

2023 Visitor Ireland Research



GLANCE

**Your Daily
Adventure**

The Daily Adventure Visitor Guides - Readers Survey 2023

Insights from over 1,600 Readers



www.YourDailyAdventure.com

Readers were Mobile and on the Move - Driving to Attractions and Places of Interest



74%

of Daily Adventure Readers drove to the attractions and destinations of interest. Anywhere in Ireland was within their reach.

For 2024



Savvy Marketers: Visitors who travel by car remain pivotal to Ireland's tourism resurgence in 2024. Notably, these 'drive-to' visitors are our **primary readership**, and being mobile, they can be with you within minutes or hours.

Bus Tours, Trains and Tours Picked Up Business



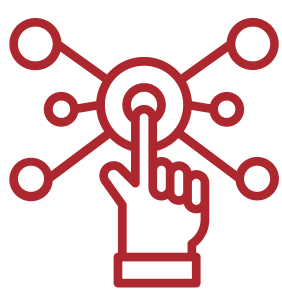
20%

of Daily Adventure Readers travelled by
Bus, Train, Luas or Dart. That increased to
40% for readers of our Dublin Edition.

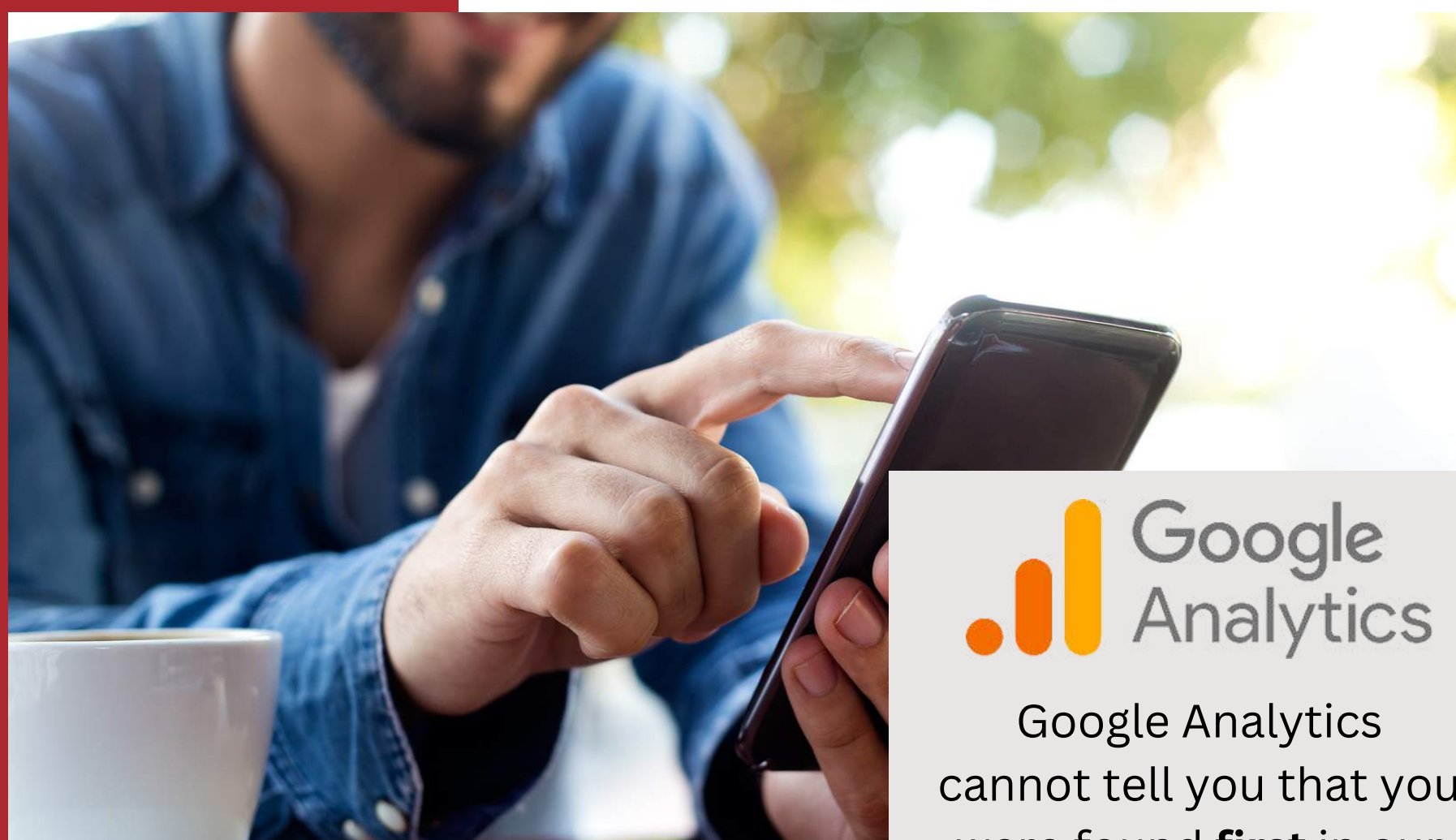
For 2024



Savvy Marketers: An increasing number of Daily Adventure Readers utilise Bus, Train, Luas, or Dart. This will translate into increased business prospects, especially for businesses in urban areas and key travel hubs in 2024, and for transport providers too!



Our Visitor Guides Digitally Connected Readers to Businesses



Google Analytics cannot tell you that you were found **first** in our guides. Ask 86% of our readers who went online - prompted by the Daily Adventure!

86%

of readers were prompted by what they read in our Guides to use their mobile to find out more or to book, buy, or visit.

For 2024



Savvy Marketers: Our guides frequently serve as the first touchpoint for readers discovering your business. This prompts them to either pay you a direct visit or delve deeper into their mobiles for further information, bookings, or purchases. Don't be swayed by the digital mirage; the spark and initial impact regularly start with our guides.

Family and Couples were our two big business segments in 2023



39% + 37%

39% of our readers travelled as a family, and 37% as a couple during 2023. 10% travelled with friends, and 11% travelled solo.

For 2024



Savvy Marketers: With unwavering certainty, families and couples, who made up our largest reader demographics in 2023, will once again fuel your business in 2024 as the tourism sector continues its recovery.

The Daily Adventure is Loved and Valued by all Visitor Segments



100%

88% of readers found our guides to be 'Extremely Valuable' or 'Very Valuable'. A further 11% found them to be 'Moderately Valuable' and 2% slightly valuable.

For 2024



Savvy Marketers: With such resounding approval from our readers, our guides are far more than mere informational tools; they are trusted resources. This level of engagement and trust directly translates into higher potential for business for those featured in our 2024 editions.

Where did Visitors pick up our 2023 Guides?

Answer: Everywhere!



Where the guides were picked up in 2023 as a %

The chart above breaks out where visitors picked up our 2023 guides. We again put great effort into widening our distribution base this year. This increased the opportunity for our clients to be seen!

For 2024



Savvy Marketers: In 2024, we're upping our print run to half a million guides distributed in strategic locations frequented by potential customers. This isn't just distribution; it's a targeted strategy designed to generate more business opportunities for those featured in our guides.

Our Guides were **ACTIVELY CHOSEN** by Trip-Takers. This makes a huge difference!



100%

of our Guides were actively **selected** by interested visitors. This is significant because genuine visitor interest naturally translates into increased business for those who are featured in the Guides.

For 2024

TOP
TIPS



Savvy Marketers: Our guides are akin to 100% opt-ins; they're actively selected by genuinely interested visitors rather than indiscriminately pushed through newspapers or letterboxes. This translates into unparalleled conversion rates, effectively transforming readers into bookers, buyers, and visitors. In short, we reach those who are choosing to engage.

Prolonged Exposure: Our Guides Are Kept for the Entire Trip. They stick around!



87%

of visitors keep the Guides for the duration of their visit. Another 7% keep it until they visit the place of interest. Another 5% read carefully before discarding.



64% also keep their guide beyond their visit as a memento, and to share and plan future trips.

For 2024

Savvy Marketers: Unlike transient advertisements that get a mere glance, if at all, our guides remain a constant companion throughout the year, and typically accompany visitors throughout their entire trip and beyond. Plus, they're frequently shared, amplifying your reach further. Your opportunity to be seen is ever-present through the tourism season.

TOP
TIPS



4 Ways The Daily Adventure Visitor Guides Connected Visitors to Businesses in 2022



The 2023 Guides provided details that gave visitors more ways to connect to featured businesses than ever.



**Visit in
Person**



Phone



Website



QR Code

For 2024



Savvy Marketers: The Daily Adventure Visitor Guides go beyond mere content, serving as an interactive platform that bridges visitors to businesses featured within its pages. We also offer value-added features such as bespoke dynamic QR codes, linking directly to your business or destination.

1,597 readers told us what they loved most in Ireland.



99.9%

of survey respondents told us of the **ONE THING** they loved **MOST** during their trip. When they nominate a business we share the feedback.

For 2024

**TOP
TIPS**



Savvy Marketers: Almost all survey respondents highlighted places they loved, but a select few businesses also received special mentions. These businesses stood out due to exceptional experiences or extraordinary attentiveness. Could your establishment be among those earning rave reviews in 2024? We will tell you.

Sample Quotes about Visitor Experiences

We received more than **1,500 similar quotes** as our visitor guides steer tourists towards top-tier experiences, elevating their holidays and memorable days out.

*"**Connemara** stole my heart during my Ireland trip due to its breathtaking scenery, abundance of outdoor activities, rich cultural heritage, and the warmth of its people. It is a place that truly embodies the natural beauty and enchantment of Ireland."*

*"**Killarney** exceeded my expectations with its stunning landscapes, from the serene lakes to the majestic mountains. The town's warm hospitality and rich cultural experiences made my visit truly unforgettable."*

*"The best place to visit was **Waterford**. They have a great approach to marketing the Viking triangle with the 15 euro pass for most attractions."*

*"**Blarney Castle and Gardens** was the most beautiful place I have ever been to. I want to go back with my parents to show them that amazing garden."*

*"**Bunratty Castle**; I did not know what to expect, but we were very impressed with the whole experience and spent the entire day there."*

*"**Clonakilty** is such a gorgeous little town. There are great shops and cafes there; it's very colourful and family-friendly. I loved the petite train that goes through the town from the model railway."*

*"**Cobh Heritage Centre**. Great value, exceptionally interesting. Helpful and attentive staff. Good parking and facilities, from souvenirs to the cafe and toilets; all were of a high standard. And best of all, every family member, no matter their age, enjoyed the place. A gem of an attraction you can recommend to anyone."*

*"I absolutely loved the **EPIC Irish Emigration Museum in Dublin**. It was amazing to learn more about what could link me to Ireland and the life paths of my potential forefathers! I've never felt more at home, and the design and architecture of the space were incredible."*

*"**Dingle Peninsula** is breathtaking, whether it's sunny or raining, and is one of the most beautiful natural places I've been to."*

*"I enjoyed **Kylemore Abbey** due to the beautiful scenery and interesting architecture."*

*"I found the quaint town of **Kilkenny** to be very charming and alluring. It struck the perfect balance of activity and tranquillity and had a vast selection of restaurants, bars, and historic tourist attractions."*

*"I fell in love with the beautiful town of **Kinsale**, its quaint narrow streets, wonderful pubs, and excellent restaurants. The local people could not have been friendlier or more accommodating."*

*The **Cliffs of Moher** were by far the most unforgettable experience, as they let you wonder and stand in awe of the spectacular views of the massive ocean, cliffs, and horizon*

*"I loved the **Guinness Storehouse** in Dublin the most during my Ireland trip. Its blend of historical architecture, the opportunity to savour Irish beer, and its rich history made it a standout experience."*

*"I also loved **The Rock of Cashel**. The Cashel Palace was amazing."*

*"Loved the history on **Spike Island**. It's a beautiful way to spend a day and get lots of exercise as well."*



More Sample Quotes about Visitor Experiences

We received more than **1,500 similar quotes** as our visitor guides steer tourists towards top-tier experiences, elevating their holidays and memorable days out.

*"The **National Museum of Ireland–Country Life** was exceptional. Free entry, combined with extensive displays and beautiful grounds, made for a fabulous day out. Social and political history combined for an all-round perspective of life in Ireland, some of which I can remember myself!"*

*"I stayed at **The Castleross Park Resort Killarney**. It's the most well-located hotel I have ever stayed in. Oh, the beauty of the lakes and parks of Killarney."*

*"The most loved trip in Ireland for us was to **The Fanad Lighthouse**. It was our first family adventure in Donegal County, and the road to the lighthouse and the nature there were unforgettable and very beautiful!"*

*"The **Book of Kells and Library**, because they are so unique and beautiful."*

*"Travelling and finding hidden gems like **Roscrea and Birr Castle** was amazing. I need a day to type everything up."*

*"We are from **Transylvania**. Ireland is a dream. The people are very helpful. We love this place and want to come back."*

*"I loved **Scattery Island** for its unspoilt beauty. It is a very spiritual and historical place with remains of churches and other monuments, a reminder of our past."*

*"I visited and loved **Hook Head**. The raw nature of the sea waves hitting the cliff, the sinkholes, and the power of the ocean definitely impressed me."*

*"**Muckross House and Gardens**. We love gardens and found it to be safe and relaxing by the lake. The casual dining was most enjoyable, and the choice of food was great."*

*"**Lough Gur and Grange Stone Circle**. This area was the most atmospheric and visually attractive on our trip."*

*"**Swiss Cottage**, which has been sympathetically restored, is set in beautiful grounds, and the tour guide was very informative and helpful."*

*We drove all along the coastline from Ballycastle, Co. Mayo, to the **Céide Fields**, which is truly amazing. We then went through Belmullet and onwards to our planned tour of **Blacksod Lighthouse**."*

*"I spent a few hours ambling around the little hidden gem, **Lafcadio Hearn Japanese Gardens** in Tramore. I came out feeling re-energised; it was a healing experience."*

*"I'm Irish, so I obviously love all of Ireland. My highlight this trip was wandering around the streets of **Galway** and sitting beside the Spanish Arch, enjoying an ice cream in the sunshine."*

*"**Skellig Michael**; there are not enough words to describe its beauty. A magical experience."*

*"**Mizen Head** was my favourite place! The rugged, wild, breathtaking scenery and the information areas are unforgettable. Will recommend to others!"*

*"The landscapes of **Connemara** are beautiful. **The Burren** is also a beautiful place, and I recommend it to everyone who asks me about my stay in Ireland."*

*"We had an amazing time at **King John's Castle** in Limerick, thanks to the Daily Adventure wonderful booklet of trip ideas."*

About our 2023 Readers Survey

2024 will be
the 23rd Year
of the Daily
Adventure!



- **A record 1,618 readers participated** in our 2023 survey, delivering our most accurate insights yet.
- The demographic of our readership is diversifying: 72% are based in Ireland, while a growing 28% are international visitors—a significant increase from just 2% in 2020 during the Covid pandemic.
- Key reader segments continue to be families and couples, comprising 76% of our total readership.
- While 74% of readers are car users, we also observed a notable rise in public transport use—20% of readers now travel by bus, train, Luas, or Dart.
- Our strategic distribution has expanded to various touchpoints such as accommodations, attractions, service stations, shops, cafés, and visitor information points. This led to such high demand that some editions required reprinting, at no additional cost to those featured in the guides. Our commitment remains steadfast: to benefit both the visitor and businesses featured in our guides.

For 2024



Savvy Marketers: In 2024, the domestic market will remain a crucial focus, while the influx of overseas visitors is set to rise. Seize this growing attention by featuring in the 23rd edition of 'Your Daily Adventure'—your premier channel for real visitor engagement and business.

Contact Us

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Interested in appearing in the 2024 Daily Adventure Regional Guides? Get in touch NOW—spots fill up very quickly every year, and we must be in the market early! Plus, we are increasing our print run again to 500,000 copies for 2024.



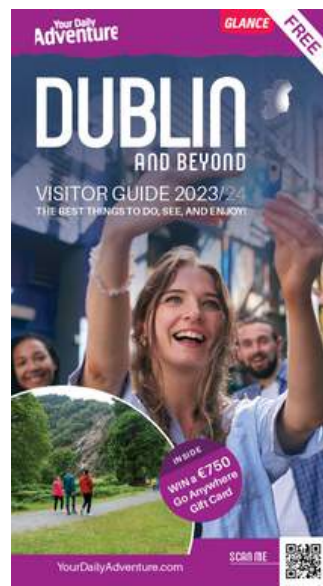
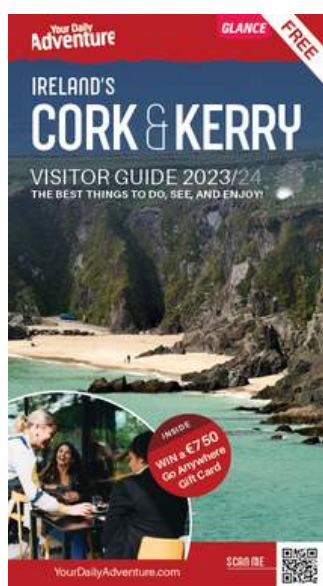
Call: 061 338 588



Email: Valerie@Glance.ie



www.YourDailyAdventure.com



For 2024

Savvy Marketers: In 2024, Glance will proudly publish the 23rd edition of our guides. We remain committed to seamlessly integrating print and digital platforms—via our publications, website, interactive flipbooks, and dynamic QR Codes. We look forward to seeing you feature in our guides.