



10th October 2026

Hitting a high note – September marks highest ticket sales month in two years thanks to Harry Styles, Electric Picnic and Oasis

- **Overall card spend in September up 4% year on year**
 - **Giving it welly - Ploughing Championships bring spend boost to local area**
 - **Irish Open drives restaurant, dining and pub spend in Clare with 58% increase**
 - **It's in the game – EA Sports FC 27 September 25th launch is highest digital games spend day**

Music fans helped to drive a surge in spending during September, with the month delivering the highest card spend on tickets in the past two years by AIB customers, according to the latest AIB Spend Trend. Spend in the category increased by 125% compared with August and by 22% compared with September of last year.

Spree here now

The strongest day for ticket sales in the month was September 4th, when tickets went on sale for Electric Picnic 2027, followed closely by September 14th when tickets for Harry Styles three-night run in Croke Park in August next year went on offer, and September 25th to 27th, when tickets for Oasis 2027 gigs in Slane were released. Together these five key ticket sale days accounted for half of total ticket spend in the month.

Overall, September was a bumper month for spending, with total spend up 4% year on year. Instore and Online spending were both up 4%.

The Plough and the cards

September's events also delivered a boost for local businesses as AIB customers splashed out for the National Ploughing Championships. Held near Tullamore, the number of card transactions at local accommodation providers was up 6% on those from the Ploughing in 2025, and reached four times the 2026 daily average, the highest transaction volumes recorded in the area this year. In store restaurant spending (including fast food) in Tullamore saw a 44% increase compared to the 2025 championship. However, spending in drinking places in the area was down 27% from last year. In Offaly county, in-store restaurant spend increased by 11% and spending in drinking places fell by 21% compared to the 2025 Ploughing dates.

Spenders find their range in Clare

The Amgen Irish Open in Doonbeg also drove spending in Co Clare. Restaurant, dining and pub spend in the county was 58% above the September daily average during the tournament,

compared with a 29% increase nationally. On the busiest day, spend at Clare service stations was 25% above the monthly average, while accommodation spend in The Banner County during the championship rose 64% compared with the same period last year.

Nationally, service station spend was up 11% year on year and 4% month on month, while electric vehicle charge spend was up 95% year on year.

The data in this month's Spend Trend was compiled from 75.2 million card transactions carried out by AIB customers in store and online during September 2026 and has been anonymised and aggregated. AIB's data provides one of the most comprehensive and accurate pictures of consumer spending in Ireland.

Other notable findings include:

- Spend on digital games increased 17% compared with August and was up 4% year on year. The category recorded its highest spending day of 2026 on 25 September, the release date of EA Sports FC 27, with men accounting for 75% of spend.
- Education spend rose 58% compared with August but was down 1.8% year on year. Colleges and universities accounted for two-thirds of education spend, while primary and secondary school spend increased 8% year on year.
- Spend on stationery supplies increased 35% year on year, while book spend was up 6%.
- Restaurant, dining and pub spend increased 5% year on year, with restaurant spend up 9%.
- Grocery store and supermarket spend increased 3.5% year on year.

Speaking about the data, Adrian Moynihan, Head of Consumer at AIB, said: "September's spending shows how major events can deliver a real boost for businesses, both nationally and in the communities that host them. Music fans drove the strongest month for ticket spend in two years, while the National Ploughing Championships and the Amgen Irish Open brought a clear uplift for accommodation, hospitality and other local businesses."

"Overall spend was up 4% year on year, and the continued rise in EV charging, up 95%, also points to changing consumer behaviour. This information is valuable for businesses as they plan for busy periods and respond to what their customers need."

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