

Visitor Research

**What 1,094 visitors, from 28 countries,
say about 'Your Daily Adventure', and
what they loved most about Ireland**



SURVEY BACKGROUND

'Your Daily Adventure' Visitor Survey 2019

We asked Readers of 'Your Daily Adventure' about how valuable they found the publication. **1,094 visitors from 28 countries** told us, and they also told us what they loved most about their Ireland trip



- The survey was undertaken among readers of the 'Your Daily Adventure' during April to October 2019.
- It was promoted through the print editions of 'Your Daily Adventure', and readers were invited to complete the survey online.
- We asked 6 questions: where they picked up the publication; how they were travelling (transport); what the composition of the party they were travelling with was; their country of residence; how valuable they found the publication during their trip; and what they loved **most** about Ireland, during their trip.

1,094 readers, from 28 counties, responded online - giving us some great insights into the reach and the value of the publication.

We hope you find the feedback useful.

Your Daily **Adventure**

'Your Daily Adventure' is Ireland's # 1 visitor publication. Over 680,000 copies are printed each year, across 6 Regional Editions, with a combined readership of over 2 million.



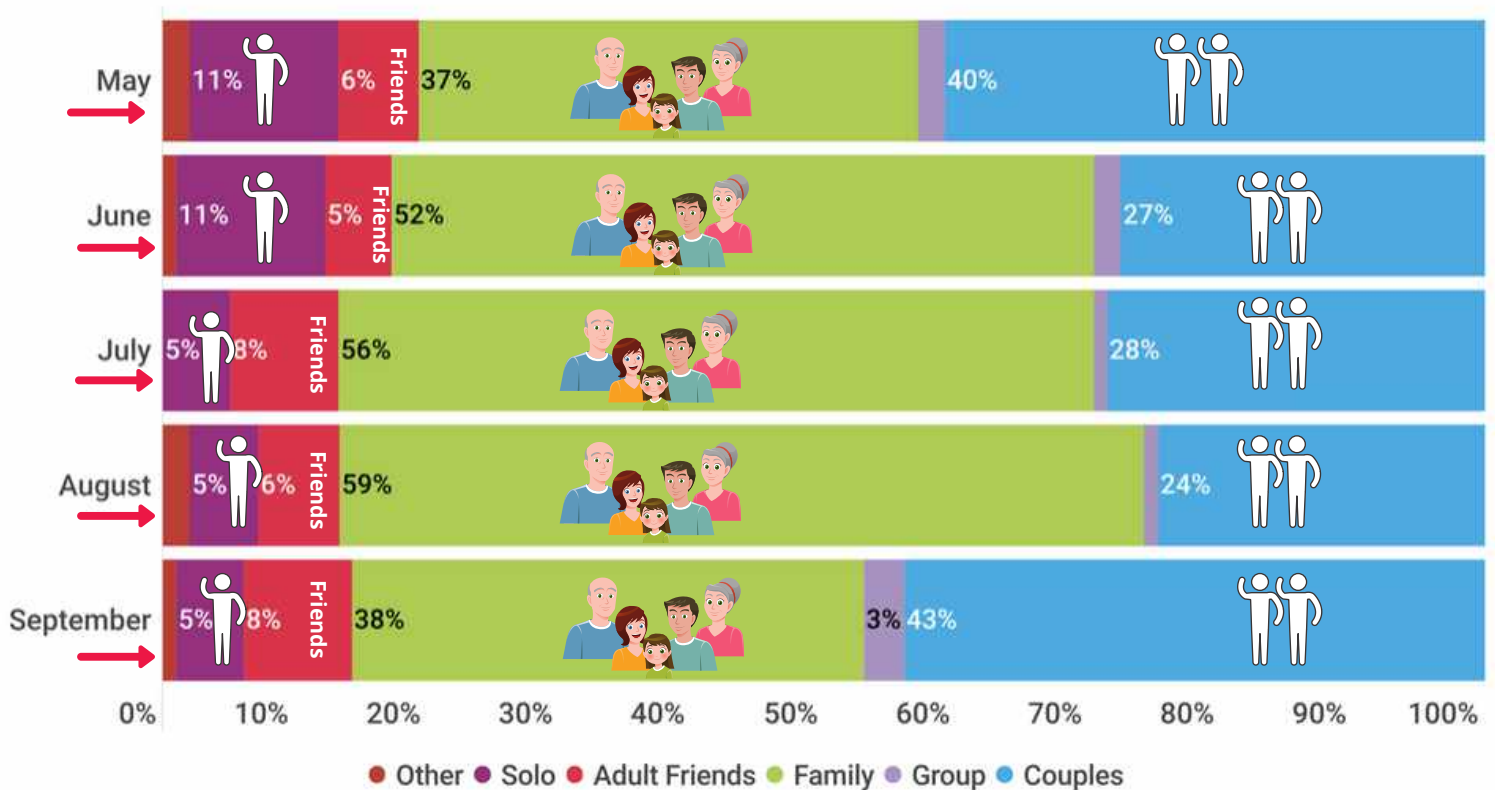
GLANCE

Reader Survey

WHO READS 'YOUR DAILY ADVENTURE' - BY MONTH



In this chart you can view who responded to the survey by month and by party composition. This is representative of the overall readership during each of these months.



Key Takeaways

- **Families** are the biggest users of the guide.
- **Couples/partners** are big users of the guide, particularly during shoulder season.
- **Solos and Adult friends** use the guide throughout the year.
- **Groups** are not big users, because they can't deviate during programmed tours.
- **Reaches big numbers in all non-group travellers:** the large distribution of the guides (680,000 copies), and the fact that they are shared between over 2 million readers, means they influence large numbers across all segments.

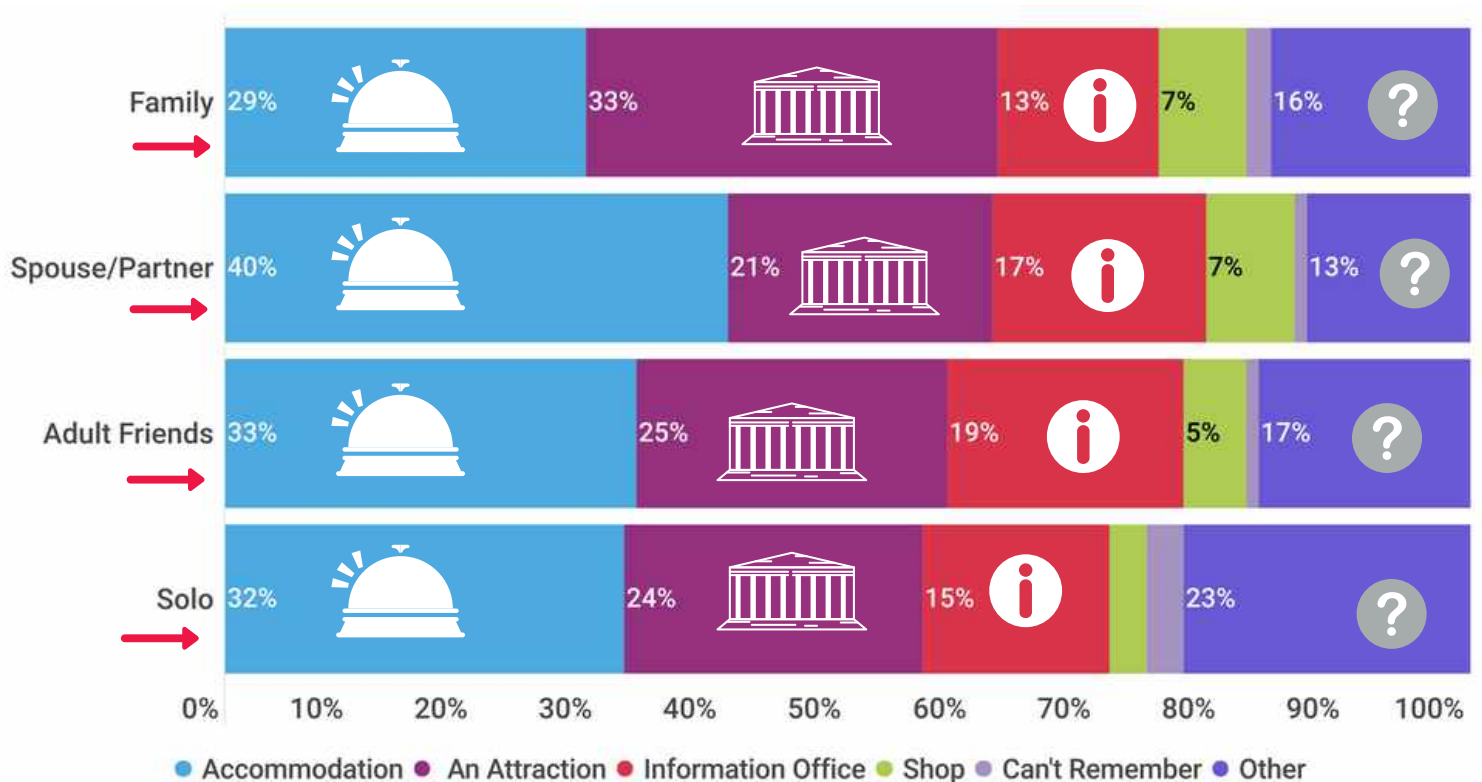
Reader Survey

PICKED UP HERE, THERE, AND EVERYWHERE!



Where the 680,000 copies are picked up by visitors...

We asked readers where they picked up the guide. Here's where each category picked up their guide.



Key Takeaways

680,000 copies of 'Your Daily Adventure' reach visitors just before and during their travels around Ireland: Printing 680,000 copies is the 'easy' part. Carefully placing them so that visitors see, select, and use them is the challenge we place great emphasis on. We have a distribution strategy to ensure we reach visitors, honed over many years. The reader survey confirms its effectiveness.

Interesting: couples are highly likely to pick up the guide at their accommodation (40%) and can pre-plan; whereas families often pick up the guide at attractions (33%) when they are 'on the move' looking at what to do next.

Reader Survey

AN INSIGHT INTO USAGE AND IMPACT

... and why the guide is so powerful



The 'Your Daily Adventure' Publication prints 680,000. Using the Readers Survey to apportion who picks it up, here is what it suggests

of copies picked up, and readership, by category

| | Party Type | % of 680,000 | # Copies Picked Up | Average Readers per Copy | Readership/ Influence |
|------|------------------|--------------|--------------------|--------------------------|-----------------------|
| 👨👩👧👦 | Family | 51.11% | 347,548 | 3.7 | 1,285,927 |
| 👨👩 | Couples | 31.33% | 213,044 | 2 | 426,088 |
| 👨👩👧 | Friends | 7.67% | 52,156 | 4 | 208,624 |
| 👤 | Solo Travellers | 6.56% | 44,608 | 1 | 44,608 |
| 👥 | Organised groups | 2.03% | 13,804 | 5 | 69,020 |
| 🚲 | Other | 1.30% | 8,840 | 3 | 26,520 |
| | Total | 100% | 680,000 | | 2,060,787 |

FAMILIES

347,548 Copies
1.2 million readers

COUPLES

213,044 Copies
426,000 readers

ADULT FRIENDS

52,156 Copies
208,000 readers

SOLOS

44,608 Copies
44,000 readers

CAR USERS

532,332 Copies
1.6 million readers

OTHER TRANSPORT

96,749 Copies
269,000 readers

Note: The 'Your Daily Adventure' prints 680,000 copies. The utilisation figures above are based on the readers survey 2019. The survey was in English, and readers were required to complete it online - both of which can introduce slight biases, e.g. foreign-language visitors were less likely to complete. However, we are satisfied it is a really good indicator of who picks up, reads and acts upon the information - confirming the power and influence of Ireland's #1 Visitor Guide

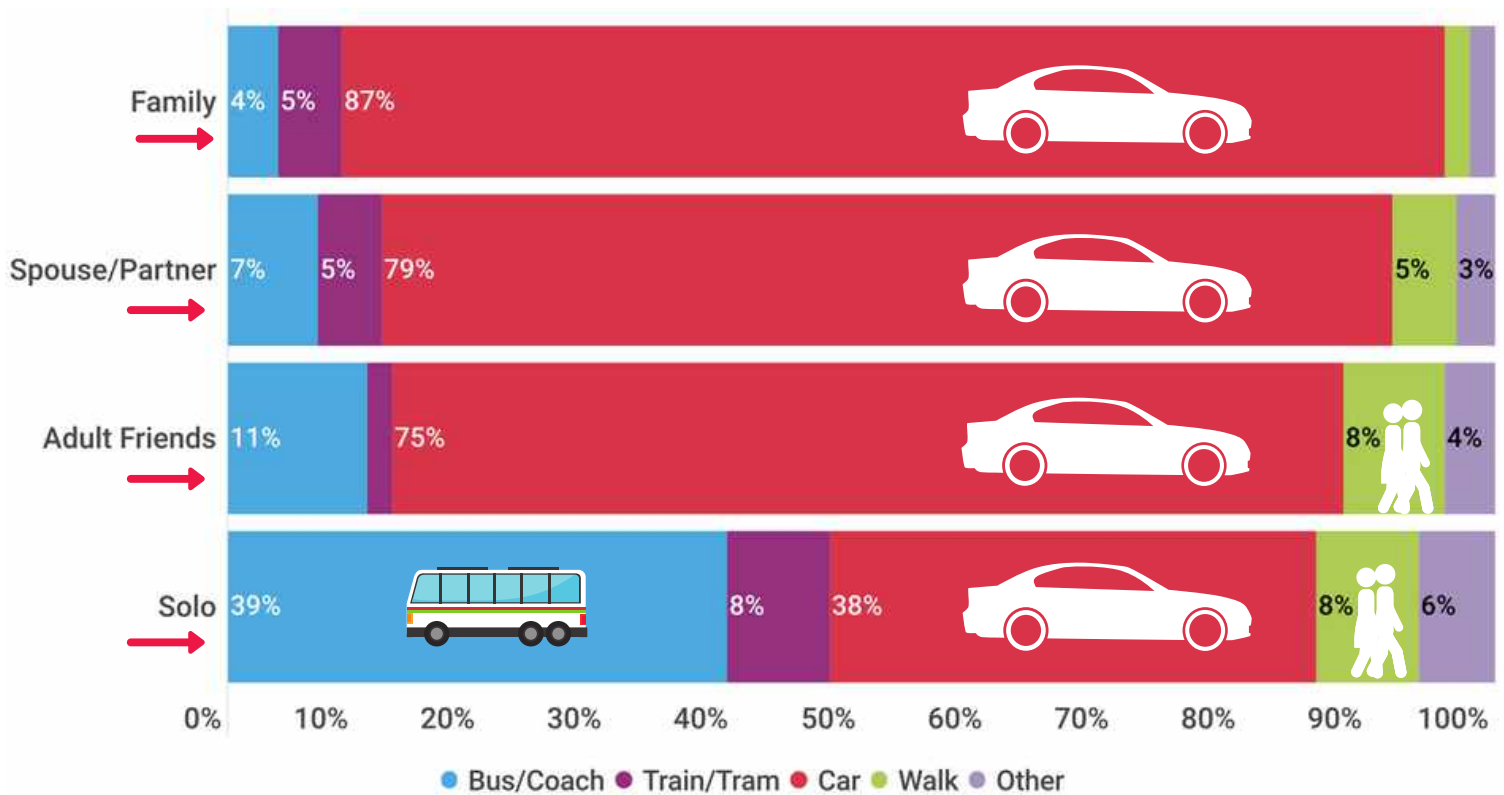
Reader Survey

READERS ARE MOBILE AND ON THE MOVE

They can easily get to visit you...



We asked readers, who picked up the guide, how they were travelling around Ireland. The chart below shows how families, couples, adult friends, and solo travellers were getting about.



Key Takeaways

- **Families:** 87% of families were travelling by car - so were able to visit anywhere!
- **Spouse/partners:** Most were travelling by car (79%), followed by bus/train or walking.
- **Adult friends:** 75% were travelling by car, followed by bus/coach (11%).
- **Solo travellers** mostly travelled by bus/coach/train or tram (47%), with 38% travelling by car.
- **Note:** the vast distribution of the guides (680,000 copies), with over 2 million readers, means they reach large numbers of visitors using all modes of transport.

Reader Survey

READERS IN ALL CATEGORIES VALUED THE GUIDE



It influenced where they went and what they did...

We asked readers if they valued the guide and, if so, how much. We also presented them with the option of 'not of all'. Here is how readers in the different categories rated its value.



Key Takeaway

The 'Your Daily Adventure' publication is consistently valued across all segments: The feedback is consistent across all categories - almost 9 in every 10 families, couples, adult friends, and solo travellers found it to be either 'extremely or very valuable' either when planning or during their trip.

Nice Surprises too



The survey findings validate the feedback we get directly from readers. However, we got some nice surprising insights too. **See page 7**

Reader Survey

THESE TWO INSIGHTS SURPRISED US

... and they shouldn't have



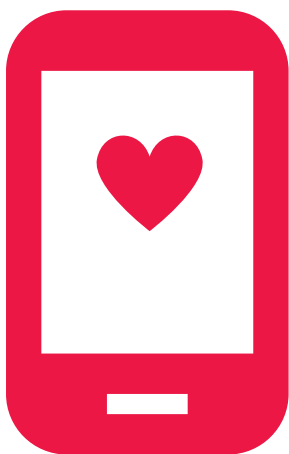
We delved deep into the feedback data ... and got some new insights for ourselves



If the guide is picked up at an accommodation, visitors value it **EVEN** more!

Visitors picking up a guide at their accommodation gave it **the highest** 'extremely valuable' rating - 51% gave it this rating (another 38% gave it a 'very valuable' rating).

Why is This? They are on a break-away. Picking 'Your Daily Adventure' up at their accommodation allowed them to use it to plan, at their leisure, what to do each day.



78% of survey respondents did so on a mobile phone. They valued the guide most!

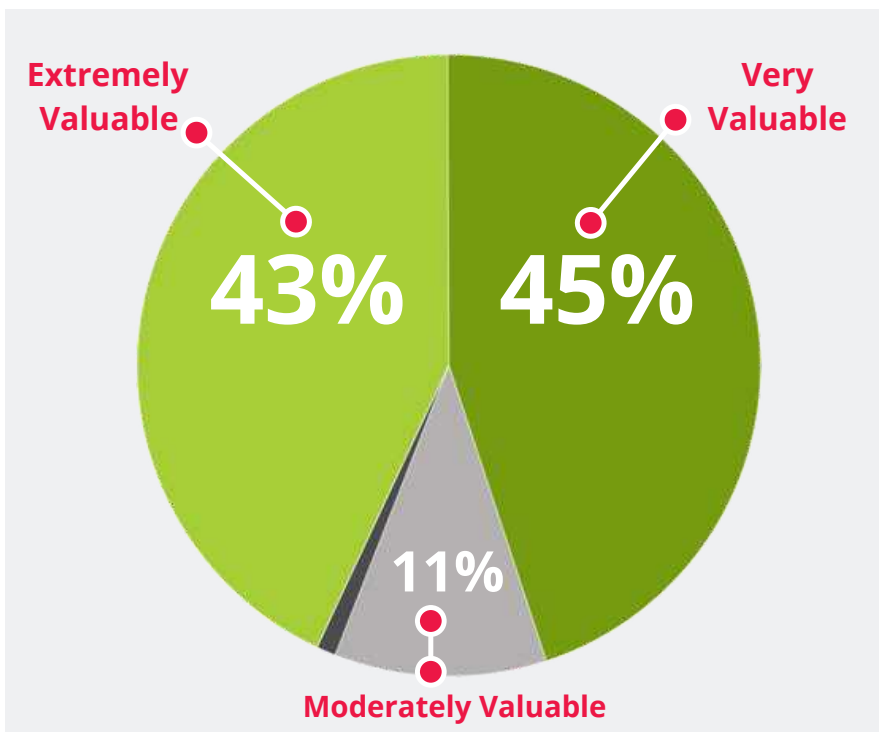
If the visitor completed the survey on their mobile, **46%** gave us the highest 'extremely valuable' accolade (another 42% gave us a 'very valuable' rating). However, if they completed it on a desktop/laptop, they gave us a **33%** 'extremely valuable' rating (plus another 52% rated us 'very valuable').

46% v 33% - a coincidence? No. We know 'Your Daily Adventure' stimulates 'visit' and 'buy' actions. Mobile phones allow readers check details and follow-through.

WHAT FAMILIES SAID...



How Valuable did you find 'Your Daily Adventure' during your Trip?



Some insights:



Families are Fans

51% of responses came from families. 88% found the publication to be either EXTREMELY valuable or VERY valuable.



87% in Cars!

Families were the most mobile. 87% travelled by car. They could visit any business featured in our guides!



20 Countries

The families were from 20 countries, with Ireland #1.



Print First - then Digital

100% completed our survey online (78% on their mobiles). Your Daily Adventure informs, prompts, and stimulates 'visit and buy' actions. Visitors then often use their mobile device to check the details and to act.

88% of Families

found 'Your Daily Adventure' to be either EXTREMELY Valuable or VERY Valuable during their Ireland Trip



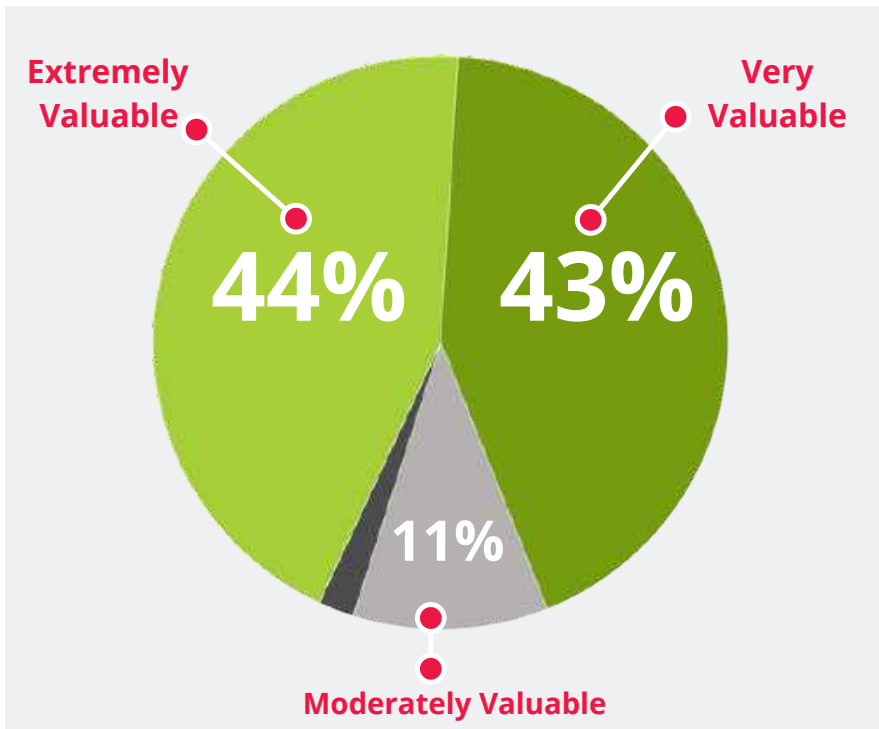
FAMILIES Picked up 347,548 Copies 1.2 million readers

WHAT COUPLES SAID...



Travelling with Spouse/Partner

How Valuable did you find 'Your Daily Adventure' during your Trip?



Some insights:



Couples love 'Your Daily Adventure'

31% of responses came from couples, travelling with partners/spouses. 87% found the publication to be either EXTREMELY valuable or VERY valuable.



4 out of 5 were in Cars!

Almost four in every five couples (79%) travelled by car. They could visit any business featured in our guides!



18 Countries

Couples from 18 countries used the guide.



Print First - then Digital

100% completed our survey online (75% of couples on their mobiles). Your Daily Adventure informs, prompts, and stimulates 'visit and buy actions'. Visitors then often use their mobile device to check the details, and to act.

87% of Couples

found 'Your Daily Adventure' to be either EXTREMELY Valuable or VERY Valuable during their Ireland Trip

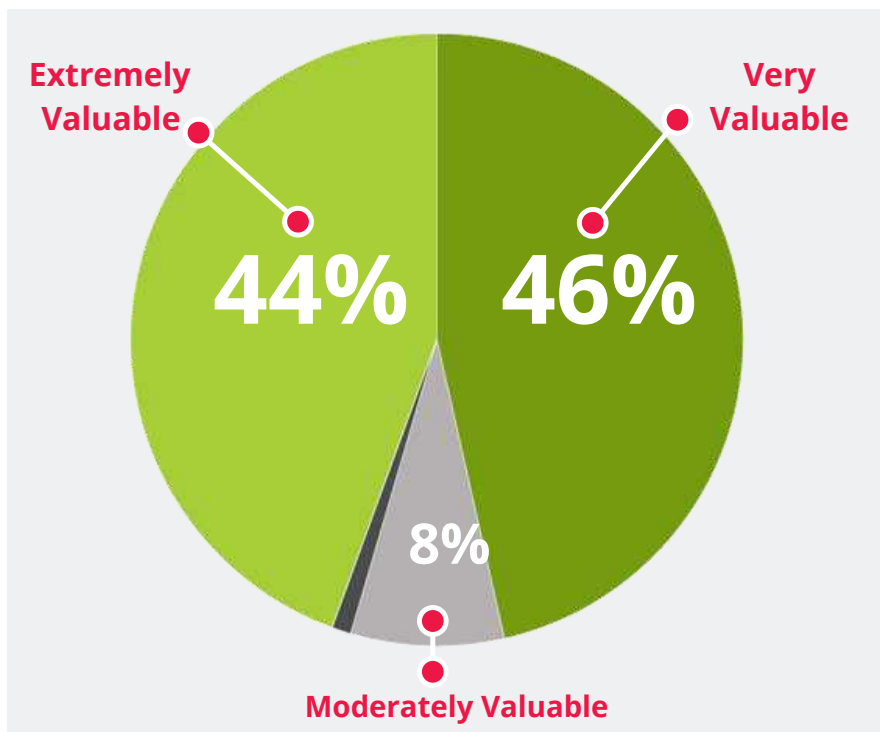


COUPLES Picked up 213,044 Copies 426,000 readers

WHAT SOLO TRAVELERS SAID...



How Valuable did you find 'Your Daily Adventure' during your Trip?



Some insights:



Happy Solo Travellers

7% of responses came from solo travellers. 90% found the publication to be either EXTREMELY valuable or VERY valuable.



47% by bus, coach, train, 'tram'!

Solo travellers mostly travelled by bus/coach (39%) or Train/Tram (8%). 38% travelled by car (so lowest level of car use)



18 Countries

Solo travellers were from 18 countries, with Ireland #1.



Print First - then Digital

100% completed our survey online (82% on their mobiles). Your Daily Adventure informs, prompts, and stimulates 'visit and buy' actions. Visitors then often use their mobile device to check the details and to act.

90% of 'Solos'

found 'Your Daily Adventure' to be either EXTREMELY Valuable or VERY Valuable during their Ireland Trip

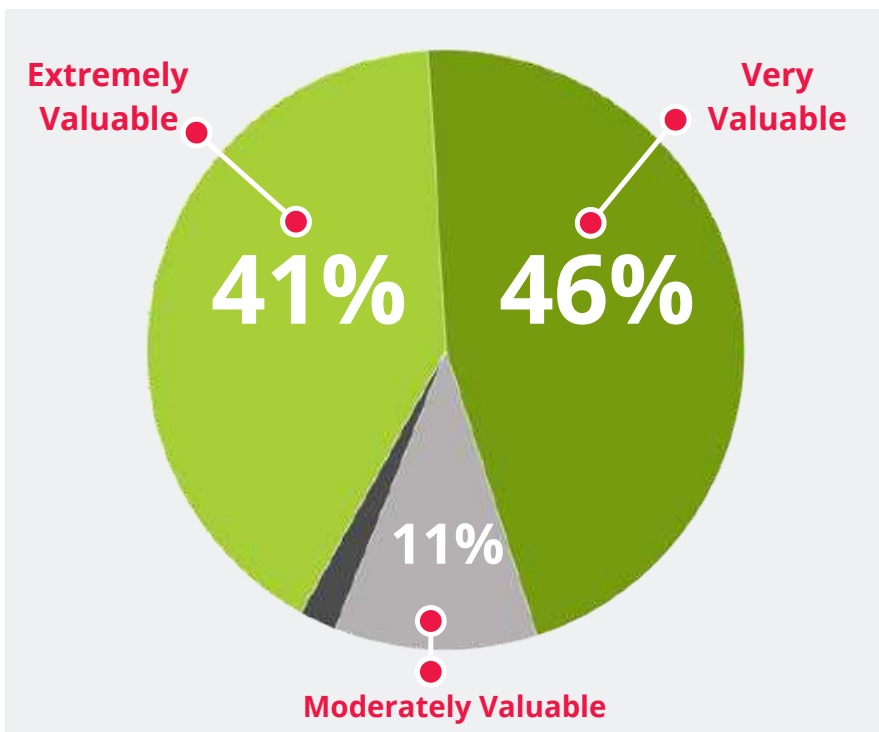


'SOLOS' Picked up 44,608 Copies 44,000 readers

WHAT FRIENDS TRAVELING SAID...



How Valuable did you find 'Your Daily Adventure' during your Trip?



Some insights:



Fab for Friends

8% of responses came from adult friends. 87% found the publication to be either EXTREMELY valuable or VERY valuable.



75% in Cars

Three in every four adult friends (75%) travelled by car. They could visit any business featured in our guides.



14 Countries

Adult friends were from 14 countries, with Ireland #1.



Print First - then Digital

100% completed our survey online (76% of adult friends on their mobiles). Your Daily Adventure informs, prompts, and stimulates 'visit and buy' actions. Visitors then often use their mobile device to check the details and to act.

87% of Friends

found 'Your Daily Adventure' to be either EXTREMELY Valuable or VERY Valuable during their Ireland Trip

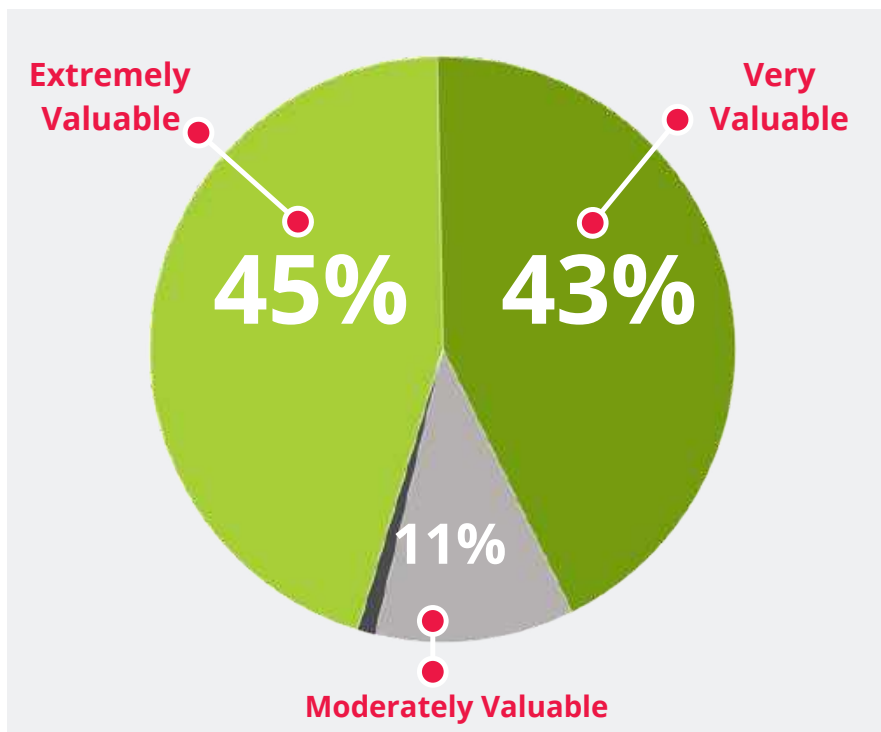


FRIENDS Picked up 52,156 Copies 208,000 readers

WHAT CAR USERS SAID...



How Valuable did you find 'Your Daily Adventure' during your Trip?



Some insights:



78% of ALL readers travelled by Car

78% of all respondents, whether from Ireland or overseas, travelled by car. They gave the strongest rating to the Daily Adventure (88% found it extremely or very valuable; 11% moderately valuable).



Cars most popular across all categories

87% of families travelled by car; 79% of couples; 75% of adult friends, and 38% of solo travellers. It meant they could easily visit any business that featured in the Your Daily Adventure.



Ireland versus Overseas Visitors

84% of Irish Residents picking up the guide travelled by car during their trip; 67% of overseas visitors travelled by car.



Print first - then Digital

100% completed our survey online (85% of car users on their mobiles). Your Daily Adventure informs, prompts, and stimulates 'visit and buy actions'. Visitors then often use their mobile device to check the details, and to act.

88%

of Car Users

found 'Your Daily Adventure' to be either **EXTREMELY Valuable** or **VERY Valuable** during their Ireland Trip



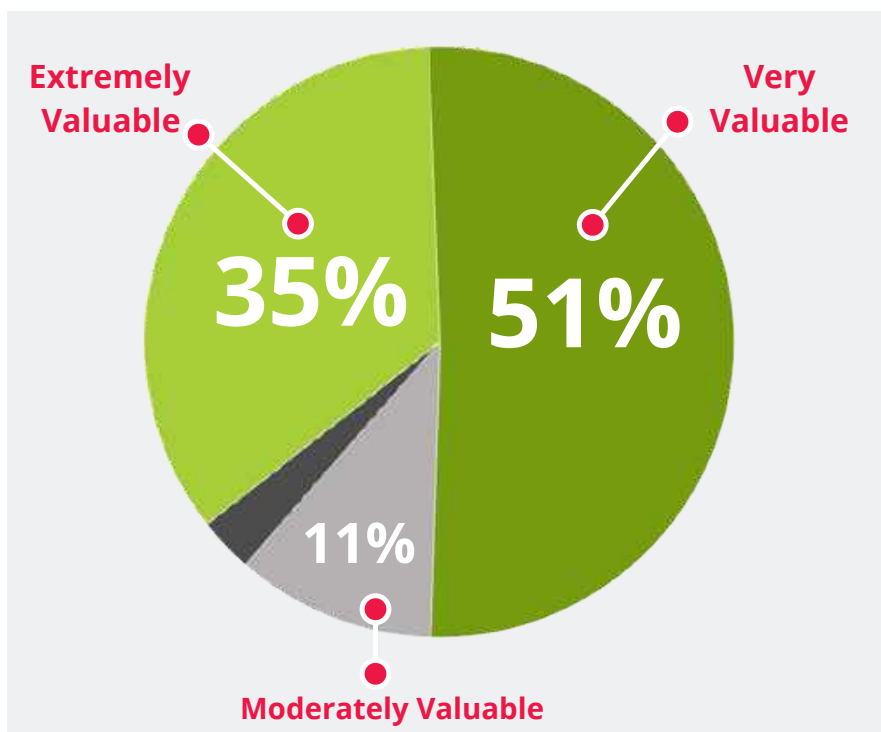
CAR USERS Picked up 532,332 Copies
1.6 million readers

WHAT OTHER TRANSPORT USERS SAID...



Bus, Coach,
Train and 'Tram'

How Valuable did you find 'Your Daily Adventure' during your Trip?



Some insights:



14% Travel by Bus, Coach, Train or 'Tram'

14% traveled by bus, coach, train, or tram. 86% found the publication to be either EXTREMELY valuable or VERY valuable.



22 Countries

These transport users were from 22 countries, with Ireland #1.

Bus, Coach, Train and 'Tram' users Picked up

96,749 Copies
269,000 readers

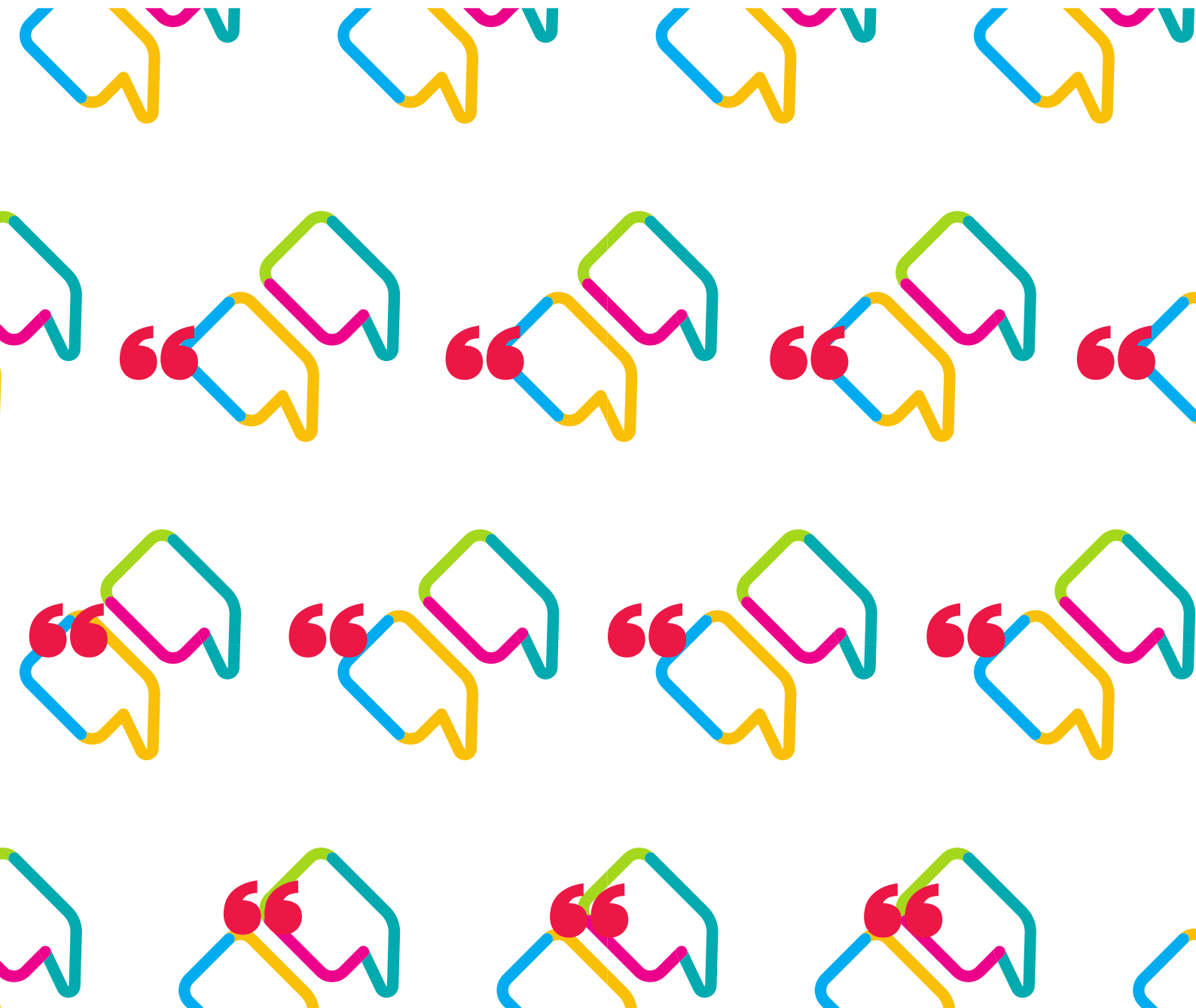
86%
of Users

found 'Your Daily Adventure' to be either EXTREMELY Valuable or VERY Valuable during their Ireland Trip



WHAT VISITORS LOVED MOST DURING THEIR IRELAND TRIP

Just some of more than 1,000
comments received



66 WHAT VISITORS LOVED MOST DURING THEIR IRELAND TRIP

EPIC The Irish Emigration Museum recently. I was completely blown away by the amount of information about our past. I loved the interactive screens and displays and have not stopped recommending it. My daughter was delighted that EPIC shared a photo of her on their social media.

From: Ireland
With: Family
By: Train/Tram



It's hard to pick just one thing, as the whole country has so much to offer. If I have to narrow it down, I would say Galway and the surrounding area.

From: USA
With: Partner
By: Car



I loved our visit to Dunmore Cave, Kilkenny. The guide was superb, informative and funny. The cave itself was awesome, as was its history. A thoroughly enjoyable experience.

From: Britain
With: Partner
By: Car



The Giant's Causeway. It's an incredible miracle of nature. We loved it.

From: France
With: Family
By: Car



We visited Dingle for two days and the views were spectacular! The people were very friendly and the town was lovely! We met two senior ladies who were out walking, getting exercise after their surgery, they were looking at the different wildflowers along the side of the road by the beach and we thoroughly enjoyed chatting with them.

From: USA
With: Partner
By: Car



Hore Abbey in Cashel has been the greatest experience so far! It was surprisingly large and there was not a lot of people there so it was great to just walk around in my own time and take all of it in.

From: Sweden
With: Solo
By: Bus/coach



Hook Lighthouse. It's on the edge of the world, so far from the nearest town with just the sound of breaking waves. So magical!

From: Australia
With: Solo
By: Car



Killaloe. It was so picturesque. The kids loved it...the playground, the walks, the people, the cycling around Tipperary...and the weekend food market. And, to top it off the weather wasn't bad either!

From: Britain
With: Family
By: Car



Living in Dublin, it is very rare that you visit what is on your door step. Every month we are trying to visit one or two places to enjoy and embrace the beauty of our city of Dublin. We picked up the Daily Adventure to help plan today's visits. We visited the National Museum of Ireland which was fascinating to learn so much history; followed by a visit to Jameson Distillery - one of the best attractions we've ever visited.

From: Ireland
With: Couple
By: Walking



The Kerry seashore. Mulcahy's Restaurant in Kenmare. Muckross House in Killarney

From: USA
With: Adult Friends
By: Car



The Guinness Storehouse in Dublin was the attraction we enjoyed the most. It was pre-booked and we arrived at lunchtime. We were still there early evening!

From: Britain
With: Family
By: 'Tram'

