

# GERMANY

## Market Profile 2019



Germany is the third-largest market for overseas tourism to the island of Ireland

### Tourist Market

The island of Ireland welcomed 749,000 tourists from Germany in 2019, 7% of all tourists.

#### Source within Germany:

Baden-Württemberg	North Rhein-Westphalia	Bavaria	Berlin	Hessen	Niedersachsen
19%	18%	17%	12%	9%	6%

**#3**  
**RANK**

Germany is the island of Ireland's third-largest market, in terms of tourists and holiday trips, revenue and bednights.

**116m**  
**OUTBOUND VISITS**

Germany is the world's second-largest outbound travel market, after the US. Germans made over 116 million trips in 2019, with 88% (102m) of those visits within Europe.



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



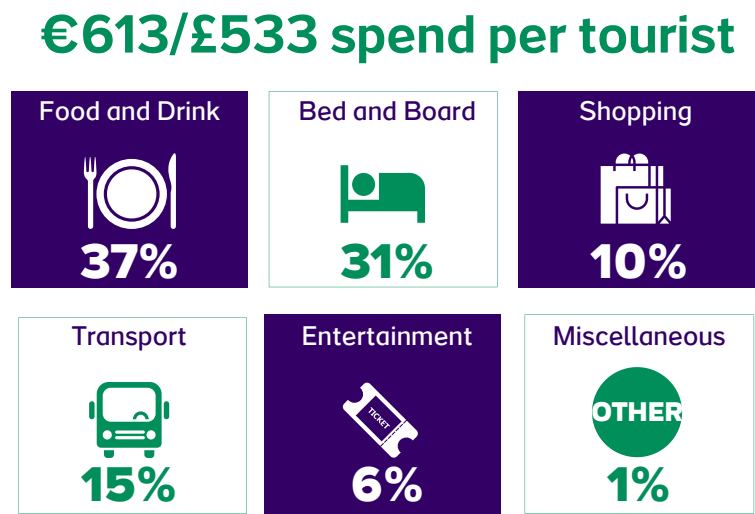
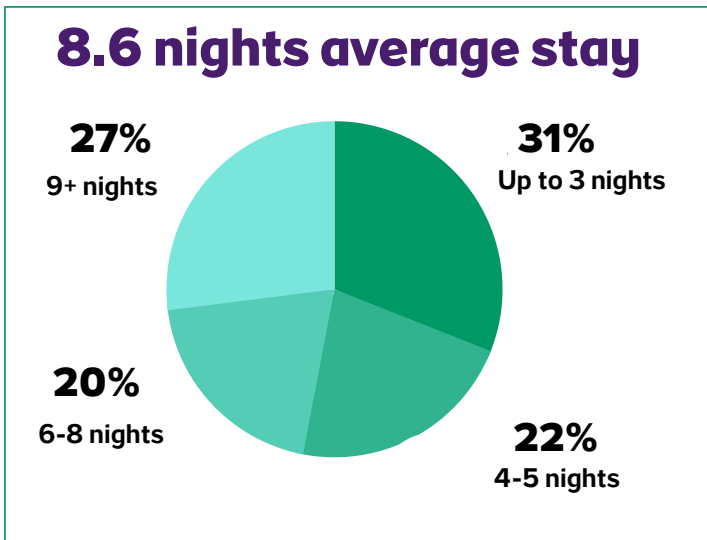
Visits to Ireland and Northern Ireland will total more than the island figure due to tourists spending time in both locations.

# Revenue and Bednights

German tourists spent €459/£399 million on the island of Ireland in 2019 - that is an average spend of €613/£533 per German tourist.



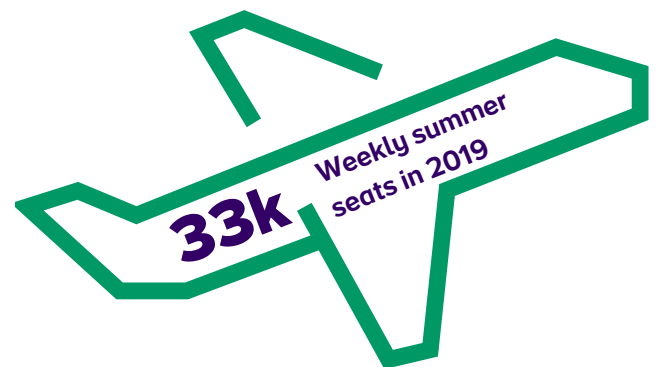
**6.4m**  Hotels are especially popular with German tourists, though only accounting for 17% of bednights. Guesthouses/B&Bs are used by one in five German tourists and account for 12% of German bednights.



## Air and Sea Access Links

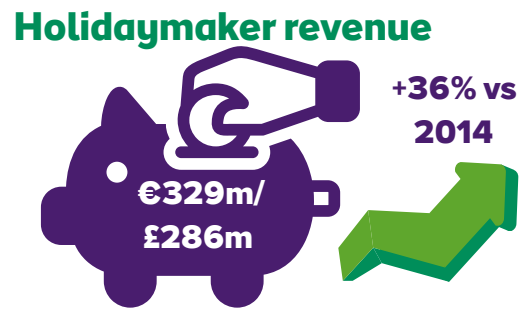
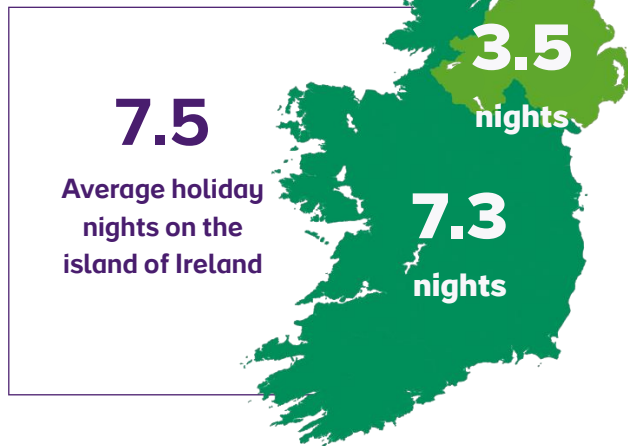
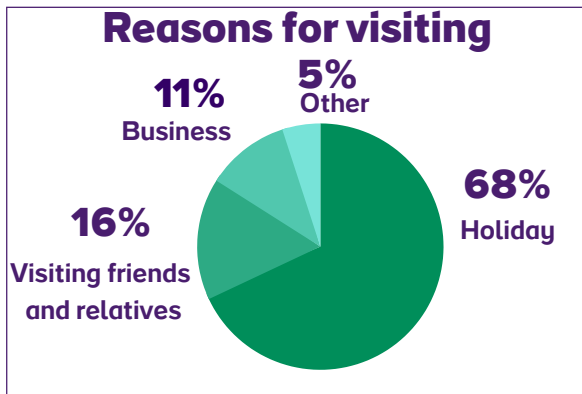
There were 33,000 air seats were available on 187 departures each week from Germany to the island of Ireland in summer 2019.

<b>33k</b> 	Seats per week to Ireland 10 German cities 4 airlines
<b>378</b> 	Seats per week to Northern Ireland 1 German city 1 airline
	Industry Opportunities Tourism Ireland works with air/sea carriers to create co-operative marketing opportunities in which our industry partners can get involved. <a href="#">Read more here.</a>



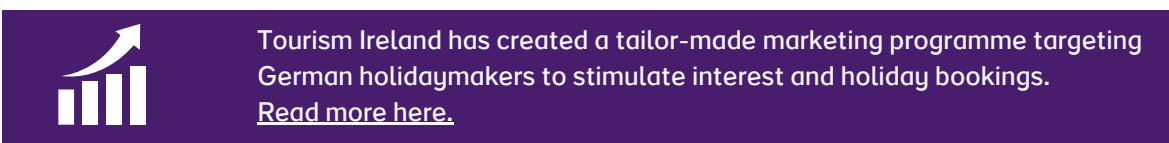
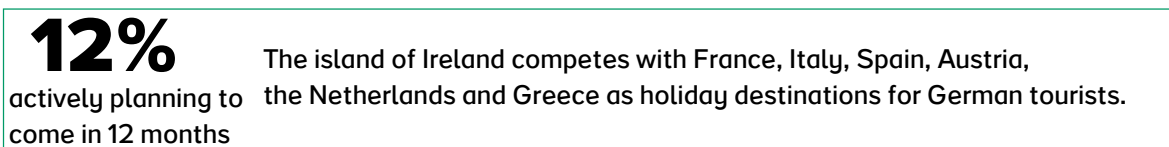
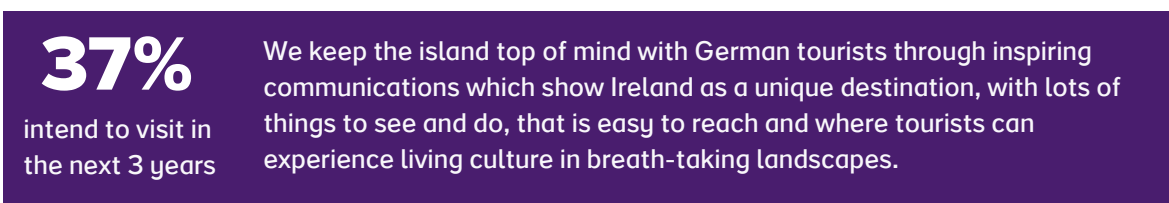
# Holiday Market

In 2019, 68% (509,000) of all tourists from Germany were holidaymakers. Germany was our third-largest source of overseas holidaymakers and accounted for 9% of all holidaymakers to the island.



## Interest in Visiting

The island of Ireland is the sixth most popular overseas destination that German tourists are interested in visiting in the next three years.



# Our Best Prospects

The island of Ireland attracts holidaymakers from Germany with varying motivations. Three core segments accounted for 83% of all German holidaymakers who visited in 2019.



**9.1m**  
**Culturally Curious in Germany**

Culturally Curious holidaymakers are interested in meeting the locals, getting off-the-beaten track and feeling connected to nature, while soaking up the atmosphere and exploring.

**2.4m**  
**Social Energisers in Germany**

Social Energisers enjoy adrenaline-filled adventures, experiencing places/activities with a 'wow' factor and meeting other tourists. They are very active on social media and regularly share with their network.

**7.9m**  
**Great Escapers in Germany**

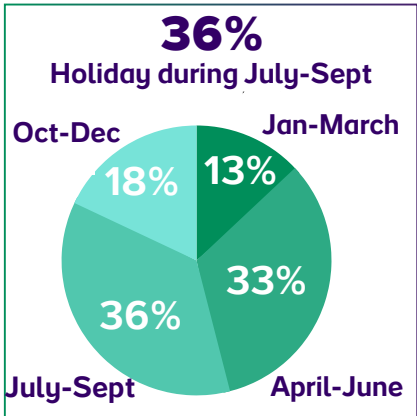
Great Escapers like to revisit places of nostalgic importance, enjoy peace and quiet and like to feel connected to nature while enjoying the beauty of the landscape at a change of pace.

# Regions and Seasons

Two in five (41%) German holidaymakers use a car in Ireland, with most hiring a car on arrival.

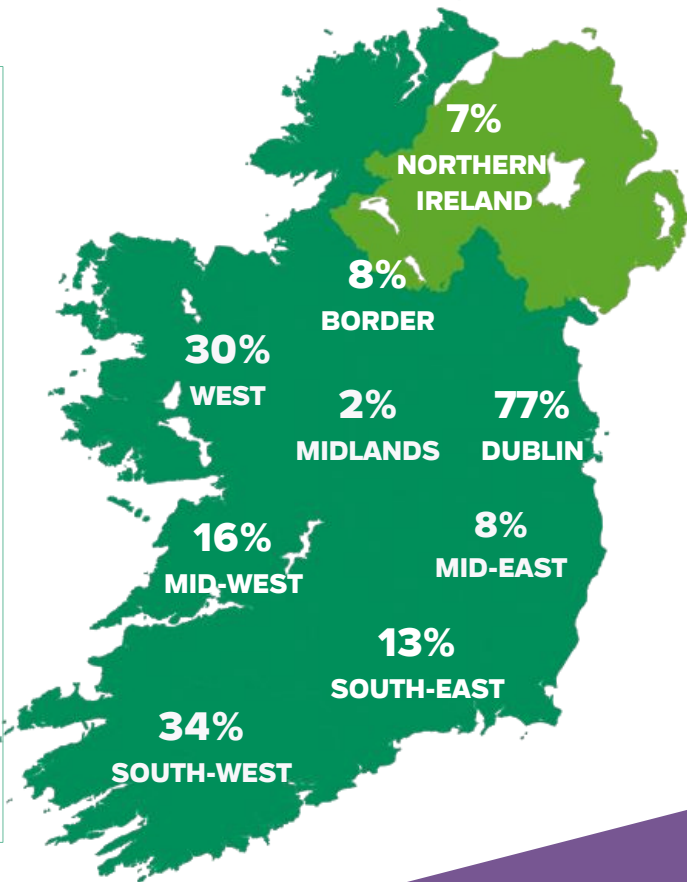
**74%**  
**Book 3-4 months in advance**

Tourism Ireland runs targeted email marketing campaigns timed to coincide with critical holiday decision-making times.



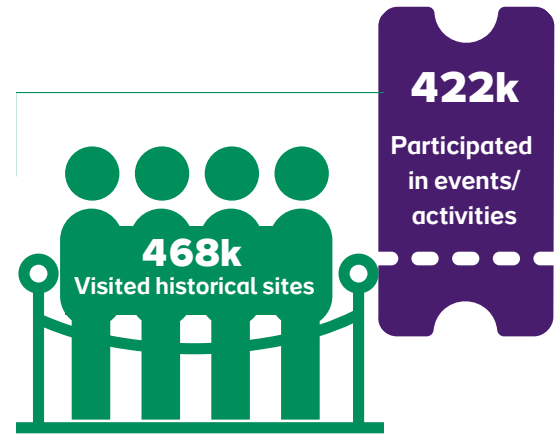
**169k**  
**Hire a car**

**42k**  
**Bring a car**

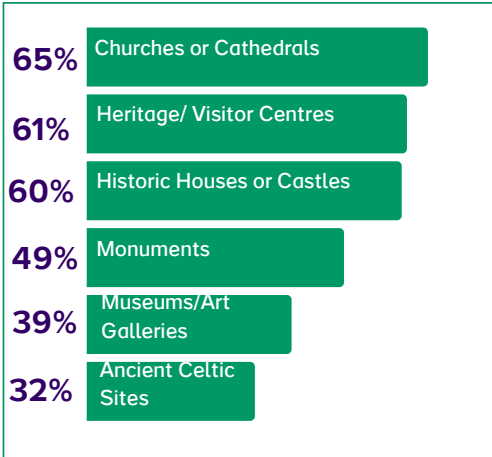


# Engaged Holidaymakers

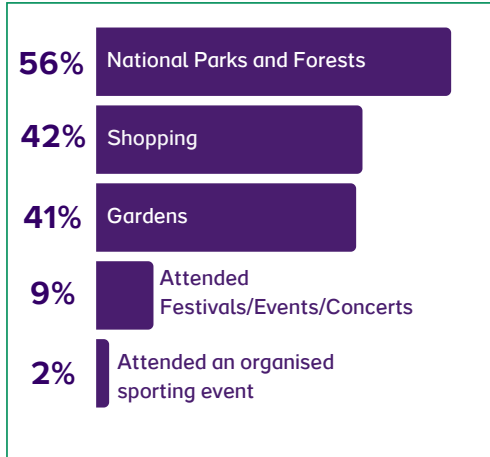
German holidaymakers are active tourists, exploring our historical sites and engaging in multiple events and activities while on the island of Ireland. Hiking/cross-country walking is the most popular activity for Germans.



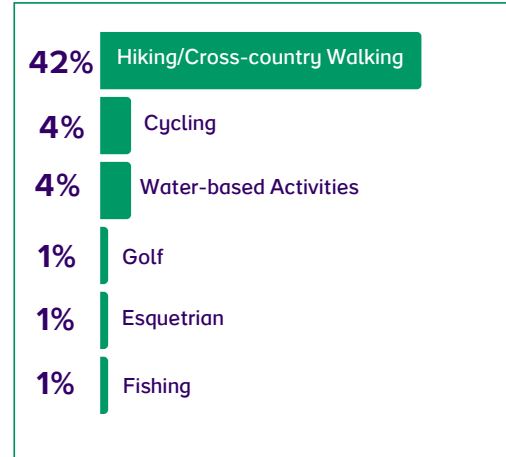
**92%** Visited sites of historical interests



**83%** Engaged in pastimes/events

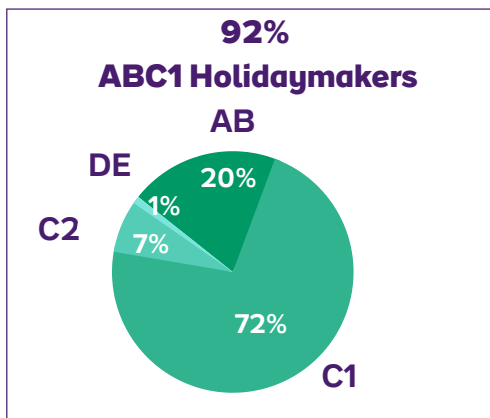
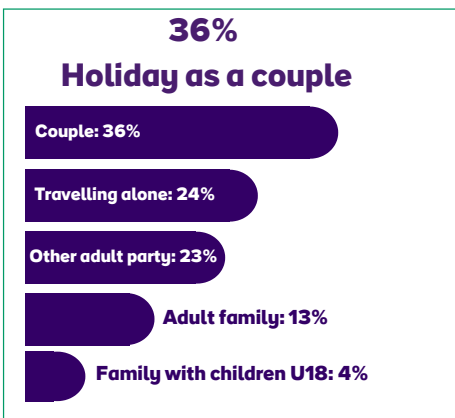
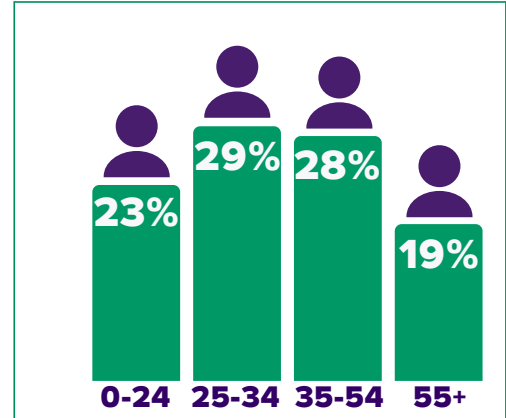


**58%** Participated in activities



# Holidaymaker Profile

Over half of all German holidaymakers to the island of Ireland are under 35 years old. One-third of holidaymakers in 2019 had previously visited Ireland.



**33%** Repeat holidaymakers

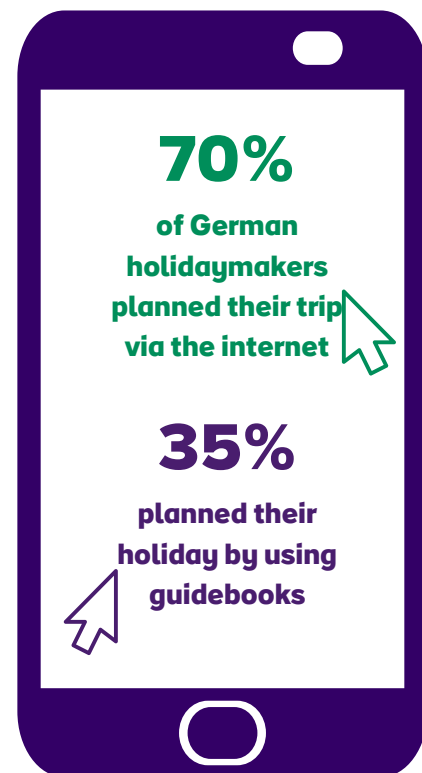
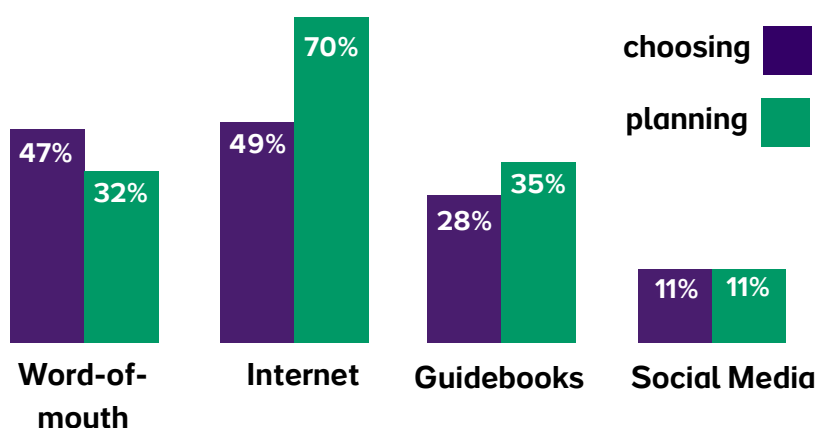
Past holidaymakers can be a great source of future business. Enrich your website and email marketing campaigns with great content from our archives.

[Read more](#)

# Online and Offline Inspiration

When choosing Ireland, almost half of all German holidaymakers were inspired by word-of-mouth from friends or family.

Sources of influence when choosing/planning visit



## Planned via the internet

Of the German holidaymakers who used the internet to help plan their holiday to Ireland, half planned their trip via an accommodation provider's website; and over one-third (35%) used a tourist board website.

# Partnering for Success

Get in touch with our team in Germany who can partner with you to help.



## Contact us

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

[Read More](#)

## Market Insights

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

[Read More](#)

## Marketing Opportunities

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