

# USA

## Market Profile



The island of Ireland welcomed

**1.4M**

visitors from the United States in 2016

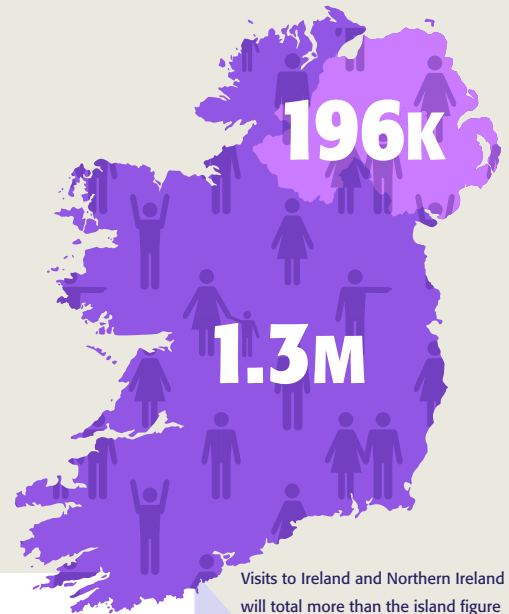


### Visitor Market

The United States is our 2<sup>nd</sup> largest source market and accounts for 13% of all visitors to the island.

#### Where do they come from?

<b>17%</b>	<b>22%</b>	<b>35%</b>
The Mid-West	The Southern States	North East



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

**+13%**

Visitor growth in 2016



Ireland Northern Ireland

**35M**

Departures

The US is the world's largest outbound visitor market. In 2016 39% of all outbound trips were to Europe and 10% of these US visitors spent time on the island of Ireland.

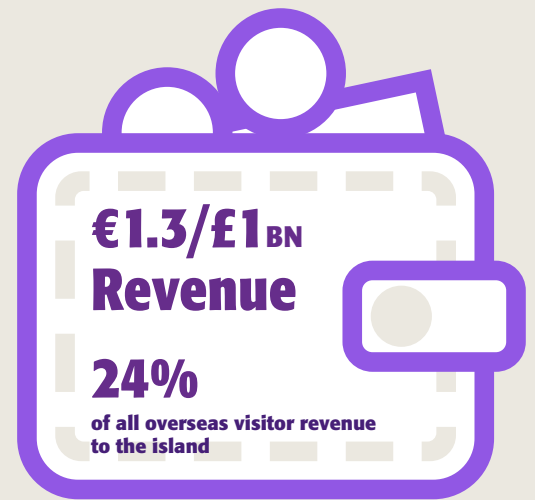
Latest Performance

To access the latest performance on visitors, holidaymakers and revenue from the United States.

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# Revenue and Bednights

Spend by visitors from the US increased by +10% to €1.3/£1BN in 2016, an additional €115M/£93M when compared to 2015.



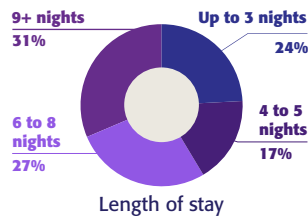
**12.6M**

**Bednights**

Over half (61%) of American visitors stayed in paid accommodation, principally hotels and to a lesser extent B&Bs, guesthouses and rented accommodation.

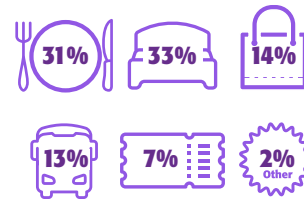
**9.2**

**Average nights on the island**



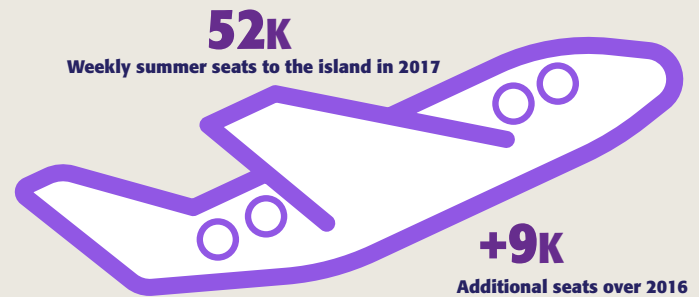
**€917/£740**

**Spend per visitor**



# Air Access

Air routes to the island increased by +21% in 2017.



**51k**

**Seats per week to Ireland**



**15**

**US airports**

**6**

**airlines**

The new Norwegian Airline direct flights from Providence, Rhode Island and Stewart Airport, New York creates opportunities for American holidaymakers to start their holiday in Northern Ireland.

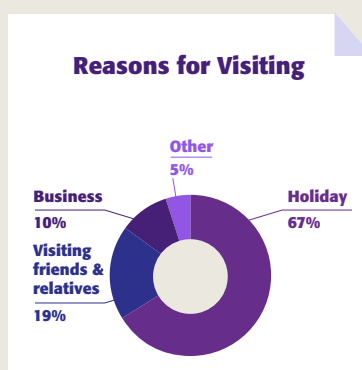
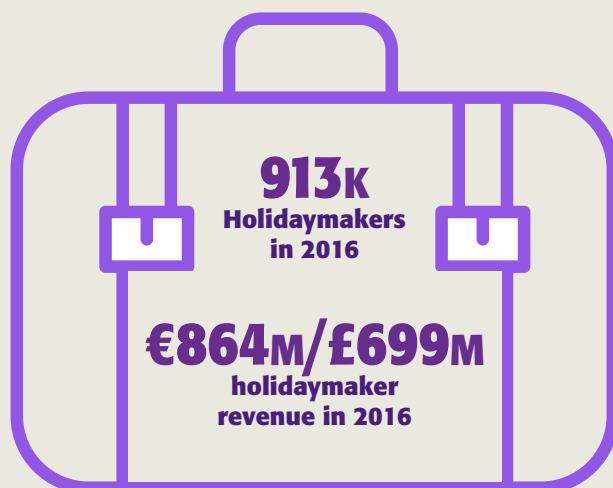
## Industry Opportunities

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

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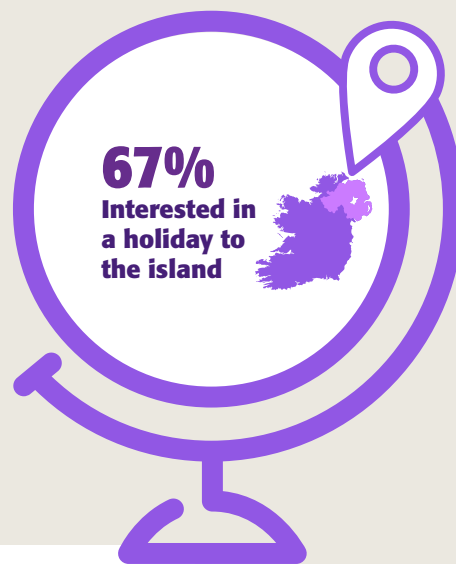
# Holiday Market

The United States is our number one source market for holiday revenue and accounts for 19% of all holidaymakers to the island of Ireland.



# Interest in Visiting

67% of American holidaymakers are interested in taking a holiday to the island of Ireland. The island is 8th on the list of holiday destinations they are interested in visiting.



**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.

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## Our Best Prospects

The island attracts holidaymakers from the United States with varying motivations, two core segments account for 59% of all American holidaymakers to the island.



**341k**

**Culturally Curious holidaymakers in 2016**

Culturally Curious holidaymakers are interested in exploring our cities and the history of a location, connecting with nature and having unique cultural experiences, travelling with a companion or as part of a group.

**199k**

**Social Energiser holidaymakers**

Social Energisers are particularly interested in new experiences and having a fun, social holiday somewhere different. 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.

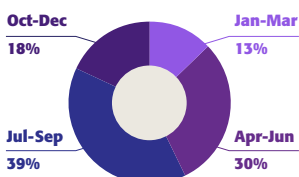
## American Explorer

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



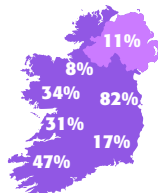
**39%**

**Holiday during July-Sept**



**11%**

**Visit Northern Ireland**



**52%**

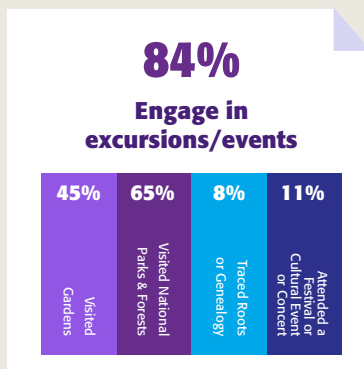
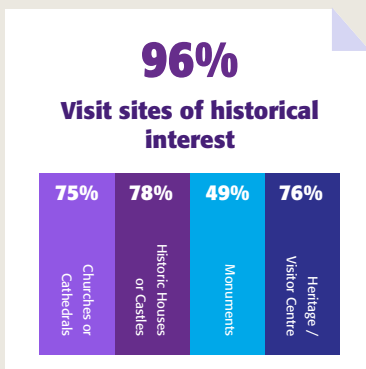
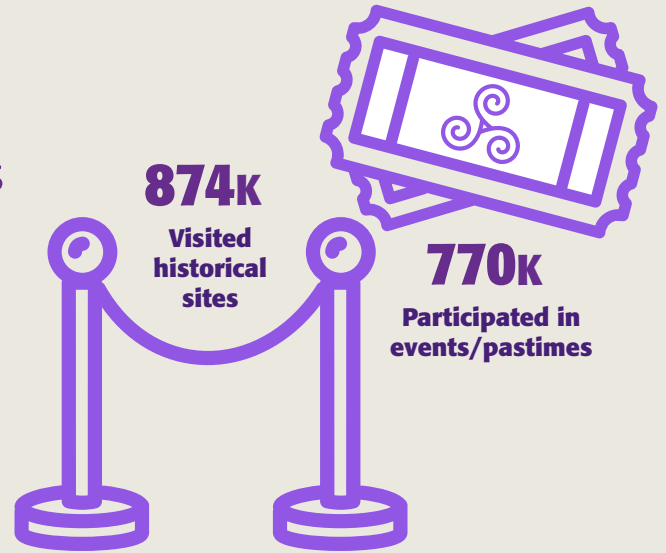
**Plan their holiday 6 months in advance**

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](#)

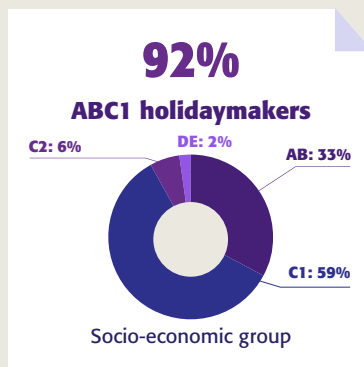
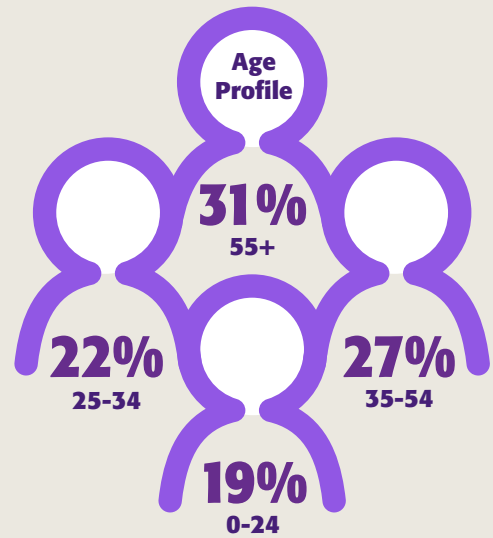
# Engaged Holidaymakers

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



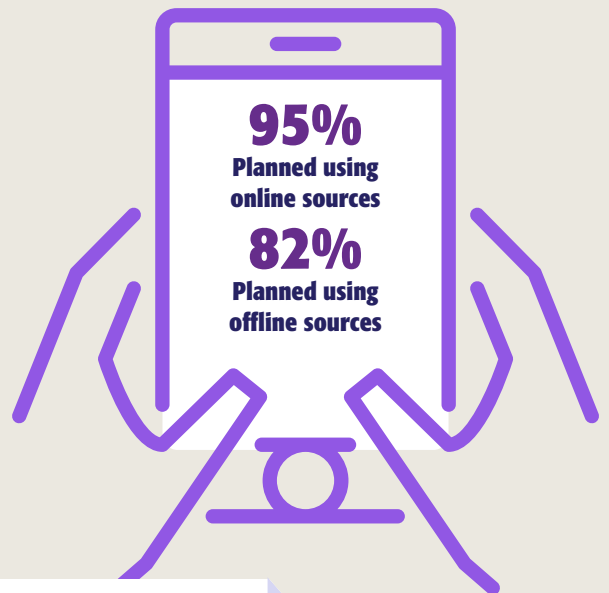
# Holidaymaker Profile

58% of American holidaymakers to the island are over 35 years of age, with one in five having been on the island before.



## Online & Offline Inspiration

When booking their longer holidays, American holidaymakers use multiple sources of information for inspiration.



**62%**

### Use Google for inspiration

American holidaymakers use a variety of digital sources to inspire them and help to choose a holiday destination. More than half use search engines, with 42% using price comparison websites.

**53%**

### Talk to friends & relatives for inspiration

Traditional media and other sources of information continue to be important, with inspiration coming from friends, as well as ads, guidebooks, TV and radio programmes.

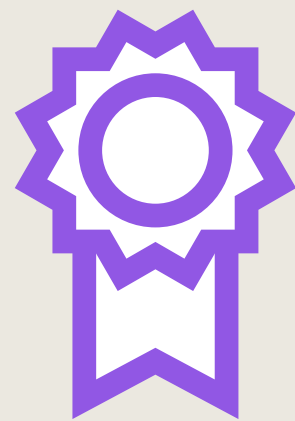
**29%**

### Book a packaged holiday to the island

While the majority of holidaymakers choose to book independently (71%), the United States market has the highest levels of packaged holiday bookings to the island.

## 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.

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### Market Insights

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

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### 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 and Fáilte Ireland's Survey of Overseas Travellers and Tourism Ireland overseas research programme.