

Events Tourism - Ireland - August 2014

Report Price: £1095.00 | \$1773.30 | €1390.99

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



“Events targeted at family and kids are the most popular types of events in Ireland, this indicates that children are a key motivating factor in making the decision of what events to visit. As such, event organisers and promoters should look to include child-friendly activities as part of their events to increase the appeal of their shows among this potentially lucrative segment of the market”.

– James Wilson, Research Analyst

This report looks at the following areas:

- What were the most popular types of events among Irish consumers in the last 12 months?
- How can event promoters encourage Irish consumers to attend more events?
- What are the main barriers prohibiting Irish consumers' attendance at events?
- Does the weather impact attendance at events taking place in Ireland?
- How has the growing consumer confidence in Ireland impacted the events tourism sector?

Despite the cost of tickets to events and booking fees being two of the main barriers to consumers attending events in Ireland, the events tourism sector is estimated to grow on an all-Ireland basis between 2013 and 2014.

The staging of global music concerts, increasing consumer confidence and a generally more positive economic outlook are helping to drive growth as consumers are now more willing to increase their leisure spending on tickets to events after years of post-crisis austerity.

This report examines the importance of the events sector to the overall tourism industry in Ireland, and highlights the types of events that Irish consumers are attending and the factors that would encourage or prohibit consumers from attending events taking place in Ireland.

BUY THIS
REPORT NOW

VISIT:
store.mintel.com

CALL:
EMEA
+44 (0) 20 7606 4533

Brazil
0800 095 9094

Americas
+1 (312) 943 5250

APAC
+61 (0) 2 8284 8100

EMAIL:
reports@mintel.com

DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

Events Tourism - Ireland - August 2014

Report Price: £1095.00 | \$1773.30 | €1390.99

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Table of Contents

Introduction

Key themes of the report
 Definition
 Data sources
 Abbreviations

Executive Summary

The market

Figure 1: Estimated Iol events tourism market, by segment, 2009-14

Forecast

Figure 2: Indexed market value for events tourism, Iol, NI and RoI, 2009-19

Market factors

Online ticket sales decline in 2014
 Counterfeit ticketing a significant cost to events tourism sector
 Garth Brooks highlights concert licensing issue in RoI
 Growing consumer confidence could see increased leisure spending
 Companies, brands and innovations

The consumer

Family friendly events popular with Irish consumers

Figure 3: Types of events visited in the last 12 months, NI and RoI, July 2014

Figure 4: Types of event, festival or concert consumers would consider visiting in the future, NI and RoI, July 2014

Better price value would boost attendance at events

Figure 5: Factors that would encourage consumers to visit more events, NI and RoI, July 2014

Cost the main issue prohibiting attendance at events

Figure 6: Factors that have prevented consumers from visiting events in the past, NI and RoI, July 2014

What we think

Issues in the Market

What were the most popular types of events among Irish consumers in the last 12 months?

The facts

The implications

How can event promoters encourage Irish consumers to attend more events?

The facts

The implications

What are the main barriers prohibiting Irish consumers' attendance at events?

The facts

The implications

Does the weather impact attendance at events taking place in Ireland?

The facts

BUY THIS
 REPORT NOW

VISIT: store.mintel.com
 CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094
 Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100
 EMAIL: reports@mintel.com

Events Tourism - Ireland - August 2014

Report Price: £1095.00 | \$1773.30 | €1390.99

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

The implications

How has the growing consumer confidence in Ireland impacted the events tourism sector?

The facts

The implications

Trend Application

Trend: Nouveaux Poor

Trend: Access All Areas

Trend: Collective Intelligence

Market Overview

Key points

Online entertainment ticket sales falling

Figure 7: Entertainment Tickets (eg tickets for cinema, concerts, sporting events) bought online in the last 12 months, NI and RoI, 2011-14

Legislation introduced to curb booking fees

Financial crisis contributing to decline in attendance at music events

Figure 8: Music performances and attendances at NAA member venues*, UK (including NI), 2008-12

Mobile devices to become important channels for ticket sales

Figure 9: Consumers who own, or have access to mobile technology devices, NI and RoI, October 2013 - July 2014

Fake tickets an issue for events tourism industry

Figure 10: Most targeted areas for ticketing fraud, UK (including NI), 2013

Concert licensing in the spotlight after Garth Brooks gigs cancelled

Upbeat consumers a positive for Irish events industry

Figure 11: Annualised consumer sentiment index, RoI, 2009-14

Figure 12: Consumer confidence index, NI, September 2008-June 2014

2014 sees improvement in NI consumers' finances

Figure 13: How consumers rate their current financial situation, NI, January- July 2014

RoI consumers' personal finances "OK"

Figure 14: How consumers rate their current financial situation, RoI, January-July 2014

Ireland's unpredictable weather an issue for events tourism

Figure 15: Annual recorded summer rainfall levels (mm), NI and RoI, 2014

Competitive Context

Key points

Culture and heritage sites key to Irish tourism

Figure 16: Visitors to top 10 fee- and non-fee charging tourist attractions, RoI, 2009-13

Figure 17: Visitors to top 10 tourist attractions, NI, 2009-13

Attendance at spectator sports continues to grow

Figure 18: Average attendance numbers (per season) for Danske Bank Irish Premier League games, NI, 2008/09-2013/14

Figure 19: Average season attendance for GAA (Gaelic Football and Hurling) matches (2010-13) and Airtricity League of Ireland football matches (2010-14), RoI, 2010-14

Market Size and Forecast

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: reports@mintel.com

Events Tourism - Ireland - August 2014

Report Price: £1095.00 | \$1773.30 | €1390.99

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Key points

Events tourism sector expected to grow in 2014

Figure 20: Estimated market value for events tourism, IoI, NI and RoI, 2009-19

Ticket sales show strong growth

Figure 21: Estimated IoI events tourism market, by segment, 2009-14

Visitors to Ireland to continue growing in 2014

Figure 22: Estimated total visitor numbers, IoI, NI and RoI, 2009-19

2014 to see further growth in inbound tourism

Figure 23: Overseas visitor numbers, IoI, NI and RoI, 2009-19

GB driving growth in visitors to NI

Figure 24: Estimated GB, RoI and other overseas overnight visitors to NI, 2012-13

Domestic visitors to increase in 2014

Figure 25: Domestic visitor numbers, IoI, NI and RoI, 2009-19

Strengths and Weaknesses

Strengths

Weaknesses

Companies and Innovations

Key points

Examples of Innovation

Cow-Fi and BB suit keep festival attendees connected

Official festival apps ensuring genuine ticket purchases

Interactive Rider Spoke bike rides encourage city exploration

Tourism authorities

Fáilte Ireland

Northern Ireland Tourist Board (NITB)

Tourism Ireland

NI events

B/E Aerospace festival of Flight

Belfast Beer and Craft Cider Festival

Belsonic

Féile an Phobail

Tennents Vital

Ulster Bank Belfast Festival at Queen's

RoI events

Cork Folk Festival

Drogheda Samba Festival

Electric Picnic

Galway International Oyster and Seafood Festival

Irish Craft Beer and Cider Festival

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: reports@mintel.com

Events Tourism - Ireland - August 2014

Report Price: £1095.00 | \$1773.30 | €1390.99

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Jameson Dublin International Film Festival
Sligo International Choral Festival

The Consumer – Attendance at Events in Ireland

Key points

Family and kids events most popular events in Ireland

Figure 26: Types of events, festivals and concerts visited by consumers, NI and RoI, July 2014

Consumers with young children attend family events

Figure 27: Consumers that have visited a family/kids show/event in the last 12 months, by presence of children in the household, NI and RoI, July 2014

Figure 28: Consumers that have visited a family/kids show/event in the last 12 months, by age, NI and RoI, July 2014

Irish men attend sports events

Figure 29: Visits to a sports event/festival by consumers and future intentions, by gender, NI, July 2014

Figure 30: Visits to a sports event/festival by consumers and future intentions, by gender, RoI, July 2014

Consumers from rural regions most likely to attend countryside events and festivals

Figure 31: Consumers attending a Countryside fair/show in the last 12 months, by location, NI and RoI, July 2014

NI and RoI consumers equally likely to visit pop music events

Figure 32: Visits to a Pop music concert/festival by consumers and future intentions, NI and RoI, July 2014

RoI Millennials show strong demand to return to pop music concerts

Figure 33: Consumers that have visited a pop music concert/festival in the last 12 months, by age, NI and RoI, July 2014

The Consumer – Factors That Would Encourage Greater Attendance at Events

Key points

Cheaper tickets and free entry would boost attendance at events

Figure 34: Factors that would encourage consumers to visit more events, NI and RoI, July 2014

Ticket price reductions and free entry appeals to all

Figure 35: Consumers stating that cheaper tickets or free entry would encourage them to visit more events, by work status, NI and RoI, July 2014

Local events have highest appeal to elderly consumers

Figure 36: Consumers stating that events taking place in their local area would encourage them to visit more events, by age, NI and RoI, July 2014

Figure 37: Consumers stating that events that do not need an overnight stay would encourage them to visit more events, by age, NI and RoI, July 2014

Transport, parking and low-cost accommodation important to rural consumers

Figure 38: Consumers stating that the availability of low-cost accommodation at or near an event and better transport or parking facilities would encourage them to visit more events, by age, NI, July 2014

Figure 39: Consumers stating that the availability of low-cost accommodation at or near an event and better transport or parking facilities would encourage them to visit more events, by age, RoI, July 2014

The Consumer – Factors Prohibiting Attendance at Events

Key points

Cost of events the main deterrent for Irish consumers

Figure 40: Factors that have prevented consumers from visiting events in the past, NI and RoI, July 2014

Mature Irish consumers most likely to be prevented from attending events by cost

Figure 41: Selected factors that have prevented consumers from visiting events in the past, NI, July 2014

Figure 42: Selected factors that have prevented consumers from visiting events in the past, RoI, July 2014

Distance preventing rural consumers from attending events

BUY THIS
REPORT NOW

VISIT: store.mintel.com
CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094
Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100
EMAIL: reports@mintel.com

Events Tourism - Ireland - August 2014

Report Price: £1095.00 | \$1773.30 | €1390.99

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 43: Consumers stating the distance that having to travel to get to events had prevented attendance at events in the past, by location, NI, July 2014

Figure 44: Consumers stating the distance that having to travel to get to events had prevented attendance at events in the past, by location, RoI, July 2014

Facilities a key concern for women and mature consumers

Figure 45: Consumers stating the distance that concerns about facilities have prevented them from attending events in the past, by gender and age, NI and RoI, July 2014

Appendix

NI Toluna data

Figure 46: Visits to a Countryside fair/show by consumers and future intentions, by demographics, NI, July 2014

Figure 47: Visits to a Family/kids show/event by consumers and future intentions, by demographics, NI, July 2014

Figure 48: Visits to a Rock/metal/indie/punk music concert/festival by consumers and future intentions, by demographics, NI, July 2014

Figure 49: Visits to a Pop music concert/festival by consumers and future intentions, by demographics, NI, July 2014

Figure 50: Visits to a traditional Irish/folk music concert/festival by consumers and future intentions, by demographics, NI, July 2014

Figure 51: Visits to an R&B/jazz/blues concert/festival by consumers and future intentions, by demographics, NI, July 2014

Figure 52: Visits to an Arts event/exhibition by consumers and future intentions, by demographics, NI, July 2014

Figure 53: Visits to a Food festival by consumers and future intentions, by demographics, NI, July 2014

Figure 54: Visits to a Film festival by consumers and future intentions, by demographics, NI, July 2014

Figure 55: Visits to a Theatre/performing arts festival by consumers and future intentions, by demographics, NI, July 2014

Figure 56: Visits to a Classical music concert/festival by consumers and future intentions, by demographics, NI, July 2014

Figure 57: Visits to a Sports event/festival by consumers and future intentions, by demographics, NI, July 2014

Figure 58: Factors that would encourage consumers to visit more events, by demographics, NI, July 2014

Figure 59: Factors that would encourage consumers to visit more events, by demographics, NI, July 2014 (continued)

Figure 60: Factors that would encourage consumers to visit more events, by demographics, NI, July 2014 (continued)

Figure 61: Factors that have prevented consumers from visiting events in the past, by demographics, NI, July 2014

Figure 62: Factors that have prevented consumers from visiting events in the past, by demographics, NI, July 2014 (continued)

Figure 63: Factors that have prevented consumers from visiting events in the past, by demographics, NI, July 2014 (continued)

RoI Toluna

Figure 64: Visits to a Countryside fair/show by consumers and future intentions, by demographics, RoI, July 2014

Figure 65: Visits to a Family/kids show/event by consumers and future intentions, by demographics, RoI, July 2014

Figure 66: Visits to a Rock/metal/indie/punk music concert/festival by consumers and future intentions, by demographics, RoI, July 2014

Figure 67: Visits to a Pop music concert/festival by consumers and future intentions, by demographics, RoI, July 2014

Figure 68: Visits to a traditional Irish/folk music by consumers and future intentions, by demographics, RoI, July 2014

Figure 69: Visits to an R&B/jazz/blues concert/festival by consumers and future intentions, by demographics, RoI, July 2014

Figure 70: Visits to an Arts event/exhibition by consumers and future intentions, by demographics, RoI, July 2014

Figure 71: Visits to a Food festival by consumers and future intentions, by demographics, RoI, July 2014

Figure 72: Visits to a Film festival by consumers and future intentions, by demographics, RoI, July 2014

Figure 73: Visits to a Theatre/performing arts festival by consumers and future intentions, by demographics, RoI, July 2014

Figure 74: Visits to a Classical music concert/festival by consumers and future intentions, by demographics, RoI, July 2014

Figure 75: Visits to a Sports event/festival by consumers and future intentions, by demographics, RoI, July 2014

Figure 76: Factors that would encourage consumers to visit more events, by demographics, RoI, July 2014

Figure 77: Factors that would encourage consumers to visit more events, by demographics, RoI, July 2014 (continued)

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: reports@mintel.com

Events Tourism - Ireland - August 2014

Report Price: £1095.00 | \$1773.30 | €1390.99

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 78: Factors that would encourage consumers to visit more events, by demographics, RoI, July 2014 (continued)

Figure 79: Factors that have prevented consumers from visiting events in the past, by demographics, RoI, July 2014

Figure 80: Factors that have prevented consumers from visiting events in the past, by demographics, RoI, July 2014 (continued)

Figure 81: Factors that have prevented consumers from visiting events in the past, by demographics, RoI, July 2014 (continued)

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: reports@mintel.com