

Outdoor Adventure Tourism – Ireland – May 2013

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This report looks at the following areas:

- Which outdoor adventure activities offer the greatest appeal to tourists in Ireland?
- What motivates visitors to take part in outdoor adventure activities?
- What inhibits visitors' usage of outdoor adventure pursuits?
- How can Irish outdoor adventure companies increase usage of their services?
- What are the alternative activities to outdoor adventure pursuits?

Although domestic visitors and consumer spending are forecast to increase in both NI and RoI during 2013 and beyond, the perception among Irish consumers of outdoor adventure activities being expensive remains a key issue for the industry and an inhibitor to its growth going forward.

This report examines the importance of the outdoor adventure tourism sector to the overall tourism industry throughout the island, and highlights Irish consumers' usage of and attitudes towards outdoor adventure activities.



"Outdoor adventure tourism has the potential to grow as a sector due to the forecast increase in visitors to Ireland and consumer expenditure. As such, companies operating in this sector may wish to consider developing a more balanced communication strategy that includes greater offline activity."

– James Wilson, Research Analyst

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