

# SWITZERLAND

## Market Profile 2019



The island of Ireland welcomed 126,000 tourists from Switzerland in 2019

### Tourist Market

In 2019, the island of Ireland welcomed over 126,000 tourists from Switzerland. Swiss tourists numbers have increased by +46% (over 40,000) since 2014.



Tourist growth in 2019 vs 2014

- Ireland: +44%
- Northern Ireland: +227%

**24.5m**  
outbound  
trips

In 2019, there were over 24 million outbound trips made by Swiss tourists worldwide, with 89% of those trips made within Europe.



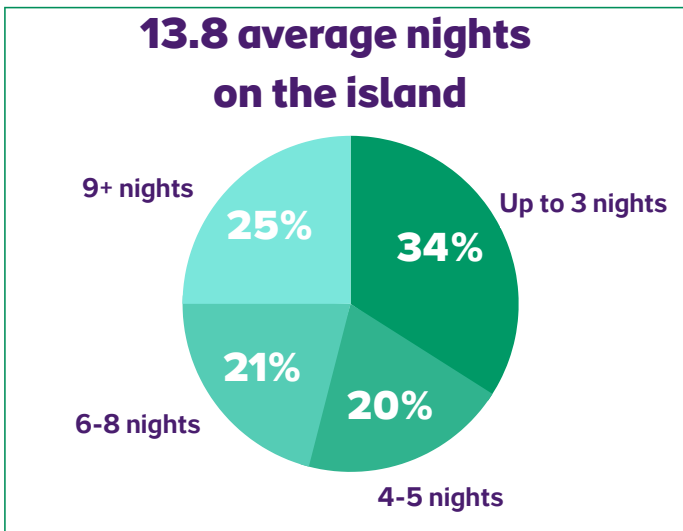
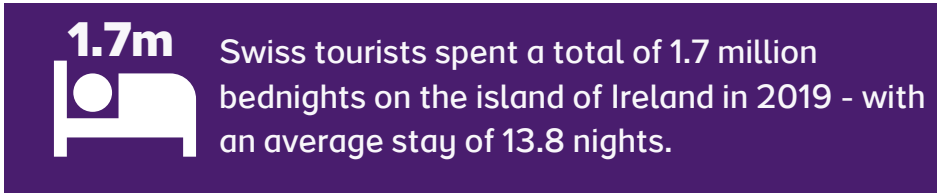
Access the latest performance on tourists, holidaymakers and revenue.  
[Read more here.](#)



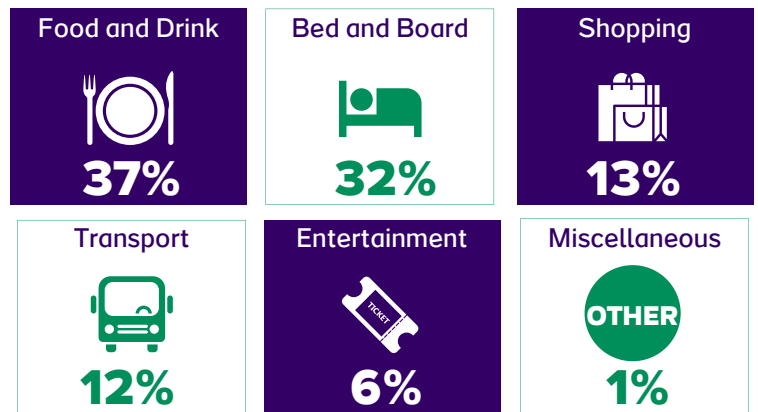
Visits to Ireland and Northern Ireland will total more than the island figure due to tourists spending time in both locations.

# Revenue and Bednights

Swiss tourists spent €150/£130 million on the island of Ireland in 2019 - that is an average spend of €1,185/£1,031 per tourist. Switzerland is the ninth-largest source market of overseas revenue for the island.

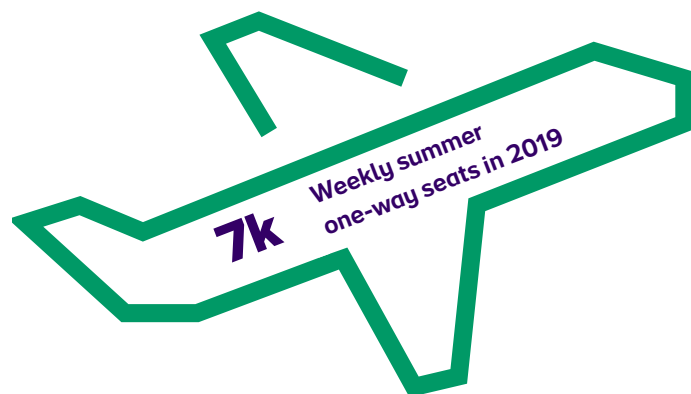
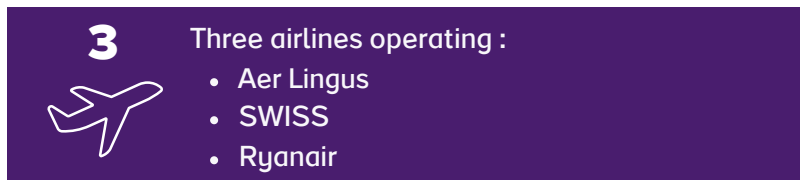
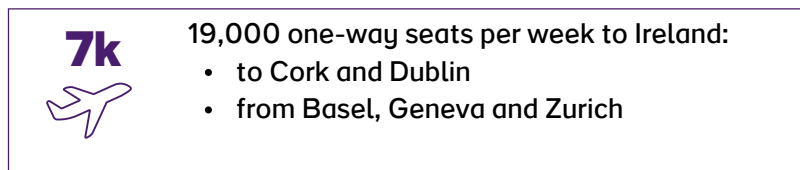


## €1,185/£1,031 spend per tourist



# Air and Sea Access Links


There were 7,000 air seats, on 41 flights, available each week from Switzerland to the island of Ireland in the summer of 2019.



# Holiday Market

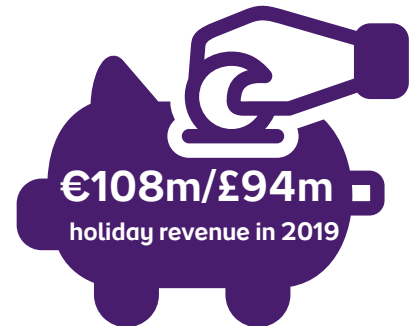
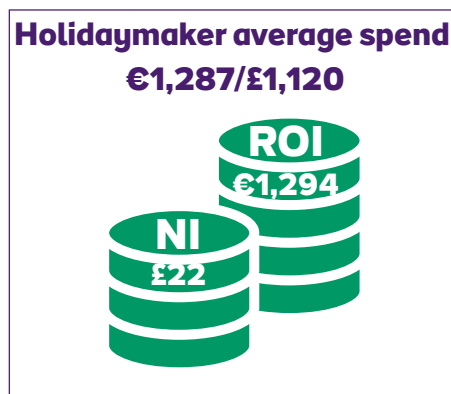
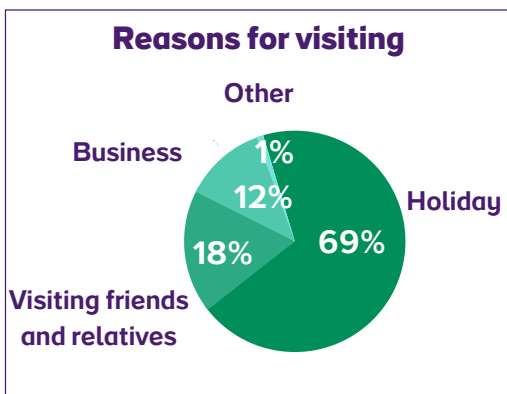
The island of Ireland welcomed 84,000 Swiss holidaymakers in 2019, an increase of +17% on 2018. Swiss holidaymakers also spent €108/£94 million on the island in 2019 - that is an average spend of €1,287/£1,120 per holidaymaker.

**1m**  
HOLIDAY  
BEDNIGHTS



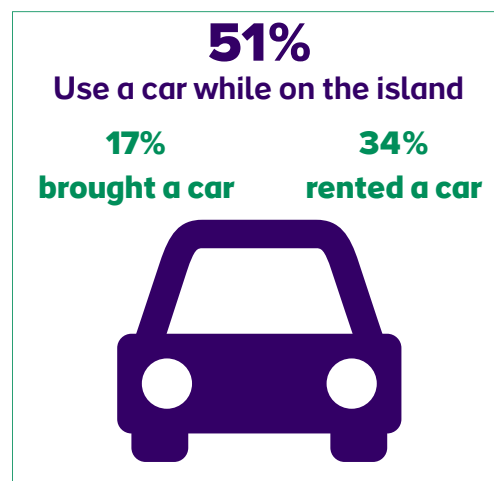
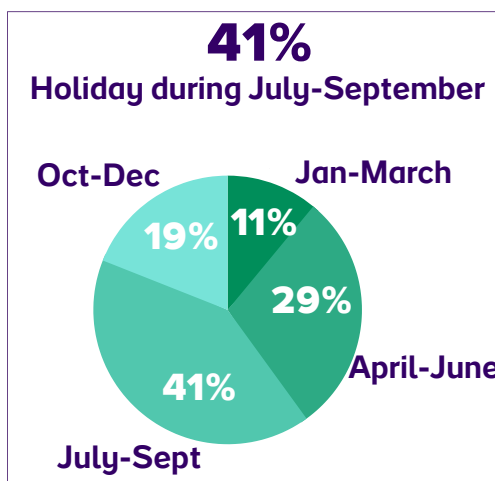
Swiss holidaymakers stayed 6.9 nights on average on the island. Almost one in ten included an overnight in Northern Ireland.

**84k**  
holidaymakers  
in 2019



# Swiss Explorer

Swiss holidaymakers enjoyed visiting the island of Ireland between July and September, with four in ten holidaymaker arriving during that time. Just over half (51%) of Swiss holidaymakers used a car while here.

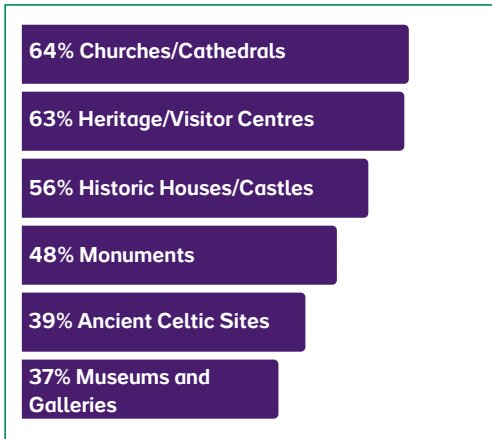


# Active Holidaymakers

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



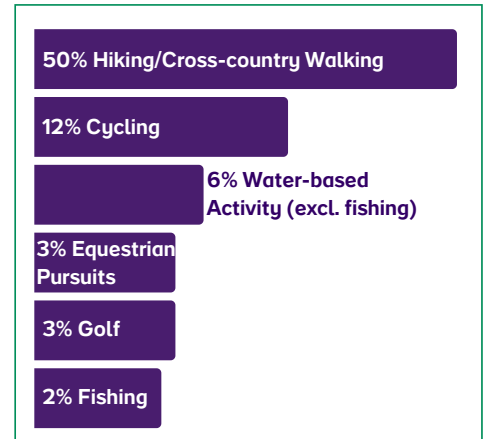
## Visited sites of historical interest



## Engaged in pastimes/events

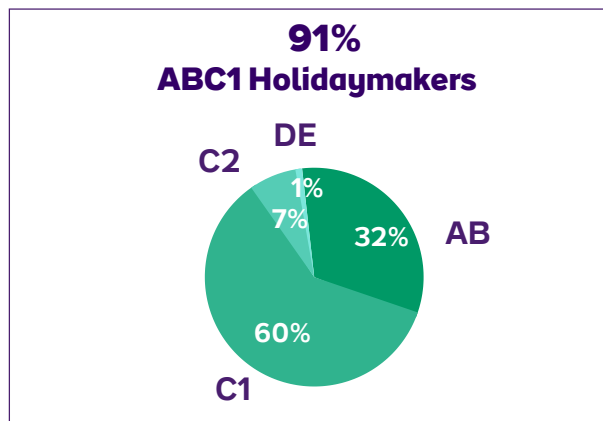
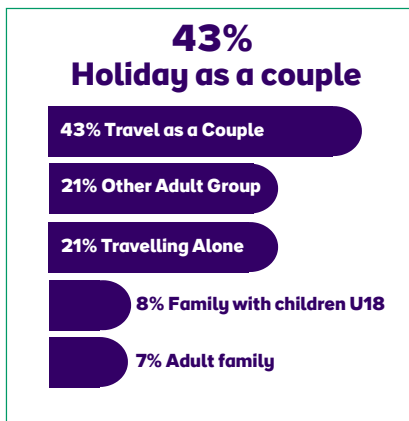
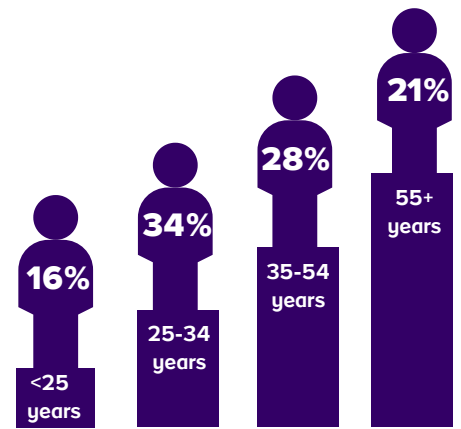


## Participated in activities



# Holidaymaker Profile

Half (50%) of holidaymakers from Switzerland to the island of Ireland in 2019 were aged under 35 years. Many Swiss holidaymakers travelled here as a couple.

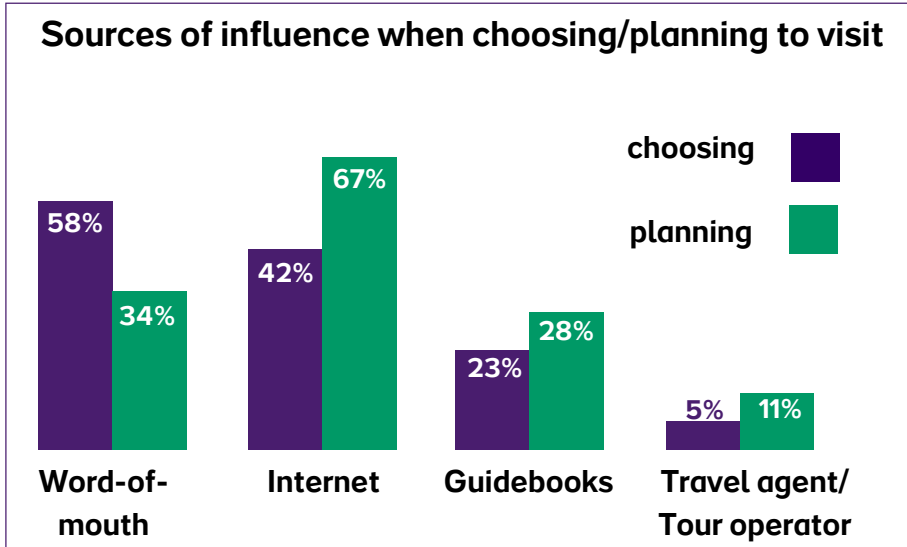


### 31% Repeat Holidaymakers

In 2019, almost one-third (31%) of holidaymakers from Switzerland had visited Ireland before.

# Online and Offline Inspiration

Word-of-mouth remains the most powerful influencer among holidaymakers from Switzerland when choosing to visit Ireland.



## Planned via the internet

Of the 67% of holidaymakers who planned their visit to Ireland via the internet, most looked at accommodation providers, review and tourist board websites.



## 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 Swiss team who can partner with you to help deliver more tourists and holidaymakers from Switzerland to your business and the island of Ireland.

[Read More](#)

### Market Insights

Learn about opportunities in other markets and keep up-to-date on the 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 Switzerland 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.