



November 2015

Domestic vs Overseas Tourism - Ireland

“Authenticity and discovery are important to Irish consumers when taking a short break or holiday. As such, promoting the various cuisines that are unique to the different Irish regions, through initiatives such as the upcoming 2016 Year of Food in NI, and providing opportunities to venture off the beaten track ...

October 2015

Camping and Caravanning - Ireland

Ireland experienced an unseasonable and heavy rainfall-filled summer in 2015, which is likely to have had a detrimental effect on the number of Irish consumers camping or caravanning. Given that camping is a more weather-sensitive activity than other holiday types, poor weather conditions during peak camping months are likely to ...

August 2015

Events Tourism - Ireland

“Past events in Ireland have proved beneficial for the events tourism market, with the 2015 Tall Ships held in Belfast – the largest event in NI in 2015 – attracting more than 500,000 visitors, benefiting local businesses as well as the events market. Looking ahead, the Irish events market ...

July 2015

Technology and Irish Tourism - Ireland

“Online sources are the preferred method for booking a holiday or short break in Ireland. Consumers in NI show greater usage of third party websites, such as Expedia, while RoI consumers prefer to book directly with service providers. As such, Irish tourism companies should look to adopt a region specific ...



January 2015

Golf Tourism - Ireland

“With golf club memberships in decline and participation in golf low across Ireland – particularly in RoI – the sport will have to do more to adapt to lifestyles of modern consumers and offer less expensive and time-consuming ways to participate in the game. This will ensure the economic viability ...