

## TOURISM FACTS 2010 – Preliminary Version 6.0

The following document is based on the most recent available information and therefore is subject to change. As additional survey results become available, this document will be updated and revised.

### Tourism Numbers 2006 – 2010(p)

*Where did Ireland's tourists come from?*

Numbers (000s)	2006	2007	2008	2009	2010p
<b>Britain</b>	<b>3,821</b>	<b>3,776</b>	<b>3,579</b>	<b>3,031</b>	<b>2,706</b>
<b>Mainland Europe</b>	<b>2,252</b>	<b>2,577</b>	<b>2,561</b>	<b>2,327</b>	<b>1,985</b>
Germany	417	436	456	408	368
France	360	394	412	390	332
Italy	248	265	232	276	215
Spain	198	249	243	256	214
Other Europe	1,030	1,232	1,218	996	856
<b>North America</b>	<b>1,034</b>	<b>1,071</b>	<b>953</b>	<b>892</b>	<b>853</b>
<b>Rest of World</b>	<b>310</b>	<b>316</b>	<b>343</b>	<b>306</b>	<b>322</b>
<b>Total Overseas</b>	<b>7,417</b>	<b>7,739</b>	<b>7,436</b>	<b>6,555</b>	<b>5,865</b>
<b>Domestic Trips</b>	<b>7,310</b>	<b>7,942</b>	<b>8,339</b>	<b>8,340</b>	<b>8,000</b>

*Due to changes in survey procedures in Northern Ireland in 2010, the estimate of overseas visitors travelling to the Republic via Northern Ireland included in the above may not be directly comparable to previous years, so caution should be exercised in respect of year-on-year comparisons.*

### Tourism Revenue 2006 – 2010(p)

*How much money did they spend?*

Revenue (€m)	2006	2007	2008	2009	2010 p
Britain	1,372	1,387	1,348	1,035	946
Mainland Europe	1,355	1,404	1,517	1,180	1,033
North America	815	823	668	621	532
Other Overseas	267	329	316	279	233
<b>TOTAL OVERSEAS</b>	<b>3,809</b>	<b>3,944</b>	<b>3,849</b>	<b>3,115</b>	<b>2,744</b>
<b>TOTAL FOREIGN EXCHANGE EARNINGS</b>	<b>4,692</b>	<b>4,902</b>	<b>4,781</b>	<b>3,879</b>	<b>3,412</b>
Domestic Trips	1,375	1,551	1,546	1,390	1,251
<b>TOTAL TOURISM REVENUE</b>	<b>6,067</b>	<b>6,453</b>	<b>6,327</b>	<b>5,269</b>	<b>4,663</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/NISRA (based on April 2011 estimates)

**Where did overseas tourists go in 2010(p)?**

Numbers (000s) Revenue (€m)	Britain	Mainland Europe	North America	Other Areas	Overseas Tourists
Dublin	1,264	1,355	608	257	3,484
	253.0	448.0	198.0	137.0	1,036.0
East & Midlands	402	247	93	31	772
	141.0	100.0	29.0	29.0	299.0
South-East	290	194	139	62	685
	92.0	47.0	23.0	13.0	175.0
South-West	507	513	338	106	1,464
	175.0	193.0	115.0	23.0	506.0
Shannon	250	251	216	53	770
	66.0	86.0	61.0	11.0	223.0
West	394	422	255	77	1,148
	127.0	111.0	92.0	17.0	348.0
North-West	302	140	69	20	532
	92.0	47.0	14.0	3.0	157.0
<b>Total</b>	<b>2,706</b>	<b>1,985</b>	<b>853</b>	<b>322</b>	<b>5,865</b>
	<b>946.0</b>	<b>1,033.0</b>	<b>532.0</b>	<b>233.0</b>	<b>2,744.0</b>

*Due to changes in survey procedure in Northern Ireland in 2010, the estimate of overseas visitors travelling to the Republic of Ireland via Northern Ireland included in the above estimates are not directly comparable to previous years. This is particularly the case in respect of British visitors generally and visitors to the North West in particular.*

Source: Survey of Overseas Travellers 2010 and Fáilte Ireland Estimates

**Overseas Tourists 2010**

**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	25	20	28	20	25
Other Food & Drink	35	39	33	39	34
Sightseeing/ Entertainment	7	6	7	6	7
Internal transport	11	10	11	10	10
Shopping	16	15	17	15	19
Miscellaneous	6	11	4	5	5

**When did they arrive?**

(%)	Total	Britain	Mainland Europe	North America	Rest of World
January-March	19	20	19	15	16
April	7	8	7	7	5
May	8	7	9	10	8
June	10	9	10	15	11
July	12	11	13	12	11
August	11	11	10	10	12
September	11	10	10	13	13
October-December	22	23	22	18	23

Source: Survey of Overseas Travellers 2010

**How did they arrive/depart?**

(%)	Total	Britain	Mainland Europe	North America	Rest of World
<b>Air</b>					
From Britain	39	66	7	25	56
From Main. Europe	33	1	83	18	34
Transatlantic	9	1	1	53	2
<b>Sea</b>					
From Britain	14	25	5	2	4
From Main. Europe	1	*	2	*	*
<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	14	17	10	24	8
Guesthouses/ B&Bs	7	5	7	9	6
Rented	25	10	28	29	38
Caravan & Camping	1	2	2	*	*
Hostels	4	1	6	5	3
Friends/ Relatives	34	60	28	21	25
Other	15	5	19	12	20

Source: SOT

(\* indicates less than 0.5 percent)

**What activities did they engage in 2010 (p)?**

Preliminary Estimates	Overseas Participants (000s)
Hiking/Cross Country Walking	693
Golf	155
Angling	123
Cycling	164
Equestrian	60

Source: Fáilte Ireland Survey of Overseas Travellers 2010

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

(000s)	Total	Britain	Mainland Europe	North America	Rest of World
Preliminary Estimates					
Holiday	2,422	831	935	515	139
Visit Friends/ Relatives	2,183	1,305	546	229	104
Business	798	445	238	71	43
Other	463	125	266	38	36

Source: Fáilte Ireland Estimates

## Overseas Holidaymakers 2010

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 2010(p)?

Holidaymakers (000s)	2005	2006	2007	2008	2009	2010 (p)
Britain	1,662	1,765	1,778	1,596	1,118	831
Mainland Europe	950	1,114	1,378	1,216	1,115	935
North America	614	670	687	614	555	515
Rest of World	139	163	150	164	143	139
Total	3,365	3,711	3,993	3,592	2,931	2,422

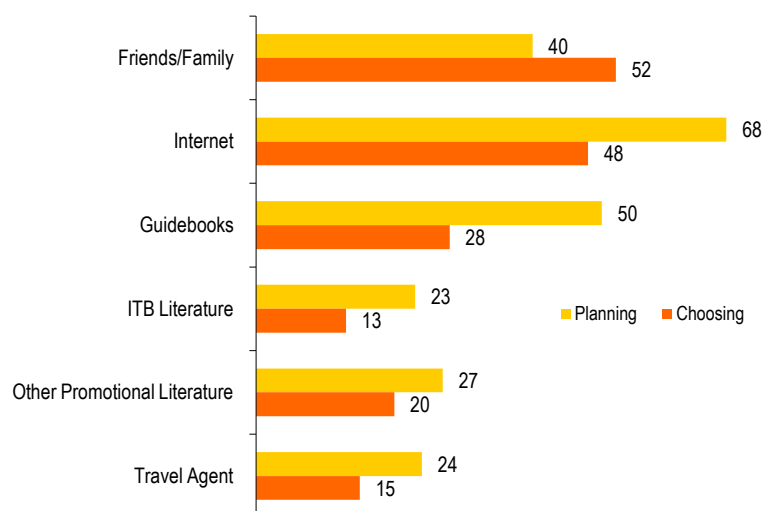
Source: CSO and NITB (2010p is an estimate by Fáilte Ireland)

### Type of Holidays Taken in Ireland (000s) in 2010(p)<sup>1</sup>

Holidaymakers (000s)	Total	Britain	Mainland Europe	North America	Rest of World
Hired Car - Paid Accommodation	507	93	201	171	41
Touring - Paid Accommodation	358	115	130	87	26
Dublin Break	511	268	144	69	31
Youth Budget	250	50	125	53	22

Source: Fáilte Ireland SOT

### Source of Information for Choosing/Planning a Holiday in Ireland (%)



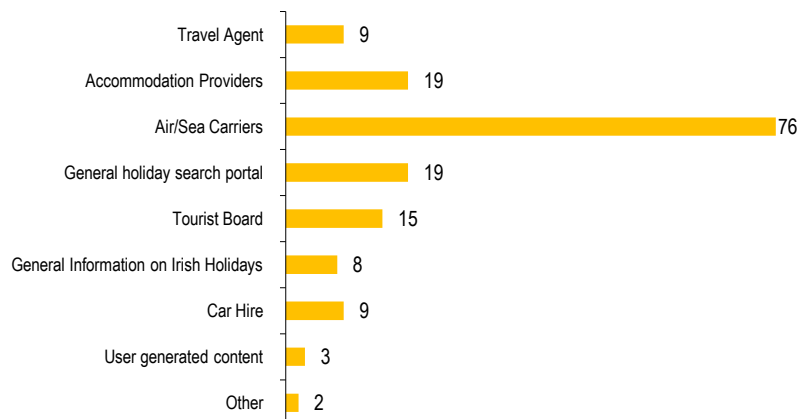
Source: Fáilte Ireland's Visitor Attitudes Survey

<sup>1</sup> Paid accommodation refers to hotels, guesthouses, B&B.....

### How do overseas holidaymakers to Ireland use the internet?

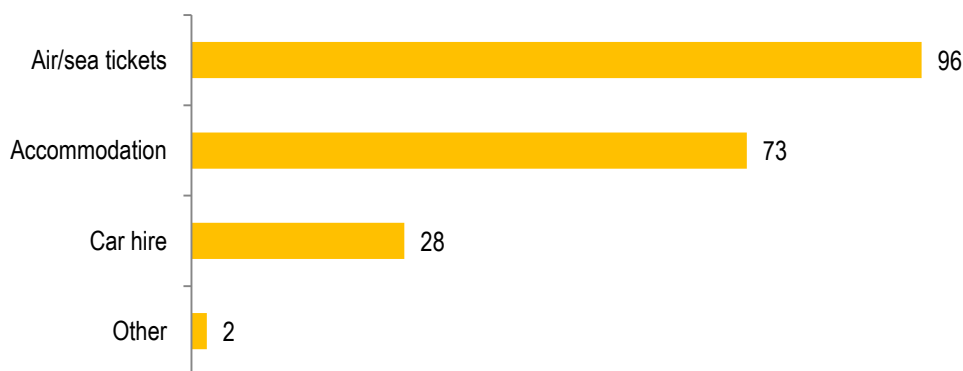
78% of overseas holidaymakers to Ireland use the internet to book or purchase some element of their holiday to Ireland. The charts below show how they used the internet in 2010.

#### Websites visited (%) 2010



Source: Fáilte Ireland's Survey of Overseas Travellers

#### Booked/purchased used over internet (%) 2010



Source: Fáilte Ireland's Survey of Overseas Travellers

#### How did they arrange their holiday?

(%)	Total	Britain	Mainland Europe	North America	Rest of World
Package*	20	10	17	31	24
Independent	80	90	83	69	76

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

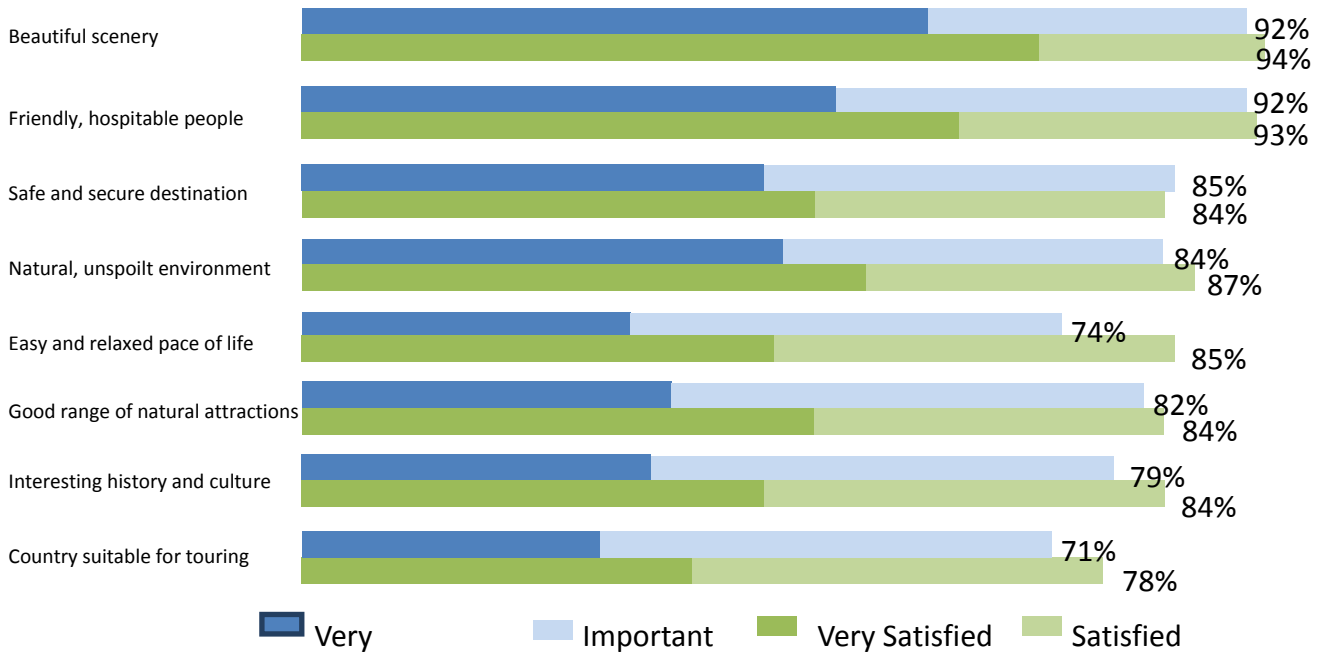
Source: Fáilte Ireland's Survey of Overseas Travellers

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

Experience of Ireland	Use of Car	Age	Social Class	Party Composition					
First Visit	62	Car Brought	10	Under 25 yrs	21	Managerial/Professional (AB)	24	Alone	21
Repeat	35	Car Hired	32	25-34 yrs	22	White Collar (C1)	59	Couple	42
		Car Not Used	58	35-44 yrs	15	Skilled Worker (C2)	14	Family	15
Irish-born	3			45+ yrs	43	Unskilled Worker (DE)	3	Other Adult Group	22

Source: Fáilte Ireland's Survey of Overseas Travellers

### Important and Rating of Destination Issues



Source: Fáilte Ireland's Visitor Attitudes Survey

### The Tourism Product

#### Accommodation in 2010

	Premises	Rooms
Hotels	902	60,217
Guesthouses	303	3,643
Farmhouses and Town & Country Homes*	2,246	9,414
Self-Catering (Group Scheme only - Units)	4,421	
Hostels (beds)	130	8,123
Caravan & Camping (pitches)	95	5,550

Source TAMS, TAA.

\* includes specialist and pub accommodation

#### Accommodation occupancy in 2010

	%
Hotel Room Occupancy	56
Guesthouse Room Occupancy	43
B&Bs Room Occupancy	27
Hostels Bed Occupancy	44
Group Scheme Self-Catering Unit Occupancy	35

Source: Fáilte Ireland Occupancy Surveys

### Attendances at popular visitor attractions in Ireland 2010

Fee-charging Attractions			Free Attractions		
Name of Attraction	County	2010	Name of Attraction	County	2010
Dublin Zoo	Dublin	963,053	The National Gallery of Ireland	Dublin	736,855
Guinness Storehouse	Dublin	930,000	National Botanic Gardens	Dublin	533,120
National Aquatic Centre	Dublin	721,871	Irish Museum of Modern Art	Dublin	408,000
Cliffs of Moher Visitor Experience	Clare	720,574	National Museum of Ireland – Archaeology	Dublin	366,201
Book of Kells	Dublin	469,674	Farmleigh	Dublin	267,904
Fota Wildlife Park	Cork	377,004	National Museum of Ireland – Decorative Arts and History	Dublin	258,812
Blarney Castle	Cork	308,000	National Museum of Ireland – Natural History	Dublin	253,597
St Patrick's Cathedral	Dublin	300,211	Holy Cross Abbey	Tipperary	240,000
Kilmainham Gaol	Dublin	278,108	Science Gallery	Dublin	220,000
Bunratty Castle & Folk Park	Clare	263,336	Chester Beatty Library	Dublin	206,653

Source: Fáilte Ireland Visitor Attractions Survey

All estimates are based on information from the CSO's Country of Residence Survey (CRS), the Northern Ireland Passenger Survey (NIPS), Fáilte Ireland's Survey of Overseas Travellers (SOT), Visitor Attitudes Survey, Hotel Survey, Accommodation Occupancy Survey and Visitor Attractions Survey.

**NOTE: Preliminary numbers and revenue for 2010 will change when final tourism estimates for the year become available from the Central Statistics Office.**

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*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/)*