

## Research Register 2009

### Irish Hotels Federation (website [www.ihf.ie](http://www.ihf.ie))

Title	Description	Publication Format
Innsight	Monthly Information Magazine	Magazine on web
Irelandhotels.com	Website for booking hotels with an e-zine	Magazine on web

### Central Statistics Office Ireland (website [www.cso.ie](http://www.cso.ie))

Title	Description	Publication Format
Databases Direct	Sample of Tourism Related Databases Tourism and Travel Annual Series - Visits to and from Ireland by Year, Reason for Journey and Statistic - Visits to Ireland by Route of Travel, Year and Statistic - Overseas visits to Ireland by Area of Residence, Year and Statistic - Visits to and from Ireland by Type of Expenditure, Year and Statistic	Databases available on CSO website
Overseas Travel ( Monthly Report)	Report on Travel to Ireland on a monthly basis - with three year analysis	available on CSO website
Tourism & Travel (Quarterly Report)	Report on Travel to and from Ireland on a quarterly basis	available on CSO website
Household Travel Survey (Quarterly Report)	Report on Irish Household travel - Domestic and International Numbers /Revenue	available on CSO website
Tourism & Travel (Annual Report)	Annual Report on Travel to and from Ireland.	available on CSO website
Tourism Trends 2008	This report seeks to build on the first Tourism Trends 2007 in providing a comprehensive presentation of the data currently available in the field of tourism and travel. It brings together a wide range of tourism and travel statistics from a variety of sources, including but not limited to, different survey sources within the CSO, Fáilte Ireland and Eurostat.  In general the tables in this report contain data up to and including the year 2008. However, where this data was not available, the most up to date information available was used.	available on CSO website or hard copy
Domestic Tourism in Ireland 2000 - 2005	This report presents an overview of Domestic Tourism in Ireland for the years 2000 to 2005. The data presented are annual and have been sourced primarily from the Household Travel Survey, published by the CSO on a quarterly basis. These have been supplemented by additional data on the supply of accommodation, which has been kindly provided by Fáilte Ireland.	Report on website

### Tourism Ireland (website [www.tourismireland.com/corporate](http://www.tourismireland.com/corporate))

Title	Description	Publication Format
Marketing Insights	Tourism Ireland series of Marketing Insights provides information on markets, consumers and target segments which will be of interest to anyone wishing to increase their tourism business overseas. sample of Insights:- .Summer 2008 Access, Sightseers and Culture Seekers Insights, USA - Market Insight, Growing the Car Touring Market, The Aging Consumer	available on Tourism Ireland website
Visitor Facts and Figures	Tourism Ireland publishes a Visitors Facts and Figures document every year. These publications give an overview of tourism to the island; the number of tourists from specific markets, who they are, where they go and what they spend.	available on Tourism Ireland website
Market Profiles	These Market Profiles summarise tourism trends amongst holidaymakers to the island of Ireland. They also contain valuable consumer insights and details on Tourism Ireland marketing activities in each market. - sample of profiles: Australia, Canada, Japan, Italy, Great Britain, South Africa	available on Tourism Ireland website
Market Reviews	These strategic documents published by Tourism Ireland aim to give an insight into the changing markets, consumers and target segments and will be of interest to anyone wishing to increase their tourism business overseas. Latest Review - Mainland Europe - Sustaining our Success	available on Tourism Ireland website
Great Britain Review 2009	<b>Action Programme for Great Britain Growth.</b> This publication is the result of a recent review of the GB leisure and business tourism market and the challenges and opportunities that face the island of Ireland. The principles underpinning this review have been close industry involvement, broad consultation on potential solutions and strong activation across the board including Northern Ireland for each priority action. There are two main phases to the Action Programme for GB Tourism Growth: 1. 2010 Turnaround Plan: This sets out 10 major initiatives that are focused on achieving stabilisation and then recovery. 2. 2010-13 Growth Priorities: This describes the five growth priorities we will pursue to sustain the momentum of the 2010 Turnaround Plan through to 2013.	Report on website

**Irish Tourism Industry Confederation (ITIC) (website [www.itic.ie](http://www.itic.ie))**

Title	Description	Publication Format
<b>Domestic Market Strategic Review - November 2009</b>	Report on behalf of ITIC by TTC International The Irish travel market has grown continuously over the past 15 years, with double digit annual growth rates. Expenditure by Irish residents on holiday travel has increased by almost 20% per year	Report on website
<b>Competitive &amp; Growth Prospects for Irish Tourism October 2009</b>	Report on behalf of ITIC by CHL Consulting The Irish Tourism Industry has achieved remarkable growth over the last two decades, with overseas tourists arrivals rising from 1.95m in 1985 to 7.74m in 2007, before falling back in 2008. The increase between 1985 and 2007 represents.....	Report on website
<b>Contribution of Tourism to the Irish Economy - July 2008</b>	Report on behalf of ITIC by Fitzpatrick Associates - Economic Consultants Despite facing a challenging external environment in recent years, the Irish tourism industry continues to make a very strong contribution to the Irish economy.....	Report on website
<b>Review of Coach Tourism - July 2008</b>	Report on behalf of ITIC by CHL Consulting Company Ltd. A review of Ireland's Coach Tourism and Guided Tours sector and its future recruitment challenges.	Report on website
<b>2008 The Perfect Storm.. For Shannon and West of Ireland? June 2008</b>	Report on behalf of ITIC and Shannon Development by TTC International. 2008 sees the confluence of events impacting tourism through Shannon Airport including Open Skies, economic downturn and credit crunch in main source markets.	Report on website
<b>The EU Climate Change Package - Issues and Opportunities for the Irish Tourism Industry - May 2008</b>	ITIC & E.P.S. Consulting The tourism sectors views to ensure that they play their part in meeting the targets contained n the EU Climate Change Package.	Report on website

**Fáilte Ireland (website [www.failteireland.ie](http://www.failteireland.ie))**

<b>Current Tourism Performances</b>	Current Tourism Performance research includes: - Tourism Barometer - a state of the season survey conducted twice a year - Accommodation Occupancy Statistics - Overseas Market Estimates.	Report on website
<b>Hotel Review</b>	The aim of the Fáilte Ireland survey is to monitor hotel performance, particularly occupancy levels, and to provide overall demand and supply trends in relation to grade, region, size and location. The survey has been conducted by Bord Fáilte/Fáilte Ireland since 1963.	Report on website
<b>Annual Tourism Facts</b>	Detailed statistics on Irish tourism with Annual Tourism Facts, based on research from Fáilte Ireland and the Central Statistics Office (CSO) Information on tourism activities, the domestic and overseas markets, tourism regions and visitor attractions is available.	Report on website
<b>Overseas Markets Facts</b>	Overview of Market Trends for Overseas Markets: - Overseas Holidaymakers 1997-2008 - Britain 1997-2008 - North America 1997-2008 - United States 1997-2008 - Mainland Europe 1997-2008 - France 1997-2008 - Germany 1997-2008 Italy 1997-2008 - Netherlands 1997-2008 - Spain 1997-2008 - Australia 1997-2008 - Canada 1997-2008 - Nordic Countries 1997-2008	Report on website
<b>Domestic Market Facts</b>	In 2008, a total of 8.3 million trips were taken within the Republic by Irish residents, with an associated expenditure of €1.5 billion The document below provides research data on domestic tourism, covering areas including:  - Areas visited - Expenditure - Purpose of travel - Type of accommodation - Seasonality	Report on website
<b>Tourism Activities</b>	Activity tourism was worth €1.2bn to the Irish economy in 2008, €650mn generated by overseas markets and €540mn from the domestic market. pdf summarises 2008 research in the following areas:- - Tourism Adventure & Activity Holidays - Angling - Cycling - Equestrian - Garden - Golf - Hiking & Walking - Historical & Cultural	Report on website
<b>Tourism Regions</b>	Research data on Irish regional tourism - Dublin - East & Midlands - South East - South West - Shannon - West - North West	Report on website

<b>Accommodation</b>	Overview of research for the accommodation sector with Tourism Facts - Hotels, Guesthouses & B & B, Hostel, Self-catering Accommodation Capacity by County	Report on website
<b>Visitor Attitude Survey 2008</b>	The Visitor Attitudes Survey aims to: - investigate motivations for visiting Ireland and identify the factors influencing the decision on holiday here - evaluate satisfaction levels with key aspects of the Irish product - measure the fit between expectations and the reality of the Irish holiday experience - assess the perceived advantage and disadvantages of Ireland as a destination - understand the information gathering process involved - examine attitudes to the environmental impact of holiday travel	Report on website
<b>Visitor Attractions</b>	This section features data on visitor numbers to Irish attractions, including attractions that are free to visitors and those that charge an admission fee. The data is available year by year, and the first file below gives an overview of the figures for all attractions, from 2003 to the most recent data.	Report on website
<b>Training and Employment Study</b>	The Training and Employment Survey report was prepared by Tourism Development International on behalf of Fáilte Ireland. The research covered employment in areas including hotels, guesthouses, self-catering, restaurants, public houses, tourism services and attractions.	Report on website
<b>Ireland Tourism Satellite Account First Steps Project</b>	The Tourism Satellite Account is a standard set of tables based on core data on tourism expenditure and the value of the activities of tourism-related businesses that provides a measure of tourism's economic significance. A Satellite Account is an extension to a System of National Accounts (SNA) which enables an understanding of the size and role of economic activity in a sector such as tourism which is usually hidden.  Fáilte Ireland published the first Tourism Satellite Account for Ireland in 2005.	Report on website
<b>Food preparation and service activities in the hotel and restaurant sector</b>	This study was conducted on behalf of Fáilte Ireland for the purpose of analysing and evaluating the cost of food preparation and service activities in the hotel and restaurant sector.	Report on website
<b>Water Quality Status Report</b>	Determination of Waters of National Tourism Significance and Associated Water Quality Status	Report on website
<b>Scenic Landscape Feasibility Study</b>	Framework for the development of a national scenic landscape map for Ireland.	Report on website
<b>Review of Good Environment Policy &amp; Practice</b>	A review to establish a baseline of good environment practice in the tourism industry	Report on website
<b>Visitor Attitudes on the Environment</b>	Information Sheets on attitudes to:- Litter, Water Quality	Report on website
<b>Climate change, Heritage and Tourism, Implications for Ireland's coast and inland waterways Report (Summary and Full Report)</b>	Climate change presents an immediate and significant threat to our natural and built environments and to the ways of life which co-exist with these environments. Overseas visitors choose to holiday in Ireland for many reasons, chief among them being the richness of our cultural and natural heritage. As changes to the climate affect our heritage, then they will also have implications for Ireland's tourism industry.	Report on website
<b>Environment Protection Agency (<a href="http://www.epa.ie">www.epa.ie</a>)</b>		
<b>Green Business Initiative</b>	Hotels sectoral projects - the Green Hospitality Award is available to <b>hotels</b> and similar businesses that demonstrate progress towards environmental ...	Report on website
<b>Sustainable Energy Ireland (<a href="http://www.sei.ie">www.sei.ie</a>)</b>		
<b>Energy Management, A Strategic Guide for Hotels</b>	Irish hotels are facing a tide of rising costs and increased competition. The challenge of inflating energy costs can be eased, or even eliminated, by making energy efficiency and environmental protection a core element of management practice that can lead to sustainable competitive advantage.	Report on website
<b>Monaghan County Council (<a href="http://www.monaghan.ie">www.monaghan.ie</a>)</b>		
<b>Calling Time on Waste</b>	Guide to waste management for the Pub Trade	Report on website