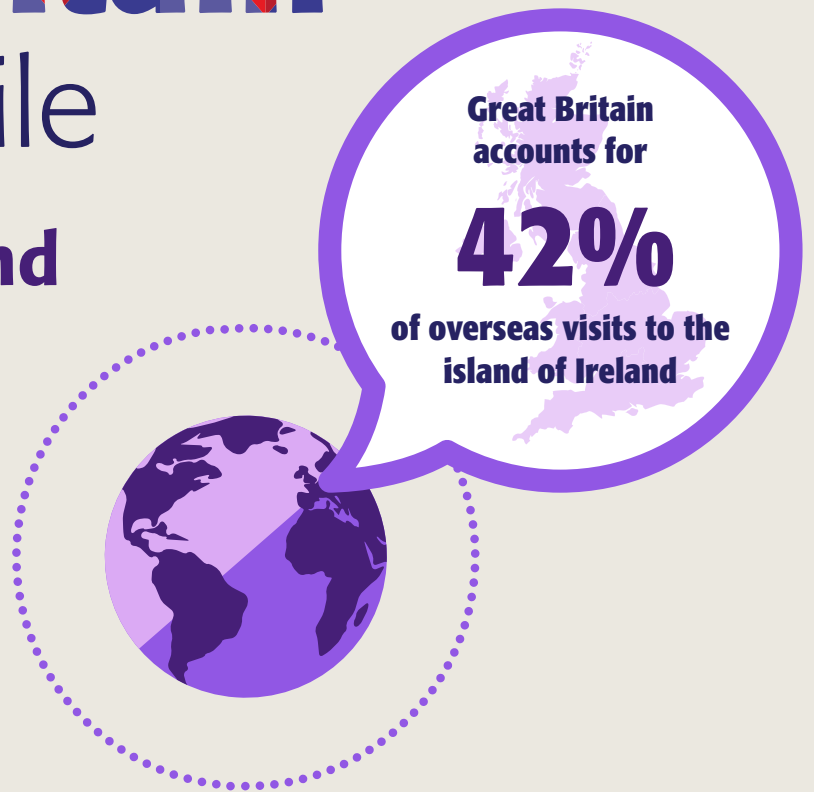


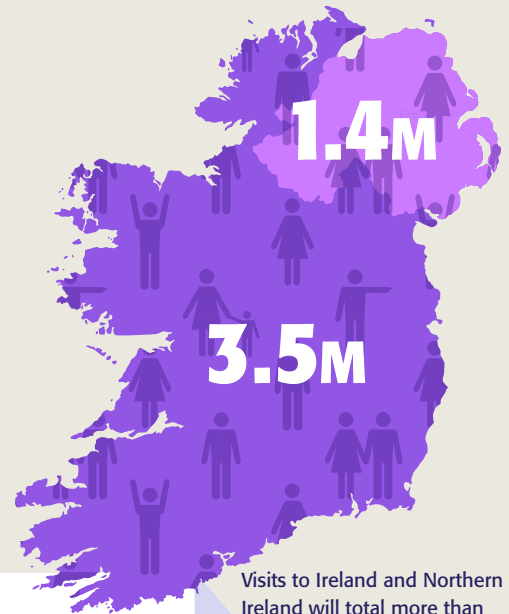
Great Britain

Market Profile



Visitor Market

The island welcomed **4.7 million** visitors from Great Britain in 2018. 82% of these visitors were from England, 15% from Scotland and 4% from Wales.



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

#1 Rank

Britain is the island of Ireland's most important market in terms of:

- ⇒ **Visitors**
- ⇒ **Holidaymakers**
- ⇒ **Nights**

7%

Share of Outbound Visits

Great Britain is the world's 4th largest outbound market with British visitors making around 72 million trips annually, 81% of visits are to Europe and 7% to the island of Ireland.

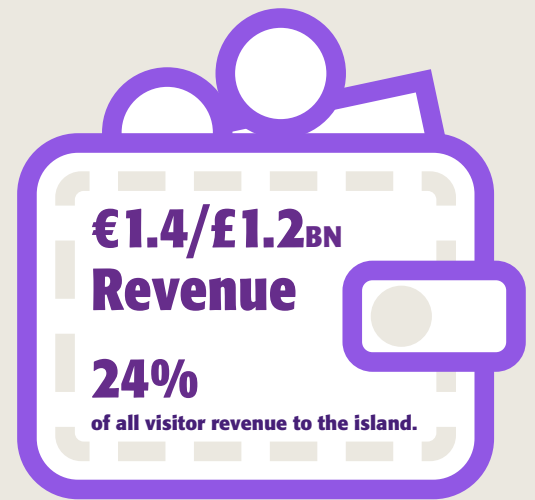
Latest Performance

Read more to access the latest performance on visitors, holidaymakers and revenue from Great Britain.

[READ MORE](#)

Revenue and Bednights

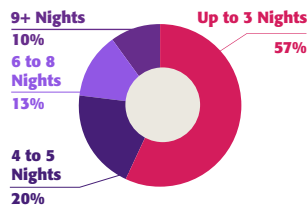
Britain remains the island of Ireland's most important market in terms of revenue.



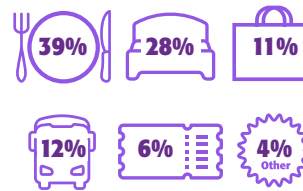
22M Bed Nights

British visitor bed nights remained constant with 22M in 2018. 39% of visitors stayed in paid accommodation, principally hotels and 50% of nights spent with friends and relatives.

5 Nights Average Stay

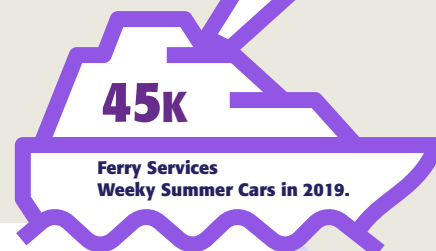
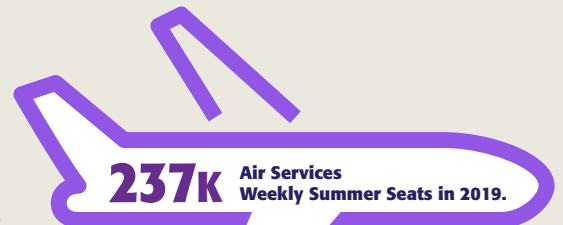


€295/€257 Spend per Visitor



Air and Sea Access Links

Sea services increased to 219 sailings per week during the Summer of 2019, along with 1,736 flights delivering almost 240k one-way weekly air seats.



159K Seats per Week to Ireland



1,100 Departures
25 British Airports
5 Airlines
6 Irish Airports

77K Seats per Week to Northern Ireland



636 Departures
24 British Airports
6 Airlines
3 NI Airports

Industry Opportunities

Tourism Ireland works with airlines and seas carriers to create co-operative marketing opportunity for our industry partners to get involved with.

[READ MORE](#)

Holiday Market

Great Britain remains the island of Ireland's largest source of holidaymakers accounting for almost a third of the island of Ireland's holidaymakers in 2018.



7.2M

holiday bednights to the island of Ireland

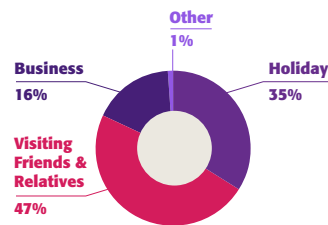
British holidaymakers spend an average of 4.3 nights on the island of Ireland. Those who stay in Northern Ireland, spend an average of 3.3 nights there.

Holidaymaker Average Spend

€330/£287

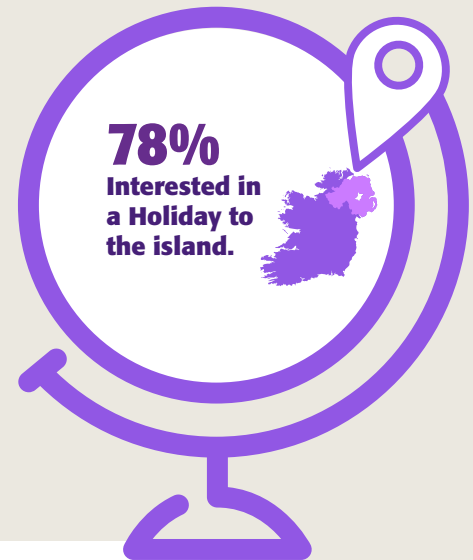
**Ireland: €326
Northern Ireland: £263**

Reasons for Visiting



Interest in Visiting

The island of Ireland is the 6th most popular outbound destination British holidaymakers are interested in visiting.



43%

Intend to Holiday on the island in the next 3 years

To drive general interest to intent we stimulate visitors through keeping the island top of mind. After Spain and France, Ireland has the 3rd strongest conversion rate of all outbound destinations monitored.

20%

Actively Planning a Holiday to the island of Ireland in 12 months

The island competes with Italy, Spain, France and other domestic destinations that British holidaymakers are actively planning on visiting.

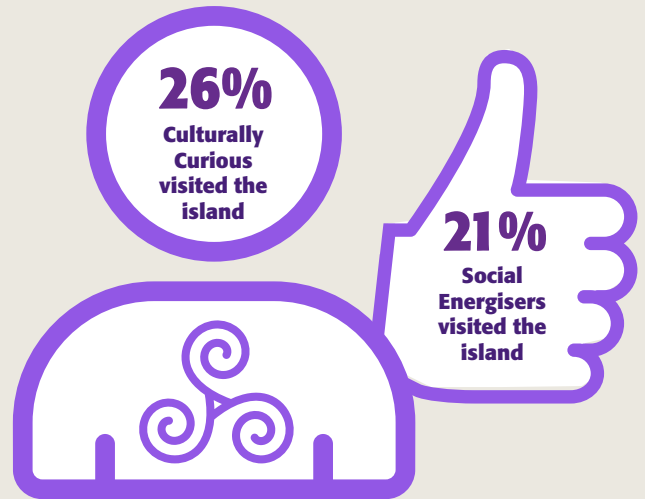
Driving Holiday Growth

Tourism Ireland has created a tailor made marketing programme targeting British holidaymakers to stimulate interest and holiday booking from our largest market.

[READ MORE](#)

Our Best Prospects

The island attracts holidaymakers from Great Britain with varying motivations, two core segments account for 48% of all British holidaymakers to the island.



4.4M
Culturally Curious in Great Britain

Culturally Curious holidaymakers are interested in meeting the locals, exploring the place and broadening the mind.

2.7M
Social Energiser in Great Britain

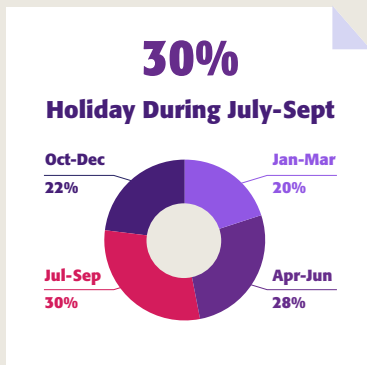
Social Energisers are particularly interested in partying, meeting other tourists, experiencing adrenaline filled adventures and activities/places with a wow factor.

Memorable Experiences

Directing holidaymakers to discover hidden gems will ensure they have memorable experiences. Encourage your visitors to share experiences driving interest from their friends and family to holiday on the island.

Off Peak Visits

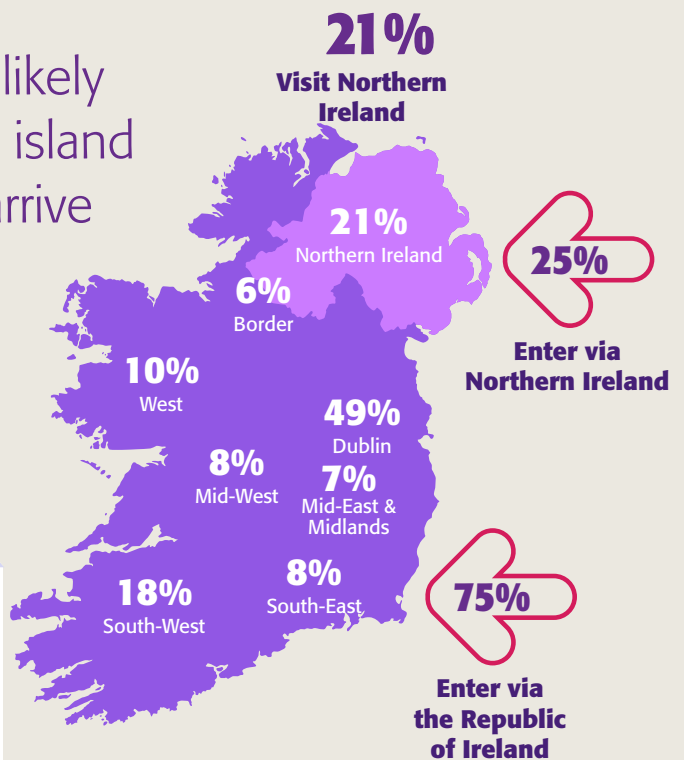
British holidaymakers are the most likely of all our markets to holiday on the island during the off-peak months, 42% arrive throughout October to March.



38%
Plan 2-3 Months in Advance

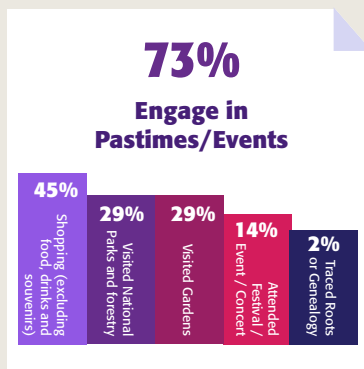
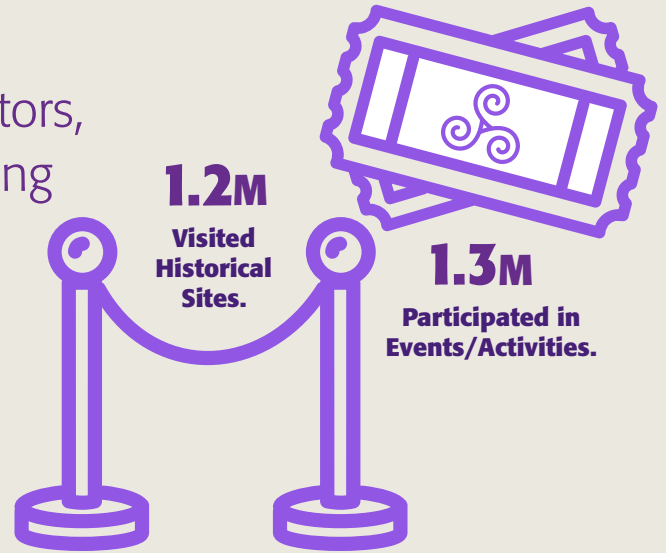
Tourism Ireland runs targeted email marketing campaigns timed to coincide with critical holiday decision-making times. Get involved in our eMarketing partnership programme.

[READ MORE](#)



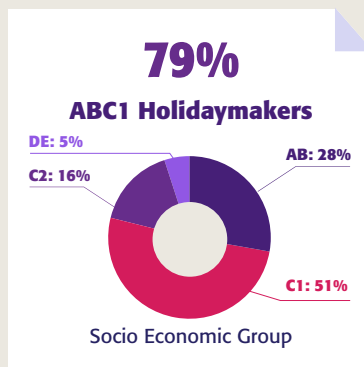
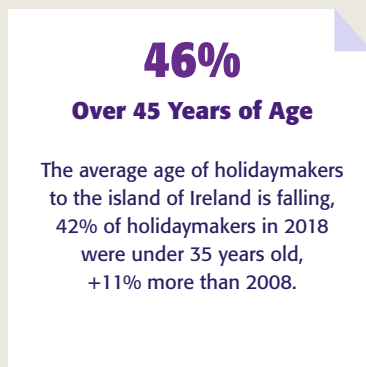
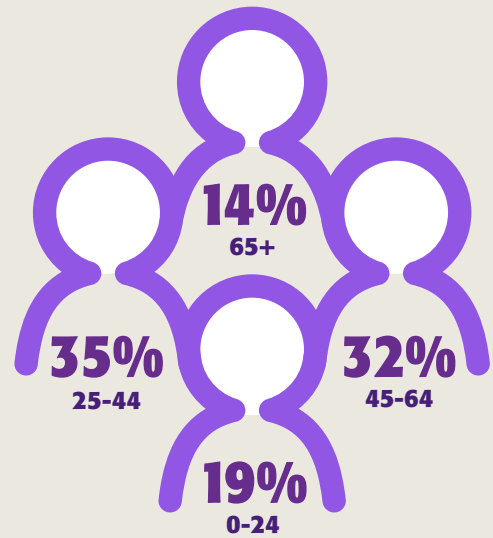
Active Holidaymakers

British holidaymakers are active visitors, exploring our historical sites, engaging in multiple events/activities while on the island.



Repeat Holidaymakers

7% of holidaymakers from Britain were born on the island of Ireland and more than half were on a repeat trip in 2018.



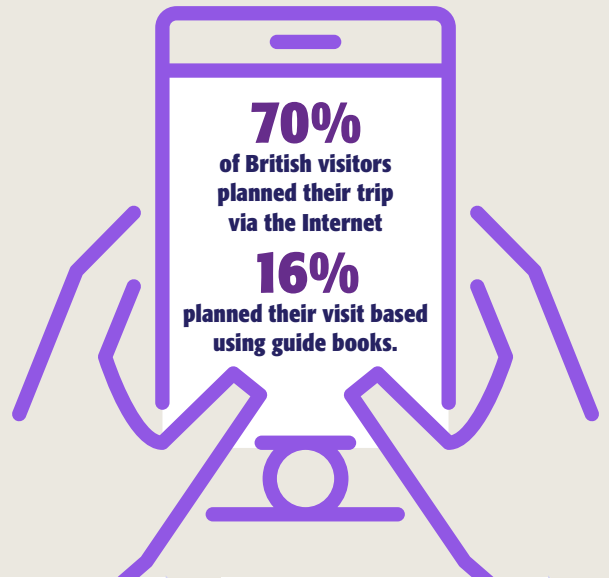
Personal Invitation

Past holidaymakers can be a great source of future business. Enrich your website and email marketing campaigns with great content from our archive.

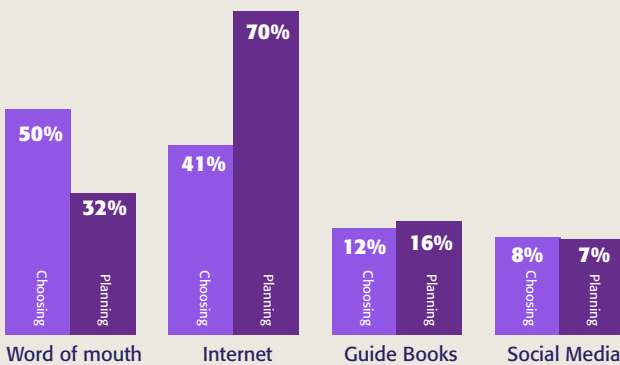
[READ MORE](#)

Online & Offline Inspiration

Word of Mouth remains the most powerful influencer among holidaymakers from Britain when choosing to visit the island of Ireland.



Just some of the sources of influence when choosing/planning visit



Planned via Social Media

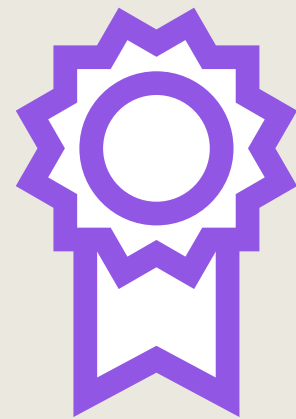
For those that planned their visit via Social Media, Facebook was the most popular (73%) social media outlet for holidaymakers when choosing to visit the island of Ireland, followed by Instagram (40%) and YouTube (18%).

Planned via the Internet

Around half of all holidaymakers who used the internet to choose to visit the island of Ireland did so using a carrier website or an accommodation providers website.

Partnering for Success

Tourism Ireland is the organisation responsible for marketing the island of Ireland overseas as a tourist destination.



Get in contact with the teams that can partner with you to help deliver on our ambition of driving more visitors and revenue from Great Britain to the island of Ireland.

[READ MORE](#)

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

[READ MORE](#)

Select the marketing opportunity that's right for you to help attract additional visitors and grow your business from Great Britain and other markets.

[READ MORE](#)

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, Fáilte Ireland's Survey of Overseas Travellers and Port Survey, and Tourism Ireland overseas research programme.