

# TOURISM FACTS 2018

## Preliminary

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**Issued By:**

**Economic and Industry Analysis**

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*All estimates are based on information from the CSO's Tourism & Travel Survey, NISRA's Northern Ireland Passenger Survey (NIPS), NISRA's Continuous Household Survey (CHS); Fáilte Ireland's Survey of Overseas Travellers (SOT), Tourism Experiences Port Survey, Accommodation Occupancy Survey and Capita (Register of Accommodation).*

*Fáilte Ireland is responsible for the development and marketing of tourism within the Republic of Ireland. 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/)*

# Tourism Numbers 2014 – 2018 (Preliminary)

## Where did Ireland's tourists come from?

Numbers (000s)	2014	2015	2016	2017	2018	change 18 vs 17
<b>Britain</b>	<b>3,007</b>	<b>3,346</b>	<b>3,632</b>	<b>3,445</b>	<b>3,467</b>	<b>1%</b>
<b>Mainland Europe</b>	<b>2,490</b>	<b>2,880</b>	<b>3,102</b>	<b>3,256</b>	<b>3,507</b>	<b>8%</b>
France	420	471	494	512	525	3%
Germany	535	609	624	644	761	18%
Italy	246	304	326	343	373	9%
Spain	274	322	370	411	404	-2%
Netherlands	151	174	222	230	228	-1%
Belgium	99	121	127	123	128	4%
Denmark	55	66	64	70	68	-3%
Sweden	60	64	59	75	76	-
Switzerland	84	105	107	104	111	7%
Austria	57	53	58	60	69	14%
Norway	50	58	50	54	52	-3%
Poland	140	161	176	171	188	10%
All Other Europe	318	373	427	458	524	14%
<b>North America</b>	<b>1,146</b>	<b>1,294</b>	<b>1,477</b>	<b>1,715</b>	<b>1,955</b>	<b>14%</b>
USA	1,005	1,129	1,294	1,511	1,732	15%
Canada	140	165	183	204	223	9%
<b>Rest of World</b>	<b>462</b>	<b>516</b>	<b>531</b>	<b>607</b>	<b>651</b>	<b>7%</b>
Australia, New Zealand & Other Oceania	191	204	206	208	226	9%
Africa	42	40	46	54	57	7%
Central, South & Other Americas	62	63	62	77	92	19%
Asia & Middle East	167	209	216	268	276	3%
<b>Total Overseas</b>	<b>7,105</b>	<b>8,036</b>	<b>8,742</b>	<b>9,023</b>	<b>9,580</b>	<b>6%</b>

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.

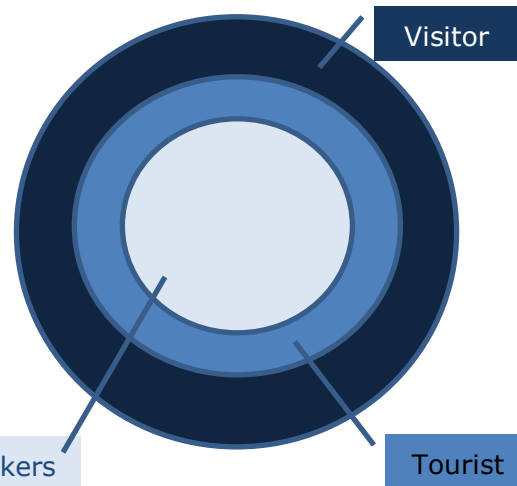
Source: CSO/Fáilte Ireland

### Quick definitions:

**Visitor:** a traveller taking a trip to a destination outside his/her usual environment, for less than a year, for any main purpose other than to be employed by a resident entity in the country or place visited.

**Tourist:** a visitor whose trip includes an **overnight stay**.

**Holidaymaker:** a tourist whose main reason for travelling is holiday/ leisure/recreation.



## Tourism Revenue 2014 – 2018 (Preliminary)

How much money did they spend?

Revenue (€m)	2014	2015	2016	2017	2018	change 18 vs 17
<b>Britain</b>	<b>926.7</b>	<b>1,017.9</b>	<b>1,109.8</b>	<b>1,046.5</b>	<b>1,024.1</b>	<b>-2%</b>
<b>Mainland Europe</b>	<b>1,301.2</b>	<b>1,555.3</b>	<b>1,657.5</b>	<b>1,763.0</b>	<b>1,844.4</b>	<b>5%</b>
<b>North America</b>	<b>940.3</b>	<b>1,199.7</b>	<b>1,337.4</b>	<b>1,525.5</b>	<b>1,742.3</b>	<b>14%</b>
<b>Other Overseas</b>	<b>428.1</b>	<b>492.6</b>	<b>533.3</b>	<b>588.9</b>	<b>599.3</b>	<b>2%</b>
<b>TOTAL OVERSEAS</b>	<b>3,596.4</b>	<b>4,265.3</b>	<b>4,638.0</b>	<b>4,923.9</b>	<b>5,208.9</b>	<b>6%</b>
Northern Ireland <sup>1, 2</sup>	334.4	338.2	366.9	371.3	n.a.	-
<b>TOTAL OUT-OF-STATE</b>	<b>3,930.7</b>	<b>4,603.5</b>	<b>5,004.9</b>	<b>5,295.2</b>	<b>n.a.</b>	<b>-</b>
Carrier receipts <sup>3</sup>	1,166.0	1,322.0	1,487.0	1,611.0	1,725.0	7%
Overseas same-day visits	41.0	38.0	48.0	53.0	47.0	-11%
<b>TOTAL FOREIGN EXCHANGE EARNINGS</b>	<b>5,137.7</b>	<b>5,963.5</b>	<b>6,539.9</b>	<b>6,959.2</b>	<b>n.a.</b>	<b>-</b>

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

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

For every euro spent on tourism (domestic and overseas), 22c is generated in tax.

Employment – some useful figures as at 2017

Every €1mn of tourist expenditure helps to support 27 tourism jobs.  
1,000 additional overseas tourists support 20 jobs in the tourism industry.

<sup>1</sup> NISRA GBP: Northern Ireland resident expenditure data provided in STÉ. 2016 Euro exchange rate 0.81948 Source: Central Bank of Ireland

<sup>2</sup> 2013 Revised by NISRA May 2015, 2015 revised 2016

<sup>3</sup> 2013 and 2014 revised by CSO March 2016, 2016 revised by CSO December 2018

## Overseas Tourists in 2018 (Preliminary)

### 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	30	28	34	27	30
Other food & drink	36	41	35	36	34
Sightseeing/entertainment	6	6	6	7	6
Internal transport	14	13	14	15	11
Shopping	13	11	11	14	18
Miscellaneous	1	1	1	1	1

### How did they arrive/depart? (p)

	Total	Britain	Mainland Europe	North America	Rest of World
	%	%	%	%	%
<b>Air</b>					
From Britain	33	74	5	19	30
From Mainland Europe	41	2	87	26	28
Transatlantic	12	2	2	51	2
Asia/Middle East	2	-	-	-	30
<b>Sea</b>					
From Britain	7	16	2	2	5
From Mainland Europe	1	-	3	-	-
<b>Via N. Ireland</b>	3	6	1	2	5

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	22	25	17	30	16
Guesthouses/B&Bs	9	6	10	12	7
Self-catering	21	11	22	17	37
Caravan & camping	2	2	3	*	1
Hostels	4	1	5	5	4
Friends/relatives	26	46	21	18	25
Other	16	9	22	18	10

Source: SOT

<b>Nights (Million) 2018 (p)</b>	<b>72.4</b>	<b>16.4</b>	<b>30.8</b>	<b>16.0</b>	<b>9.1</b>
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Source (Fáilte Ireland Estimates)

(\* indicates less than 0.5 percent)

### What was their main reason for visiting Ireland? (p)

(000s)	Total	Britain	Mainland Europe	North America	Rest of World
Holiday	5,235	1,368	2,089	1,460	319
Visit friends/relatives	2,697	1,487	723	279	209
Business	1,248	563	468	134	83
Other	400	49	228	83	39

Source: CSO and NISRA

## Overseas Holidaymakers 2018 (Preliminary)

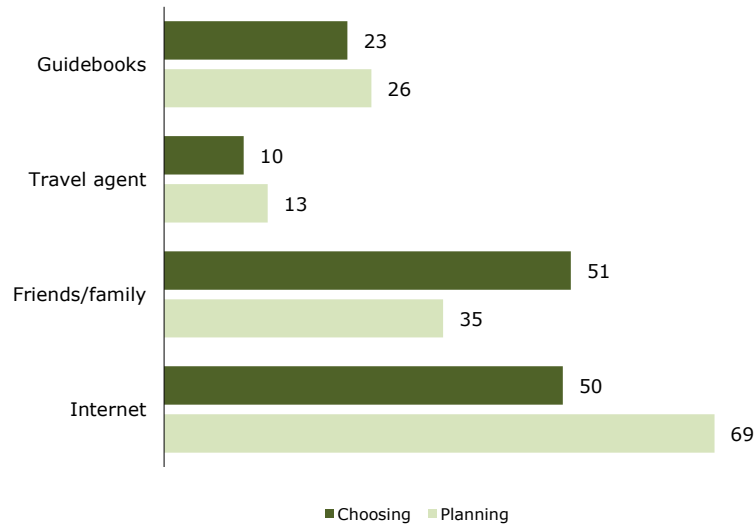
Holidaymakers in this section are defined as tourists who stated that their primary purpose for visiting Ireland was a holiday.

### What was the total number of holidaymakers in 2018? (p)

Holidaymakers (000s)	2014	2015	2016	2017	2018	change 18 vs 17
Britain	1,057	1,254	1,423	1,317	1,368	4%
Mainland Europe	1,314	1,612	1,699	1,871	2,089	12%
North America	803	926	1,041	1,246	1,460	17%
Rest of World	219	243	242	288	319	11%
Total	3,393	4,036	4,406	4,721	5,235	11%

Source: CSO and NISRA

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



Source: Fáilte Ireland's Tourism Experience Post Survey 2018

### How did they arrange their holiday?

	Total	Britain	Mainland Europe	North America	Rest of World
	%	%	%	%	%
Package*	14	5	10	23	12
Independent	86	95	90	77	88

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

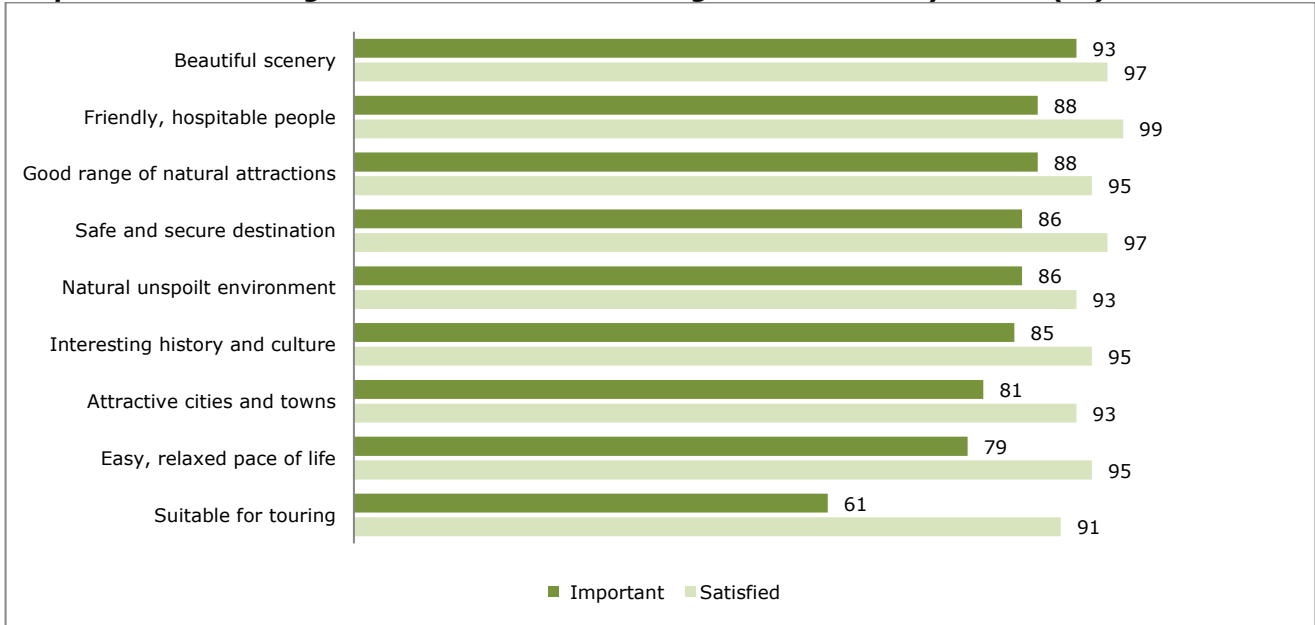
Source: Fáilte Ireland's Survey of Overseas Travellers

### What were the characteristics of holidaymakers to Ireland?

Experience of Ireland		Use of car		Age		Social class		Party composition	
	%		%		%		%		%
First visit	67	Car brought	10	Under 25 years	22	Mgr/prof (AB)	28	Alone	21
Repeat	31	Car hired	33	25-34 years	23	White collar (C1)	60	Couple	40
Irish-born	1	Car not used	57	35-44 years	12	Skilled worker (C2)	9	Family	18
				45+ years	44	Unskilled worker (DE)	3	Other adult group	22

Source: Fáilte Ireland's Survey of Overseas Travellers

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



Source: Fáilte Ireland's Tourism Experience Post Survey 2018

- **Important:** Factors considered important to holidaymakers when considering Ireland for their holiday
- **Satisfied:** Proportion of holidaymakers who rated themselves satisfied/very satisfied with aspects of their Irish holiday experience

## The Tourism Product

### Accommodation in 2018

	Premises	Rooms
Hotels	807	58,009
Guesthouses	170	2,199
Bed and Breakfasts	1,015	4,324
	Premises	Beds
Self-Catering (units)	2,373	12,036
Hostels	88	7,135
Welcome Standard <sup>4</sup>	250	9,726
Caravan & camping (pitches)	6,545	30,292

Source: Capita

### Accommodation occupancy in 2018

	%
Hotel Room Occupancy	72
Guesthouse Room Occupancy	66
B&B Room Occupancy	45
Hostels Bed Occupancy	70
Self-Catering Bed Occupancy	38
Caravan and Camping Bed Occupancy	38

Source: Fáilte Ireland Accommodation Survey

<sup>4</sup> Excludes Marinas