



**December 2011**

### Short Breaks - Ireland

The drive for value for money has had an impact on the way that Irish consumers take holidays. No longer can the average consumer afford to take multiple short breaks each year; an increasing proportion of Irish consumers now tend to take one longer trip abroad, whilst short breaks taken ...

### Online Social Networking - Ireland

In response to increasing demand for data concerning the dynamic economy and growth markets of Northern Ireland and The Republic of Ireland, Mintel has developed a series of reports covering a wide variety of sectors within both of these dynamic regions. Each one provides detailed coverage of key drivers as ...