

OVERSEAS VISITORS

ISLAND OF IRELAND

OVERSEAS TOURISM PERFORMANCE

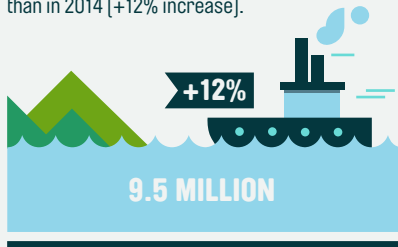
1 MILLION
EXTRA VISITORS

9.5 MILLION
VISITORS

€721m/£525m
SPEND INCREASE

OVERSEAS VISITORS

Almost 9.5 million visitors were welcomed on the island of Ireland in 2015, over a million more than in 2014 [+12% increase].



WHERE DID THEY COME FROM?

GB [47%], US [13%], Germany [7%] & France [5%] represented almost three-quarters of all overseas visitors to the island in 2015.



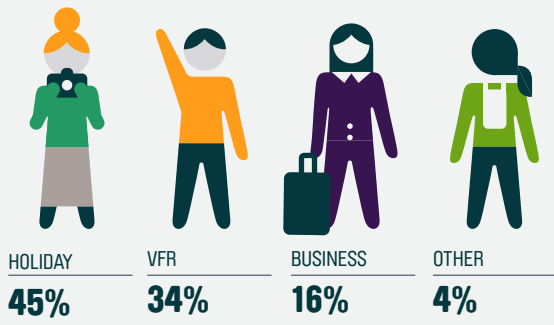
AVERAGE SPEND/LENGTH OF STAY

The average spend per overseas visitor was €520/£379 in 2015. The average length of stay for visitors was 7.6 nights and holidaymakers was 6.6 nights.



WHY WERE OUR VISITORS HERE?

More than two-fifths of visitors to the island of Ireland in 2015 came for a holiday, that is +680,000 (+19%) more holidaymakers than in 2014. Approximately one-third (34%) came to visit friends and/or relatives (VFR) while almost one-sixth came for business reasons.



PROMOTABLE VISITORS*

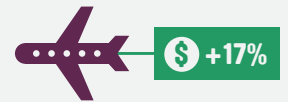
More than 4.7 million promotable visitors were welcomed to the island in 2015, +658,000 more than in 2014.

+16%



OVERSEAS REVENUE

The island of Ireland generated €4.9/£3.6 billion in 2015, an additional +€721/£525 million compared to 2014.



WHERE DID THE REVENUE COME FROM?

GB [28%], US [23%], Germany [8%], & France [5%] represent two-thirds of all overseas revenue generated on the island in 2015.

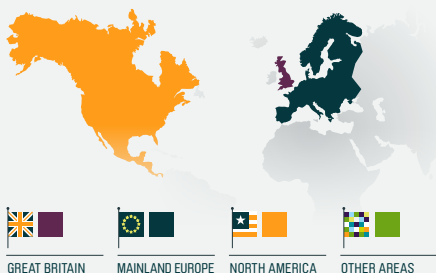


POPULAR PLACES?

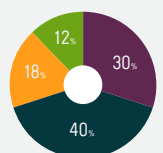
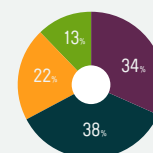
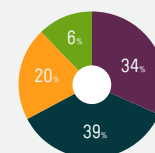
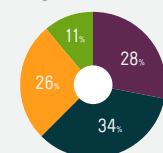
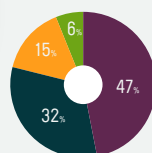
Dublin, the South West and Northern Ireland remain the most popular destinations for visitors.



2015 NUMBERS & MARKET AREA SHARE



VISITORS	REVENUE	PROMOTABLES*	HOLIDAYMAKERS	NIGHTS
9,485,000	€4,930 million £4,209 million	4,742,000	4,325,000	72,365,000
+12% Change vs 2014	+17% Change vs 2014	+16% Change vs 2014	+19% Change vs 2014	+11% Change vs 2014



* Promotable visitors are made up of holidaymakers, conference, trade fair/exhibition visitors and visitors here for English Language Training (ELT).

WHERE DID OUR VISITORS COME FROM? (000's)

	Island of Ireland			Republic of Ireland			Northern Ireland		
	2015	vs. 2014	Share	2015	vs. 2014	Share	2015	vs. 2014	Share
Total	9,485	+12%		8,036	+13%		1,965	+10%	
	4,489	+10%	47%	3,346	+11%	42%	1,295	+10%	66%
	3,030	+16%	32%	2,880	+16%	36%	311	+17%	16%
GERMANY	631	+14%	7%	609	+14%	8%	65	+10%	3%
FRANCE	496	+12%	5%	471	+12%	6%	57	+18%	3%
SPAIN	340	+17%	4%	322	+17%	4%	36	+12%	2%
ITALY	311	+23%	3%	304	+23%	4%	22	+2%	1%
	1,385	+12%	15%	1,294	+13%	16%	229	+1%	12%
USA	1,201	+12%	13%	1,129	+12%	14%	181	0%	9%
CANADA	183	+16%	2%	165	+17%	2%	48	+5%	2%
	581	+12%	6%	516	+12%	6%	130	+6%	7%
AUS / NZ / Oo	222	+7%	2%	205	+7%	3%	58	+4%	3%

WHY WERE OUR VISITORS HERE?

	Holiday	VFR*	Business	Other
Total	45%	34%	16%	4%
	33%	47%	18%	2%
	54%	23%	16%	7%
	68%	19%	9%	4%
	45%	34%	14%	6%

VFR* – Visiting friends and relatives



HOW MUCH DID OUR VISITORS SPEND?

	Island of Ireland				Republic of Ireland				Northern Ireland			
	2015 €m	2015 £m	vs. 2014	Share	2015 €m	2015 £m	vs. 2014	Share	2015 €m	2015 £m	vs. 2014	Share
Total	4,930	3,590	+17%		4,265	3,106	+19%		664	484	+8%	
	1,395	1,016	+9%	28%	1,018	741	+10%	24%	377	274	+7%	57%
	1,682	1,225	+20%	34%	1,555	1,133	+20%	36%	127	92	+29%	19%
	1,299	946	+27%	26%	1,200	874	+28%	28%	99	72	+16%	15%
	554	403	+10%	11%	493	359	+15%	12%	61	45	-18%	9%

HOW DOES PURPOSE OF VISIT CONTRIBUTE TO SPEND?

	Business	VFR*	Holiday	Other
Total	17%	23%	52%	8%
	23%	37%	38%	2%
	18%	14%	54%	14%
	10%	14%	70%	6%
	17%	34%	39%	10%

VFR* – Visiting friends and relatives

HOW DID THEY SPEND THEIR MONEY?

	Bed & Board	Food & Drink	Shopping	Internal Transport	SS/Ents*	Misc
Total	30%	33%	14%	12%	7%	4%
	27%	37%	14%	11%	6%	5%
	32%	31%	14%	12%	8%	3%
	32%	31%	13%	13%	7%	4%
	26%	32%	18%	12%	8%	4%

SS/Ents* – Sightseeing & Entertainment



HOW MANY NIGHTS DID THEY STAY?

	2015 (000's)	vs. 2014	Share
Total	72,365	+11%	
	21,799	+6%	30%
	28,793	+11%	40%
	13,289	+19%	18%
	8,484	+12%	12%



WHERE DID THEY STAY?

	Friends/Relatives	Hotels	Rented	B&B/Guesthouse	Other
Total	31%	27%	14%	10%	18%
	47%	26%	8%	5%	14%
	21%	24%	19%	13%	23%
	20%	41%	12%	12%	14%
	37%	19%	18%	8%	18%

WHERE ON THE ISLAND OF IRELAND DID OUR VISITORS & HOLIDAYMAKERS STAY?

	Dublin	South West	Northern Ireland	West	Shannon	South East	East & Midlands	North West
Visitors (000's)	4,937	2,104	1,965	1,590	1,148	876	922	694
Share	52%	22%	21%	17%	12%	9%	10%	7%
Holidays (000's)	2,841	1,428	595	1,120	760	557	404	403
Share	66%	33%	14%	26%	18%	9%	9%	9%

% VISITORS

% HOLIDAYMAKERS



WHERE DID OUR PROMOTABLE VISITORS COME FROM?

	2015 (000's)	vs. 2014	Share
Total	4,742	+16%	
	1,605	+18%	34%
	1,865	+17%	39%
	965	+13%	20%
	306	+11%	6%



WHERE DID OUR HOLIDAYMAKERS COME FROM?

	2015 (000's)	vs. 2014	Share
Total	4,325	+19%	
	1,482	+18%	34%
	1,638	+23%	38%
	939	+14%	22%
	266	+13%	6%



*Promotable visitors are made up of holidaymakers, conference, trade fair/exhibition visitors and visitors here for English Language Training (ELT)

HOLIDAYMAKER PROFILES

WHAT SOCIO ECONOMIC GROUP DO OUR HOLIDAYMAKERS BELONG TO?

	AB Managerial Professional	C1 White Collar	C2 Skilled Worker	DE Unskilled Worker
Total	28%	55%	13%	3%
	28%	48%	20%	4%
	27%	58%	12%	3%
	29%	58%	11%	1%
	32%	53%	12%	2%

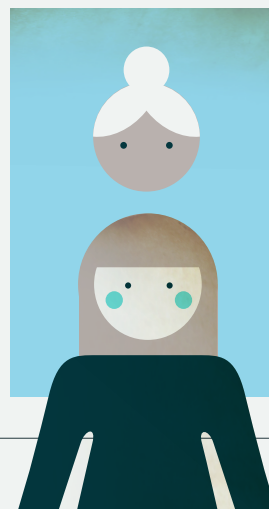


HOW LONG DID OUR HOLIDAYMAKERS STAY?

	1-3 nights	4-5 nights	6-8 nights	9-14 nights	15+ nights	Average nights
Total	31%	19%	27%	18%	5%	6.6
	53%	18%	15%	11%	3%	4.6
	23%	20%	27%	22%	7%	7.3
	20%	17%	38%	21%	5%	8.1
	29%	17%	27%	19%	7%	8.8

WHAT AGE ARE OUR HOLIDAYMAKERS?

	U16	16-24	25-34	35-44	45-54	55-64	65+
Total	4%	16%	24%	13%	18%	14%	11%
	3%	11%	21%	17%	20%	14%	15%
	5%	19%	28%	14%	17%	12%	6%
	3%	16%	21%	11%	16%	20%	14%
	5%	17%	22%	11%	20%	14%	10%



HAD OUR HOLIDAYMAKERS BEEN HERE BEFORE?

	1st visit	Repeat	Born here
Total	60%	37%	3%
	36%	56%	9%
	64%	36%	1%
	75%	25%	1%
	81%	18%	1%

For further detail or copies of any of our research publications please visit our website: www.tourismireland.com



FURTHER INFORMATION...

Tourism Ireland is the organisation responsible for marketing the island of Ireland overseas as a tourist destination. In addition to this role Tourism Ireland also undertakes regional / product marketing and promotional activities on behalf of Fáilte Ireland and Tourism Northern Ireland through its overseas market offices.

*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. We would like to thank NISRA, Fáilte Ireland and the CSO for their assistance to Tourism Ireland in compiling **Overseas Tourism Performance 2015.***

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