



26 November 2025

## **Green army scrambles for flights to World Cup playoff match as airline spend nets spike**

- **AIB customers spend €250,000 on flights between 1pm and 2pm on 20<sup>th</sup> November**
- **Donning the green jersey: Spend in sports clothing shops reaches highest level this year the day after victory in Budapest**
- **Loyal fans who made the trip to Budapest score highest spending in Hungary in two years**
- **Back home, spend in pubs on the day of the Ireland-v-Hungary match up 10% on previous week**

Ireland football fans rushing to book flights for the World Cup playoff match against Czechia drove a surge in airline spending in the immediate aftermath of the FIFA draw last Thursday, according to a special AIB Football Spend Trend. Spending by AIB customers on flights increased by 69% to €250,000 between 1pm and 2pm on 20<sup>th</sup> November, compared to the same time the previous week. This doesn't just cover direct flights from Dublin to Prague, but the various routes innovative supporters have planned and navigated across Europe to cheer on the boys in green in Prague.

### **Kitted out**

Irish football fans are keen not just to support their team, but to look the part as well in Ireland apparel. On Saturday 15<sup>th</sup> November, the day before the Hungary-v- Ireland game, a notable €802,000 was spent in sports apparel stores by AIB customers. However, this figure was swiftly surpassed on Monday 17<sup>th</sup>, the day after Ireland's triumph in Budapest, when spending in sports clothing shops increased further to just over €1 million. Remarkably, this made it the best day of the year so far for spending by AIB customers in sports apparel stores. It is highly unusual for a Monday in November to see such elevated figures, underlining the exceptional impact of the team's success on consumer behaviour.

### **Hungary for Success**

The loyalty and enthusiasm of the fans who travelled to support the boys in green in Hungary netted record spending, mostly on food and drink. Sunday 16<sup>th</sup> November resulted in the highest level of AIB customer spending in Hungary over the past two years, even surpassing a notable spike seen during the Sziget music festival in August. Over a third of spend was in restaurants (33.6%), significantly more than pubs (18.6%) and fast-food outlets (5.4%). The data also indicates that spending in pubs far outpaced off-licences (0.3%) and that gift purchases were relatively minimal (1.4%). Duty free accounted for 4.1% of the spend, taxis for 2.7%, and 1.1% of spending was directed towards tobacconists. The average restaurant transaction was €25.46.

### **Home Turf Trends**

On the same day, pub spending in Ireland rose by 10% compared to the previous Sunday. With the nail-biting finish and the 96<sup>th</sup> minute winning hat trick goal from Troy Parrott, many fans chose to linger and celebrate after the final whistle, with more drinks purchased in Irish pubs during the hour after the match (4pm-5pm) than during the drama of the game itself (2pm-4pm).

**AIB's Head of Consumer, Adrian Moynihan**, said "The buoyant mood sweeping the country in the wake of the Irish football team's achievements is palpable. Our analysis shows that spending patterns are closely mirroring this national optimism, especially on match days, with fans coming together to support both their team and their local businesses, whether at home or abroad. The record spending in Budapest and the lively celebrations at home are a testament to the unwavering loyalty and pride of Irish football supporters, who continue to back their team all the way, on and off the pitch. AIB remains committed to supporting communities and celebrating moments that unite the nation, recognising the powerful role that sport plays in the social and economic life of Ireland."

**ENDS**

Contact [louise.y.kelly@aib.ie](mailto:louise.y.kelly@aib.ie), 087 216 1545

# AIB Football Spend Trend



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**Donning the green jersey**

Sports clothing shops spend reaches highest level this year the day after victory in Budapest



Loyal fans who made the trip to Budapest score **highest spending in Hungary in two years**



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