



CCPC TRAVEL RESEARCH

May 2021

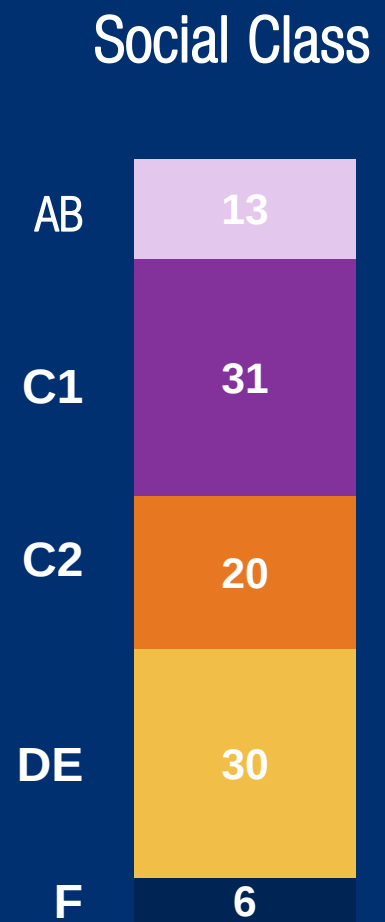
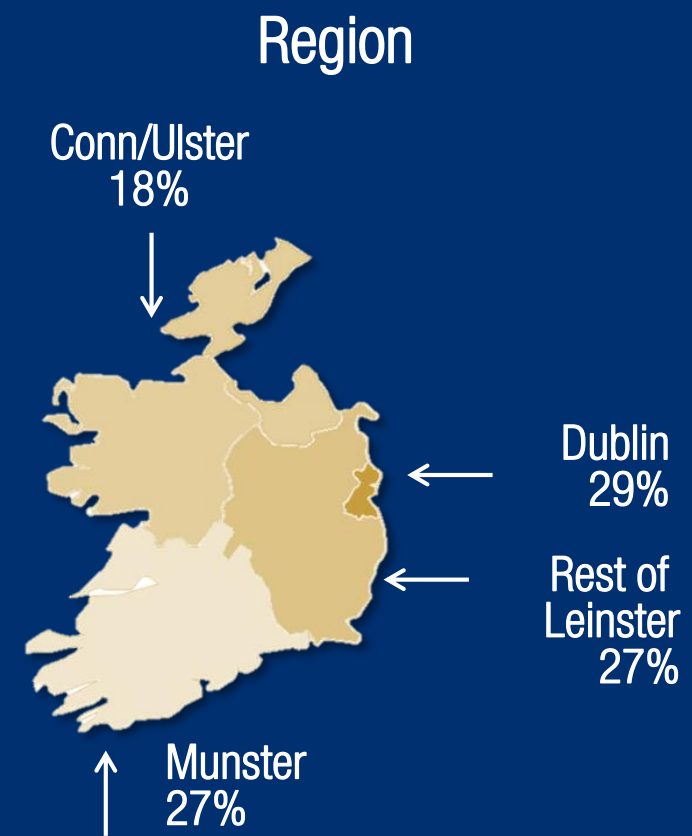
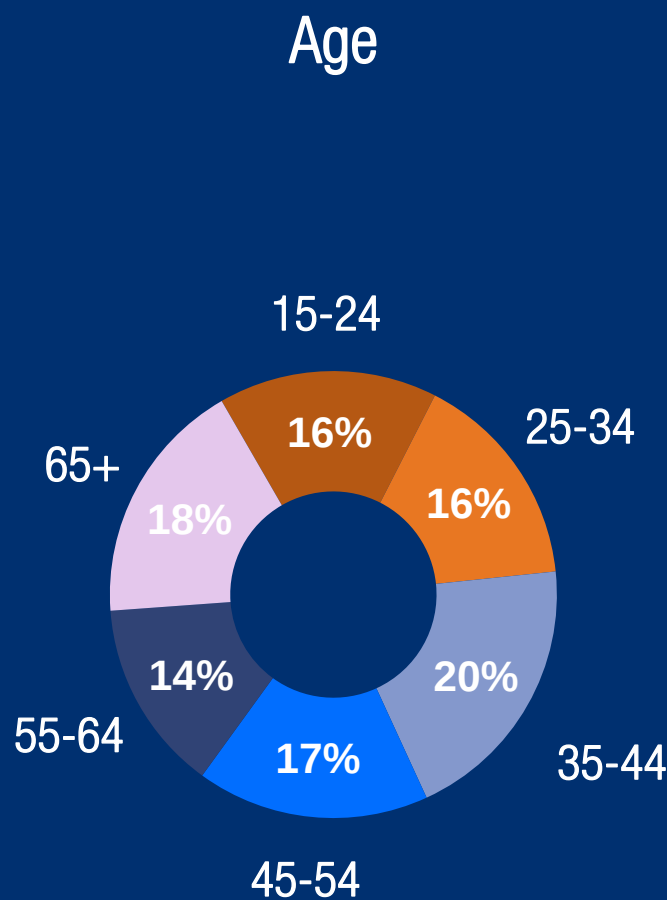
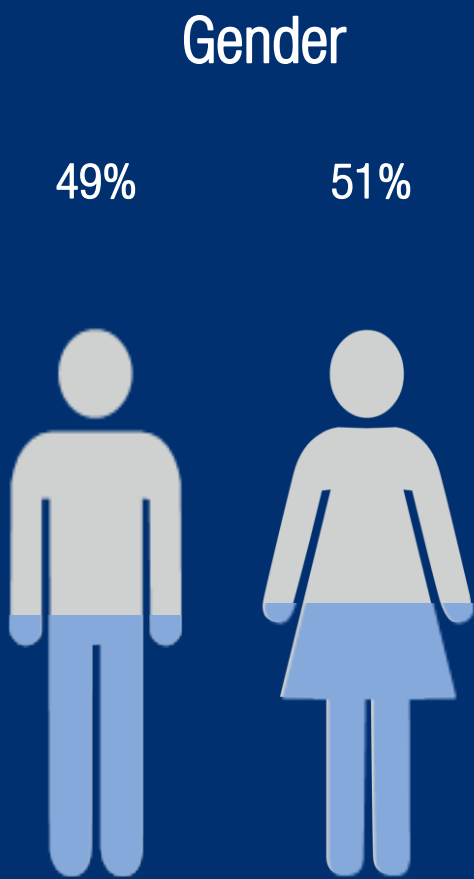


OBJECTIVES & METHODOLOGY

The main objective of this research is to measure holiday planning in Ireland and abroad during the Covid-19 pandemic.

- This research was carried out using Omnipoll, Ipsos MRBI's telephone omnibus service. Omnipoll interviews a fresh, nationally representative sample of 1,000 adults aged 15+, every fortnight.
- The sampling approach used is RDD (random digit dialling) to ensure that both listed and unlisted phone numbers have the same probability of being contacted. Interviews are conducted with respondents via landlines and mobile phones.
- The sample size achieved on Omnipoll is robust at 1,000 respondents – approximate margin of error of +/-3%
- Fieldwork was conducted between 30th April – 11th May 2021.

SAMPLE PROFILE – DEMOGRAPHICS



Base: All Respondents: 1035

EXECUTIVE SUMMARY

- 7 in 10 (73%) have booked or plan to book a holiday in 2021, with 62% of those planning/booked holiday in Ireland and 27% booked or planning to go abroad.
- Nearly a quarter (24%) have a holiday booked for 2021, highest among those age 45-54(30%) and ABC1s (31%).
- 2 in 5 are unlikely to book any holiday for this year, significantly higher among C2DEs (32%) compared to ABC1s (14%).
- 20% of holidays booked this year are package holidays, this is higher among those aged 65+ (31%).
- 4 in 10 (42%) had to cancel holidays due to the Covid-19 pandemic.
- 25% lost money as a result of their holiday being cancelled.

PLANNING HOLIDAYS IN 2021

62% of adults have booked or are planning a holiday in Ireland, compared to 27% for holidays abroad. Nearly a quarter (24%) have already booked a holiday for 2021, highest among those age 45-54(30%) and ABC1s (31%).

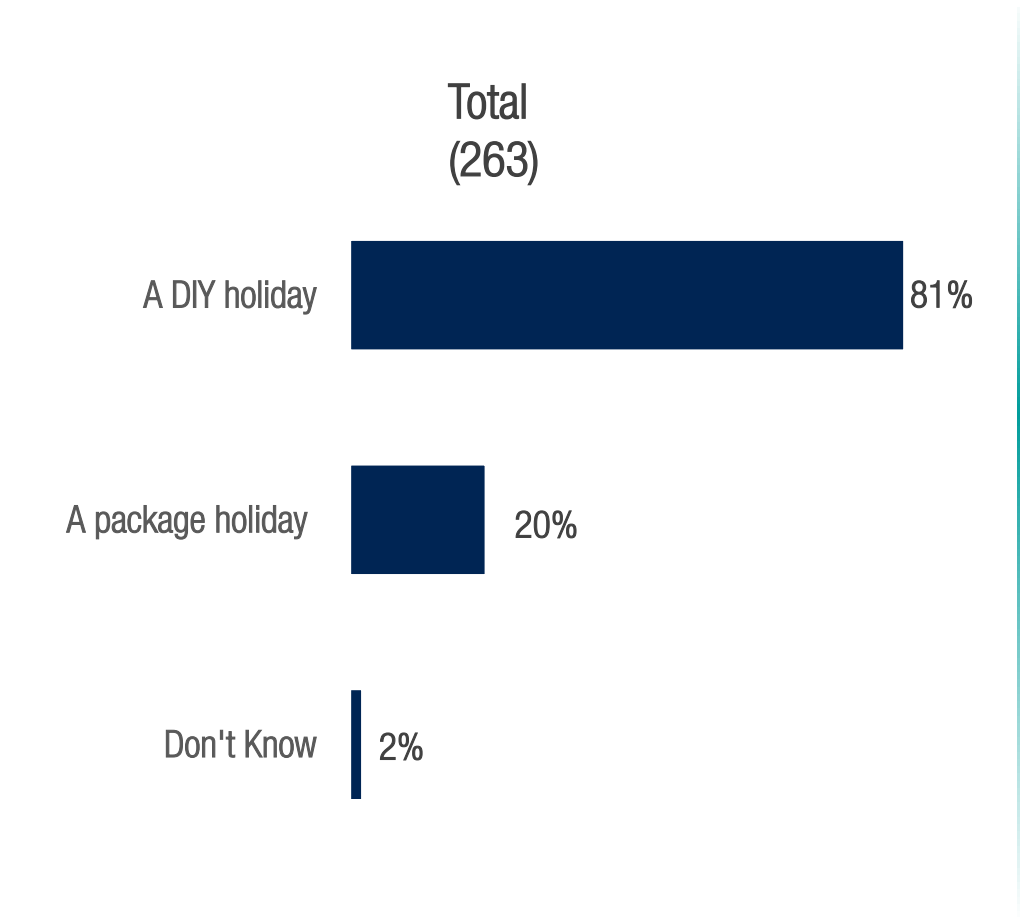


GENDER		AGE						SOCIAL CLASS	
Male	Female	15-24	25-34	35-44	45-54	55-64	65+	ABC1	C2DEF
(508)	(527)	(165)	(161)	(204)	(175)	(143)	(187)	(450)	(585)
15%	20%	14%	19%	23%	24%	17%	8%	24%	13%
8%	5%	7%	9%	6%	5%	8%	3%	7%	6%
43%	45%	46%	51%	44%	37%	42%	44%	51%	39%
23%	18%	23%	21%	20%	15%	21%	21%	21%	19%
24%	25%	18%	15%	22%	28%	26%	36%	14%	32%
3%	2%	6%	2%	1%	2%	2%	1%	1%	3%
-	*	-	-	*	-	-	-	*	-

Q.1 With regard to taking a holiday in 2021, which of the following statements applies to your personal circumstances?
Base: All Respondents: 1035

TYPE OF FOREIGN HOLIDAY IN 2021

A fifth of foreign holidays planned/booked in 2021 are package holidays, this increases to 31 % for those ages 65+ and falls to 11% for those age 45-54.



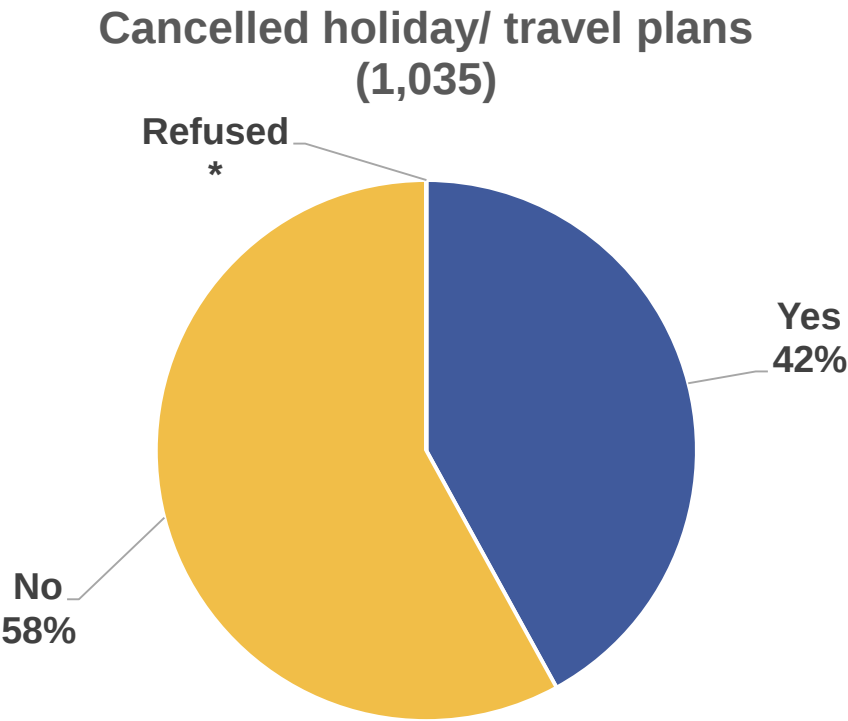
GENDER		AGE						SOCIAL CLASS	
Male	Female	15-24	25-34	35-44	45-54	55-64	65+	ABC1	C2DEF
(146)	(116)	(46)*	(46)*	(51)	(35)*	(40)*	(45)*	(120)	(142)
80%	81%	78%	84%	78%	87%	83%	75%	86%	76%
18%	22%	19%	17%	22%	11%	17%	31%	15%	24%
3%	-	3%	3%	-	7%	-	-	-	3%

*caution small base size

Q.2 What type of holiday have you booked/ are you planning in 2021?
Base: All planning/taking foreign holidays: 263

CANCELLED HOLIDAYS

42% of respondents had to cancel their holidays due to the Covid-19 pandemic. Those groups more likely to have a cancelled holiday are of a similar profile to those who are planning holidays in 2021.

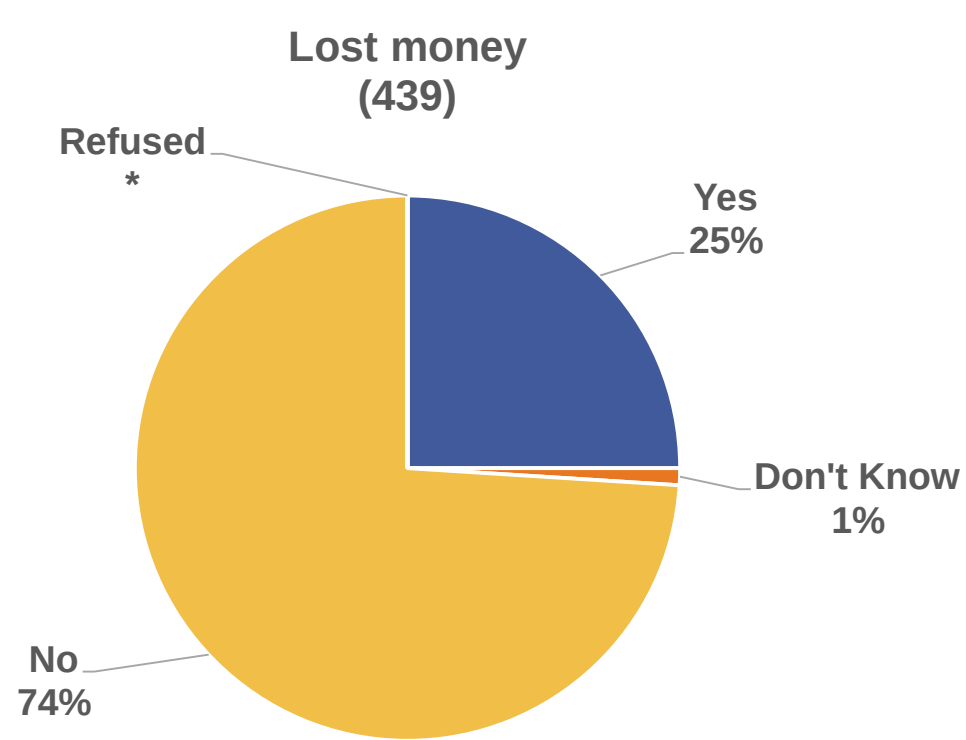


	GENDER		AGE						SOCIAL CLASS	
	Male	Female	15-24	25-34	35-44	45-54	55-64	65+	ABC1	C2DEF
	(508)	(527)	(165)	(161)	(204)	(175)	(143)	(187)	(450)	(585)
Yes	39%	45%	47%	45%	51%	43%	37%	31%	48%	38%
No	61%	54%	53%	55%	49%	57%	63%	69%	51%	62%
Refused	-	*	-	-	*	-	-	-	*	-

Q.3 In the last twelve months, did you have to cancel a holiday/ travel plans as a result of the COVID-19 pandemic?
Base: All Respondents: 1035

CANCELLED HOLIDAYS

A quarter of those who cancel their holidays due to the Covid-19 pandemic lost money.



	GENDER		AGE						SOCIAL CLASS	
	Male	Female	15-24	25-34	35-44	45-54	55-64	65+	ABC1	C2DEF
	(200)	(239)	(77)	(73)	(103)	(75)	(52)	(58)	(218)	(221)
Yes	23%	26%	22%	44%	22%	23%	17%	19%	30%	20%
No	75%	72%	76%	55%	78%	73%	83%	79%	70%	77%
Don't Know	2%	1%	2%	2%	-	3%	-	2%	-	2%
Refused	-	1%	-	-	-	2%	-	-	-	1%

Q.4 Did you lose money as a result of your cancelled holiday plans in 2020? Please don't include any times you got a credit note or a voucher.
Base: Ask all who cancelled travel plans: 439

CONTACTS

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