

DESTINATION2 LAUNCHES IN IRELAND

Dublin, 12 February 2026 — Award-winning tour operator Destination2 has officially launched in Ireland, bringing a world-class portfolio of affordable luxury holidays perfectly aligned with the biggest travel trends of 2026. Irish holidaymakers can now enjoy greater choice, stronger value, and easier access to some of the world's most sought-after destinations.

Destination2's arrival introduces an impressive range of premium yet accessible holidays across Europe, the Indian Ocean, Thailand, and the UAE, supported by the significant increase in long-haul and short-haul airlift from Dublin. The brand is focused on opening up more of the world to Irish holiday makers - predicting demand for multi-centre, multi generational groups and traditional favourite destinations with a new twist as high-ranking choices.

Long-Term Commitment to the Irish Market

The launch of **www.destination2.ie**, alongside a dedicated Irish call centre and dual-branded retail shops in Dublin and Belfast, mark the first phase of Destination2's long-term investment in Ireland. These additions ensure customers can book online, over the phone, or in-store with expert support tailored specifically to each booking and budget.

Andy Freeth, Group CEO of TravCorp Holdings, said:

"Ireland is one of Europe's most dynamic travel markets. Irish travellers are adventurous, value driven, and expect expertise and service — all core strengths of Destination2."

Bladhana Richardson, Head of Brand, Destination2, added:

"We're excited to bring a fresh, competitive, and high-quality proposition to Ireland — from multi-centre adventures to luxury favourites with a twist."

AFFORDABLE LUXURY DESTINATIONS FROM DESTINATION2 INCLUDE

Destination2 launches with a strong mix of **short-haul and long-haul destinations**, reflecting year-round demand for **winter sun, Easter breaks, and summer holidays**. With the operator predicting strong interest from the market for hotly tipped destinations and travel trends - including.

1. Affordable Luxury Goes Mainstream

Premium experiences without premium price tags. Destination2's scale and established airline partnerships unlock exceptional value across 4- and 5-star hotels in all destinations. Destination2 predicts strong demand for its Dubai, Abu Dhabi and UAE holidays.

2. Indian Ocean & Thailand: The Hot Long-Haul Picks for 2026

Easier air access and an extensive range of handpicked hotels and resorts in **Maldives, Mauritius, and Thailand** are expected to draw in those with an appetite for sunshine, wellness, and once-in-a-lifetime experiences.

3. Multi-Centre & Multigenerational Travel Surges in Popularity

Multi-centre itineraries that combine culture, beach, adventure, and wellness in one trip will prove popular. Thailand, in particular, is tipped as a **breakout destination for 2026**, thanks to its multi-centre potential and strong value for money.

Families are travelling together more than ever, as larger family groups book together and spend more, more often. Resorts with space, flexibility, and activities for all ages win time and again.

4. Our Favourites in Europe — With a Twist

Spain, Portugal and Greece remain Irish staples; however, travellers are seeking **new twists on these firm holiday favourites**. Destination2's expertise and destination knowledge ensures every holiday is created around the individual travellers needs and budget.

Please see Destination2, holiday price grid for current price examples.

To enquire, make a booking or to talk to one of our expert travel advisors in Dublin, Belfast or at our call centre, get in touch here.

Website: www.destination2.ie or call us on (01) 01 903 8016

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Notes for editors; Destination2.ie is part of **TravCorp Holdings Ltd**, which acquired the Specialist Holidays Group in July 2025. The wider group includes respected specialist tour operators **Dublin-based American Holidays**, Citalia, **Sovereign Luxury Travel** with offices across **Dublin, Belfast, Horsham, and Chester**. Destination2 will operate its **Dublin and Belfast retail shops under the American Holidays brand**, offering customers the flexibility to book holidays **online, over the phone or in-store**.