December 2019

Hotels and Resorts - Ireland

"Sustainability remains high on the agenda. Irish consumers think hotels need to do more to reduce waste and should be rated on their environmental friendliness. Partnering with tourist authorities to introduce a sustainability rating system will enable hotel operators to provide greater transparency of their green credentials to attract increasingly ...

November 2019

Events Tourism - Ireland

"Event organisers are increasingly banning plastic at concerts and festivals in response to consumers' environmental concerns. There are also opportunities for promoters to partner with local start-ups to repurpose plastic waste into clothing merchandise for example. Event promoters could also invest a percentage of such products into environmental initiatives to ...

July 2019

Outdoor Activities - Ireland

"Irish consumers show a preference for leisurely activities over activities that are more physically demanding. This suggests that they are looking to unwind when taking part in outdoor pursuits. Activities that enable Irish consumers to escape their increasingly busier lifestyles, reconnect with the 'real world' and relax will hold strong ...

May 2019

Social Networking - Ireland

"Consumers remain concerned about the level of negative behaviour and harmful content on social networking sites. As such, significant investment continues to be required on fact-checking services and improved detection, reporting and removal of suspicious content on social networks to improve platform safety and maintain usage and advertising revenue." ...

April 2019

The Night In - Ireland

"Watching TV – both live and streamed are key night-in activities among Irish consumers in 2019, and with consumers seeking to cut back on out-of-home leisure spending, this might see increased usage of TV, gaming and other in-home activities moving forward."

– Brian O'Connor, Senior Consumer Analyst