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?

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

Visitor Growth in 2017
+15%

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.

The island of Ireland welcomed 1.6M visitors from the United States in 2017.

1.5M
196K

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

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.

38% Intend to holiday to the island in the next 3 years
To convert general interest to specific intention to travel in the next 3 years, we motivate visitors through keeping the island top of mind as a destination and reassuring potential holidaymakers that Ireland offers good value for money.

18% Actively planning a holiday to the island in 12 months
The island of Ireland competes with Italy, France, Great Britain and as well as closer to home destinations such as Canada and Mexico.

Driving Holiday Growth
Tourism Ireland has created a tailor-made marketing programme targeting American holidaymakers to stimulate interest and holiday booking from our 2nd largest holiday market.
**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.

- **38% Holiday during July-Sept**
  
  18% Oct-Dec
  35% Apr-Jun
  9% Jan-Mar
  10% Jul-Sep

- **10% Visit Northern Ireland**

- **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**

- **467k** Hire car

- **74% travel independently**

- **26% packaged tour**

  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.

97% Visit sites of historical interest
78% Engage in excursions/events
44% Take part in hiking/cross-country walking

*1.1M Visited historical sites
1M Participated in events/pastimes*

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

*42% holiday as a couple
91% ABC1 holidaymakers
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

<table>
<thead>
<tr>
<th>Source of Influence</th>
<th>Choosing</th>
<th>Planning</th>
</tr>
</thead>
<tbody>
<tr>
<td>Word of mouth</td>
<td>54%</td>
<td></td>
</tr>
<tr>
<td>Internet</td>
<td>49%</td>
<td>72%</td>
</tr>
<tr>
<td>Tour Operator/Travel Agent</td>
<td>15%</td>
<td>20%</td>
</tr>
<tr>
<td>Social Media</td>
<td>10%</td>
<td>9%</td>
</tr>
</tbody>
</table>

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.

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 the United States and other markets.

www.tourismireland.com