

Arts, Festivals and Concerts – Ireland – July 2013

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This report looks at the following areas:

- What are the most popular types of arts, festivals or concerts among Irish consumers?
- How important is cost to consumers when attending arts, festivals or concerts?
- What can be done in the future to boost festival/concert attendance?
- What impact does the weather have on festival/concerts?
- What impact do overseas visitors have on the festivals/concerts market in Ireland?

While the economic downturn has certainly taken its toll on the arts, festivals and concert industry in Ireland, 2013 has seen the market begin to recover, thanks to improving consumer sentiment and growing levels of domestic visitors.

However challenging economic conditions have severely impacted Irish consumers' disposable income levels, and consequently there is a greater need for innovation within the segment.



“The expense of tickets is a major barrier to the arts, festivals and concerts sector of the Irish market, but despite the economic struggles of Irish consumers, there remains a strong thirst for a variety of different festivals and events. However opportunities still exist to increase revenue generated by festivals and events through sales of food, drink and accommodation.”

– Brian O'Connor, Production Manager

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