

# TOURISM FACTS 2017 Preliminary

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**Issued By:**

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*All estimates are based on information from the CSO's Country of Residence Survey (CRS), Passenger Card Inquiry (PCI) Survey and Household Travel Survey (HTS), NISRA's Northern Ireland Passenger Survey (NIPS), NISRA's Continuous Household Survey (CHS), Fáilte Ireland's Survey of Overseas Travellers (SOT), Tourism Experiences Port Survey, Accommodation Occupancy Survey, Visitor Attractions Survey, Domestic Omnibus Survey, and Capita (Register of Accommodation).*

*Fáilte Ireland is responsible for the development and marketing of tourism within the Republic of Ireland.*

*Tourism Ireland is responsible for marketing the Island of Ireland overseas. Information on Tourism Ireland's marketing activities and the performance of overseas tourism to the island of Ireland is available on [www.tourismireland.com/corporate/](http://www.tourismireland.com/corporate/)*

# Tourism Numbers 2013 – 2017 (p)

Where did Ireland's tourists come from?

Numbers (000s)	2013	2014	2015	2016	2017p
<b>Britain</b>	<b>2,870</b>	<b>3,007</b>	<b>3,346</b>	<b>3,632</b>	<b>3,442</b>
<b>Mainland Europe</b>	<b>2,346</b>	<b>2,490</b>	<b>2,880</b>	<b>3,102</b>	<b>3,258</b>
France	409	420	471	494	513
Germany	466	535	609	624	643
Italy	226	246	304	326	346
Spain	249	274	322	370	412
Netherlands	148	151	174	222	229
Belgium	95	99	121	127	124
Denmark	51	55	66	64	71
Sweden	72	60	64	59	75
Switzerland	73	84	105	107	104
Austria	51	57	53	58	60
Norway	50	50	58	50	54
Poland	152	140	161	176	169
All Other Europe	306	318	373	427	457
<b>North America</b>	<b>1,039</b>	<b>1,146</b>	<b>1,294</b>	<b>1,477</b>	<b>1,717</b>
USA	924	1,005	1,129	1,294	1,514
Canada	115	140	165	183	203
<b>Rest of World</b>	<b>431</b>	<b>462</b>	<b>516</b>	<b>531</b>	<b>606</b>
Australia, New Zealand & Other Oceania	192	191	204	206	206
Other Areas	240	271	312	325	401
<b>Total Overseas</b>	<b>6,686</b>	<b>7,105</b>	<b>8,036</b>	<b>8,742</b>	<b>9,022</b>
Northern Ireland <sup>1</sup>	1,572	1,708	1,492	1,358	n/a
<b>Total out-of-state</b>	<b>8,258</b>	<b>8,813</b>	<b>9,528</b>	<b>10,100</b>	<b>n/a</b>
Domestic trips <sup>2,3</sup>	8,413	8,991	9,125	9,359	9,626

Source surveys are designed to measure area of residence groupings (bold figures). Figures in italics are indicative of approximate overall market size but do not provide a sufficient level of precision to accurately reflect absolute market size or trends over time.

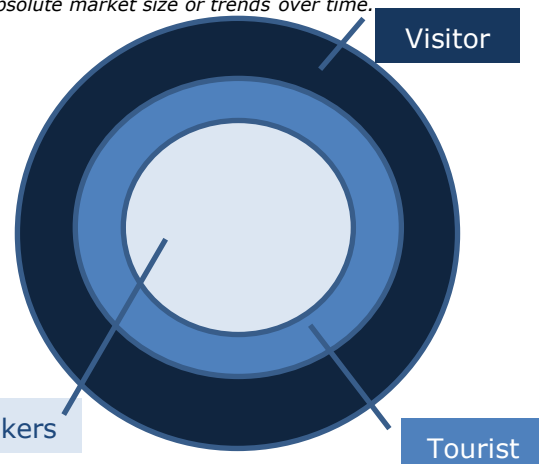
Source: CSO/Fáilte Ireland/TSB, NISRA

### Quick definitions:

**Visitor:** a traveller taking a trip to a destination outside his/her usual environment, for less than a year, for any main purpose other than to be employed by a resident entity in the country or place visited.

**Tourist:** a visitor whose trip includes an **overnight stay**.

**Holidaymaker:** a tourist whose main reason for travelling is holiday/ leisure/recreation.



<sup>1</sup> Revised by NISRA May 2015

<sup>2</sup> 2012-2015 domestic data revised due to new methodological approach by CSO, August 2016

<sup>3</sup> 2016 domestic data revised by CSO, December 2017

# Tourism Revenue 2013 – 2017 (p)

*How much money did they spend?*

Revenue (€m)	2013 <sup>4</sup>	2014	2015	2016	2017p
<b>Britain</b>	<b>890.9</b>	<b>926.7</b>	<b>1,017.9</b>	<b>1,109.8</b>	<b>1,043.7</b>
<b>Mainland Europe</b>	<b>1,228.2</b>	<b>1,301.2</b>	<b>1,555.3</b>	<b>1,657.5</b>	<b>1,764.5</b>
<b>North America</b>	<b>829.0</b>	<b>940.3</b>	<b>1,199.7</b>	<b>1,337.4</b>	<b>1,525.7</b>
<b>Other Overseas</b>	<b>367.7</b>	<b>428.1</b>	<b>492.6</b>	<b>533.3</b>	<b>588.4</b>
<b>TOTAL OVERSEAS</b>	<b>3,315.7</b>	<b>3,596.4</b>	<b>4,265.3</b>	<b>4,638.0</b>	<b>4,922.3</b>
Northern Ireland <sup>5, 6</sup>	304.5	334.4	338.2	366.9	n/a
<b>TOTAL OUT-OF-STATE</b>	<b>3,620.3</b>	<b>3,930.7</b>	<b>4,603.5</b>	<b>5,086.0</b>	<b>n/a</b>
Carrier receipts <sup>7</sup>	976.0	1,166.0	1,322.0	1,479.0	1,611.0
Overseas same-day visits	35.0	41.0	38.0	48.0	53.0
<b>TOTAL FOREIGN EXCHANGE EARNINGS</b>	<b>4,631.3</b>	<b>5,137.7</b>	<b>5,963.5</b>	<b>6,613.0</b>	<b>n/a</b>
Domestic trips <sup>8,9</sup>	1,533.0	1,713.5	1,725.3	1,797.7	1,879.0
<b>TOTAL TOURISM REVENUE</b>	<b>6,164.3</b>	<b>6,851.2</b>	<b>7,688.8</b>	<b>8,410.7</b>	<b>n/a</b>

Source surveys are designed to measure area of residence groupings (bold figures).

Source: CSO/Fáilte Ireland/TSB NISRA/Central Bank of Ireland

## Revenue – some useful figures

### ***Per diems – spend per person per day***

Overseas tourists (p)2017	€70
Overseas holidaymakers(p)2017	€91
Domestic overnight trips	€74

For every euro spent on tourism (domestic and overseas), 23c is generated in tax.

## Employment – some useful figures

Every €1mn of tourist expenditure helps to support 27 tourism jobs.  
1,000 additional overseas tourists support 19 jobs in the tourism industry.

4 Revised March 2014

5 NISRA GBP: Northern Ireland resident expenditure data provided in STF. 2016 Euro exchange rate 0.81948 Source: Central Bank of Ireland

6 2013 Revised by NISRA May 2015 2015 revised 2016

7 2013 and 2014 revised March 2016

8 2012-2015 domestic data revised due to new methodological approach by CSO, August 2016

9 2016 domestic data revised by CSO, December 2017

## Regional Performance 2017 (p)

Where did tourists go in 2017? (EUROSTAT NUTS 3 REGIONS, see pg 10)

Numbers (000s) Revenue (€m)	Britain	Mainland Europe	North America	Other Areas	All Overseas	Northern Ireland	Domestic Trips
Dublin	1,777	2,352	1,355	440	5,925	n/a	1,497
	326	747	591	320	1,984	n/a	307
Mid East <sup>10</sup>	268	230	94	39	630	n/a	747
	76	77	34	19	205	n/a	125
Midlands <sup>11</sup>	91	75	40	11	218	n/a	422
	32	34	13	6	85	n/a	71
South East	330	351	218	55	954	n/a	1,374
	102	85	69	15	272	n/a	253
South West	692	853	718	168	2,430	n/a	2,077
	213	339	336	75	963	n/a	419
Mid West	350	476	455	108	1,390	n/a	879
	85	132	174	54	445	n/a	162
West	341	807	600	160	1,908	n/a	1,622
	100	269	257	66	692	n/a	353
Border	323	242	139	47	752	n/a	1,008
	111	81	51	34	276	n/a	189

Source: CSO/Fáilte Ireland NISRA

## Overseas Tourists in 2017 (p)

How did overseas tourists spend their money in Ireland?

Breakdown of spend in Ireland (%)	Total	Britain	Mainland Europe	North America	Rest of World
Bed & board	30	28	33	29	28
Other food & drink	36	41	34	35	36
Sightseeing/entertainment	6	6	7	7	6
Internal transport	13	12	13	14	12
Shopping	13	12	12	14	17
Miscellaneous	1	1	1	1	2

<sup>10</sup> Caution – small sample sizes in individual market areas

<sup>11</sup> Caution – small sample sizes in individual market areas

**When did they arrive? <sup>12</sup>**

Seasonality (%)	Total	Britain	Mainland Europe	North America	Rest of World
January-March	18	21	17	14	18
April	8	8	9	7	7
May	9	9	10	10	10
June	10	8	10	12	11
July	10	9	11	11	12
August	11	11	11	12	12
September	10	9	9	11	10
October-December	23	25	22	21	21

Source: Fáilte Ireland estimates based on CSO

**How did they arrive/depart? (p)**

(%)	Total	Britain	Mainland Europe	North America	Rest of World
<b>Air</b>					
From Britain	35	74	5	20	32
From Mainland Europe	40	1	88	25	29
Transatlantic	11	1	1	52	2
Asia/Middle East	2	-	-	-	29
<b>Sea</b>					
From Britain	8	17	2	2	5
From Mainland Europe	1	-	2	-	-
<b>Via N. Ireland</b>	3	7	1	2	3

Source: CSO (\* indicates less than 0.5 percent)

**Where did they stay? (distribution of bednights)**

(%)	Total	Britain	Mainland Europe	North America	Rest of World
Hotels	19	25	15	30	11
Guesthouses/B&Bs	8	5	9	12	3
Self-catering	20	8	21	20	33
Caravan & camping	1	1	1	*	*
Hostels	3	2	4	5	2
Friends/relatives	27	51	20	18	26
Other	22	8	30	15	25

Source: SOT

Nights (Million) 2017(p)	70.3	17.5	28.9	14.7	9.1
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Source (Fáilte Ireland Estimates)

(\* indicates less than 0.5 percent)

**What was their main reason for visiting Ireland? (p)**

(000s)	Total	Britain	Mainland Europe	North America	Rest of World
Holiday	4,721	1,315	1,872	1,247	288
Visit friends/relatives	2,614	1,505	639	266	204
Business	1,293	571	510	132	80
Other	394	51	237	71	35

Source: CSO and NISRA

In 2017, a quarter (25%) of those coming to Ireland to visit friends/relatives were born in Ireland.

<sup>12</sup> Easter weekend fell in April 2017

## Overseas Holidaymakers 2017(p)

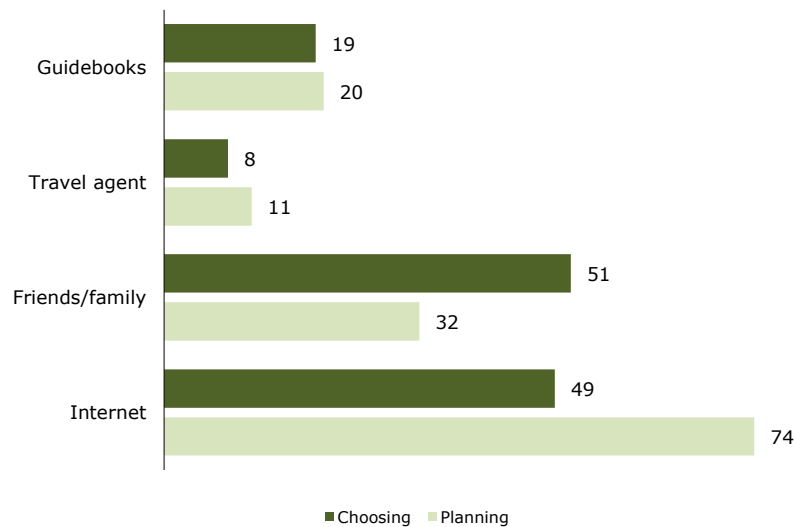
Holidaymakers in this section are defined as tourists who stated that their primary purpose for visiting Ireland was a holiday.

### What was the total number of holidaymakers in 2017? (p)

Holidaymakers (000s)	2013	2014	2015	2016	2017
Britain	979	1,057	1,254	1,423	1,315
Mainland Europe	1,227	1,314	1,612	1,699	1,872
North America	718	803	926	1,041	1,247
Rest of World	220	219	243	242	288
Total	3,144	3,393	4,036	4,406	4,721

Source: CSO and NISRA

### Sources of information for choosing/planning a holiday in Ireland (%)



Source: Fáilte Ireland's Tourism Experience Post Survey 2017

### How did they arrange their holiday?

(%)	Total	Britain	Mainland Europe	North America	Rest of World
Package*	17	8	12	26	22
Independent	83	92	88	74	78

\* Prepaid an inclusive price for fares to/from Ireland and at least one other element of the holiday.

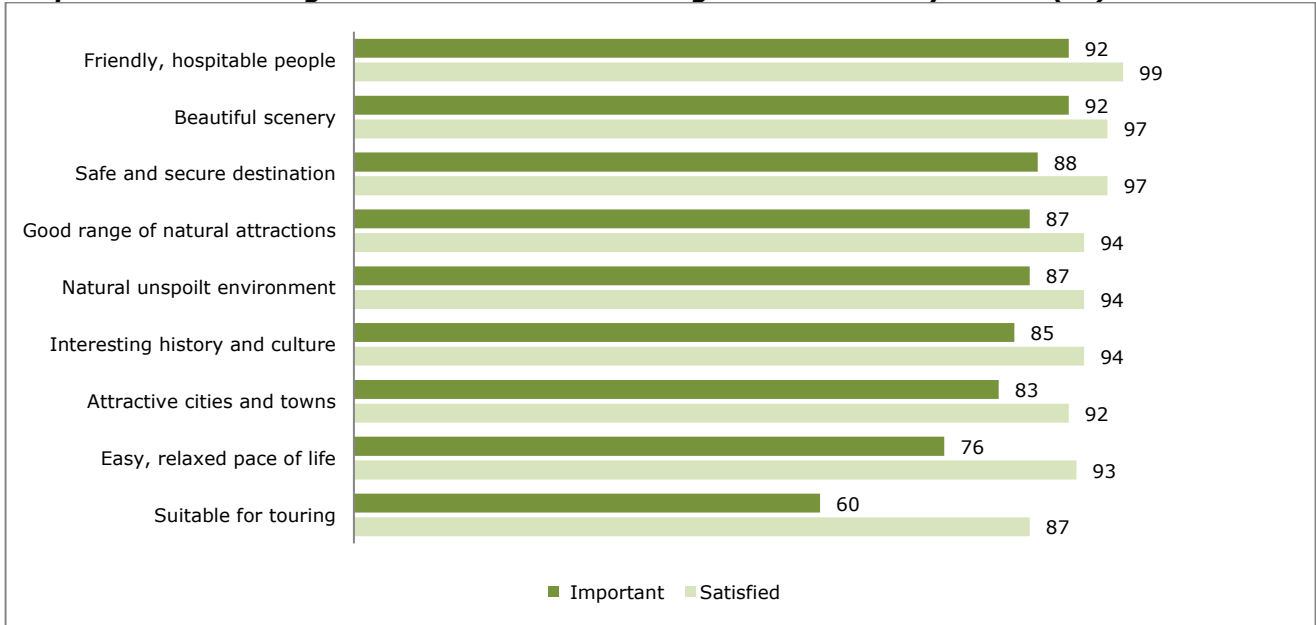
Source: Fáilte Ireland's Survey of Overseas Travellers

### What were the characteristics of holidaymakers to Ireland (%)?

Experience of Ireland		Use of car		Age		Social class		Party composition	
First visit	68	Car brought	10	Under 25 years	21	Mgr/prof (AB)	27	Alone	20
Repeat	31	Car hired	32	25-34 years	25	White collar (C1)	59	Couple	43
Irish-born	1	Car not used	58	35-44 years	11	Skilled worker (C2)	10	Family	17
				45+ years	42	Unskilled worker (DE)	3	Other adult group	20

Source: Fáilte Ireland's Survey of Overseas Travellers

**Importance and rating of destination issues among overseas holidaymakers (%)**



Source: Fáilte Ireland's Tourism Experience Post Survey 2017

- *What factors are important to holidaymakers when considering Ireland for their holiday*
- *Holidaymakers' satisfaction with their experience of Ireland*

# Domestic Tourism in 2017<sup>13</sup>

## Domestic trips (000s) by purpose of travel

	2013	2014	2015	2016	2017
Holiday trips	4,073	4,436	4,658	4,870	4,886
- Long (4+ nights)	1,088	1,144	1,078	1,144	962
- Short (1-3 nights)	2,985	3,292	3,580	3,726	3,924
Visiting friends/relatives trips	2,988	2,918	2,921	3,045	3,096
Business trips	364	453	407	431	426
Other trips	988	1,184	1,138	1,014	1,218
<b>Total trips</b>	<b>8,413</b>	<b>8,991</b>	<b>9,125</b>	<b>9,359</b>	<b>9,626</b>

Source: CSO Household Travel Surveys 2013-2017

## Domestic expenditure (€m) by purpose of travel

	2013	2014	2015	2016	2017
Holiday trips	947.2	992.8	1,070.4	1,135.8	1129.2
- Long (4+ nights)	395.2	385.6	394.2	420.7	349.5
- Short (1-3 nights)	552.0	607.1	676.2	715.0	779.7
Visiting friends/relatives trips	284.8	327.0	296.5	297.0	353.1
Business trips	84.2	110.3	98.0	106.3	123.3
Other trips	216.8	283.4	260.4	258.6	273.4
<b>Total expenditure</b>	<b>1,533</b>	<b>1,713.5</b>	<b>1,725.3</b>	<b>1,797.7</b>	<b>1,879.0</b>

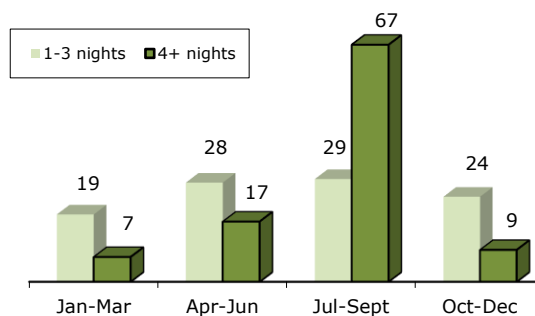
Source: CSO Household Travel Surveys 2013-2017

## Accommodation bednights domestic holidaymakers (%)

	2013	2014	2015	2016	2017
Hotels	34	34	35	36	37
Guesthouse/B&Bs	3	4	4	4	4
Caravan/camping	15	14	7	13	14
Self-catering	22	23	22	20	20
Holiday home	15	12	19	13	11
Friends/relatives	10	13	10	13	11
Other	1	1	3	2	2

Source: CSO Household Travel Surveys 2013-2017

## Seasonality of holidaymakers (%) 2017 by length of stay



Source: CSO Household Travel Survey 2017

<sup>13</sup> 2012-2015 domestic data revised due to new methodological approach by CSO, August 2016



### **Activities engaged in by domestic holidaymakers (%)**

Houses/castles	26
Hiking/walking	25
National parks	23
Gardens	21
Visits to spas	21
Watersports (excluding swimming)	19
Heritage/ interpretive centres	18
Monuments	16
Attending a festival/event	16
Museums/art galleries	15
Attending a sporting event	9
Cycling	8
Golf	6
Angling	3
Attending horse racing	3

Source: Fáilte Ireland Domestic Omnibus 2017

## **The Tourism Product**

### **Accommodation in 2017**

	<b>Premises</b>	<b>Rooms</b>
Hotels	819	58,088
Guesthouses	190	2,467
Bed and Breakfasts	1,132	4,815
	<b>Premises</b>	<b>Beds</b>
Self-Catering (units)	2,721	14,793
Hostels	90	7,603
Welcome Standard <sup>14</sup>	234	16,606
Caravan & camping (pitches)	5,822	26,112

Source: Capita

### **Accommodation occupancy in 2017 (p)**

	<b>%</b>
Hotel Room Occupancy	72
Guesthouse Room Occupancy	63
B&B Room Occupancy	46
Hostels Bed Occupancy	65
Self-Catering Bed Occupancy	35
Caravan and Camping Bed Occupancy	27

Source: Fáilte Ireland Accommodation Survey

<sup>14</sup> Excludes Marinas

## **NUTS 3 Region**

## **County**

### **Dublin**

Dublin City & County

### **South East**

Carlow  
Kilkenny  
Tipperary (South)  
Waterford  
Wexford

### **South West**

Cork  
Kerry

### **West**

Galway  
Mayo  
Roscommon

### **Mid East**

Kildare  
Meath  
Wicklow

### **Midland**

Laois  
Longford  
Offaly  
Westmeath

### **Mid West**

Clare  
Limerick  
Tipperary (North)

### **Border**

Cavan  
Donegal  
Leitrim  
Monaghan  
Sligo  
Louth