Market Profile

Visitor Market

Italy accounts for 3% of all visitors to the island of Ireland. We welcomed 352k visitors from Italy in 2017.

Visitor Growth in 2017

+5%

Island of Ireland

33M

Outbound visits

Italy is Europe’s 5th largest outbound market. Italian visitors made over 33M outbound trips in 2017 with 82% of those visits within Europe.

Where do they come from?

- 20% Lombardy
- 8% Veneto
- 8% Piedmonte
- 22% Lazio

Latest performance

Read more to access the latest performance on visitors, holidaymakers and revenue from Italy.

24k

Lombardy

343k

Veneto

Piedmonte

Lazio

Visits to Ireland and Northern Ireland total more than the island figure due to visitors spending time in both locations.
Revenue and Bednights
Spend by visitors from Italy increased by +7% in 2017, generating an additional +€13/£11M compared to 2016.

3.2M
Bednights
Rented accommodation is the most popular type of accommodation among Italian visitors.

9.1
Average nights on island
9+ nights 25%
6 to 8 nights 17%
Up to 3 nights 37%

€553/£481
Spend per visitor
32% 35% 13%

Air and Sea Access Links
Air routes to the island of Ireland increased by +17% in summer 2018.

22K
One-way seats per week to Ireland
14 Italian airports
3 Airlines

1,311
One-way seats per week to Northern Ireland
3 airports
3 airlines

Industry opportunities
Tourism Ireland works with airlines and sea carriers to create co-operative marketing opportunity for our industry partners to get involved with.
Holiday Market
More than half (57%) of all Italian visitors that come to the island of Ireland are here for a holiday, which is just over 200k holidaymakers from Italy. This is an +11% increase when compared to 2016.

Interest in Visiting
The island of Ireland is the 3rd most popular destination among Italian holidaymakers in terms of future interest in visiting in the next 3 years.

1.2M
Holidaymaker nights
The average stay for Italian holidaymakers to the island of Ireland is 6.2 nights. The average stay for holidaymakers in Northern Ireland is 2.3 nights.

€98M/£85M
Holidaymaker Revenue
+12%
growth versus 2016

73% interested in a holiday to the island of Ireland

55%
Intend to holiday to the island in the next 3 years
To ensure intent, we stimulate potential holidaymakers with our messaging to reassure them that you can fill a holiday with lots to see and do, offering the unique experience of Ireland and the friendly & welcoming people.

27%
Actively planning a holiday to the island within 12 months

Driving holiday growth
Tourism Ireland has created a tailor-made marketing programme targeting holidaymakers to stimulate interest and holiday booking from our 6th largest holiday market.

Reasons for visiting
Business 14%
Visiting friends & relatives 17%
Other 12%
Holiday 53%

Holiday
57%

Holiday
57%

Holiday
57%

Holiday
57%

Holiday
57%

Holiday
57%

Holiday
57%

Holiday
57%
Our Best Prospects
Culturally Curious holidaymakers really like to immerse themselves in a destination by soaking up the atmosphere and mixing with the locals. They love to explore by venturing off the beaten track against the backdrop of a beautiful landscape. Recommendations are particularly important to them.

Italian Tourers
Italian holidaymakers often prefer not to drive when abroad. They use public transport and other modes of transport to get around the island of Ireland, with just 37% using a car.

Tourism Ireland runs targeted digital marketing campaigns to coincide with critical holiday decision-making times. Get involved in our Digital and Social Media partnership programme.

GET INVOLVED
Active Holidaymakers
While the Italian holidaymaker is inspired to choose a holiday in Ireland by our stunning scenery, they are particularly interested in exploring our historical sites during their visit to the island of Ireland.

Holidaymaker Profile
55% of our Italian holidaymakers are under 35 years of age and 17% have been here before.

One of the highest incidences of ‘first time’ visits is consistently recorded among Italian holidaymakers with 83% of holidaymakers visiting for the first time in 2017.
Online & Offline Inspiration
When choosing the island of Ireland to visit, 57% of holidaymakers from Italy were inspired via the internet to come to the island for a holiday.

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

69% of Italian holidaymakers planned their trip via the internet
20% planned their trip by using a guide book
69% of Italian holidaymakers planned their trip via the internet
20% planned their trip by using a guide book

Planned via Social Media
Of those who used Social Media, Facebook was the most popular social media outlet for holidaymakers with 88% using it when planning to visit the island of Ireland, followed by Youtube (32%) and Instagram (22%).

Planned via the Internet
36% of all holidaymakers who used the internet to choose to visit the island of Ireland did so using an accommodation website and 33% used a carrier 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 our Italian team who can partner with you to help deliver more visitors and revenue from Italy to your business, and the island of Ireland.

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

Marketing Opportunities
Select the marketing opportunity that’s right for you to help attract additional visitors and grow your business from Italy 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.

www.tourismireland.com