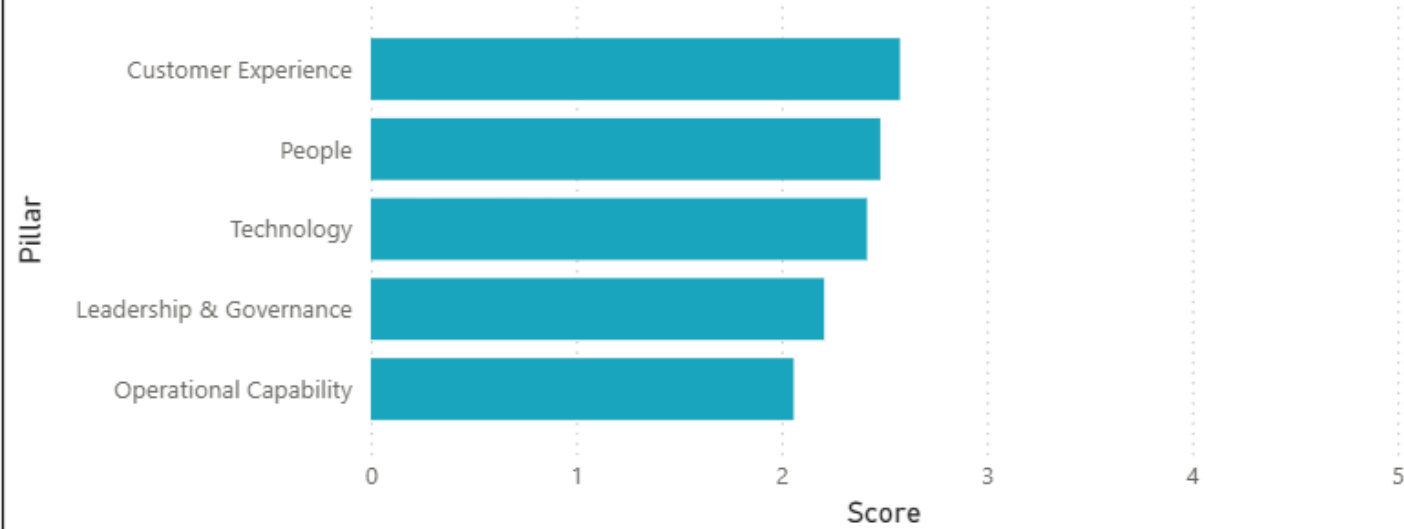




DESTINATIONS INSIGHT SAMPLE REPORT



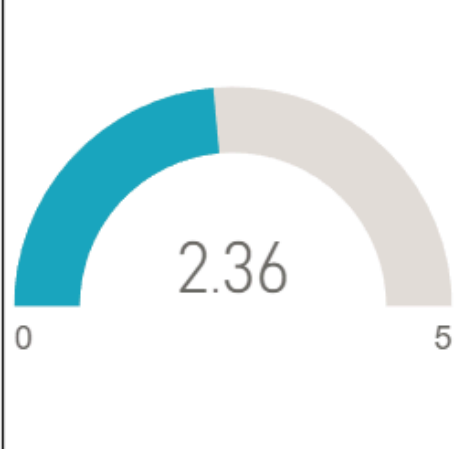
Digital Maturity per Pillar



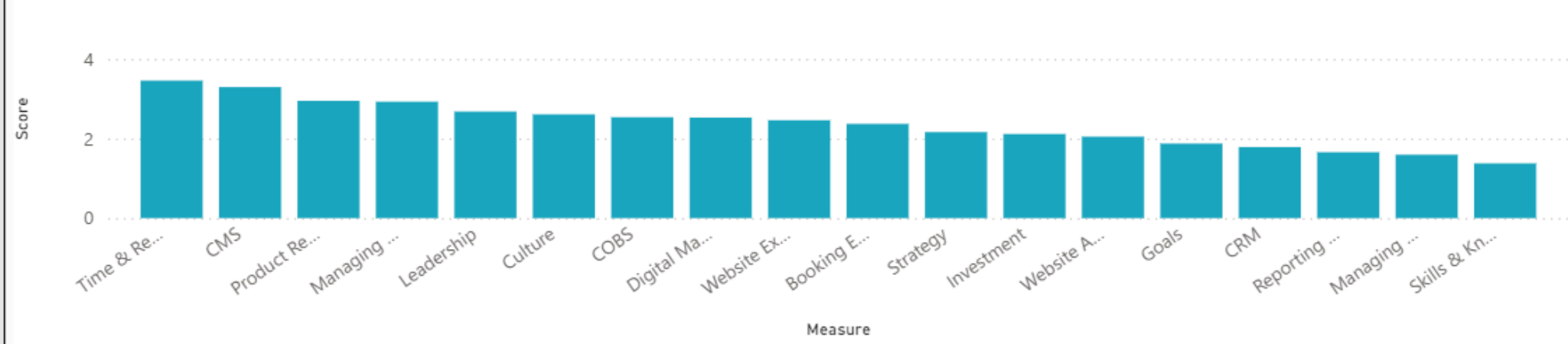
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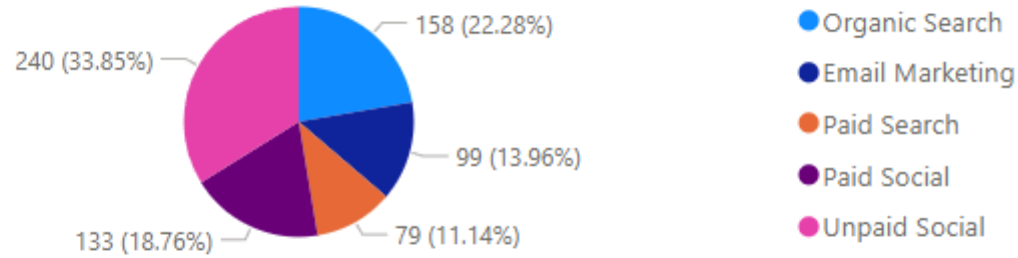
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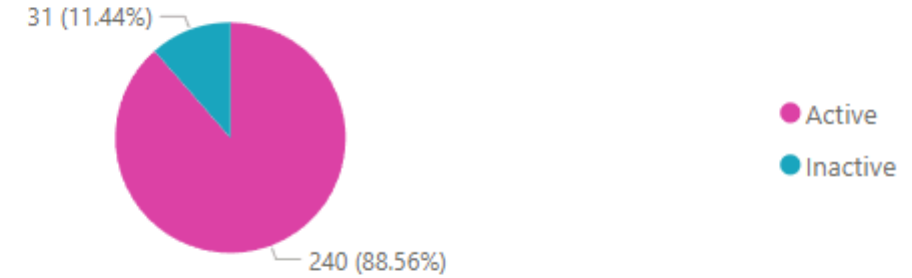
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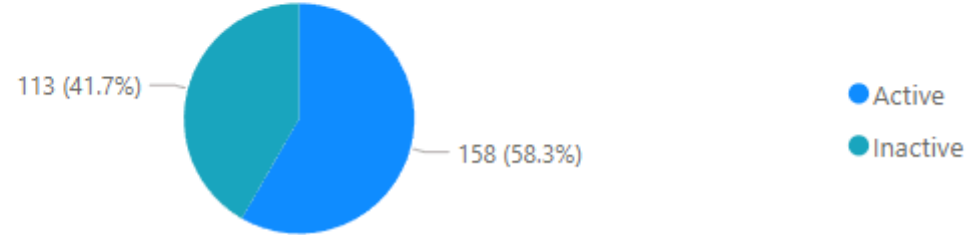
Market Channel Adoption



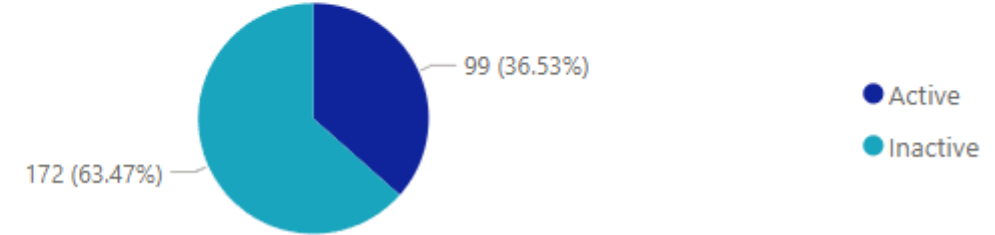
Unpaid Social Adoption



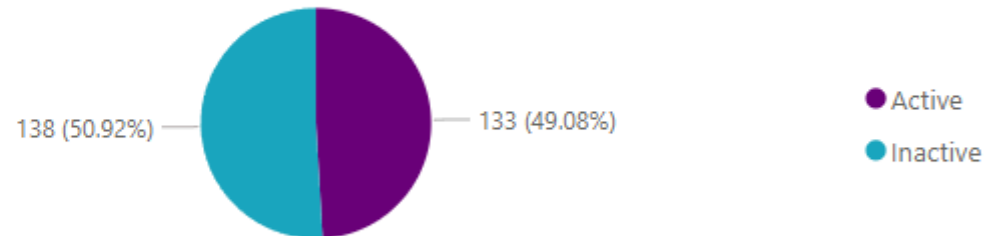
Organic Search Adoption



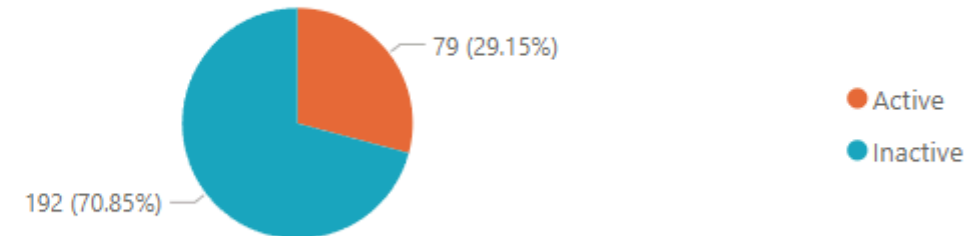
Email Marketing Adoption



Paid Social Adoption



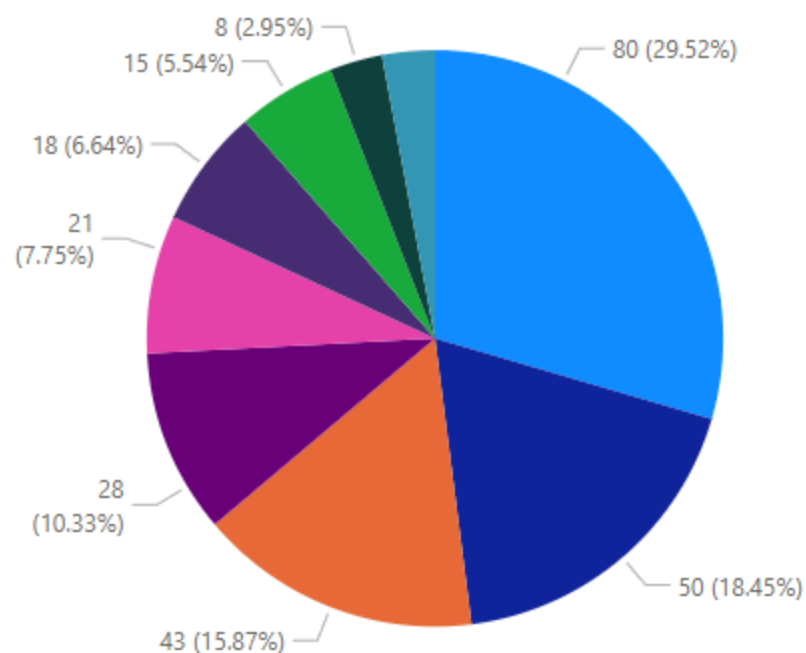
Paid Search Adoption



Booking System Adoption

Booking System

- Farharbor
- Rezgo
- Bokun
- Regiondo
- Digitickets
- Ticketsolve
- Bespoke
- Other
- Unknown

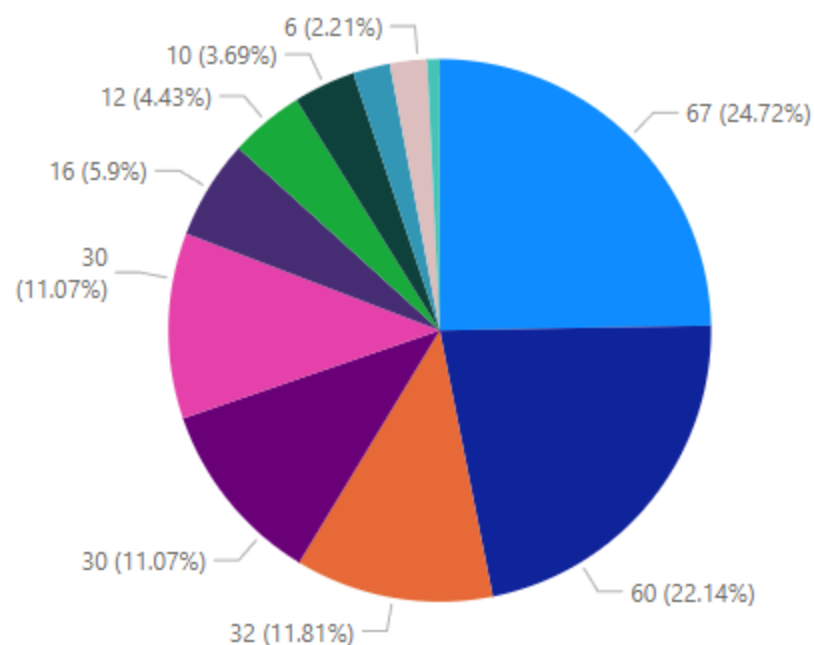


"Other" booking systems include out of the box Ecommerce systems such as Wix, WooCommerce etc. Which are not fully integrated Connected Online Booking Systems.

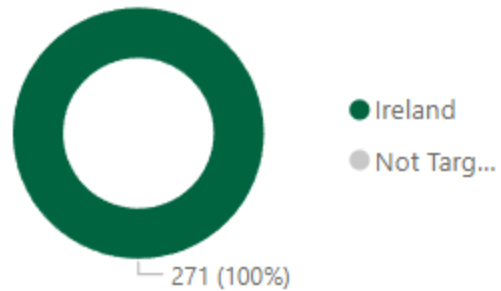
OTA Adoption

18 - OTA

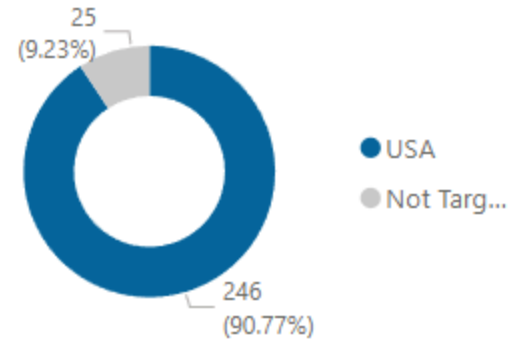
- Viator / TripAdvisor
- Airbnb
- Tiqets
- Expedia
- Get Your Guide
- Booking.com
- TUI Musement
- Other
- Do Dublin
- Eventbrite
- Project expedition



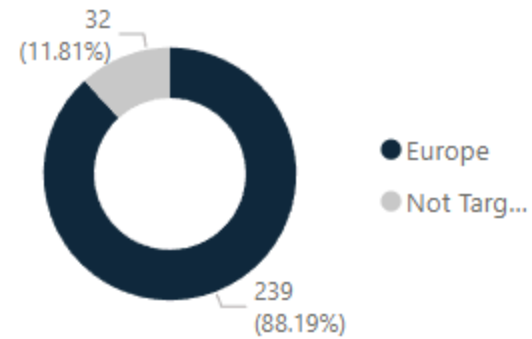
Targeting Ireland



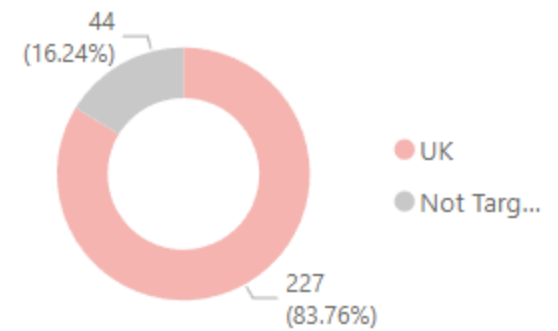
Targeting USA



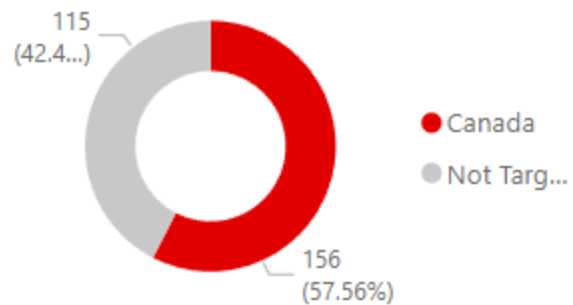
Targeting Europe



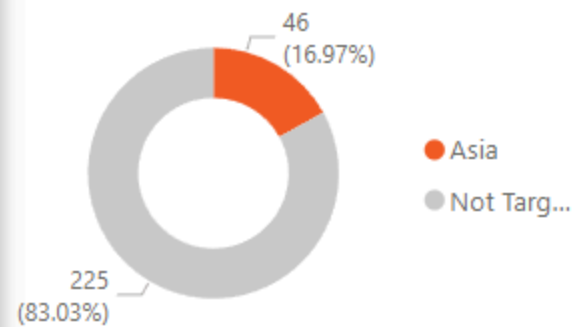
Targeting UK



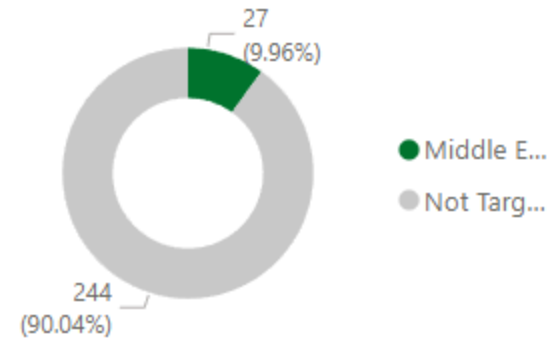
Targeting Canada



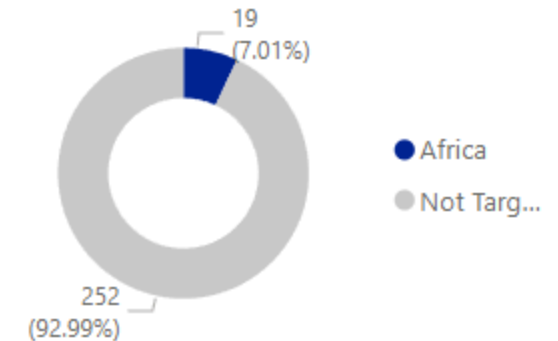
Targeting Asia



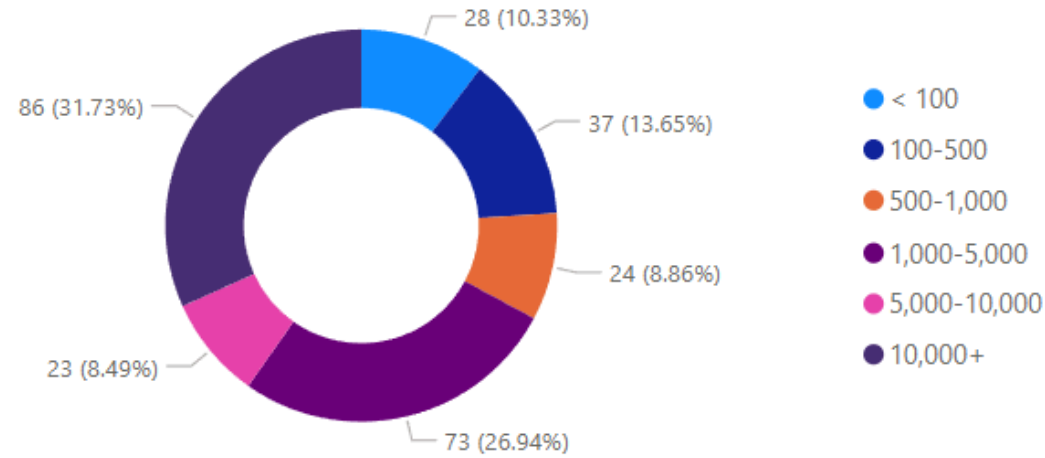
Targeting Middle East



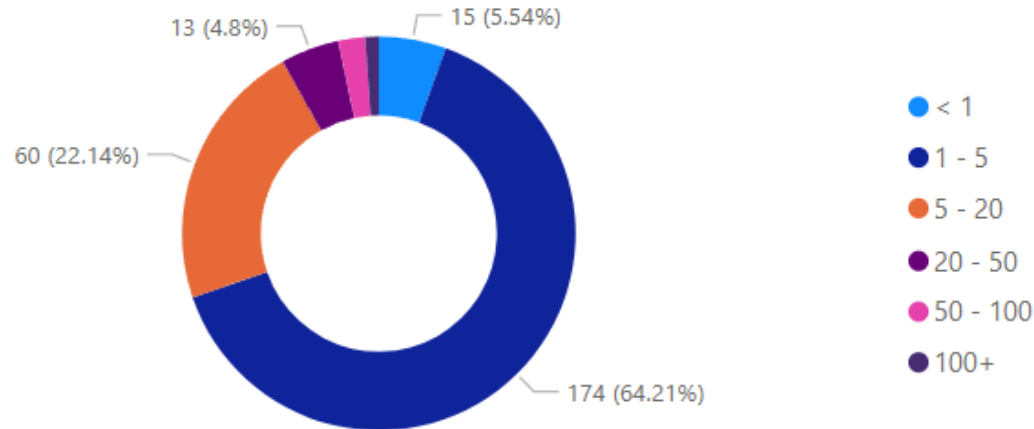
Targeting Africa



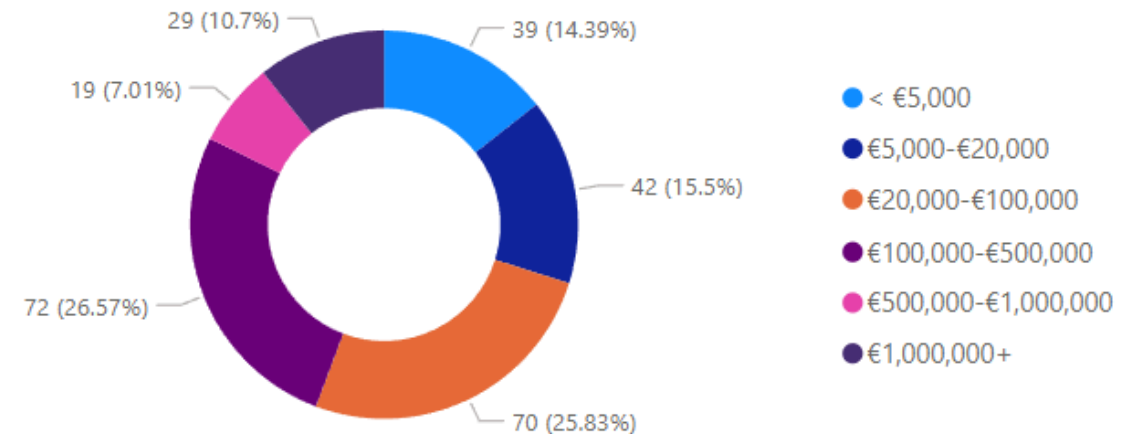
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Employees by Business



Revenue by Business



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