26 YEARS IN 2027

GLANCE Your Daily Adventure

5 Editions in 2027

Ireland's #1 Visitor Guides

BOOK NOW
KEY DATES Overleaf

500,000
Visitor Guides
Printing in 2027

Ireland's most read and trusted visitor guides.

1.3+ Million
Readers
will be reached in 2027

That's visitors and trip-takers actively planning and exploring Ireland.

1,500+
Locations
Across Ireland

In high-footfall locations - hotels, accommodations, attractions, tourist offices, airports, transport hubs, and more.

3
Airports
Dublin, Cork & Shannon

Distributed at Dublin (T1 & T2), Shannon and Cork Airports – together handling almost 97% of air arrivals.

94% OF READERS FALL INTO THESE THREE HIGH-VALUE SEGMENTS

EXPERIENCE SEEKERS
25 - 39 YEARS

Travelling as couples, friends and young families. Interested in experiences, activities, food, culture and discovery.

PRIME SPENDERS
40 - 56 YEARS

Peak earning years. Strong spending power and actively seeking things to see and do.

CULTURAL EXPLORERS
57 - 75 YEARS

Strong disposable income. Interested in heritage, landscapes, food, culture and authentic experiences.

WHO READS THE DAILY ADVENTURE?

65%
ARE WOMEN
They are also the primary holiday and day-trip planners.

81%
COUPLES & FAMILIES
The biggest reader segments powering the visitor economy.

79%
Travel By CAR
putting your business within easy reach.

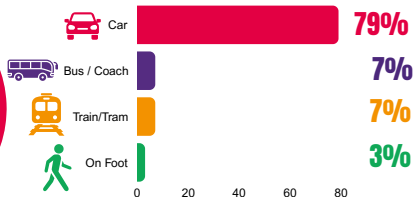
72%
IRELAND VISITORS
Visitors and trip-takers with the flexibility to visit and revisit throughout the year.

28%
OVERSEAS VISITORS
typically staying longer, spending more, and exploring more experiences.

SOURCE:
The Daily Adventure Readers Survey 2025, based on feedback from 1,648 readers. The 2026 survey is underway.

HOW OUR READERS TRAVEL

95%
ARE FREE INDEPENDENT TRAVELLERS



NOTE: In Dublin, public transport and walking are more dominant modes of travel.

READER BEHAVIOUR

100%
OPT-IN
Every copy is actively chosen by visitors and trip-takers out of interest.

87%
KEEP GUIDE ENTIRE TRIP
Increases the opportunity to see you throughout their trip.

87%
GO ONLINE
To find out more, to book, buy, or plan.

62%
TAKE GUIDE HOME
as a memento or to share.

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10 Reasons to Promote Your Business in The Daily Adventure 2027

GLANCE Your Daily Adventure

26 YEARS IN 2027

For 26 years, The Daily Adventure has been Ireland's number one visitor guide. The Guide connects tourism businesses with visitors and trip-takers at the moments that matter—when they are deciding where to go, what to see and where to spend.

#1 Visitors choose the guides

Unlike other media, visitors actively pick up The Daily Adventure by choice, because they are looking for ideas and information. Your profile is seen at the exact moment they are planning what to do next.

#2 High trust. High attention. High impact.

99% of readers value the guides, and 87% keep them throughout their stay. That means your profile is seen, remembered and has time to influence decisions.

#3 It drives action online

9 in 10 readers go online either while or after reading the guides to find out more. Your profile works hand-in-hand with digital, creating a powerful offline-to-online connection.

#4 Season-long exposure

Your profile appears in the guide all season long—reaching visitors and trip-takers from the moment they arrive until the day they leave.

#5 Reaches the right audience

Readers are high-value visitors: families, couples, independent travellers and drivers exploring Ireland. They are active, mobile, curious and ready to spend.

#6 In the right places

With distribution in over 1,500 locations across Ireland —including airports, hotels, attractions, service stations, cafés, tourist offices and transport hubs— your profile reaches visitors everywhere they go.

#7 Influences visitor behaviour

Our research proves the guide plays a key role in shaping choices and driving spend.

#8 Builds awareness and enquiries

A strong profile in The Daily Adventure increases awareness, encourages enquiries and bookings, and helps convert interest into real business.

#9 Cost-effective. Proven results.

One profile delivers long-lasting exposure for the full season. It's a smart, cost-effective way to promote your business and achieve real return on investment.

#10 5 Regional Editions. Better Results.

Published in five regional editions — Dublin, Cork & Kerry, Shannon Region, West and South East — your profile appears in context, alongside other experiences, boosting interest. Includes free inclusion in the digital editions and on YourDailyAdventure.com

SPECIAL OFFER

EARLY BOOKING DISCOUNT:
Book by **10 September** to receive a discount on full rates, plus immediate inclusion on the Your Daily Adventure website.

FINAL BOOKING DEADLINE
Bookings must be received by **16 October.**

FREE inclusion in the digital editions and on the Your Daily Adventure website.

FREE scripting and design of your profile entry.

READ THE RESEARCH
Research reveals who reads The Daily Adventure — and why it wins you business.

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