

Booking in Ireland

November 2025

Table of Contents

Booking in Ireland - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Longer distance travel trend helps to drive travel intermediaries' sales Direct suppliers to outpace travel intermediaries in 2025

PROSPECTS AND OPPORTUNITIES

OTAs to partner with Ryanair in order to remain competitive Increasing emphasis on personalisation by booking players

CATEGORY DATA

Table 1 - Booking Sales: Value 2020-2025

Table 2 - Business Travel Sales: Value 2020-2025

Table 3 - Leisure Travel Sales: Value 2020-2025

Table 4 - Travel Intermediaries NBO Company Shares: % Value 2020-2025

Table 5 - Forecast Booking Sales: Value 2025-2030

Table 6 - Forecast Business Travel Sales: Value 2025-2030 Table 7 - Forecast Leisure Travel Sales: Value 2025-2030

Travel in Ireland - Industry Overview

EXECUTIVE SUMMARY

Travel in 2025: The Big Picture

Airlines: Key trends
Hotels: Key trends
Booking: Key trends
What next for travel?

MARKET DATA

Table 8 - Surface Travel Modes Sales: Value 2020-2025

Table 9 - Surface Travel Modes Online Sales: Value 2020-2025

Table 10 - Forecast Surface Travel Modes Sales: Value 2025-2030

Table 11 - Forecast Surface Travel Modes Online Sales: Value 2025-2030

Table 12 - In-Destination Spending: Value 2020-2025

Table 13 - Forecast In-Destination Spending: Value 2025-2030

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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