

# USA

## Market Profile 2019



American tourists visited the island of Ireland in 2019

### Tourist Market

The island of Ireland welcomed 1.7 million tourists from the United States of America in 2019. The US was our most important source of overseas tourism revenue and the second-largest source of tourists in 2019.

#### Source within the US:

West	Mid-Atlantic	South	Mid-West	New England
26%	24%	24%	17%	10%



Tourist growth compared to 5 years previously.  
**61%**

**45m** 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.

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

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

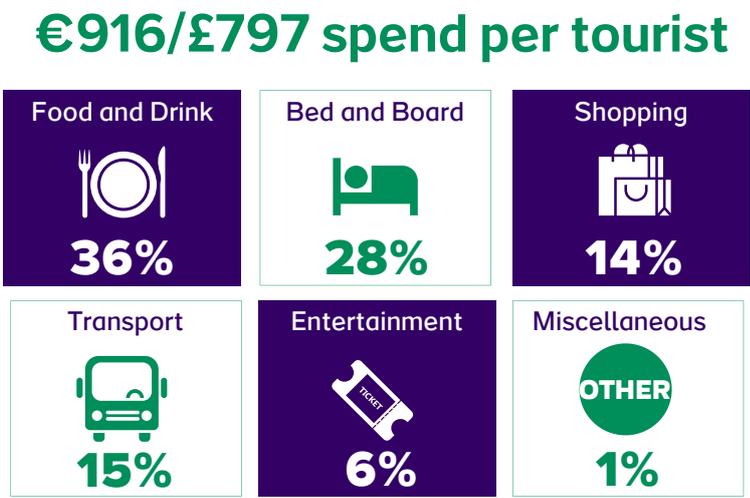
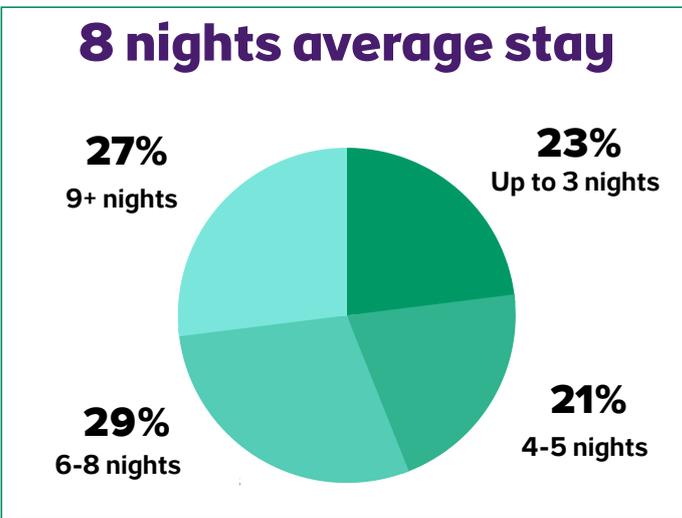
# Revenue and Bednights

American tourists spent €1.6/£1.4 billion on the island of Ireland in 2019, up +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**  
Four in every five nights are spent in paid accommodation. Hotels are particularly popular with US tourists.

# Air and Sea Access Links

Almost 55,000 direct air seats were available on 217 weekly departures from US airports during summer 2019.

**54k** Seats per week to Ireland. 6k of these landed in Shannon, with the others landing in Dublin.



18 gateways and 5 airlines. During peak summertime 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 in which our industry partners can get involved. [Read more here.](#)




# Holiday Market

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

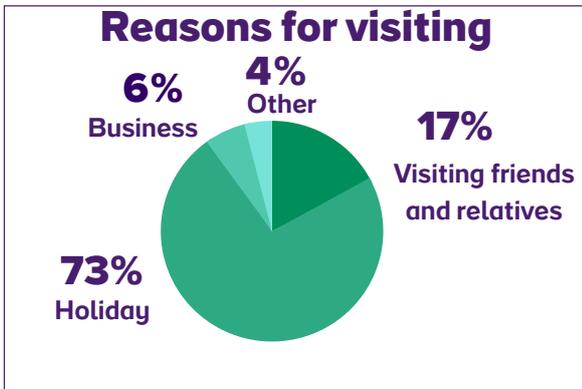
**8.8m**  
BEDNIGHTS



Holidaymakers from the US spend an average of 7 nights on the island of Ireland.  
Holidaymakers from the US spend an average of 2.4 nights in Northern Ireland.



**1.3m**  
Holidaymakers in 2019



## Interest in Visiting

76% of US holidaymakers are interested in visiting the island of Ireland; it is the eighth 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 of Ireland in the next three years. To convert general interest to specific intention to travel in the next three years, we motivate tourists by keeping the island top of mind and reassuring potential holidaymakers that Ireland offers good value for money and 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. We compete with Italy, France, Great Britain, as well as closer to home destinations such as Canada and Mexico.

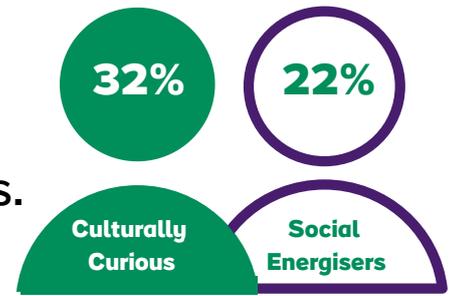


Tourism Ireland has created a tailor made marketing programme targeting American holidaymakers to stimulate interest and holiday booking from our second-largest holiday market. [Read more here.](#)



# Our Best Prospects

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



**11.5m**  
**Culturally Curious**  
**in the US**

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

**12.9m**  
**Social Energisers**  
**in the US**

Social Energisers are particularly interested in partying, meeting other tourists, experiencing adrenaline filled adventures and activities or 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, to drive interest among their friends and family to holiday here.

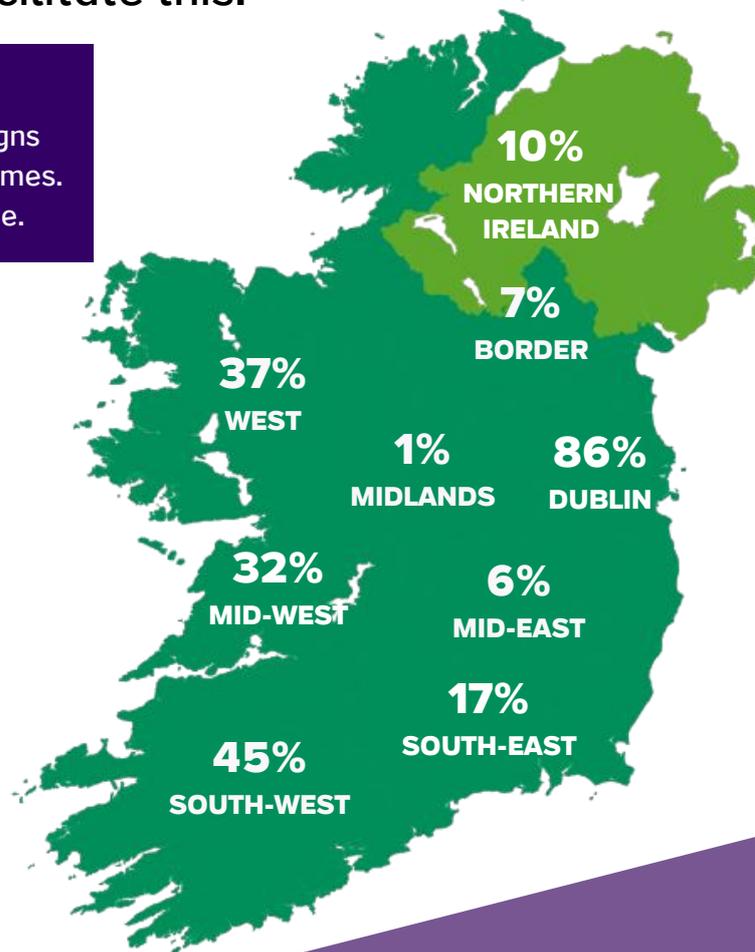
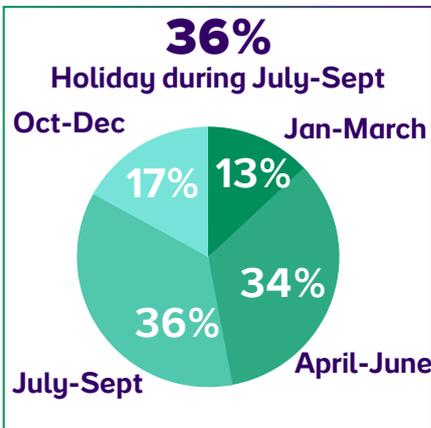
# Regions and Seasons

US holidaymakers like to travel around and explore the island of Ireland, with 43% 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.

74% travel independently  
26% package tours  
543k hire car



# Active Holidaymakers

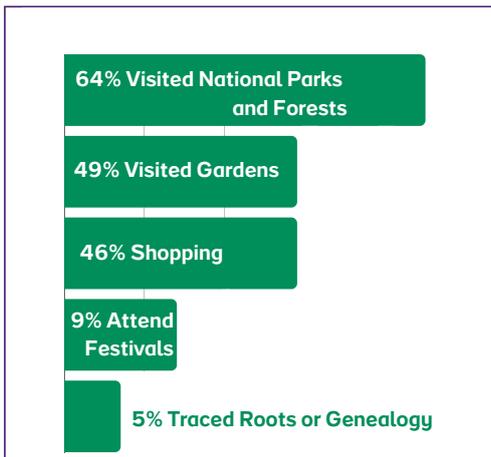
American holidaymakers are active tourists, exploring our historical sites and engaging in multiple events and activities while on the island of Ireland.



**96%** Visited sites of historical interest

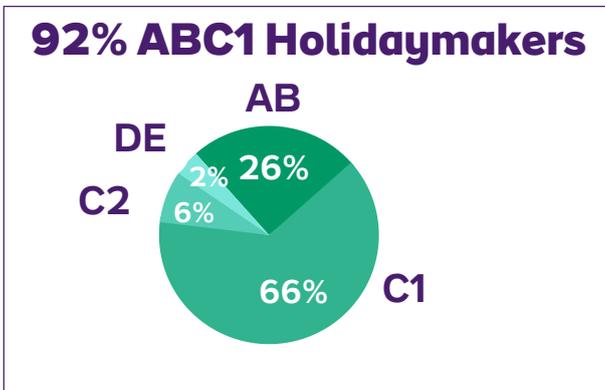
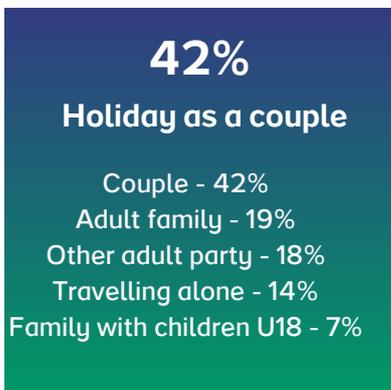
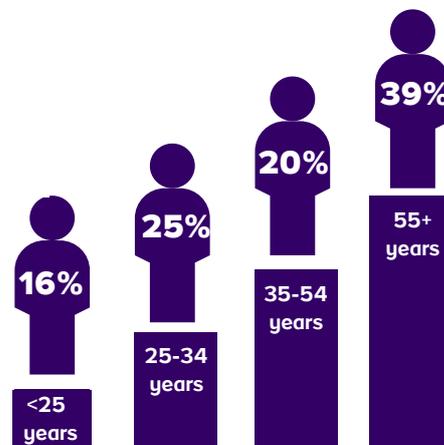
**90%** Engaged in pastimes/events

**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.

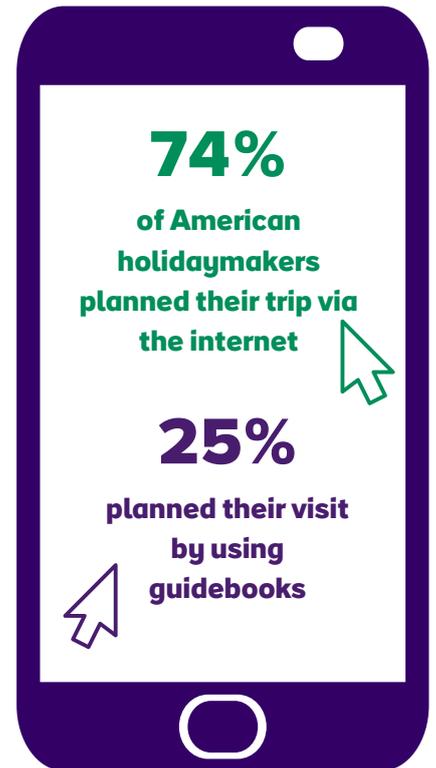
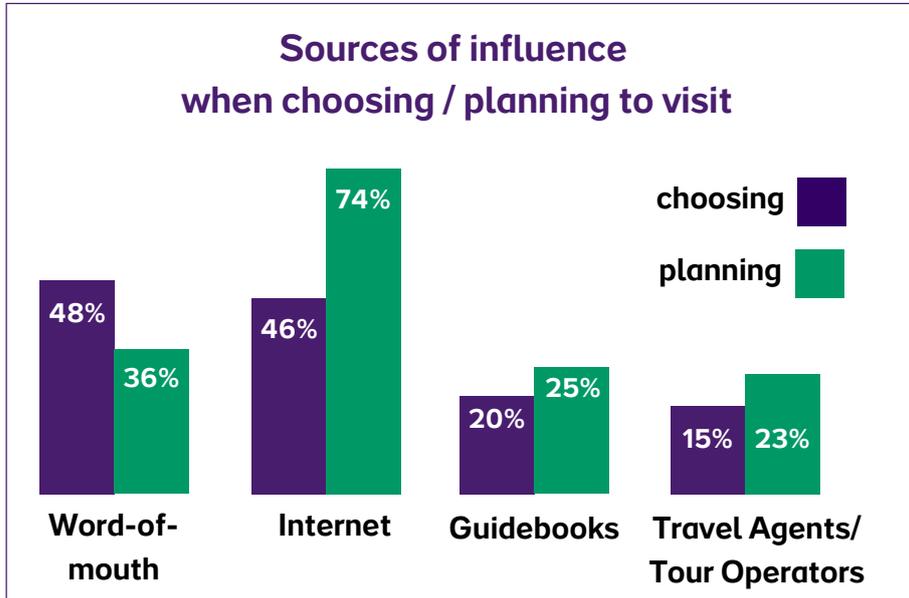


**19%**  
Repeat holidaymakers

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

# Online and 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 who chose to visit Ireland via the internet, almost half did so using both review and accommodation providers' 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 our US team who can partner with you to help deliver more tourists and revenue from the United States to your business and 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, Fáilte Ireland's Survey of Travellers and Tourism Ireland's overseas research programme.