

TOURISM FACTS 2016

Preliminary

June 2017

Issued By:

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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), NISRA's Continuous Household Survey (CHS), Fáilte Ireland's Survey of Overseas Travellers (SOT), Port Survey of Holidaymakers, Accommodation Occupancy Survey, Visitor Attractions Survey, Domestic Omnibus Survey, and SouthWestern Tourism Services (Register of Accommodation).

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/

TOURISM FACTS 2016

Overseas tourist visits to Ireland in 2016 grew by 8.8% to 8.742 million. Short haul markets, Britain and Mainland Europe recorded respective growth of 8.5% and 7.7%. North America market also performed very strongly, increasing by 14.2%.

Britain remains our biggest source market for overseas tourists, representing 41% of all such visits. The next biggest source market is Mainland Europe, which accounts for 36% of international volume. Some 17% of overseas tourists come from North America. The balance, 6%, comes from other long haul markets.

Tourism Numbers 2013 – 2016 (*preliminary*)

Where did Ireland's tourists come from?

Numbers (000s)	2013	2014	2015	2016
Britain	2,870	3,007	3,346	3,632
Mainland Europe	2,346	2,490	2,880	3,102
France	409	420	471	494
Germany	466	535	609	624
Italy	226	246	304	326
Spain	249	274	322	370
Netherlands	148	151	174	222
Belgium	95	99	121	127
Denmark	51	55	66	64
Sweden	72	60	64	59
Switzerland	73	84	105	107
Austria	51	57	53	58
Norway	50	50	58	50
Poland	152	140	161	176
All Other Europe	306	318	373	427
North America	1,039	1,146	1,294	1,477
USA	924	1,005	1,129	1,294
Canada	115	140	165	183
Rest of World	431	462	516	531
Australia, New Zealand & Other Oceania	192	191	204	206
Other Areas	240	271	312	325
Total Overseas	6,686	7,105	8,036	8,742
Northern Ireland ¹	1,572	1,708	1,492	1,358
Total out-of-state	8,258	8,813	9,528	10,100
Domestic trips ²	8,413	8,991	9,125	9,282

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 by NISRA May 2015

² 2012-2015 domestic data revised due to new methodological approach by CSO, August 2016

Tourism Revenue 2013 – 2016 (preliminary)

How much money did they spend?

Revenue (€m)	2013 ³	2014	2015	2016
Britain	890.9	926.7	1,017.9	1,109.8
Mainland Europe	1,228.2	1,301.2	1,555.3	1,657.5
North America	829.0	940.3	1,199.7	1,337.4
Other Overseas	367.7	428.1	492.6	533.3
TOTAL OVERSEAS	3,315.7	3,596.4	4,265.3	4,638.0
Northern Ireland ^{4, 5}	304.5	334.4	338.2	366.9
TOTAL OUT-OF-STATE	3,620.3	3,930.7	4,603.5	5004.9
Carrier receipts ⁶	976.0	1,166.0	1,322.0	1,479.0
Overseas same-day visits	35.0	41.0	38.0	48.0
TOTAL FOREIGN EXCHANGE EARNINGS	4,631.3	5,137.7	5,963.5	6,531.9
Domestic trips ⁷	1,533.0	1,713.5	1,725.3	1,776.1
TOTAL TOURISM REVENUE	6,164.3	6,851.2	7,688.8	8,308.0

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

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

Revenue – some useful figures

Per diems – spend per person per day

Overseas tourists	€68
Overseas holidaymakers	€89
Domestic overnight trips	€71

³ Revised March 2014

⁴ NISRA GBP: Northern Ireland resident expenditure data provided in STÉ. 2016 Euro exchange rate 0.81948 Source: Central Bank of Ireland

⁵ 2013 Revised by NISRA May 2015 2015 revised 2016

⁶ 2013 and 2014 revised March 2016

⁷ 2012-2015 domestic data revised due to new methodological approach by CSO, August 2016

Regional Performance 2016

Where did tourists go in 2016? (EUROSTAT NUTS 3 REGIONS, see pg 12)

Numbers (000s) Revenue (€m)	Britain	Mainland Europe	North America	Other Areas	All Overseas	Northern Ireland	Domestic Trips
Dublin	1,893	2,231	1,169	394	5,687	310	1,406
	368	764	496	347	1,975	106	272
Mid East ⁸	241	234	108	7	590	37	704
	68	99	65	18	251	14	123
Midlands ⁹	128	64	28	70	289	18	401
	31	25	13	2	72	6	66
South East	358	290	227	71	946	67	1,355
	112	73	56	32	273	25	233
South West	593	772	591	122	2,079	84	2,006
	200	280	317	52	849	38	401
Mid West	377	401	357	80	1,215	9	817
	102	133	120	36	390	2	170
West	350	733	479	114	1,675	155	1,591
	110	191	210	33	543	54	329
Border	360	263	144	47	815	679	1,001
	120	92	60	13	286	123	183

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

Overseas Tourists in 2016

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	33	29	34	34	33
Other food & drink	34	40	33	32	32
Sightseeing/entertainment	6	5	7	6	7
Internal transport	12	12	12	13	11
Shopping	12	11	12	13	14
Miscellaneous	2	2	2	2	3

⁸ Caution – small sample sizes in individual market areas

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When did they arrive?

Seasonality (%)	Total	Britain	Mainland Europe	North America	Rest of World
January-March	19	22	18	13	17
April	8	9	9	6	6
May	9	8	10	10	8
June	10	8	10	12	10
July	11	9	12	13	12
August	12	11	12	12	12
September	9	9	9	11	10
October-December	22	23	21	23	23

Source: Fáilte Ireland estimates based on CSO

How did they arrive/depart?

(%)	Total	Britain	Mainland Europe	North America	Rest of World
Air					
From Britain	38	75	5	21	32
From Mainland Europe	38	1	88	22	30
Transatlantic	10	1	1	53	2
Asia/Middle East	2	-	-	-	28
Sea					
From Britain	8	16	3	2	5
From Mainland Europe	1	-	2	-	-
Via N. Ireland	3	6	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	22	13	31	11
Guesthouses/B&Bs	7	6	9	10	3
Self-catering	25	11	27	20	45
Caravan & camping	1	1	1	*	*
Hostels	3	1	5	4	2
Friends/relatives	25	49	19	21	19
Other	21	10	26	14	20
Source: SOT					
Nights (Million)	67.9	17.7	28.9	13.2	8.1
Source (CSO)					

(* indicates less than 0.5 percent)

What activities did they engage in?

	Overseas Participants (000s)
Hiking/cross country walking	2,077
Cycling	399
Golf	193
Angling	131
Equestrian	98

What was their main reason for visiting Ireland?

(000s)	Total	Britain	Mainland Europe	North America	Rest of World
Holiday	4,406	1,423	1,699	1,041	242
Visit friends/relatives	2,613	1,518	684	233	178
Business	1,338	633	487	139	79
Other	385	58	232	64	32

Source: CSO and NISRA

In 2016, just under one third (31%) of those coming to Ireland to visit friends/relatives were born in Ireland.

Overseas Holidaymakers 2016

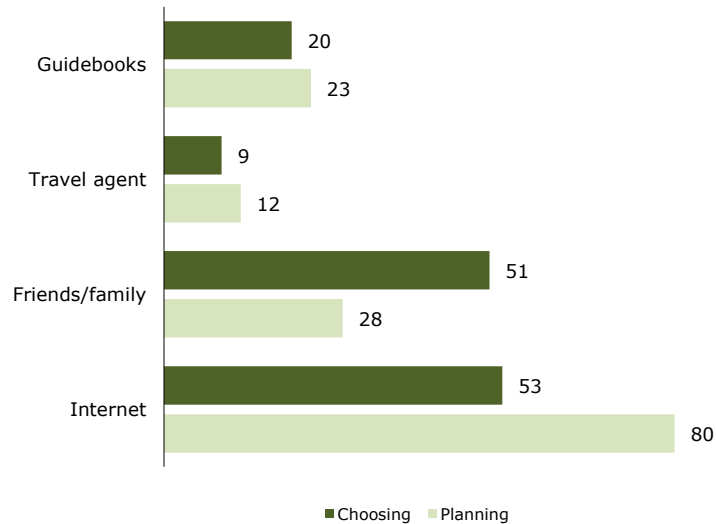
Holidaymakers in this section are defined as tourists who stated that their primary purpose for visiting Ireland was a holiday.

What was the total number of holidaymakers in 2016?

Holidaymakers (000s)	2011	2012	2013	2014	2015	2016
Britain	961	941	979	1,057	1,254	1,423
Mainland Europe	1,041	1,120	1,227	1,314	1,612	1,699
North America	591	634	718	803	926	1,041
Rest of World	167	184	220	219	243	242
Total	2,760	2,879	3,144	3,393	4,036	4,406

Source: CSO and NISRA

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



Source: Fáilte Ireland's Post Survey of Holidaymakers 2016

How did they arrange their holiday?

(%)	Total	Britain	Mainland Europe	North America	Rest of World
Package*	17	6	15	28	16
Independent	83	94	85	72	84

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

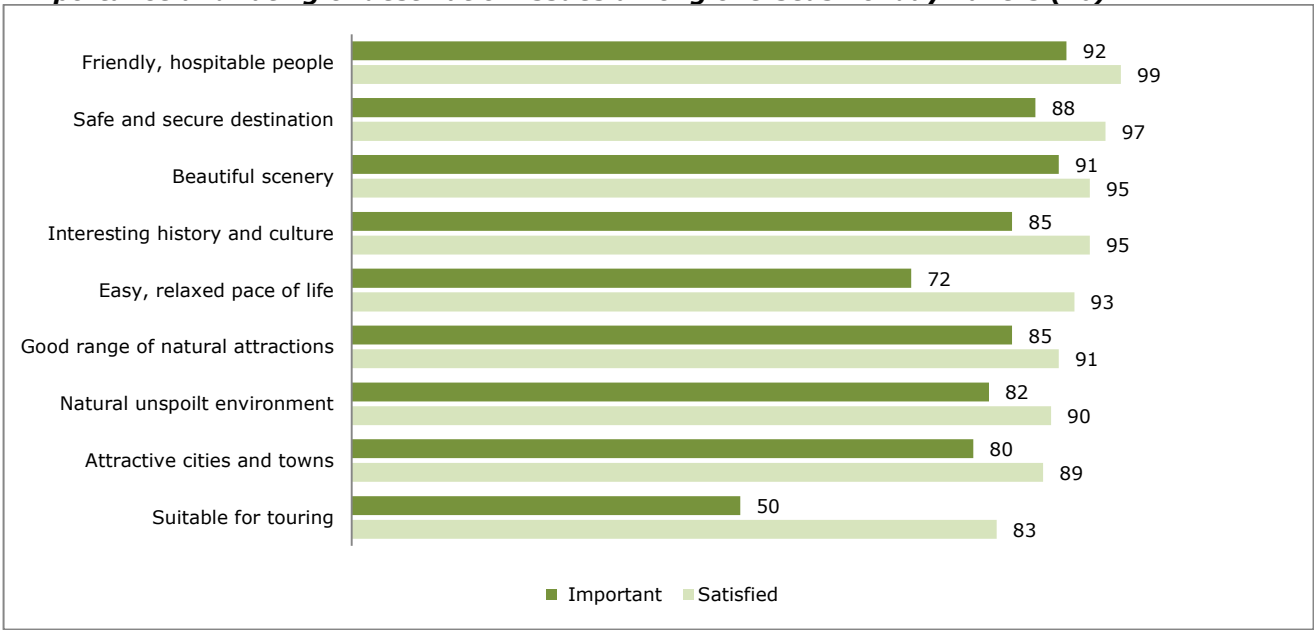
Source: Fáilte Ireland's Survey of Overseas Travellers

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

Experience of Ireland	Use of car	Age	Social class	Party composition
First visit	Car brought	Under 25 years	Managerial/professional (AB)	Alone
Repeat	Car hired	25-34 years	White collar (C1)	Couple
Irish-born	Car not used	35-44 years	Skilled worker (C2)	Family
		45+ years	Unskilled worker (DE)	Other adult group

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 2016

Domestic Tourism in 2016¹⁰

Domestic trips (000s) by purpose of travel

	2013	2014	2015	2016
Holiday trips	4,073	4,436	4,658	4,830
- Long (4+ nights)	1,088	1,144	1,078	1,144
- Short (1-3 nights)	2,985	3,292	3,580	3,686
Visiting friends/relatives trips	2,988	2,918	2,921	3,032
Business trips	364	453	407	425
Other trips	988	1,184	1,138	994
Total trips	8,413	8,991	9,125	9,282

Source: CSO Household Travel Surveys 2013-2016

Domestic expenditure (€m) by purpose of travel

	2013	2014	2015	2016
Holiday trips	947.2	992.8	1,070.4	1,123.9
- Long (4+ nights)	395.2	385.6	394.2	418.4
- Short (1-3 nights)	552.0	607.1	676.2	705.5
Visiting friends/relatives trips	284.8	327.0	296.5	294.5
Business trips	84.2	110.3	98.0	104.7
Other trips	216.8	283.4	260.4	253.0
Total expenditure	1,533	1,713.5	1,725.3	1,776.1

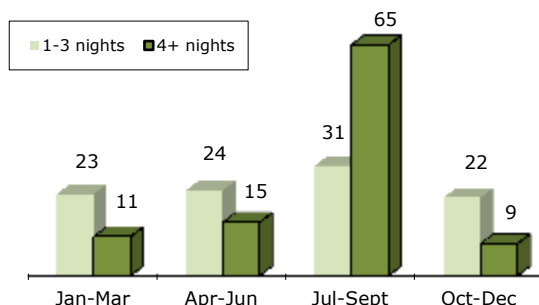
Source: CSO Household Travel Surveys 2013-2016

Accommodation bednights domestic holidaymakers (%)

	2013	2014	2015	2016
Hotels	34	34	35	28
Guesthouse/B&Bs	3	4	4	4
Caravan/camping	15	14	7	n.a.
Self-catering	22	23	22	15
Holiday home	15	12	19	9
Friends/relatives	10	13	10	34
Other	1	1	3	11

Source: CSO Household Travel Surveys 2013-2016

Seasonality of holidaymakers (%) 2016 by length of stay



Source: CSO Household Travel Survey 2016

¹⁰ 2012-2015 domestic data revised due to new methodological approach by CSO, August 2016

Activities engaged in by domestic holidaymakers (%)

Hiking/walking	25
Houses/castles	24
National parks	23
Visits to spas	20
Heritage/ interpretive centres	20
Gardens	19
Watersports (excluding swimming)	19
Monuments	18
Museums/art galleries	14
Cycling	8
Golf	6
Angling	3
Attending horse racing	3

Source: Fáilte Ireland Domestic Omnibus 2016

The Tourism Product

Accommodation in 2016

	Premises	Rooms
Hotels	798	56,757
Guesthouses	203	2,584
Bed and Breakfasts	1,257	5,078
	Premises	Beds
Self-Catering (units)	3,143	16,694
Hostels	92	7,503
Welcome Standard	177	6,656
Caravan & camping (pitches)	92	5,333

Source: Capita

Accommodation occupancy in 2016

	%
Hotel Room Occupancy	72
Guesthouse Room Occupancy	66
B&Bs Room Occupancy	49
Hostels Bed Occupancy	66
Self-Catering Bed Occupancy	39
Caravan and Camping Bed Occupancy	24

Source: Fáilte Ireland Accommodation Survey

Attendance at popular visitor attractions in Ireland 2016

Top Fee-Charging Attractions			Top Free Attractions		
Name of Attraction	County	2016	Name of Attractions	County	2016
Guinness Storehouse	Dublin	1,647,408	The National Gallery of Ireland	Dublin	755,577
Cliffs of Moher Visitor Experience	Clare	1,427,166	Irish Museum of Modern Art	Dublin	584,856
Dublin Zoo	Dublin	1,143,908	National Botanic Gardens	Dublin	583,539
National Aquatic Centre	Dublin	1,037,992	Doneraile Wildlife Park	Cork	480,000
Book of Kells	Dublin	890,781	National Museum of Ireland - Archaeology, Kildare St	Dublin	479,261

Source: Fáilte Ireland Visitor Attraction Survey 2016

NUTS 3 Region

County

Dublin

Dublin City & County

South East

Carlow
Kilkenny
Tipperary (South)
Waterford
Wexford

South West

Cork
Kerry

West

Galway
Mayo
Roscommon

Mid East

Kildare
Meath
Wicklow

Midland

Laois
Longford
Offaly
Westmeath

Mid West

Clare
Limerick
Tipperary (North)

Border

Cavan
Donegal
Leitrim
Monaghan
Sligo
Louth