



January 2023

Events Tourism - Ireland

"The events tourism industry will take time to recover from the losses incurred by the COVID-19 pandemic as consumers will be encouraged to attend concerts and festivals that can now go ahead. However, the current cost-of-living crisis means consumers have less to spend on luxury products/services, such as event ...

May 2022

Domestic vs Overseas Tourism - Ireland

"The number of consumers taking a holiday (domestically or overseas) took a massive decline during COVID-19. Consumers have concerns surrounding travel as the risk can be higher of contracting the virus and have been seeking out alternative holidays such as staycations. Companies will need to offer new innovative holidays in ...

March 2022

The Night Out - Ireland

"While the lifting of COVID-19 restrictions on hospitality/night out operators in early 2022 will help to boost overall usage and spending on night out activities, a strong increase in the cost of living as well as operating (foodservice and on-trade operators are also increasing prices) will see cash-strapped consumers ...

Lunchtime Preferences - Ireland

"COVID-19 has changed the lunchtime space as consumers are eating more meals in home more than ever before. As many workplaces across IoI are moving towards a hybrid workplace, consumers have the freedom to spend more time making creative and innovative meals that suit their needs. Takeaway lunches and on-the-go ...