



December 2014

Online Entertainment - Ireland

“Online gambling is the largest sector of the online entertainment market in Ireland and continues to experience growth. However gambling operators will have to respond to increasing social and political pressures to reduce the risks of gambling addiction amongst consumers.”

– David Falls, Research Analyst

Domestic vs Overseas Tourism - Ireland

“After a challenging period of economic downturn both at home and abroad, there is much to suggest that the Irish tourism sector – both in NI and RoI – has emerged stronger and leaner, and is well placed to exploit and benefit from the expected growth in global tourism activity ...

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 ...

May 2014



Social Networking - Ireland

“With Irish consumers becoming increasingly annoyed with advertising on social networking sites, these platforms could consider introducing a subscription-based advertising-free service akin to Spotify Premium. Such a service would appeal to consumers as it could enhance their site experience while also providing social networking sites with an additional source ...

February 2014

Culture and Heritage Tourism - Ireland

“As an increasing number of Irish and overseas visitors use smartphones and tablets, culture and heritage sites in NI and RoI that integrate augmented reality smartphone apps that enable consumers to experience the sights and sounds of events from the past, could help to enhance the ‘edutainment’ value of their ...