

# GREAT BRITAIN

## Market Profile 2019



of overseas visitors 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** Great Britain is the island of Ireland's most important market in terms of tourists and bednights.

**5% SHARE OF OUTBOUND VISITS** Great Britain is the world's fourth-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.

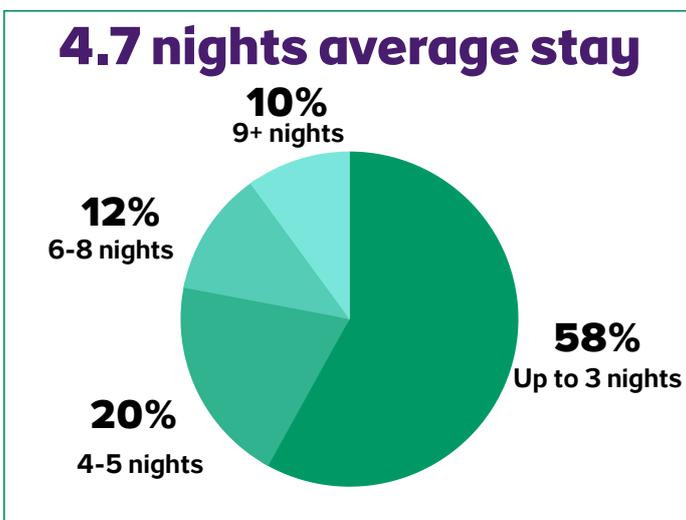
 Access the latest performance on tourists, holidaymakers and revenue from Great Britain [here](#).



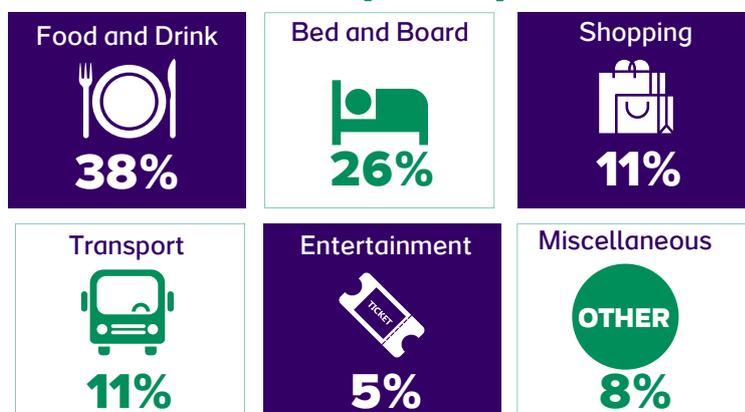
 Visits to Ireland and Northern Ireland will total more than the island figure due to tourists spending time in both locations.

# Revenue and Bednights

Great Britain remains the island of Ireland's most important market, in terms of the number of nights spent here.



## €302/£263 spend per tourist



# Air and Sea Access Links

Sea services increased to 219 sailings per week during the summer of 2019; and 1,736 flights delivered 237,000 one-way weekly air seats to the island of Ireland.



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



# Holiday Market

Great Britain remains the island of Ireland's largest source of holidaymakers, accounting for almost one-third of all holidaymakers in 2019.

**7.5m**  
**BEDNIGHTS**



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

**1.7m**  
**Holidaymakers**  
**in 2019**  
**+3% vs 2018**



## Interest in Visiting

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

**43%**  
intent to visit in the next 3 years

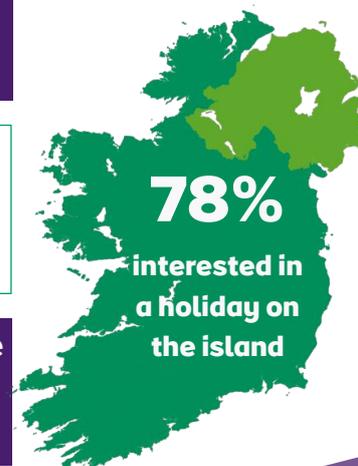
intend to holiday on the island of Ireland in the next three years. To drive general interest to intent, we stimulate holidaymakers through keeping Ireland top of mind. After Spain and France, Ireland has the third strongest conversion rate of all outbound destinations monitored.

**20%**  
actively planning to come in 12 months

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

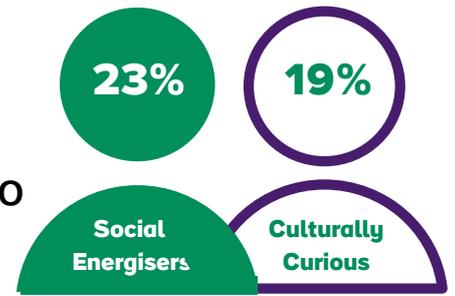


Tourism Ireland has created a tailor made marketing programme targeting British holidaymakers to stimulate interest and holiday booking from our largest market. [Read more here.](#)



# Our Best Prospects

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



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

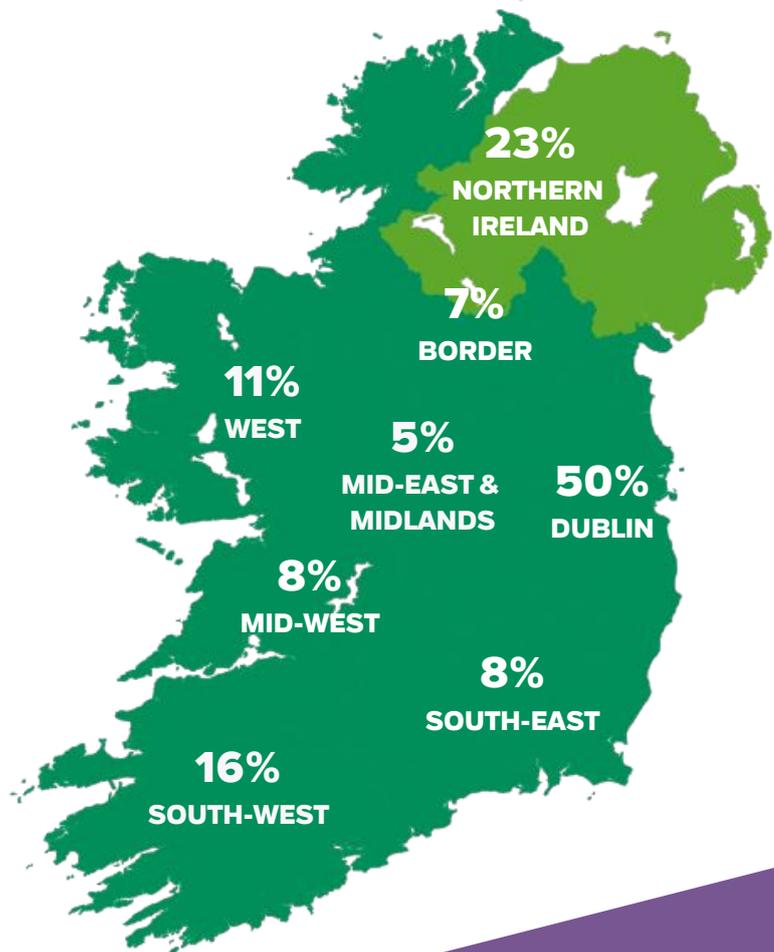
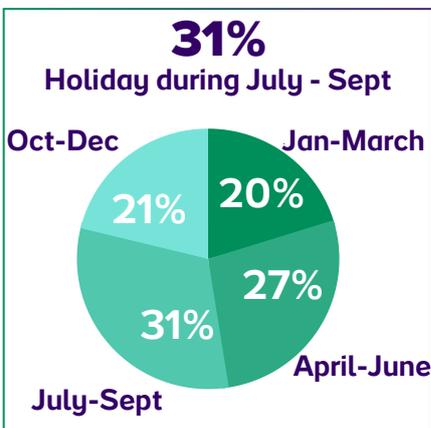
**2.7m**  
**Social Energisers in Great Britain**  
 Social Energisers are particularly interested in partying, meeting other tourists, experiencing adrenaline-filled adventures and activities or places with a 'wow' factor.

**Memorable Experiences**  
 Directing holidaymakers to discover hidden gems will ensure they have memorable experiences. Encourage your visitors to share experiences, to drive interest among their friends and family to holiday here.

# Regions and Seasons

British holidaymakers are the most likely of all our holidaymakers to visit during the off-peak months; 41% arrive between October and 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 with our team in Great Britain.



# Active Holidaymakers

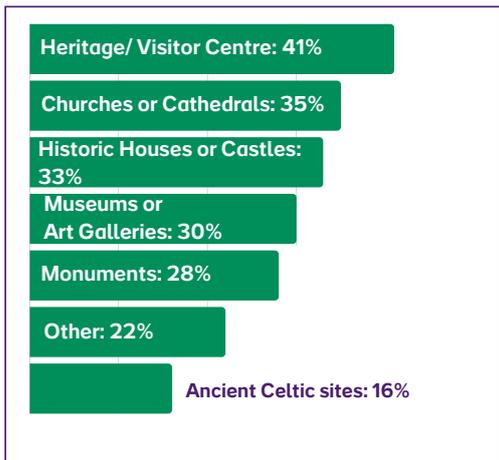
British holidaymakers are active tourists, exploring our historical sites and engaging in multiple events and activities while on the island of Ireland.



**70%** Visited sites of historical interest

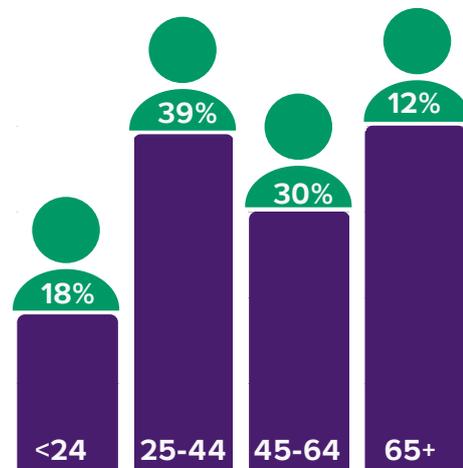
**70%** Engage in pastimes/events

**33%** Participated in activities



# Holidaymaker Profile

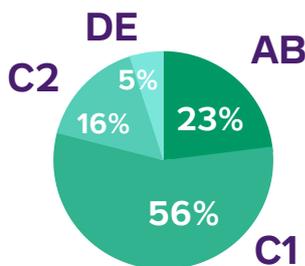
6% of holidaymakers from Britain were born on the island of Ireland and more than half were on a repeat trip in 2019.



## 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 here.](#)

## 79% ABC1 Holidaymakers



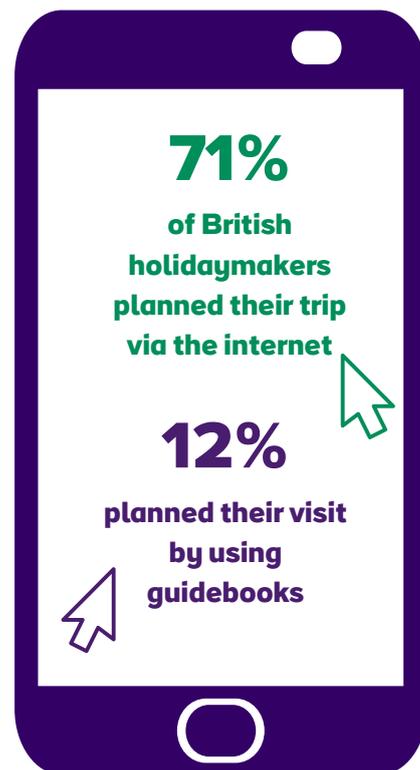
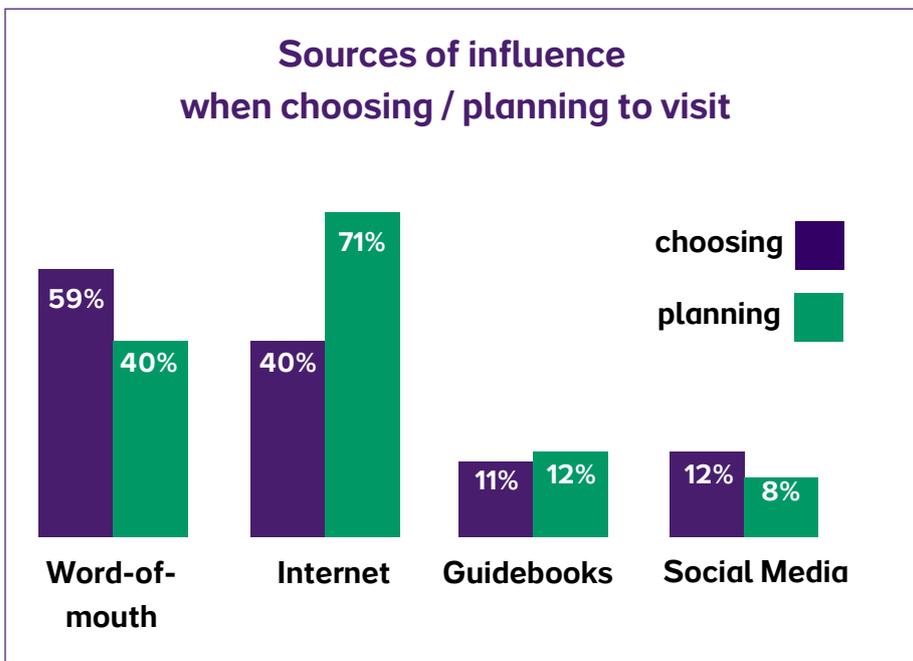
**43%**

## 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 and 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 who chose to visit Ireland via the internet, almost three in five did so using accommodation providers' websites and two in five 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 our GB team who can partner with you to help deliver more tourists and revenue from Great Britain to your business and 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, Fáilte Ireland's Survey of Travellers and Tourism Ireland's overseas research programme.