



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 ...

Events, Activities and Festival Tourism - Ireland

Festivals and events are a dynamic part of the tourism sector and appeal to a wide cross-section of the population due to the wide-ranging nature of the genres and interests that they cover. Festivals also have a strong appeal for tourists, both domestic and from overseas. Tourism stakeholders and organisations ...

October 2011

Sport and Fitness - Ireland

Sports and fitness is becoming an integral part of consumers' lives, with seven in ten RoI and over half of NI consumers engaging in sport or exercise every week (TGI, 2010). The levels of participation in sports and fitness have been growing over the past five years driven by health ...

September 2011

TV Viewing Habits - Ireland

The economic climate has forced many consumers to review how they spend their leisure time, and in an effort to reduce outgoings, many are choosing in-home entertainment over going out. This has helped to maintain television viewing audiences at a time when they have been spread more thinly as a ...