

USA

Market Profile



The island of Ireland welcomed

1.6M

visitors from the United States in 2017

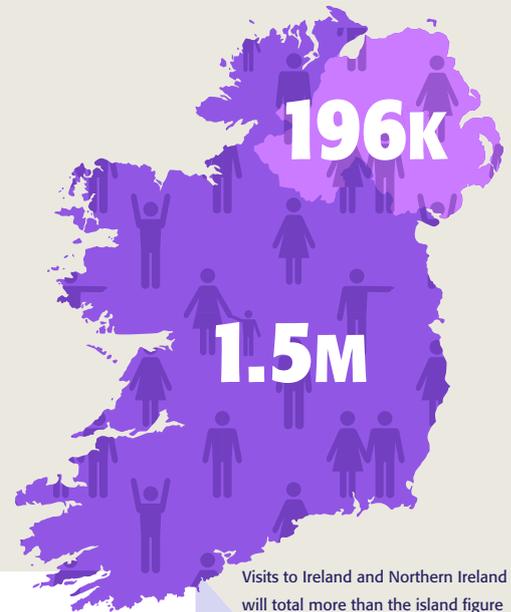


Visitor Market

The United States is our 2nd largest source market and accounts for 15% of all visitors to the island.

Where do they come from?

11% New England	21% Mid-Atlantic	25% West	25% Southern States	17% Mid-West
---------------------------	----------------------------	--------------------	-------------------------------	------------------------



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

Visitor Growth in 2017



Island of Ireland

38M Departures

The US is the world's largest outbound market. In 2017, 41% of all outbound trips were to Europe and 10% of these US visitors spent time on the island of Ireland.

Latest Performance

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

[READ MORE](#)

Revenue and Bednights

Spend by visitors from the US increased by +12% to €1.4/£1.2BN in 2017, an additional €147/£128M when compared to 2016.



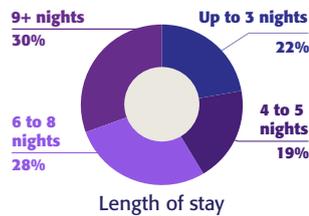
13.7M

Bednights

4 in every 5 nights are spent in paid accommodation, hotels are particularly popular among US visitors.

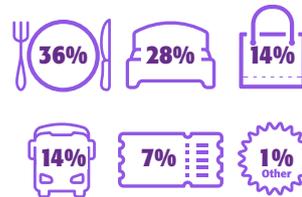
8.7

Average nights on the island



€885/£770

Spend per visitor

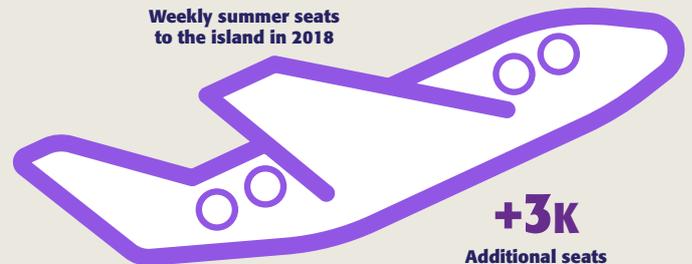


Air Access

Air routes to the island of Ireland increased by +6% in 2018.

55k

Weekly summer seats to the island in 2018



54k

Seats per week to Ireland



756

Seats per week to Northern Ireland

16

Gateways

6

airlines



During peak summer times in 2018, the island of Ireland experienced up to 236 departures per week.

Industry Opportunities

Tourism Ireland works with airline partners to create co-operative marketing opportunities for our industry partners to also get involved with.

[GET INVOLVED](#)

Holiday Market

The United States is our number one source market for holiday revenue and accounts for 22% of all holidaymakers to the island of Ireland.



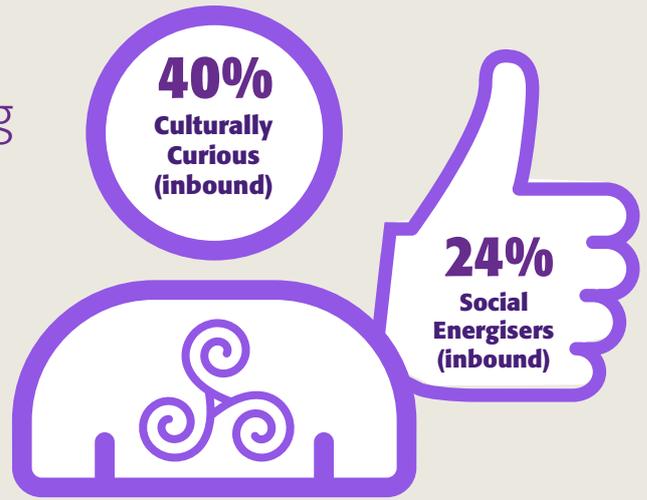
Interest in Visiting

74% of American holidaymakers are interested in taking a holiday to the island of Ireland. The island is 7th on the list of holiday destinations they are interested in visiting.



Our Best Prospects

The island attracts holidaymakers from the United States with varying motivations, two core segments account for 64% of all American holidaymakers to the island.



12.7M
Culturally Curious holidaymakers (outbound)

Culturally Curious holidaymakers are interested in exploring the island of Ireland by enjoying the beauty of the landscape. They also immerse themselves into the culture by meeting the locals.

12.7M
Social Energiser holidaymakers (outbound)

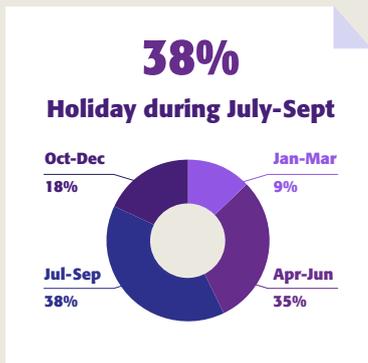
Social Energisers are particularly interested in new experiences and having a fun, social holiday somewhere different with a wow factor. They are very active on social media and regularly share with their network online.

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.

American Explorer

Holidaymakers from the United States like to travel around and explore the regions of the island of Ireland. 42% of them hire a car and discover the island by self-driving.



52%
Plan their holiday 6 months in advance

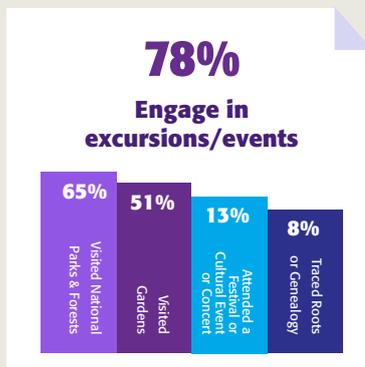
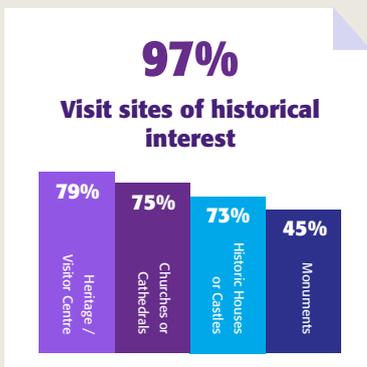
Tourism Ireland runs targeted email marketing campaigns timed to coincide with critical holiday decision-making periods. Why not get involved in our eMarketing partnership programme?

[GET INVOLVED](#)

Of the 26% of holidaymakers that travel on a packaged tour, 59% are escorted around the island on a guided tour. This represents that 16% of US holidaymakers tour the island with a guide.

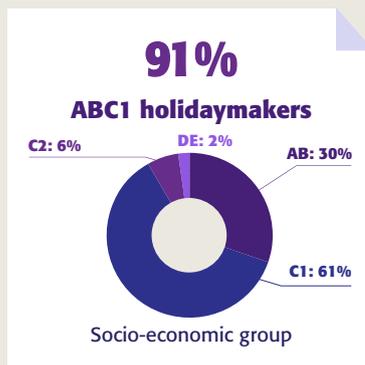
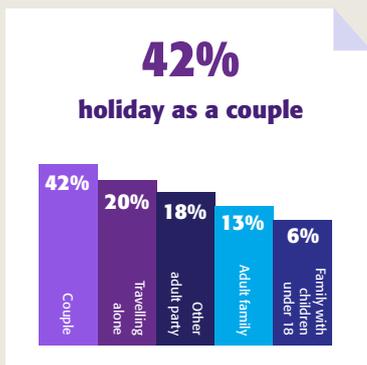
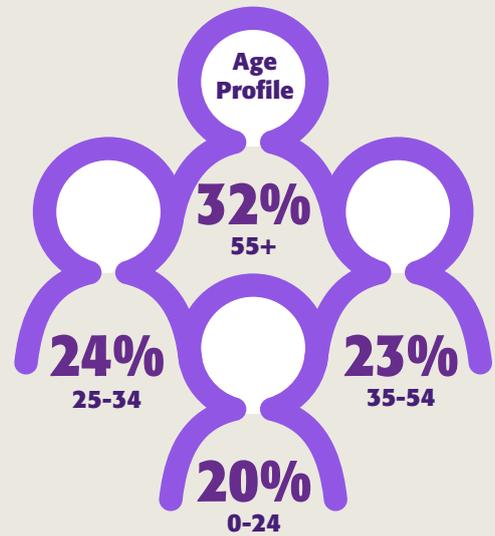
Engaged Holidaymakers

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



Holidaymaker Profile

55% of American holidaymakers to the island are over 35 years of age. One-in-four have been on the island before.



26%
are repeat holidaymakers to the island

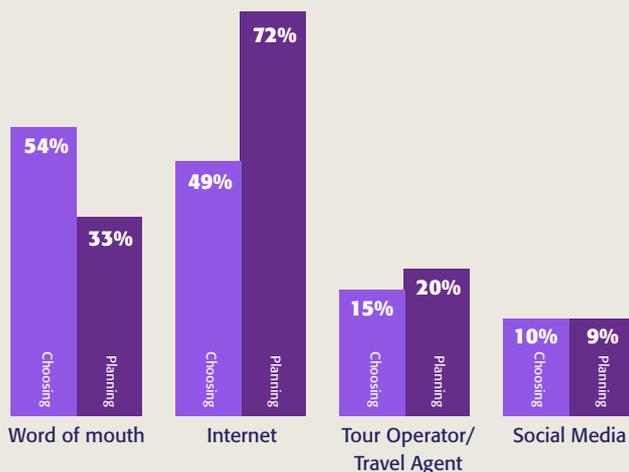
Past holidaymakers can be a great source of future business. Enrich your website and email marketing campaigns with great content from our archive.

Online & Offline Inspiration

When choosing Ireland as a holiday destination, 54% of American visitors were inspired by word of mouth from family, friends and work colleagues.



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



Planned via Social Media

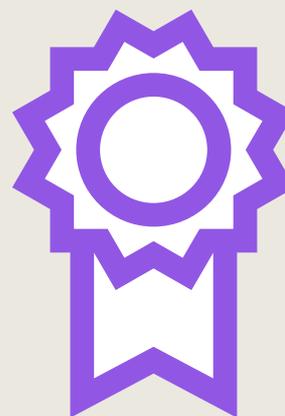
43% of all holidaymakers who used the internet to choose to visit the island of Ireland did so using an accommodation website and 42% used a carrier website.

Planned via the Internet

Facebook was the most popular social media outlet for holidaymakers with two thirds using it when planning to visit the island of Ireland, followed by Instagram (37%) and Youtube (20%).

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 US team who can partner with you to help deliver more visitors and revenue from the United States 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 visitor numbers and market intelligence.

[READ MORE](#)

Marketing Opportunities

Select the marketing opportunity that's right for you to help attract additional visitors and grow your business from the United States 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 Overseas Travellers and Port Survey, and Tourism Ireland overseas research programme.