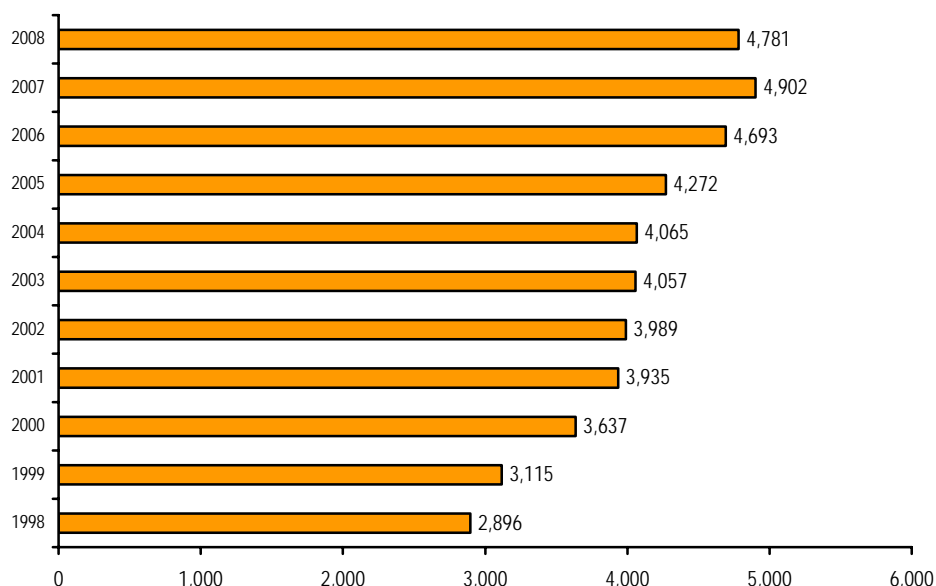


# TOURISM FACTS 2008

## Tourism Performance in 2008

Expenditure by visitors to Ireland (including receipts paid to Irish carriers by foreign visitors) was estimated to be worth €4.8 billion in 2008.

Total Foreign Exchange Earnings 1998-2008



Overseas tourist visits to Ireland in 2008 decreased by 4% to 7.4 million. Tourist numbers from Mainland Europe fell by just -0.6%, however, visitors by Britain and North America fell by 5% and 11% respectively, due to the global economic downturn and unfavourable exchange rates with the euro.

The fall of 4% in tourist arrivals to Ireland compares to a growth of 2% in world arrivals as reported by the World Tourism Organisation. International tourist arrivals in Europe in 2008 show no change when compared to 2007 and Northern Europe, which includes Ireland, declined by 2%.

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

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*For more information on the extensive range of research and advisory publications available, please ring 6024 193 for details.*

*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 2004 – 2008

Where did Ireland's tourists come from?

Numbers (000s)	2004	2005	2006	2007	2008
<b>Britain</b>	<b>3,526</b>	<b>3,640</b>	<b>3,821</b>	<b>3,776</b>	<b>3,579</b>
<b>Mainland Europe</b>	<b>1,582</b>	<b>1,903</b>	<b>2,252</b>	<b>2,577</b>	<b>2,561</b>
Germany	298	402	417	436	456
France	297	310	360	394	412
Italy	186	190	248	265	232
Netherlands	151	157	155	155	151
Belgium	92	84	95	82	85
Denmark	31	38	42	54	57
Sweden	42	59	74	96	80
Spain	157	171	198	249	243
Poland	39	125	230	308	287
Czech Republic	22	35	41	43	45
Austria	33	38	51	40	51
Switzerland	65	54	52	59	58
Other Europe	169	240	289	396	404
<b>North America</b>	<b>956</b>	<b>937</b>	<b>1,034</b>	<b>1,071</b>	<b>953</b>
USA	867	854	945	975	849
Canada	89	83	89	96	103
<b>Rest of World</b>	<b>320</b>	<b>284</b>	<b>310</b>	<b>316</b>	<b>343</b>
Australia	125	111	115	122	134
New Zealand	24	26	24	25	23
Japan	31	19	19	16	14
Other Asia	79	71	79	86	85
Africa	42	39	48	39	54
South/Central America	19	19	24	28	33
<b>Total Overseas</b>	<b>6,384</b>	<b>6,763</b>	<b>7,417</b>	<b>7,739</b>	<b>7,435</b>
Northern Ireland	569	570	582	593	591
Total Out-of-State	6,953	7,333	7,999	8,332	8,026
Domestic Trips	7,001	7,173	7,310	7,942	8,339

Note: Annual estimates for smaller markets are subject to lower levels of statistical confidence.

Source: CSO/Fáilte Ireland/NITB

## Tourism Revenue 2004 – 2008

*How much money did they spend?*

Revenue (€m)	2004	2005	2006	2007	2008
Britain	1,276.1	1,274.2	1,372.4	1,387.3	1,348.5
Mainland Europe	930.4	1,238.6	1,354.5	1,404.7	1,517.0
Germany	177.4	237.7	244.6	234.5	287.8
France	158.3	176.3	199.1	200.3	253.4
Italy	119.0	124.3	149.4	168.9	157.1
Netherlands	69.4	80.4	70.8	71.6	68.3
Other Europe	406.3	619.9	690.6	729.4	750.4
North America	772.1	738.2	815.1	823.3	667.7
Other Overseas	256.3	235.9	267.1	329.3	315.8
<b>TOTAL OVERSEAS</b>	<b>3,234.9</b>	<b>3,486.9</b>	<b>3,809.0</b>	<b>3,944.6</b>	<b>3,849.0</b>
Northern Ireland <sup>1</sup>	174.1	178.8	189.8	202.8	210.5
Total Out of State	3,409.0	3,665.7	3,999.8	4,147.4	4,059.5
Overseas Same-day Visits	22.0	23.3	30.3	28.6	35.5
Carrier Receipts	634.0	583.0	663.0	726.0	686.0
<b>TOTAL FOREIGN EXCHANGE EARNINGS</b>	<b>4,065.0</b>	<b>4,272.0</b>	<b>4,692.0</b>	<b>4,902.0</b>	<b>4,781.0</b>
Domestic Trips	1,037.2	1,164.5	1,375.2	1,551.0	1,546.0
<b>TOTAL TOURISM REVENUE</b>	<b>5,102.2</b>	<b>5,436.5</b>	<b>6,067.2</b>	<b>6,453.0</b>	<b>6,327.0</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.

Note:

1 Northern Ireland revenue includes expenditure on same-day visits by Northern Ireland residents.

2 Source: CSO/Fáilte Ireland/NITB

*Where did tourists go and how much did they spend in 2008?*

Numbers (000s) Revenue (€m)	Britain	Mainland Europe	North America	Other Areas	Overseas Tourists	Northern Ireland Visitors	Domestic	Total
Dublin	1,689	1,680	674	267	4,310	132	1,185	5,627
	387.7	640.1	228.6	158.9	1,415.3	58.4	192.1	1,665.8
East & Midlands	414	262	115	48	839	65	965	1,869
	136.2	106.5	37.8	31.4	311.9	11.5	160.9	484.3
South-East	365	284	191	62	902	23	1,265	2,190
	127.8	95.4	33.8	13.4	270.4	9.0	246.8	526.2
South-West	682	678	359	117	1,836	17	1,928	3,781
	315.7	289.8	127.6	52.9	786.0	8.2	411.3	1,205.5
Shannon	407	356	275	50	1,088	22	888	1,998
	117.6	151.3	111.6	17.3	397.8	4.1	126.9	528.8
West	504	517	290	94	1,405	53	1,296	2,754
	181.7	159.6	104.3	31.6	477.2	20.6	274.0	771.8
North-West	214	165	92	31	502	282	812	1,596
	81.8	74.3	24.0	10.3	190.4	98.7	134.0	423.1
<b>Total Revenue</b>	<b>1,348.5</b>	<b>1,517.0</b>	<b>667.7</b>	<b>315.8</b>	<b>3,849.0</b>	<b>210.5</b>	<b>1,546.0</b>	<b>5,605.5</b>

**Overseas Tourists 2008**

*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	28	24	30	30	26
Other Food & Drink	36	40	34	33	35
Sightseeing/ Entertainment	6	6	5	7	7
Internal transport	10	9	10	10	11
Shopping	16	15	17	16	19
Miscellaneous	4	6	3	4	3

*When did they arrive?*

(%)	Total	Britain	Mainland Europe	North America	Rest of World
January-March	20	22	18	16	15
April	8	8	8	8	7
May	11	11	10	11	9
June	9	8	10	13	12
July	11	9	12	14	13
August	12	13	12	12	13
September	9	8	9	9	11
October-December	21	21	21	17	21

Source: CSO

**How did they arrive/depart?**

(%)	Total	Britain	Mainland Europe	North America	Rest of World
<b>Air</b>					
From Britain	45	78	7	23	59
From Main. Europe	34	1	86	16	33
Transatlantic	8	*	1	55	2
<b>Sea</b>					
From Britain	11	19	4	2	6
From Main. Europe	1	--	1	*	*
<b>Via N. Ireland</b>	2	2	2	3	2

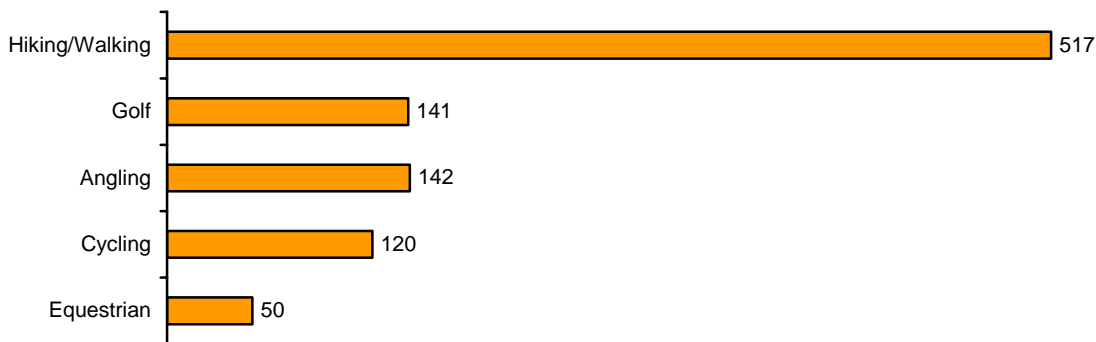
Source: CSO (\* indicates less than 0.5 percent)

**Where did they stay? (Distribution of Bednights)**

(%)	Total	Britain	Mainland Europe	North America	Rest of World
Hotels	14	22	9	22	10
Guesthouses/ B&Bs	7	6	6	11	6
Rented	31	13	37	34	36
Caravan & Camping	1	1	1	*	*
Hostels	3	1	3	4	2
Friends/ Relatives	29	47	24	21	26
Other					
Source: SOT	15	10	20	8	20
Nights (Mn)	59.3	17.1	28.6	8.5	5.1
Source CSO					

(\* indicates less than 0.5 percent)

**What activities did they engaged in (000s)?**



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

(000s)	Total	Britain	Mainland Europe	North America	Rest of World
Holiday	3,592	1,596	1,216	614	164
Visit Friends/ Relatives	2,238	1,289	630	202	115
Business	1,121	599	388	92	40
Other	486	93	324	47	21

Source: CSO and NITB

## Overseas Holidaymakers 2008

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 2008

Holidaymakers (000s)	2004	2005	2006	2007	2008
Britain	1,718	1,662	1,765	1,778	1,596
Mainland Europe	825	950	1,114	1,378	1,216
North America	656	614	670	687	614
Rest of World	167	139	163	150	164
Total	3,367	3,365	3,711	3,993	3,592

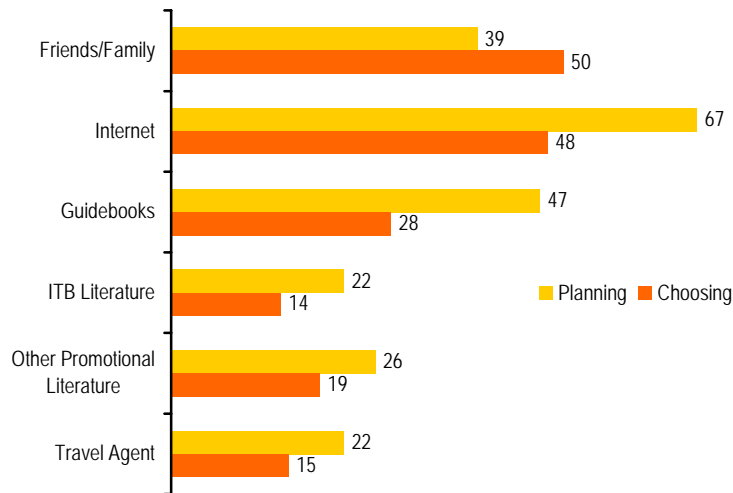
Source: CSO and NITB

### Type of Holidays Taken in Ireland (000s) in 2008<sup>1</sup>

Holidaymakers (000s)	Total	Britain	Mainland Europe	North America	Rest of World
Hired Car - Paid Acc	861	273	313	209	66
Touring - Paid Acc	418	165	122	101	30
Dublin Break	797	508	190	79	21
Youth Budget	331	75	139	86	30

Source: Fáilte Ireland SOT

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



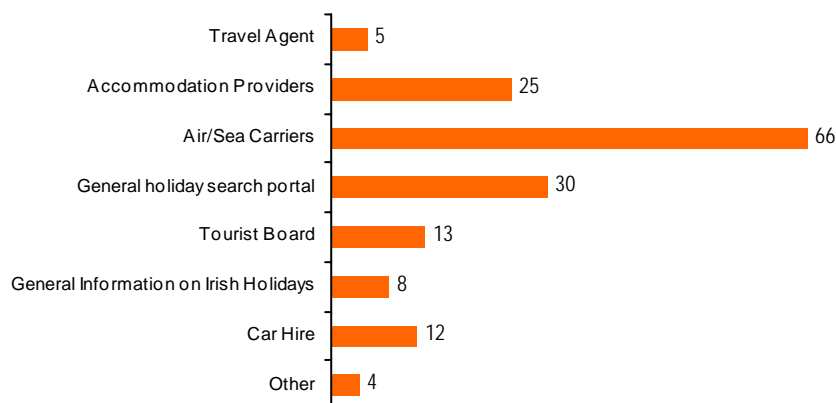
Source: Fáilte Ireland's Visitor Attitudes Survey

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

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

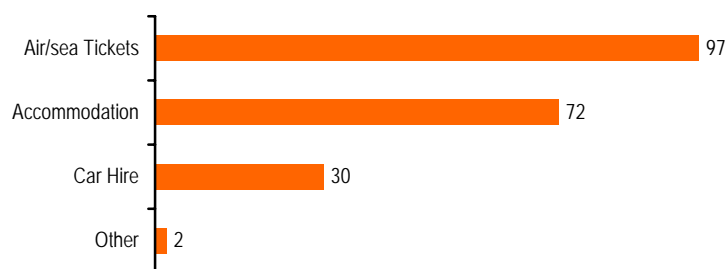
80% of overseas holidaymakers to Ireland use the internet to book or purchase some element of their holiday to Ireland. The charts below show how they used the internet in 2008.

#### Websites Visited (%) 2008



Source: Fáilte Ireland's Survey of Overseas Travellers

#### Booked/Purchased used over Internet (%) 2008



Source: Fáilte Ireland's Survey of Overseas Travellers

#### How did they arrange their holiday?

(%)	Total	Britain	Mainland Europe	North America	Rest of World
Package*	17	10	19	27	17
Independent	83	90	81	73	83

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

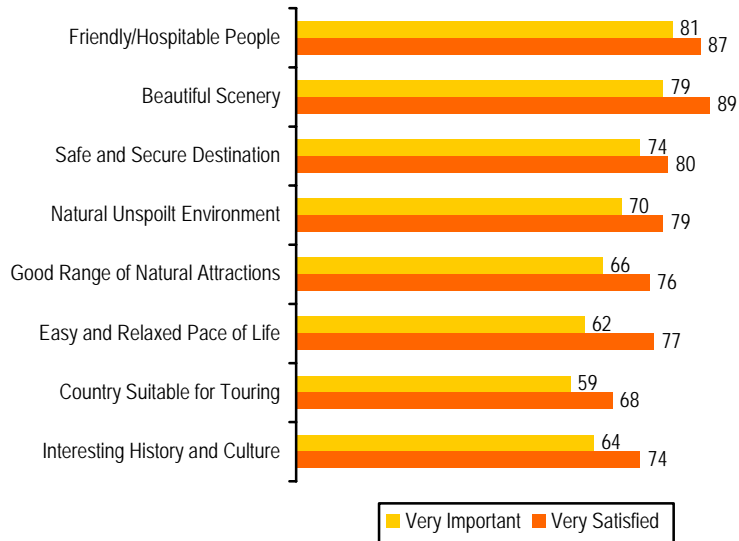
Source: Fáilte Ireland's Survey of Overseas Travellers

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

Experience of Ireland	Use of Car	Age	Social Class	Party Composition	
First Visit	55	Car Brought 8	Under 25 yrs 20	Managerial/Professional (AB) 21	Alone 21
Repeat	41	Car Hired 34	25-34 yrs 21	White Collar (C1) 61	Couple 43
			35-44 yrs 15	Skilled Worker (C2) 14	Family 17
Irish-born	4	Car Not Used 58	45+ yrs 45	Unskilled Worker (DE) 3	Other Adult Group 19

Source: Fáilte Ireland's Survey of Overseas Travellers

*Importance and Rating of Destination Issues (%)*



Source: Fáilte Ireland's Visitor Attitudes Survey

*Domestic Tourism 2008*

*Domestic Trips (000s) by Purpose of Travel*

	2003	2004	2005	2006	2007	2008
Holiday Trips	2,933	3,142	3,348	3,827	4,271	4,389
- Long (4 + nights)	1,064	1,115	1,137	1,089	1,286	1,150
- Short (1-3 nights)	1,868	2,028	2,212	2,738	2,984	3,248
VFR Trips	2,291	2,420	2,298	2,254	2,420	2,656
Business Trips	619	624	770	761	711	658
Other Trips	814	815	757	468	541	627
<b>Total Trips</b>	<b>6,657</b>	<b>7,001</b>	<b>7,173</b>	<b>7,310</b>	<b>7,943</b>	<b>8,339</b>



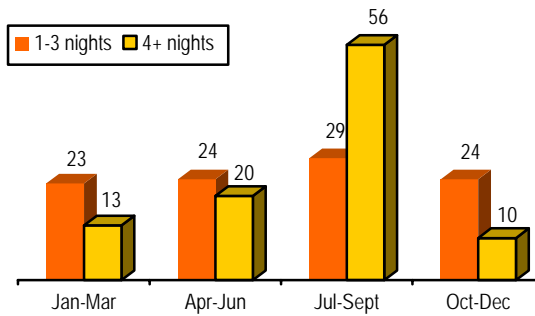
*Domestic Expenditure (€m) by Purpose of Travel*

	2003	2004	2005	2006	2007	2008
Holiday	575.9	624.9	706.8	872.7	1,028.1	1,027.9
- Long (4+ nights)	312.4	326.4	344.6	376.4	473.4	428.6
- Short (1-3 nights)	263.5	298.5	362.2	496.3	554.7	599.3
VFR	114.0	121.1	142.4	181.8	219.7	215.7
Business	157.6	162.5	188.3	227.3	194.1	162.8
Other	123.4	128.7	127.0	93.4	109.1	139.6
<b>Total Expenditure</b>	<b>970.9</b>	<b>1,037.2</b>	<b>1,164.5</b>	<b>1,375.2</b>	<b>1,551.0</b>	<b>1,546.0</b>

*Accommodation Bednights Domestic Holidaymakers (%)*

	2003	2004	2005	2006	2007	2008
Hotels	30	29	31	32	33	35
Guesthouse/B&Bs	8	7	7	6	5	4
Caravan/Camping	13	11	10	11	12	12
Rented	23	23	22	19	19	17
Holiday Home	10	14	14	15	16	18
Friends/Relatives	11	13	11	14	11	11
Other	4	4	4	3	4	3

*Seasonality of Holidaymakers (%) 2008 by Length of Stay*



*Activities Engaged In by Domestic Holidaymakers (%)*

	2008
National Parks	26
Watersports	26
Houses/ Castles	25
Hiking/Walking	25
Visits to Spas	24
Gardens	20
Heritage/ Interpretive Centres	15
Museums/Art Galleries	14
Golf	11
Angling	6
Cycling	6
Equestrian Pursuits	4

## The Tourism Product

### Accommodation in 2008 \*

	Premises	Rooms
Hotels	907	57,388
Guesthouses	360	4,221
Farmhouses and Town & Country Homes**	2,680	11,337
Self-Catering***	4,153	11,586
University Accommodation	16	3,786
Hostels****	135	7,754

\*Source Gulliver (April 2008):

\*\* includes specialist and pub accommodation

\*\*\* Registered group scheme only.

\*\*\*\* beds

### Accommodation Occupancy in 2008

	%
Hotel Room Occupancy (Jan-Dec)	58
Guesthouse Room Occupancy (Apr-Oct)	56
B&Bs Room Occupancy (Apr-Oct)	42
Hostels Bed Occupancy (Apr-Oct)	67

Source: Fáilte Ireland Occupancy Surveys