



October 2014

Accommodation - Ireland

“With consumer confidence in Ireland high, this could result in consumers increasing their leisure spending and taking more overnight trips across the island. As such, proactively promoting the unique aspects of their services can help accommodation providers to stand out from rivals and increase the appeal and usage of their ...

August 2014

Events Tourism - Ireland

“Events targeted at family and kids are the most popular types of events in Ireland, this indicates that children are a key motivating factor in making the decision of what events to visit. As such, event organisers and promoters should look to include child-friendly activities as part of their events ...

July 2014

Technology and Irish Tourism - Ireland

“With internet-enabled mobile devices playing an increasingly prominent role in how consumers experience holidays, Irish tourism companies should look to make greater use of these devices’ GPS capability. This could help to generate awareness of Ireland’s less well-known sites and encourage consumers to venture off the beaten track for a ...