



## January 2011

### Heritage Tourism - 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 ...

### Outdoor Activities and Visitor Attractions - Ireland

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## November 2010

### Eco and Ethical Tourism - Ireland

Concern with the environment and ethics is constantly growing. Over the past few years, Irish consumers have adapted their lifestyles and purchasing habits to reflect their new found interest in issues such as fair trade, food miles etc.

## October 2010

### Are Irish Consumers Embracing Mobile Technology? - Ireland

The mobile technology market has experienced heavy sales losses across the board, as a result of economic recession in Ireland, market saturation and product cannibalisation.

## March 2010

### Domestic vs Overseas Holidays - Ireland

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## February 2010

### In-home Entertainment - Ireland



The recession has accelerated 'the move indoors' by Irish consumers, however it is by no means an overnight phenomenon. The in-home entertainment trend has also been buoyed by innovation in technology, competitive pricing strategies and 'newer' technology becoming more mainstream and integrated in the home environment.