

Ireland's experience economy

More than meets the eye

- ✓ 330,000 workers
- ✓ €4 Billion value
- ✓ Extends beyond tourism and underpins our economy
- ✓ Ensures Ireland is a great place to visit, live, work and invest
- ✓ Reaches into every town and city

- 📅 Events & Conferences
- ✈️ Airport, Travel
- 📍 Visitor Attractions
- 🎨 Culture and Arts

- 🏟️ Recreation and Sporting Venues
- 🍽️ Restaurants, Bars
- 🏠 Accommodation
- 🛒 Retail



Ibec's recommendation

Given so many different government agencies and government departments engage with the experience economy, there is weak strategic oversight.

Ibec recommends that the Minister of Enterprise, Trade and Employment should have strategic oversight and responsibility for the development and delivery of a holistic strategy for the entire Experience Economy to maximise its potential.

www.ibec.ie/yourexperienceconomy

