

# ITALY

## Market Profile 2019



Italy is the sixth-largest market for overseas tourism to the Island of Ireland

### Tourist Market

The island of Ireland welcomed 370,000 tourists from Italy in 2019 - 3% of all overseas tourists.

#### Where do they come from?

Lazio	Lombardy	Tuscany	Piedmont	Emilia-Romagna	Campania	Veneto	Other
27%	20%	11%	8%	7%	7%	6%	14%

**+46%** +46% growth in tourists from Italy to the island of Ireland since 2014.

**35m**  
outbound  
trips

Italy is Europe's fourth-largest outbound travel market. Italian tourists made 35 million outbound trips in 2019, with 80% of those trip taken within Europe.



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



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

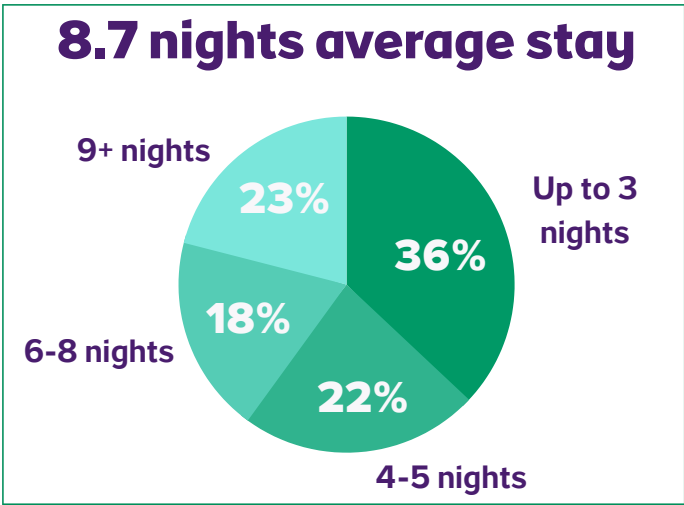
# Revenue and Bednights

In 2019, Italian tourists spent a total of €183/£159 million across the island, with an average spend of €495/£431 per tourist. Revenue from Italian tourists accounts for 3% of all overseas tourist revenue.

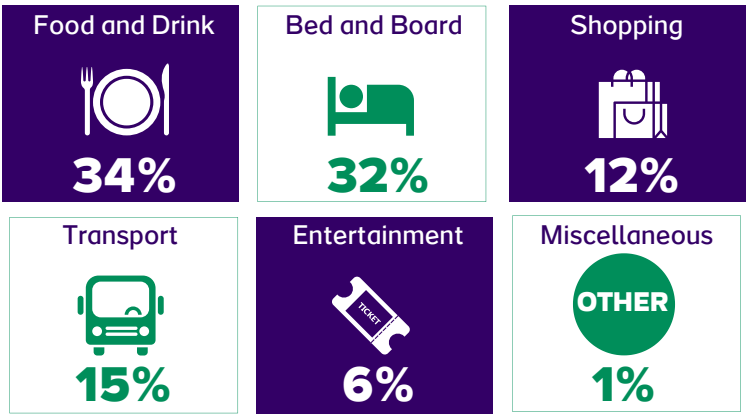


**€183m/£159m**  
**REVENUE**  
3% of all tourist revenue to the island

**3.2m**  
 Italians spent 3.2 million bednights on the island of Ireland in 2019. Around 80% of bednights were spent in paid accommodation, with hotels being the most popular choice, especially for short stays.




## €495/£431 spend per tourist




# Air and Sea Access Links

Air access from Italy was at record levels in summer 2019, with 24,000 air seats on 132 departures each week to the island of Ireland.

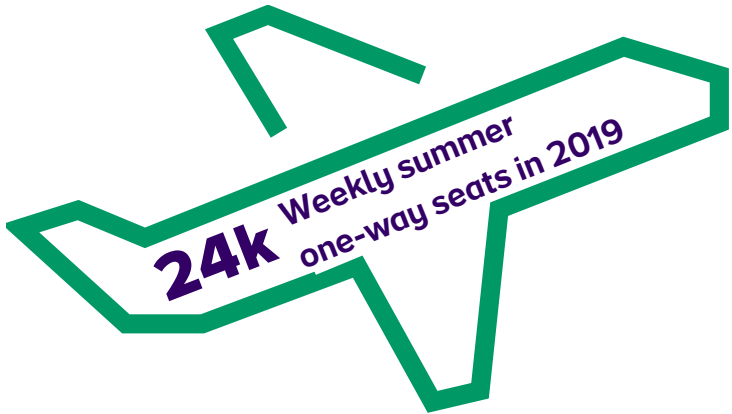
**23k** 23k one-way seats per week to Ireland:  


- 125 flights
- 15 Italian airports
- 3 airlines

**1,270** 1,270 one-way seats per week to Northern Ireland:  


- 7 flights
- 4 Italian airports
- 3 airlines

**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

Of the 370,000 Italian tourists who visited the island of Ireland in 2019, 219,000 (59%) came for a holiday. That was an increase of +56% since 2014.

**1.4m**  
HOLIDAYMAKER  
BEDNIGHTS

The average stay for Italian holidaymakers to the island of Ireland is 6.6 nights. Those who stay in Northern Ireland spend an average of 3.9 nights there.



**219k**  
Holidaymakers  
in 2019




Holidaymaker  
Revenue  
€118m/  
£102m



## Interest in Visiting


The island of Ireland is the third most popular outbound destination among Italian holidaymakers, in terms of interest in visiting in the next three years.

**55%**  
intend to visit in  
the next 3 years

To move holidaymakers from a general interest to intent to visit in the next three years, we highlight the unique experience of Ireland and the warm and friendly welcome Italian holidaymakers can expect.

**27%**  
actively planning  
to visit in 12  
months

The island of Ireland competes as a holiday destination with France, Spain, Britain and Greece. After Britain, Ireland has the second-strongest conversion rate of the top 20 outbound destinations monitored.



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



# Our Best Prospects

The island of Ireland attracts holidaymakers from Italy with varying motivations. A key segment is Culturally Curious. Culturally Curious holidaymakers tend to immerse themselves in a destination by soaking up the atmosphere and mixing with locals. They enjoy exploring Ireland's beautiful landscapes and sampling local dishes. Recommendations are particularly important to them.

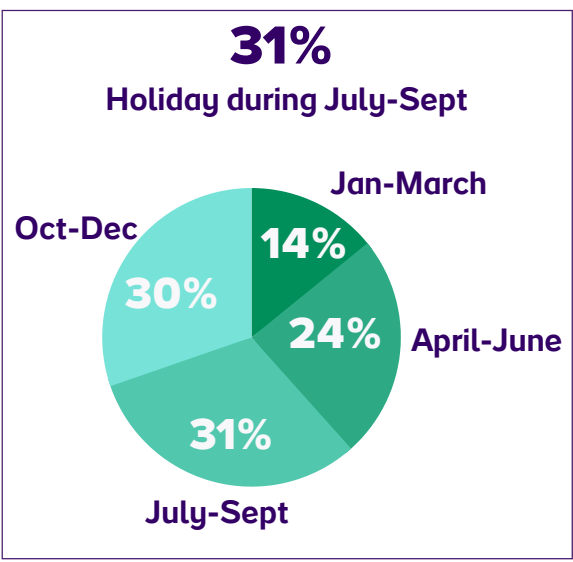


## Transport

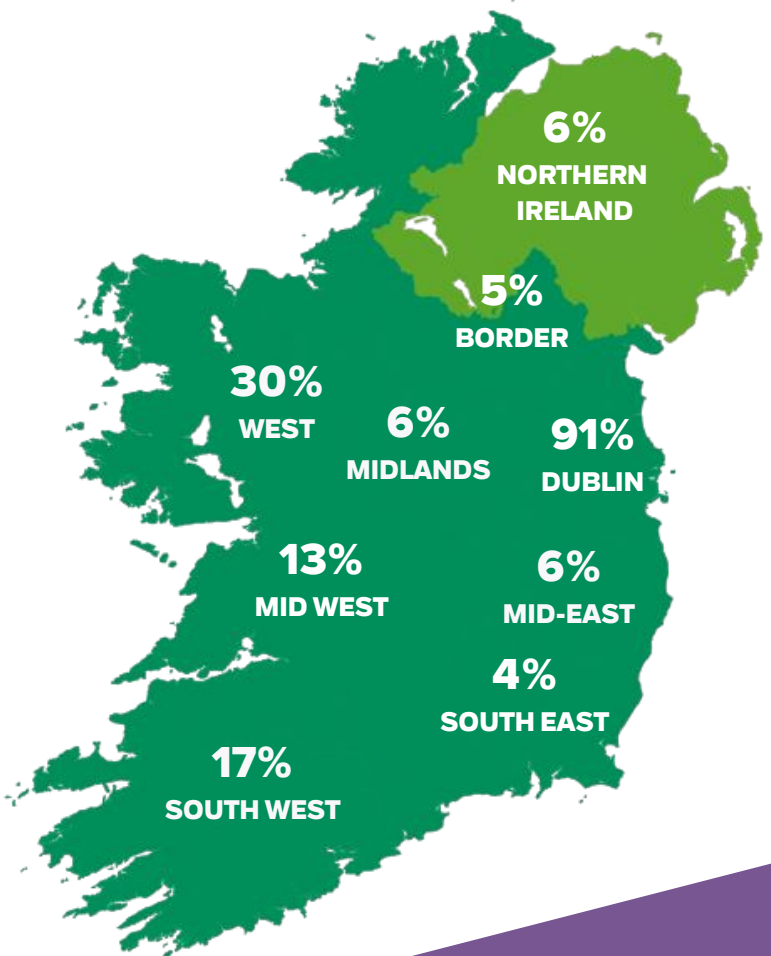
Italian holidaymakers often prefer not to drive while abroad on holiday. They use public transport and other modes of transport to get around the island of Ireland, with just 25% using a car in 2019.



## Regions and Seasons



**23% Repeat holidaymakers**  
 Past holidaymakers can be a great source of future business. Enrich your website and email marketing campaigns with great content from our archives. [Get involved](#)



# Active Holidaymakers

While Italian holidaymakers are inspired to choose a holiday in Ireland by our stunning scenery, they are particularly interested in exploring our historical sites during their visit.



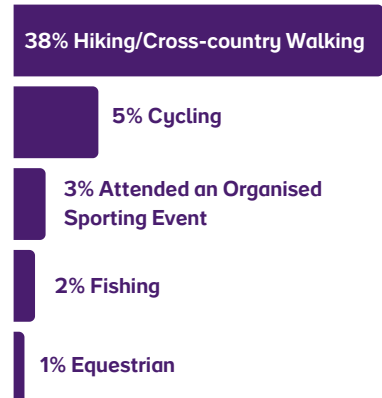
**99%** Visited sites of historical interest



**90%** Engaged in pastimes/events

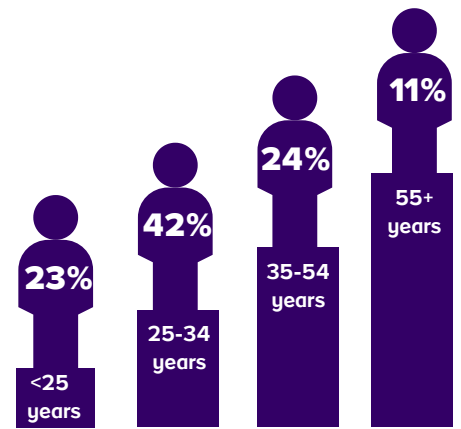


**46%** Participated in activities

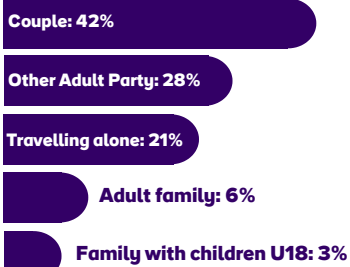


# Holidaymaker Profile

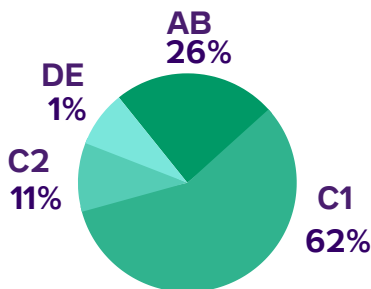
Almost two-thirds (65%) of Italian holidaymakers who visited Ireland in 2019 were under 35 years old. Almost one-quarter of holidaymakers from Italy had previously been to the island before.



**42%**  
Holiday as a couple



**88%**  
ABC1 Holidaymakers

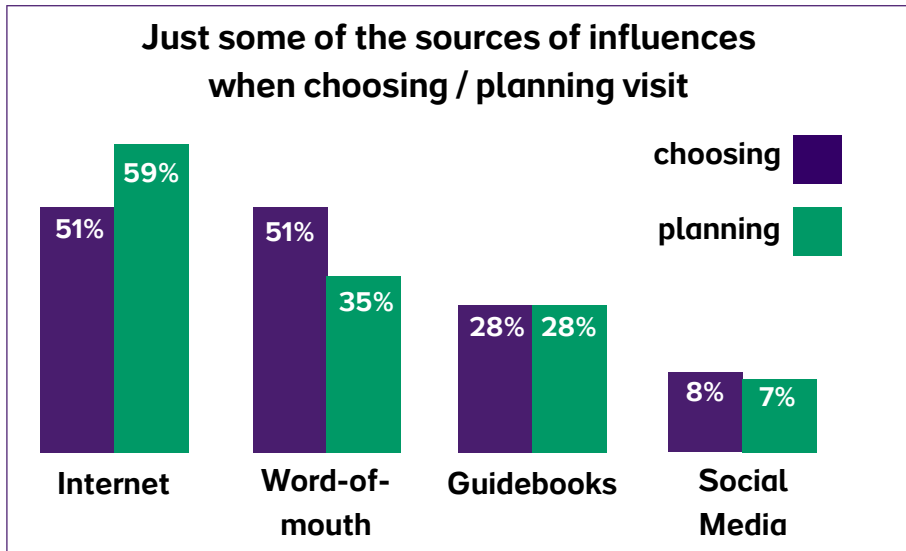


**23%**  
Repeat Holidaymakers

One of the highest incidences of 'first time' visits is consistently recorded among Italian holidaymakers (especially in Europe), with 77% of holidaymakers visiting for the first time in 2019.

# Online and Offline Inspiration

When choosing the island of Ireland, 50% of holidaymakers from Italy were inspired via the internet.



## Planned via the internet

Of the 50% of holidaymakers who chose to visit Ireland via the internet, three-quarters did so using accommodation providers' websites and half did so using a review website.

## Partnering for Success

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



### Contact Us

Get in contact with the Italian team who can partner with you to help deliver more tourists and holidaymakers from Italy to your business and the island of Ireland.

[Read More](#)

### Market Insights

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

[Read More](#)

### Marketing Opportunities

Select the marketing opportunity that's right for you to help attract additional tourists and grow your business from Italy 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 Country of Residence Survey and the Passenger Card Inquiry, Fáilte Ireland's Survey of Travellers and Tourism Ireland's overseas research programme.