

# Events Tourism – Ireland – August 2014

Report Price: £1495 | \$1995 | €1800

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

## This report looks at the following areas:

- What were the most popular types of events among Irish consumers in the last 12 months?
- How can event promoters encourage Irish consumers to attend more events?
- What are the main barriers prohibiting Irish consumers' attendance at events?
- Does the weather impact attendance at events taking place in Ireland?
- How has the growing consumer confidence in Ireland impacted the events tourism sector?

Despite the cost of tickets to events and booking fees being two of the main barriers to consumers attending events in Ireland, the events tourism sector is estimated to grow on an all-Ireland basis between 2013 and 2014.

The staging of global music concerts, increasing consumer confidence and a generally more positive economic outlook are helping to drive growth as consumers are now more willing to increase their leisure spending on tickets to events after years of post-crisis austerity.

This report examines the importance of the events sector to the overall tourism industry in Ireland, and highlights the types of events that Irish consumers are attending and the factors that would encourage or prohibit consumers from attending events taking place in Ireland.



“Events targeted at family and kids are the most popular types of events in Ireland, this indicates that children are a key motivating factor in making the decision of what events to visit. As such, event organisers and promoters should look to include child-friendly activities as part of their events to increase the appeal of their shows among this potentially lucrative segment of the market”.

– James Wilson, Research Analyst

## Buy this report now

Visit [store.mintel.com](https://store.mintel.com)

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

APAC +61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

## Table of Contents

### INTRODUCTION

- Key themes of the report
- Definition
- Data sources
- Abbreviations

### EXECUTIVE SUMMARY

- **The market**  
Figure 1: Estimated lol events tourism market, by segment, 2009-14
- **Forecast**  
Figure 2: Indexed market value for events tourism, lol, NI and RoI, 2009-19
- **Market factors**
- **Online ticket sales decline in 2014**
- **Counterfeit ticketing a significant cost to events tourism sector**
- **Garth Brooks highlights concert licensing issue in RoI**
- **Growing consumer confidence could see increased leisure spending**
- **Companies, brands and innovations**
- **The consumer**
- **Family friendly events popular with Irish consumers**  
Figure 3: Types of events visited in the last 12 months, NI and RoI, July 2014  
Figure 4: Types of event, festival or concert consumers would consider visiting in the future, NI and RoI, July 2014
- **Better price value would boost attendance at events**  
Figure 5: Factors that would encourage consumers to visit more events, NI and RoI, July 2014
- **Cost the main issue prohibiting attendance at events**  
Figure 6: Factors that have prevented consumers from visiting events in the past, NI and RoI, July 2014
- **What we think**

### ISSUES IN THE MARKET

- **What were the most popular types of events among Irish consumers in the last 12 months?**
- **The facts**
- **The implications**
- **How can event promoters encourage Irish consumers to attend more events?**

### What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

## Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

### Buy this report now

Visit [store.mintel.com](https://store.mintel.com)

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

APAC +61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

- The facts
- The implications
- What are the main barriers prohibiting Irish consumers' attendance at events?
- The facts
- The implications
- Does the weather impact attendance at events taking place in Ireland?
- The facts
- The implications
- How has the growing consumer confidence in Ireland impacted the events tourism sector?
- The facts
- The implications

### TREND APPLICATION

- Trend: Nouveaux Poor
- Trend: Access All Areas
- Trend: Collective Intelligence

### MARKET OVERVIEW

- Key points
- Online entertainment ticket sales falling  
Figure 7: Entertainment Tickets (eg tickets for cinema, concerts, sporting events) bought online in the last 12 months, NI and RoI, 2011-14
- Legislation introduced to curb booking fees
- Financial crisis contributing to decline in attendance at music events  
Figure 8: Music performances and attendances at NAA member venues\*, UK (including NI), 2008-12
- Mobile devices to become important channels for ticket sales  
Figure 9: Consumers who own, or have access to mobile technology devices, NI and RoI, October 2013 - July 2014
- Fake tickets an issue for events tourism industry  
Figure 10: Most targeted areas for ticketing fraud, UK (including NI), 2013
- Concert licensing in the spotlight after Garth Brooks gigs cancelled
- Upbeat consumers a positive for Irish events industry  
Figure 11: Annualised consumer sentiment index, RoI, 2009-14

### What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

### Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

### Buy this report now

Visit [store.mintel.com](https://store.mintel.com)

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

APAC +61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 12: Consumer confidence index, NI, September 2008-June 2014

- **2014 sees improvement in NI consumers' finances**

Figure 13: How consumers rate their current financial situation, NI, January- July 2014

- **Rol consumers' personal finances "OK"**

Figure 14: How consumers rate their current financial situation, Rol, January-July 2014

- **Ireland's unpredictable weather an issue for events tourism**

Figure 15: Annual recorded summer rainfall levels (mm), NI and Rol, 2014

### COMPETITIVE CONTEXT

- **Key points**

- **Culture and heritage sites key to Irish tourism**

Figure 16: Visitors to top 10 fee- and non-fee charging tourist attractions, Rol, 2009-13

Figure 17: Visitors to top 10 tourist attractions, NI, 2009-13

- **Attendance at spectator sports continues to grow**

Figure 18: Average attendance numbers (per season) for Danske Bank Irish Premier League games, NI, 2008/09-2013/14

Figure 19: Average season attendance for GAA (Gaelic Football and Hurling) matches (2010-13) and Airtricity League of Ireland football matches (2010-14), Rol, 2010-14

### MARKET SIZE AND FORECAST

- **Key points**

- **Events tourism sector expected to grow in 2014**

Figure 20: Estimated market value for events tourism, lol, NI and Rol, 2009-19

- **Ticket sales show strong growth**

Figure 21: Estimated lol events tourism market, by segment, 2009-14

- **Visitors to Ireland to continue growing in 2014**

Figure 22: Estimated total visitor numbers, lol, NI and Rol, 2009-19

- **2014 to see further growth in inbound tourism**

Figure 23: Overseas visitor numbers, lol, NI and Rol, 2009-19

- **GB driving growth in visitors to NI**

Figure 24: Estimated GB, Rol and other overseas overnight visitors to NI, 2012-13

- **Domestic visitors to increase in 2014**

### What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

### Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

### Buy this report now

Visit [store.mintel.com](https://store.mintel.com)

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

APAC +61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 25: Domestic visitor numbers, Iol, NI and RoI, 2009-19

## STRENGTHS AND WEAKNESSES

- **Strengths**
- **Weaknesses**

## COMPANIES AND INNOVATIONS

- **Key points**
- **Examples of Innovation**
- **Cow-Fi and BB suit keep festival attendees connected**
- **Official festival apps ensuring genuine ticket purchases**
- **Interactive Rider Spoke bike rides encourage city exploration**
- **Tourism authorities**
- **Fáilte Ireland**
- **Northern Ireland Tourist Board (NITB)**
- **Tourism Ireland**
- **NI events**
- **B/E Aerospace festival of Flight**
- **Belfast Beer and Craft Cider Festival**
- **Belsonic**
- **Féile an Phobail**
- **Tennents Vital**
- **Ulster Bank Belfast Festival at Queen's**
- **RoI events**
- **Cork Folk Festival**
- **Drogheda Samba Festival**
- **Electric Picnic**
- **Galway International Oyster and Seafood Festival**
- **Irish Craft Beer and Cider Festival**
- **Jameson Dublin International Film Festival**
- **Sligo International Choral Festival**

## THE CONSUMER – ATTENDANCE AT EVENTS IN IRELAND

- **Key points**
- **Family and kids events most popular events in Ireland**

Figure 26: Types of events, festivals and concerts visited by consumers, NI and RoI, July 2014

- **Consumers with young children attend family events**

Figure 27: Consumers that have visited a family/kids show/event in the last 12 months, by presence of children in the household, NI and RoI, July 2014

Figure 28: Consumers that have visited a family/kids show/event in the last 12 months, by age, NI and RoI, July 2014

## What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

## Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

## Buy this report now

Visit [store.mintel.com](https://store.mintel.com)

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

APAC +61 (0) 2 8284 8100

- Irish men attend sports events**

Figure 29: Visits to a sports event/festival by consumers and future intentions, by gender, NI, July 2014

Figure 30: Visits to a sports event/festival by consumers and future intentions, by gender, RoI, July 2014

- Consumers from rural regions most likely to attend countryside events and festivals**

Figure 31: Consumers attending a Countryside fair/show in the last 12 months, by location, NI and RoI, July 2014

- NI and RoI consumers equally likely to visit pop music events**

Figure 32: Visits to a Pop music concert/festival by consumers and future intentions, NI and RoI, July 2014

- RoI Millennials show strong demand to return to pop music concerts**

Figure 33: Consumers that have visited a pop music concert/festival in the last 12 months, by age, NI and RoI, July 2014

## THE CONSUMER – FACTORS THAT WOULD ENCOURAGE GREATER ATTENDANCE AT EVENTS

- Key points**

- Cheaper tickets and free entry would boost attendance at events**

Figure 34: Factors that would encourage consumers to visit more events, NI and RoI, July 2014

- Ticket price reductions and free entry appeals to all**

Figure 35: Consumers stating that cheaper tickets or free entry would encourage them to visit more events, by work status, NI and RoI, July 2014

- Local events have highest appeal to elderly consumers**

Figure 36: Consumers stating that events taking place in their local area would encourage them to visit more events, by age, NI and RoI, July 2014

Figure 37: Consumers stating that events that do not need an overnight stay would encourage them to visit more events, by age, NI and RoI, July 2014

- Transport, parking and low-cost accommodation important to rural consumers**

Figure 38: Consumers stating that the availability of low-cost accommodation at or near an event and better transport or parking facilities would encourage them to visit more events, by age, NI, July 2014

Figure 39: Consumers stating that the availability of low-cost accommodation at or near an event and better transport or

## What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

## Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

## Buy this report now

Visit [store.mintel.com](https://store.mintel.com)

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

APAC +61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

parking facilities would encourage them to visit more events, by age, RoI, July 2014

## THE CONSUMER – FACTORS PROHIBITING ATTENDANCE AT EVENTS

- **Key points**
- **Cost of events the main deterrent for Irish consumers**  
Figure 40: Factors that have prevented consumers from visiting events in the past, NI and RoI, July 2014
- **Mature Irish consumers most likely to be prevented from attending events by cost**  
Figure 41: Selected factors that have prevented consumers from visiting events in the past, NI, July 2014  
Figure 42: Selected factors that have prevented consumers from visiting events in the past, RoI, July 2014
- **Distance preventing rural consumers from attending events**  
Figure 43: Consumers stating the distance that having to travel to get to events had prevented attendance at events in the past, by location, NI, July 2014  
Figure 44: Consumers stating the distance that having to travel to get to events had prevented attendance at events in the past, by location, RoI, July 2014
- **Facilities a key concern for women and mature consumers**  
Figure 45: Consumers stating the distance that concerns about facilities have prevented them from attending events in the past, by gender and age, NI and RoI, July 2014

## APPENDIX

- **NI Toluna data**  
Figure 46: Visits to a Countryside fair/show by consumers and future intentions, by demographics, NI, July 2014  
Figure 47: Visits to a Family/kids show/event by consumers and future intentions, by demographics, NI, July 2014  
Figure 48: Visits to a Rock/metal/indie/punk music concert/festival by consumers and future intentions, by demographics, NI, July 2014  
Figure 49: Visits to a Pop music concert/festival by consumers and future intentions, by demographics, NI, July 2014  
Figure 50: Visits to a traditional Irish/folk music concert/festival by consumers and future intentions, by demographics, NI, July 2014  
Figure 51: Visits to an R&B/jazz/blues concert/festival by consumers and future intentions, by demographics, NI, July 2014

## What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

## Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

## Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
APAC	+61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 52: Visits to an Arts event/exhibition by consumers and future intentions, by demographics, NI, July 2014

Figure 53: Visits to a Food festival by consumers and future intentions, by demographics, NI, July 2014

Figure 54: Visits to a Film festival by consumers and future intentions, by demographics, NI, July 2014

Figure 55: Visits to a Theatre/performing arts festival by consumers and future intentions, by demographics, NI, July 2014

Figure 56: Visits to a Classical music concert/festival by consumers and future intentions, by demographics, NI, July 2014

Figure 57: Visits to a Sports event/festival by consumers and future intentions, by demographics, NI, July 2014

Figure 58: Factors that would encourage consumers to visit more events, by demographics, NI, July 2014

Figure 59: Factors that would encourage consumers to visit more events, by demographics, NI, July 2014 (continued)

Figure 60: Factors that would encourage consumers to visit more events, by demographics, NI, July 2014 (continued)

Figure 61: Factors that have prevented consumers from visiting events in the past, by demographics, NI, July 2014

Figure 62: Factors that have prevented consumers from visiting events in the past, by demographics, NI, July 2014 (continued)

Figure 63: Factors that have prevented consumers from visiting events in the past, by demographics, NI, July 2014 (continued)

- **Rol Toluna**

Figure 64: Visits to a Countryside fair/show by consumers and future intentions, by demographics, Rol, July 2014

Figure 65: Visits to a Family/kids show/event by consumers and future intentions, by demographics, Rol, July 2014

Figure 66: Visits to a Rock/metal/indie/punk music concert/festival by consumers and future intentions, by demographics, Rol, July 2014

Figure 67: Visits to a Pop music concert/festival by consumers and future intentions, by demographics, Rol, July 2014

Figure 68: Visits to a traditional Irish/folk music by consumers and future intentions, by demographics, Rol, July 2014

Figure 69: Visits to an R&B/jazz/blues concert/festival by consumers and future intentions, by demographics, Rol, July 2014

## What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

## Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

## Buy this report now

Visit [store.mintel.com](https://store.mintel.com)

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

APAC +61 (0) 2 8284 8100



The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 70: Visits to an Arts event/exhibition by consumers and future intentions, by demographics, Rol, July 2014

Figure 71: Visits to a Food festival by consumers and future intentions, by demographics, Rol, July 2014

Figure 72: Visits to a Film festival by consumers and future intentions, by demographics, Rol, July 2014

Figure 73: Visits to a Theatre/performing arts festival by consumers and future intentions, by demographics, Rol, July 2014

Figure 74: Visits to a Classical music concert/festival by consumers and future intentions, by demographics, Rol, July 2014

Figure 75: Visits to a Sports event/festival by consumers and future intentions, by demographics, Rol, July 2014

Figure 76: Factors that would encourage consumers to visit more events, by demographics, Rol, July 2014

Figure 77: Factors that would encourage consumers to visit more events, by demographics, Rol, July 2014 (continued)

Figure 78: Factors that would encourage consumers to visit more events, by demographics, Rol, July 2014 (continued)

Figure 79: Factors that have prevented consumers from visiting events in the past, by demographics, Rol, July 2014

Figure 80: Factors that have prevented consumers from visiting events in the past, by demographics, Rol, July 2014 (continued)

Figure 81: Factors that have prevented consumers from visiting events in the past, by demographics, Rol, July 2014 (continued)

### What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

### Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

### Buy this report now

Visit [store.mintel.com](https://store.mintel.com)

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

APAC +61 (0) 2 8284 8100



## About Mintel

Mintel is the **expert in what consumers want and why**. As the world's leading market intelligence agency, our analysis of consumers, markets, product innovation and competitive landscapes provides a unique perspective on global and local economies. Since 1972, our predictive analytics and expert recommendations have enabled our clients to make better business decisions faster

Our purpose is to help businesses and people grow. To find out how we do that, visit **[mintel.com](https://www.mintel.com)**.