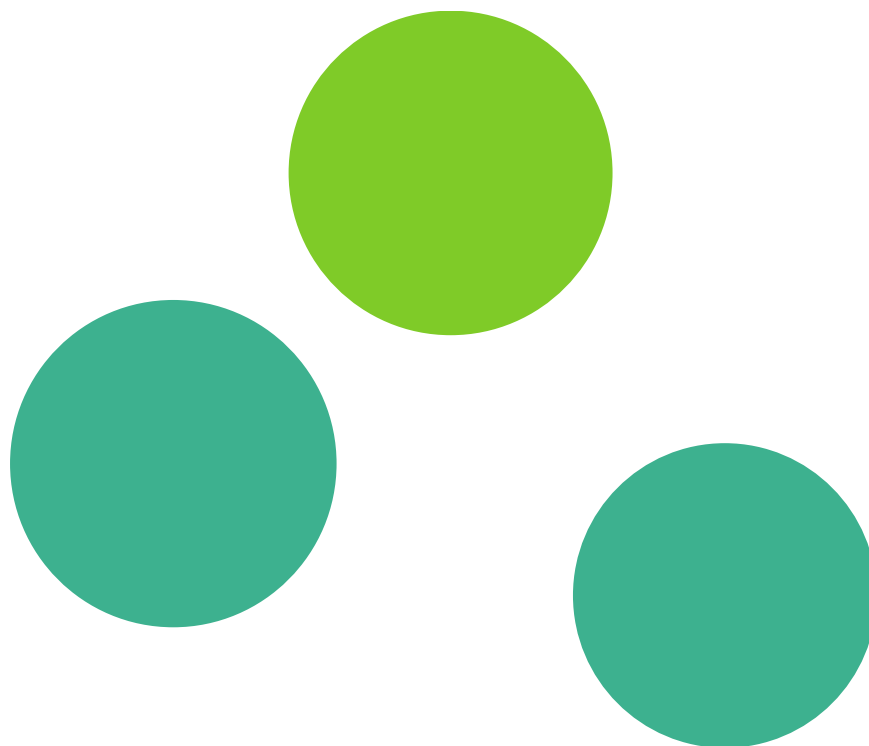




## WHAT WOMEN TOLD US ABOUT DAYS OUT IN IRELAND



Insights into Women and Days Out

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June 2020

## KEY HIGHLIGHTS

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This report gives feedback from women and insights into their views on days out in Ireland.

To gather this, we carried out an online survey as well as an online focus group.

### Staycation Survey Stats\*

\* Qualitative Online Survey carried out on [Mykidstime.com](https://www.mykidstime.com) in June 2020 with 500 responses

**48%** hope to have a family day out together every week as Ireland opens up

**82%** say the most they would expect to pay for a family ticket (4 people) to an attraction this summer is €25-50.

**52%** say a waiting time is going to put them off visiting an attraction this summer

**20%** say “Tea & Coffee and drinks from venue, with our own food” are the refreshments they are most likely to have on a family day out this summer

**47%** get ideas for family days out from friends and family

**50%** get ideas for family days out from websites like Mykidstime

### Top 3 preferences for an activity for a family day out

**65%** Family walk/trip to the beach

**50%** Outdoor adventure park

**43%** Tourist sites

### How can attractions combat waiting times?

**37%** Pre-booking time specific tickets (including free venues)

**20%** Limit entries

**19%** Collect ticket on arrival with a specific time for your tour

### Top 3 factors, apart from social distancing measures being in place, that are important when choosing somewhere for a family day out are

**18%** Proximity to home

**17%** Price

**15%** Caters for different ages

### How could venues reassure visitors that they will be safe during their visit?

*"Proper guidelines on distancing and ensuring that these are adhered to in practice. It is important that people are advised if they are not in adherence. Limit numbers and restrict the amount of time that people can spend particularly if the attraction is indoors and ensure adequate ventilation. Ensure that there are hand sanitation stations and / or hand washing facilities."*

*"I would like to see pictures online to show you how the layout is now at the attraction."*

*"No overcrowding. Outdoor activities where possible. Hand sanitizer stations."*

*"Obvious cleaning throughout. Proper markings and queueing systems in place."*

*"Being friendly! People will still be anxious and haven't been out in so long as a family."*

## Online Focus Group Insights\*

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\* Online Focus Group carried out on MyInsightsOnTime private platform in June 2020 with 25 panel participants.

***Q: How do you feel about going on family days out this summer?***

"I am personally apprehensive about putting my children in a situation where others may not observe social distancing and good hygiene practices"

"It is important that up to date information is available on their website or Facebook page as opening times etc may have varied."

"More facilities to allow people to picnic with their own foods if they want."

"Have enough staff on hand to answer questions & tell us about the area. That personal interaction is so important."

"I will only be going to attractions / places where I feel I will be able to keep my family safe and have sufficient personal space"

"Think we will most likely be going to beaches, forests and mountains this summer. Places we can get away from others. Shorter trips closer to home so we don't need to use public toilets nor eat at venue"

## KEY RECOMMENDATIONS

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- Staff should be ready to welcome and answer any questions as visitors come in to reassure them on measures put in place.
- Offer outdoor seating options for people bringing their own food.
- Keep your social media and website up to date on opening hours and details of visiting, online booking options etc. Also consider showing a map of your venue and any new layout/one way systems on your website/social channels with the route clearly marked so visitors know what to expect and that you are strict on social distancing measures.
- Consider implementing an online booking system with time slots to limit numbers if you haven't got one already. As well as reassuring people that numbers are limited you'll also be able to manage entries more easily.
- Consider lowering your family ticket price or extend a family ticket beyond 2+2 to attract families and allow the whole family to enter easily on one ticket.

## WOULD YOU LIKE THESE KINDS OF INSIGHTS FOR YOUR BUSINESS?

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Use our panels of engaged women and our dedicated private platform to gather critical insights to help influence women to deliver long term profitability. Contact us now to find how we can help.

## ONLINE SURVEY RESULTS

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### 1. What ages are your children? (select all that apply)

|         |     |
|---------|-----|
| 0 - 2   | 12% |
| 3 - 4   | 12% |
| 5 - 8   | 28% |
| 9 - 11  | 19% |
| 12 - 14 | 13% |
| 15 - 18 | 10% |
| 18+     | 6%  |

### 2. How often do you hope to have a family day out together as Ireland opens up?

|                                   |     |
|-----------------------------------|-----|
| Once a week                       | 48% |
| Once a month                      | 25% |
| More than once a week             | 23% |
| Less often                        | 4%  |
| Not planning days out this Summer | 1%  |

### 3. Please rank in order of preference your most preferred activity

|                                            |     |
|--------------------------------------------|-----|
| Family walk/trip to the beach              | 65% |
| Outdoor adventure park                     | 50% |
| Tourist sites                              | 43% |
| Free entry attractions                     | 32% |
| Playground                                 | 30% |
| Pet farm/zoo/aquarium etc.                 | 26% |
| Gardens                                    | 14% |
| Indoor play areas                          | 13% |
| Museum                                     | 10% |
| Tour (e.g. city tour or guided venue tour) | 7%  |
| Paid watersports                           | 6%  |

### 4. Is a waiting time going to put you off visiting an attraction this summer?

|          |     |
|----------|-----|
| Yes      | 52% |
| Not sure | 26% |
| No       | 23% |

### 5. How can attractions combat waiting times? (tick all that apply)

|                                                              |     |
|--------------------------------------------------------------|-----|
| Pre-booking time specific tickets (including free venues)    | 37% |
| Limit entries                                                | 20% |
| Collect ticket on arrival with a specific time for your tour | 19% |
| No casual walk ins                                           | 14% |
| Entertainment laid on if you have to wait                    | 9%  |
| Other                                                        | 1%  |

### 6. What refreshments are you most likely to have on your family day out?

|                                                                            |     |
|----------------------------------------------------------------------------|-----|
| Pack a picnic                                                              | 46% |
| Tea & Coffee and drinks from venue, with our own food                      | 20% |
| Lunch/Dinner at venue café with social distancing in place (e.g. hot food) | 13% |
| Snacks from venue (ice cream, pre-packaged sweet treats, sandwiches etc.)  | 10% |
| Drive through take away                                                    | 5%  |
| Snacks from venue (buns, cakes, freshly made sandwiches)                   | 5%  |
| Wait until you get home                                                    | 1%  |
| Other                                                                      | 1%  |

### 7. How do you usually find ideas for family days out? (tick all that apply)

|                                 |     |
|---------------------------------|-----|
| Mykidstime or similar websites  | 50% |
| Friends & family                | 47% |
| Social media groups I'm in      | 40% |
| Radio ads                       | 7%  |
| Local paper                     | 7%  |
| Flyers or notice boards locally | 5%  |
| Apps                            | 3%  |
| Other                           | 1%  |

### 8. Apart from social distancing measures in place, what other factors are important when choosing somewhere for a family day out? (Select all that apply)

|                                  |     |
|----------------------------------|-----|
| Proximity to Home                | 18% |
| Price                            | 17% |
| Caters for different ages        | 15% |
| New place we haven't been before | 14% |
| Discounts/offers are available   | 12% |
| Gets everyone away from screens  | 10% |
| Duration of activity             | 8%  |
| A place we are familiar with     | 5%  |

9. How could venues reassure visitors that they will be safe during their visit?  
cleaning

Limit numbers, social distancing, sanitizing.

Clear signage, wash/sanitation points, insist on masks indoors, sufficient supply of rubbish bins that are frequently emptied, be efficient with services and compliant with HSE/HSA guidelines.

Prebooking and limiting places so you know it won't be too busy.

Have a staff member checking everyone is adhering to the rules.

Proper guidelines on distancing and ensuring that these are adhered to in practice. It is important that people are advised if they are not in adherence. Limit numbers and restrict the amount of time that people can spend particularly if the attraction is indoors and ensure adequate ventilation.

Give clear guidelines on how to act in the venue.

Have hand sanitizer stations, people around venue making sure large groups don't block the flow of people.

I would like to see pictures online to show you how the layout is now at the attraction.

Video on their website/social media of what to expect.

Pre-booking with limited numbers. regular cleaning of bathrooms etc., Clear guidelines online as well as signage to see what steps are being taken. Signage and one-way system if necessary. Lots of outdoor seating

Ask people to do a short survey on how they did and where they can improve on.

Promoting social distancing. Mandatory masks when queuing.

Keep numbers low. Good cleaning protocols. Staff wearing face masks.

Friendly & welcoming staff who can let us know the procedures etc... if staff are grumpy it's a massive turn off.

Limit numbers to a safe amount & if generally a busy venue then do entry by booking only especially if people have to travel you know whether or not you can go in before traveling & feeling disappointed especially kids if too many people already there.



Provide details of all measures they are implementing on their website & social media sites.

Provide hand sanitizer where ticket etc have to be collected so we are sure everyone is using it.

Supply masks and hand sanitiser or make masks compulsory. Talk about staff training on infection control on social media - show the staff are trained properly and know how to clean.

Have staff at regular intervals throughout the attraction site.

Emails with specific covid-19 policies sent upon booking.

Once they have signs reminding of social distancing I think it is up to individuals to adhere to that and ensure they wash/sanitise their hands as often as possible. Maybe additional hand washing stations could help as children often get sticky fingers but it would eliminate the need to queue for bathrooms to use sinks.

Have clean bathrooms with soap and paper towels and make sure they stay clean so are monitored.

Limit amount of people that can go there. Have disinfectant hand wash available. As much outdoor activities/eating areas as possible.

Keeping all touchable surfaces clean. I don't want to see dirt on handles, rails, chairs, tables etc.

List the precautions they are taking on website, whether or not hand sanitiser is provided, if face masks/gloves are required/advised.

Frequently clean all shared surfaces, only offer outdoor dining and outdoor gift shops (with heating and awnings to protect from rain), have signage and markers on the ground for social distancing, have security make sure visitors are following the rules, offer hand sanitizer, masks and wipes, ask all visitors to wear masks at the venue, make all payments contactless (e.g. tap to pay or pay online and pickup). Free WiFi at the venue could help with paying online for things like food and merchandise, and picking them up at a counter could be contactless as well, the staff could place them on a counter with the order number clearly marked on the bag.

A virtual tour.

Social distance measures in place, limited number of visitors each day. Separate entry and exit points. No large group tours.

Being friendly! People will still be anxious and haven't been out in so long as a family limiting entry numbers. social distancing reminders & sanitation points.

Clear protocols before arriving. Safety measures in place. Staff all knowledgeable and adhering to guidelines. Professionalism.

Very obvious details on how they are managing and keeping staff and visitors safe within the recommended distance.

Ensure adequate staff are on hand to monitor /limit number of people on site, make sure queues are moving swiftly. Have disposable cups, plates, cutlery etc.

Update social pages detailing precautions and changes they are making.

**10. What is the most you would expect to pay for a family ticket (4 people) to an attraction in 2020?**

|                 |     |
|-----------------|-----|
| €25.00 - 50.00  | 82% |
| €50.00 - 100.00 | 15% |
| €100.00+        | 3%  |

**11. If you live in Ireland, what county do you live in?**

|           |     |
|-----------|-----|
| Dublin    | 25% |
| Galway    | 11% |
| Cork      | 11% |
| Kildare   | 8%  |
| Limerick  | 4%  |
| Mayo      | 4%  |
| Meath     | 4%  |
| Kerry     | 3%  |
| Kilkenny  | 3%  |
| Laois     | 3%  |
| Louth     | 3%  |
| Waterford | 3%  |
| Wicklow   | 3%  |
| Cavan     | 3%  |
| Clare     | 2%  |
| Donegal   | 2%  |
| Monaghan  | 2%  |
| Offaly    | 2%  |
| Wexford   | 2%  |
| Tipperary | 2%  |
| Leitrim   | 1%  |

Roscommon 1%  
Carlow 1%

## INSIGHTS PANEL FEEDBACK

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### **How do you feel about going on family days out this summer? What are your thoughts or comments on family days out?**

Access to bathrooms is important. Also need enough bins to dispose of picnic rubbish and leftovers.

Advice around what to be prepared for on days out with regards to changes brought about by the recent pandemic would be really helpful. My son has intellectual disability as well and this further adds to my worry about taking him out and about.

Be really good if places would cap the pricing of families at 2 plus kids. We are a family of six and I find it really costly. I think to encourage people to staycation and have days out they should do better deals everywhere.

Family days out are likely to change. Crowds are a big worry for me at the moment.

Has to be affordable...or else people won't go as the cost of living has risen so much since March.

Have staff on hand to make sure everyone is sticking to the rules.

Have enough staff on hand to answer questions & tell us about the area. That personal interaction is so important. Excellent toilet facilities are a wonderful addition.

I am personally apprehensive about putting my children in a situation where others may not observe social distancing and good hygiene practices.

I think both businesses and people will have to get used to the new way of life for the foreseeable future. We need to still act as if the person beside us has the virus. We do not want a second wave and another lock down. My family will be going on day trips but we will be very careful.

I will only be going to attractions/places where I feel I will be able to keep my family safe and have sufficient personal space.

I'm not sure we will be visiting busy indoor spaces this summer, I already find it that social distancing is not really followed in our local park or beach where there should be plenty of space to abide by the rules. Indoor would be worse...

It is important that up to date information is available on their website or Facebook page as opening times etc may have varied.

Ireland is a beautiful place especially when we get the sunshine. I have no interest in a foreign holiday once we get the weather. Ireland has lovely friendly people, outstanding scenery and a lot of great attractions.

It is a huge concern for me at the moment and I don't think we will do as many family days out in the near future.

Looking forward to getting out beyond the 20km and back to lovely trips out with our family.

Love family days out but I do worry they will be very different now and the atmosphere may not be as good.

More facilities to allow people to picnic with their own foods if they want.

My family and I are really looking forward to having family days out again but my youngest has health issues so we're nervous about getting out and about again too. If venues show how they are adapting to the new rules and making it safe for everyone to return it will help put people more at ease.

Need to ensure that there are special family rates for events so that days out / trips are not exorbitantly priced. If tickets are limited, it is better that some are held back so that people who may be holidaying in an area can have an option to visit attractions. In some cases, tickets are sold out already for months for attractions like Dublin Zoo.

Parking and availability of restrooms are also a consideration in choosing a day out when smaller children are involved.

Regular assessment of measures undertaken to see whether they are working.

Safety is crucial but I will not go if the queues are excessive.

Think we will most likely be going to beaches, forests and mountains this summer. Places we can get away from others. Shorter trips closer to home so we don't need to use public toilets nor eat at venue.

We miss them and can't wait to go out for the day again to the beach, zoo, forest, castles - anywhere!

Would be great to see more discounts for larger families.