



December 2018

Hotels - Ireland

“Irish visitor numbers are on the rise in Ireland with many seeking out hotels as their accommodation of choice. However, rife competition from Airbnb, means that hotels are under more pressure than ever to deliver on quality and a unique experience to justify the greater expense.”

– Emma McGeown ...

October 2018

Airports/Air Travel Experiences - Ireland

“The majority of Irish consumers would like to see a greater variety of dining options within airport terminals. Airport operators should therefore continue investing in developing their catering proposition and look to more unique food and drink concepts to create a unique experience, increase dwell time and boost spending within ...

September 2018

Streaming Media - Ireland

“The value of the media streaming market continues to grow in Ireland, as consumers increasingly prefer to access content via streaming services compared to traditional means. Some consumers, however, would be willing to accept advertising on paid streaming services in return for a discount on their subscription.”

– James ...

July 2018

Events Tourism - Ireland

“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

June 2018

Broadband Providers - Ireland

“Lower cost, faster download speeds and better connections and coverage are important considerations for Irish consumers when switching broadband providers. Emphasising their value-for-money messaging, continuing to upgrade to faster internet connections and improving the range and quality of internet access they offer will help internet service providers to attract new ...

May 2018

Social Networking - Ireland

“The recent data privacy scandal that resulted in users’ data being accessed by a third-party platform without their knowledge has damaged Irish consumers’ confidence in social networking sites and raised questions about data ownership. Further strengthening of data privacy and security beyond measures already introduced will help social networking sites ...