



January 2013

Sightseeing - Ireland

A key component of many visits to Ireland, sightseeing is a growth segment with the NI and RoI tourism industry. A strong offering of historic visitor attractions and natural beauty are the main draws for Irish visitors.

October 2012

Social Networking - Ireland

Online social networking has become ever more integrated into the daily lives of Irish consumers, with this trend showing no signs of abating. Irish consumers are now conducting more of their social lives through online social networks.

September 2012

Accommodation - Ireland

Irish consumers continue to face low spending power in 2012, with consumers cutting back on overall holiday spending, which in turn is impacting on how much consumers are willing to spend on accommodation.

July 2012

Entertaining in the Home - Ireland

The trend for in-home entertaining is likely to continue even as the economy recovers, due to the wide array of events that can be customised to suit individual needs. However, like entertaining outside the home, consumers have cut back on their spending on in-home entertaining due to the economic climate ...

Adventure and Outdoor Tourism - Ireland

In both 2009 and 2010, Ireland has been ranked in the Adventure Travel Trade Association's Adventure Tourism Development Index as one of the top ten developed countries in the world with the potential to become a major adventure tourism destination. The natural environment of Ireland is suitable for a wide ...

February 2012

Domestic vs Overseas Tourism - Ireland



With money being tighter than ever for Irish consumers, the decision to take a holiday is not made lightly. Consumers are more likely to be scaling back the amount of trips they take per year, while also being more inclined to consider a domestic break, as opposed to travelling abroad ...