

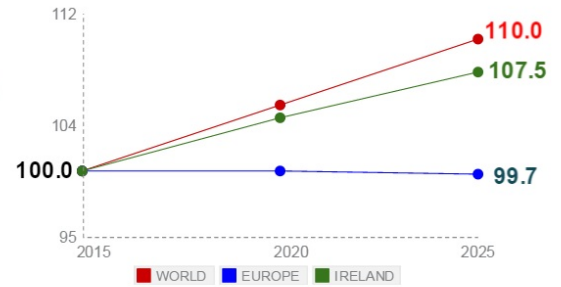
#2

TREND: Demographic Developments



While the global population will grow, Europe's population will flat-line.

Ireland's population is projected to hit 5 million (+7%) by 2025



Ageing markets

The old-age dependency ratio which measures the number of elderly as a share of those of working age, will rise sharply in the coming years



Workers Old age dependents

Ireland 2015



Workers Old age dependents

Ireland 2025



Workers Old age dependents

Europe 2015



Workers Old age dependents

Europe 2025

Related social changes



The shape of the holidaying family is changing, with fewer children and more multi-generational families - the vertical family - leading to different preferences.

With the anticipated growth in single travellers, holidays where new skills can be developed and a sense of achievement gained will benefit.



WHAT'S NEXT?

Demand for international travel will grow strongly, driven by population growth, coupled with higher incomes

Tourism experiences and destinations will have to be tailored better to the needs and desires of older people, without appearing "old". They will have to allow for the physical impact of aging, impaired visual acuity, acoustic considerations, reduced mobility and dexterity, etc.

The domestic market will continue to be an important source of business. By 2021, the population of under-14s in Ireland will reach 1.1 million, a considerable market for those who deliver a genuine, family-friendly experience.