Market Profile

Great Britain accounts for 47% of all visits to the island of Ireland.

Visitor Market

The island welcomed 4.9 million visitors from Great Britain in 2016. 81% of these visitors were from England, 15% from Scotland and 4% from Wales.

Visitor Growth in 2016

- +8% overall
- +9% in Ireland
- +7% in Northern Ireland

Share of Outbound Visits

Great Britain is the world’s 4th largest outbound visitor market with British visitors making over 70 million trips annually, 80% travel to Europe and 7% to the island of Ireland.

Latest Performance

To access the latest performance on visitors, holidaymakers and revenue from Great Britain.

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

Read More
Revenue and Bednights
Spend by visitors from Great Britain increased by +11% in 2016, an additional €143m/£116m when compared to 2015.

23m
Bed Nights
British visitor bed nights increased by +7% in 2016, with 59% spent in paid accommodation, principally hotels and 47% of nights spent with friends and relatives.

4.8 Nights
Average Stay

€306/£247
Spend per Visitor

Air and Sea Access Links
Sea services remain constant with 214 sailings per week, air services have declined by -4%.

154k
Seats per Week to Ireland
1,096 Departures
23 British Airports
5 Airlines

72k
Seats per Week to Northern Ireland
611 Departures
22 British Airports
7 Airlines

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
The volume of holidaymakers from Great Britain increased by 204k in 2016, Britain accounts for 36% of all holidaymakers to the island.

**1.7m**
Holidaymakers in 2016.

**+570k**
more than in 2011.

### Holidaymaker Growth to Island

- **+14%**
  Holidaymaker Growth to Island
- **+13%**
  Ireland
- **+17%**
  Northern Ireland

### Holidaymaker Revenue Growth

- **+15%**
- Total Holidaymaker Revenue
- £508m

### Reasons for Visiting

- **Holiday** 35%
- **Visiting Friends & Relatives** 46%
- **Business** 17%
- **Other** 1%

### Interest in Visiting

The island of Ireland is the 5th most popular outbound destination British holidaymakers are interested in visiting.

- **77%**
  Interested in a Holiday to the island.

### 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.

**44%**
Intend to Holiday to the island in the next 3 years

To drive general interest to specific intent we stimulate visitors through keeping the island top of mind as a destination with friendly and welcoming people.

**20%**
Actively Planning a Holiday to the island in 12 months

The island competes with Italy, Spain, France, Scotland and England as destinations that British holidaymakers are actively planning on visiting.

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Tourism Ireland
Our Best Prospects
The island attracts holidaymakers from Great Britain with varying motivations, two core segments account for 54% of all British holidaymakers to the island.

433k
Culturally Curious Holidaymakers
Culturally Curious holidaymakers are interested in meeting the locals, exploring the place and broadening the mind.

479k
Social Energiser Holidaymakers
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, 41% arrive throughout October to March.

32%
Holiday During July-Sept

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.
Active Holidaymakers

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

70% Visit Sites of Historical Interest
59% Engage in Pastimes / Events
27% Participate in Activities

Repeat Holidaymakers

Over half (53%) of British Holidaymakers to the island have been here before, demonstrating a strong appeal.

44% Over 45 Years of Age

The average age of holidaymakers to the island of Ireland is falling, 44% of holidaymakers in 2016 were over 45 years old, compared with 51% a decade ago.

77% ABC1 Holidaymakers

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
The British holidaymaker is a connected holidaymaker using offline and online sources to be inspired and book their holidays.

52%
Use Search Engines for Inspiration
British holidaymakers use a variety of digital sources to inspire them and help to choose a destination. More than half use search engines, while 34% use travel review sites.

46%
Talk to Friends & Relatives for Inspiration
Traditional media and other sources continue to be important with inspiration coming from friends, ads, guidebooks, TV and radio programmes.

75%
Book on Laptop / PC
Holidaymakers use multiple devices when planning a holiday, it is important that your website is optimised across mobile, tablet, laptop and desktop.

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

63%
Planned using Online Sources

31%
Spend lot of time Researching Destinations

52%
Use Search Engines for Inspiration

46%
Talk to Friends & Relatives for Inspiration

75%
Book on Laptop / PC

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 and Tourism Ireland overseas research programme.