

CCPC TRAVEL RESEARCH 2026



Coimisiún um
Iomaloacht agus
Cosaint Tomhaltóirí

Competition and
Consumer Protection
Commission



SAMPLE PROFILE & METHODOLOGY

Methodology – *Telephone Survey Via Omnipoll*

- A total of 1,012 interviews were conducted with a nationally representative sample via our Telephone Omnibus service, using Computer Assisted Telephone Interviewing (CATI) between 17th – 30th September 2025.
- The analysis in this report is based on a subgroup of 419 respondents aged 18+ who went on holidays abroad this summer between May and August 2025.
- Data was weighted in line with the most up-to-date population estimates for gender, age, social class and region.
- Note that when results do not exactly add up to 100% this is due to rounding.



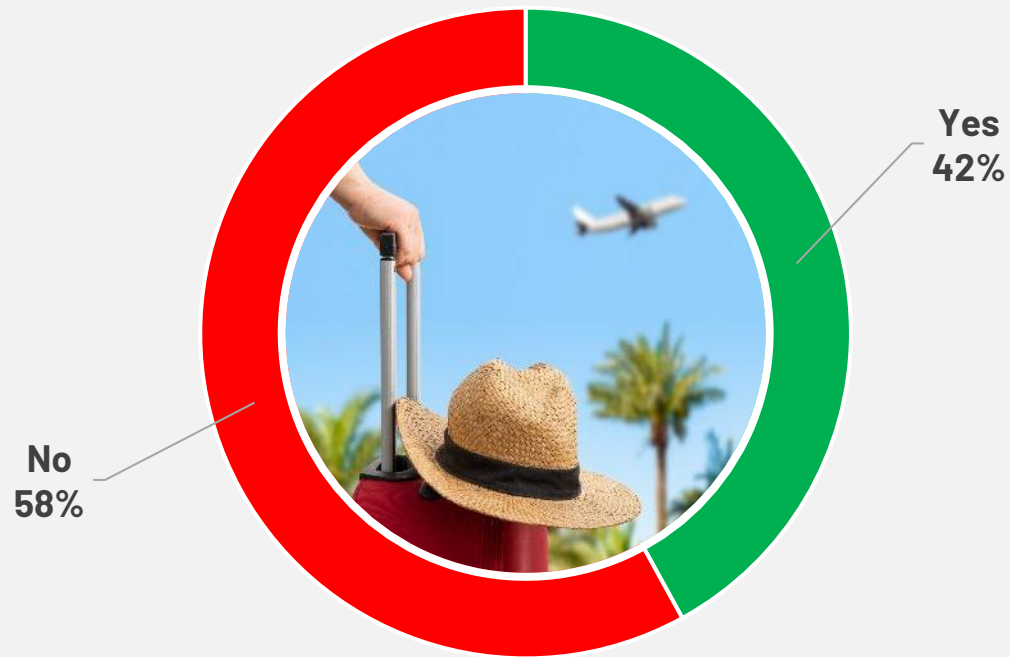
FINDINGS

02

HOLIDAYS ABROAD

Overseas holidays in Summer 2025

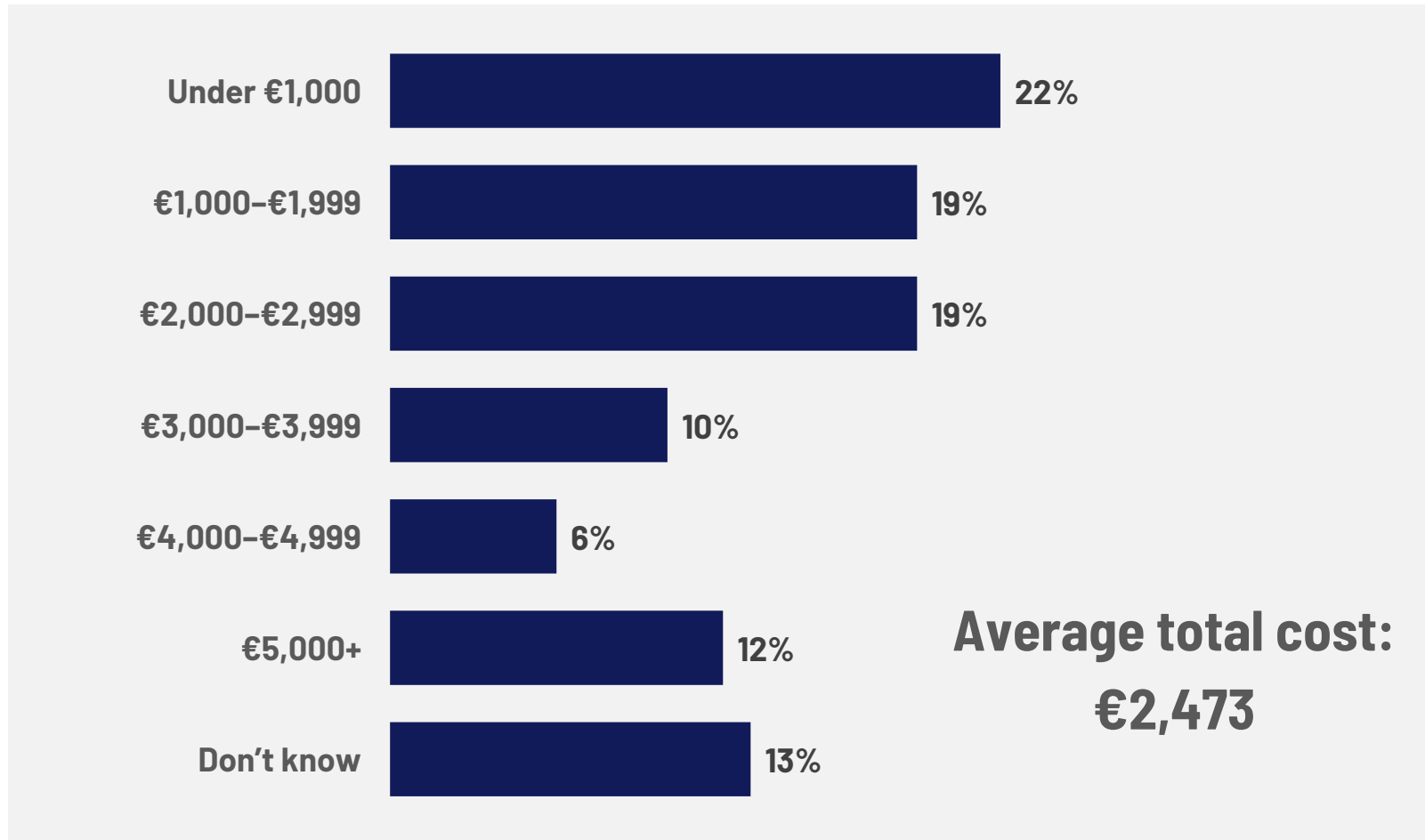
Approximately 2 in 5 people went on a foreign holiday between May and August this year.



- Significant differences can be seen across social classes - 54% of those in social class ABC1 went on holidays abroad this summer, in contrast to 32% of those in class C2DE who went abroad.
- Those aged 18-24 were the most likely to report going on holidays (58%), this figure falls to 24% for those aged 65+.
- Those with children aged under 18 in their household (54%) were notably more likely to report going on holidays than those with none aged under 18 (38%).

Total holiday costs

Including travel and accommodation costs, but excluding spending money.



- Holiday makers aged 45-54 had the highest average spend (€3,533), more than twice as much as the lowest spenders, 18-24 (€1,431).
- Those with children in the household aged under 18 had an average spend twice as high as those with none (€3,706 vs €1,839).
- Those who booked each element of their holiday separately spent less on average than those who booked a package holiday (€2,471 vs 2,517).

Average holiday cost

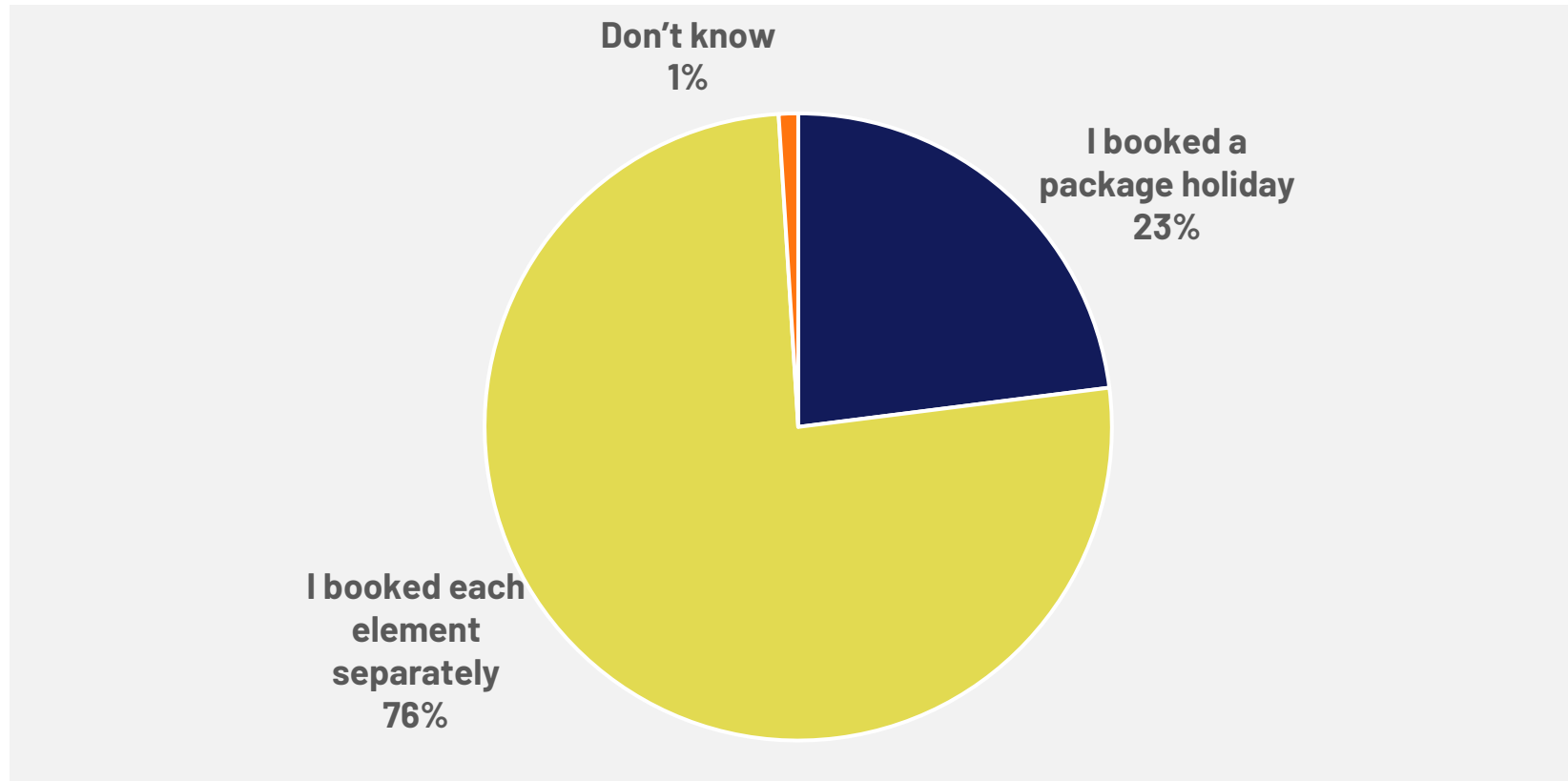
Including travel and accommodation costs, but excluding spending money.

	Total	Respondents with Any Children Under 18	Respondents with No Children Under 18
	(419)	(141)	(278)
	%	%	%
Under €1,000	22	4	31
€1,000–€1,999	19	11	23
€2,000–€2,999	19	20	18
€3,000–€3,999	10	14	7
€4,000–€4,999	6	13	3
€5,000+	12	26	6
Don't know	13	12	13

Q.2 What was the total final cost of this holiday including the travel and accommodation costs but not including spending money?
All 18+ who went on holidays abroad this summer: 419

Type of booking – package or separate

Over 3 times as many people booked each element of their holiday separately than booked it as part of a package.

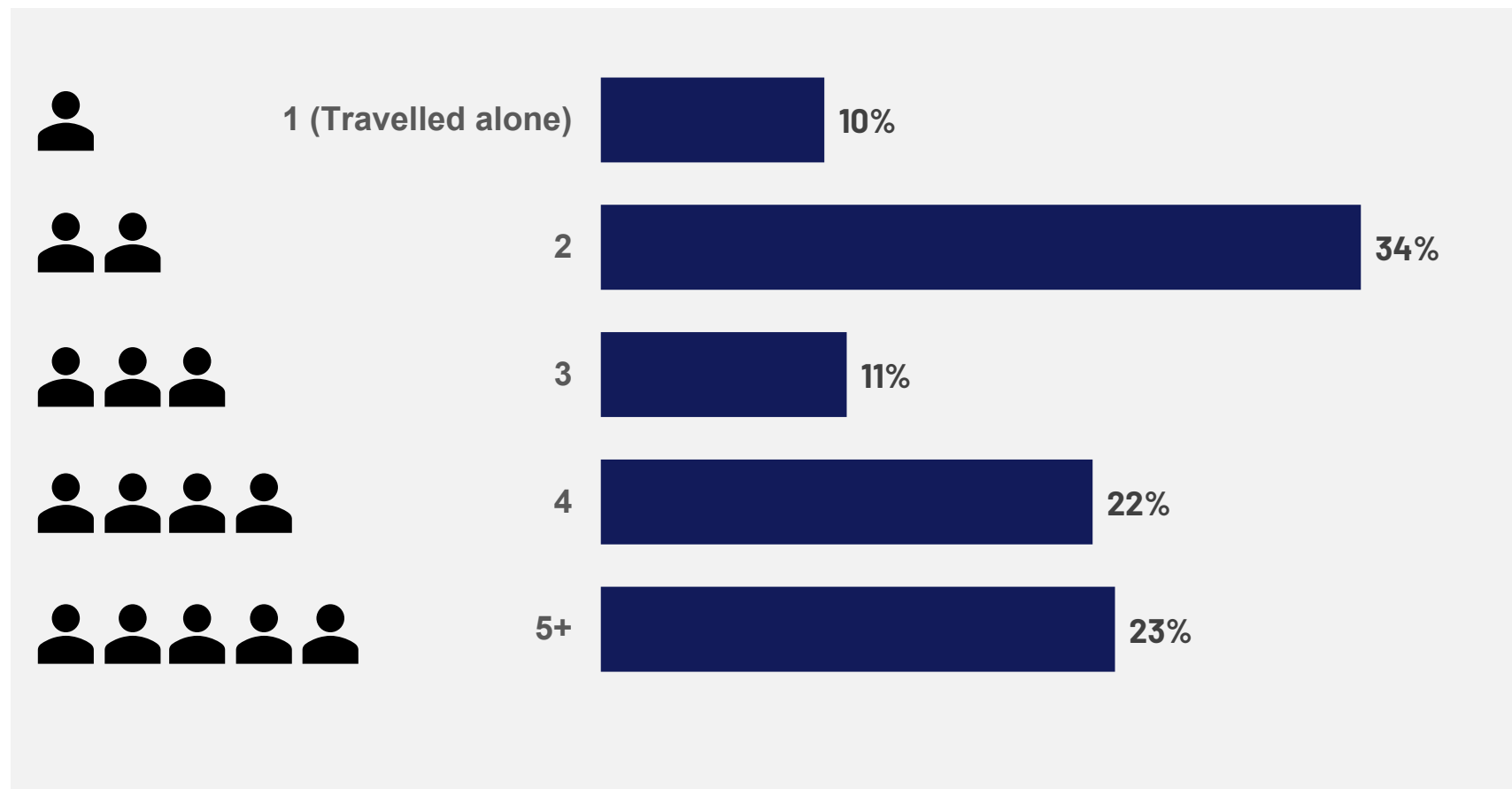


- The most likely age cohort to book each element of their holiday separately are those aged 25-34 (86%). This falls to 53% for those aged 65+.
- 28% of holiday makers in social class C2DE booked a package holiday, 9 percentage points more than those in class ABC1 (19%).
- Among those who did not have travel insurance for their trip, 84% booked each element of their trip separately, whereas only 15% opted for a package holiday.

Q.3 Was this a package holiday where travel/flights and accommodation came together, or did you book these elements separately?
All 18+ who went on holidays abroad this summer: 419

Number of people travelling on the holiday

One third of respondents reported travelling with one other person, three times more likely than those who said they went in a group of three.



- Holiday makers aged 65+ were the most likely to travel with one other person (58%). By contrast, those aged 35-44 were the least likely to go abroad in a pair (20%).
- Among those who travelled alone, 17% did not have travel insurance in place, in contrast to 6% who had an annual travel insurance policy in place before booking their holiday.
- Those who went abroad with 5 or more people spent on average €3,112. This falls to €1,745 for those who travelled solo.

TRAVEL INSURANCE

Travel Insurance

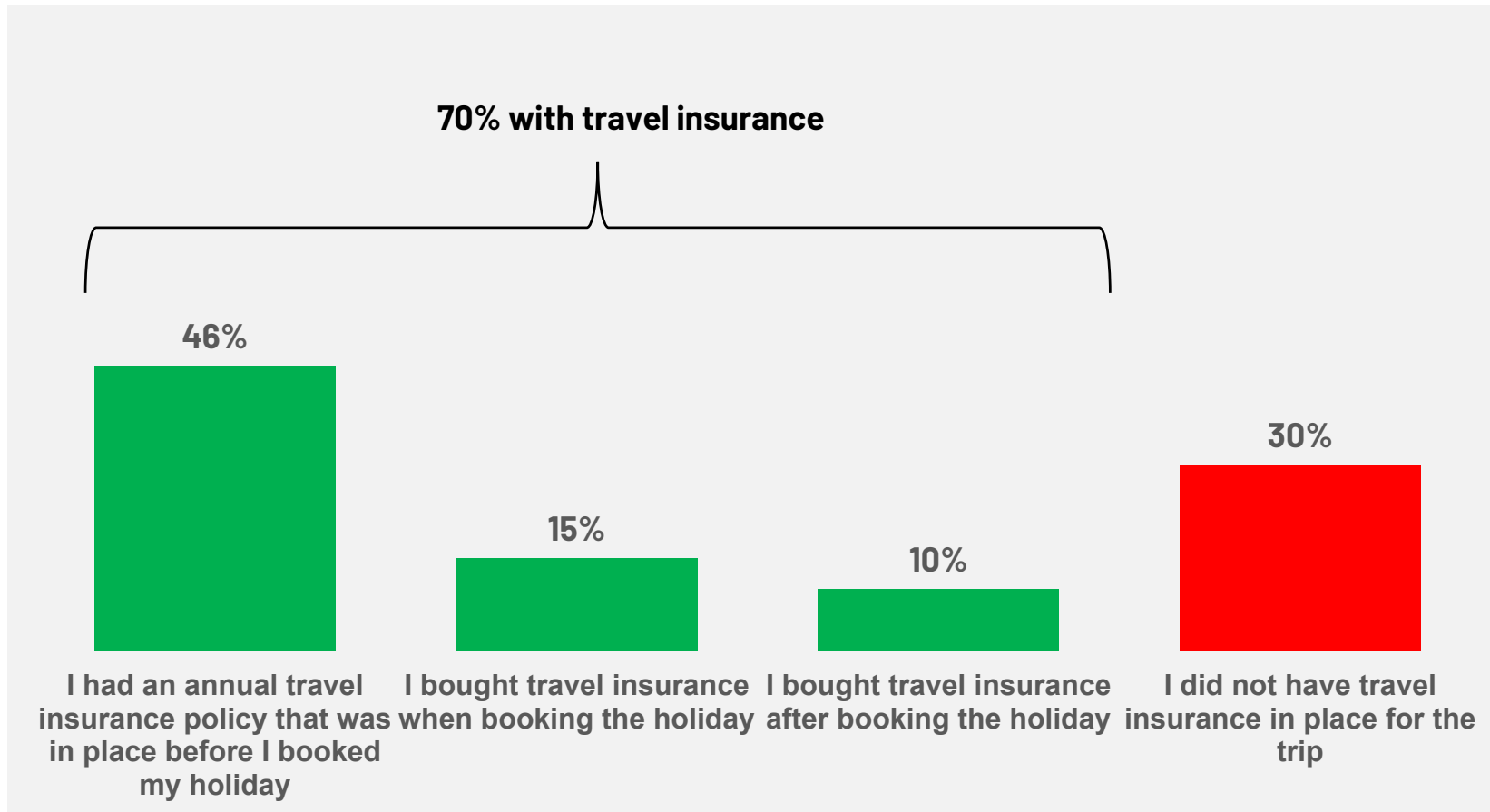
Holder - Insured Details

Policy number :	Name of the insured : First name(s)/surname/title :		
Date of birth :	Age :	Gender :	☐ Male ☐ Female
Email :	Mobile:		

BOARD

Ownership of travel insurance

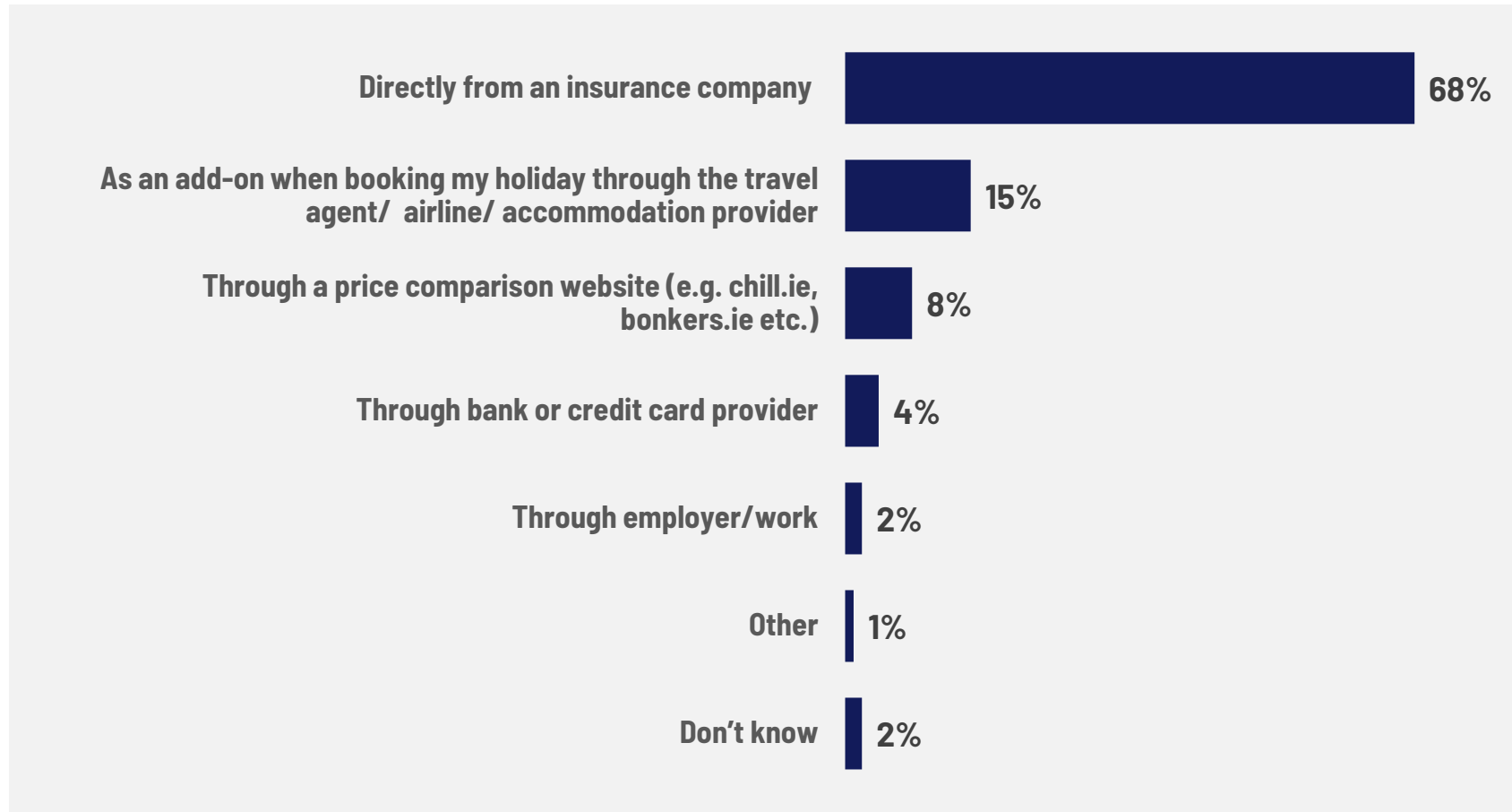
Just under 1 in 3 travelled on holiday without travel insurance, while almost half had an annual travel insurance policy covering this year's holiday.



- 81% of those booking a package holiday had travel insurance, compared with 67% of those booking each element separately.
- Almost half (48%) of under-35s travelled with no insurance in place, compared with 22% of those older than this.
- The average cost of a holiday among those who had travel insurance was €2,610. This falls to €1,708 for those who did not have travel insurance in place.

Purchasing Travel Insurance

Nearly 7 in 10 consumers say they purchased their travel insurance directly from an insurance company.



- Female holiday makers were three times more likely than male holiday makers to purchase travel insurance through a price comparison website (12% vs 4%).
- 72% of those in social class C2DE bought travel insurance directly from an insurance company, compared to 65% of ABC1s.
- 76% of those who had insurance in place when booking a holiday bought it directly from an insurance company, while 50% of those buying it at the time of booking bought it as an add-on (n=68).

Q.4a You said you bought travel insurance. How did you purchase this insurance?
All who had travel insurance: 295

Purchasing travel insurance

Insurance companies were the most likely place holidaymakers purchased their travel insurance.

	Total	18-34	35-54	55+
	(295)	(65)	(139)	(90)
	%	%	%	%
As an add-on when booking my holiday through the travel agent/airline/accommodation provider	15	17	18	8
Directly from an insurance company	68	69	63	76
Through a price comparison website (e.g. chill.ie bonkers.ie etc.)	8	4	10	9
Through bank or credit card provider	4	5	5	2
Through employer/work	2	1	3	1
Other	1	1	*	3
Don't know	2	3	1	2

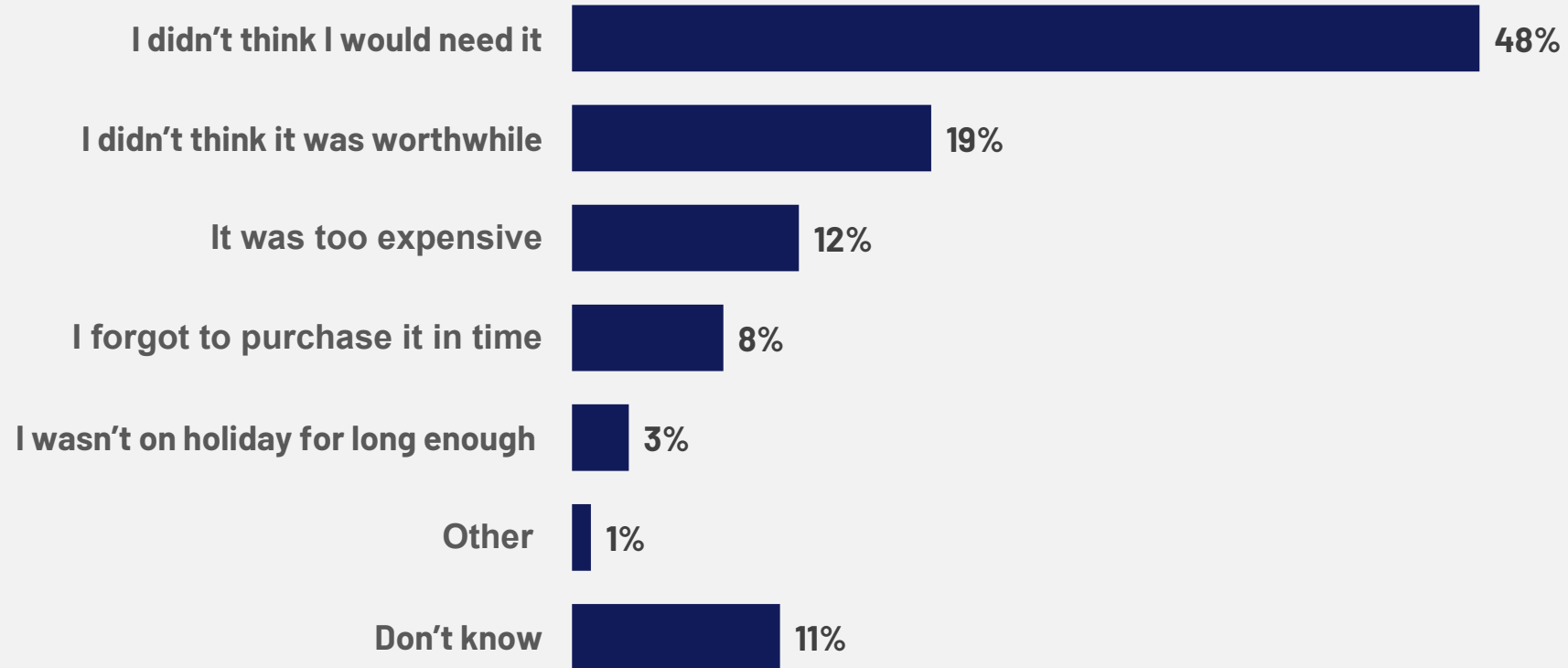
Q.4a

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All who had travel insurance: 295

Reasons for not buying travel insurance

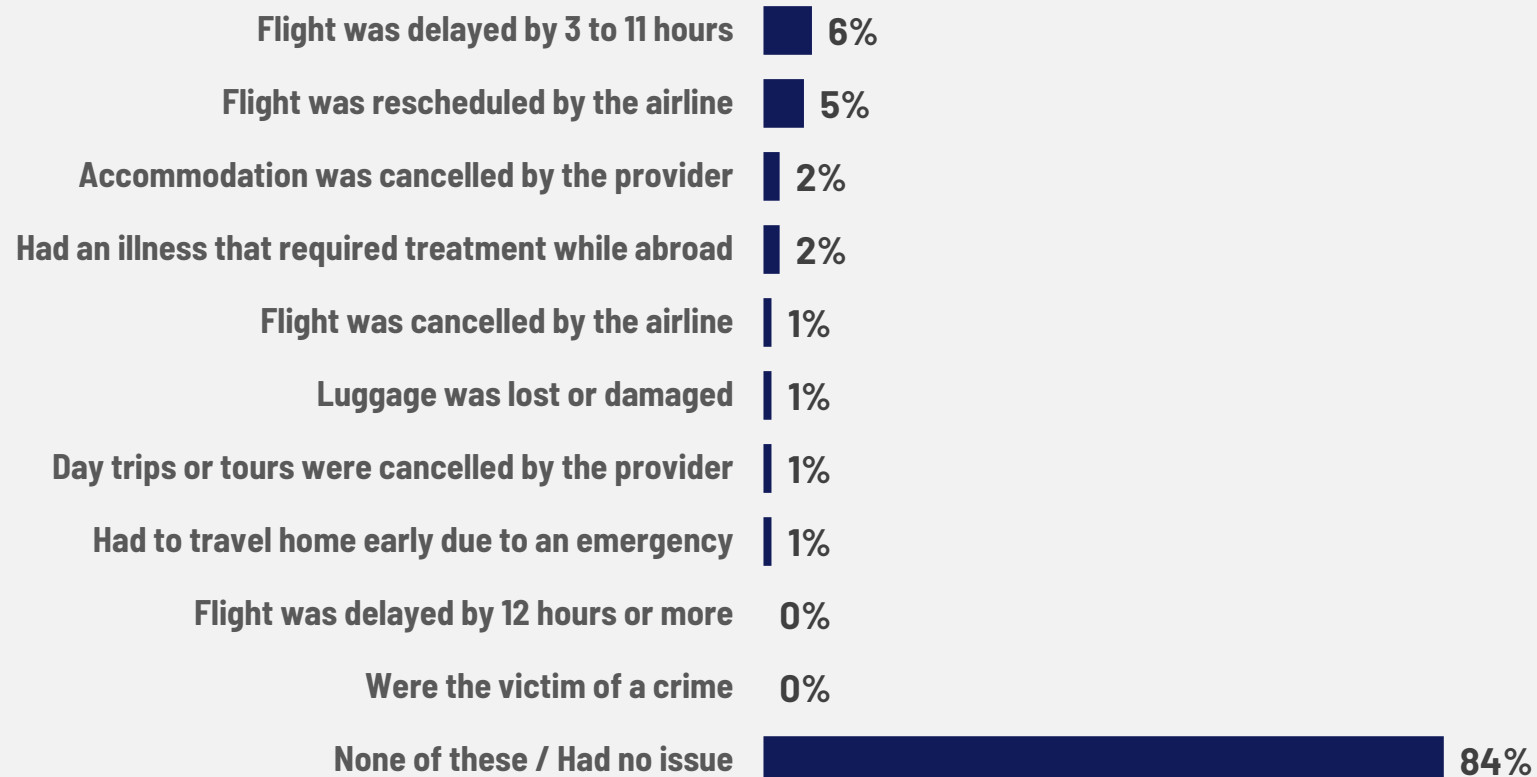


Approximately 1 in 2 of those without insurance didn't think they would need travel insurance for their trip.



Issues experienced after booking the holiday

Though flight delays of 3 to 11 hours were the most common issue, 84% of holiday makers enjoyed trouble-free travels



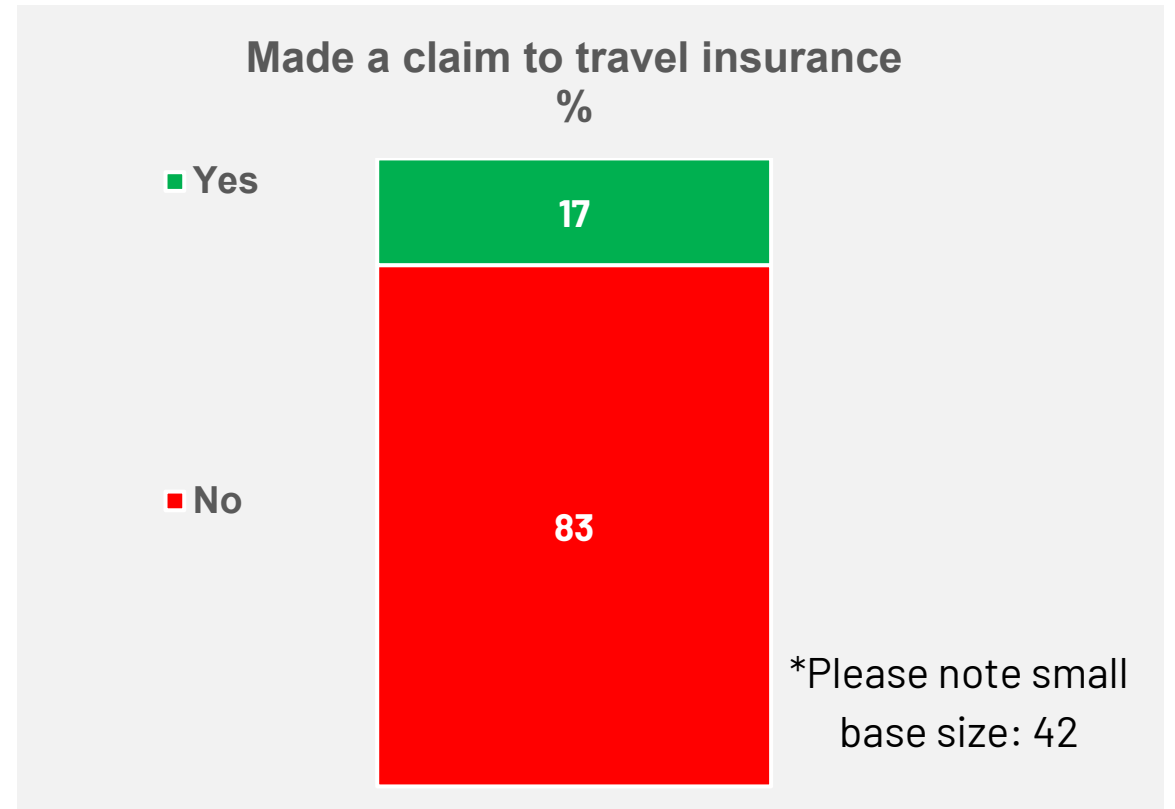
- 17% of 18-24 year olds had a flight that was delayed by 3 to 11 hours, in contrast to 2% of 45-54 year olds who experienced the same issue.
- 5% of those who booked a package holiday experienced flight delays of 3-11 hours. 7% of non-package holiday purchasers experienced the same issue.
- 93% of 45-54 year olds had no issues on their holiday. This figure falls to 71% for 18-24 year olds.

Result of the problem(s) experienced

A majority did not incur any losses stemming from the problem they experienced (83%). Over 4 in 5 opted against making a claim to their insurance company.



Q.7 Did you incur any costs or lose any money as a result of the problem(s) you experienced?
Base: All who had at least one issue after booking their holidays: 67



Q.7a Did you make a claim to your travel insurance regarding this problem(s) you had?
Base: All who had travel insurance and at least one issue: 42*

Key findings

1

Almost one in three holidaymakers travelled uninsured in summer 2025 (30%).

Uninsured rates were higher among young people (48% of under-35s travel without insurance) and DIY bookers (33% of whom have no insurance, versus 19% of package holidaymakers).

2

Perceptions block uptake with many thinking they would not need insurance.

Among the uninsured, 48% "didn't think I'd need it," 19% feel it's "not worthwhile," with cost (12%) and forgetting (8%) also featuring.

Almost half of holidaymakers have an annual policy, with direct purchase from insurance companies particularly common.

3

Most holidaymakers don't face issues when travelling.

16% faced issues – most notably flight delays/reschedules. Of those with issues, 17% incurred costs.

THANK YOU

