

# Visitor Insights 2024

Insights from over 1,400 readers of the 2024 Daily Adventure Visitor Guides—to inform your marketing plans for 2025



# Survey Insights: How Ireland's Visitors Engage with The Daily Adventure Guides

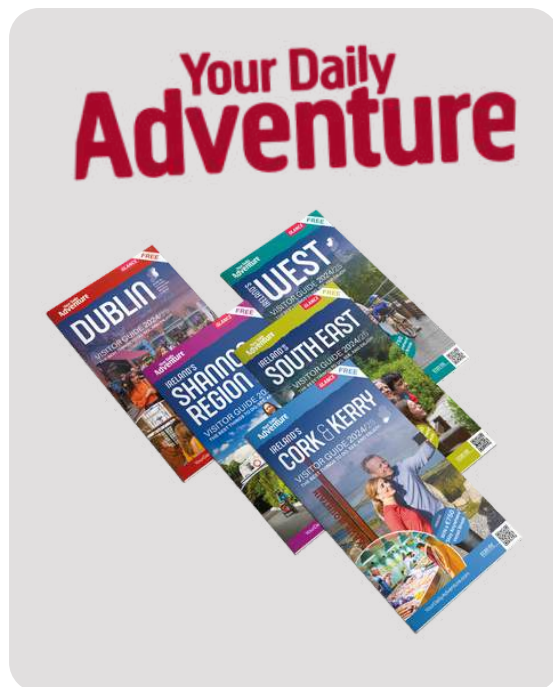
## Key Findings from the 2024 Daily Adventure Readers Survey

The 2024 Daily Adventure Readers Survey, informed by over 1,400 reader responses, provides more than statistics; it offers key insights into Ireland's #1 visitor guides, which visitors select by choice to help shape their journeys.

In an advertising landscape saturated with fleeting messages, data-led decisions have never been more vital for businesses and destinations seeking genuine connections.

As a year-round guide, The Daily Adventure Visitor Guides act as trusted companions for curious travellers. Their value is underscored by survey data showing the substantial impact they have on visitor behaviour and engagement with attractions, experiences, and destinations.

**We invite you to delve into these detailed findings. With this robust evidence, you'll understand why The Daily Adventure Guides, now in their 23rd year, are an essential choice for promoting businesses and destinations across Ireland.**



### The Survey Respondents

- **1,412 readers participated**
- **73% were from Ireland**
- **27% were international visitors**
- **43% travelled with a partner**
- **35% travelled with family**
- **11% travelled solo**
- **8% were with adult friends**
- **1% were part of a group**

With a robust sample of 1,412 respondents, the survey provides deep insights into our Daily Adventure readership in 2024. This substantial feedback base offers a clear picture of audience demographics, travel behaviours, and what visitors cherish most about Ireland, revealing valuable perspectives on their diverse interests and preferences.

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

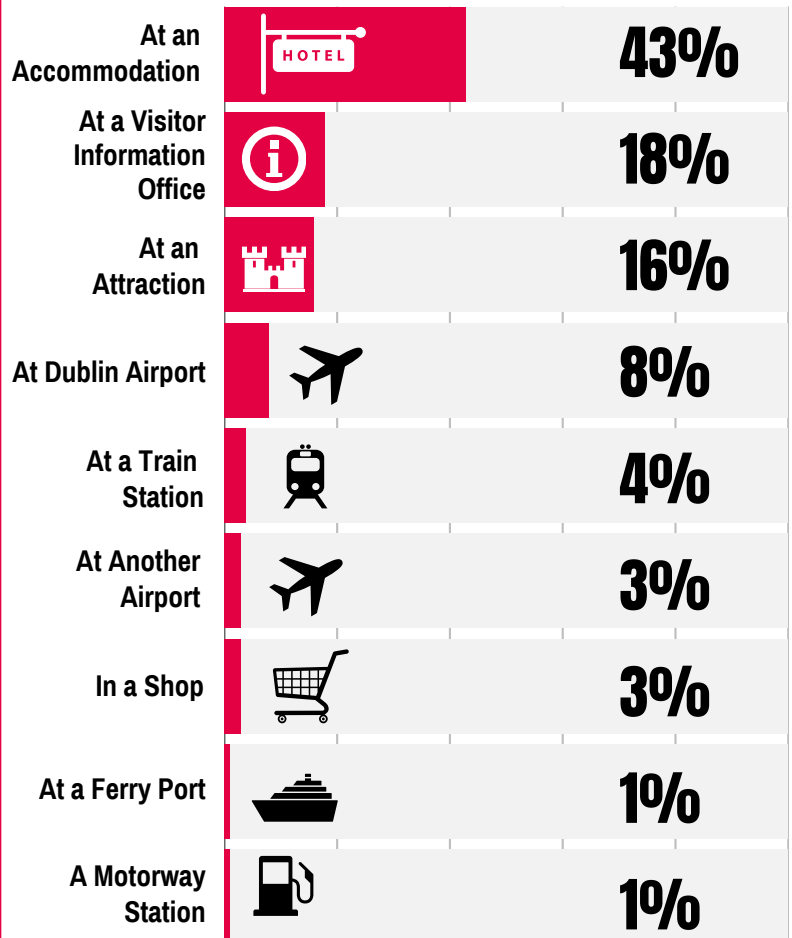


## We asked readers: Where did you pick up your Daily Adventure Guide?

As Ireland's #1 Visitor Guide, The Daily Adventure continues to see **high pick-up rates** across key locations, underscoring its vital role in the tourist experience.

- Pick-up locations highlight prime moments for businesses to connect with visitors. **43% of guides** are typically picked up at **accommodations**, where travellers are often in the planning phase, asking, "What shall we do next?"
- Meanwhile, **17% of guides** are picked up at **attractions or motorway service stations**—places where visitors are already on the move. This shows our guides are not just planning tools but also **spur-of-the-moment inspirations** for travellers looking to maximise their experience, often prompting them to stop at featured businesses.
- 11% of the guides are picked up at **Dublin and other Irish Airports**, representing visitors' **first introduction to Ireland**—and potentially your business.
- **18% of pick-ups occur at Visitor Information Offices**, where visitors actively seek places to explore next. These locations offer an ideal opportunity for your business to make an **impactful first impression** or become the next exciting stop on their itinerary.

## Where the Daily Adventure Visitor Guides were Picked up



### Smart Take Away

In essence, each pick-up location serves as a distinct touchpoint along a visitor's journey through Ireland, presenting businesses with tailored opportunities to connect with potential customers. The range of these locations showcases the extensive reach of The Daily Adventure guides, underscoring why a presence in this guide isn't merely advantageous—it's vital 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% consisting of free independent travellers who can act on the information provided. The survey revealed the following insights:

**With Spouse/Partner (43%):** Over a third travelled with their spouse or partner, seeking leisure activities, cultural experiences, and relaxation. This demographic offers a strong opportunity for year-round engagement with businesses.

**With Family (35%):** 35% of readers travelled with their families, making this segment ideal for businesses catering to children and multi-generational visitors through the guides.

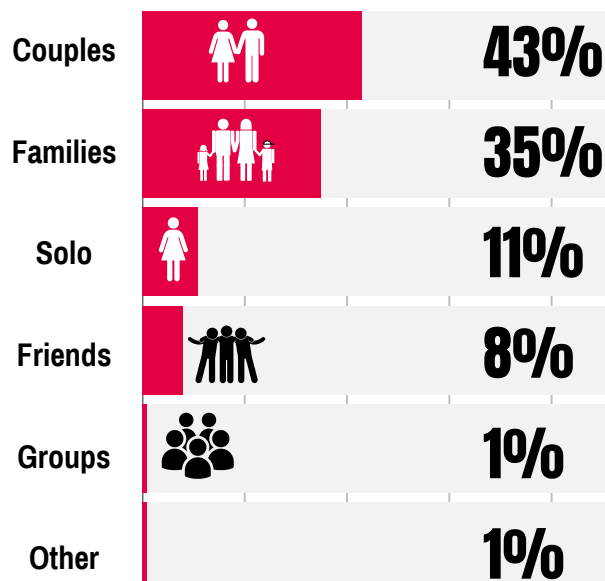
**Travelled Solo (11%):** Solo travellers represent a significant audience, often seeking unique experiences and self-discovery. They favour novel activities and off-the-beaten-path attractions, making them ideal for distinctive offerings.

**With Adult Friends (8%):** Friends travelling together make up 8% of our readership, typically looking for a mix of adventure, enjoyment, and companionship.

**With Organised Group (1%):** Although this group often follows planned itineraries, their influence extends far beyond their trip. Positive recommendations and reviews from these travellers can encourage others to visit, amplifying their impact.



## Readers of our 2024 Editions were:



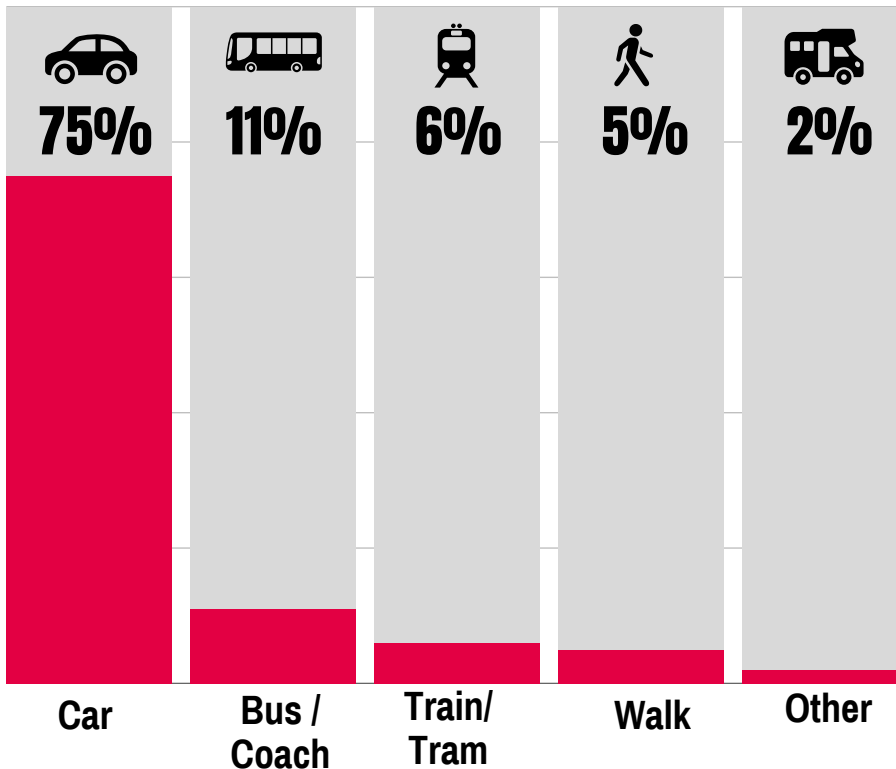
## Smart Take Away



**Over 95% of our readers are free independent travellers**—adventurous visitors who embrace spontaneity and are primed to make decisions on the go.

**This independent spirit** makes the information in The Daily Adventure Guides an essential influence in shaping their plans. Every attraction, activity, experience, and destination featured has a unique chance to capture their interest, inspiring visits and deeper engagement along their journey.

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



Understanding the means of transport is crucial for businesses to tailor their marketing.

- **75% of Daily Adventure readers travel by car.** This figure rises to 81% among readers of our **non-Dublin** guides.
- If travelling as a **family**, 87% of readers choose to travel by car. For **couples**, 79% travel by car, increasing to 83% among readers of our non-Dublin guides.
- 17% of readers use **public transport**, with this figure rising significantly to 34% for Dublin Edition readers.
- Among solo travellers who read the Dublin Edition, 50% use bus, coach, train, Luas, or Dart to get around.
- Readers of the Dublin Edition have a distinct transport profile compared to those of our other editions. **See opposite for further details.**



### Smart Take Away

Daily Adventure readers use a range of transport options to access the many businesses featured in our guides. Whether travelling by car, public transport, or on foot, our guides support both domestic and overseas visitors in freely exploring, planning their journeys, and making the most of their time to experience all that Ireland has to offer.



### Travel within Dublin is different

Readers of our Dublin Daily Adventure Guide show a unique profile in their **primary** means of transport compared to readers of our other four editions:

- 42% travel by car
- 20% by bus or coach
- 14% by train, Luas, or Dart
- 19% primarily walk (though they almost certainly use other transport forms as well)
- 4% indicated 'other'

While the survey didn't probe further, it's likely that those travelling by car also plan to explore other parts of Ireland.







1,400 Readers Rate Us

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

100% of readers valued the guides to some degree, with an overwhelming 81% to 89% (depending on visitor category) rating The Daily Adventure guides as either ‘extremely valuable’ or ‘very valuable.’

This strong endorsement reflects more than simple approval—it highlights the guide’s vital role in enhancing the travel experience. For a significant majority, The Daily Adventure provides invaluable insights, captivating attractions, and memorable experiences, affirming its status as an essential companion for journeys across Ireland.

### Smart Take Away

A resounding 100% of survey respondents expressed that they valued The Daily Adventure, with only a single respondent feeling differently! 85% rated the guides as either ‘exceptionally valuable’ (43%) or ‘very valuable’ (42%), having found precisely what they were looking for: experiences, attractions, and activities that matched their interests and desires.

This offers a powerful opportunity. The Daily Adventure Guides connect your business with a highly engaged audience, actively seeking the experiences you offer. Featuring your offerings allows you to reach readers whose interests and aspirations align with what you provide, ensuring your message resonates and captures attention.

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

	Extremely Valuable	Very Valuable	Moderately Valuable
With Family	44%	39%	14%
Spouse/ Partner	44%	45%	10%
Solo	42%	39%	17%
Adult Friends	40%	43%	14%

### Which visitors valued the guide most?

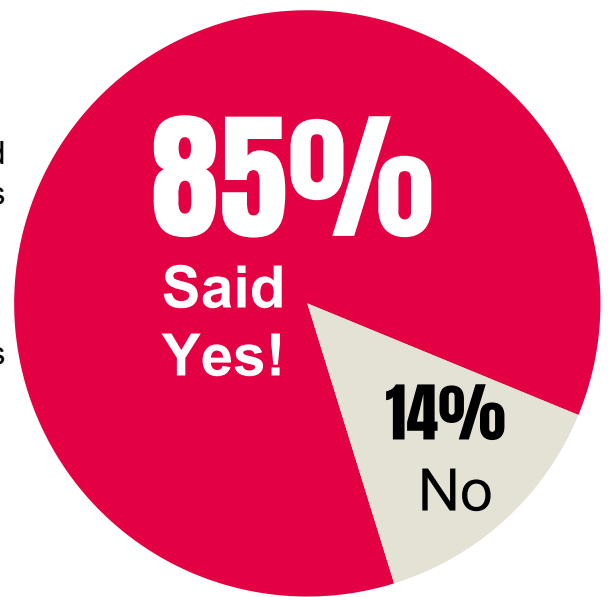
- **Couples and families** rated The Daily Adventure guides most highly, with both groups giving the strongest ‘Extremely Valuable’ ratings. This reflects how well the guides support shared experiences.
- Visitors who picked up the guides at **accommodations** also provided the highest value ratings, likely because they were actively interested in exploring its contents 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?

85% of readers shared that the content in the 2024 Daily Adventure Visitor Guides prompted them to turn to their mobile devices for more information or to book or buy. This powerful connection between the guides and digital engagement highlights their role as a bridge to deeper exploration. By guiding readers seamlessly from the printed page to their screens, the 2024 guides foster a richer level of interaction, allowing travellers to gather details, plan visits, and make informed choices.



### This 85% statistic is highly significant for tourism businesses for several reasons:

- It highlights the powerful integration of print and digital in today's travel and tourism landscape, especially during the initial **discovery phase**, when visitors may not yet know what they're looking for.
- The Daily Adventure guides are often the first to **spark discovery and ignite curiosity**, encouraging readers to turn to mobile devices for further exploration.
- Our readers are **active participants** in their travel planning journey, not merely passive recipients of information.
- The guides enhance **online visibility**, driving footfall and engagement for attractions, activities, businesses, and destinations.



## Smart Take Away for Marketeers

### Print Powers Digital Engagement

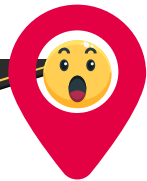
In a world focused on digital metrics, our 2024 survey reveals a powerful truth: print drives discovery. The Daily Adventure guides ignite curiosity, build awareness of Ireland's attractions, and prompt action long before digital takes over. In fact, 85% of our readers were inspired by what they found in our guides to use their mobiles to explore further and act on the information. This shows how print supports digital, setting the stage for deeper engagement and more meaningful travel experiences.



# 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 often fade quickly, the enduring impact of The Daily Adventure Guides stands out, offering a unique and invaluable opportunity for sustained business engagement. Our 2024 Readers Survey highlights the remarkable **staying power** of these guides, revealing their extended retention and meaningful engagement among readers.



**87%**

A remarkable **87% of readers** keep their copy of The Daily Adventure for the entire duration of their trip—and some well beyond. Even after visiting the attractions, businesses, and destinations that initially caught their interest, these readers hold onto the guide, giving featured businesses and destinations long-term visibility and repeated exposure throughout their journey.



**7%**

An additional **7% of readers** retain the guide until they visit a specific attraction or business that piques their interest before parting with it.

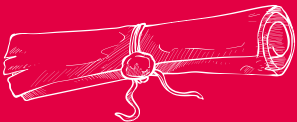


**5%**

Another additional **5% of readers** take the time to read through The Daily Adventure carefully before parting with it.

The Daily Adventure is Treasured

**63%**



**63% of readers** took a copy of The Daily Adventure home, either as a keepsake for future reference or to share with friends. This extends your business's reach beyond the immediate trip, amplifying its impact in winning future business.



### Smart Take Away for Marketeers

The Daily Adventure isn't just another guide; it's an ever-present companion for travellers, offering unmatched visibility throughout an entire trip and across the year. No other media can replicate this lasting impact, keeping your business top of mind for a dedicated, engaged audience who value discovery.





# What readers loved most about Ireland

Respondents were asked to select **ONE THING** they loved most about their trip around Ireland. We got over 1,300 feedback comments from Irish and overseas visitors. Here are just a few of them:

- **The Burren in County Clare.** Such a unique landscape, beautiful hikes and scenery. Everyone we met was welcoming. - Diane, Australia
- **Waterford was brilliant.** We loved the 3D Viking tour, the House of Waterford experience and the Suir Valley railway. - Fiona, Australia
- **St Patrick's Cathedral** in Dublin. So amazing.- Louis, Belgium
- We had the best time ever at **Aquadome in Tralee!** - Aidan, England
- The helpfulness and friendliness of the people of **Limerick** was wonderfully overwhelming. The best view had to be of **King Johns Castle** - just magical. - Bev, England.
- **Bunratty Castle & Folk Park**, lots to see & do and nice music in the local pubs. - Ben, England
- During my Ireland trip I most enjoyed visiting **Bantry House**. The house and gardens are a real treasure trove with many historic items and interesting flora. Best of all, an excellent house guide. - Breeda, England
- **I loved Howth!** - Fanny, Georgia
- We loved **Newgrange** - the history was amazing. - Ulrike, Germany
- **Blarney Castle** was one of the most beautiful gardens I have ever seen. - Claudia, Italy
- **Dublin** because we loved the culture. - Roberto, Italy
- We loved most **Cliffs of Moher**, we have never seen anything similar to this astonishing view! - Elisa, Italy
- **Trinity College** walking tour. The guide was excellent to make the participants comfortable and happy. - Minako, Japan
- I loved **Adare**, such a pretty village. - Victoria, Malta
- My favourite place to visit has been **Kilkee**, Co. Clare. - Andrea, Myanmar
- The peninsula **Dingle**, with its golden beaches, dramatic views and friendly people. - Jeannette, Netherlands
- We loved walking around **Lough Derg** and felt so welcomed by our hosts where we rented a little cottage. - Dafne, Netherlands
- We loved all the great nature. With the Daily Adventure we discovered **Derrynane beach**. - Jolanda, Netherlands
- Exploring the Burren with my family - seeing the impressive **Cliffs of Moher** from the sea! - Fionnuala, Scotland
- Howth for its beauty and nature, kind people, **Kinsale** for its architecture and fort. - Darja, Slovenia
- I got to see the **Riverdance** show and that was fantastic. - Ioana, Spain
- The **Beara Peninsula**: We did a roadtrip around and the scenery and nature, the views of the sea and coast, the walks, all was stunning and just beautiful. - Britta, Spain
- **Westport House**. Beautiful setting. Great customer service. - Alex, Ireland
- We loved **Kerry** because of its natural beauty, friendly people and we loved the Wild Atlantic Way. - Tímea, Ireland
- **Galway City**, a hive of activity, culture, music, street entertainment, ease of getting around and great restaurants with great people. - Aideen, Ireland



# What readers loved most about Ireland

- **Dublin Castle** - great tour and bursting with history. - Alan, Ireland
- **Bray in Wicklow.** I've walked from Bray to Greystones, absolutely loved it. - Alan, Ireland
- I've really enjoyed **Dunmore East.** Since it's a beautiful location with breathtaking views and cliff faces. - Alena, Ireland
- Visited **Cahir Castle** and **Swiss Cottage** in Cahir which were lovely to see. - Alex, Ireland
- We love **Westport** and all the attractions and beauty that it gives, never tired of it anytime we visit. - Alisha, Ireland
- **Kennedy Pet Farm** and **Muckross Farm** were very enjoyable. - Amanda, Ireland
- **Achill Island** is my favourite spot in the whole country. I just love the craic and also the tranquility when you want it. - Tony, Ireland
- **Dunmore Caves**, Co. Kilkenny. Loved the caves, coolness, echoes and climb down and up. Enjoyed the tour, children loved it. - Annette, Ireland
- **Lough Gur**, have loved walking there since I was a teenager. Every member of my family visiting from different parts of Ireland, USA and UK have been given the tour. - Angela, Ireland
- **Spanish Point**, Co. Clare. Love spending time here. Great place to stay. - Angela, Ireland
- I stayed in **Donegal**, and loved our visit to Glenveagh and Glebe gallery. - Anne, Ireland
- **St Stephen's Green** - full of natural beauty, free of charge and very close to many attractions including Grafton Street, Abbey Theatre, etc. - Aine, Ireland
- All of the Wild Atlantic Way but **Sligo** stood out - especially as it is so underrated. - Annie, Ireland
- The place I absolutely loved was **Arigna Mining Experience.** - Iwona, Ireland
- **Wicklow Gaol** incl VR experience. This was both a very interesting and sad place to visit learning its history. - Elizabeth, Ireland
- I love **Tintern Abbey**, the walled garden and the walks through the woods. - Petra, Ireland
- **Chester Beatty Library** for its expansive collection. The cafe at the Library for its Med-style food. - Jackie, Ireland

With over 1,300 comments from visitors sharing what they loved most, the appeal of Ireland's attractions and experiences is undeniable.

Featuring in The Daily Adventure connects you with an enthusiastic audience eager to explore and savour their Irish journey.



# TOURISM MARKETERS SMART COMPARISON CHART

Thinking of the best way to reach visitors and trip takers? Here's how your options measure up. We know The Daily Adventure Visitor Guides offer unparalleled advantages over other print and online channels. However, you decide!



GLANCE

FEATURE	THE DAILY ADVENTURE	Mags & Newspapers	DIGITAL ONLY
Targeted Audience	<b>Exclusively</b> Visitors & Trip-Takers.	Mixed audiences, diverse interests. Not visitor focused.	Broad, general audiences.
Distribution Precision	Distributed <b>where visitors are</b> : hotels, other accommodations, top attractions, tourist centres, airports, and other transport hubs.	Varies, via newsagents, shops or unsolicited door drops.	Always available, but passive and easily ignored.
Relevance to Trip Takers	<b>100% relevant.</b> Curated tourism content for <b>each</b> Regional Edition (Dublin, West, Cork & Kerry, Shannon Region and South East).	Mostly mixed content, seldom relevant to visitors / trip-takers.	Vast, overwhelming and unfocused.
Seasonal Availability & Message Visibility	Highly visible. Available to visitors 24/7 <b>for the entire tourism season.</b> Visitors choose it.	Limited lifespan - a day or week. Usually discarded after reading. There today, forgotten tomorrow.	Always online amid vast content. Visitors typically need to already know you to remember to seek you out.
Reader Dwell Time	<b>Highest dwell time.</b> 87% keep for the duration of their visit or even longer, for sharing and future visits.	Usually discarded after reading, low dwell time.	Varies widely. Typically fleeting. If found at all, you can be gone in a swipe.
Reader Intent	Typically picked up during trips, when visitors are actively thinking <b>"What will we do next?"</b>	Typically read at leisure, if at all in the case of door drops, and not specifically travel-focused.	Varies widely, can be easily distracted amid vast content.
Digital Driver & Engagement	85% of Daily Adventure readers go online to find out more, book, or buy, <b>prompted</b> by our guides.	Lower engagement with digital content, less likely to drive online actions.	Users must first find you and engage with your content. The Daily Adventure is often the prompt.
Business Conversion Rate	Extremely high. Trip takers pick up the Daily Adventure guides <b>by choice</b> , reflecting interest & intent.	Lower, due to the random opportunity to see you within mixed content.	Lower within vast content, unless they seek you out, perhaps prompted by the Daily Adventure!
Print & Readership	<b>Each</b> of the 5 Regional Editions prints 100,000 copies with 250,000+ trip-focused readers.	Readership varies and is diverse, not travel-focused.	Global, vast content, with low opportunity to be seen unless specifically searched for.
Cost to Visitors	Ireland's #1 Visitor Guides are Completely <b>FREE</b> to Visitors.	Often requires purchase or subscription, or is unsolicited.	Free, except for premium news and content.



# Need business? Choose Evidence-Based Ways to Attract More Visitors

As you conclude your review of the 2024 Daily Adventure Readers Survey, consider this key point: Unlike other print publications or online platforms that may rely on inflated metrics or vague reach, our insights are backed by solid data, offering a dependable path to genuine results for businesses and destinations.

The numbers speak for themselves—The Daily Adventure Guides are more than influential; they are a trusted, year-round promotional tool designed to consistently deliver results for your business. Check out our Smart Comparison Guide - it should lead you to one conclusion!

FEATURE	THE DAILY ADVENTURE	Mags & Newspapers	DIGITAL ONLY
Targeted Audience	Exclusively Visitors & Trip-takers	Mixed audiences, diverse interests. Not visitor-focused.	Broad, general audiences.
Distribution Precision	Distributed where visitors are: hotels, other accommodations, car attractions, tourist centres, airports and other transport hubs.	Varies, via newspapers, shops or established distribution.	Always available, but passive and easily ignored.
Relevance to Trip-takers	100% relevant. Curated tourism content for each Regional Edition (Dublin, West, Cork & Kerry, Shannon-Region and South-East).	Mixedly relevant content, seldom relevant to visitors trip-takers.	Always online and used content. Visitors typically need to actively know you to remember to see you out.
Seasonal Availability & Message Visibility	Highly visible. Available to visitors 24/7 for the entire business season. Visitors choose it.	Limited lifespan - a day or week. Usually discarded after reading. There today, forgotten tomorrow.	Always online and used content. Visitors typically need to actively know you to remember to see you out.
Reader Dwell Time	Highest dwell time. 85% keep for the duration of their visit or even longer, for sharing and future visits.	Usually discarded after reading. Low dwell time.	Varies widely. Typically fleeting if found at all, you can be gone in a single.
Reader Intent	Typically picked up during trips, when visitors are already buying "What will we do next?"	Typically read at leisure, if at all in the case of door drops, and not specifically trip-focused.	Varies widely, can be easily distracted and used content.
Digital Click & Engagement	85% of Daily Adventure readers go online to find out more, look or buy, prompted by our guides.	Lower engagement with digital editions, less likely to drive online actions.	Users must find and engage with your content. The Daily Adventure is often the starting point.
Business Conversion Rate	Extremely high. Trip-takers pick up the Daily Adventure guides by choice, reflecting interest & intent.	Lower, due to the random opportunity to see you within mixed content.	Lower within used content, unless they seek you out, perhaps prompted by the Daily Adventure.
Print & Readability	Each of the 5 Regional Editions print 100,000 copies with 250,000+ trip-focused readers.	Readership varies and is diverse, not travel-focused.	Global, used content, with low opportunity to be seen unless specifically searched for.
Cost to Visitors	Issued all Visitor Guides are Complimentarily FREE to Visitors.	Often requires purchase or subscription, or is uncontrolled.	Free, except for premium news and content.

Interested in reaching visitors? Phone Glance at 061 338 588 or email info@Glance.ie

## Contact us

If these insights have sparked your interest and you're exploring ways to attract more visitor business, why not reach out? We'd be happy to discuss our range of services tailored to help your business or destination succeed.

We look forward to the opportunity of collaborating with you.

### The Team at Glance Visitor Media

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2025 will mark the 24th 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.