

# Car Rental in Ireland

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## Abstracts

Given that Ireland's principal attractions are outside of Dublin – Wild Atlantic Way and Ancient East – for most inbound tourists in 2017, car rental remained the only viable way to tour the country, and this looks set to continue over the forecast period. Over 40% of all US visitors to Ireland rented a car in 2017, and close to half of visitors from all countries chose to rent a car in 2017.

Euromonitor International's Car Rental in Ireland report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest market size data 2012-2016, allowing you to identify the sectors driving growth. It identifies the leading companies and offers strategic analysis of key factors influencing the market - be they new legislative, technology or pricing issues. Background information on disposable income, annual leave and holiday taking habits is also included. Forecasts to 2021 illustrate how the market is set to change.

Product coverage: Business Car Rental, Car Rental Offline, Car Rental Online, Insurance Replacement Car Rental, Leisure Car Rental.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Car Rental market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

## Contents

Headlines

Trends

Prospects

Category Data

Table 1 Car Rental Sales: Value 2012-2017

Table 2 Car Rental Online Sales: Value 2012-2017

Table 3 Structure of Car Rental Market 2012-2017

Table 4 Car Rental NBO Company Shares: % Value 2013-2017

Table 5 Car Rental Brands by Key Performance Indicators 2017

Table 6 Forecast Car Rental Sales: Value 2017-2022

Table 7 Forecast Car Rental Online Sales: Value 2017-2022

Executive Summary

Strong Inbound Growth From the UK, Despite Brexit

Personalisation and Ancillary Revenues Boost Airlines and Lodging Sales

Airbnb A Star Performer, But Challenges Loom on the Horizon

Irish Hotels Explore New Forms of Auxiliary Revenue

Future Irish Tourism Inflows Heavily Linked To the Performance of Airlines

SWOT

Summary 1 Destination Ireland: SWOT

Market Data

Table 8 Annual Leave: Volume 2012-2017

Table 9 Travellers by Age: Number of People 2012-2017

Table 10 Seasonality: Number of People 2012-2017

Table 11 Leisure Outbound Demographics: Number of Trips 2012-2017

Table 12 Other Transport Sales: Value 2012-2017

Table 13 Other Transport Online Sales: Value 2012-2017

Table 14 Forecast Other Transport Sales: Value 2017-2022

Table 15 Forecast Other Transport Online Sales: Value 2017-2022

Table 16 Activities: Value 2012-2017

Table 17 Forecast Activities: Value 2017-2022

Definitions

Sources

Summary 2 Research Sources



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