Australia is our 11th largest source market and accounts for 2% of all visitors to the island.

Visitor Market
Australia is our 11th largest source market and accounts for 2% of all visitors to the island.

Visitor growth in 2016
+2%

Latest Performance
To access the latest performance on visitors, holidaymakers and revenue from Australia.

16.7M Outbound
There were 16.7M outbound trips from Australia in 2016

The island of Ireland welcomed 193K visitors from Australia in 2016.

Visits to Ireland and Northern Ireland will total more than the island figure due to visitors spending time in both locations.

177K
51K

Ireland Northern Ireland
Revenue and Bednights
Spend by visitors from Australia and New Zealand increased by +4% to €237M/£191M in 2016. This represents 4% of all overseas visitor revenue to the island.

3.1M Bednights

14
Average nights on the island

15+ nights 25%
9 to 14 nights 27%
6 to 8 nights 17%
1 to 5 nights 31%

€1,045/£844
Spend per visitor

19% are on package holiday
19% of Australian holidaymakers visited the island on a package holiday, with 90% of these travelling as part of an escorted tour.

69% of Australians think Ireland is good or very good value for money

Driving Holiday Growth
Tourism Ireland has created a tailor-made marketing programme targeting Australian holidaymakers to stimulate interest and holiday booking from this market.

Interest in Visiting
62% of Australian holidaymakers are interested in taking a holiday to the island of Ireland.

Data in this section refers to Australia and New Zealand combined.
Australian Explorer
We welcomed 106k Australian holidaymakers in 2016. Australian holidaymakers like to travel around and explore the regions of Ireland. 41% of them hire a car and discover the island by self-driving.

Active Holidaymakers
Australian holidaymakers are active visitors, exploring historical sites and engaging in multiple events and activities while on the island.

- 98% visited sites of historical interest
- 79% engaged in excursions/events
- 28% take part in hiking/cross country walking

Reasons for visiting
- 55% Holiday
- 44% Visiting friends and relatives
- 2% Business and other

Visit Northern Ireland
- 70% Holiday April-September
- 24% Visit Northern Ireland
- 16% Jan-Mar
- 35% Apr-Jun
- 35% Jul-Sep
- 15% Aug-Dec

Tourism Ireland
Partnering for Success
Get in contact with our team in Australia who can partner with you to help deliver more visitors and revenue from Australia to your business and the island of Ireland.

Holidaymaker Profile
62% of Australian holidaymakers to the island are over 35 years of age. 85% of all Australian visitors are first time visitors.

Contact us
Get in contact with our Australia team who can partner with you to help deliver more visitors and revenue from Australia to your business and the island of Ireland.

Market Insights
Learn about opportunities in other markets and keep up-to-date on latest visitor numbers and market intelligence.

Marketing Opportunities
Select the marketing opportunity that’s right for you to help attract additional visitors and grow your business from Australia and other markets.

All the information contained within this publication is based on information provided by NISRA’s Northern Ireland Passenger Survey, The CSO’s Country of Residence Survey and the Passenger Card Inquiry and Fáilte Ireland’s Survey of Overseas Travellers and Tourism Ireland overseas research programme.