

GERMANY

Market Profile 2019



Germany is the island of Ireland's 3rd largest overseas tourist market.

Tourist Market

The island of Ireland welcomed 749K tourists from Germany in 2019 accounting for 7% of overseas tourists to the island of Ireland.



#3 RANK

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

116M OUTBOUND VISITS

Germany is the world's 2nd largest outbound market, after the US. Germans made over 116m trips in 2019, with 88% (102m) of those visits within Europe



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




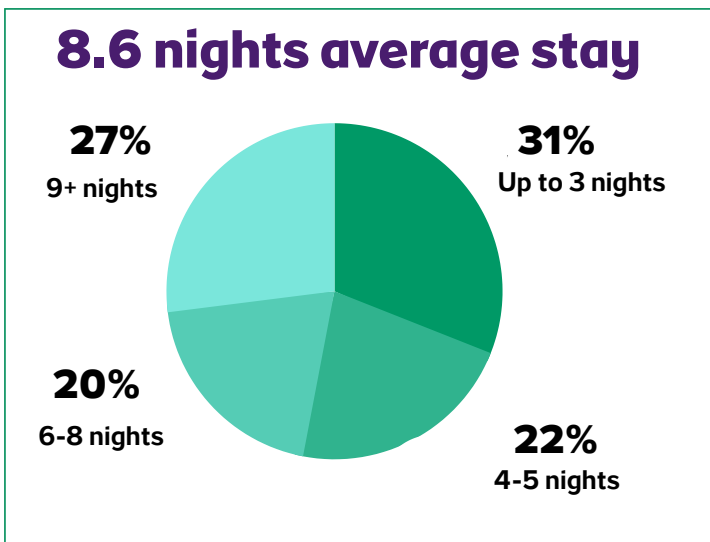
Visits to Ireland and Northern Ireland will total more than the island figure due to tourists spending time in both locations.

Revenue & Bednights

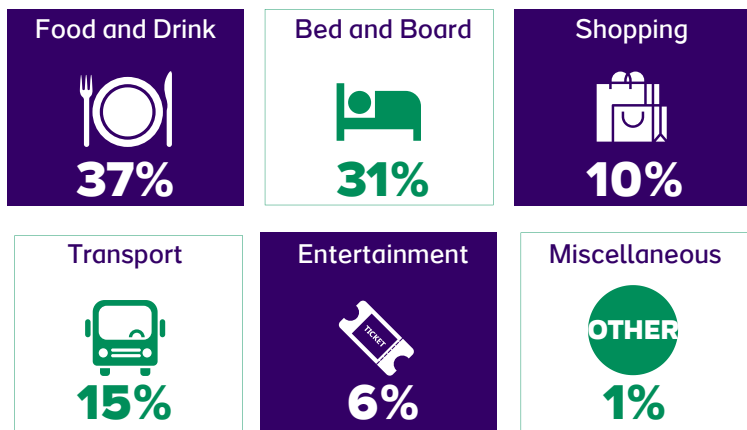
German tourists spent €459M/£399M on the island of Ireland in 2019 or an average spend of €613/£533 per German tourist.



6.4M  Hotels are especially popular with German tourists using hotels though it only accounts for 17% of nights (short stays). Guesthouses/ B&B are used by 1-in-5 German tourists and account for 12% of German nights.




€613/ £533 spend per tourist




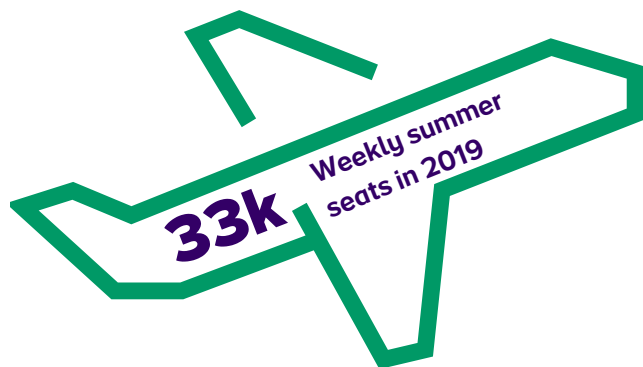
Air & Sea access links

33,000 air seats were available on 187 weekly departures from Germany from the island of Ireland in Summer 2019.

33k  Seats per week to Ireland
10 cities in Germany
4 Airlines

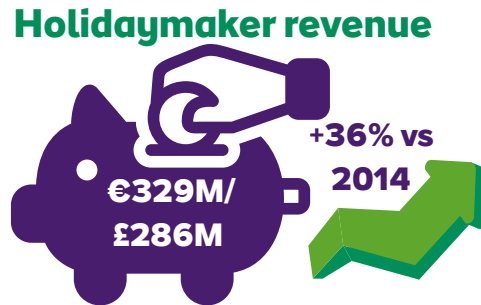
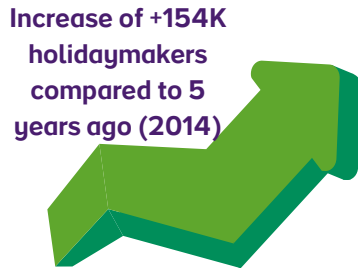
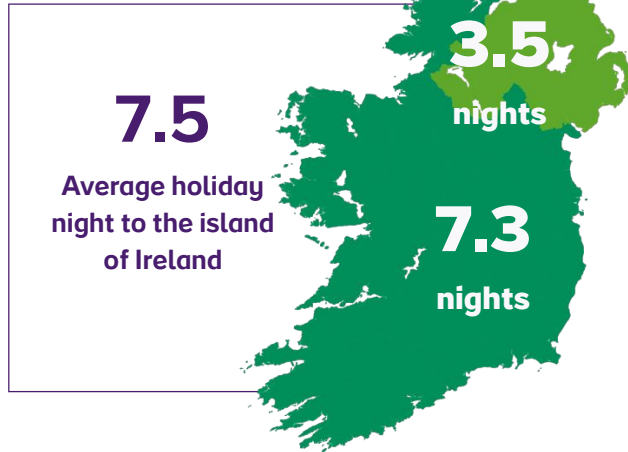
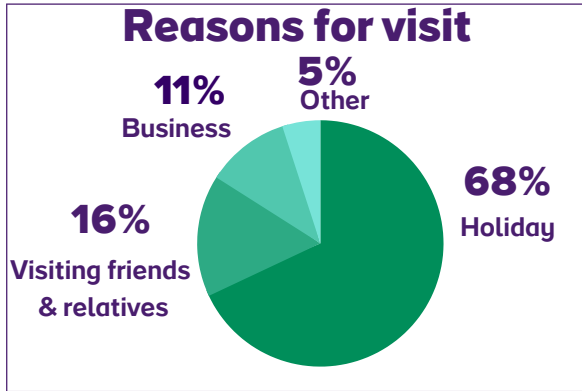
378  Seats per week to Northern Ireland
1 city in Germany
1 Airline

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



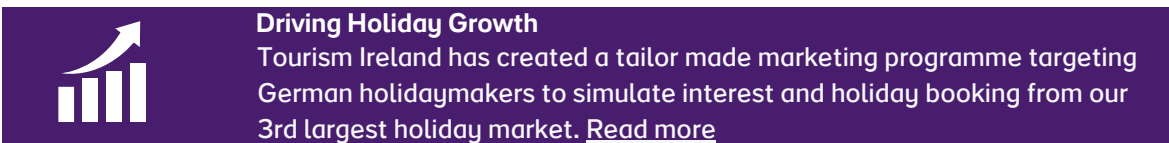
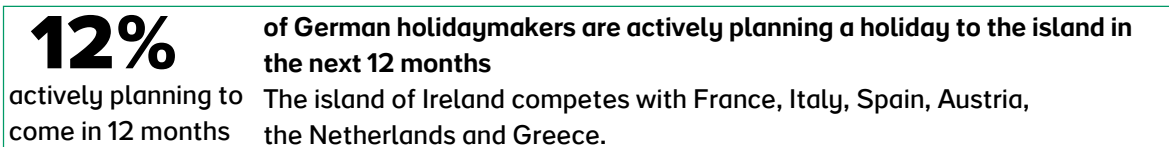
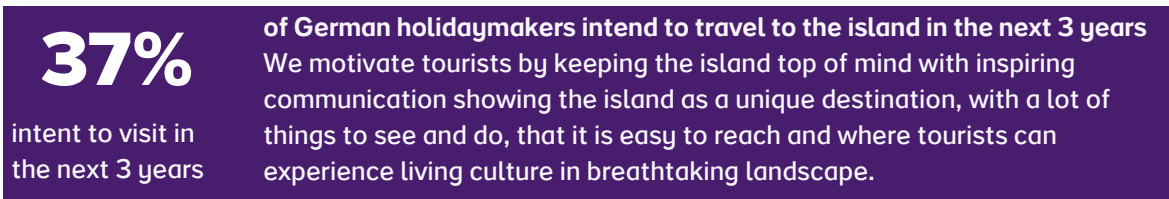
Holiday Market

In 2019, 68% of all tourists from Germany were holidaymakers and accounted for 9% of all holidaymakers to the island of Ireland.



Interest in Visiting

The island of Ireland is the 6th most popular outbound destination German tourists are interested in visiting in the next 3 years.



Our Best Prospects

The island attracts tourists from Germany with varying motivations, three core segments accounted for 83% of all German holidaymakers to the island 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

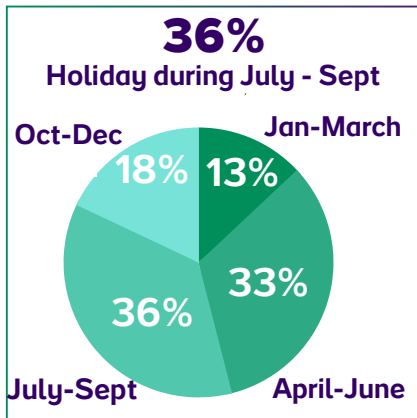
Great Escapers like to revisit places of nostalgic importance, enjoy peace and quiet and like to feel connected to nature while enjoying the beauty of the landscape at a change of pace

Regions and Seasons

Every 2-in-5 (41%) German holidaymakers in Ireland will use a car during their trip, with most hiring a car on arrival.

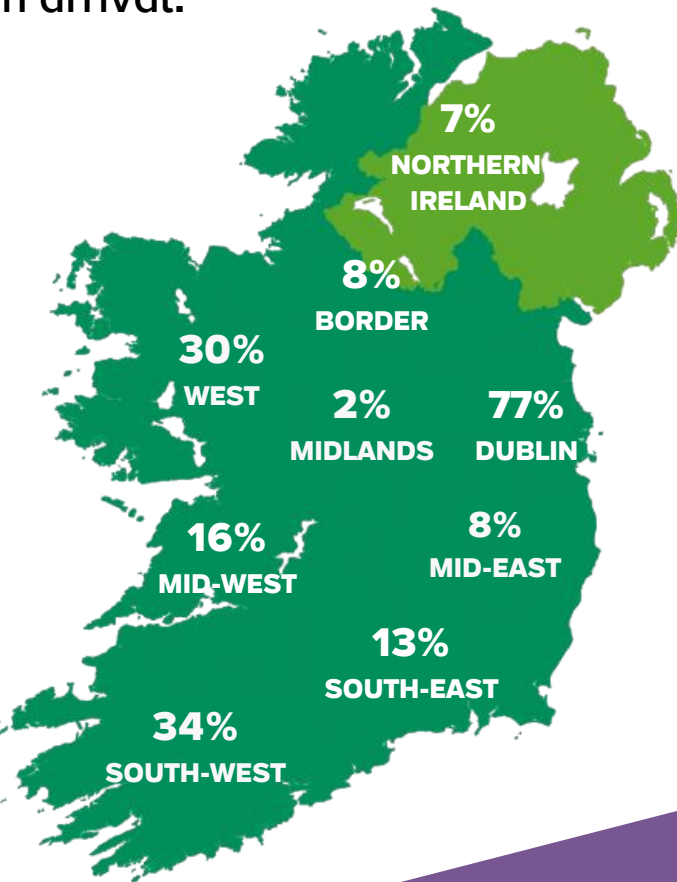
74%
Book 3-4 months in advance

Tourism Ireland runs targeted email marketing campaigns timed to coincide with critical holiday decision-making times. [Get involved](#)



169K
Hire a car

42K
Bring a car

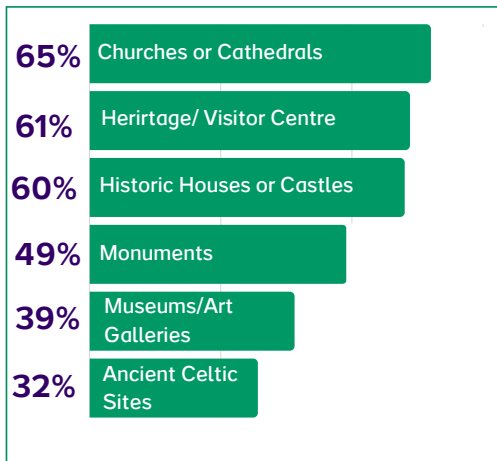


Engaged Holidaymakers

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



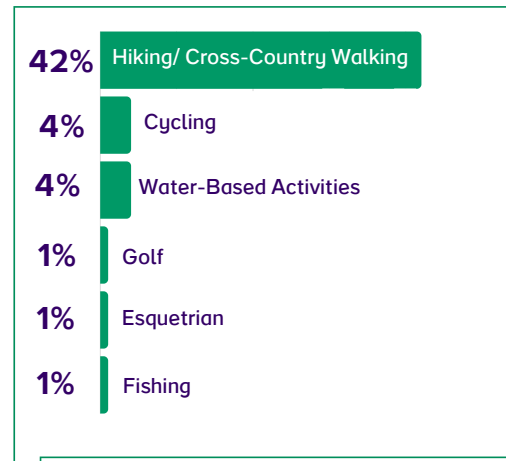
92% Visited sites of historical interests



83% Engage in pastimes/events

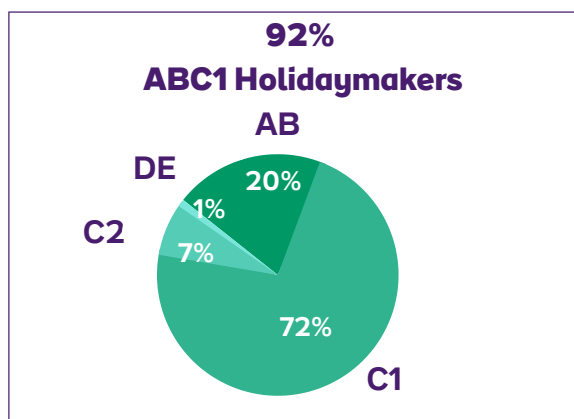
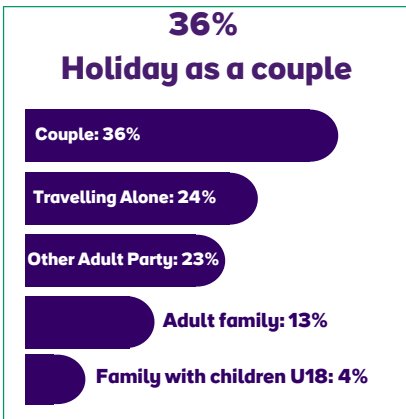
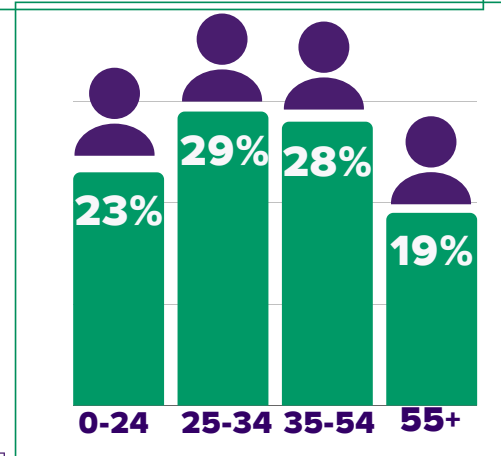


58% Participated in activities



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

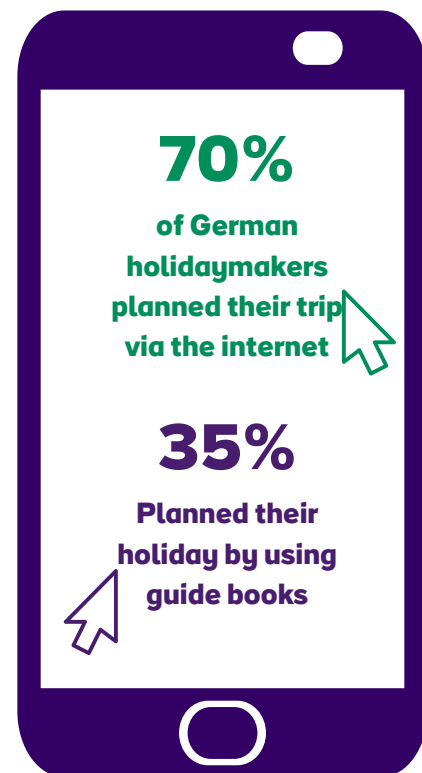
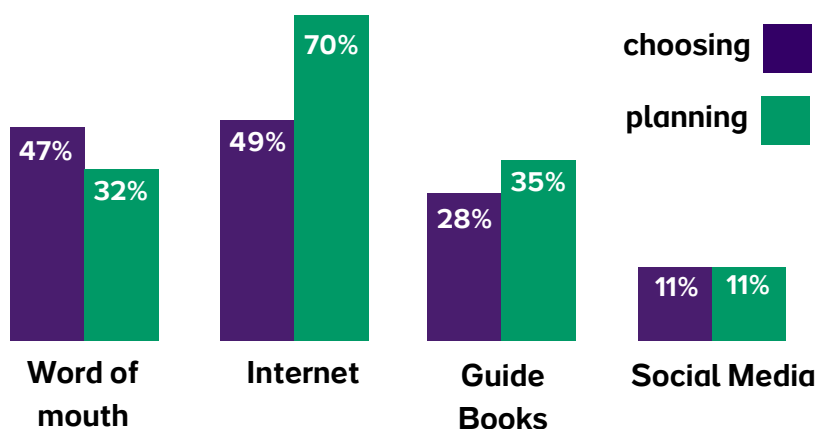
Past holidaymakers can be a great source of future business. Enrich your website and email marketing campaigns with great content from our archive.

[Read more](#)

Online & Offline Inspiration

When choosing Ireland as a destination, almost half of all German holidaymakers were inspired to visit based on word-of-mouth from friends and family.

Sources of influences when choosing / planning visit



Planned via the internet

Of the German holidaymakers that used the internet to help plan their holiday to Ireland, half planned their trip via an accommodation providers 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 Great Britain 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