

Outdoor Activities – Ireland – July 2019

Report Price: £1495 | \$1995 | €1800

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This report looks at the following areas:

Irish consumers frequently take part in leisurely outdoor activities such as visiting parks, forest parks, beaches and walking and hiking through cities and the countryside. However, Irish consumers would take part in more outdoor activities in their local area and they would like more information on what activities are available within their local areas. This highlights that awareness is a barrier to activity usage and providers should therefore look to raise their profile by 'road showing' their services, taking them from town to town within their county for example to promote and grow usage of their activities.



"Irish consumers show a preference for leisurely activities over activities that are more physically demanding. This suggests that they are looking to unwind when taking part in outdoor pursuits. Activities that enable Irish consumers to escape their increasingly busier lifestyles, reconnect with the 'real world' and relax will hold strong appeal."

– James Wilson, Research Analyst

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