

Germany

Market Profile



Visitor Market

The island of Ireland welcomed **784k** visitors from Germany in 2018. German visitors account for **7%** of all visitors to the island.

Where do they come from?



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

Visitor Growth in 2018



Island of Ireland

114M

Outbound visits

Germany is the world's 2nd largest outbound market. Germans made over 114m trips in 2018 with 88% (100m) of those visits within Europe.

Latest performance

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

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Revenue and Bednights

German visitors spent a total of €487M/£424M on the island of Ireland in 2018. This is an additional +€70M/£61M over 2017. This represents an average spend of €621/£541 per German visitor.



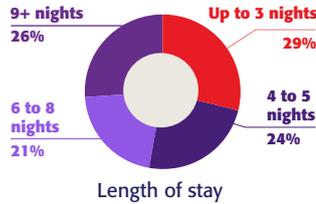
6.7M

Bednights

3 in every 4 nights are spent in paid accommodation, with hotels, guesthouses/B&B particularly popular among the German visitor.

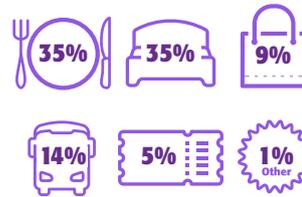
8.6

Average nights on the island



€621/£541

Spend per visitor



Air Links

33,000 air seats were available on 187 weekly departures from Germany to the island of Ireland in Summer 2019.

33k

Weekly summer seats in 2019



33k

Seats per week to Ireland



**10 cities in Germany
4 Airlines**

378

Seats per week to Northern Ireland



**1 city in Germany
1 Airline**

Industry opportunities

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

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Holiday Market

In 2018, 70% of all visitors from Germany were holidaymakers. Germany accounts for 10% of all holidaymakers to the island of Ireland.



Interest in Visiting

Interest in holidaying on the island of Ireland is at an all time high (76%). The island of Ireland is the 6th most popular destination German holidaymakers are interested in visiting in the next 3 years.



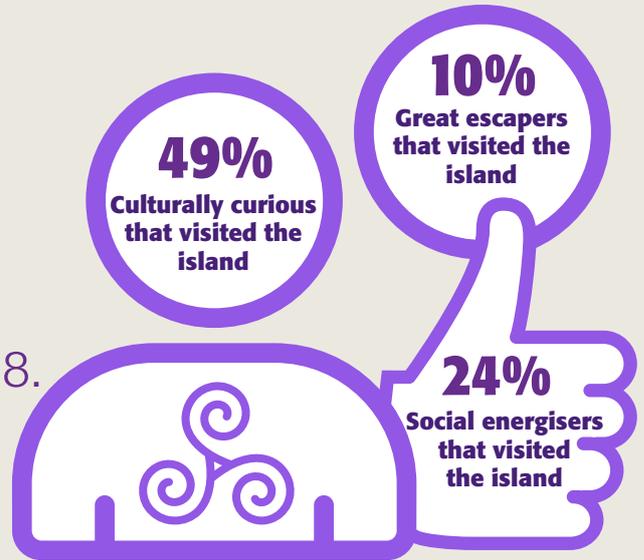
Driving Holiday Growth

Tourism Ireland has created a tailor-made marketing programme targeting German holidaymakers to stimulate interest and holiday booking from our 3rd largest holiday market.

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Our Best Prospects

The island attracts holidaymakers from Germany with varying motivations, three core segments accounted for 83% of all German holidaymakers to the island in 2018.



9.1M
Culturally Curious in Germany

Culturally Curious holidaymakers are interested in meeting the locals, getting off the beaten track and feeling connected to nature, while soaking up the atmosphere and exploring the place.

2.4M
Social Energisers in Germany

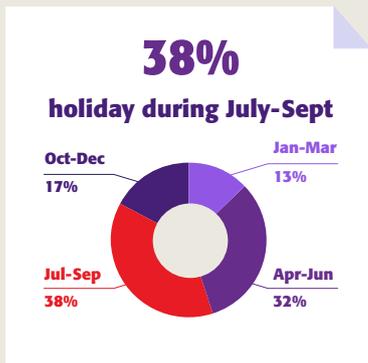
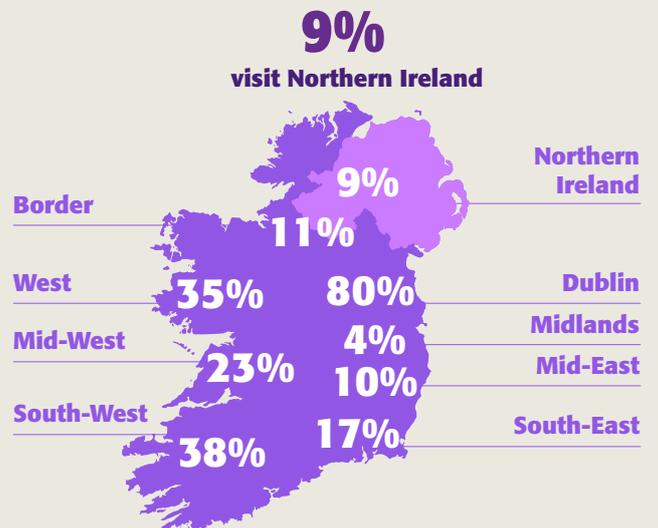
Social Energisers enjoy socialising, adrenaline-filled adventures, experiencing places/activities with a wow factor and meeting other tourists. They are very active in social media and regularly share with their network.

7.9M
Great Escapers in Germany

Great Escapers like to revisit places of nostalgic importance, enjoy peace and quiet and like to feel connected to nature while enjoying the beauty of the landscape at a change of pace.

Regions and Seasons

Almost half (46%) of German holidaymakers use a car during their trip, most of whom hire a car on arrival.



197k
Hire Car

54k
Bring Car

74%
book 3-4 months in advance

Tourism Ireland runs targeted email marketing campaigns timed to coincide with critical holiday decision-making times.

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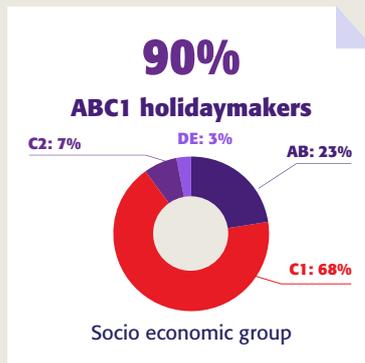
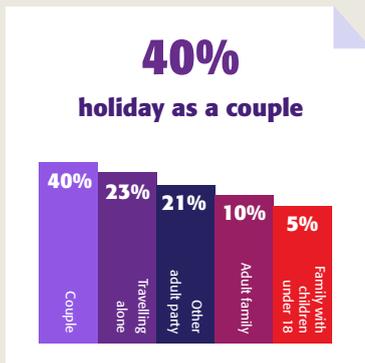
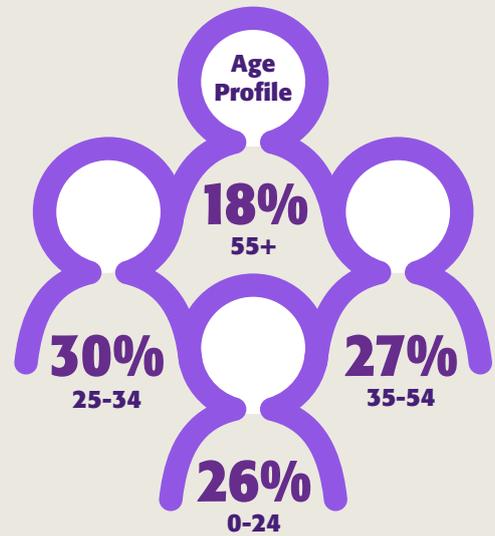
Engaged Holidaymakers

German holidaymakers are our most active visitors, exploring our historical sites and engaging in multiple events/activities while on the island. Hiking and cross-country walking is more popular with German holidaymakers than most other markets.



Holidaymaker Profile

55% of all German holidaymakers to the island of Ireland are under 35 years old and 29% of holidaymakers have been here before.



29% repeat holidaymakers

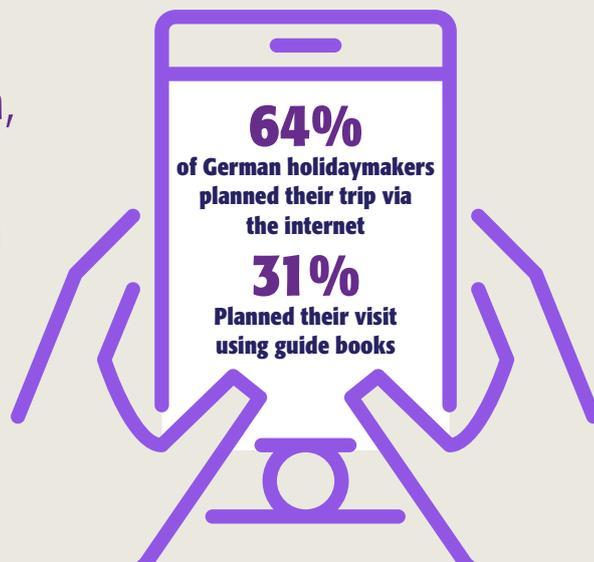
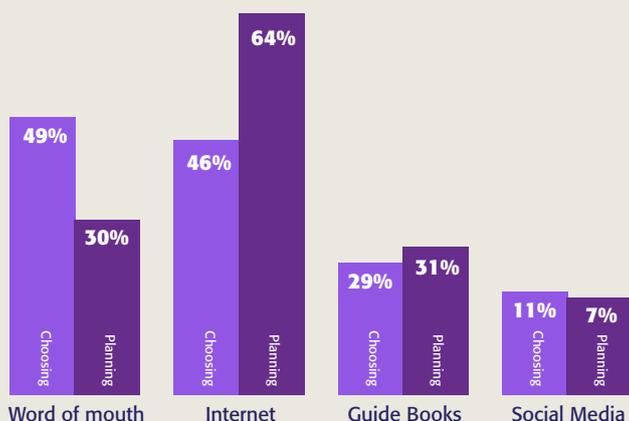
Past holidaymakers can be a great source of future business. Enrich your website and email marketing campaigns with great content from our archive.

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Online & Offline Inspiration

When choosing Ireland as a destination, half of all German holidaymakers were inspired to visit by word of mouth from family, friends and work colleagues.

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



Planned via Internet

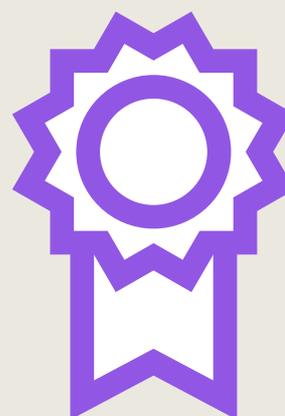
Nearly half (46%) of all German holidaymakers who used the internet to plan their visit to the island of Ireland, did so using an accommodation provider website and one third (32%) used a tourist board website.

Planned via Social Media

Facebook was the most popular (88%) social media outlet for holidaymakers when planning to visit the island of Ireland, followed by Instagram (56%) and Youtube (39%).

Partnering for Success

Get in contact with our team in Germany who can partner with you to help.



Contact us

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

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Market Insights

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

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Marketing Opportunities

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

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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 Travellers and Port Survey and Tourism Ireland overseas research programme.