

USA

Market Profile 2019



American tourists visited the island of Ireland in 2019.

Tourist Market

The United States of America is the island of Ireland's most important source of overseas revenue and the 2nd largest source of tourists in 2019.

West 26%	Mid-Atlantic 24%	South 24%	Mid-West 17%	New England 10%
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Tourist growth compared to 5 years previous.
61%



The United States is the world's largest outbound market. In 2019, 43% of all outbound trips from the US were to Europe and 9% of these US tourists spent time on the island of Ireland.
45M



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



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

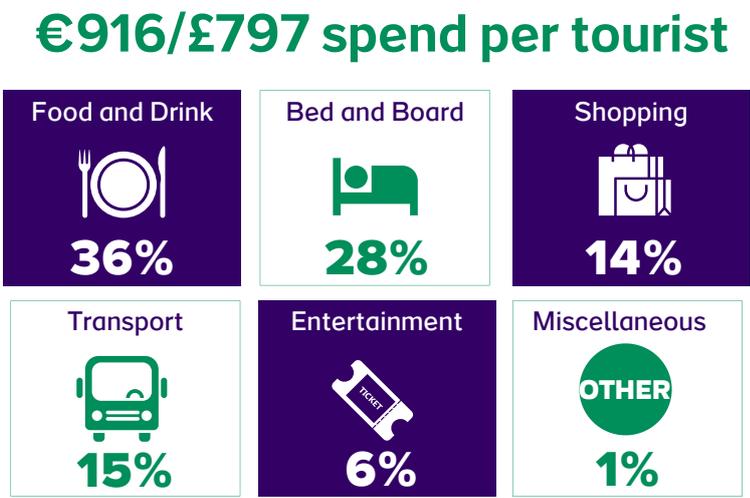
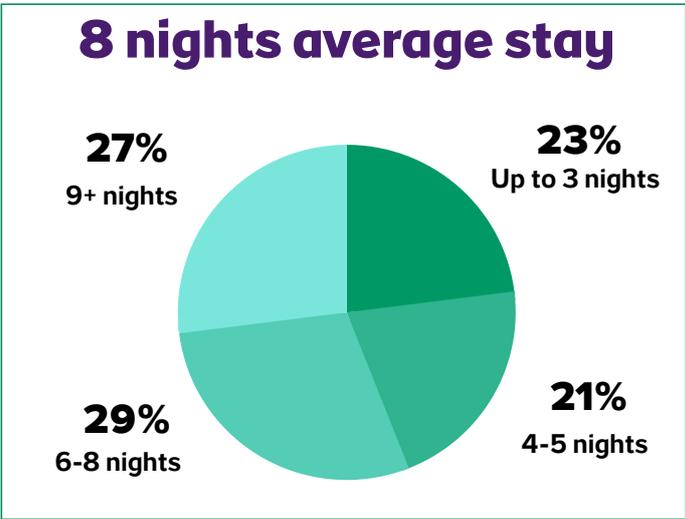
Revenue & Bednights

American tourists spent €1.6BN/£1.4BN on the island of Ireland in 2019, growing by +71% since 2014. That is an average spend of €916/£797 per US tourist.



€1.6bn/ £1.4bn
REVENUE
27% of all tourist revenue to the island

14.3m bednights
4 in every 5 nights are spent in paid accommodation. Hotels are particularly popular with US tourists.

Air & Sea access links

Almost 55,000 direct air seats were available on the 217 weekly departures during Summer 2019.

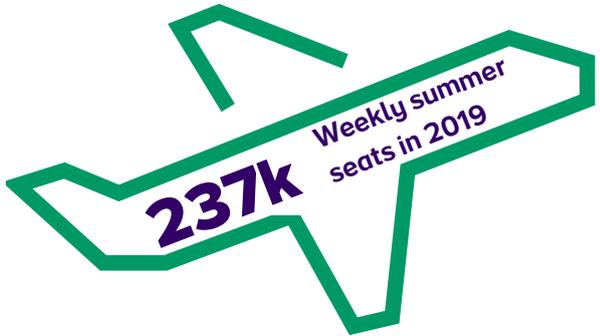
54k Seats per week to Ireland. 6K of these are landing in Shannon, while the rest are arriving in Dublin.



18 gateways and 5 airlines. During peak summer time in 2019, the island of Ireland received up to 217 weekly departures from the US.



Industry Opportunities
Tourism Ireland works with air/sea carriers to create co-operative marketing opportunities for our industry partners to get involved. [Read more](#)

Holiday Market

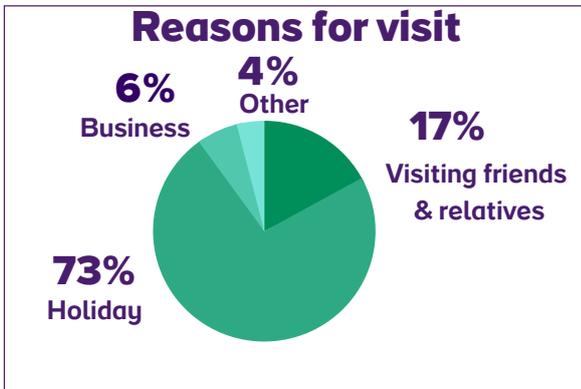
The US is the most important source of overseas holiday revenue and bed nights for the island of Ireland. In 2019, 73% of all tourists from the US were holidaymakers and accounted for 22% of all holidaymakers to the island.

8.8m
BED NIGHTS



US holidaymakers spend an average of 7.0 nights on the island of Ireland.
Holidaymakers from the US spend 2.4 nights on average in Northern Ireland.

1.3m
Holidaymakers in 2019

Average spend on the island
€947/£824



Ireland €935
N.Ireland £166

Interest in Visiting

76% of holidaymakers are interested in taking a holiday to the island of Ireland, the 8th most popular on their list of destinations they are interested in visiting.

42%
intent to visit in the next 3 years

intend to holiday on the island in the next 3 years. To convert general interest to specific intention to travel in the next 3 years, we motivate tourists through keeping the island top of mind and reassuring potential holidaymakers that Ireland offers good value for money and reassure them that it is easy to get here.

20%
actively planning to come in 12 months

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



Tourism Ireland has created a tailor made marketing programme targeting American holidaymakers to stimulate interest and holiday booking from our 2 largest holiday market. [Read more](#)



Our Best Prospects

The island attracts holidaymakers from the United States with varying motivations. Two core segments account for 55% of all American holidaymakers to the island in 2019.



11.5m
Culturally Curious
outbound holidaymakers

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

12.9m
Social Energisers
outbound holidaymakers

Social Energisers are particularly interested in partying, meeting other tourists, experiencing adrenaline filled adventures and activities/places with a wow factor.

Memorable Experiences

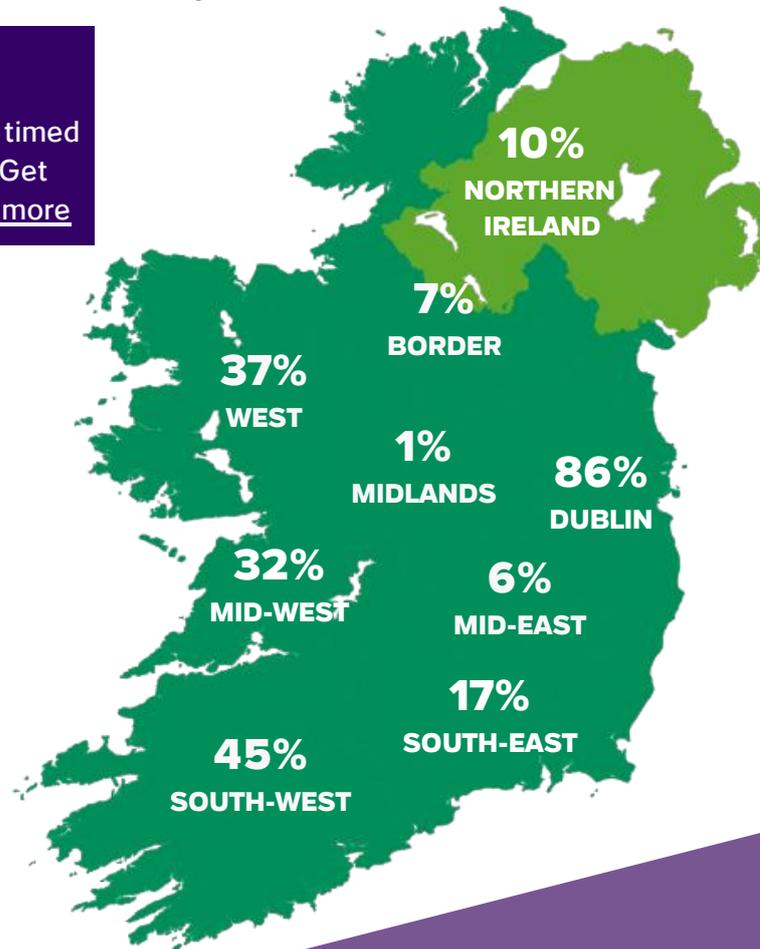
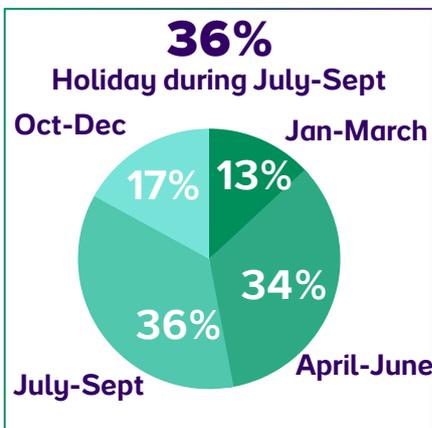
Directing holidaymakers to discover hidden gems will ensure they have memorable experiences. Encourage your tourists to share experiences, driving interest from their friends and family to holiday on the island.

Regions and Seasons

Holidaymakers from the United States like to travel around and explore the island of Ireland with 43% of holidaymakers renting a car to facilitate this.

52% Plan 6 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

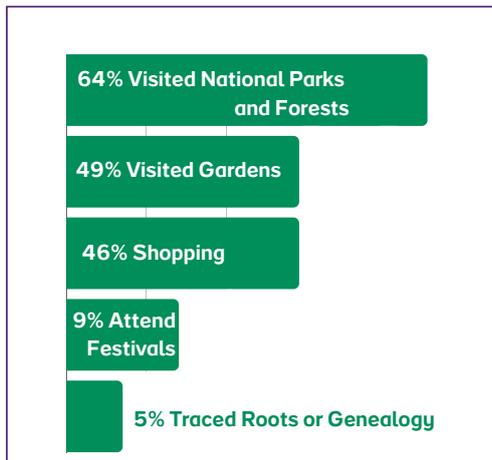
American holidaymakers are active tourists, exploring our historical sites and engaging in multiple events and activities while on the island.



96% Visited sites of historical interest

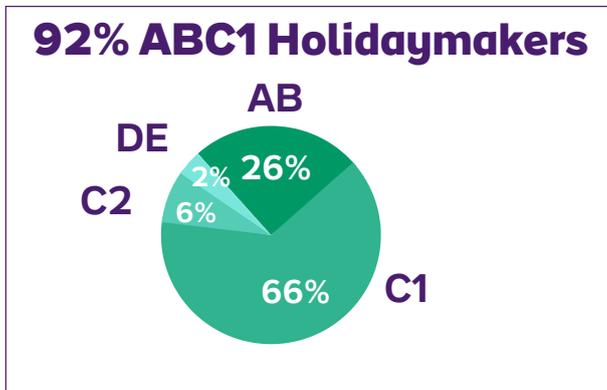
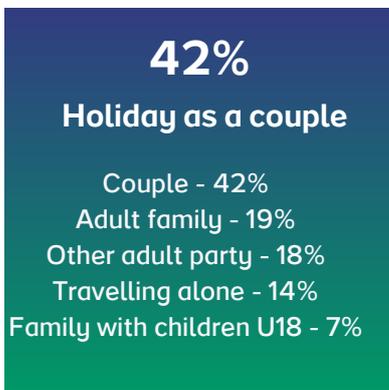
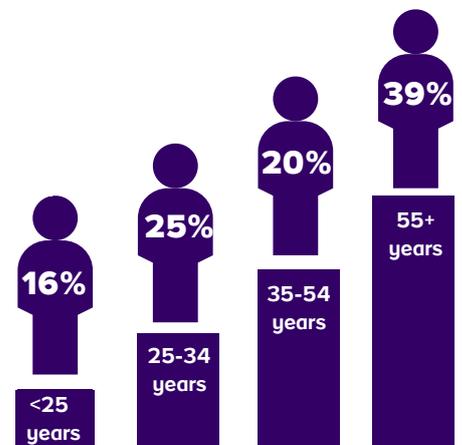
90% Engage in pastimes/events

44% Participated in activities



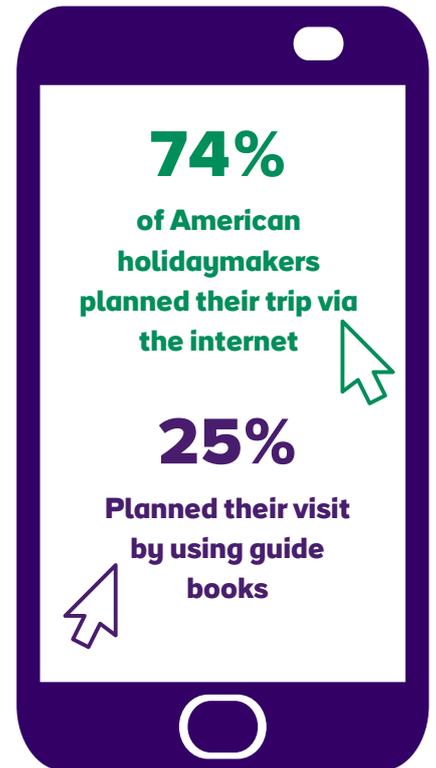
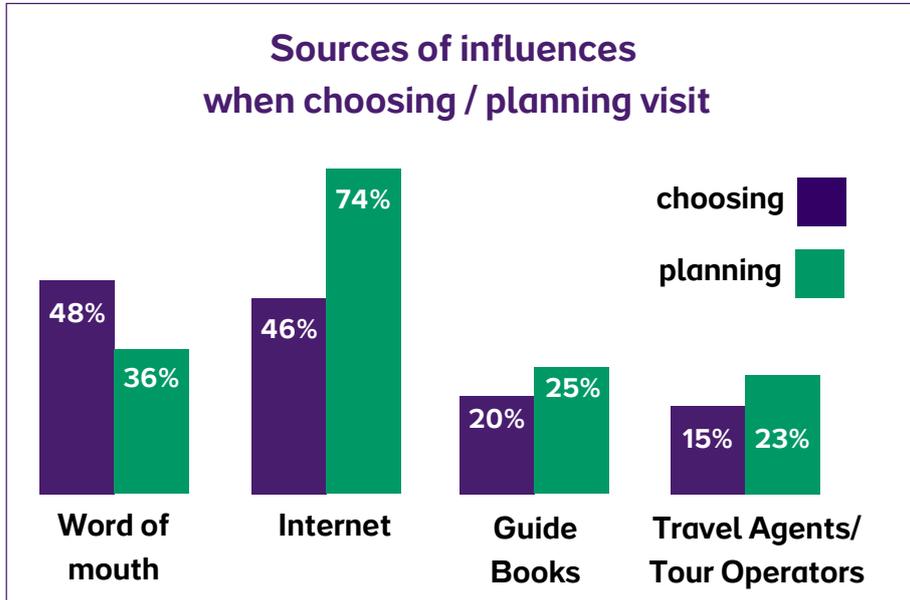
Holidaymaker Profile

Two-thirds of all US holidaymakers to the island of Ireland are over 35 years old. One-fifth of holidaymakers in 2019 had previously visited Ireland.



Online & Offline Inspiration

When choosing Ireland, 48% of American holidaymakers were inspired by word of mouth from family, friends and/or colleagues.



Planned via the internet

Of the 46% of holidaymakers that choose to visit Ireland via the internet, almost half did so using both review and accommodation provide websites.

Just over one-third referred to a tourist board website.

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 tourists and revenue from the United States to the island of Ireland.

[Read More](#)

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

[Read More](#)

Select the marketing opportunity that's right for you to help attract additional tourists 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 and Fáilte Ireland's Survey and Tourism Ireland's overseas research programme