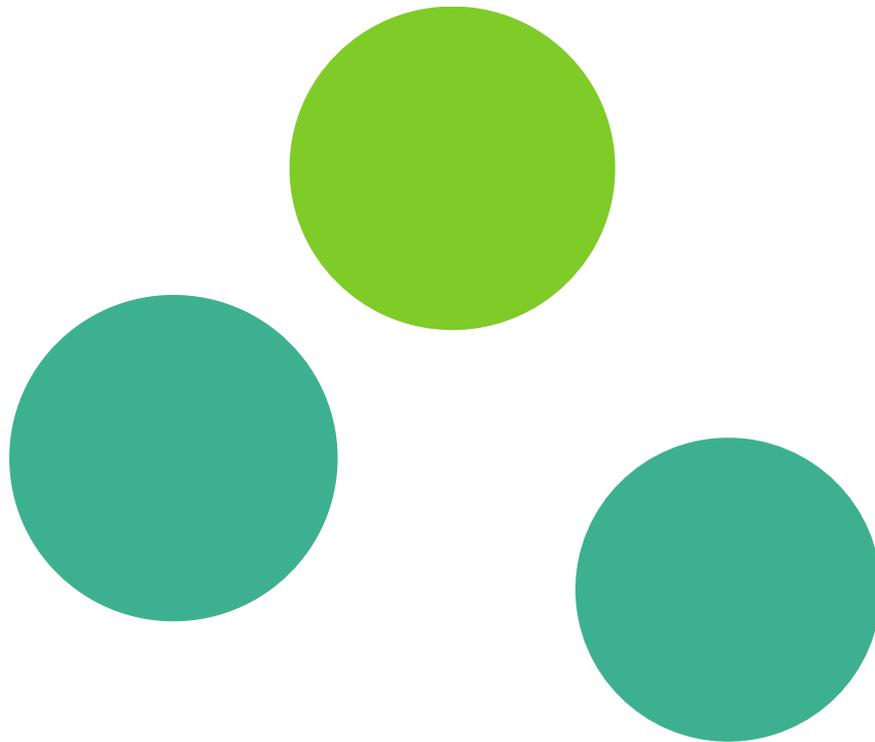




## WHAT WOMEN TOLD US ABOUT STAYCATIONS IN IRELAND



Insights into Women and Staycations

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May 2020

## KEY HIGHLIGHTS

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This report gives feedback from women and insights into their views on staycationing in Ireland.

To gather this, we carried out an online survey as well as an online focus group.

### Staycation Survey Stats\*

\* Qualitative Online Survey carried out on Mykidstime.com in May 2020 with 500 responses

#### Planning a Staycation

**77%** plan to holiday in Ireland post lockdown

**42%** say a kids club is not important at all when considering accommodation

**48%** say they would expect to pay €201 to €300 for 2 nights' B&B for their family

**82%** say social distanced dining at resort restaurants is very important or important to them

**35%** say space to comfortably accommodate all the family is their key requirement when booking accommodation

**59%** are waiting on government guidelines before they book a holiday in Ireland

**64%** get ideas for destinations in Ireland from friends and family

**61%** get ideas for destinations in Ireland from websites like Mykidstime

#### Top 3 concerns people have about booking a holiday in Ireland right now are

**47%** Concerned about social distancing

**35%** Concerned about hygiene standards in a hotel/self catering situation

**23%** Concerned not all facilities will be open at resort due to continuing restrictions

### Preferred Accommodation Choice

**61%** Self catering in a hotel setting or independent self catering

**51%** Hotel stay with B&B or Hotel stay with all meals

### Top 3 factors that would influence people most to book a destination in Ireland are

**29%** It is safe for holidays this year

**24%** Offers on a hotel or discount website

**18%** I want to try somewhere new and different

### Comments from Quantitative Survey

*"Hotels are going to need to be much better value than they have been in the past five years to attract people to them."*

*"I really hope that prices aren't put up drastically to make up for loss in earnings, but also hope that all accommodation providers up their hygiene standards to match the situation."*

*"Would just like to go somewhere clean & inviting & put our money back into the Irish economy."*

*"I have looked at few places for later in summer but would be bit wary of hygiene standards or thoughts of who had stayed in accommodation before us. Something I would never have thought about before."*

*"I would need to know that the hotel is 100% safe and following gov guidelines."*

## Online Focus Group Insights\*

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\* Online Focus Group carried out on MyInsightsOnTime private platform in May 2020 with 20 panel participants.

**Q: What would holiday accommodation providers need to do to reassure you on their ability to comply with social distancing and overall hygiene measures?**

“To be honest I don't think I'd stay in a hotel or guesthouse. I'd only be happy renting a house & would like to know it has been well sanitized after previous visitors.”

“Initially I was thinking we could do a few days in a hotel but on seconds thoughts I am a bit unsure how it would work. I would wipe surfaces down etc on arrival and I think once providers have shown efforts around public areas I would be happy.”

**Q: Do you plan on using leisure facilities i.e. swimming pools, play area, kids clubs etc. during your holiday break in 2020?**

“I would use a swimming pool if I was reassured that a regular detailed cleaning programme was in place and also if you could book a slot in advance. I don't know how a kids club could work unless it was all outside?”

“I won't use indoor play areas. I am unsure about swimming pools I know kids are really keen to get back into a pool so it will completely depend on the numbers when it reopens.”

**Q: - Some hotels are set to open on July 20th 2020. Would you be confident to book your staycation now for after this date?**

“Not booking anything until we see how the next phase works out.”

“Already booked into a self-catering as part of a hotel complex in early August. Looking forward to a change of scene!!”

## KEY RECOMMENDATIONS

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- To reassure guests that hygiene and sanitisation is being carried out, make sure to use all communication channels – website, social media and email
- If you offer leisure facilities and activities, have a booking system in place for time slots on your reservation screen. This reassures guests that they will have a specific time to themselves, and you will also know numbers for managing the slots.
- Think of alternative value-adds that you can offer to guests e.g. picnic packs for outings, a list of “things you can do safely while you are staying with us”, activity packs for kids, etc.
- “Value for money” is coming through across all the feedback, so how can you communicate your value?
- Put offers up now for Halloween & Christmas 2020 and make 2021 dates available for booking now

## WOULD YOU LIKE THESE KINDS OF INSIGHTS FOR YOUR BUSINESS?

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Use our panels of engaged women and our dedicated private platform to gather critical insights to help influence women to deliver long term profitability. Contact us now to find how we can help.

## ONLINE SURVEY RESULTS

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### Q1. What is your gender?

Female	84%
Male	16%

### Q2. What is your age?

18 - 24	4%
25 - 34	19%
35 - 44	51%
45 - 54	21%
55+	5%

### Q3. How many children under 18 do you have?

0	10%
1	33%
2	39%
3	12%
4	5%
5+	1%

### Q4. Post lockdown, do you plan to holiday in Ireland? (including main holiday, short break)

Yes	77%
Not Sure	14%
No	8%

### Q5. What are your concerns, if any, about booking a holiday in Ireland just now?

Concerned about social distancing	47%
Concerned about hygiene standards in a hotel/self catering situation	35%
Concerned not all facilities will be open at resort due to continuing restrictions	23%
Accommodation may not re-open and I lose my deposit	18%
I don't have the disposable income to book a holiday now	15%
Waiting for refund on previously booked holiday	11%
Waiting to see if a previously booked holiday will go ahead	7%
Struggling to find suitable accommodation	5%
I have no concerns and am actively looking at holidays	4%
Other	0%

### Q6. In the current situation my preferred accommodation choice is

Independent self catering	32%
Hotel stay with B&B	30%
Self catering in a hotel setting	29%
Hotel with all meals included	21%

Camping/Caravan	11%
AirBNB	9%
Glamping	6%
Other (comment below)	2%

Q7. When booking self-catering, what would be your key requirement?

Space to comfortably accommodate all the family	35%
Value for money	22%
Leisure facilities on-site	17%
Proximity to activities	12%
Access to restaurants/takeaways	8%
Other	4%
Pet friendly	2%

Q8. When are you planning to book your stay in Ireland?

Waiting on government guidelines	59%
Not booking for 2020 but will consider 2021	18%
Waiting to see what friends and family are doing	13%
Wait until the last minute to get a deal	8%
Wait until the last minute to know what the weather will be like	7%
I am not planning on booking a holiday in Ireland this year	6%
As soon as possible	5%
Other	2%

Q9. How important are the following factors when considering accommodation?

	On-site pool / leisure centre	Kids club	Proximity to a beach	Access to other local services & activities
Very important	26%	12%	14%	22%
Important	28%	12%	34%	53%
Neutral	18%	17%	23%	9%
Somewhat important	19%	16%	22%	15%
Not important at all	9%	42%	7%	1%

	Close to family and friends	New area to explore	Interconnecting family rooms
Very important	5%	18%	13%
Important	9%	39%	16%
Neutral	23%	23%	24%
Somewhat important	15%	16%	14%
Not important at all	47%	4%	33%

Q10. What price point would you expect to pay for 2 nights' B&B for your family?

Less than €100	0%
€100 to €200	33%
€201 to €300	48%
€301 to €400	16%
More than €400	3%

Q11. How important are these meal options at your destination?

	Choice of eateries at destination	Healthy meal options for kids	Healthy meal options for adults	New specials menu daily
Very important	15%	14%	15%	10%
Important	42%	37%	42%	30%
Neutral	16%	18%	19%	26%
Somewhat important	21%	19%	19%	20%
Not important at all	6%	12%	4%	14%

	Take out service (picnics etc.)	Separate dining for kids, kids club dining etc.	In room dining options (beyond tea/coffee making facilities)	Social distanced dining at resort restaurants
Very important	7%	3%	9%	47%
Important	29%	7%	30%	35%
Neutral	28%	23%	21%	7%
Somewhat important	21%	15%	18%	7%
Not important at all	16%	52%	22%	3%

Q12. What 3 factors would influence you most to book a destination in Ireland?

It is safe for holidays this year	29%
Offers on a hotel or discount website	24%
I want to try somewhere new and different	18%
Friends or family have recommended	14%
I have been to the destination before and liked it	9%
I can use rewards/loyalty points/vouchers	4%
Ads that I see	2%

Q13. Where would you get ideas for destinations in Ireland? (tick all that apply)

Friends and family	64%
Websites like Mykidstime	61%
Google	43%
Social media groups I am in	33%
Newspapers/magazines	23%

Q14. Any other thoughts or comments on holidaying in Ireland this year?

*Support Irish jobs*

*I would be worried about each hotel's ability to maintain social distancing standards for a prolonged period of time*

*Not sure I'll be taking any chances this year but when it's safe in 2021 would like to stay within Ireland to give to hotels who closed & help them out*

*With the current situation and considering that I care for vulnerable people in my household, I don't think I feel safe to go anywhere for a long time.*

*Would not be impressed if prices go up due to demand or using social distancing as an excuse.*

*We are afraid to travel abroad and even within Ireland but feel Ireland is the safest bet and hope we can make memories with our kids*

*I'm still not totally comfortable about going away this year at all*

*The sooner the better I'm ready for a break x*

*I would like the break to feel a sense of normality but believe we (peeps of Ireland) should help our own economy, put our money back into Ireland. get us back up and running *

*I need a break!!!*

*Hope the weather holds up!!*

*Booked somewhere for November that can finally accommodate 5 of us in the one room*

*I'm hoping that when this eventually ends that the Irish hospitality business can get back on their feet and am hoping it's this side of Christmas for the sake of the staff*

*I would need to know that the hotel is 100% safe and following gov guidelines.*

*Is it safe? We generally do our holiday abroad (won't happen this year). Normally holiday in a Wexford hotel every August. With kids club, pool and playground. I can't see hotels offering any of that this year. So provisionally booked airbnb in Donegal.*

*Really really hoping to get away for a break after all this monotony it will be so appreciated. Just anxious at the moment that everywhere will be booked out so fast as everybody will be holidaying in Ireland this summer*

*Important to do so to boost the economy*

*Think it won't be happening this year still a long road ahead.*

*I was booked for Center Parc and it's postponed until next year.*

*Ideally would like to rent a self catering house as I have two children with special needs, ideally would be walking distance to the beach and even a small town*

*Hoping prices won't go up.*

*At the moment holidays aren't really on my mind - we've had to cancel trips abroad, but I'm sure when the government are confident that it's safe to travel again we will all want a break.*

*We planned on holidaying in Ireland this year anyway before the pandemic - the only difference for us is moving the dates to delay our holiday to the end of August/early Sept.*

*Waiting to see how we progress*

*Likely not going to happen but am optimistic things will return to normal before the year is out.*

*I would like to book something I can cancel free of charge until about a week before travel starts*

*My main concern is safety, I do not want to be in crowded places.*

*Social distance is an issue*

*I have no problem holidaying in Ireland but it depends on cost, with a large family of 6 children it is virtually impossible to find accommodation to suit us and therefore cheaper for us to go abroad to Spain to Eurocamps which we have done for the past 12 years.*

*I have looked at few places for later in summer but would be bit wary of hygiene standards or thoughts of who had stayed in accommodation before us. Something I would never have thought about before.*

*We will go to Kerry like we do every year and keep to ourselves. Clean and comfortable accommodation is all we need. We will shop in SuperValu or Lidl and cook for our family. We know all the nicest restaurants and maybe will get a take away from them. I've cancelled our other holiday in Fota wildlife park because the facilities won't be the same with social distancing and the crowds with kids will be the completely not worth it anywhere now.*

*My favourite pastime is looking at and booking holidays but we usually travel to Spain every year and then do short hotel breaks in Ireland throughout the year. This year our holiday to Spain is cancelled and I have been looking in Ireland for a week away when this settles and our income is reinstated. The cost of hotel accommodation in this country is outrageous and the cost of food is disgraceful. We'd get 10 days in a Spain including accommodation and food for the cost of four nights here in Ireland in a basic enough hotel, it's ridiculous. When you have children the costs spiral out of control, whereas European countries don't cost the earth when you have children because they love children, here hotels and restaurants find them an inconvenience.*

*Hopefully, the hotels and bed & breakfasts won't use it as a chance to put their prices up.*

*It will be nice to explore parts of our own country that we may not always take the time to see.*

*I would be worried that prices would be to high in a lot of places*

*I wonder whether this would be ever possible with Covid-19,*

*Love the sights all around Ireland, can't wait to have a little break*

*Would love to, we usually holiday in Ireland twice a year, but this year it's just not worth the risk.*

*I just hope that if we do get to holiday at home that the providers, whether it's hotel, B&B, self-catering, don't try to fleece families with crazy prices.*

*Hopefully this year but will probably wait til early next year*

*Would just like to go somewhere clean & inviting & put our money back into the Irish economy.*

*Hoping the prices won't be astronomical to make up for lost revenue in the tourist sector during pandemic !*

*I hope we will be able to go*

*It would be lovely to take even a short break both for our family and to put money back into the economy*

*Many hotels and properties may not be open and leisure facilities restricted*

*I think it is doubtful I will holiday this year in Ireland or anywhere really*

*Familiarity with the area helps in relation to the coronavirus.*

*I really hope that prices aren't put up drastically to make up for loss in earnings, but also hope that all accommodation providers up their hygiene standards to match the situation*

*It is difficult to get accommodation for a family of 5, and it is expensive!*

*I hope the hotels don't gouge people with prices, this is their chance to really sell staycations to people*

*No interest in City hotels. Prefer to stay outside city and travel by car rather than public transport*

*Unsure if possible at all this year*

*Missing our July holiday but it's for the best. Hope to do a weekend family break later in the year*

*No other thoughts just excited to get booking once safe to do so*

*Safety is my huge concern, social distancing, crowds, cleanliness*

*It would be a much better option than abroad as no flights needed or public transport*

*We need more hotels to do clubs for teenagers, and also provide food for allergy sufferers.*

*I'm not sure how safe it will be or when hotels will be fully open.*

*I think that when it's safe to holiday it is important that we support Irish hotels and attractions as the amount of foreign visitors will be hugely affected*

*I love Ireland and if it's safe to holiday here, I will but if not, I won't - simple as that.*

*I think it's important to holiday in Ireland and support the economy - hopefully the weather will support a nice holiday too!*

*I really hope things go back to normal so we can enjoy a break*

*Hope the prices will be good not too high*

*What are friends and family doing, will there be crowds, will there be social distancing, government advice?*

*Will it be safe, social distancing?, cleanliness, crowds?*

*Dependent on whether schools reopen and how busy/difficult it is to find something suitable tot dates I require*

*Safety is my key concern.*

*It just isn't an option for us unfortunately.*

*The holiday will be good for my mental health.*

*It could be quite risky and it's very uncertain at the moment*

*If people stay home the economy will bounce back quicker and buy Irish*

*Not sure what hotels will re-open and when*

*Price will be a big factor. Any major increase will dissuade us from having a holiday this year*

*Was planning on a family trip but disappointed that it'll have to be cancelled to ensure everyone's safety*

*Cannot wait*

*I think it's needed for the local economy to do a staycation. I don't think I would risk flying yet.*

*I would love to hire camper van so we can be free to explore and enjoy the road trip*

*Can't wait to be able to book a holiday in Ireland.*

*I would look forward to holidaying in Ireland as we have a very high standard in hotels/restaurants in general so hopefully appropriate measure will be taken to accommodate the new restrictions. My only real concern is the weather, really hoping for a good Summer.*

*Hotels are going to need to be much better value than they have been in the past five years to attract people to them*

*I am concerned about safety as we would have family members in the at risk category*

*To be honest I am very nervous about travel at the moment*

*Would like to go somewhere new, near the beach with lots of fun activities for the kids*

*Would only go if affordable & safe.*

*Really hope we can and restrictions will be lifted*