January 2017

Apps and Applications - Ireland

"Browsing app stores is one of the main ways Irish consumers find apps, indicating that the app store environment is an important influencer on the decision to download an app. As such, optimising their apps to include keywords in the title and description of the app and regular updates will ...

September 2016

TV Viewing Habits - Ireland

"Despite traditional TV viewing habits remaining strong, TV viewing has become more fragmented. Broadcasters will need to embrace multi-device viewers and develop viewing profiles of consumers who are accessing content in different ways. This will help broadcasters to attract viewers by delivering the right content, on the right platform and ...

August 2016

Events Tourism - Ireland

"While the RoI events and tourism sector has been doing well during 2014-15, within NI lower economic recovery has somewhat stalled growth in the events and festivals market. With the fallout of Brexit likely to further dampen NI consumer confidence, it could see less spend overall on events."

– ...

Technology and Irish Tourism - Ireland

"The popularity of customer review websites highlights the emphasis consumers are placing on peer feedback and recommendations. Usage of customer review websites is highest among affluent consumers and highlights how platforms such as TripAdvisor can be an important tool for reaching higher-spending consumers that are looking at the luxury end ...

February 2016

Hotels - Ireland

"Moving forward into 2016 the hotel sector in both NI and RoI will likely see its average hotel occupancy levels increase as consumer confidence helps to drive more visitors to the island – while the impact of the marriage equality legislation introduced to RoI in 2015 will help to attract ...