

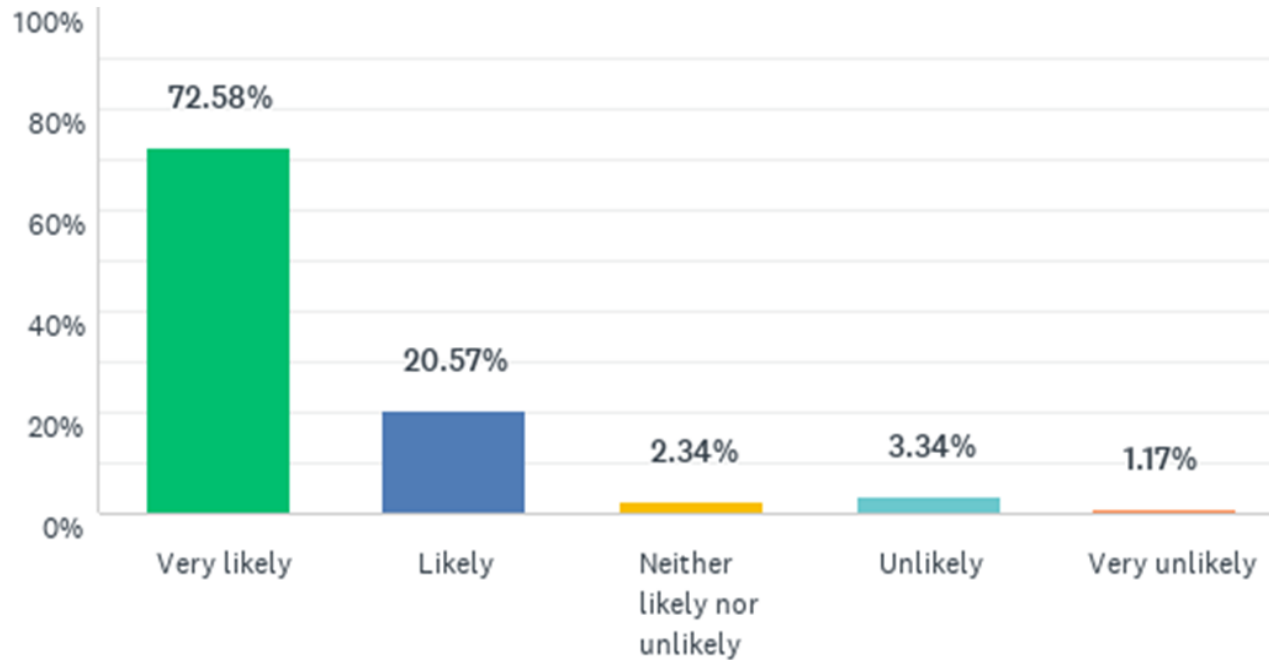


## **2021 Customer Survey**

**Monday, 13/09/2021 – Friday, 17/09/2021**

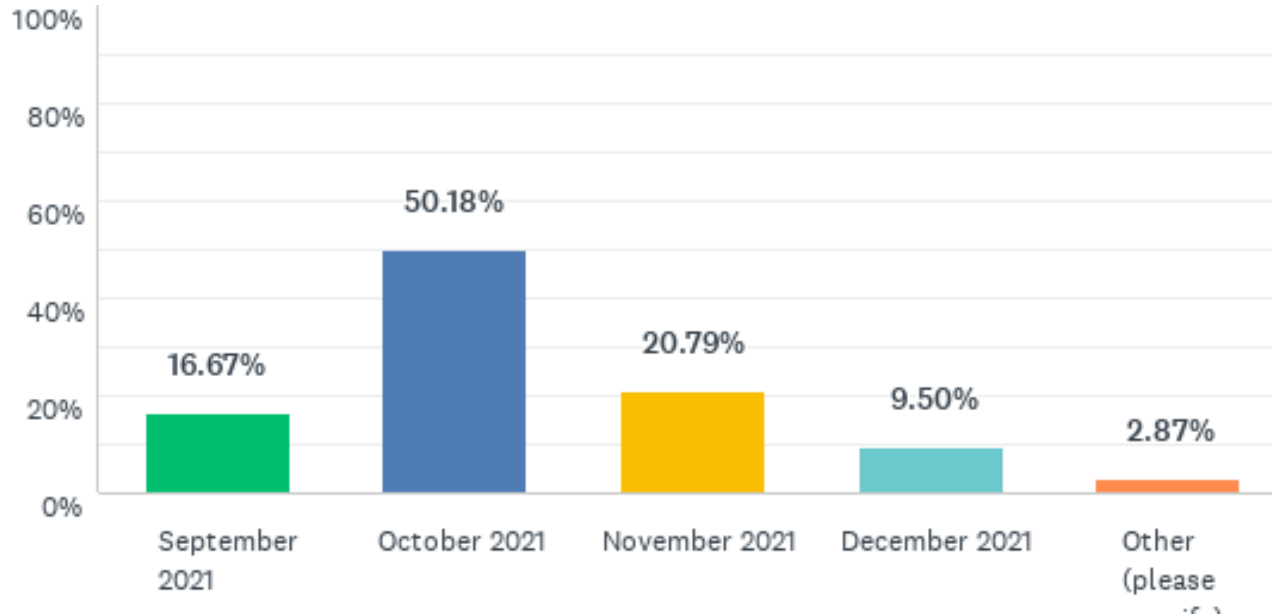
**This survey was sent to our customers who purchased a hotel break on Pigsback over the past 12 months. It is part of our ongoing research into the travel behaviour of the Irish consumer.**

## Q1) How likely are you to take a staycation in Ireland in the next 3 months?



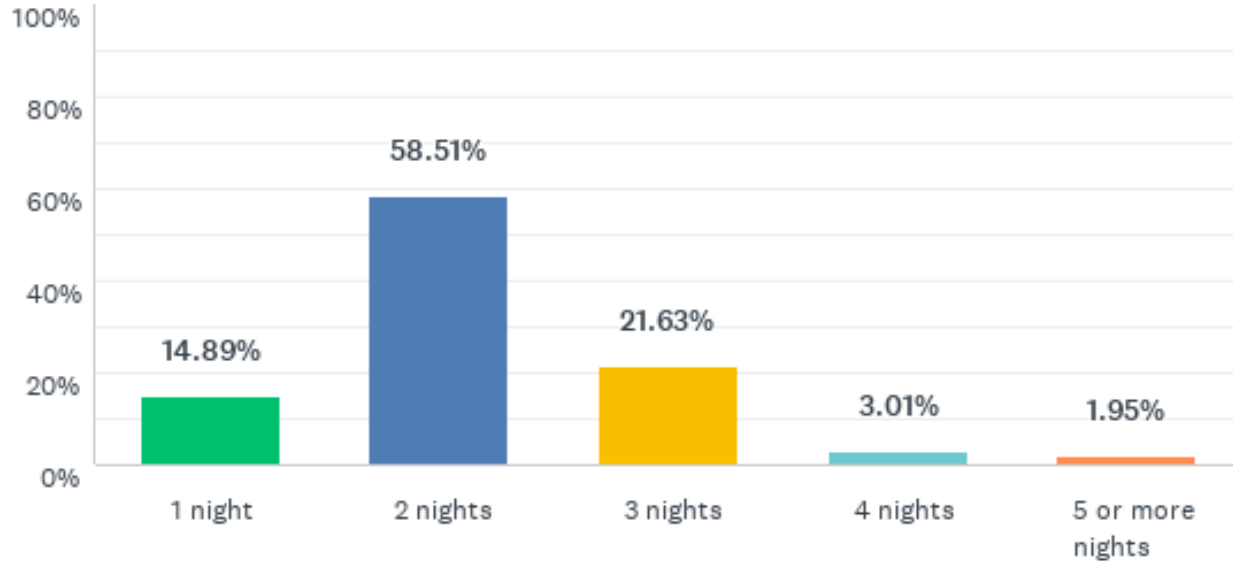
93% of our customers are either likely or very likely to take a break in the next 3 months

## Q2) When are you most likely to take your next domestic short break?

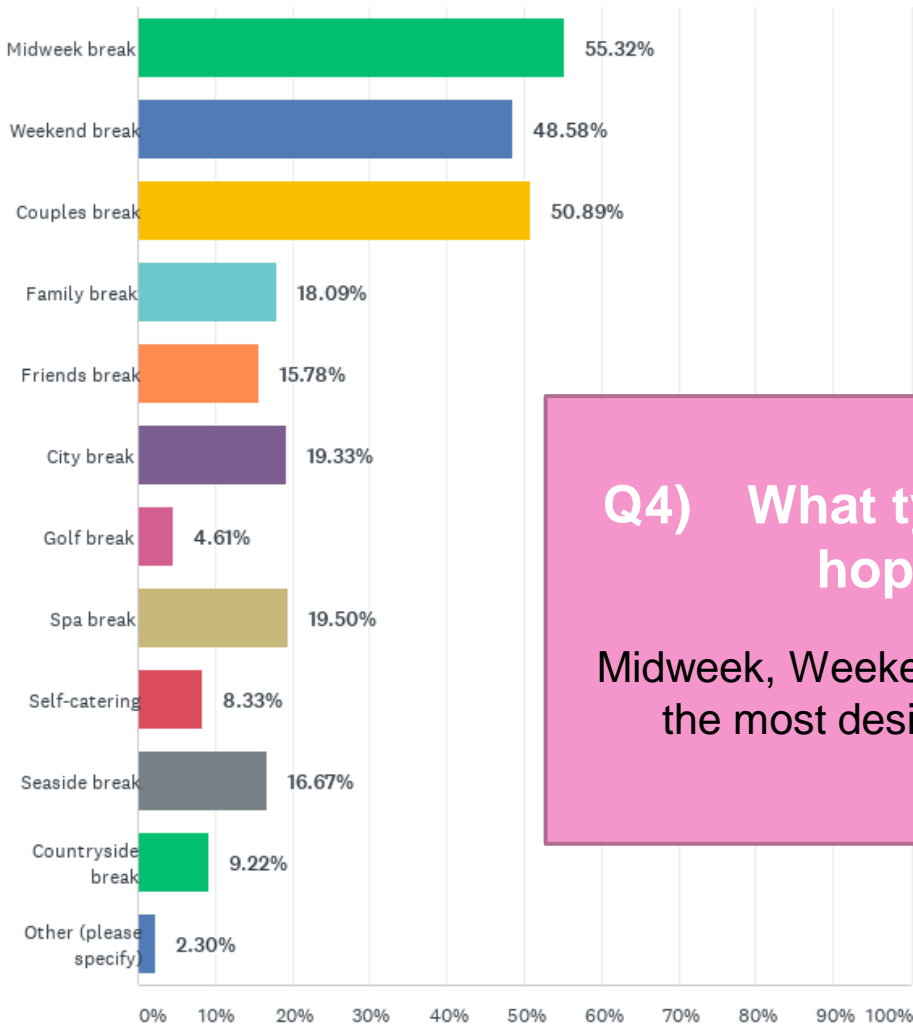


67% of our customers are looking to take a break in September or October

### Q3) How long are you planning on taking your hotel break for?



59% of our customers are looking to take a 2 night break while a further 27% of our customers are looking to stay 3 nights or more

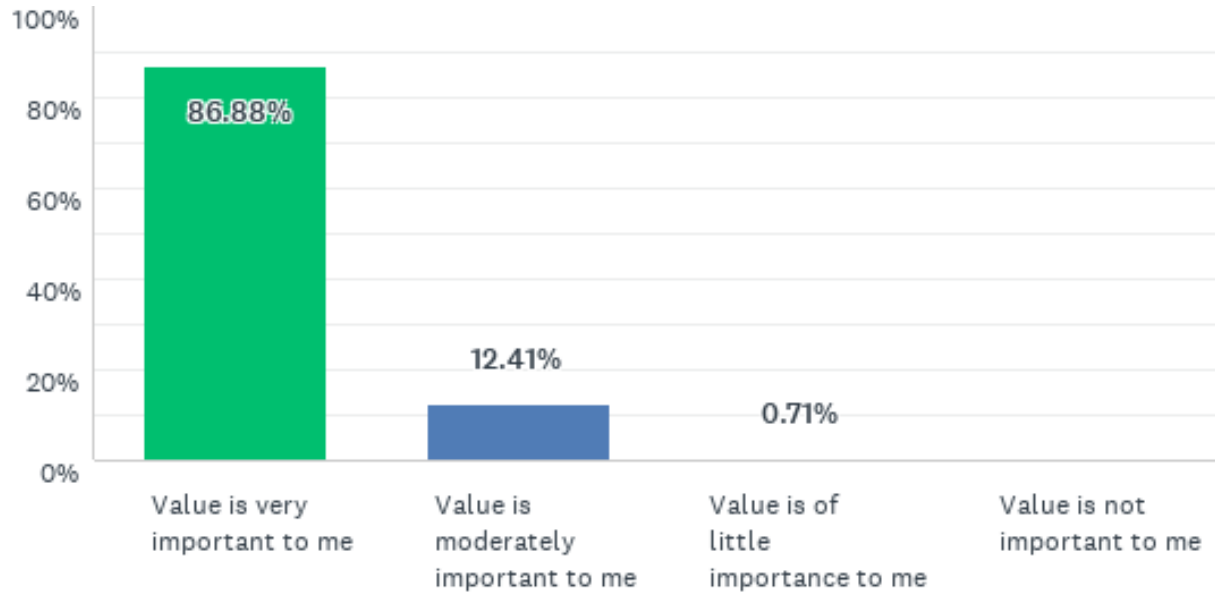


## Q4) What type of break are you hoping to take?

Midweek, Weekend and Couples breaks are the most desirable breaks among our customers

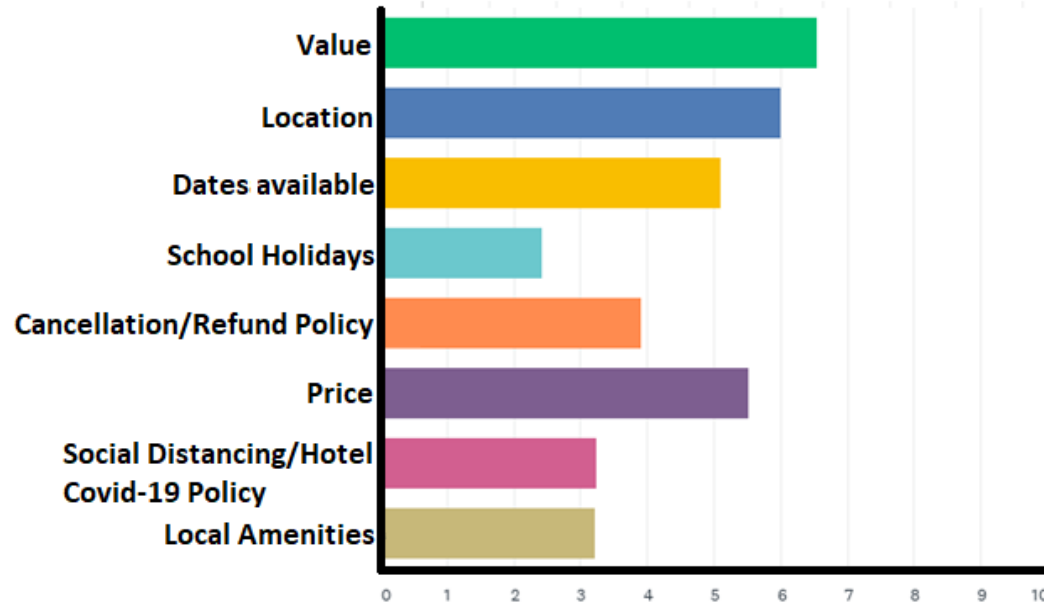
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## Q5) How important to you is value for money when booking your next break?



87% of our customers feel value for money is very important when booking their next break

**Q6) On a scale from 1 (most important) to 8 (least important), which of the below factors will be most important when deciding to take a break away?**



Value is the most important to our customers when deciding to take a break followed by location, price and availability

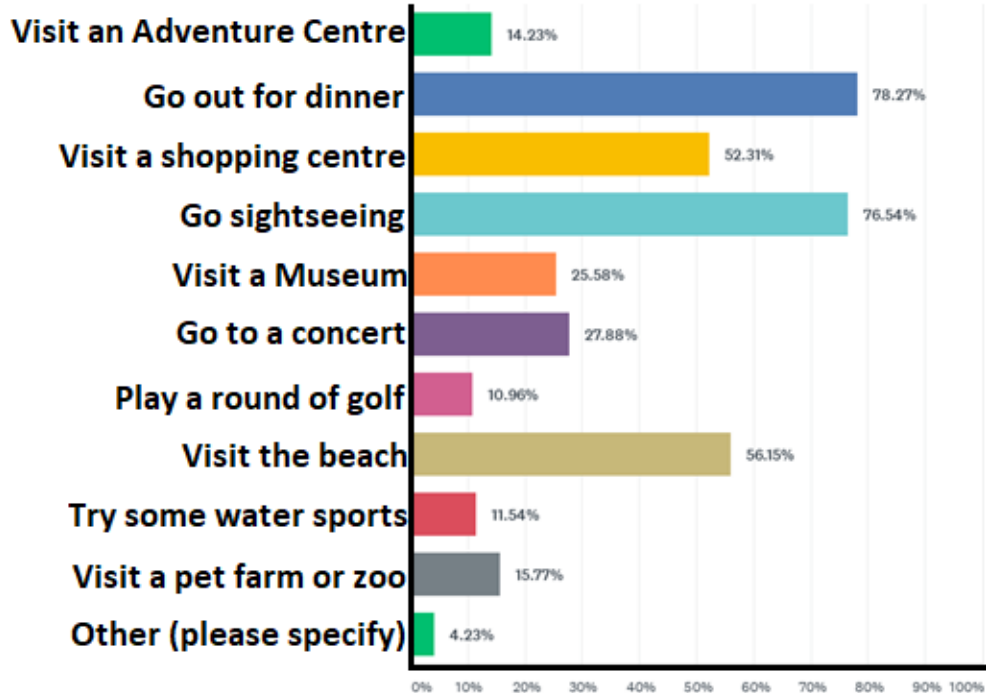
## Q7) On a scale from 1 (most important) to 10 (least important), rank these facilities or activities in order of importance when choosing your hotel?

|                               | Picked 1 | Picked 2 | Picked 3 | Picked 4 | Picked 5 | Picked 6 | Picked 7 | Picked 8 | Picked 9 | Picked 10 | Overall Score |
|-------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|-----------|---------------|
| Restaurant                    | 53.05%   | 27.11%   | 10.41%   | 4.13%    | 1.77%    | 1.18%    | 0.39%    | 0.79%    | 0.59%    | 0.59%     | 9.09          |
| Bar                           | 20.08%   | 42.15%   | 15.71%   | 9.15%    | 3.18%    | 2.78%    | 2.58%    | 0.99%    | 1.79%    | 1.59%     | 8.21          |
| Pool                          | 16.30%   | 11.73%   | 25.65%   | 29.03%   | 9.54%    | 3.58%    | 1.39%    | 1.59%    | 0.80%    | 0.40%     | 7.64          |
| Spa                           | 5.03%    | 9.26%    | 28.97%   | 28.37%   | 12.68%   | 5.23%    | 3.02%    | 2.01%    | 3.02%    | 2.41%     | 6.93          |
| Gym                           | 1.02%    | 2.24%    | 3.25%    | 6.71%    | 18.70%   | 34.76%   | 16.06%   | 7.32%    | 6.50%    | 3.46%     | 4.92          |
| Onsite activities/experiences | 2.02%    | 2.63%    | 5.67%    | 8.70%    | 14.17%   | 14.37%   | 12.15%   | 11.94%   | 24.70%   | 3.64%     | 4.45          |
| Golf Course                   | 2.07%    | 2.48%    | 4.14%    | 4.97%    | 23.40%   | 12.22%   | 10.97%   | 15.73%   | 7.87%    | 16.15%    | 4.35          |
| Cinema or Movie Room          | 0.41%    | 0.62%    | 3.49%    | 3.29%    | 9.65%    | 13.96%   | 20.53%   | 34.29%   | 11.50%   | 2.26%     | 3.99          |
| Playground                    | 0.21%    | 2.30%    | 1.67%    | 3.55%    | 4.59%    | 8.98%    | 29.23%   | 16.91%   | 25.68%   | 6.89%     | 3.59          |
| Children's Camp               | 0.62%    | 0.41%    | 1.86%    | 2.47%    | 2.06%    | 2.47%    | 3.51%    | 8.04%    | 16.29%   | 62.27%    | 2.00          |

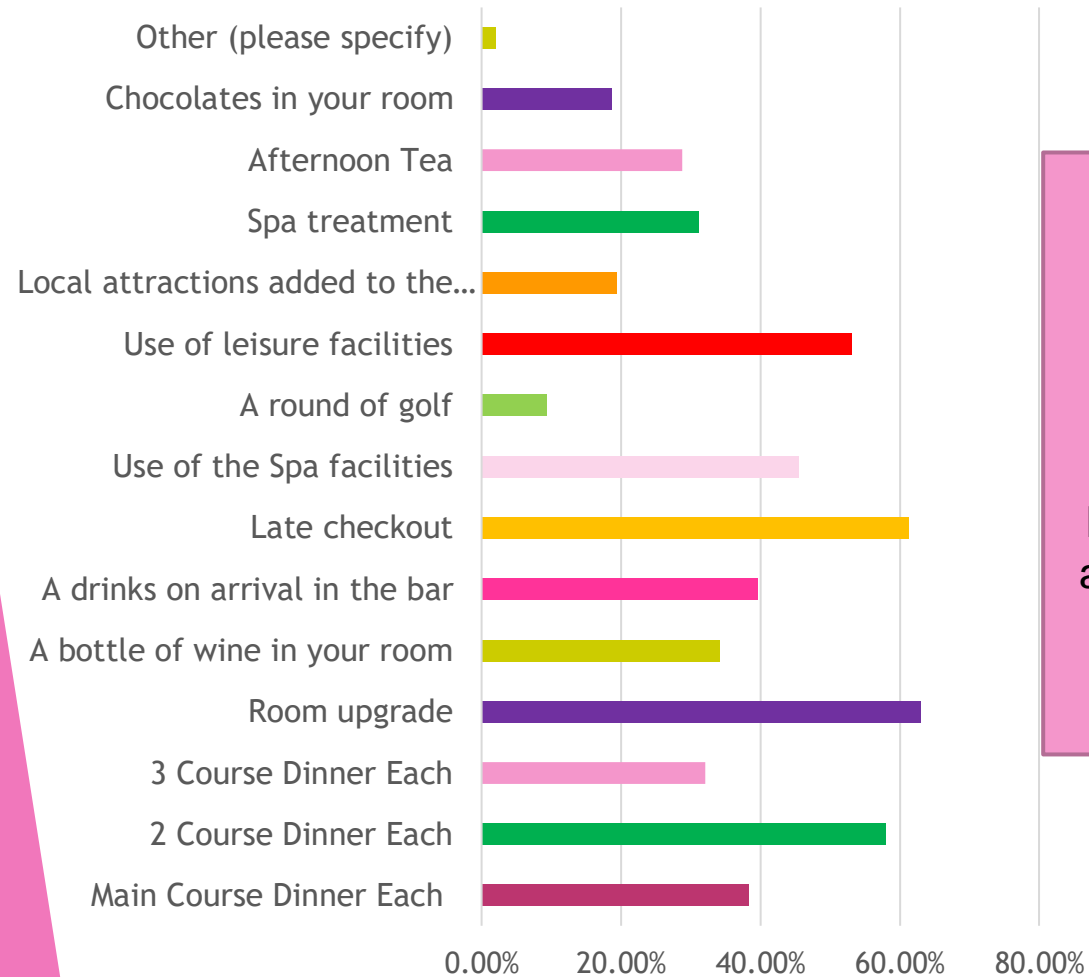
The restaurant, bar and the pool are the most important facilities in a hotel when our customers are choosing where to stay



## Q8) What experiences outside the hotel would you like to have during your next getaway in Ireland?



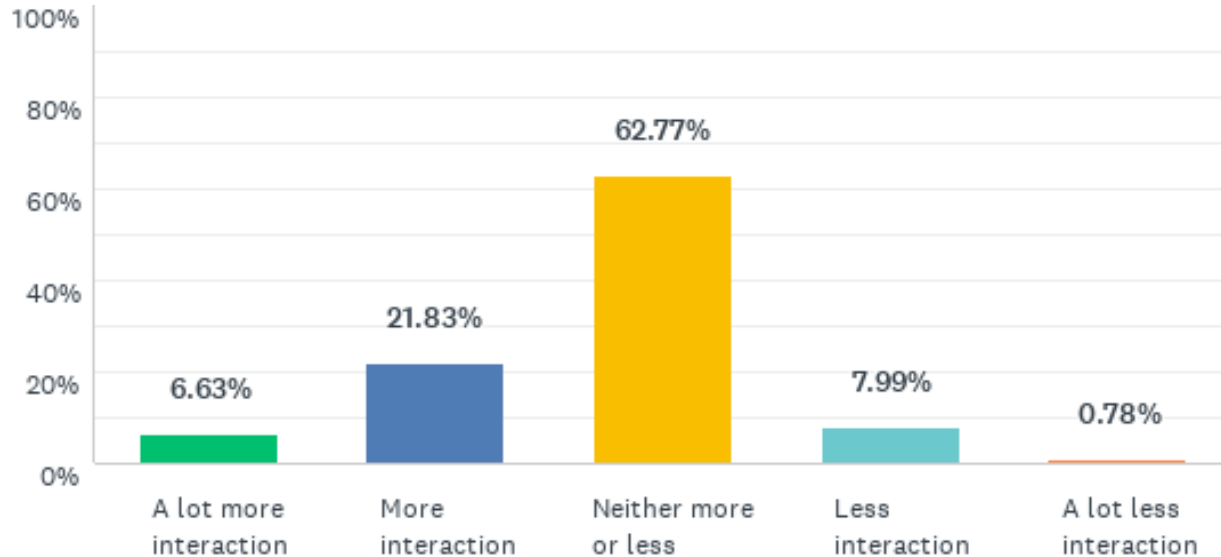
Most of our customers are looking to go out to dinner, go sightseeing, visit the beach or go shopping when taking their next break



## Q9) What do you want to see included in a hotel break you purchase from Pigsback?

Our customers are predominately looking for dinner, a room upgrade and a late checkout as part of their package

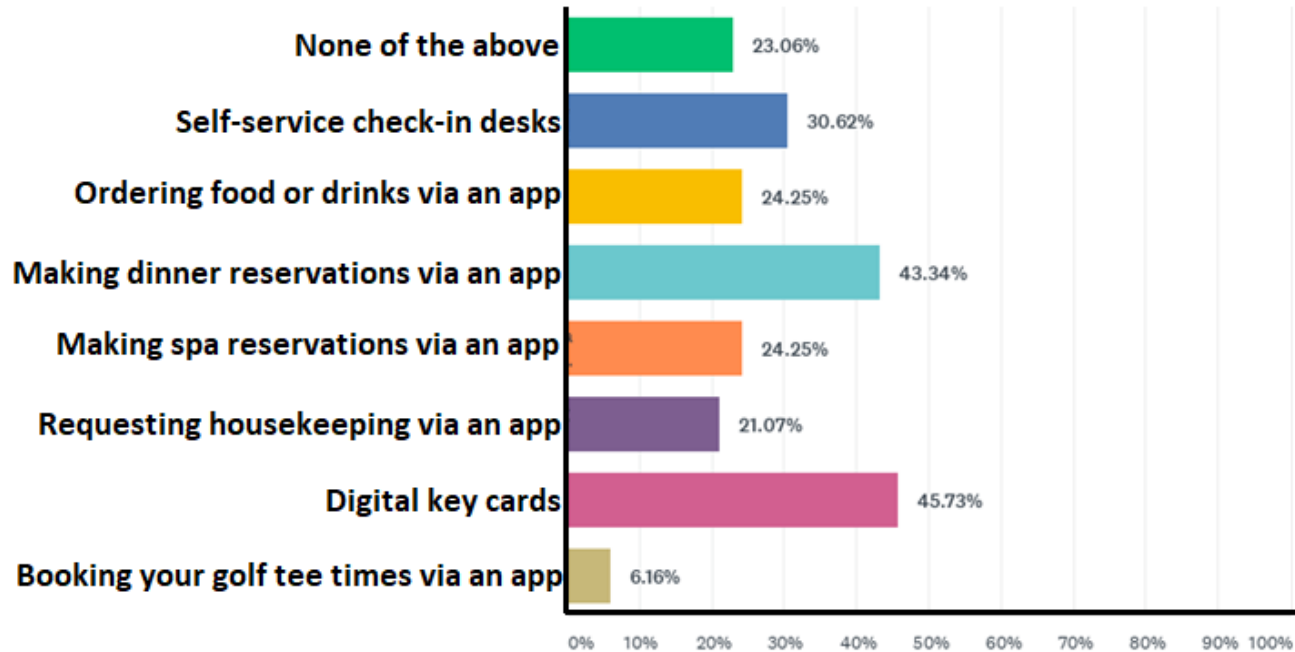
## Q10) In a post-covid world, will you want more or less human interaction with hotel staff when you stay in an Irish hotel?



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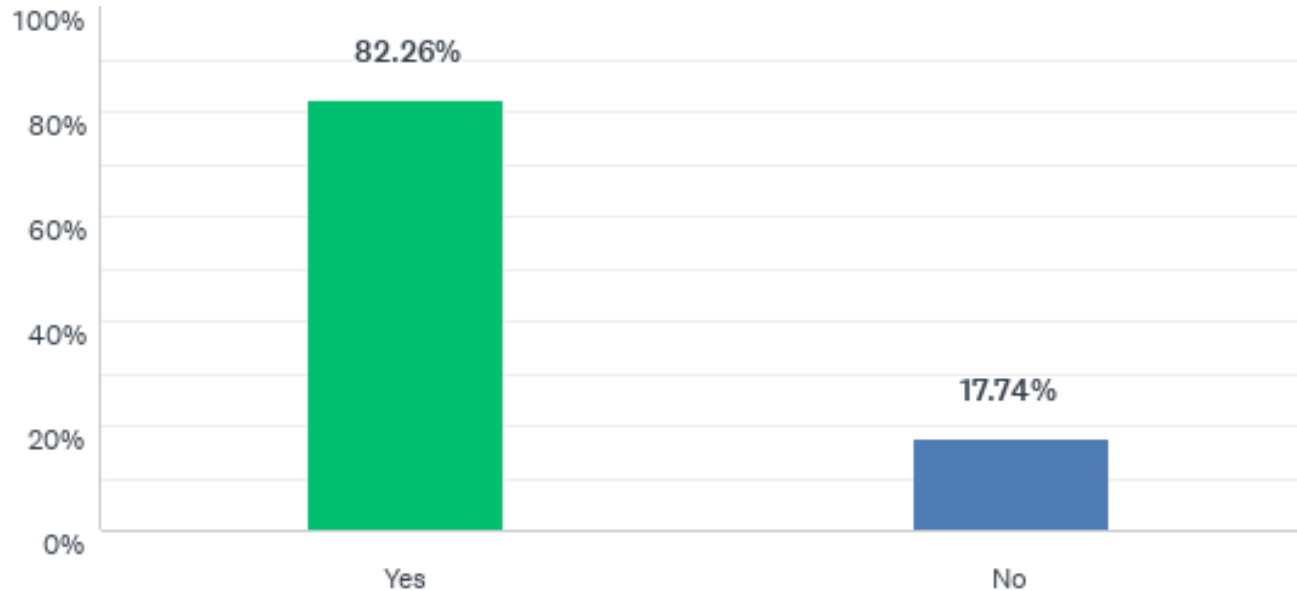
63% of our customers want neither more or less interaction and 28% of our customers want more interaction

## Q11) What technologies would you most like to see being developed in Irish hotels?



Most of our customers would like to see more digital key cards, to make their dinner reservations via an app and use self service check in

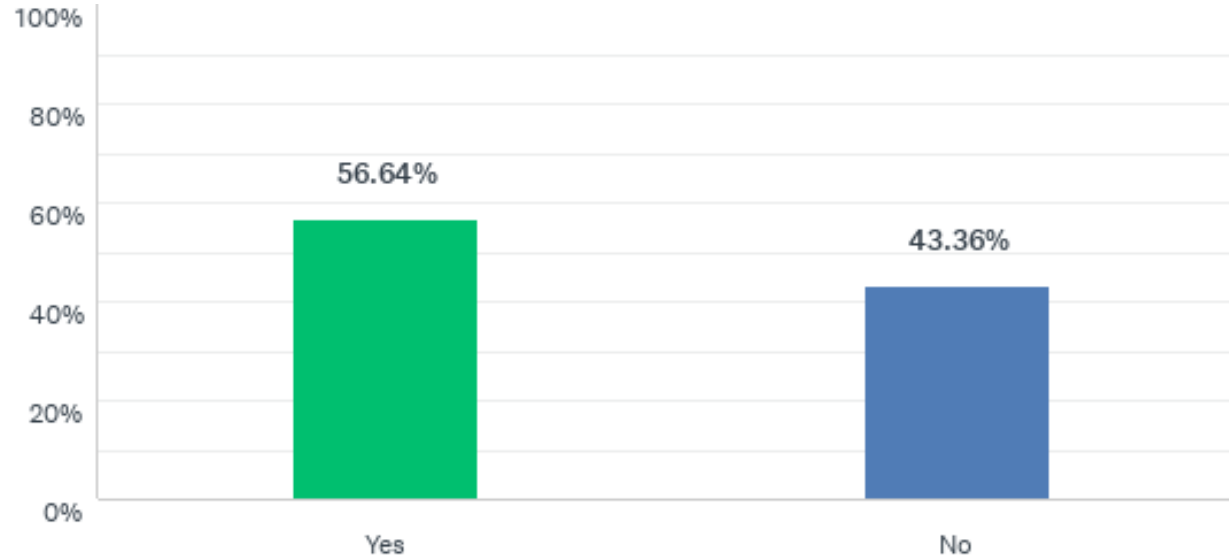
## Q12) Would you feel safe having a treatment in your favourite spa now?



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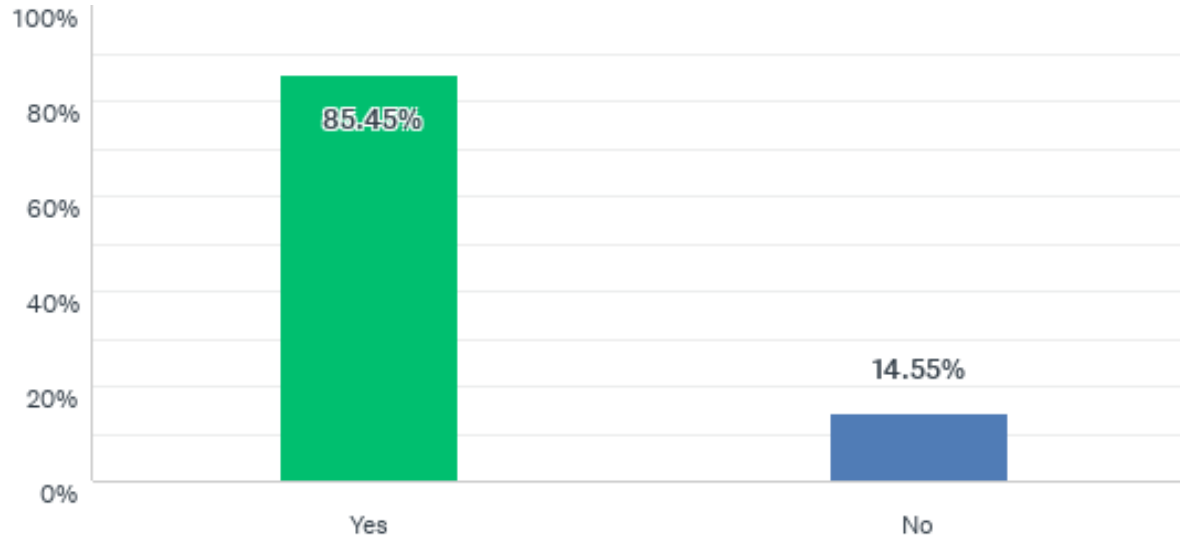
82% of our customers would feel safe to have a treatment in a spa now

## Q13) Would you feel comfortable in sauna or steam room facilities right now?



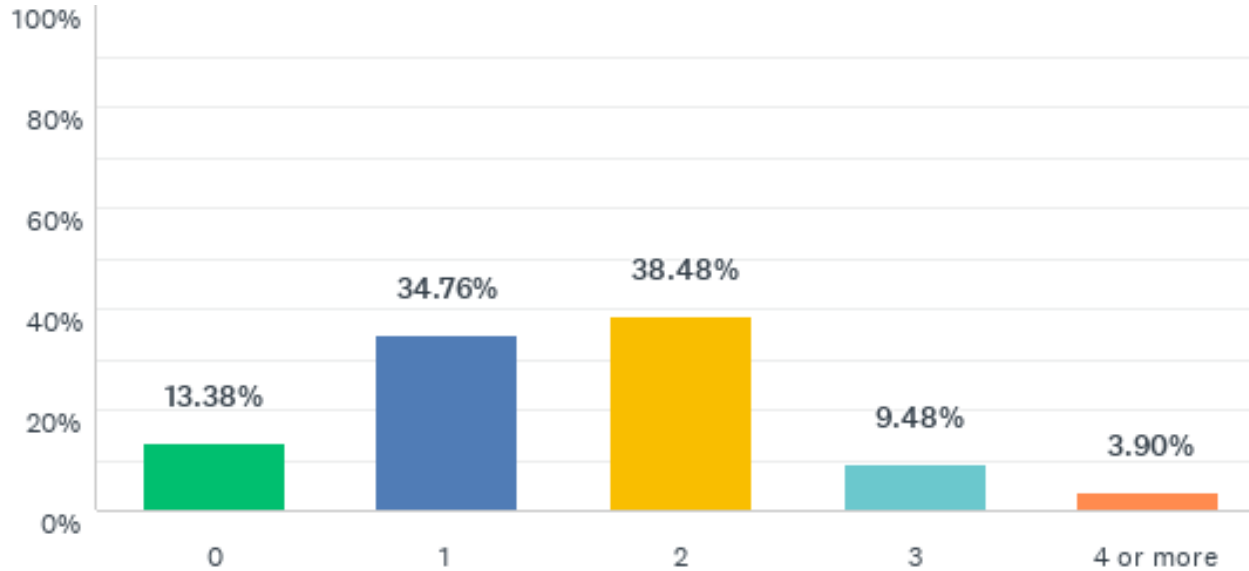
57% of our customers feel comfortable using a sauna or steam room now

## Q14) Are you hoping to take a foreign break/holiday in the next 12 months?



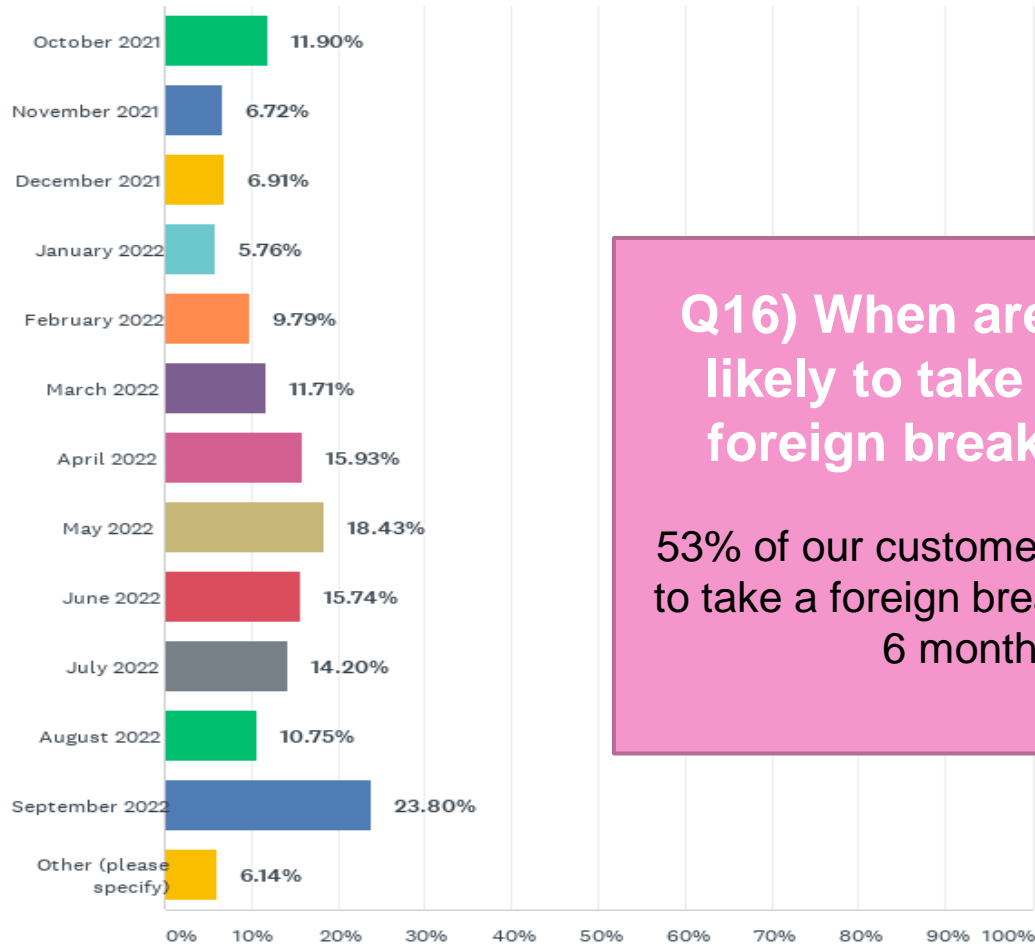
85% of our customers are hoping to take a foreign break in the next 12 months

## Q15) How many foreign breaks/holidays are you hoping to take in the next 12 months?



52% of our customers are hoping to take 2 or more foreign breaks in the next 12 months



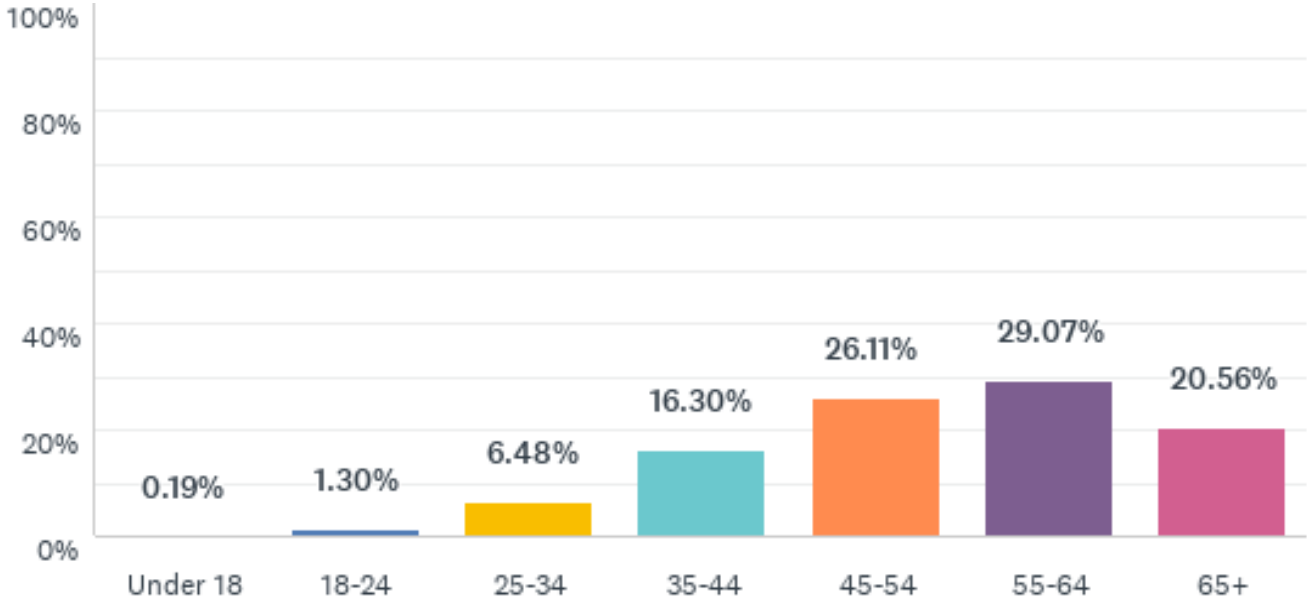


## Q16) When are you most likely to take your next foreign break/holiday?

53% of our customers are hoping to take a foreign break in the next 6 months

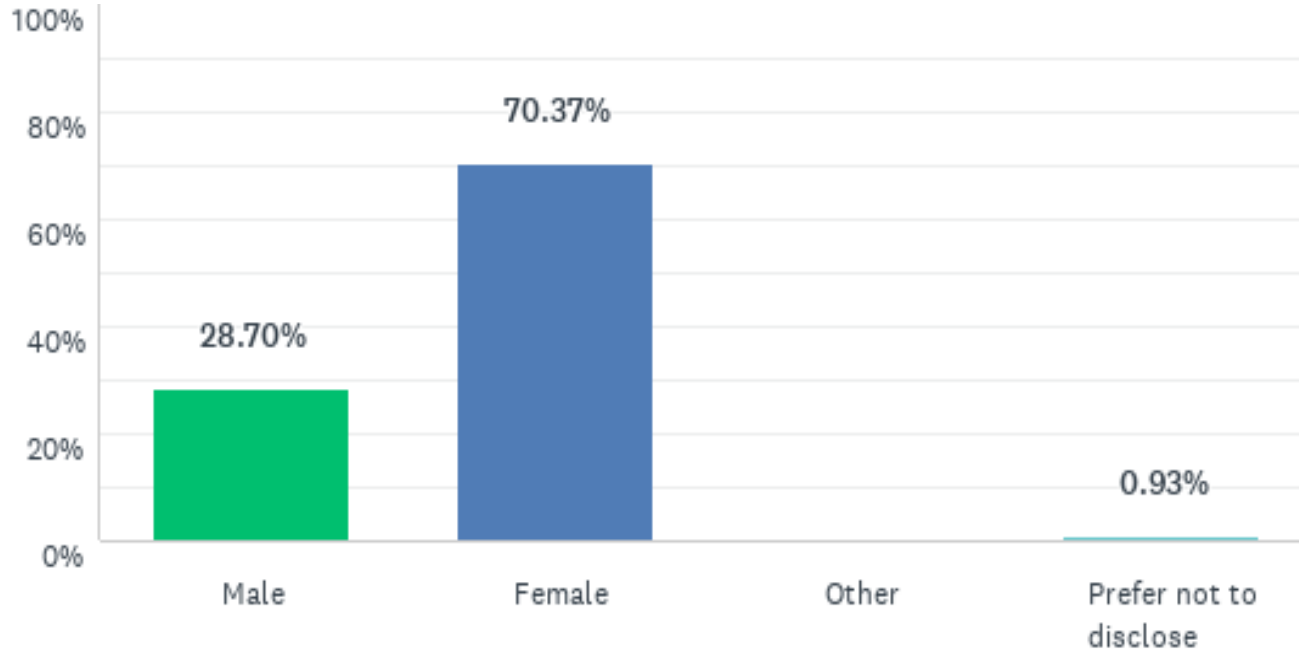
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# Q17) How old are you?



92% of our customers are over the age of 35

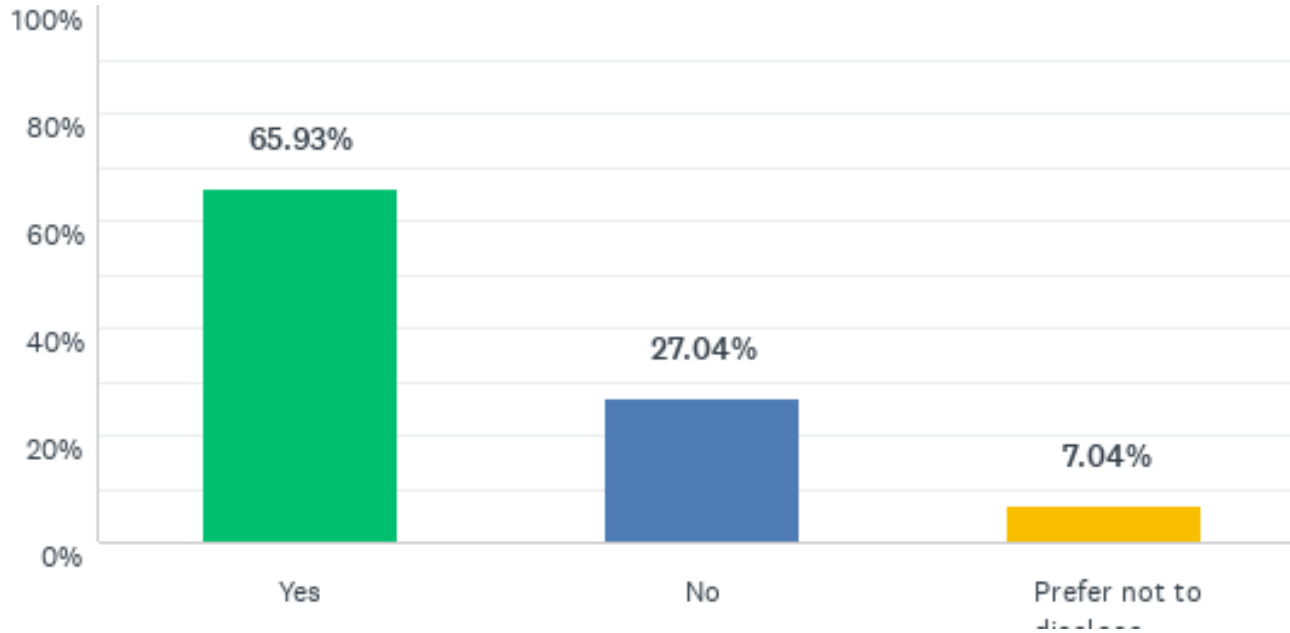
## Q18) What is your gender?



70% of our customers are Female

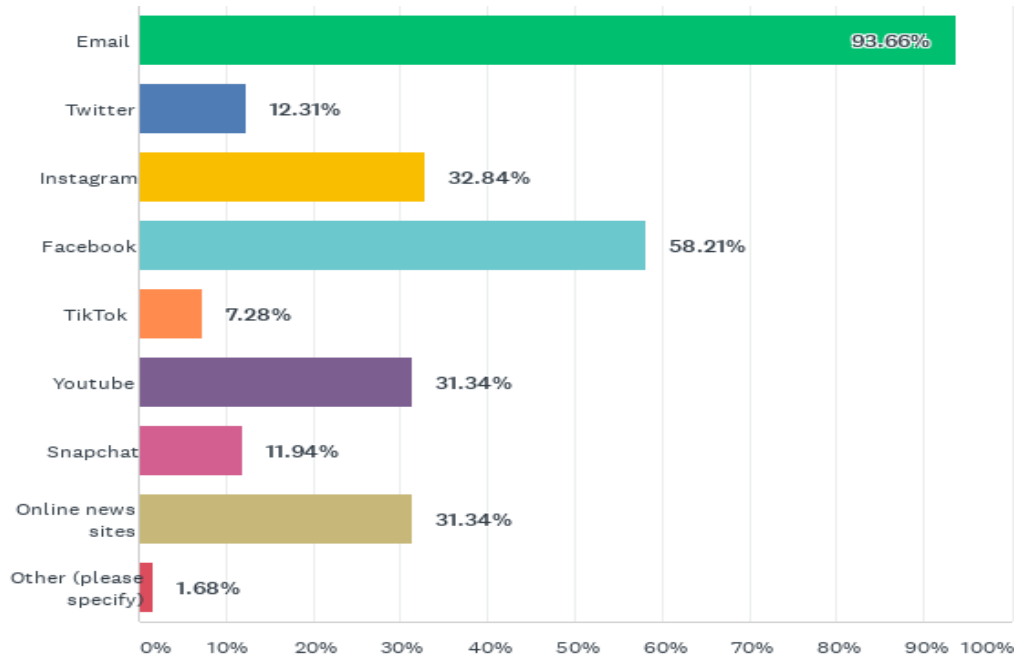
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## Q19) Do you have children?



66% of our customers have indicated they have children

## Q20) Which online media channels do you use?



94% of our customers use email and 58% use Facebook. This confirms our email database and Facebook advertising remain our strongest marketing tool