

# Events Tourism – Ireland – October 2019

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## This report looks at the following areas:

Irish consumers enjoy visiting events and festivals, with pop, dance and rave concerts the most popular type of music events. Food festivals also hold strong appeal and developing 'food festival tours' to take consumers on an itinerary of events that cover a range of different festivals will help promoters raise the profile of their events and enable consumers to learn more about the latest food trends across the island of Ireland. This would also likely be well received by overseas visitors who are looking for an authentic experience during their trip.



**"Event organisers are increasingly banning plastic at concerts and festivals in response to consumers' environmental concerns. There are also opportunities for promoters to partner with local start-ups to repurpose plastic waste into clothing merchandise for example."**  
– James Wilson, Research Analyst

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- Incentivised approaches to plastic waste reduction

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