

Australia & New Zealand

Market Profile



The island of Ireland welcomed

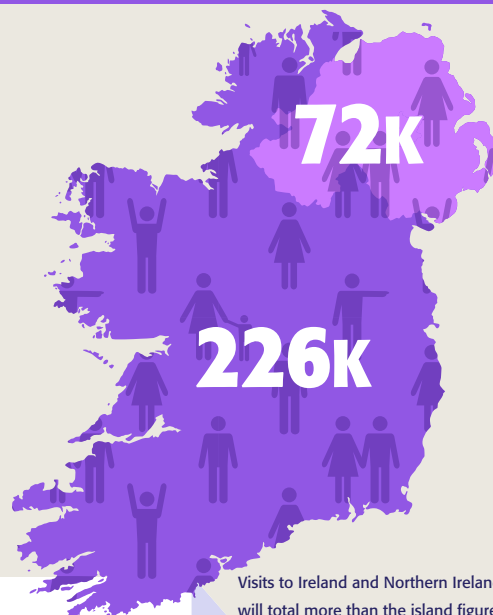
251k

visitors from
Australia and New
Zealand in 2018



Visitor Market

Australia and New Zealand combined are our 8th largest source markets and accounts for 2% of all visitors to the island.



+10%

Visitor growth in 2018



Ireland



Northern Ireland

11.1M

Outbound



There were 11.1M outbound trips from Australia in 2018.

Latest Performance

Read more to access the latest performance on visitors, holidaymakers and revenue from Australia.

[READ MORE](#)

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

Revenue and Bednights

Spend by visitors from Australia and New Zealand increased by +5% to €250M/£217M in 2018. This represents 4% of all overseas visitor revenue to the island.



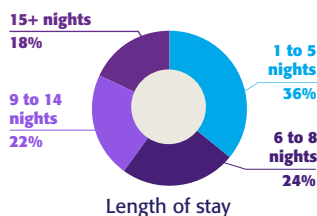
3.3M

Bednights



13.2

Average nights on the island



€993/£863

Spend per visitor

ROI spend per day: €103
NI spend per day: £45

Interest in Visiting

62% of Australian holidaymakers are interested in taking a holiday to the island of Ireland.



16%

are on package holiday

16% of Australian and New Zealand holidaymakers visited the island on a package holiday in 2018.

65%

Value for Money

of Australian and New Zealand Holidaymakers think Ireland is good or very good value for money

Driving Holiday Growth

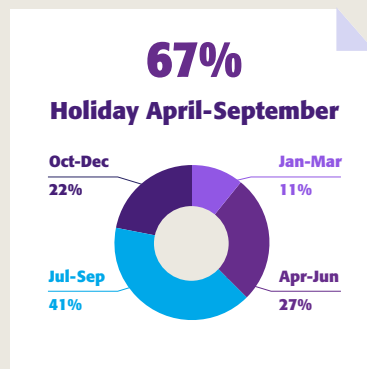
Tourism Ireland has created a tailor-made marketing programme targeting Australian holidaymakers to stimulate interest and holiday booking from this market.

[GET INVOLVED](#)

Australian Explorer

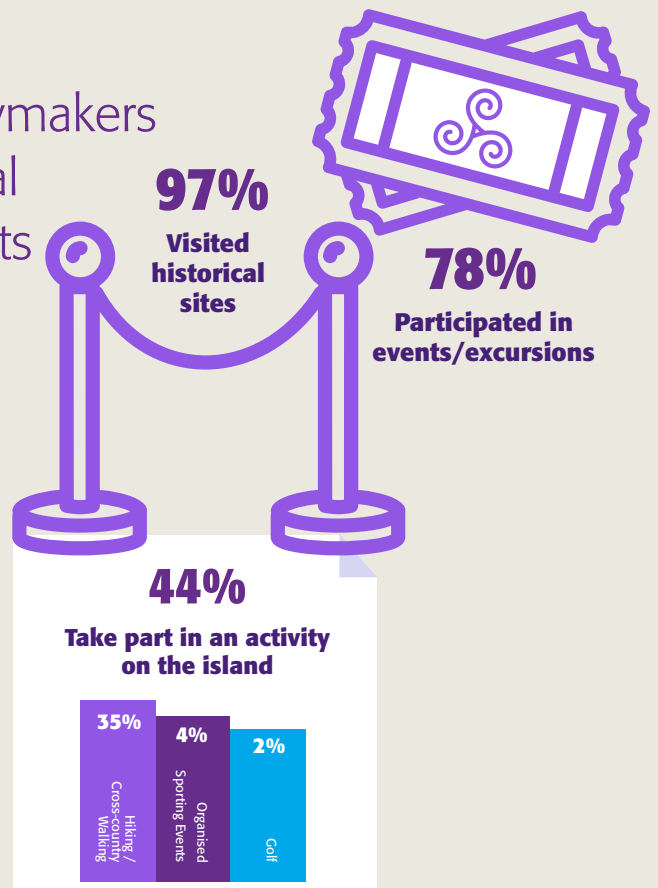
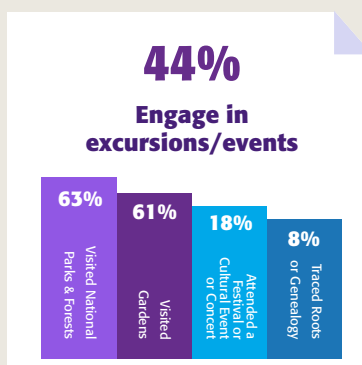
We welcomed 130k Australian and New Zealand holidaymakers in 2018.

Australian and New Zealand holidaymakers like to travel around and explore the regions of Ireland. 53% of them hire a car and discover the island by self-driving.



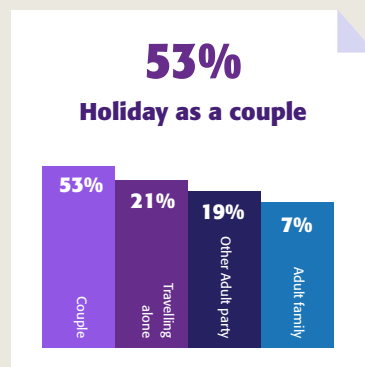
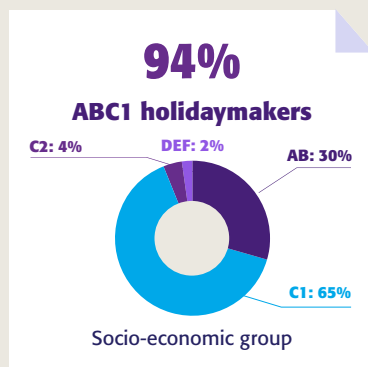
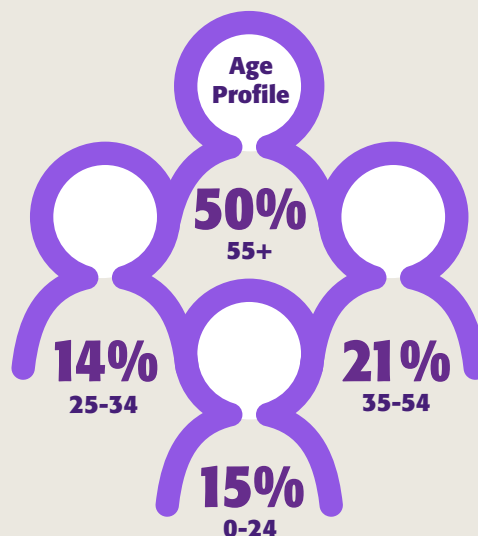
Active Holidaymakers

Australian and New Zealand holidaymakers are active visitors, exploring historical sites and engaging in multiple events and activities while on the island.



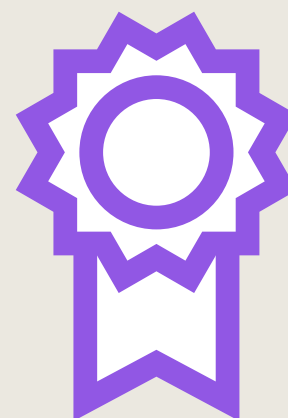
Holidaymaker Profile

71% of Australian and New Zealand holidaymakers to the island are over 35 years of age. 76% of all Australian and New Zealand holidaymakers are first time holidaymakers.



Partnering for Success

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



Contact us

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[READ MORE](#)

Market Insights

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

[READ MORE](#)

Marketing Opportunities

Select the marketing opportunity that's right for you to help attract additional visitors and grow your business from Australia 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 Overseas Travellers and Port Survey, and Tourism Ireland overseas research programme.