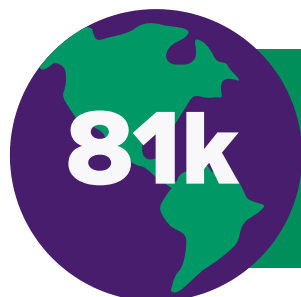


AUSTRIA

Market Profile 2019



The island of Ireland welcomed 81,000 tourists from Austria in 2019

Tourist Market

The island of Ireland welcomed 81,000 tourists from Austria in 2019, an increase of +9% on 2018.



Tourist growth in 2019 vs 2018

- Ireland: +13%
- Northern Ireland: +27%

17m
outbound
trips

In 2019, there were almost 17 million outbound trips made by Austrian tourists worldwide, with 91% of those trips made within Europe.



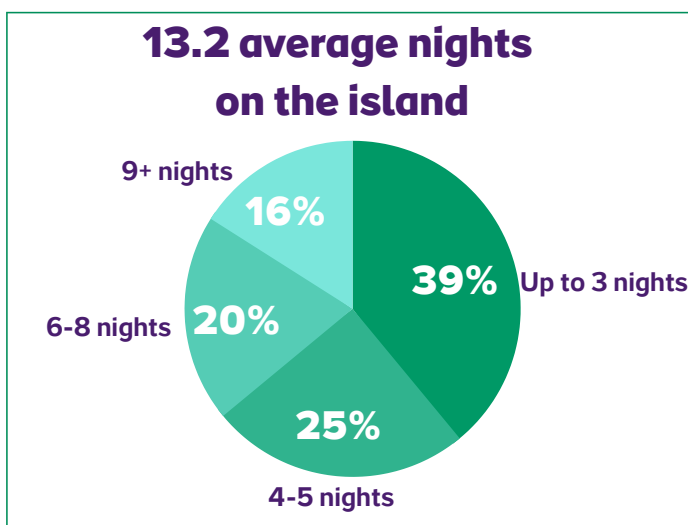
Access the latest performance on tourists, holidaymakers and revenue.
[Read more here.](#)



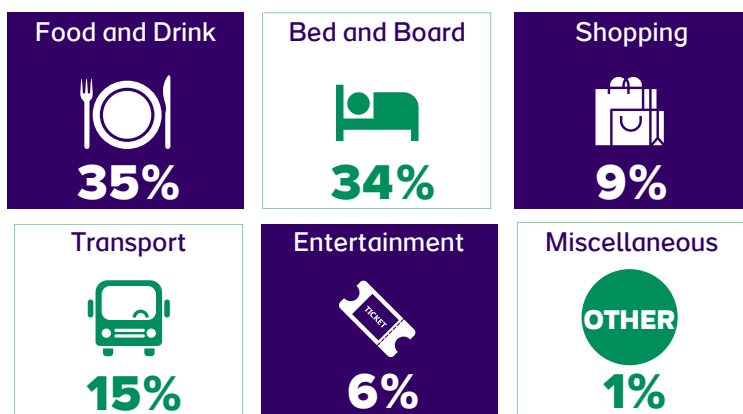
Visits to Ireland and Northern Ireland will total more than the island figure due to tourists spending time in both locations.

Revenue and Bednights

Austrian tourists spent €71/£62 million on the island of Ireland in 2019 - that is an average spend of €879/£765 per tourist. Austrians spent a total of almost 1.1 million bednights on the island.

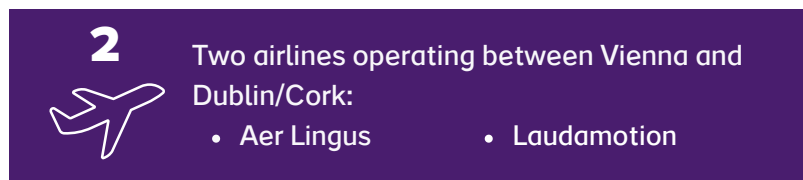
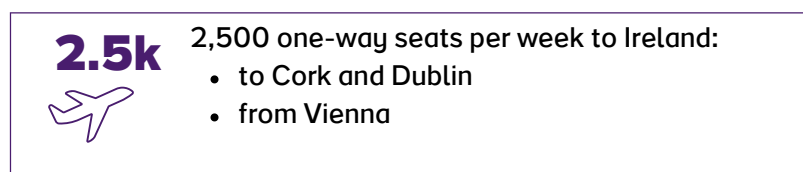


€879/£765 spend per tourist

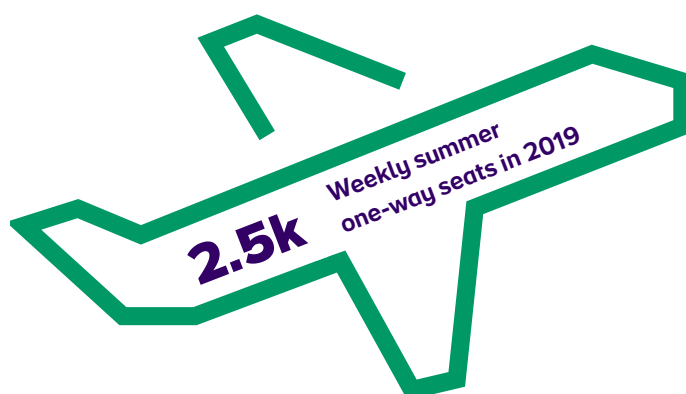


Air and Sea Access Links

There were 2,500 air seats, on 14 flights, available each week from Austria to the island of Ireland in the summer of 2019.




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



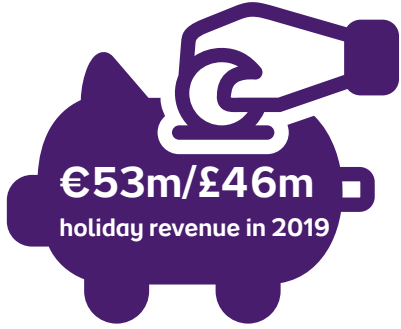
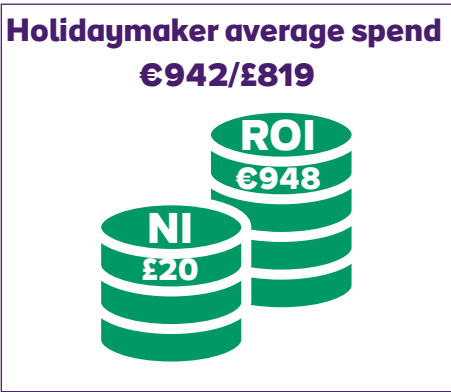
Holidaymakers

The island of Ireland welcomed 56,000 Austrian holidaymakers in 2019, an increase of +37% over 2018. Austrian holidaymakers also spent €53/£46 million on the island in 2019.

700k
HOLIDAY BEDNIGHTS


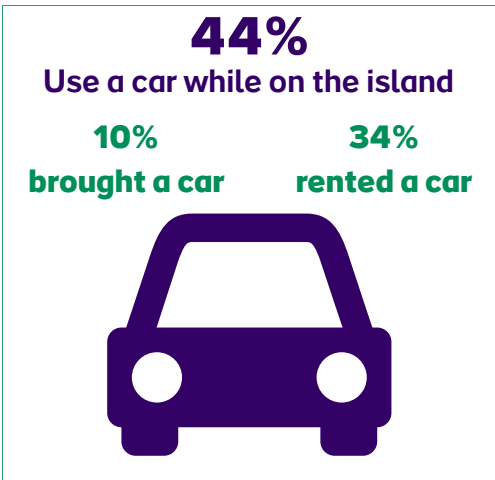
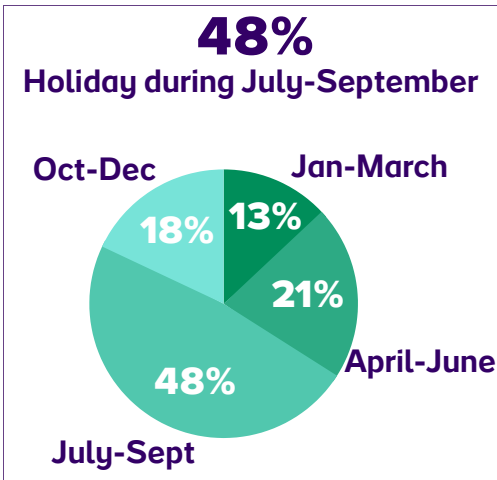
Austrian holidaymakers spent almost 700,000 nights on the island of Ireland, with an average of 12.2 nights per holidaymaker.

56k
holidaymakers
in 2019



Austrian Explorer

Austrian holidaymakers enjoyed visiting the island of Ireland between July and September, with almost half (48%) arriving during that time. Just under half (44%) of Austrian holidaymakers used a car while here.

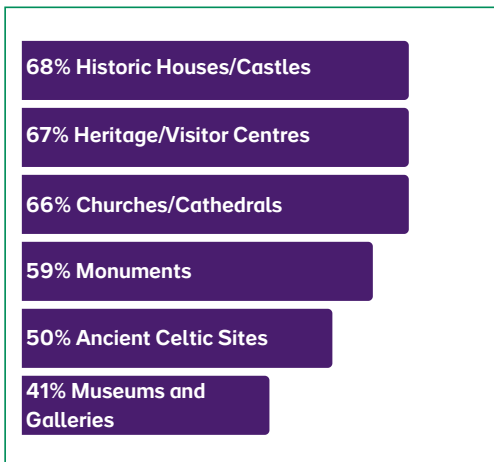


Active Holidaymakers

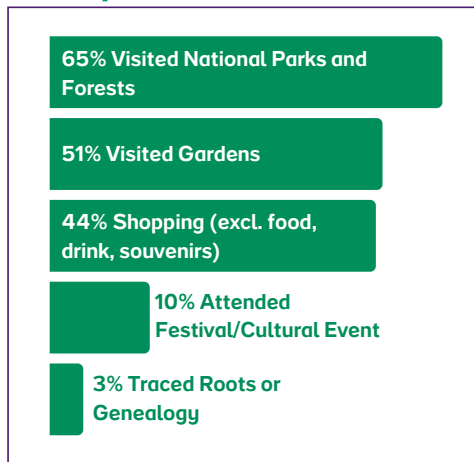
Holidaymakers from Austria are active visitors, exploring our historical sites and engaging in multiple events and activities while on the island of Ireland.



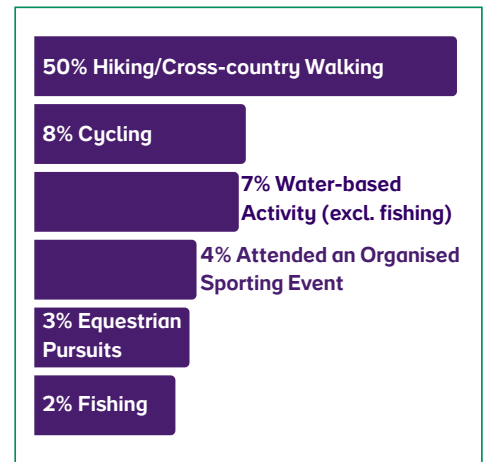
Visited sites of historical interest



Engaged in pastimes/events

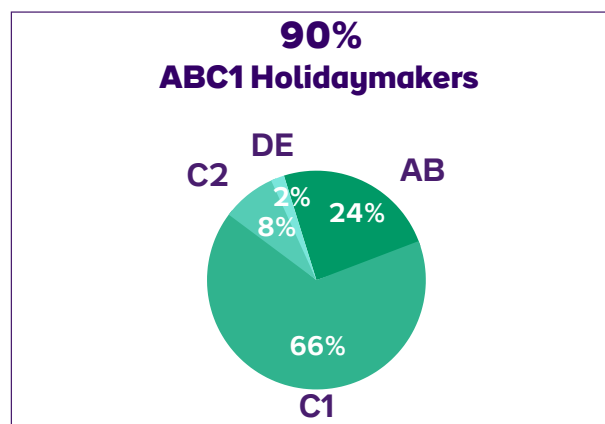
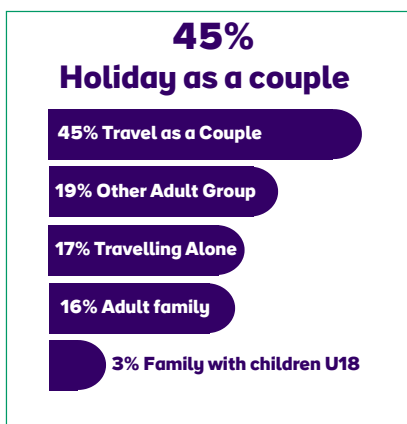
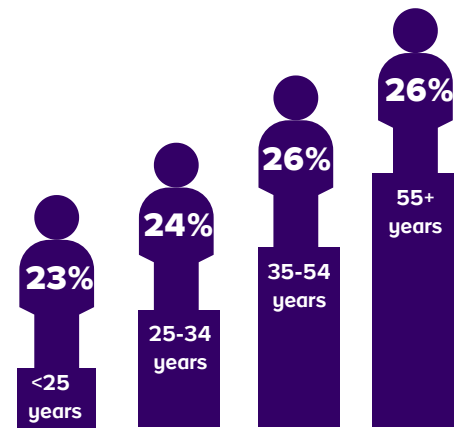


Participated in activities



Holidaymaker Profile

Around half (52%) of holidaymakers from Austria to the island of Ireland in 2019 were aged 55+ years and travelled here as a couple.



32% Repeat Holidaymakers

In 2019, almost one-third (32%) of holidaymakers from Austria had visited Ireland before.

Partnering for Success

Tourism Ireland is the organisation responsible for marketing the island of Ireland overseas as a tourist destination.



Marketing Opportunities

Select the marketing opportunity that's right for you to help attract additional tourists and grow your business from Austria and other markets.

[Read More](#)



Market Insights

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

[Read More](#)



Contact Us

Get in contact with our Austrian team who can partner with you to help deliver more visitors and revenue from Austria to your business and the island of Ireland.

[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.