

# Visitor Insights 2023

Feedback from over 1,600 readers of the Daily Adventure Visitor Guides 2023 - to help guide your marketing actions 2024



# Unveiling the Power of Ireland's Premier Visitor Guides

## Key Findings from the 2023 Daily Adventure Readers Survey

The 2023 Daily Adventure Readers Survey, rooted in the comprehensive feedback of 1,618 respondents, offers more than mere statistics—it provides crucial, evidence-based insights into Ireland's #1 visitor guides.

In an increasingly cluttered advertising landscape teeming with fleeting impressions, the importance of data-driven decisions for businesses and destinations alike has never been more paramount.

The Daily Adventure Guides serve as a year-round beacon for the curious traveller. The benefit of featuring in these guides isn't anecdotal—it's reinforced by our meticulously gathered survey data, which shows a direct and meaningful impact on both visitor behaviour and engagement with businesses and destinations.

**We invite you to examine these revealing survey findings in detail. Equipped with this robust evidence, you'll gain a deeper understanding of why The Daily Adventure Visitor Guides are an indispensable promotional asset for both businesses and destinations.**



### The Survey Respondents

- **1,618 readers responded**
- **72% were from Ireland**
- **28% were from overseas**
- **39% were travelling with their family**
- **37% travelled with their partner**
- **11% travelled solo**
- **10% were with adult friends**
- **2% were part of a group**

With 1,618 readers responding, the survey presents a balanced demographic that mirrors our Daily Adventure audience in 2023. Notably, all respondents took the opportunity to share what they loved most about Ireland, offering invaluable insights into the diverse interests and preferences of our readership.



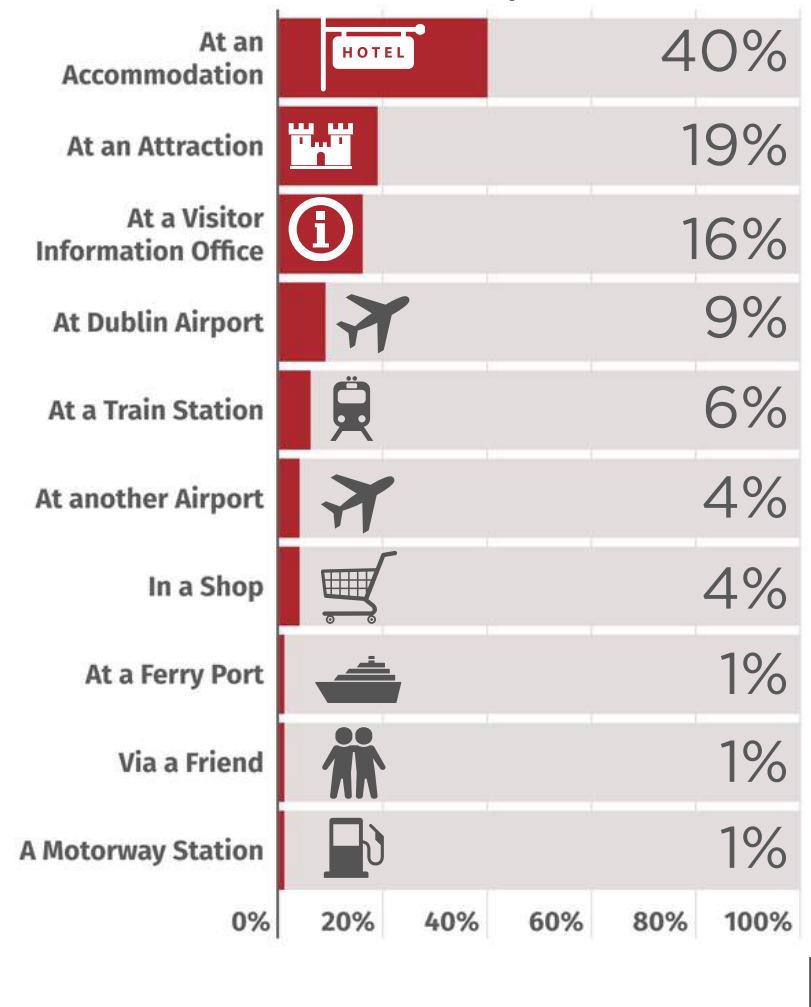
We welcome feedback and enquiries. For more information or to get in contact with us, please visit, [www.YourDailyAdventure.com](http://www.YourDailyAdventure.com)

## We asked readers: Where did you pick up your Daily Adventure Guide?

As Ireland's #1 Visitor Guide, The Daily Adventure sees high pick-up rates across various locations, affirming its ever-presence in the tourist landscape.

- The pick-up locations reveal opportune moments for businesses to capture a visitor's attention. 40% of our guides are **picked up at accommodations**, where visitors are often in the planning stage of their trip, asking the all-important question—what shall we do next?
- Conversely, at **attractions or motorway service stations** where 20% of our guides are picked up, visitors are already on the move. This shows that our guides are not just planning tools but also spur-of-the-moment inspirations for travellers looking to maximise their experience. A feature in our guide can often be the reason a visitor decides to stop at your business.
- Moreover, 13% of the guides are picked up at **Dublin and other airports**, representing the visitor's initial introduction to Ireland and potentially your business.
- At **visitor information offices**, accounting for 16% of pick-ups, people are actively looking for places to visit or things to do next. These locations offer a prime opportunity for your business to make that all-important first impression or become the next exciting destination on a visitor's itinerary.

## Where the Daily Adventure Visitor Guides were Picked up



## Smart Take Away

In summary, each pick-up location is a unique touchpoint in a visitor's journey through Ireland, offering businesses a targeted way to engage with potential customers. The diversity in these locations demonstrates the unparalleled reach of The Daily Adventure guides, making a compelling case for why featuring in this guide isn't just beneficial—it's essential for business success.



## We asked readers: Who was with you on your trip?

The readership of the Daily Adventure Guides is diverse, with over 95% being free independent travellers who can take action based on the information they read. The survey revealed the following insights:

**With Family (39%):** Nearly 4 in 10 readers explored with their families. Businesses catering to children and multi-generational visitors can flourish by targeting this segment through the guides.

**With Spouse/Partner (37%):** A similar percentage travelled with their spouse or partner, seeking leisure activities, cultural experiences, and relaxation. This demographic represents a significant opportunity for year-round business.

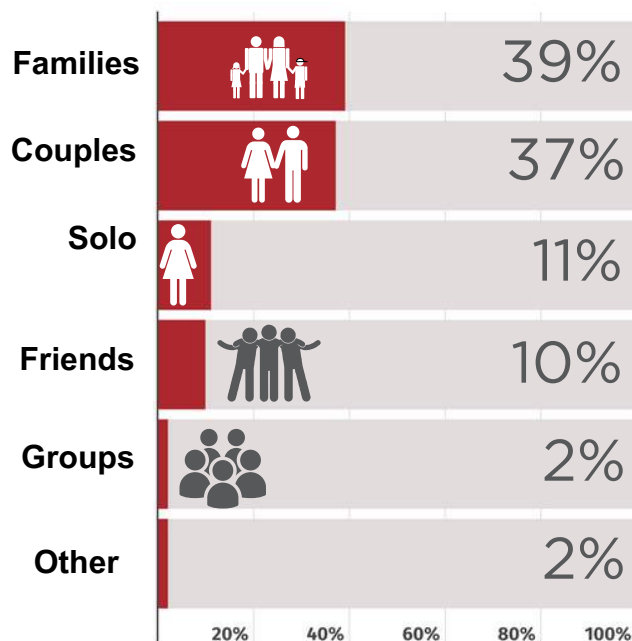
**Travelled Solo (11%):** Solo travellers reading the guide are a growing segment in search of unique experiences and often self-discovery. They embrace novel activities and off-the-beaten-path attractions and experiences.

**With Adult Friends (10%):** Friends travelling together accounted for 10% of our readership. They typically seek a mix of adventure, enjoyment, and companionship.

**With Organised Group (2%):** While this group often follows pre-planned itineraries, their impact is substantial. They wield influence through recommendations and positive reviews, guiding others to visit.



Readers of our 2023 Editions were:



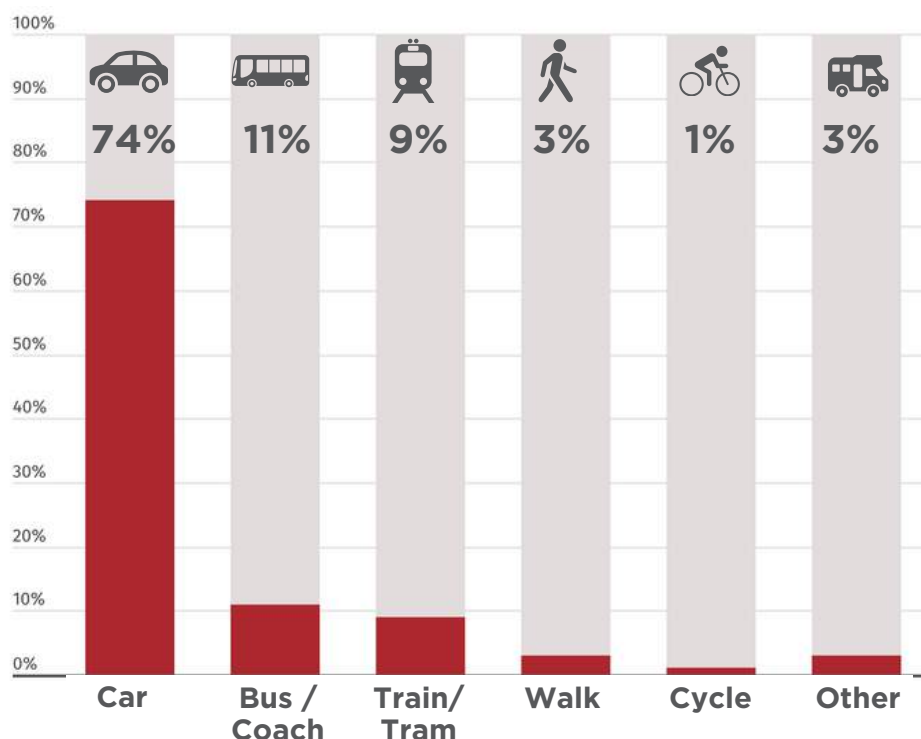
### Smart Take Away



**Over 95% of our readers were free independent travellers.** The independent nature of these travellers means that they are more likely to make on-the-spot decisions.

As a result, the information presented within the guides becomes a crucial catalyst in influencing their choices. Attractions, activities, experiences and destinations highlighted within the guides have the opportunity to captivate our audience and encourage visits and participation.

## We asked readers: During your trip what was your PRIMARY means of travel?



The means of transport is important for businesses to understand and factor into their marketing.

- 74% of the Daily Adventure readers travel by car. This increases to 78% of readers of our non-Dublin guides.
- If readers are travelling as a family, then 89% travel by car.
- If readers are travelling as a couple, then 76% travel by car. This increases to 81% of readers of our non-Dublin guides.
- Solo travellers are more inclined to take public transport, with 50% opting for this choice. 65% of solo travellers, if readers of the Dublin Edition, use bus, coach, train, or Dart to get around.
- Readers of the Dublin Edition have a different transport profile to readers of all other editions. See opposite.



### Smart Take Away

Daily Adventure readers can easily reach any experience or destination featured in our guides. This matches what our guides are all about – helping domestic and overseas visitors see their options, explore freely, plan their visits, make the most of their time, and enjoy all the exciting Ireland experiences our guides present.



### Travel in Dublin is different

Readers of our Dublin Daily Adventure Guide have a different transport profile to the readers of our other four editions:

- 44% travel by car
- 29% by bus/coach
- 11% by train or Dart
- 11% walk
- 1% cycle
- 4% indicated 'other'

While the survey didn't probe any further, it's almost certain those traveling by car are domestic visitors or overseas visitors also intending to visit other parts of Ireland.





**1,600 Readers Rate Us**

### Beyond the Guides: Reader Feedback Unveils the Value of Daily Adventure Visitor Guides

The overwhelming consensus of between 82% and 91% of readers—varied based on their visitor category—have attributed the labels of 'extremely valuable' or 'very valuable' to the Daily Adventure guides.

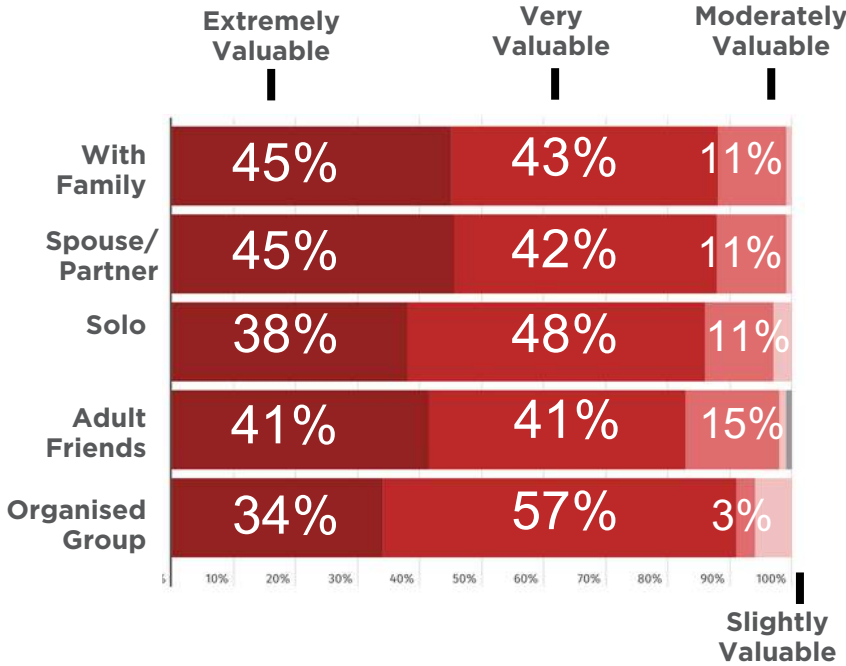
This level of value signifies not just passive acknowledgement but a resounding endorsement of the guide's impact on their travel experience. It indicates that a significant majority of readers have found invaluable insights, captivating attractions, and great experiences within the guide's pages, solidifying its role as an indispensable companion in their trips around Ireland.

### Smart Take Away

A resounding 100% of survey respondents recognised the value of their Daily Adventure, albeit to varying extents. An overwhelming 87% found the guides to be either 'exceptionally valuable' (44%) or 'very valuable' (43%). They did so because they discovered precisely what they were seeking – experiences, attractions, and activities that resonated with their interests and desires.

This dynamic provides a crucial message. The 'Daily Adventure' Guides offer an unparalleled opportunity to connect with a highly engaged and motivated audience. By aligning your offerings with the interests and aspirations of our readers, you have the potential to ensure that your message resonates strongly, capturing the attention of those who are actively seeking the experiences you provide.

## We asked readers: How VALUABLE was the Daily Adventure edition you read during your trip?



### Which visitors valued the guide most?

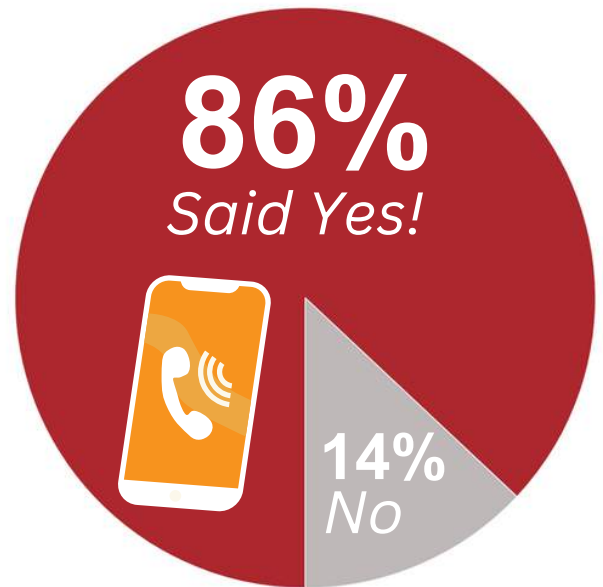
- Based on the "Extremely Valuable" ratings, couples and families valued the guides most.
- Again, based on the "Extremely Valuable" ratings from different transport user types, 'walkers' and 'car users' valued them most.
- Based on where they picked up the guides, those picking up at Dublin Airport or at their Accommodation rated them highest, presumably because they had more time to use the guides to plan their days.





## We asked readers: Did anything in the Daily Adventure Visitor Guides prompt you to use your mobile device to find out more information?

86% of readers confirmed that the content within the Daily Adventure Visitor guides prompted them to use their mobile devices for further information. This highlights a powerful connection between the Daily Adventure and digital engagement. By seamlessly transitioning readers from the guide to their mobile devices, the guides facilitate a deeper level of engagement, allowing travellers to delve into more details, plan their visits, and make informed purchasing choices.



### This 86% holds substantial importance for tourism businesses for several reasons.

- It reflects the powerful integration of print and digital in the modern travel and tourism landscape.
- It proves our Daily Adventure guides **initiate the spark** of curiosity and stimulate the move to mobile devices for deeper engagement.
- Our readers are not passive recipients of information but active participants in their travel planning journey.
- Our guides also amplify online visibility, leading to increased footfall and engagement for places, attractions, activity providers, other businesses, and destinations.



## Smart Take Away for Marketeers

### A Counterpoint to the Digital Mirage

In a world where metrics often glorify the digital realm, one big truth emerges from our 2023 survey. While digital platforms might claim the final credit through metrics, the spark of curiosity, the initial awareness of attractions, experiences and destinations within Ireland, and the prompt to action frequently ignite from the pages of The Daily Adventure. 86% of our readers were prompted by what they read in our guides to use their mobiles to find out more and act upon the information.

# We asked readers: How long do you hold your copy of the Daily Adventure Visitor Guide for?

## The Long-Lasting Influence of The Daily Adventure Guides: A Year-Long Opportunity for Business Engagement

In a world where both digital and print advertisements are fleeting, the enduring impact of The Daily Adventure Guides offers an invaluable proposition for businesses. Our 2023 Readers Survey reveals the remarkable "stickiness" of our guides, confirming their extended retention and deep engagement among readers.



The survey reveals that 5% of readers diligently read through The Daily Adventure before parting with it. This shows that right from the get-go, your business can capture attention.

 **5%**

**7%** 

an additional 7% of readers retain the guide until they visit a specific attraction or business that catches their interest before parting with it

 **87%**

**An overwhelming 87% of readers** hold onto their copy for the entire duration of their trip, and often beyond, **even after visiting the attractions, businesses, and destinations of interest.** Your business and destination gains sustained exposure and business, benefiting from long-term visibility and engagement.



### The Daily Adventure is Treasured

**A significant 64% of readers took a copy home as a memento for future reference or to share with friends.** This amplifies your business's impact and opportunity beyond the immediate trip and even internationally.

**The Takeaway:** The 2023 Readers Survey findings underline the irreplaceable value of The Daily Adventure Guides for any business. With a staggering 99% of readers interacting meaningfully with the guide, your brand benefits from unparalleled, year-round engagement.





## What readers loved most about Ireland said about Ireland

Respondents were asked to select **ONE THING** they loved most about their trip around Ireland. We got over 1,500 responses from Irish and overseas visitors. Here are just a few of the comments:

- "**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."
- "**14 Henrietta Street, Dublin**. The tour was amazing. The children in the video clips, who had nothing but still seemed happier than the children of today who appear to have everything, watching them play the games we also played in our time and the songs we sang... it was great."
- "**A wonderful beach** which I want to keep a secret. It was a blissful haven of peace and beauty."
- "Absolutely loved **Inis Oirr**. We spent a night there cycling, at the beach and playground. The kids were in tears when leaving!"
- "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."
- "**Blennerville Windmill** was fascinating. And when the sails went round in the spring breeze, it was magical."
- "**Castlecomer Discovery Park** was an amazing day out with my family. Lots of fun and smiles all day."
- "**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."
- "**Dingle Peninsula** is breathtaking, whether it's sunny or raining, and is one of the most beautiful natural places I've been to."
- "I absolutely loved the **EPIC Irish Emigration Museum**. 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."
- "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."
- "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 also loved The **Rock of Cashel**. The Cashel Palace was amazing."



# What readers loved most about Ireland said about Ireland

- "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 loved the **Cliffs of Moher!** The view was absolutely breathtaking and is something I'll never forget."
- "I loved the road trip from **Galway to Connemara National Park** and back. The view of the Aran Islands on a clear day was amazing."
- "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 really enjoyed the **Crawford Art Gallery**. The reason is that it has such a diverse art collection. Also, I really like the sculptures; the blue paint adds to them."
- "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 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."
- "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."
- "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."
- "**Killarney National Park** was stunning. The jaunting car tour guides also helped us understand its place in history and gave great information on the flora and fauna."
- "**Kylemore Abbey and Connemara** were absolutely beautiful. Our tour guide was brilliant; his knowledge of history was amazing. You could listen to him all day."
- "**Kilkenny** is my favourite place to visit. It has the Castle, Kilkenny Design, the Cathedral, and the Round Tower (which I climbed), as well as the Nore River Walk."
- "**Lough Gur and Grange Stone Circle**. This area was the most atmospheric and visually attractive on our trip."
- "**Mizen Head** was my favourite place! The rugged, wild, breathtaking scenery and the information areas are unforgettable. Will recommend to others!"
- "**Muckross House** and estate are magnificent. Overlooked by Torc Mountain, its setting on the lake must be among the most beautiful anywhere."
- "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!"
- "Loved the history on **Spike Island**. It's a beautiful way to spend a day and get lots of exercise as well."
- "**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."
- "**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!"
- "**Skellig Michael**; there are not enough words to describe its beauty. A magical experience."
- "**Slieve League** - the most breathtaking experience. Perfect views, nice hike."
- "**The Book of Kells and Library**, because they are so unique and beautiful."
- "**Swiss Cottage**, which has been sympathetically restored, is set in beautiful grounds, and the tour guide was very informative and helpful."



# What readers loved most about Ireland said about Ireland

- **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."
- "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."
- "The **Hook Lighthouse** was very interesting; the staff were very friendly and accommodating. The views were magnificent. It's the oldest operating lighthouse in the world and has to be seen to be believed."
- "Travelling and finding hidden gems like **Roscrea and Birr Castle** was amazing. I need a day to type everything up."
- "**Tintern Abbey and Colclough Walled Garden** are fantastic. The garden is beautiful; the gardeners did an amazing job restoring it to its original form. It's one of my favourite spots to visit."
- "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."
- "We are from Transylvania. **Ireland** is a dream. The people are very helpful. We love this place and want to come back."
- "We had an amazing time at **King John's Castle** in Limerick, thanks to this wonderful booklet of trip ideas."
- "We loved the **Museum of Country Life**. It's set in the fabulous grounds of Turlough Park House and was so interesting to visit, giving an incredibly informative insight into life in rural Ireland."
- "We loved **the nightlife in Galway**. Great music and atmosphere in every single bar. We noticed how so many different, diverse groups of people could enjoy a fun night together at the same place—students, families, retired people. It was a beautiful thing to witness."

Over 1,500+ comments from visitors highlight the immense popularity and enduring appeal of Ireland's attractions and experiences.

Feature in the Daily Adventure and you can tap into a passionate and engaged audience, eager to explore and invest in their Irish experiences.



# Need business? Why Trust in Fairy Tales? Choose Evidence-Based Ways to Attract More Visitors

As you conclude your review of our 2023 Daily Adventure Readers Survey, we invite you to reflect on a crucial distinction: While many other print publications and online channels may entice you with 'embellished' metrics and questionable reach, our data-driven insights serve as a reliable guide to achieving genuine success for both businesses and tourist destinations.



The data doesn't lie—The Daily Adventure Guides are not just influential; they are an ever-present promotional asset that will win you business throughout your business year.

## Contact us

If you're intrigued by the insights and are considering ways to win more visitor business, why not get in touch? We'd be delighted to discuss our array of services designed to win you or your destination more business.

We look forward to the opportunity of collaborating with you.

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2024 will mark the 23rd year of the Daily Adventure Guides, and its longevity is no accident. It has consistently been a catalyst for assisting business and destination growth for those featured within it.