



# Enrichment *Explorers*

**Drawn to lesser-known destinations and meaningful experiences, Enrichment Explorers seek genuine encounters with welcoming locals and to satisfy their curiosity for learning.**

They embrace their natural surroundings, venturing into unexplored nature trails, immersing themselves in local art, culture and cuisine, and discovering historical landmarks.





**24%**  
**Enrichment**  
*Explorers*



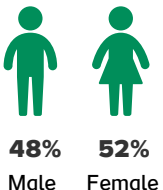
**Interested:**  
**83%** of people are interested in visiting IOI at some point in the future.



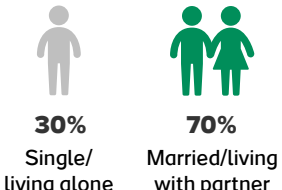
**Intenders:**  
**35%** of people intend to visit IOI in the next 3 years.

**DEMOGRAPHICS:**

**Gender**



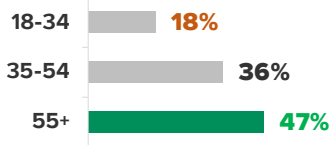
**Marital status**



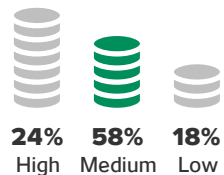
**Children at home**



**Age**



**Income**



Index vs. total holidaymakers: above average >120 | below average <80

**STRATEGIC PRIORITIES**

Sizeable and high revenue	Seasonality	Long trips	Regionality	Sustainable	Warmer to IOI, incl NI	Product fit
✓	✓	✓	✓	✓	✓	✓

**DEFINING HOLIDAY NEEDS**

*Feel Connected to Nature*

*Broaden and Stimulate My Mind*

*Feel the Character of the Place*





24%

# Enrichment Explorers

Enrichment Explorers are entering a new stage of life with more time, money and freedom.

Embracing a lifestyle centred around exploration, they exude passion and are consistently seeking fresh experiences, particularly those immersed in arts and culture. They enjoy being active when on holiday but are conscious of the environmental impact of their travels.

## WHO ARE THEY?

Enrichment Explorers are **social** beings, placing the most value on their family and friends. This emphasis on **human connection** extends to their travels, with great importance placed on engaging with **local communities**.

They have a wide **variety of hobbies and interests**, with learning and **experiencing new** things high on their priority list – even during their free time on holiday. They value **education** for both themselves and their loved ones.

**Creative** in nature, they also have a deep interest in the arts.



**My greatest achievement is the fact that my kids have grown up adventurous, open minded, well-travelled and have worked in Australia and New Zealand. (GB, Male)**



**My favourite hobby is growing fruit and vegetables and I've recently started producing honey. I am always looking for ways to enrich my mind and continue learning. (FR, Male)**



## HOW DO THEY SPEND THEIR LEISURE TIME?

Having entered a new phase of life with fewer obligations, there is more time available for **enriching experiences** and the **freedom to discover and explore new interests**.

Aligned with their social nature, they value time spent **sharing and creating memorable moments** with their loved ones.

Weekends are the perfect time to **engage in hobbies** that feel unrealistic during the week, but they also understand the importance of prioritising time to **relax and recharge** to easily keep up with their **active lives**.



**I really like good food, discovering new restaurants and gastronomy. My last discovery was Syrian cuisine! I took an Asian cooking class last summer and loved it! (DE Female)**



**I want to keep learning and exploring the things I love most, to satisfy my curiosity, whether its art, culture or travel. (USA, Female)**





# 24% Enrichment Explorers

Passionate about travelling, these holidaymakers enjoy going off the tourist trail to get the most authentic experience.

Regardless of the destination, Enrichment Explorers aspire to immerse themselves in the country's richness, exploring wildlife and nature, and discovering their passion for art and culture.

Valuing experiences over possessions, these holidaymakers are unlikely to be spotted splurging on a shopping spree.

## HOLIDAYMAKER NEEDS & ATTITUDES TO TRAVEL

**Holiday Needs**  
(Top 5 index with >5%)

To Feel Connected To Nature	73%	129
To Broaden And Stimulate My Mind	82%	128
To Feel The Character Of The Place	82%	126
To Appreciate Historical And/or Modern Architecture	73%	126
To Experience The Vibrancy Of The Place And People	77%	125

**Attitudes to travel**  
(Top 5 index with >5%)

I Prefer To Take Holidays Off The Beaten Track	75%	143
I Try To Go To Destinations That Other Tourists Don't Go To	68%	142
I Like To Get Out To The Other Parts Of A Country Rather Than Stay In The Big Cities	81%	125
I Consider The Environmental Impact Of Where I Go On Holiday	49%	125
I Am Passionate About Travelling	84%	121

**Most looking forward to**  
(Top 5 index with >5%)

Wildlife And Nature	27%	158
Landscape / Scenery	36%	151
Art And Culture	35%	148
Touring (seeing Several Different Places During The Holiday, E.g., Road Trip)	36%	136
Adventure / Physical Activities	22%	119

**Attitudes to life**  
(Top 5 index with >5%)

I Am Interested In The Arts	75%	130
I Like To Contribute Or Give Back To Local Communities	72%	127
I Value Experiences Over Possessions	84%	124
I Have A Keen Sense Of Adventure	63%	123
I Am Interested In Other Cultures	94%	122

Index vs. total holidaymakers: above average >120 | below average <80

## HOLIDAYMAKER BEHAVIOUR

**Holiday type**  
(Top 5 index with >5%)

Walking / hiking holiday	13%	152
Touring (seeing several different places)	33%	129
Active holiday (e.g., cycling, golf)	5%	123
Countryside break	11%	122
Visiting friends / family	15%	113

**Travel party**

Alone	13%	105
Couples	59%	103
Family	24%	79
Friends	15%	109
Other	2%	143

**Holiday destinations**  
(Top 5 % with >120 index)

- Ireland
- Switzerland
- Denmark
- Morocco
- Czech Republic

**Month of trip**  
20% intend to travel during shoulder season (Mar, Apr, Sep, Oct)

**Average no. holidays**

P3Y (all trips)	2.7
P3Y (4+ nights)	2.7

**Holiday length**

1-3 nights	14%	73
4+nights	86%	106





24%

# Enrichment Explorers

Looking for new and authentic experiences with lots to do and see, their ideal holiday is full of rich history and culture, with friendly local people.

When embarking on a long trip, they want it to be somewhere that is new and far away from home, with lots of activities to keep them constantly engaged and inspired.



## IDEAL HOLIDAY

Enrichment Explorers want to visit destinations that will provide them with a **new and fresh perspective** and they're willing to travel **further afield** and for **longer periods** to experience this.

On a journey of **exploration** and **continued learning**, they want to discover **hidden gems**, to deeply engage with the country's **history and culture**, **interact with locals**, and indulge in **culinary treats**.

They want to engage with the **local community**, to really get to know the **local area** and the way of life.

A **variety of activities** is fundamental on holiday and aligned with their **adventurous** nature – they want to experiment and remain active (e.g., hiking, quad biking, swimming).

They seek locations where they can appreciate **nature** and enjoy **beautiful landscapes and unwind**, but they are **mindful of the environmental impact** of the choices they make.

Their most visited destinations in recent years include Switzerland, Denmark and Morocco.



The local aspect is important because it gives me an authentic experience based around people who know their area as opposed to tourist attractions and it helps me to better connect with the community and know what a place is really like. (USA, Female)



Source: Kantar Qual Deep Dive on Enrichment Explorers in US, GB, DE, FR (Sep 2023)

Kantar Overseas Holidaymaker Quant Study (Feb-Mar 2023)  
Kantar US & GB Overseas Holidaymaker Validation Research (Sep 2023)

## INSPIRATION AND INFORMATION SOURCES

Enrichment Explorers' inspiration and planning follow a consistent process, but with a clear role for curation: many less 'obvious' inspirations which require **nuanced planning** and input to come to fruition. These holidaymakers don't rely on a single source for planning their trips. Instead, they **cross-reference various apps and websites** to carefully curate the optimal itinerary.

Along with **travel sites** such as TripAdvisor, popular sources are travel guides like Lonely Planet.



### Inspiration / information sources

(Top 5 index with >5%)

Travel articles or editorials (in magazines, newspapers, blogs)	35%	166
Travel guides including apps (E.g. Lonely Planet, Rough Guides, Get your Guide)	32%	143
Tourist boards	14%	130
Travel sites (e.g. Tripadvisor) including apps	49%	122
Recommendations from family and friends/word of mouth	48%	117



### How holidays are booked

Directly from the service provider website or app, e.g. the hotel/airline website	49%	115
Online / internet booking site or app, e.g. hotel.com, booking.com, skyscanner etc.	71%	108



We use Google a lot, trying to read several websites but avoiding the ones that sound too commercial. We don't want to be sold the "usual". For the same reason, we tend to avoid tours and organized vacations. (USA, Male)





24%

# Enrichment Explorers

Island of Ireland caters to three overarching features/needs for Enrichment Explorers:

### 1. Warm connections:

The openness and warmth of the island of Ireland enables Enrichment Explorers to further immerse themselves into the country's reality, creating memorable shared experiences

### 2. Authenticity / history:

They want to move beyond clichés and gain a deeper understanding of the island of Ireland's culture, traditions and history, building a more authentic experience

### 3. Nature / adventure:

The rural settings and impressive natural landscape on the island of Ireland aligns with this group's active lifestyle

Of the 17% who have no intention to visit the island of Ireland, the main barrier for them is that there is nothing new to do or see. There is a job to be done on educating holidaymakers on the beautiful landscapes and breadth of activities.

## PERCEPTIONS AND APPEAL OF THE ISLAND OF IRELAND

### Positive associations with the island of Ireland

**Nature:** Island of Ireland gives them an opportunity to be close to nature and impressive landscapes

**History:** they enjoy exploring the country's local traditions and heritage, such as music, dance, and historic landmarks

**Warmth:** the warm, friendly nature of local people is strongly associated with the island of Ireland

**Food & beer:** associations of the island of Ireland with Guinness and local friendly pubs



I associate the island of Ireland with a sense of cultural enrichment gained from interactions with locals, traditional music sessions, outdoor pursuits such as hiking and exploring historic castles to create lasting memories. (US, Male)



I'm thinking of wide green landscapes, nice little villages with cosy pubs or even a whiskey distillery. (DE, Male)



### Desired features for choosing IOI

#### Compared to other segments

(n=147, Top 5 index with >5%)  
Index vs. total IOI occasions to understand the features important to EE when visiting IOI vs. other segments

Outdoor activities / sports	12%	193
Easy to get to	21%	168
Natural, unspoilt environment	43%	165
Language	22%	158
A variety of good restaurants	23%	156

#### Compared to other destinations

Index vs. total EE holiday occasions to understand the features important to EE when visiting IOI vs. other holiday destinations

Language	22%	192
Music events / concerts	8%	168
Natural, unspoilt environment	43%	142
Local and cultural activities / events / festivals	22%	137
Friendly locals	33%	134

### Top activities in IOI

#### Compared to other segments

(n=147, Top 10 % with >120 index)  
Index vs. total IOI occasions to understand the activities

Attend theatre / concerts	5%	199
Cycling	8%	190
Enjoy local music, music-related events and dance	29%	155
Hiking, walking	37%	149
Visit gardens, parks and forests	41%	139

#### Compared to other destinations

Index vs. all EE holiday occasions to understand the activities important to EE when visiting IOI vs. other holiday

Trace my roots or genealogy	9%	310
Enjoy local music, music-related events and dance	29%	186
Cycling	8%	154
Visit historical or cultural landmarks (including historic houses / castles / religious sites)	68%	114
Visit gardens, parks and forests	41%	108



Source: Perceptions of IOI: Kantar Qual Deep Dive on Enrichment Explorers in US, GB, DE, FR (Sep 2023)  
Desired holiday features and Activities: Kantar Overseas Holidaymaker Quant Study (Feb-Mar 2023)

Features and Activities indexed vs. total IOI occasions  
Associations and Barriers indexed vs. total sample (US & GB only)



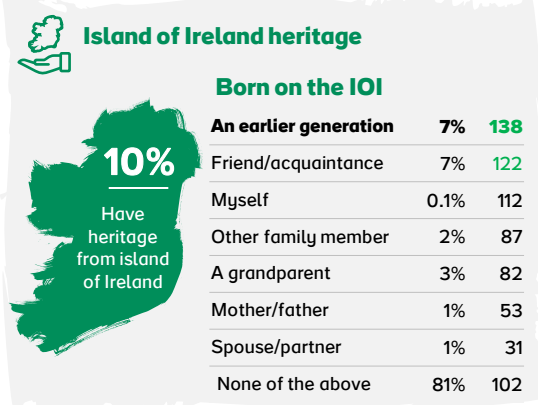
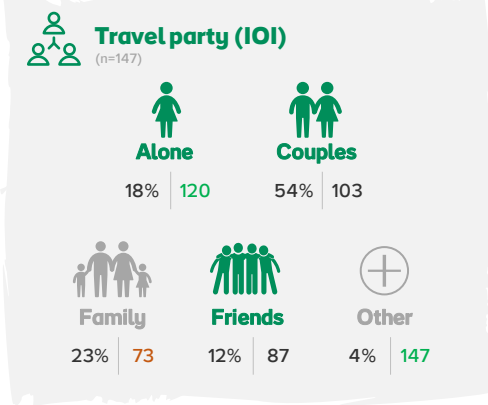
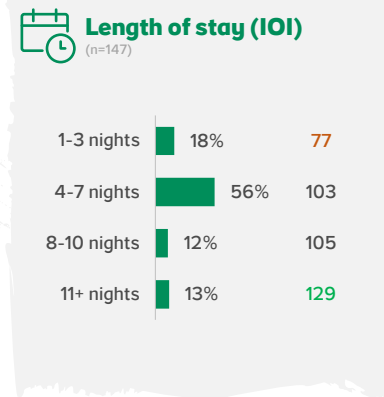
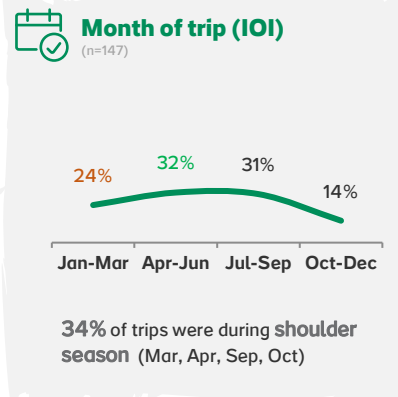
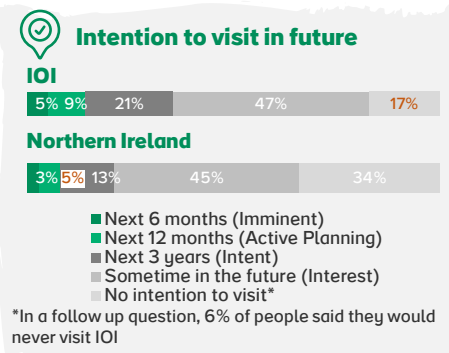
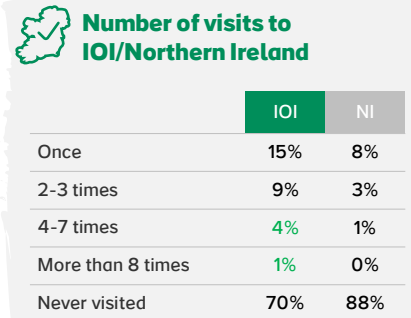
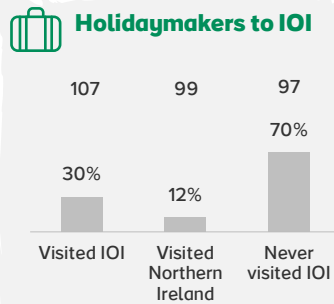
# 24% Enrichment Explorers

Around one third of Enrichment Explorers have visited the island of Ireland before and the same have intentions to visit in the next three years.

The top need for visiting the island of Ireland is to explore places that others don't typically visit, highlighting the mystery and excitement the island offers.

Solo trips and longer stays are common amongst this group.

## THE ISLAND OF IRELAND AND NORTHERN IRELAND DEEP DIVE



Index vs. total holidaymakers: above average >120 | below average <80 | IOI occasions\* indexed vs. total IOI occasions (\*reasons for holiday, month of trip, length of stay, travel party)





24%

# Enrichment Explorers

Wherever Enrichment Explorers travel to, they want to be able to feel the character of the place and experience the vibrancy of the place and people. Alongside only a handful of other destinations, the island of Ireland is strongly associated with these holiday needs.

However, Enrichment Explorers are also keen to learn new things and be stimulated whilst away, and other travel destinations are more strongly associated with these needs compared to the island of Ireland.

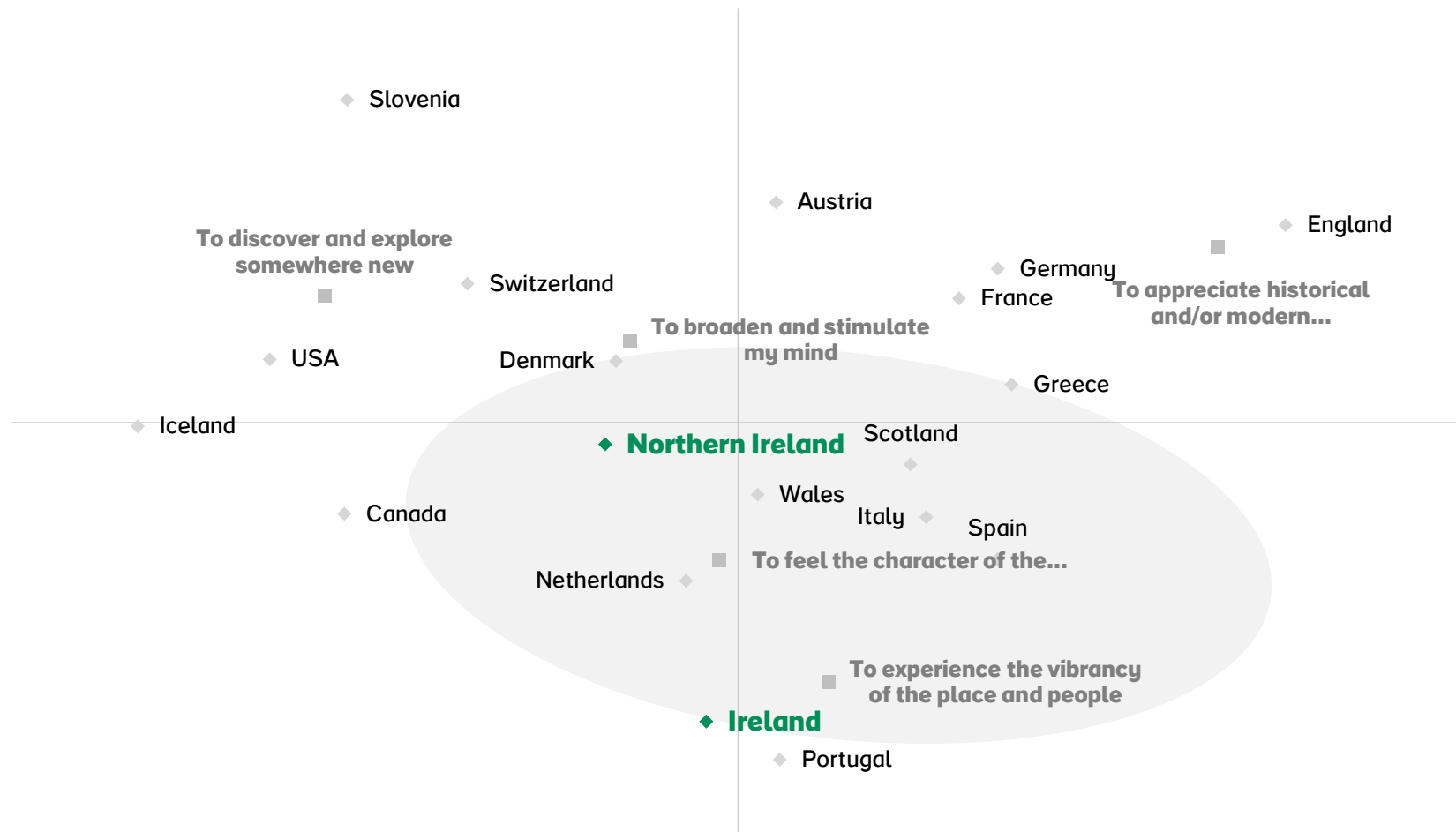
Our opportunity lies in a combination of:

1. Showcasing how much there is to discover (where we have weaker associations).
2. Highlighting the welcoming locals (where we have the strongest associations compared to other countries).

This will help build appeal and enable the island of Ireland to stand out from other destinations.

## NEEDS ASSOCIATED WITH HOLIDAY DESTINATIONS

Chart displays top five holiday needs for Enrichment Explorers and which destinations are most associated with each need. I.e., the circled area below tells us that Enrichment Explorers associate these destinations (IOI, Wales, Italy, Spain etc.) most with the holiday needs in bold (“feel the character of the place” and “experience the vibrancy of the place and people”).



Source: Kantar US and GB Holidaymaker Quant Study (Sept 2023)





# **Enrichment Explorers**

## **Connecting with Enrichment Explorers:**

Our largest segment globally, Enrichment Explorers present themselves as an attractive target audience aligning with Tourism Ireland’s longer term strategic objectives.

The island of Ireland’s warm local community, rich history and abundant natural beauty makes the destination appealing to those who are ready to embark on a cultural journey.

Enrichment Explorers already have positive perceptions of the island of Ireland, particularly its character and characters, but there are opportunities to appeal more strongly to these holidaymakers.

How can community engagement be brought to the fore when showcasing the experiences on offer in the island of Ireland?

## **What can we capture?**

**Curate new moments of discovery**



**Showcase local events and people**



Image Source: púcafestival.com



## Enrichment Explorers

### Curate new moments of discovery

&

### Showcase local events and people

Enrichment Explorers are generally already drawn to the island of Ireland's rich history and surroundings, but some don't know enough or simply don't feel there is anything new to do or see.

They need to be enticed with a **variety of new and unique experiences**, enabling them to **curate a bespoke itinerary** for their travels that aligns to their broader interests and passions (e.g., nature, history, arts and culture) – a bespoke holiday experience and having autonomy over their travel plans is essential.

The **people** are **at the heart** of Enrichment Explorers' experiences across the island of Ireland. Locals are perceived as friendly and welcoming, and the image of small cosy pubs reinforce these associations of warmth and romance already coming from traditional / poetic cues. There is a need to **refresh these perceptions** with a more **modern calibre of events** to appeal to Enrichment Explorers, showcasing the **warm and open culture** the local community embodies.

Local and cultural events/activities and festivals were sought out when Enrichment Explorers travelled to the island of Ireland. Specifically, **local music and dance** related events were top activities for this cohort. There is an opportunity to showcase more of these authentic, yet modern events on offer.

Island of Ireland has strong associations with **Guinness and pub culture** which can be leveraged to create linkages with authentic, yet unique experiences. There is a need to go one step further than simply dialling up "pub culture" as Enrichment Explorers are specifically looking for more **exclusive and unique experiences** – they don't want the obvious attractions, rather they want something more authentic and bespoke to them. Cuisine as a vehicle for unique experiences will connect with these holidaymakers' everyday lives and interests.

### An example: Púca

A great example of an event showcasing local through people is the Púca festival, celebrating the birthplace of Halloween and more traditionally marking the end of harvest before winter sets in.

Engaging the local community, Fáilte Ireland has regenerated the event offering performances from contemporary Irish musicians and comedians as well as serving a spread of traditional foods from local vendors. It's the perfect opportunity to be immersed in something that feels exciting and modern but is steeped in tradition and history.



# Enrichment Explorers

## US | 22%

Enrichment Explorers in the US feel that the US is the most divided it has ever been. Americans are looking for socialisation opportunities which might be less available at home, especially immersing in other cultures/communities.

There are slightly younger Enrichment Explorers in the US compared to the global avg. with 23%<sup>↑</sup> aged 18-34. They also go on fewer vacations vs. other markets averaging 1.8<sup>↓</sup> trips in the past three years, but still enjoy a variety of trips.

## CA | 24%

Enrichment Explorers in Canada enjoy a range of vacations, in particular, touring vacations which account for 42%<sup>↑</sup> of their trips.

Countryside breaks and walking/hiking trips also appeal to them, alongside visiting friends and family and resort breaks.

One fifth<sup>↑</sup> of Enrichment Explorers in this market identify with having heritage connections with the island of Ireland.

## GB | 23%

The simplicity / convenience that comes from Northern Ireland being unaffected by Brexit makes this an appealing destination for a short break amongst holidaymakers in GB.

They're looking for authentic and new experiences and opportunities to both relax and socialise.

Enrichment Explorers in GB are less likely to go on touring holidays, hiking trips and countryside breaks compared to other markets.

## DE | 26%

When travelling they're looking to dive into the country's culture and history, immersing themselves in unusual adventures, exploring its nature as well as trying the local cuisines.

They're frequent holidaymakers having taken 3.8<sup>↑</sup> trips on average in the past three years, the highest number compared to other markets.

## FR | 25%

In France, Enrichment Explorers want authentic and uncommon experiences in both urban and rural settings. They want to immerse themselves in local / village life, engage with a variety of activities and simply slow down and unwind in nature.

The typical types of holidays the French go on are consistent with the global average, but city breaks (34%<sup>↑</sup> of trips) are more appealing to this group.

## ES | 29%

In Spain, Enrichment Explorers mainly travel for two types of holidays: city breaks (34%<sup>↑</sup> of trips) and touring holidays (38% of trips).

They are more likely to have kids at home vs. the global average (48%<sup>↑</sup> of holidaymakers) and as such tend to take trips accompanied by their family (30%<sup>↑</sup> of trips).

## IT | 26%

Like Spain, Enrichment Explorers in Italy travel for city breaks (40%<sup>↑</sup> of trips) and touring holidays (36% of trips).

This market is least likely to go away with family (19%<sup>↑</sup> of trips accompanied by family).

We also see positive associations with the island of Ireland with 47%<sup>↑</sup> of Enrichment Explorers intending to travel here in the next three years – the highest proportion vs. other markets.



# Enrichment Explorers

		Global Total	Global Segment Total	US	GB	DE	FR	ES	IT	CA
	Segment Size	100%	24%	22%	23%	26%	25%	29%	26%	24%
Gender	Male	52%	48%	54%	52%	49%	44%	43%	46%	39%
	Female	48%	52%	46%	48%	51%	56%	57%	54%	61%
Age	18-34	29%	18%	23%	19%	13%	18%	17%	14%	19%
	35-54	37%	36%	40%	27%	36%	38%	38%	32%	41%
	55+	34%	47%	36%	54%	52%	43%	45%	54%	41%
Other demogs	Kids at home	43%	34%	40%	22%	27%	40%	48%	37%	32%
	Island of Ireland Heritage	10%	10%	26%	16%	0%	3%	2%	0%	20%
Travel behaviours	4+ night holidays	81%	86%	92%	88%	87%	82%	88%	75%	95%
	Avg. no holidays past 3 years	2.7	2.7	1.8	2.3	3.8	3.1	2.6	2.6	1.5
	Who with: Alone	13%	13%	12%	19%	15%	10%	9%	11%	17%
	Who with: Couples	58%	59%	60%	57%	62%	59%	56%	62%	56%
	Who with: Family	30%	24%	26%	21%	20%	28%	30%	19%	21%
	Who with: Friends	13%	15%	17%	13%	15%	14%	17%	15%	12%
	Intend to visit IOI in next 3 years	34%	35%	33%	40%	32%	30%	41%	47%	28%
Interested in visiting IOI in future	42%	47%	48%	40%	47%	55%	49%	38%	53%	

Source: Kantar Overseas Holidaymaker Quant Study (Feb-Mar 2023)

Global Segment Total is indexed vs. global total: above average >120 | below average <80 (this highlights the differentiating factors for this segment globally relative to all other segments)

Individual markets are indexed vs. global segment total: above average >120 | below average <80 (this highlights the differentiating factors for this segment in each market relative to the global segment)





# Enrichment Explorers

Top holiday types for this segment highlighted in **bold**

Holiday type	Global Total	Global Segment Total	US	GB	DE	FR	ES	IT	CA
City break	27%	28%	17%	28%	26%	<b>34%</b>	<b>34%</b>	<b>40%</b>	16%
<b>Touring (seeing several different places during the holiday, e.g., road trip)</b>	<b>25%</b>	<b>33%</b>	<b>42%</b>	<b>25%</b>	<b>28%</b>	<b>32%</b>	<b>38%</b>	<b>36%</b>	<b>42%</b>
Cruise trip	8%	5%	11%	5%	3%	2%	4%	2%	8%
Festival, cultural event, concert, sporting event	7%	5%	8%	3%	5%	5%	3%	3%	9%
Private event / celebration	6%	4%	6%	4%	3%	3%	3%	1%	5%
Shopping (excl. food, drink & souvenirs)	11%	8%	17%	4%	8%	8%	5%	8%	14%
<b>Countryside break</b>	<b>9%</b>	<b>11%</b>	<b>13%</b>	<b>8%</b>	<b>18%</b>	<b>12%</b>	<b>7%</b>	<b>1%</b>	<b>11%</b>
Coach / mini-bus tour	4%	3%	4%	2%	3%	3%	4%	4%	2%
Resort break	12%	9%	11%	9%	8%	9%	4%	5%	15%
<b>Walking / hiking holiday</b>	<b>9%</b>	<b>13%</b>	<b>17%</b>	<b>7%</b>	<b>17%</b>	<b>13%</b>	<b>8%</b>	<b>12%</b>	<b>15%</b>
Caravan / campervan break	2%	2%	1%	2%	3%	2%	1%	1%	0%
Visiting friends / family	13%	15%	18%	19%	13%	14%	12%	10%	21%
Sun/ beach holiday	21%	19%	<b>23%</b>	19%	<b>25%</b>	13%	9%	17%	19%
Ski holiday	2%	1%	1%	2%	2%	1%	1%	1%	1%
Destination as part of a multi-destination trip (e.g., backpacking; not ocean cruise)	3%	4%	5%	2%	2%	5%	5%	6%	6%
Active holiday (e.g., cycling, golf)	4%	5%	6%	4%	9%	4%	3%	1%	7%
Camping	2%	2%	1%	2%	3%	2%	1%	1%	1%

Source: Kantar Overseas Holidaymaker Quant Study (Feb-Mar 2023)  
 Global Segment Total is indexed vs. **global total**: above average >120 | below average <80 (this highlights the differentiating factors for this segment globally relative to all other segments)  
 Individual markets are indexed vs. **global segment total**: above average >120 | below average <80 (this highlights the differentiating factors for this segment in each market relative to the global segment)



# Glossary



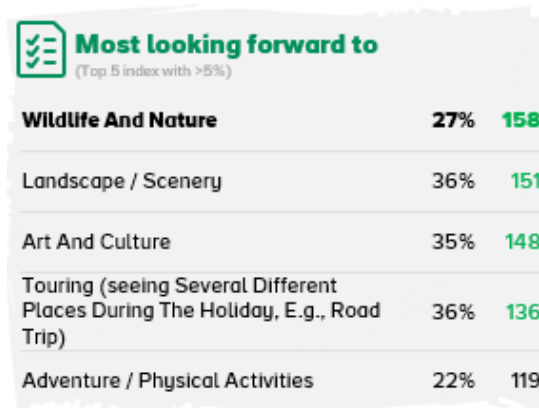
# Interpreting the data

## What is an index?

- An index is a measure that describes the relative difference between the nominal value (% target audience) and the base value (% total audience) which can be calculated as:  $(\% \text{ target audience} / \% \text{ base audience}) \times 100$ .
- An index value of >100 represents a positive value while an index of <100 represents a negative value. For example, 36% of Enrichment Explorers say that the most important thing to them is 'Landscape/scenery' with an index value of 151. This means they are more likely than the total base audience to say that 'Landscape/scenery' is most important to them (100 being equally likely).
- Throughout the report, an index value of >120 has been colour coded in green while an index value of <80 is in red. This is used to highlight more significant differences.

## Index and % rules

- Data that has been ranked is based on all over-indexing statements (>120) and is then ordered on Index than % (>5%).  
E.g., if we want to understand the top 5 holiday needs of a segment, we find all statements that have >120 index and then rank them by Index. If there are no statements with >120 index, we take the next highest index. See example below:



**Most looking forward to**  
(Top 5 index with >5%)

<b>Wildlife And Nature</b>	<b>27%</b>	<b>158</b>
Landscape / Scenery	36%	151
Art And Culture	35%	148
Touring (seeing Several Different Places During The Holiday, E.g., Road Trip)	36%	136
Adventure / Physical Activities	22%	119

# Interpreting the data

## Question / data table references:

Data point	Question Some questions have been shortened here for ease of use – please refer to questionnaire for full/detailed wording	Based on number of holidaymakers, trips or occasion	Global table tab	Global table #
Intenders	Q065 Which best describes your intention, if any, to visit these countries for a vacation/holiday or short break?	Holidaymakers	Respondent	Table 115
Interested				
Age	Q003 How old are you?	Holidaymakers	Respondent	Table 2
Gender	Q004 Are you...? (male, female, don't identify as either, prefer not to answer)	Holidaymakers	Respondent	Table 3
Marital status	Q069 What is your marital status?	Holidaymakers	Respondent	Table 135
Kids at home	Q084 Do you have child(ren) living with you at home?	Holidaymakers	Respondent	Table 136
Income	Q005-Q012 Income ( <i>Question wording varies by market, please refer to questionnaire</i> )	Holidaymakers	Respondent	Table 13
Holiday needs	Q124 Thinking generally about what is important to you when on a vacation/holiday or short break. Please rate the following on a scale of 1-6, where 1 is 'not at all important' and 6 is 'extremely important'.	Holidaymakers	Respondent	Table 48
Most looking forward to	Q127 Please select, in order of importance, up to 3 things you most look forward to about vacations/holidays of 4 or more nights.	Holidaymakers	Respondent	Table 45
Attitudes to travel	Q061 How much do you agree with the following statements when thinking about vacations/holidays of 4 or more nights outside of your country? ( <i>Top 2 box – definitely agree and tend to agree</i> )	Holidaymakers	Respondent	Table 42
Attitudes to life	Q060 How much do you agree with the following statements? ( <i>Top 2 box – definitely agree and tend to agree</i> )	Holidaymakers	Respondent	Table 39
Holiday type	Q081 ( <i>P3Y and N12M trips combined</i> ) – What type of vacation/holiday did you take / do you plan to take?	Trips	Respondent	Table 86
Holiday destination	Q095 ( <i>P3Y and N12M trips combined</i> ) – Where did you travel to in the past 3 years / where do you plan to travel to in the next 12 months?	Trips	Respondent	Table 107
Travel party	Q103 ( <i>P3Y and N12M trips combined</i> ) - Who did you / who do you plan to travel with on this trip?	Trips	Respondent	Table 100
Month of trip	Q035 Which month will your holiday start?	Holidaymakers	Respondent	Table 75
Avg P3Y holidays	Q021 - Thinking about the last 3 years (March 2020 - March 2023), how many vacations/holidays or short breaks, if any, have you taken outside of <insert country>?	Holidaymakers	Respondent	Table 27
Avg P3Y 4+ night holidays	Q075 – How many of these vacations/holidays were 4 or more nights?	Holidaymakers	Respondent	Table 29
Holiday length	Q087 ( <i>P3Y and N12M trips combined</i> ) - How many nights did you stay for on this particular vacation / holiday / short break?	Trips	Respondent	Table 95
holidaymakers to IOI	Q107 Have you ever visited the island of Ireland for a vacation/holiday or short break?	Holidaymakers	Respondent	Table 118 (IOI) Table 117 (NI)
Number of visits	Q129 How many times have you visited Northern Ireland / Republic of Ireland?	Holidaymakers	Respondent	Table 123
Intention to visit IOI	Q065 Which best describes your intention, if any, to visit these countries for a vacation/holiday or short break?	Holidaymakers	Respondent	Table 112
Intention to visit NI				
Reasons for holiday	Q048 Thinking specifically about this vacation/holiday, please tell us how important each of the following were to you as a reason for taking it	Occasion	Occasion IOI	Table 11
Month of trip	Q040 – Month of occasion	Occasion	Occasion IOI	Table 2
Length of stay	Q041 – Length of occasion	Occasion	Occasion IOI	Table 3
Travel party	Q104 – Who travelled with on occasion	Occasion	Occasion IOI	Table 5
Heritage	Q071 – Do you identify as having heritage from Ireland and/or Northern Ireland?	Holidaymakers	Respondent	Table 138
Born in IOI	Q130 - Which, if any, of your following family and friends were born in Ireland (either Northern Ireland or the Republic of Ireland)?	Holidaymakers	Respondent	Table 139