

# TOURISM FACTS 2014

*Latest updated figures*

August 2015

# Tourism Numbers 2009 – 2014

*Where did Ireland's tourists come from?*

<b>Numbers (000s)</b>	<b>2009<sup>1</sup></b>	<b>2010<sup>2</sup></b>	<b>2011<sup>3</sup></b>	<b>2012</b>	<b>2013</b>	<b>2014</b>
<b>Britain</b>	<b>3,034</b>	<b>2,759</b>	<b>2,799</b>	<b>2,722</b>	<b>2,870</b>	<b>3,007</b>
<b>Mainland Europe</b>	<b>2,323</b>	<b>2,011</b>	<b>2,184</b>	<b>2,247</b>	<b>2,346</b>	<b>2,490</b>
France	<i>393</i>	<i>344</i>	<i>381</i>	<i>384</i>	<i>409</i>	<i>420</i>
Germany	<i>411</i>	<i>381</i>	<i>411</i>	<i>437</i>	<i>466</i>	<i>535</i>
Italy	<i>274</i>	<i>214</i>	<i>214</i>	<i>240</i>	<i>226</i>	<i>246</i>
Spain	<i>255</i>	<i>214</i>	<i>233</i>	<i>239</i>	<i>249</i>	<i>274</i>
Netherlands	<i>n/a</i>	<i>120</i>	<i>133</i>	<i>137</i>	<i>148</i>	<i>151</i>
Belgium	<i>n/a</i>	<i>65</i>	<i>83</i>	<i>82</i>	<i>95</i>	<i>99</i>
Denmark	<i>n/a</i>	<i>43</i>	<i>46</i>	<i>42</i>	<i>51</i>	<i>55</i>
Sweden	<i>n/a</i>	<i>53</i>	<i>57</i>	<i>70</i>	<i>72</i>	<i>60</i>
Switzerland	<i>n/a</i>	<i>54</i>	<i>68</i>	<i>78</i>	<i>73</i>	<i>84</i>
Austria	<i>n/a</i>	<i>41</i>	<i>44</i>	<i>46</i>	<i>51</i>	<i>57</i>
Norway	<i>n/a</i>	<i>45</i>	<i>51</i>	<i>48</i>	<i>50</i>	<i>50</i>
Poland	<i>n/a</i>	<i>166</i>	<i>161</i>	<i>159</i>	<i>152</i>	<i>140</i>
All Other Europe	<i>n/a</i>	<i>270</i>	<i>302</i>	<i>284</i>	<i>306</i>	<i>318</i>
<b>North America</b>	<b>920</b>	<b>864</b>	<b>904</b>	<b>940</b>	<b>1,039</b>	<b>1,146</b>
USA	<i>835</i>	<i>780</i>	<i>811</i>	<i>833</i>	<i>924</i>	<i>1,005</i>
Canada	<i>85</i>	<i>83</i>	<i>93</i>	<i>107</i>	<i>115</i>	<i>140</i>
<b>Rest of World</b>	<b>301</b>	<b>311</b>	<b>353</b>	<b>378</b>	<b>431</b>	<b>462</b>
Australia, New Zealand & Other Oceania	<i>130</i>	<i>135</i>	<i>143</i>	<i>158</i>	<i>192</i>	<i>191</i>
Other Areas	<i>171</i>	<i>176</i>	<i>209</i>	<i>219</i>	<i>240</i>	<i>271</i>
<b>Total Overseas</b>	<b>6,578</b>	<b>5,945</b>	<b>6,240</b>	<b>6,286</b>	<b>6,686</b>	<b>7,105</b>
Northern Ireland <sup>4</sup>	<i>n/a</i>	<i>n/a</i>	<i>1,420</i>	<i>1,299</i>	<i>1,572</i>	<i>1,708</i>
<b>Total out-of-state</b>	<b>n/a</b>	<b>n/a</b>	<b>7,660</b>	<b>7,585</b>	<b>8,258</b>	<b>8,813</b>
Domestic trips <sup>5</sup>	<i>8,340</i>	<i>7,300</i>	<i>7,169</i>	<i>7,031</i>	<i>7,111</i>	<i>7,354</i>

Source surveys are designed to measure area of residence groupings (bold figures). Figures in italics are indicative of approximate overall market size but do not provide a sufficient level of precision to accurately reflect absolute market size or trends over time.

Source: CSO/Fáilte Ireland/TSB, NISRA

1 Revised March 2012

2 Revised February 2014

3 Revised by CSO in 2013

4 Revised by NISRA May 2015

5 2010 and 2011 revised by CSO in 2013

# Tourism Revenue 2009 – 2014

*How much money did they spend?*

Revenue (€m)	2009 <sup>6</sup>	2010	2011 <sup>7</sup>	2012	2013 <sup>8</sup>	2014
<b>Britain</b>	<b>1,035.8</b>	<b>879.4</b>	<b>858.3</b>	<b>857.9</b>	<b>890.9</b>	<b>926.7</b>
<b>Mainland Europe</b>	<b>1,348.0</b>	<b>1,133.9</b>	<b>1,110.8</b>	<b>1,060.5</b>	<b>1,228.2</b>	<b>1,301.2</b>
<b>North America</b>	<b>724.6</b>	<b>695.1</b>	<b>677.4</b>	<b>745.7</b>	<b>829.0</b>	<b>940.3</b>
<b>Other Overseas</b>	<b>311.3</b>	<b>290.4</b>	<b>272.8</b>	<b>291.6</b>	<b>367.7</b>	<b>428.1</b>
<b>TOTAL OVERSEAS</b>	<b>3,419.7</b>	<b>2,998.8</b>	<b>2,919.4</b>	<b>2,955.8</b>	<b>3,315.7</b>	<b>3,596.4</b>
Northern Ireland <sup>9, 10</sup>	n/a	n/a	296.7	292.3	304.5	334.4
<b>TOTAL OUT-OF-STATE</b>	<b>n/a</b>	<b>n/a</b>	<b>3,216.1</b>	<b>3,248.1</b>	<b>3,620.3</b>	<b>3,930.7</b>
Carrier receipts <sup>11</sup>	524.0	580.0	626.0	856.0	977.0	1,130.0
Overseas same-day visits	27.0	25.0	36.0	34.0	35.0	41.0
<b>TOTAL FOREIGN EXCHANGE EARNINGS<sup>12</sup></b>	<b>n/a</b>	<b>n/a</b>	<b>3,878.1</b>	<b>4,138.1</b>	<b>4,632.3</b>	<b>5,101.7</b>
Domestic trips <sup>13</sup>	1,389.8	1,560.5	1,415.9	1,345.4	1,373.3	1,464.0
<b>TOTAL TOURISM REVENUE</b>	<b>5,360.5</b>	<b>5,164.3</b>	<b>5,294.0</b>	<b>5,483.5</b>	<b>6,005.6</b>	<b>6,565.7</b>

Source surveys are designed to measure area of residence groupings (bold figures).

Northern Ireland resident expenditure data provided in St£ from 2009 onwards, average annual exchange rates supplied by Central Bank of Ireland.

Source: CSO/Fáilte Ireland/TSB NISRA/Central Bank of Ireland

## Revenue – some useful figures

### **Per diems – spend per person per day**

Overseas visitors	€64
Overseas holidaymakers	€83
Domestic overnight trips	€69
Domestic day trips <sup>14</sup>	€40

For every euro spent on tourism (domestic and overseas), 24.5c is generated in tax.

## Employment – some useful figures

Every €1mn of tourist expenditure helps to support 34 tourism jobs.  
 Every 55 international tourists help support one tourism job.  
 1,000 additional tourists support 18 jobs in the tourism industry.

6 Revised March 2012

7 Revised by CSO in 2013

8 Revised March 2014

9 Source: NISRA GBP; Euro exchange rates 2011 – 0.86788, 2012 – 0.81087 Source: Central Bank of Ireland

10 2011,2012,2013 Revised by NISRA May 2015

11 2012 carrier receipts revised March 2014 2013 revised March 2015

12 Foreign exchange earnings in 2009 and 2010 exclude revenue from Northern Ireland visitors

13 2010 and 2011 revised by CSO in 2013

14 Based on 2009 data

# Overseas Tourists in 2014

## How did overseas tourists spend their money in Ireland?

Breakdown of Spend in Ireland (%)	Total	Britain	Mainland Europe	North America	Rest of World
Bed & board	31	27	33	32	30
Other food & drink	34	40	32	32	32
Sightseeing/entertainment	7	6	7	8	8
Internal transport	13	13	12	13	12
Shopping	14	12	14	13	16
Miscellaneous	2	2	2	2	2

## When did they arrive?

Seasonality (%)	Total	Britain	Mainland Europe	North America	Rest of World
January-March	18	20	17	13	17
April	8	9	9	6	7
May	10	9	10	11	9
June	10	8	10	13	10
July	11	9	11	13	14
August	12	11	12	13	12
September	9	9	9	11	9
October-December	22	24	21	20	22

Source: Fáilte Ireland estimates based on CSO

## How did they arrive/depart?

(%)	Total	Britain	Mainland Europe	North America	Rest of World
<b>Air</b>					
From Britain	39	72	5	22	59
From Mainland Europe	35	1	85	16	28
Transatlantic	11	1	1	57	2
<b>Sea</b>					
From Britain	10	19	4	3	7
From Mainland Europe	1	-	3	-	-
<b>Via N. Ireland</b>	4	7	1	2	4

Source: CSO (\* indicates less than 0.5 percent)

## Where did they stay? (distribution of bednights)

(%)	Total	Britain	Mainland Europe	North America	Rest of World
Hotels	18	26	12	24	12
Guesthouses/B&Bs	6	4	5	8	5
Self-catering	28	9	30	33	44
Caravan & camping	1	1	1	*	*
Hostels	3	1	4	5	4
Friends/relatives	26	50	19	18	25
Other	18	9	29	12	10

Source: SOT

Nights (Million)	56.2	15.5	24.1	10.0	6.7
------------------	------	------	------	------	-----

Source: CSO

(\* indicates less than 0.5 percent)

## What activities did they engage in?

	<b>Overseas Participants (000s)</b>
Hiking/cross country walking	1,205
Cycling	290
Golf	176
Angling	168
Equestrian	82

### **What was their main reason for visiting Ireland?**

<b>(000s)</b>	<b>Total</b>	<b>Britain</b>	<b>Mainland Europe</b>	<b>North America</b>	<b>Rest of World</b>
Holiday	3,393	1,057	1,314	803	219
Visit friends/relatives	2,288	1,368	569	198	153
Business	1,108	536	412	99	60
Other	316	48	195	45	28

Source: CSO and NISRA

## **Overseas Holidaymakers 2014**

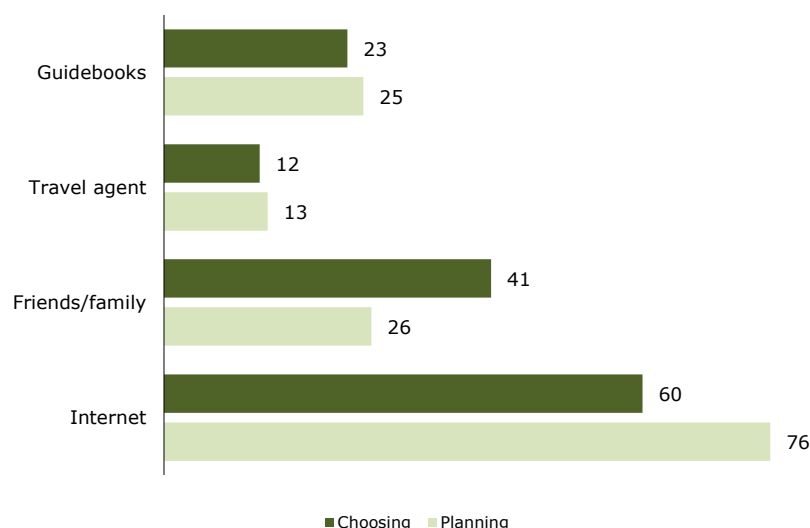
Holidaymakers in this section are defined as visitors who stated that their primary purpose for visiting Ireland was a holiday.

### **What was the total number of holidaymakers in 2014?**

<b>Holidaymakers (000s)</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>
Britain	953	896	961	941	979	1,057
Mainland Europe	1,090	971	1,041	1,120	1,227	1,314
North America	567	546	591	634	718	803
Rest of World	158	137	167	184	220	219
Total	2,769	2,549	2,760	2,879	3,144	3,393

Source: CSO and NISRA

### **Sources of information for choosing/planning a holiday in Ireland (%)**



Source: Fáilte Ireland's Post Survey of Holidaymakers 2014

### **How did they arrange their holiday?**

<b>(%)</b>	<b>Total</b>	<b>Britain</b>	<b>Mainland Europe</b>	<b>North America</b>	<b>Rest of World</b>
Package*	22	17	17	31	21
Independent	78	83	83	69	79

\* Prepaid an inclusive price for fares to/from Ireland and at least one other element of the holiday.

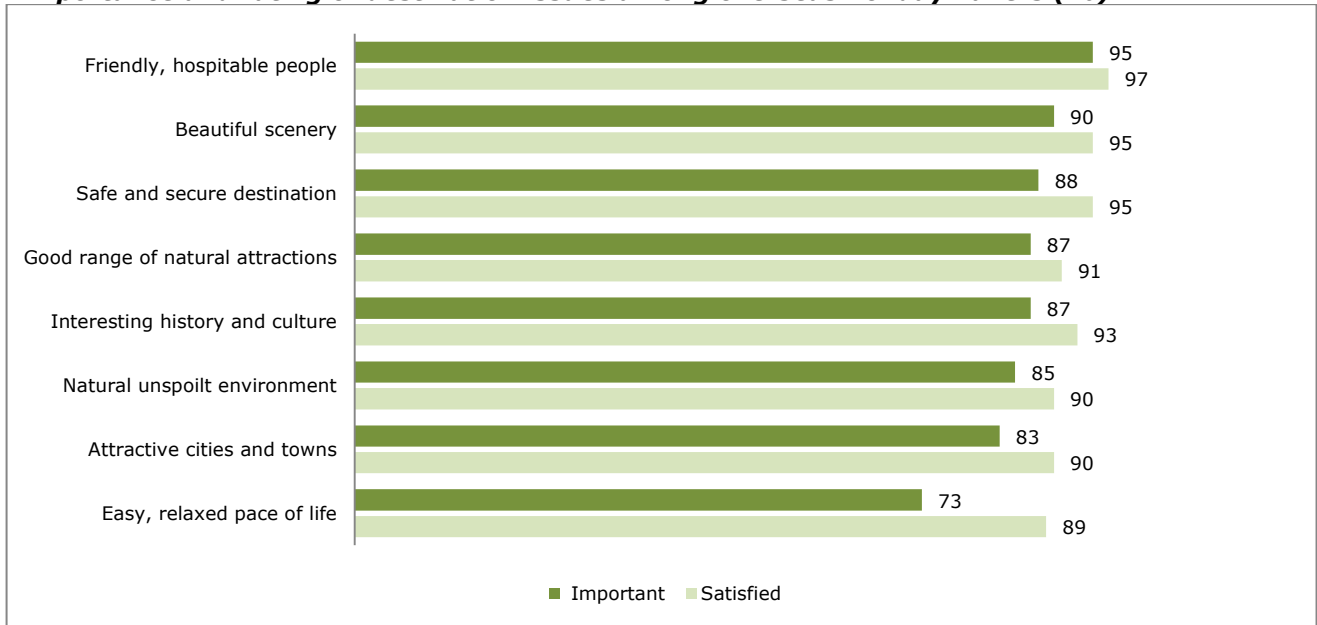
Source: Fáilte Ireland's Survey of Overseas Travellers

**What were the characteristics of holidaymakers to Ireland (%)?**

Experience of Ireland		Use of car		Age		Social class		Party composition	
First visit	64	Car brought	11	Under 25 years	20	Managerial/professional (AB)	30	Alone	21
Repeat	35	Car hired	33	25-34 years	20	White collar (C1)	53	Couple	42
Irish-born	1	Car not used	56	35-44 years	12	Skilled worker (C2)	14	Family	17
				45+ years	48	Unskilled worker (DE)	3	Other adult group	20

Source: Fáilte Ireland's Survey of Overseas Travellers

**Importance and rating of destination issues among overseas holidaymakers (%)**



Source: Fáilte Ireland's Port Survey of Overseas Holidaymakers 2014

## What are Holidaymaker Segments ?

Part of Fáilte Ireland's development agenda is aimed at specific target segments, which have been identified as Ireland's best prospects for growing tourism in its main overseas markets. The three priority segments are described below.

### Social Energisers



Independent thinkers with a craving for culture and history. They are out to broaden their minds and expand their experiences by exploring new landscapes, history and culture

Travellers with a passion for new "wow" experiences, who are seeking fun and excitement, immersing themselves in the destination

### Culturally Curious



Adventurous and committed to spending quality time in a breath-taking place. They are on holiday to take time out, get physical with nature and reconnect with their partner.

### Great Escapers



## Which segments came from our main markets in 2014?



# Domestic Tourism in 2014<sup>15</sup>

## Domestic trips (000s) by purpose of travel

	2009	2010	2011	2012	2013	2014
Holiday trips	4,037	3,978	3,696	3,374	3,460	3,583
- Long (4+ nights)	1,104	1,151	1,040	780	920	913
- Short (1-3 nights)	2,933	2,828	2,656	2,594	2,541	2,670
Visiting friends/relatives trips	2,712	1,997	2,231	2,374	2,452	2,423
Business trips	600	370	350	322	341	402
Other trips	990	955	891	960	858	947
<b>Total trips</b>	<b>8,340</b>	<b>7,300</b>	<b>7,169</b>	<b>7,031</b>	<b>7,111</b>	<b>7,354</b>

Source: CSO Household Travel Surveys 2009-2014

## Domestic expenditure (€m) by purpose of travel

	2009	2010	2011	2012	2013	2014
Holiday trips	843.3	971.9	864.9	784.8	840.3	852.0
- Long (4+ nights)	372.5	394.2	348.6	290.9	348.0	328.5
- Short (1-3 nights)	470.8	577.7	516.3	493.9	492.2	523.5
Visiting friends/relatives trips	171.1	270.5	265.9	269.6	266.7	302.2
Business trips	136.2	85.9	76.9	75.7	78.4	98.3
Other trips	239.2	232.2	208.2	215.3	187.9	211.5
<b>Total expenditure</b>	<b>1,389.8</b>	<b>1,560.5</b>	<b>1,415.9</b>	<b>1,345.4</b>	<b>1,373.3</b>	<b>1,464.0</b>

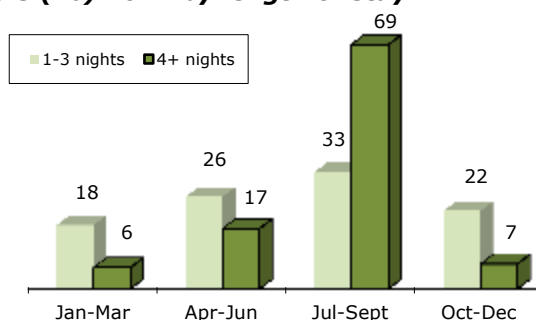
Source: CSO Household Travel Surveys 2009-2014

## Accommodation bednights domestic holidaymakers (%)

	2009	2010	2011	2012	2013	2014
Hotels	36	32	32	39	36	36
Guesthouse/B&Bs	3	3	3	4	3	4
Caravan/camping	10	17	13	11	14	13
Self-catering	18	17	20	18	20	21
Holiday home	20	19	20	13	16	14
Friends/relatives	13	10	9	13	10	11
Other	2	2	2	2	2	1

Source: CSO Household Travel Surveys 2009-2014

## Seasonality of holidaymakers (%) 2014 by length of stay



Source: CSO Household Travel Survey 2014



### **Activities engaged in by domestic holidaymakers (%)**

Hiking/walking	22
Houses/castles	20
Visits to spas	19
National parks	18
Watersports	18
Gardens	16
Heritage/ interpretive centres	15
Museums/art galleries	11
Cycling	8
Golf	6
Angling	2
Attending horse racing	2
Equestrian pursuits	2

Source: Fáilte Ireland Domestic Omnibus 2014

## **The Tourism Product**

### **Accommodation in 2014**

	<b>Premises</b>	<b>Rooms</b>
Hotels	811	56,736
Guesthouses	235	2,924
Bed and Breakfast*	1,394	5,859
Self-Catering (group scheme only - units)	2,968	n/a
Hostels (beds)	114	8,214
Caravan & camping (pitches)	92	5,252

Source South Western

\* includes specialist and pub accommodation

### **Accommodation occupancy in 2014**

	<b>%</b>
Hotel Room Occupancy	64
Guesthouse Room Occupancy	60
B&Bs Room Occupancy	40
Hostels Bed Occupancy	57
Group Scheme Self-Catering Unit Occupancy	45

Source: Fáilte Ireland Occupancy Surveys

## Attendance at popular visitor attractions in Ireland 2014

Top Fee-Charging Attractions			Top Free Attractions		
Name of Attraction	County	2014	Name of Attractions	County	2014
Guinness Storehouse	Dublin	1,269,371	The National Gallery of Ireland	Dublin	593,183
Cliffs of Moher Visitor Experience	Clare	1,080,501	National Botanic Gardens	Dublin	541,946
Dublin Zoo	Dublin	1,076,876	Doneraile Wildlife Park	Cork	460,000
National Aquatic Centre	Dublin	931,074	National Museum of Ireland - Archaeology, Kildare St	Dublin	447,137
Book of Kells	Dublin	650,476	Science Gallery at Trinity College Dublin	Dublin	406,982
St Patrick's Cathedral	Dublin	457,277	Farmleigh	Dublin	402,773
Tayto Park	Meath	450,000	Newbridge Silverware	Kildare	350,000
Fota Wildlife Park	Cork	438,000	Irish Museum of Modern Art	Dublin	306,662
Blarney Castle	Cork	390,000	Chester Beatty Library	Dublin	304,000
Rock of Cashel	Tipperary	372,503	National Museum of Ireland - Natural History, Merrion St	Dublin	300,272
No. 29 – Georgian House Museum	Dublin	370,000	The National Library of Ireland	Dublin	270,394
Kilmainham Gaol	Dublin	328,886	National Museum of Ireland - Decorative Arts & History, Collins Barracks	Dublin	243,172
Bunratty Castle & Folk Park	Clare	294,339	Holy Cross Abbey	Tipperary	200,000
Castletown House & Parklands	Kildare	285,410	Connemara National Park	Galway	169,960
Old Jameson Distillery	Dublin	270,038	Dublin City Gallery – The Hugh Lane	Dublin	160,000
Kilkenny Castle	Kilkenny	259,250	Galway City Museum	Galway	153,000
Powerscourt House & Gardens	Wicklow	232,605	Nicholas Mosse Pottery	Kilkenny	120,000
Dublin Castle	Dublin	217,758	Sliabh Liag Cliffs	Donegal	120,000
Christ Church Cathedral	Dublin	173,265	National Museum of Ireland - Country Life, Turlough Park	Mayo	109,000
Glenveagh National Park, Castle & Gardens	Donegal	150,691	Malin Head Viewing Point	Donegal	105,000
Clonmacnoise	Offaly	149,472	The Model	Sligo	104,000

All estimates are based on information from the CSO's Country of Residence Survey (CRS), Passenger Card Inquiry (PCI) Survey and Household Travel Survey (HTS), NISRA's Northern Ireland Passenger Survey (NIPS), Fáilte Ireland's Survey of Overseas Travellers (SOT), Visitor Attitudes Survey, Hotel Survey, Accommodation Occupancy Survey and Domestic Omnibus Survey.

**Issued By:**

Research, Evaluation & Business Metrics  
Fáilte Ireland  
Amiens St  
Dublin 1

Tel: 01-884 7700

Website: [www.failteireland.ie](http://www.failteireland.ie)

Email: [research.statistics@failteireland.ie](mailto:research.statistics@failteireland.ie)

August 2015

*Tourism Ireland is responsible for marketing the Island of Ireland overseas. Information on Tourism Ireland's marketing activities and the performance of overseas tourism to the island of Ireland is available on [www.tourismireland.com/corporate/](http://www.tourismireland.com/corporate/)*