



# THE GB MARKET

## Overview of the GB market

- Still our largest market although not as dominant as it once was
- It remains a huge opportunity for Irish tourism; 13.7 million people within our target segments. We must work to prevent further loss of market share

Great Britain has long been Ireland's largest tourism market. Each year over the last five years, it accounted for an average of 3 million tourists and €1 billion in revenue. That's 42% of all our overseas tourists coming from Great Britain.

Although its dominance has been reducing over the past decade - from 48% in 2007 to 42% in 2016 - it remains an essential source of business for Ireland. It is important for most Irish tourism businesses - regardless of business size or geographic location.

### To sum it up...

GB is our largest market, it's our closest neighbour, we speak the same language, there are great air and ferry access links, and we have a lot to offer to the British tourist. We must work hard and work smart to maintain, and indeed grow, our share of the GB outbound travel market.

## Where does the GB tourist go in Ireland?

Overall, GB tourists make up 2 in 5 of overseas tourists to Ireland. But they don't all follow the same travel patterns; of all our overseas tourists, they are the most likely to be Dublin-bound.

Some parts of Ireland are more reliant on the GB market than others, with Kerry, Galway, Clare and Kilkenny each getting around one in five of their overseas tourists from GB, compared with border counties such as Monaghan and Cavan where nearly three in four of their overseas tourists are GB. In the case of Dublin, GB accounts for one in three of all tourists.

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## Now that I know this, what can I do?

It goes without saying that it's essential to understand where your business comes from. If you're very reliant on the GB market, take steps to maintain your market share but it might also be timely to diversify into other markets. If you are not sure how much of your business is from GB put plans in place immediately to gather and analyse tourist and sales data.

## 2016

### Lowest reliance

|          | Overseas tourists<br>(000s) | GB tourists<br>(00s) | GB as % of total |
|----------|-----------------------------|----------------------|------------------|
| Kerry    | 1,076                       | 173                  | 16%              |
| Galway   | 1,449                       | 39                   | 18%              |
| Clare    | 635                         | 141                  | 22%              |
| Kilkenny | 293                         | 65                   | 22%              |
| Mayo     | 309                         | 85                   | 27%              |

### Highest reliance

|           | Overseas tourists<br>(000s) | GB tourists<br>(00s) | GB as % of total |
|-----------|-----------------------------|----------------------|------------------|
| Monaghan  | 65                          | 43                   | 67%              |
| Cavan     | 125                         | 77                   | 62%              |
| Laois     | 46                          | 27                   | 59%              |
| Offaly    | 52                          | 30                   | 58%              |
| Westmeath | 107                         | 60                   | 50%              |

**Source:** 2016, Fáilte Ireland Survey of Overseas Travellers