

## Events Tourism - Ireland - August 2015

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“Past events in Ireland have proved beneficial for the events tourism market, with the 2015 Tall Ships held in Belfast – the largest event in NI in 2015 – benefiting local businesses as well as the events market. Looking ahead, the Irish events market is forecast to continue to build momentum into 2015 with music festivals and concerts expected to aid this growth most.”  
– Emma McGeown, Research Analyst

### This report looks at the following areas:

- How is the Irish events tourism market expected to perform in 2015?
- How has the recent economic climate impacted the events tourism market?
- What are the types of events that Irish consumers are attending?
- What are the main factors prohibiting consumers from attending more events?

This research has found that one of the biggest constraints facing the Irish events tourism industry is the location of events – with consumers citing proximity to events as being the most preventative factor to visiting events in the past.

Moving forward, as the economy picks up, we find that consumer confidence is also on the rise and with it consumer spending in the events tourism industry. The all-Ireland events tourism market is projected to see continued growth in 2015 as consumer confidence continues to build, with both the events market and the external economy (ie hospitality industry) set to benefit.

This report examines the events sector and how this sector impacts the overall economy and tourism industry in Ireland. Highlighted in this report are the types of events that Irish consumers are attending and the factors that would encourage or prohibit them from attending events taking place in Ireland.

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

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Portable device provides everything everywhere

Festival hearing aids

Need a lift?

DICE handpicks the best gigs in your city

### Companies and Brands

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Recent developments

Tourism NI (formerly the NITB)

Key facts

Recent developments

Tourism Ireland

Key facts

Recent developments

NI events

Lidl Belfast Titanic Maritime Festival

Tennents Vital

Belsonic

Féile An Phobail

Belfast Beer and Cider Festival

Belfast Mela

Ulster Bank Belfast International Arts Festival

Balmoral Show

The Dalriada Festival

RoI events

Discover Ireland Horse Show

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