The Night Out: Entertaining Out-of-home - Ireland - November 2016

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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 are Irish consumers doing on a weeknight out?**
- **What are Irish consumers doing on a weekend night out?**
- **Do Irish consumers think nights out of the home are more expensive?**

What you need to know

There are many issues facing the night out economy within Ireland. Rising prices as a result of higher input and operational costs are driving prices up, while Sterling's depreciation adds additional cost pressures for operators in NI. This is being felt by Irish consumers, who think that a night out drinking in pubs is getting too expensive and nights out in general are more expensive compared to 12 months ago.

"The majority of Irish consumers think that nights out of the home are getting too expensive. As such, operators within the night out economy will be increasingly challenged to demonstrate the value that they offer. Introducing unusual and surprising concepts that can showcase their wares in a new light can help them to achieve this and stand out from rivals."

James Wilson, Research Analyst

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