

Booking in Ireland

September 2023

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Booking in Ireland - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Summer bookings approaching pre-pandemic levels while Booking.com retains its leading position
Package holidays making a come back

PROSPECTS AND OPPORTUNITIES

Online booking to continue to grow
Personalisation and flexibility seen as key as tourists become more demanding

CATEGORY DATA

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Travel in Ireland - Industry Overview

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DISCLAIMER

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