

GLANCE

TOURISM PREDICTIONS 2021

Glance Tourism Predictions
on Tourism in Ireland 2021



RECOVERY BEGINS

...even if it is not as quickly as we might like

With the vaccine here now, the battle to defeat COVID-19 has begun. Once vaccinations reach a certain level, and with modified government restrictions, it should reduce the 'R' number, and therefore the rate at which the disease can spread - containing it and eliminating it in time. The safer people feel, the more they will travel. This should begin to impact **from late Q2, 2021**. Good news for main season 2021, great news for 2022.



Don't wait. Plan NOW on this basis!



THE IRELAND MARKET WILL BE DOMINANT...AGAIN

Focus on it!

Tourism businesses should experience a longer and more certain season during 2021 - **from mid to late Q2 onwards** - and the domestic market will be the dominant source of business. LOCAL business will also be more important this year.



Shape your product offering and your promotional plans accordingly.



STAYCATIONS AND DAY-TRIPS WILL SURGE

...win your share this year!

Relatively few Irish residents will travel overseas this year, and the pent-up need to get out and about will see a huge increase in staycations and day trips - **from Q2, 2021.**



The outdoors will be favoured. The more you can bring it into play, the better. 2022 will see more Irish travel overseas. Therefore, 2021 would be a great year to win more domestic business. Use it to generate future loyalty.



MOST VISITORS WILL ARRIVE BY CAR

...that's an opportunity

Visitors will almost always travel by car in 2021. They will feel safest in doing so, and this is now the global experience since COVID-19. This puts every attraction, activity, and area within easy reach of car travellers. Cater to them and communicate your message. Free car-parking anyone?



Note: 86% of readers of the Glance 'Daily Adventure Guides' drove to the attractions and the areas of interest they visited during 2020.



COUPLES, FAMILIES & SOLO TRAVELLERS

... the key segments

Couples, Families and Solo Travellers will be the primary source of revenue for all tourism-businesses during 2021 (group business is unlikely to materialise until 2022).



Shape your product offering to these segments and promote.





SAFETY MATTERS

...communicate safety up-front

During 2021, visitors will visit and experience the places, the attractions, and the activities which **they** perceive to be the safest.

Creating and maintaining a safe and healthy environment and experience for visitors is key. Importantly, communicate it **UP-FRONT** to influence the 'visit' and 'buy' actions.



LOYALTY GROWS

... be nice, helpful, and make visitors feel safe

Visitors will be extra-supportive and appreciative of places, attractions, activities and services they enjoyed and that looked after them. They will revisit and they will more enthusiastically spread the word to friends and extended families.



Lots of trip-takers will still be cautious in their travels. Be extra helpful and promote all you are doing to keep them safe obvious (signs, sanitisation etc). Future business will be your reward.



'TOURISM TOGETHER' WILL WIN THROUGH

... mutual support will be key

2020 has been a devastating year for EVERY business in tourism and travel. No business has been spared. 2021 will see businesses and agencies continuing to support each other. This will be important, and Glance will play its part!

Reciprocal support: At Glance, we know all about 2020, and have seen and shared the pain. We are determined to support our current and new clients during 2021 - with new, targeted, great-value opportunities and supports. Example below, watch this space!



Your Daily Adventure

PROMOTE YOUR BUSINESS IN 'YOUR DAILY ADVENTURE'

ALL-NEW VISITOR GUIDES 2021...

...WITH THE ADDED REACH AND POWER OF DYNAMIC QR CODES AND DIGITAL CONNECTIVITY

PRINTS 365,000 COPIES. OVER 1.6 MILLION READERS

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THERE WILL BE WINNERS & LOSERS

... DON'T GO DARK!

There will be business winners, losers and, unfortunately, casualties during 2021. Those who 'go dark' and don't actively promote their business during 2021 will be among the most prone.



The age-old advice is still true: *'When times are good you should market. When times are bad you MUST market'*. Save budget by sharpening your focus and communicate with best prospects. Ask Glance what works best and plan for 2021!

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SAVE by improving your targeting and communicate with those most likely to convert into business



Contact Glance

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**While there is uncertainty
about the start of 2021,
DON'T WAIT to see what
happens.**

**Plan your Marketing
NOW**



**The roll out
has begun!**



**Preparedness,
Agility and
Speed
Always
Matters**

**Glance has lots of new opportunities
planned for 2021 - the year recovery begins!**

Talk to us NOW

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