



# Events Tourism - Ireland - 2022

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## This report looks at the following areas:

- The impact of the cost-of-living crisis and the Ukraine war.
- How businesses are adapting to labour shortages.
- The impact of rising ticket prices.
- Opportunities for companies to improve their sustainability efforts.
- The impact of rising insurance cover.

The events tourism industry is expected to make a gradual recovery in 2022 and the years that follow as consumers return to the activities they missed out on over a two-year period as a result of the COVID-19 pandemic. However, the industry is facing a number of challenges to draw consumers back and resume operations, including staff shortages, higher insurance costs and higher ticket prices and associated costs for consumers.



“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 and are instead engaging in intentional spending.”

– Rebecca Blenman, Market Research Analyst

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