Market Profile

Tourism Ireland

Great Britain accounts for 44% of all visits to the island of Ireland.

Visitor Market
The island welcomed 4.7 million visitors from Great Britain in 2017. 82% of these visitors were from England, 15% from Scotland and 3% from Wales.

#1 Rank
Britain is the island of Ireland's most important market in terms of:
- Visitors
- Holidaymakers
- Revenue
- Nights

6% Share of Outbound Visits
Great Britain is the world's 4th largest outbound market with British visitors making around 73 million trips annually. 80% of visits are to Europe and 6% to the island of Ireland.

Latest Performance
Read more 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.
Revenue and Bednights
Britain remains the island of Ireland’s most important market in terms of revenue. Spend from 2012 to 2017 has increased by +24%.

- **23M Bed Nights**
  British visitor bed nights remained constant with 23M in 2017. 36% of visitors stayed in paid accommodation, principally hotels and 54% of nights spent with friends and relatives.

- **5 Nights Average Stay**
  - Up to 3 Nights: 46%
  - 4 to 5 Nights: 19%
  - 6 to 8 Nights: 17%
  - 9+ Nights: 17%

- **€302/£262 Spend per Visitor**
  - 39%
  - 27%
  - 12%

Air and Sea Access Links
Sea services increased to 219 sailings per week during the Summer of 2018, and air services have increased by +4% when compared to Summer 2017.

- **236K Air Services**
  Weekly Summer Seats in 2018.

- **45K Ferry Services**
  Weekly Summer Cars in 2018.

- **160K Seats per Week to Ireland**
  - 1,125 Departures
  - 24 British Airports
  - 6 Airlines

- **77K Seats per Week to Northern Ireland**
  - 633 Departures
  - 23 British Airports
  - 6 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**

Tourism Ireland
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 2017.

7.2M
holiday bednights to the island of Ireland
British holidaymakers spend an average of 5 nights on the island of Ireland. Those who stay in Northern Ireland, spend an average of 4 nights there.

Holidaymaker Average Spend
€338/£294
Ireland: €332
Northern Ireland: £273

Reasons for Visiting

Interest in Visiting
The island of Ireland is the 7th most popular outbound destination British holidaymakers are interested in visiting.

47%
Intend to Holiday on the island in the next 3 years
To drive general interest to intent we stimulate visitors through keeping the island top of mind. After Spain, Ireland has the 2nd strongest conversion rate of all outbound destinations monitored.

22%
Actively Planning a Holiday to the island of Ireland in 12 months
The island competes with Italy, Spain, France and other domestic destinations that British holidaymakers are actively planning on visiting.

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.

1.6M
+500k more than in 2012.

77%
Interested in a Holiday to the island.
Our Best Prospects
The island attracts holidaymakers from Great Britain with varying motivations, two core segments account for 44% of all British holidaymakers to the island.

4.5M
Culturally Curious in Great Britain
Culturally Curious holidaymakers are interested in meeting the locals, exploring the place and broadening the mind.

3.3M
Social Energiser 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 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, 43% arrive throughout October to March.

30%
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.

READ MORE
Active Holidaymakers

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

73% Visit Sites of Historical Interest

49% Engage in Pastimes/Events

38% Participate in Activities

Repeat Holidaymakers

One-in-twelve holidaymakers from Britain were born on the island of Ireland and more than half are on a repeat trip.

47% Over 45 Years of Age

The average age of holidaymakers to the island of Ireland is falling, 39% of holidaymakers in 2017 were under 35 years old, +12% more than 2007.

73% ABC1 Holidaymakers

Socio Economic Group

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.
Online & Offline Inspiration

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

Just some of the sources of influence when choosing/planning visit

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<thead>
<tr>
<th>Source</th>
<th>Influence</th>
<th>Planning</th>
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<tr>
<td>Word of mouth</td>
<td>55%</td>
<td>74%</td>
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<tr>
<td>Internet</td>
<td>38%</td>
<td>11%</td>
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<td>Guide Books</td>
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<td>6%</td>
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<tr>
<td>Social Media</td>
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Planned via Social Media

For those that planned their visit via Social Media, Facebook was the most popular (73%) social media outlet for holidaymakers when choosing to visit the island of Ireland, followed by Instagram (40%) and YouTube (18%).

Planned via the Internet

Almost half of all holidaymakers who used the internet to choose to visit the island of Ireland did so using a carrier website and one third used accommodation and/or review sites.

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 visitors and revenue from Great Britain to the island of Ireland.

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

Select the marketing opportunity that’s right for you to help attract additional visitors and grow your business from Great Britain and other markets.

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 Overseas Travellers and Port Survey, and Tourism Ireland overseas research programme.