Travel interest to Dublin up 79% for All-Ireland Football Final

London, 23 July 2015. Travel interest to Dublin has increased 79% for this weekend’s showpiece GAA Football All-Ireland Senior Championship Final between Dublin and Kerry, according to hotel search website trivago.ie.

Hotel searches made by Irish holidaymakers for a hotel stay this weekend (19th September to 20th September) were compared to searches made for a hotel stay the weekend before (12th September to 13th September). The data is based on searches made during a six month period from 16 March to 16 September.

Travel interest to Dublin from the UK also increased by 16% during the period. Earlier this month trivago reported on a 61% surge in Dublin hotel prices the night before the final.

David Lintott, PR UK & Ireland, comments: “These figures underline the All-Ireland final’s unwavering popularity. Over 80,000 people are expected to attend this Sunday's All-Ireland Football showpiece at Croke Park, with many more travelling to Dublin to experience the carnival atmosphere.

“Though Dublin is comfortably Ireland’s most popular destination for holidaymakers, our data shows a significant increase in searches to the capital despite the surge in hotel prices, which is great news for the city's booming tourism industry.”

About trivago
Travelers find the ideal hotel for the best price on www.trivago.com. trivago is the world's largest online hotel search site, comparing rates from over 700,000 hotels on over 200 booking sites worldwide. trivago integrates over 180 million hotel ratings 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 52 international country platforms in 33 languages.

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