

GREAT BRITAIN

Market Profile 2019



42% of overseas visits to the island of Ireland come from Great Britain.

Tourist Market

The island of Ireland welcomed 4.8 million tourists from Great Britain in 2019. 83% of these tourists were from England, 14% from Scotland and 4% from Wales.

#1 RANK Britain is the island of Ireland's most important market in terms of tourists and nights.

5% SHARE OF OUTBOUND VISITS Great Britain is the world's 4th largest outbound market with British tourists making roughly 93 million* trips annually, 78% of visits are to Europe and 5% to the island of Ireland.
*UK outbound incl. Northern Ireland resident trips outside UK.

 Access the latest performance on tourists, holidaymakers and revenue from Great Britain. [Read more](#)



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

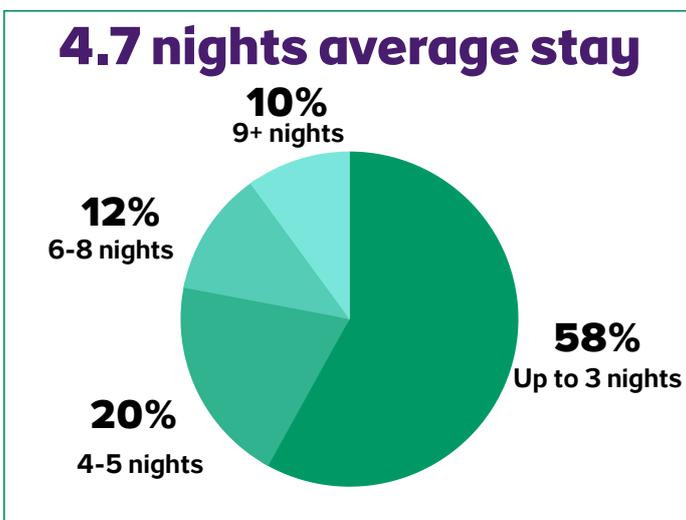
Revenue & Bednights

Britain remains the island of Ireland's most important market in terms of the amount of nights spent on the island of Ireland.



€1.4BN/£1.3BN
REVENUE
25% of all tourist revenue to the island

22.4M British bed nights increased marginally to 22.4m in 2019 (+1% or +127k). Two-fifths stayed in paid accommodation, principally hotels. Half of bed nights were spent with friends and relatives.

€302/ £263 spend per tourist



Air & Sea access links

Sea service 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.
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.

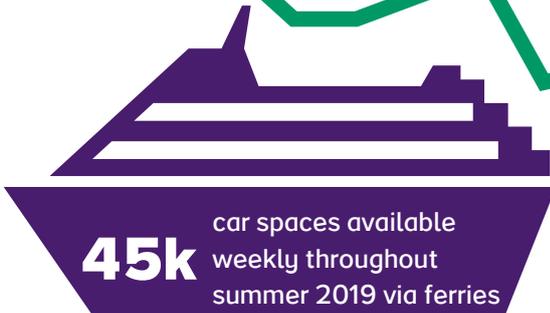


Industry Opportunities
Tourism Ireland works with air/sea carriers to create co-operative marketing opportunities for our industry partners to get involved. [Read more](#)



237k Weekly summer seats in 2019

45k car spaces available weekly throughout summer 2019 via ferries



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 2019.

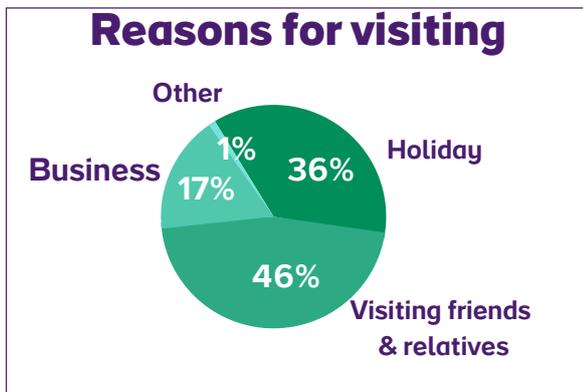
7.5m
BED NIGHTS



British holidaymakers spend an average of 4.3 nights on the island of Ireland. Holidaymakers from Britain spend 3.2 nights on average in Northern Ireland.



1.7m
Holidaymakers in 2019
+3% vs. 2018



Average spend on the island of Ireland

€341/£297



Ireland **€325**
N.Ireland **£305**

Interest in Visiting

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

43%
intent to visit in the next 3 years

intend to holiday on the island in the next 3 years. To drive general interest to intent we stimulate holidaymakers through keeping the island top of mind. After Spain & France, Ireland has the 3rd strongest conversion rate of all outbound destinations monitored.

20%
actively planning to come in 12 months

are actively planning a holiday to the island of Ireland in the next 12 months. The island competes with Italy, Spain, France and other domestic destinations that British holidaymakers are actively planning on visiting.

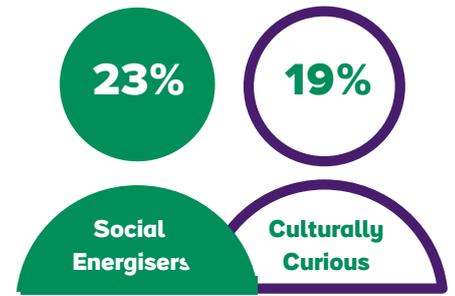


Tourism Ireland has created a tailor made marketing programme targeting British holidaymakers to simulate interest and holiday booking from our largest market. [Read more](#)



Our Best Prospects

The island attracts holidaymakers from Great Britain with varying motivations. Two core segments account for 42% of all British holidaymakers who visited the island in 2019.



4.4m
Culturally Curious in Great Britain
 Culturally Curious holidaymakers are interested in meeting the locals, exploring the place and broadening the mind.

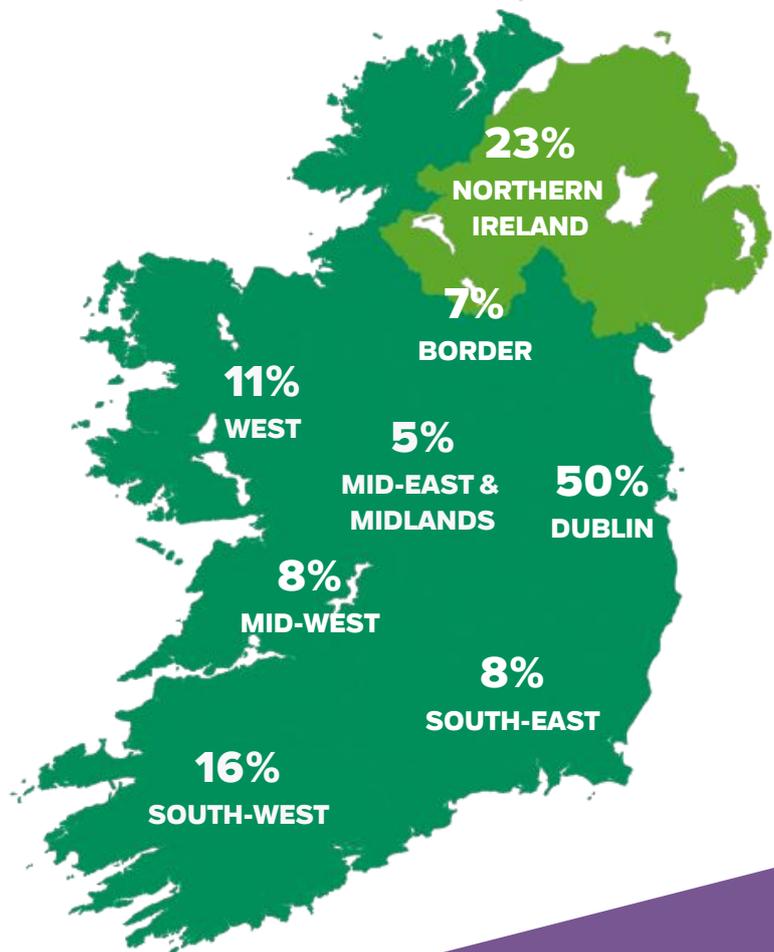
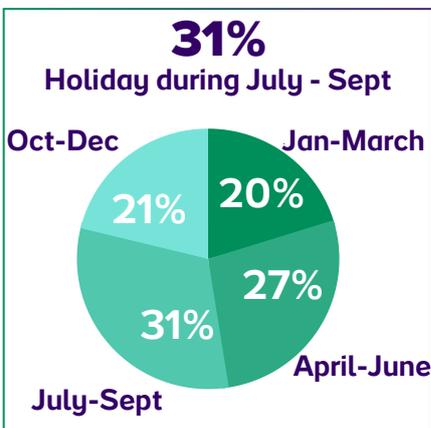
2.7m
Social Energisers in Great Britain
 Social Energisers are particularly interested in partying, meeting other tourists, experiencing adrenaline filled adventures and activities/places with a wow factor.

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

Regions and Seasons

British holidaymakers are the most likely of all our markets to holiday on the island during the off-peak months, 41% 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

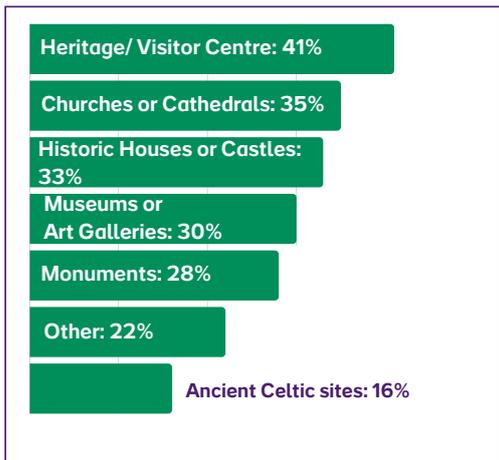
British holidaymakers are active tourists, exploring our historical sites, engaging in multiple events/activities while on the island.



70% Visited sites of historical interest

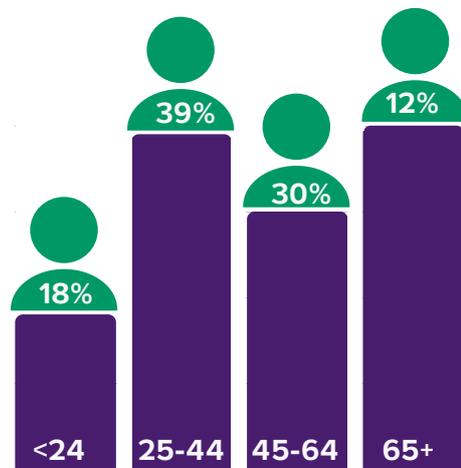
70% Engage in pastimes/events

33% Participated in activities

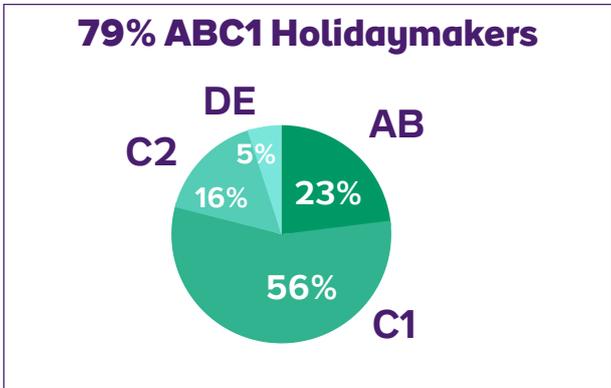


Holidaymaker Profile

6% of holidaymakers from Britain were born on the island of Ireland and more than half were on a repeat trip in 2019.



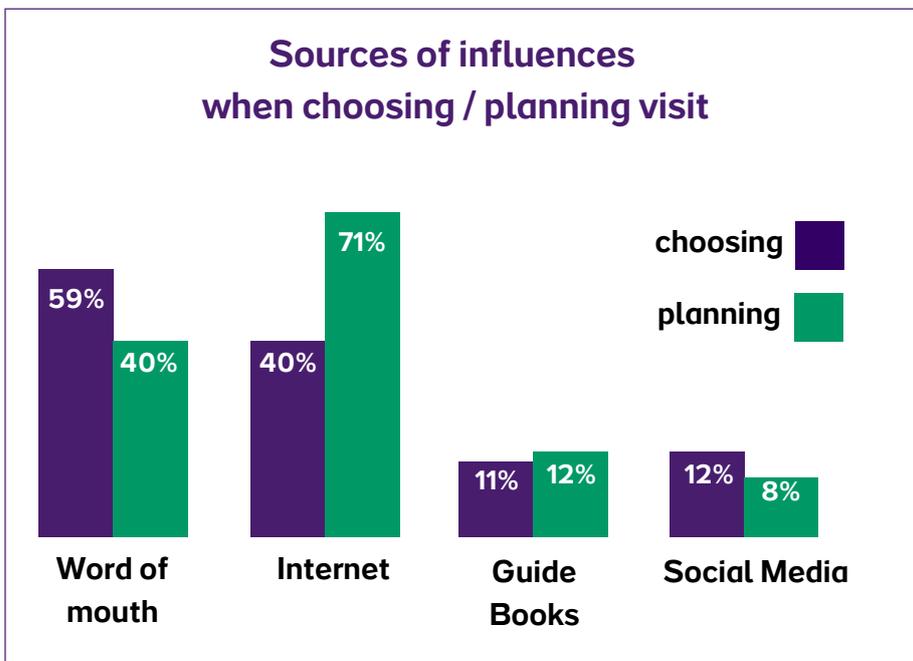
Personal Invitation
Past holidaymakers can be a great source of future business. Enrich your website and email marketing campaigns with great content from our archive. [Read more](#)



43%
Over 45 years of age
The average age of holidaymakers to the island of Ireland is falling, 45% of holidaymakers in 2019 were under 35 years old, compared to 39% in 2009.

Online & Offline Inspiration

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



Planned via the internet

Of the 40% of holidaymakers that chose to visit Ireland via the internet, almost 3-in-5 did so using accommodation providers websites and 2-in-5 did so using a carrier 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 tourists 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 tourist numbers and market intelligence.

[Read More](#)

Select the marketing opportunity that's right for you to help attract additional tourists 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 Passenger Card Inquiry and Fáilte Ireland's Survey of Travellers and Tourism Ireland's overseas research programme.