

Culture and Heritage Tourism - Ireland - January 2014

Report Price: £1495 | \$1995 | €1800

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This report looks at the following areas:

- Which types of culture and heritage sites offer the greatest appeal to Irish consumers?
- Does technology play a role in the culture and heritage tourism industry?
- What factors are important to Irish consumers when visiting culture and heritage attractions?
- What is the overall size of the tourism market in Ireland?
- What are the alternatives to culture and heritage tourism?

Despite the difficult economic environment in recent years, the culture and heritage sector in Ireland is continuing to grow, generally speaking, with visitor numbers to most major attractions increasing during the 2011-12 period. This growth is expected to continue in 2013 and 2014 as the economy in Ireland and in key overseas markets, such as Great Britain, the US and mainland Europe, recovers.

The inclusion of technology-friendly services, such as smartphone compatible audio tours and augmented reality apps for example, will likely become a key focus of the sector as the operators of culture and heritage sites seek to enhance their proposition to cater for an increasingly tech-savvy visitor.

This report examines the importance of the culture and heritage tourism sector to the overall tourism industry in Ireland, and highlights which are the types of culture and heritage attractions that Irish consumers visit, the factors that are important to consumers when visiting these attractions and the role that technology plays in the culture and heritage tourism industry.



“As an increasing number of Irish and overseas visitors use smartphones and tablets, culture and heritage sites in NI and RoI that integrate augmented reality smartphone apps that enable consumers to experience the sights and sounds of events from the past, could help to enhance the ‘edutainment’ value of their service and grow visitor numbers.”

– James Wilson, Research Analyst

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