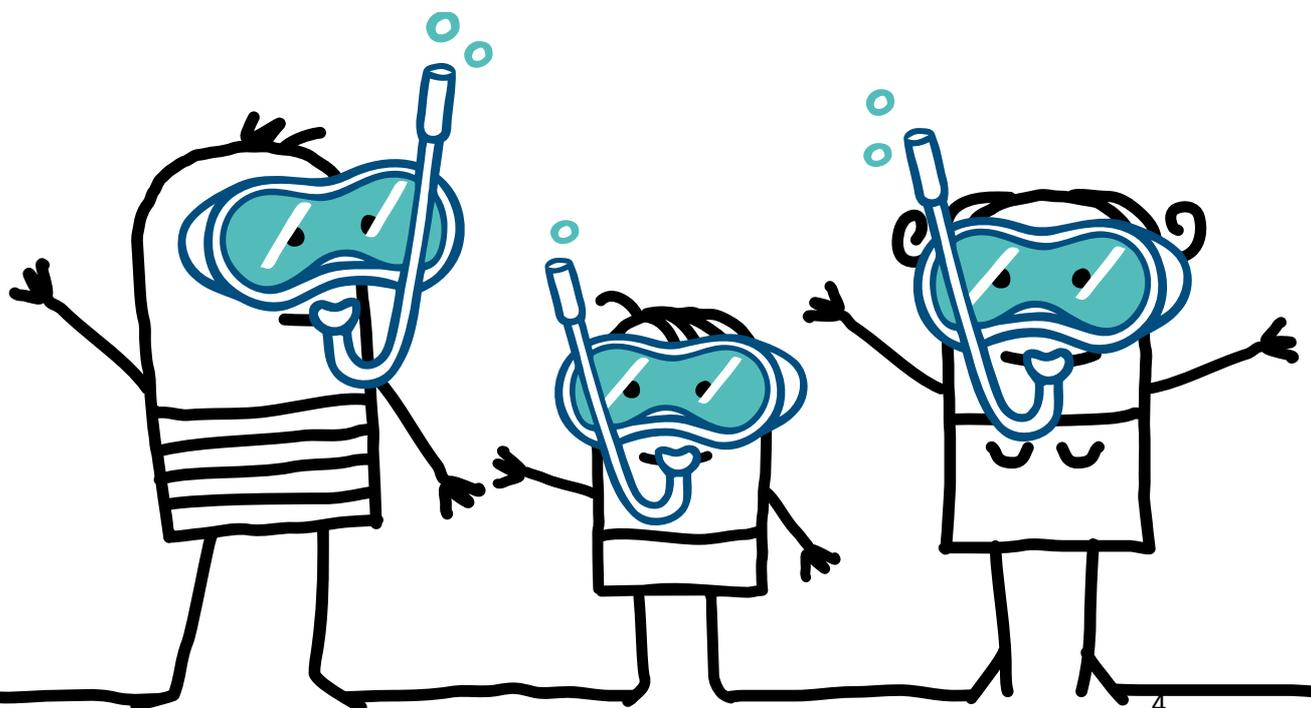
**50%**

## THE TOP FACTORS THAT INFLUENCE PARENTS TO BOOK A PARTICULAR DESTINATION:

1. Offers on a hotel or discount website
2. We want to try somewhere new and different
3. We've been to the destination before and like it
4. Can use rewards/loyalty points/vouchers
5. Ads that I see

## TOP 3 PLACES PARENTS GET IDEAS FROM FOR DESTINATIONS IN IRELAND:

1. Friends and family
2. Websites like Mykidstime
3. Google



# DETAILED SURVEY RESULTS

\*Survey of 500 parents carried out online in March 2018

## 1. How many kids do you have?

1	21%
2	39%
3	22%
4	9%
5+	9%

## 2. Q2. Did you holiday in Ireland last year? (including main holiday, short break)

Yes	56%
No	44%

## 3. Do you plan to holiday in Ireland this year? (including main holiday, short break)

Yes	75%
No	25%

## 4. Which of these types of stays do you plan to have in Ireland this year? (select all that apply)

Weekend break at bank holiday weekend	32%
Our main family holiday in summer	26%
During another holiday e.g. Easter/Halloween	23%
Other	19%

## **5. What is the most important factor for you when choosing a particular destination in Ireland?**

Availability of suitable accommodation	16%
We have never been there and we want to try somewhere new	14%
Our accommodation offers on-site activities	12%
Proximity to beach	3%
Places to eat nearby	2%
Other	2%

## **6. Our preferred accommodation type when staying in Ireland is:**

Hotel with breakfast	51%
Self-catering	24%
Hotel full or half board	19%
Glamping	3%
Camping/Caravan	2%

## **7. When do you usually book your stay in Ireland?**

Several months at least in advance so I know we will get where we want	50%
I wait until the last minute to get a good deal	27%
I wait until the last minute so I know we'll get good weather	14%
Other	5%
Few weeks in advance	2%
Whenever we can afford	1%

**8. What 3 factors would influence you most to book a particular destination in Ireland? (Please select 3 from the list)**

We want to try somewhere new and different	25%
We've been to the destination before and like it	17%
Can use rewards/loyalty points/vouchers	12%
Ads that I see	9%
Other	4%

**9. Where would you get ideas for destinations in Ireland from? (select all that apply)**

Friends and family	29%
Websites like Mykidstime	28%
Google	18%
Facebook groups I am in	14%
Newspapers/magazines	10%
Other	2%

**Any other thoughts or comments on holidaying in Ireland?**

"A swimming pool is a huge deciding factor for us!"

"A kids club is important and a lovely spacious family room"

"Accommodation seems to be increasing in price and with low airfares, it is tempting to look at options abroad"

"As a mum of two active/sporty kids I'd love all hotels to give an outline of activities in the area of the hotel."

"Beautiful country if only we could roof it!"

"Can be very expensive in comparison to European places we've been"

"I travel as a single parent with my 3 kids. Most hotels/deals are based on 2 adults and 2 kids. Also, a lot of hotels don't bother to email me back when I enquire about prices."

"I have 4 children, and all you ever get is special deals for 2 plus 2. I would just love for once if hotels had deals for larger families. I can never afford a weekend away with my family as it is just too expensive."

"Prefer to holiday at home but so costly especially to eat out as a family"

"We have a tight budget so value for money is important."

# MyKidsTime Insights

Mykidstime is one of the most trusted online brands\* for parents and kids. Over time we have established Mykidstime as a reputable source of useful content for parents. Parents trust us.

\* Based on 2012-7 Userneeds surveys benchmarked against other websites

MyKidsTime connects you with over 650,000 young, affluent and influential parents, 80% using smart devices, who are looking to create great experiences for their kids, to solve problems in their busy lives, to be entertained or simply inspired.

We can help parents get excited about your brand!