



STAYCATIONS

This month we uncovered our audiences' thoughts on trips and holidays - specifically on holidays and short breaks in Northern Ireland and Ireland. We also explored opinions on ferry travel and Belfast's hotels. Take a look at a snapshot of this month's survey results below.

STAYCATIONING WITH THE CAR

70% rely on their car when taking a staycation on the Island of Ireland

SEVERAL SHORT BREAKS

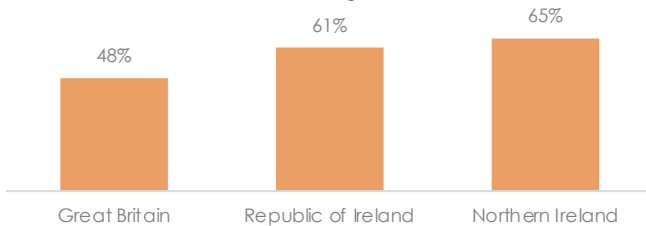
42% plan to staycation in Ireland more than once this year

PLANNING AROUND PUBLIC HOLIDAYS

27% take staycations in Ireland to coincide with public / bank holidays

Short break likelihood

Those respondents likely to take a short break in each of the following areas in 2025:



Island of Ireland Staycationing

58% list a city break on the Island of Ireland as the type of short break they are most likely to take in 2025

70% say they are most likely to stay in a hotel when taking a staycation on the Island of Ireland, followed by Airbnb

58% say they are likely to spend an average of 2 nights when taking a staycation on the Island of Ireland

Reasons for short breaks on Island of Ireland

32%

To **break up the year** until a main holiday abroad

32%

To **celebrate a special occasion** e.g. birthday, wedding etc.

30%

It's **less expensive** than going abroad

22%

To **attend an event** e.g. sports, music etc.

Staycation spending

69%

Will spend between £200 and £500 on travel and accommodation when taking a staycation in Ireland. 64% will also take the same amount as spending money.



Ferry travel

26%

never travel by ferry or are unlikely to travel by ferry

44%

who travel by ferry say it depends on their plans what time of year they do this

34%

book their ferry travel less than 2 months before they are due to travel

Top reasons for staying in a Belfast hotel

