

Events Tourism - Ireland - July 2018

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“The events market in Ireland has experienced significant growth in recent years which is projected to continue but with safety concerns and secondary ticketing sites driving up ticket prices, event organisers are under more pressure to deliver on the ‘experience’ factor.”

– **Brian O'Connor, Senior Consumer Analyst**

This report looks at the following areas:

This Report examines the events sector of the Irish tourism industry. The term ‘events’ includes all types of concerts, festivals and shows taking place in Ireland, including:

- **Music**
- **Food**
- **Arts and theatre**
- **Film**
- **Countryside and traditional events**
- **Family- and children-based events.**

This Report excludes exhibitions, such as those taking place at museums for example and cultural attractions such as the Guinness Storehouse Museum. Furthermore, while spectator sports are examined within this Report, they are not included in market size information.

Although many events throughout Ireland are free of charge, the Market Size and Forecast section of this Report only considers fee-paying events such as music concerts and theatre festivals for example, to determine the value of the events industry 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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