

8 December 2021

130 new festive .ie domains registered this year ahead of upcoming Christmas period

Christmas-themed Irish businesses continue to move online as consumers are encouraged to shop local this Christmas

- 130 new festive themed .ie domains were registered on the .ie database in 2021
- Most popular festive domain terms include 'Christmas', 'Xmas' and 'Santa'
- Consumers advised to shop local but stay vigilant this festive season
- .IE comment *"Irish businesses are offering everything from virtual Santa visits, sustainable Christmas trees, festive party venues and even the turkey for your dinner, online this year so Irish consumers should be spoiled for local choice."*

A total of 130 new Christmas-themed domains were registered on the .ie database this festive season according to new data released by .IE, the managers of Ireland's unique online .ie address.

The data released today, reveals that there are a total of 706 Christmas-themed domains registered on the .ie database. Of those, 130 were registered as new domains this year. The continued move to online shows that Christmas-themed Irish businesses are preparing for another year of digital trade as many consumers continue to shop online this festive period.

According to the data, some of the most popular festive terms to feature in .ie domain registrations for 2021 include 'Christmas', 'Xmas', 'Santa',

Consumer trends

Encouragingly, 81% of consumers believe that buying Irish is important¹, a positive note for Irish SME's this Christmas season.

Shoppers buying online this Christmas are being encouraged to support local businesses by buying Irish, but they have been advised to stay vigilant to ensure a safe and positive online shopping experience.

.IE have shared the following advice to ensure consumers can shop safely this Christmas:

1. When it comes to buying gifts online, shop with trusted retailers and recognisable brands. If you are suspicious, do your research to see if other shoppers have the same concerns or have had bad experiences.
2. Before making a purchase online, check the address and location of the retailer.
3. If prices seem too good to be true, they most likely are. Avoid clicking on unsolicited links and use your common sense when it comes to deals and prices.
4. Always look for delivery details so that you know all the costs associated with the delivery of your items, including taxes and charges.
5. Shop early to avoid disappointment. In the lead-up to Christmas, there can often be delays in receiving items due to increase in demand, potential supply issues, and delivery delays.
6. Always look for the returns policies so that there are no surprises or hidden costs if you need to return the item later.

7. Shop with websites whose addresses begin with a <https://> (as opposed to a <http://>). In simple terms, look for the lock icon. The lock icon ensures your data is protected and your transaction is safe.

Comment from David Curtin, Chief Executive of .IE

“This Christmas, we are encouraging Irish consumers to continue to shop local and support Irish businesses during the holiday season.

“When we look at the .ie database, there is an abundance of Christmas-themed Irish businesses trading this festive season, ensuring that consumers have access to a wide variety of Christmas gifts and experiences to choose from.

“According to our data, Irish businesses are offering everything from virtual Santa visits, sustainable Christmas trees, festive party venues and even the turkey for your dinner, online this year so Irish consumers should be spoiled for local choice.

“For those shopping online this year, websites with a .ie address are the easiest way of finding businesses with an Irish connection. Though it might not be physically located on the island of Ireland, all .ie websites must have a proven connection to Ireland. Furthermore, consumers can be assured that 91% of .ie websites are registered by businesses and individuals that are located here.”

ENDS

For media enquiries, contact 360:

Lauren Ennis | lennis@weare360.ie | 086 161 1912

Nuala Ryan | nuala@weare360.ie | 083 421 2733

Methodology

.IE analysed the total number of .ie domains registered in 2021 using a series of keywords associated with Christmas.

Sources

¹[.IE Digital Health Index](#)

About .IE

.IE is the national registry for .ie domain names and the trusted and progressive guardian of Ireland’s unique online .ie address. Our purpose is to enable and empower people, communities, and businesses across Ireland to thrive online.

We operate the domain name system ([DNS](#)) for the .ie namespace, facilitate an [independent dispute resolution service](#), and operate a public [WHOIS](#) lookup service for .ie domains.

In cooperation with our Registrars, technical partners, and stakeholders, we help advance Ireland's internet ecosystem. Good governance is evidenced in our [policy development process](#) for the .ie namespace, which follows a bottom-up, consensus-driven approach through a multi-stakeholder Policy Advisory Committee.

At .IE we are committed to digital advocacy for SMEs and for local communities. Through stakeholder engagement initiatives such as [.IE Digital Town](#), we work with and support SME organisations to improve their members' online presence and e-commerce capabilities so they can unlock the power of the internet to boost sales to local consumers.

We also produce fact-based research for the business community and policymakers, such as the [.IE Domain Profile Report](#) and the [.IE Tipping Point](#), which charts the attitudes to digital of Irish SMEs and consumers during the Covid-19 pandemic.

There are over 328,000 .ie domain names registered. Since March 2018, it is easier and faster to register a .ie domain. As part of the domain registration process, every applicant must provide tangible evidence of a connection to Ireland.

www.weare.ie