

October Mid-Term Break: Irish choose city breaks over beach

LONDON MOST EXPENSIVE CHOICE; DUBLIN MOST SEARCHED FOR IN IRELAND

London, 20 October 2014 - Dublin and London are the most popular national and international destinations for Irish holidaymakers during the Mid-Term break, according to the latest data from hotel search website trivago.ie. Based on user searches, city break destinations and warmer holiday destinations in Southern Europe were also popular.

Top 15 international destinations

Rank	Destination	Country	Average Price (€)
1	London	UK	195
2	Belfast	UK	98
3	Puerto del Carmen	Spain	81
4	Benidorm	Spain	102
5	Paris	France	187
6	Edinburgh	UK	140
7	Albufeira	Portugal	70
8	Liverpool	UK	120
9	Barcelona	Spain	142
10	Lisbon	Portugal	82
11	Amsterdam	Netherlands	163
12	Rome	Italy	131
13	Berlin	Germany	90
14	Prague	Czech Republic	88
15	Playa Blanca	Spain	124

According to user searches for travel during the Mid-Term Break (Friday 24 October - Sunday 2 November), London is the most popular international destination for travellers in Ireland during the Mid-Term Break.

City break destinations are very popular during this period, with nine European capitals making the list (London, Belfast, Paris, Edinburgh, Lisbon, Amsterdam, Rome, Berlin and Prague). In addition, four beach locations in Southern Europe featured highly in user searches (Puerto del Carmen, Benidorm, Albufeira, and Playa Blanca).

According to the data, the UK and Spain are the most popular countries for Irish holidaymakers, with four destinations from each country making the top 15. Two of the

Spanish locations featured (Puerto del Carmen and Playa Blanca) are found on the island of Lanzarote.

London is the most expensive international destination, with the average price for a standard double-room at €195 per night. Albufeira in Portugal has the lowest average of the top 15, with a standard room costing just €70 a night on average.

Top 10 destinations in Ireland

Rank	Destination	Average Price (€)
1	Dublin	107
2	Galway	84
3	Killarney	88
4	Cork	96
5	Kilkenny	84
6	Limerick City	88
7	Sligo Town	87
8	Westport	88
9	Athlone	86
10	Waterford	81

Based on user searches for the same period, Dublin was the most popular destination in Ireland.

However, the capital is the most expensive location, with a standard double room costing an average of €107 during this period. Waterford is the cheapest destination in the top 10, with the average price of a standard hotel room standing at €81.

John Pilkington, Public Relations UK & Ireland comments, "It is interesting to see that Dublin and London remain the top choices for Irish holidaymakers despite the higher prices found there. These two cities were also favourites for summer travel, showing their popularity in Ireland.

"In addition, while traditional sun destinations such as Puerto del Carmen, Benidorm and Albufeira are still popular, it seems a number of Irish holidaymakers are choosing cultured city breaks above the beach this year, with a number of capital cities found in the top 15."

About the data

The user searches in question were made between 1 September and 19 October for the travel period 24 October - 2 November.

About trivago

Travellers find the ideal hotel for the best price on www.trivago.ie. trivago is the world's largest online hotel search site, comparing rates from over 700,000 hotels on over 175 booking sites worldwide. trivago integrates over 140 million hotel reviews and 14 million photos in order to make finding the perfect hotel easier for users. Over 80 million visitors



per month find their ideal hotel by using trivago's various filters. trivago was founded in 2005 in Düsseldorf, Germany and currently operates 47 international country platforms in 28 languages.

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Contact: John Pilkington · Public Relations UK & Ireland · john.pilkington@trivago.com

T: +44 (0) 2030 451 5225 · F +49 (0) 211 540 650 112

Address: trivago GmbH · Bennigsen-Platz 1 · 40474 Dusseldorf, Germany · www.trivago.com