



Fáilte Ireland

National Tourism Development Authority

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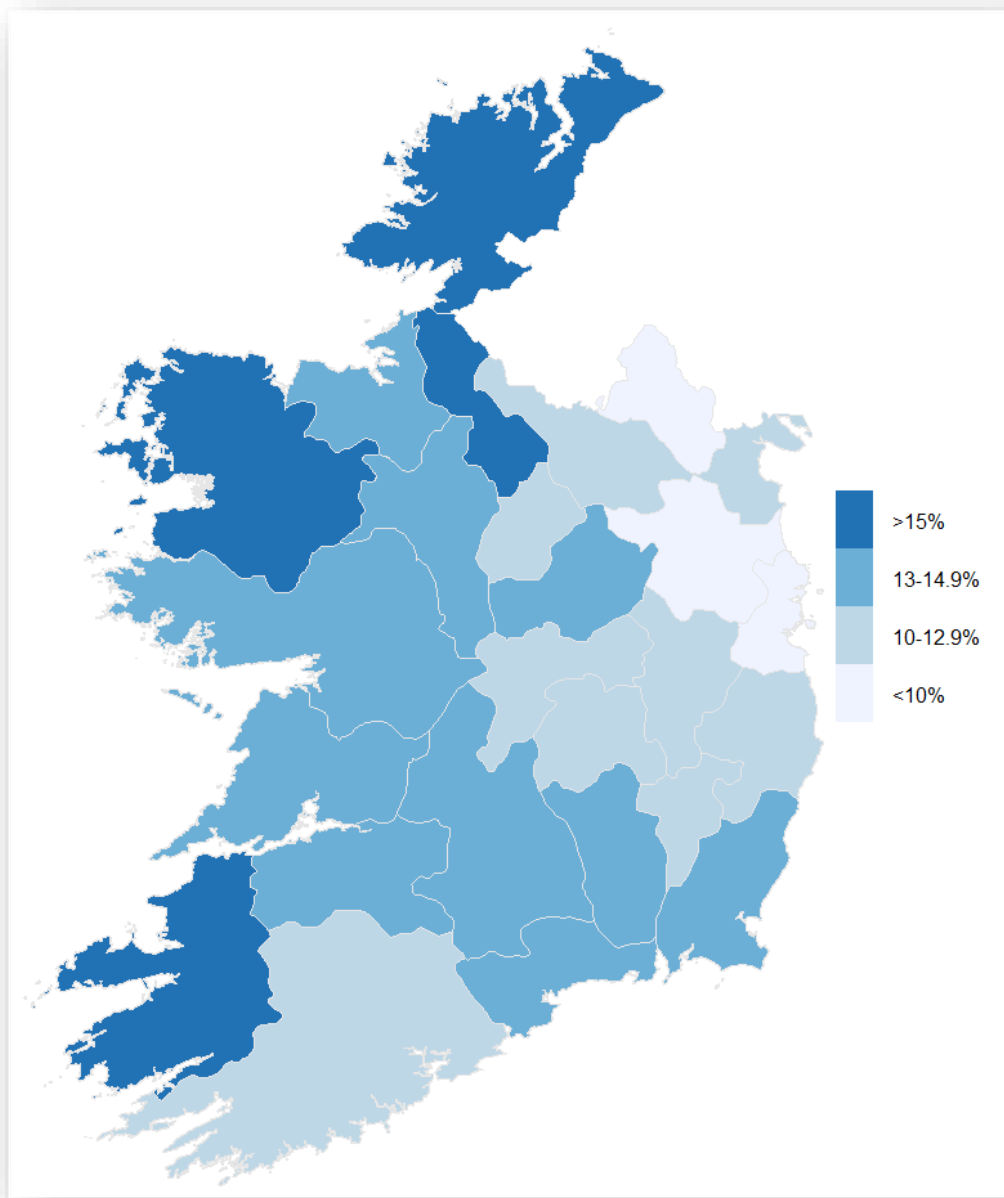
Wild Nephin National Park



Belmullet - Destination Town



Céide Fields

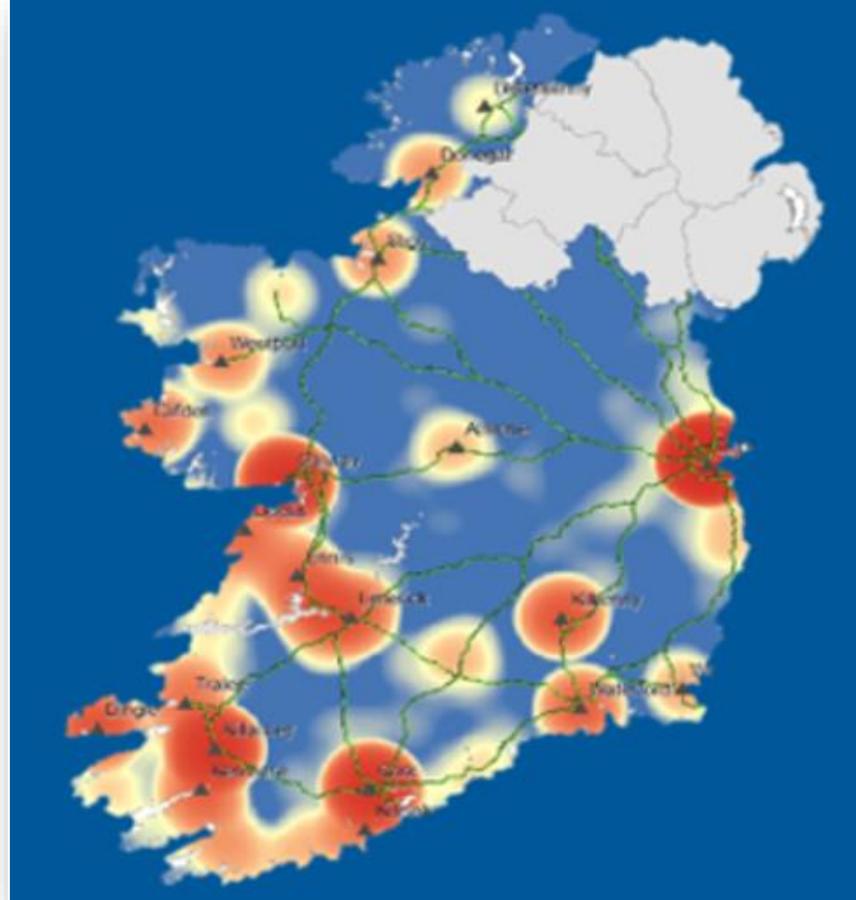




WILD ATLANTIC WAY

SLÍ AN ATLANTAIGH FHIÁIN





Intent (IOI)

Although consideration of domestic short trips in the next 12 month has held relatively stable (83% vs. 85% September) the upwards progression through the stages of the living with Covid-19 plan drives domestic short break intentions down for the first time since April. Long break penetration is flat and consumers not willing to commit to taking longer breaks in Ireland.

↓ **67%** (from 72% Sept.)

Intend to take a short break in Ireland **in the next 12 months**

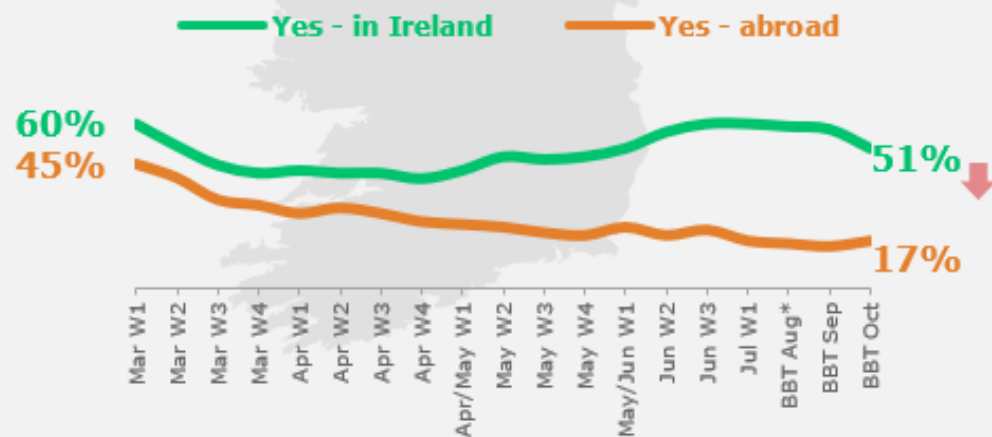
↓ **51%** (from 58% Sept.)

Intend to take a short break in Ireland **in the next 6 months**

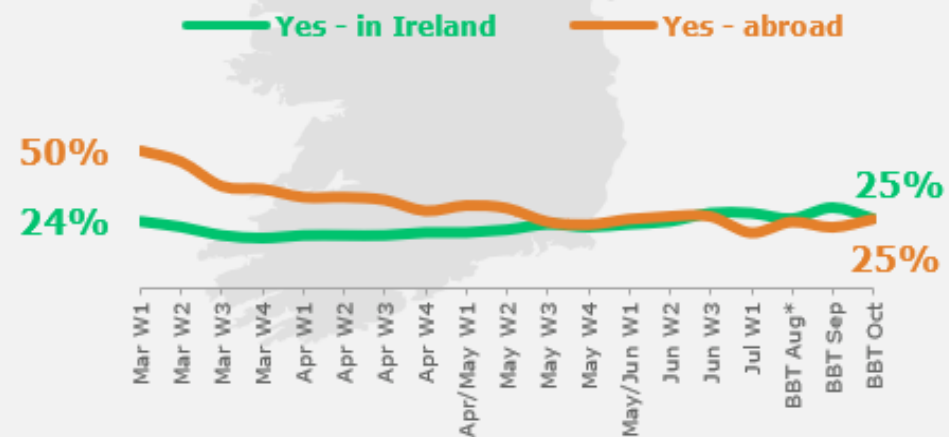
↓ **32%** (from 42% Sept.)

Intend to take a short break in Ireland **in the next 3 months**

Intent - Short Break (next 6 months)



Intent - Long Break (next 6 months)







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