Tourism Ireland

Marketing Insights

Access to the Island of Ireland: Summer 2008

Lough Corrib, Galway

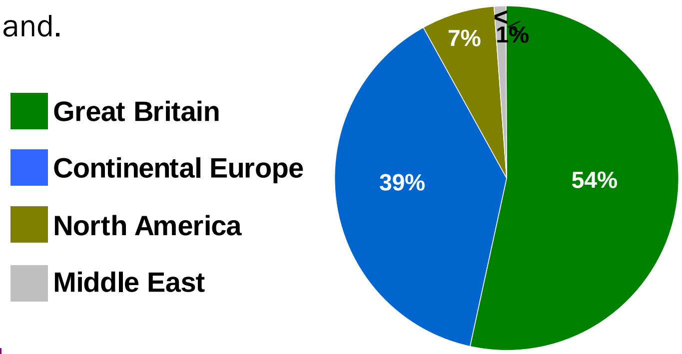
Summer 2008 will see the greatest access capacity to date linking the island of Ireland with the rest of the world.

An additional 37,700 one-way air seats per week will be available, or an 8% increase compared to Summer 2007.

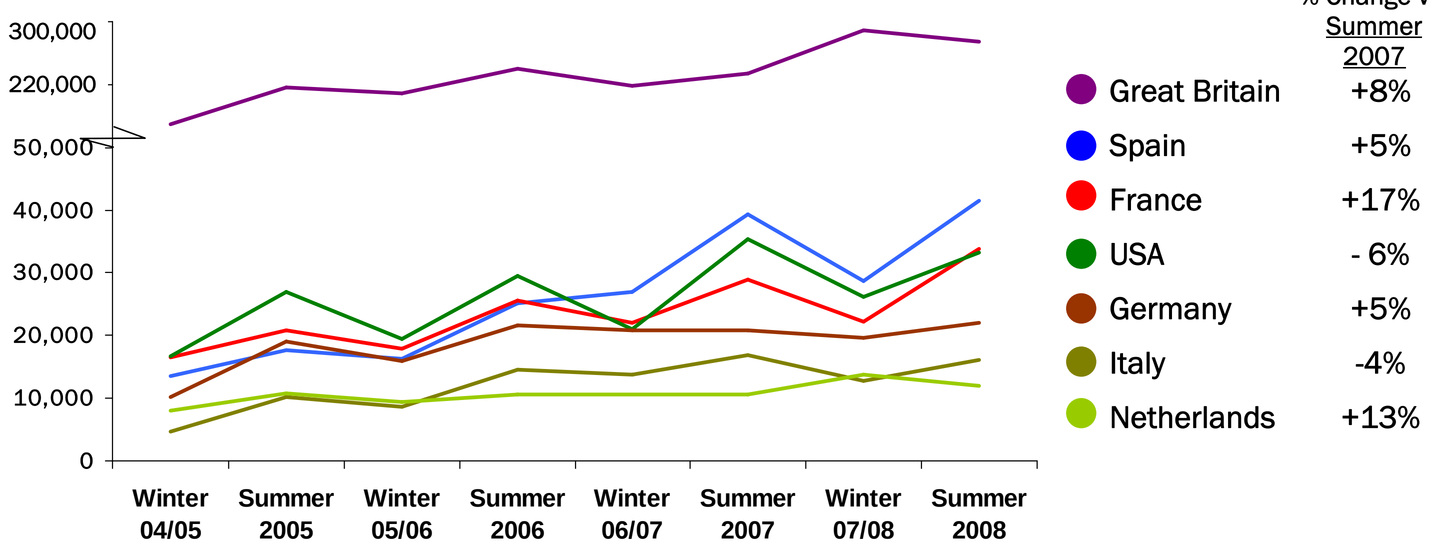
The greatest volume increase will come from Great Britain, approximately 21,000 more seats a week this Summer compared to the previous year. A further 18,400 additional seats will come from Mainland Europe, representing a +10% increase over Summer 2007.

In addition to air access, the island is also very well served by sea access capacity with a total of 270 ferry services providing just over 59,430 car spaces per week through Summer 2008.

The pie chart below highlights the dominance of Britain as a source of airline services to the island of Ireland.



Air Access Capacity To The Island of Ireland



Great Britain

Great Britain accounts for more than half of all direct air access to the island of Ireland with more than 270,000 weekly one-way air seats.

Summer 2008 will see continued growth from this market with an approximately 21,000 additional seats representing a strong increase of +8% over the capacity available last Summer. This represents the **greatest volume increase** from any market.

Air Access Capacity from GB Summer 2008

To	From Britain		
	London	Provincial	Total GB
Northern Ireland	*38,224*	*61,840*	*100,064*
% change	*+26%*	*+6%*	*+14%*
+/- Seats	*+10,120*	*+3,595*	*+13,715*
Republic of Ireland	*86,964*	*85,261*	*172,225*
% change	*+2%*	*+7%*	*+4%*
+/- Seats	*+1,366*	*+5,885*	*+7,251*
The Island of Ireland	*125,188*	*147,101*	*272,289*
% change	*+9%*	*+6%*	*+8%*
+/- Seats	*+11,486*	*+9,480*	*+20,966*

Capacity is measured as the number of direct, scheduled seats available one-way per week. Source: TTC.

Capacity from London airports to Northern Ireland grew by +26%, or more than 10,000 additional weekly seats, accounting for the majority of additional direct access from London to the island of Ireland. Direct access from Provincial airports (i.e. airports outside of London) delivered growth to Northern Ireland and the Republic of Ireland of approximately of +6% and +7% respectively.

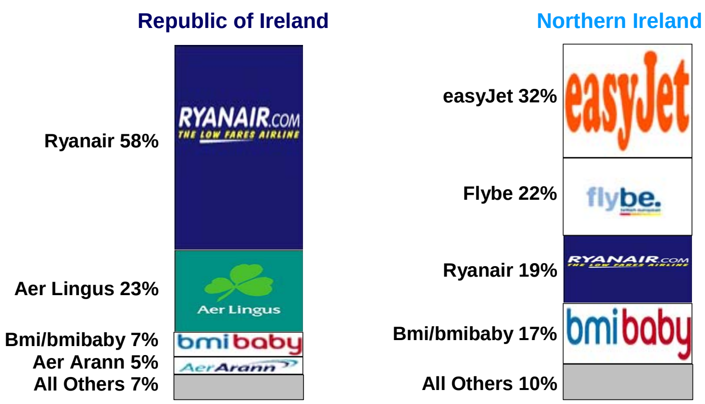
The entry of Ryanair and Aer Lingus on cross-channel routes to/from Belfast resulted in Northern Ireland achieving a more significant growth rate of +16% **Provincial Britain** provides greater opportunity than London in terms of available weekly seats and this pattern has been recurring since winter 2004/05 due compared to the more modest growth of +4% experienced in the South this Summer over last year.

The **ratio** of cross-channel available capacity to the Republic versus Northern Ireland currently stands at 5:3.

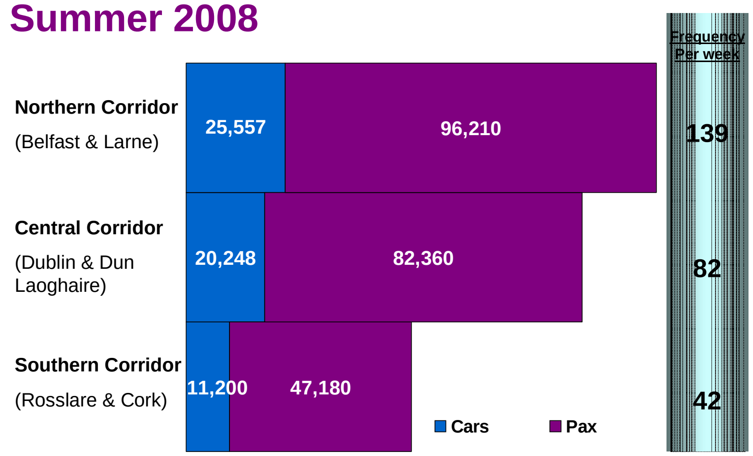
The island is also very well served by ferry routes from Great Britain with capacity for over 225,750 passengers on 263 crossings per week.

Compared to other markets, access capacity from Great Britain is very well developed and therefore has proportionally less potential for future growth.

Airline Market Share from GB Summer 2008



Sea Access Capacity from GB Summer 2008



Continental Europe

Air capacity from Continental Europe will continue to grow this Summer, though as the market matures we have seen a slowing down of the growth rate over the past few years.

An additional 18,000 direct one-way air seats per week represents an increase of +10% over last Summer and almost 50,000 more than two years ago.

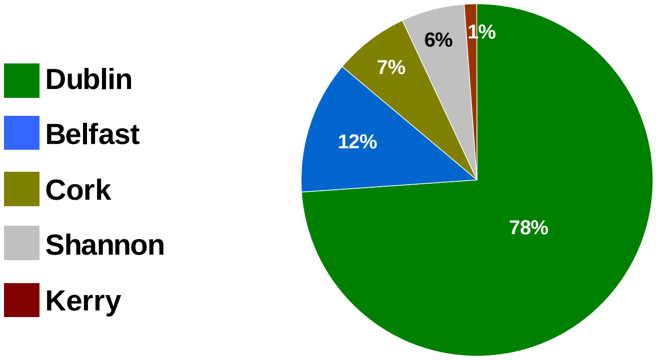
France, Spain and Poland contributed the greatest volume increases offering almost 10,000 additional seats between them.

Direct services between 179 'city pairs' (two cities, one on the island of Ireland and one in Europe with a direct air route connecting them) reflects an increase in 31 city pairs since this time last year.

The number of airlines servicing Continental Europe with the island of Ireland will see a decline in Summer 2008 compared to 2007 from 25 from 31.

While routes into Dublin still dominate (78%), Dublin's overall share of access continues to decline as direct access to Northern Ireland grows at a faster rate than to the Republic of Ireland (49% vs. 7% respectively).

Airline Share of European Access



Air Capacity Growth From European Countries to the Island of Ireland

Country	SUMMER 2007	SUMMER 2008	% Change
Spain	39,422	41,417	+5%
France	28,916	33,823	+17%
Germany	20,879	21,943	+5%
Poland	16,536	19,389	+17%
Italy	16,871	16,156	-4%
Netherlands	10,636	11,988	+13%
All Europe Total	177,519	195,946	+10%

Capacity is measured as the number of direct, scheduled seats available one-way per week. Source: TTC

North America

Summer 2008 will see an additional three new gateways (Washington Dulles, San Francisco and Orlando International) operated by Aer Lingus between the island of Ireland and the US compared to Summer 2007.

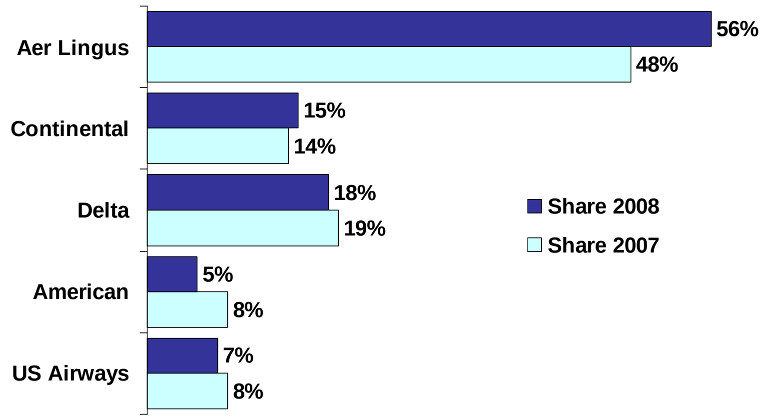
The United States represents the fourth largest market to the island of Ireland accounting for 7% of total air capacity or 33,178 weekly one-way seats in Summer 2008.

Nevertheless, 9 fewer departures per week from the US will result in an overall decline of approximately 2,000 one way weekly seats in total capacity available this summer compared to last.

This decline in overall capacity is due to a decline in weekly departures by Aer Lingus, a reduction in capacity by Delta Airlines (though maintaining frequency) and the withdrawal of the American Airlines Chicago-Shannon service and Flygobespan's withdrawal from Knock.

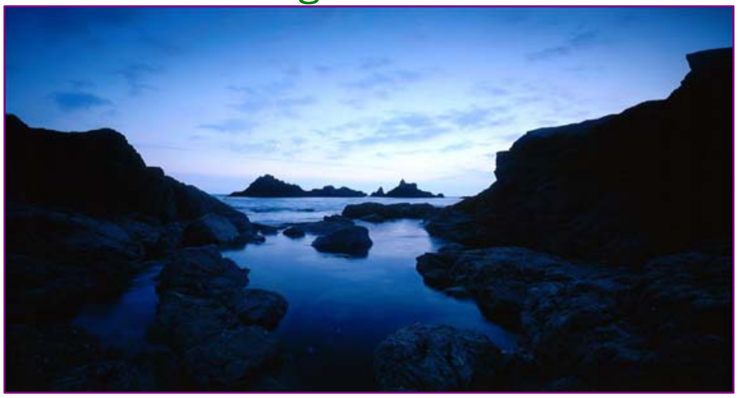
Canadian access capacity will grow this Summer by 20% compared to Summer 2007 with weekly departures increasing from 16 to 19. Four airlines will operate services from 3 gateways namely Toronto, Montreal, Vancouer.

Airline Market Share on USA Routes

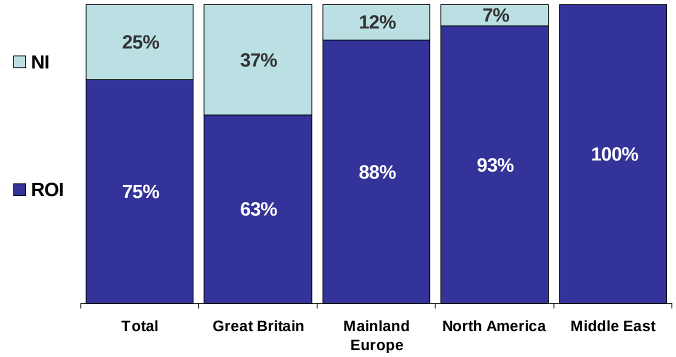


Air Access Overview – Republic of Ireland/Northern Ireland

An additional 37,700 seats will be available by air each week over Summer 2007 and the **ratio** of seats destined for Northern Ireland versus the Republic remains unchanged at **1:4.**



The graph below shows how this ratio varies by market area where for instance three in eight of the seats available from Great Britain are destined for Northern Ireland.



	Total	Great Britain	Mainland Europe	North America	Middle East
Air – Total	507,375	272,289	195,946	37,740	1,400
Air – NI	125,766	100,064	22,887	2,815	0
Air – ROI	381,609	172,225	173,059	34,925	1,400

One way seats per week

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