

Preliminary Key Tourism Facts 2019

August 2020

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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



54%
of overseas
tourists
come here
on holidays





Where did Ireland's tourists come from? (Preliminary figures)

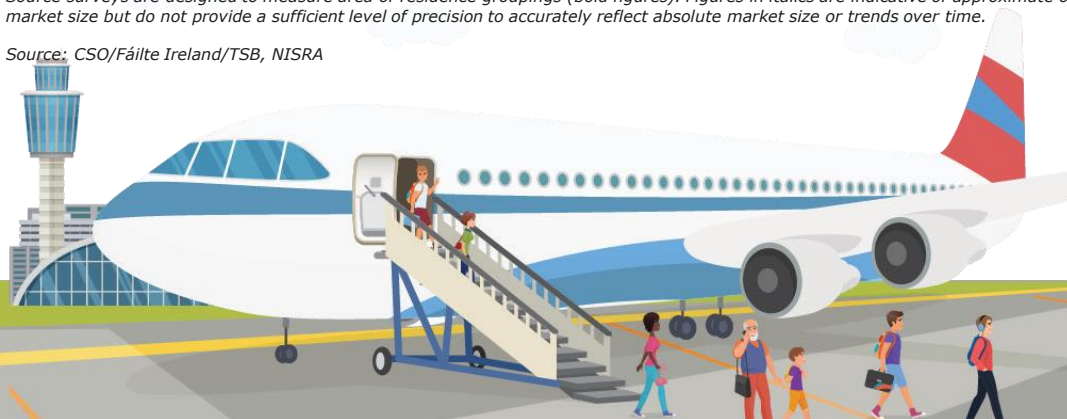


Fáilte Ireland
Research

Tourist Numbers (000s)	2015	2016	2017	2018	2019(p)	Change 19 vs 18
Britain	3,346	3,632	3,445	3,480	3,493	0.4%
Mainland Europe	2,880	3,102	3,256	3,512	3,608	2.7%
France	471	494	512	525	533	1.6%
Germany	609	624	644	763	731	-4.1%
Italy	304	326	343	376	366	-2.6%
Spain	322	370	411	404	412	1.8%
Netherlands	174	222	230	229	231	0.8%
Belgium	121	127	123	128	122	-4.1%
Denmark	66	64	70	68	72	5.6%
Sweden	64	59	75	75	78	3.3%
Switzerland	105	107	104	111	121	8.8%
Austria	53	58	60	68	77	12.5%
Norway	58	50	54	53	49	-7.5%
Poland	161	176	171	188	214	14.3%
All Other Europe	373	427	458	524	602	14.9%
North America	1,294	1,477	1,715	1,963	1,905	-3.0%
USA	1,129	1,294	1,511	1,739	1,681	-3.3%
Canada	165	183	204	224	224	-0.1%
Rest of World	516	531	607	654	685	4.7%
Australia, New Zealand & Other Oceania	204	206	208	226	221	-2.3%
Other Areas	312	325	399	428	463	8.2%
Total Overseas	8,036	8,742	9,023	9,609	9,691	0.9%
Northern Ireland	1,492	1,358	1,315	1,338	n/a	
Total out-of-state	9,528	10,100	10,338	10,947	n/a	
Domestic trips ^{1,2}	9,125	9,359	9,626	10,919	n/a	

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. 2015 domestic data revised due to new methodological approach by CSO, August 2016
2. 2016 domestic data revised by CSO, December 2017



Revenue (€m)	2015	2016	2017	2018	2019(p)	Change 19 vs 18
Britain	1,017.9	1,109.8	1,046.5	1,024.8	1,022.8	-0.2%
Mainland Europe	1,555.3	1,657.5	1,763.0	1,845.8	1,853.5	0.4%
North America	1,199.7	1,337.4	1,525.5	1,746.7	1,699.9	-2.7%
Other Overseas	492.6	533.3	588.9	599.9	593.9	-1.0%
TOTAL OVERSEAS	4,265.3	4,638.0	4,923.9	5,217.3	5,170.1	-0.9%
Northern Ireland ³	338.2	366.9	371.3	394.6	n/a	
TOTAL OUT-OF-STATE	4,603.5	5,004.9	5,295.2	5,611.9	n/a	
Carrier receipts ⁴	1,322.0	1,487.0	1,611.0	1,725.0	1,766.0	2.4%
Overseas same-day visits	38.0	48.0	53.0	47.0	44.0	-6.4%
TOTAL FOREIGN EXCHANGE EARNINGS	5,963.5	6,539.9	6,959.2	7,383.9	n/a	
Domestic trips ^{5,6}	1,725.3	1,797.7	1,879.1	2,006.0	n/a	
TOTAL TOURISM REVENUE	7,688.8	8,337.6	8,838.3	9,389.9	n/a	
<i>TOURISM REVENUE EXCLUDING CARRIER RECEIPTS</i>	6,366.8	6,850.6	7,227.3	7,664.9	n/a	

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 2019(p)

Some Useful Figures

Overseas tourists €72

Overseas holidaymakers €96

Domestic overnight trips €71⁷



Every **€1m** of tourist expenditure helps to support **27** tourism jobs.



1,000 additional overseas tourists support **20** jobs in the tourism industry.



For every euro spent on tourism (domestic and overseas), **23c** is generated in tax.



3. 2015 Revised by NISRA 2016
4. 2016 revised by CSO December 2018
5. 2015 domestic data revised due to new methodological approach by CSO, August 2016
6. Domestic data revised by CSO, December 2017
7. Based on 2018 figures



Breakdown of spend in Ireland (%)



	Total	Britain	Mainland Europe	North America	Rest of World
Bed & Board	29%	28%	32%	28%	26%
Other food & drink	37%	42%	36%	36%	36%
Sightseeing/entertainment	6%	5%	6%	6%	7%
Internal transport	13%	13%	13%	15%	12%
Shopping	13%	11%	11%	14%	17%
Miscellaneous	1%	1%	1%	1%	2%

Source: Fáilte Ireland's Survey of Overseas Travellers

When did they arrive? (%)

TOTALS	
January-March	19%
April	9%
May	9%
June	10%
July	11%
August	11%
September	9%
October-December	22%

Britain	
January-March	21%
April	9%
May	9%
June	8%
July	9%
August	10%
September	8%
October-December	25%

Mainland Europe	
January-March	19%
April	9%
May	9%
June	10%
July	11%
August	11%
September	9%
October-December	22%

North America	
January-March	15%
April	8%
May	11%
June	12%
July	12%
August	12%
September	10%
October-December	20%

Rest of World	
January-March	17%
April	7%
May	9%
June	11%
July	13%
August	12%
September	10%
October-December	22%

Source: Fáilte Ireland estimates based on CSO

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

TOTALS	
Air	
From Britain	36%
From Mainland Europe	39%
Transatlantic	14%
Asia/Middle East	2%
Sea	
From Britain	6%
From Mainland Europe	1%
Via Northern Ireland	3%

Britain	
Air	
From Britain	77%
From Mainland Europe	2%
Transatlantic	2%
Asia/Middle East	-
Sea	
From Britain	14%
From Mainland Europe	-
Via Northern Ireland	5%

Mainland Europe	
Air	
From Britain	5%
From Mainland Europe	88%
Transatlantic	2%
Asia/Middle East	-
Sea	
From Britain	2%
From Mainland Europe	2%
Via Northern Ireland	1%

North America	
Air	
From Britain	20%
From Mainland Europe	22%
Transatlantic	55%
Asia/Middle East	-
Sea	
From Britain	1%
From Mainland Europe	-
Via Northern Ireland	1%

Rest of World	
Air	
From Britain	29%
From Mainland Europe	31%
Transatlantic	2%
Asia/Middle East	28%
Sea	
From Britain	5%
From Mainland Europe	-
Via Northern Ireland	4%

Source: CSO



Where did they stay?

Accommodation Nights %

	Total	Britain	Mainland Europe	North America	Rest of World
Hotels	21%	23%	17%	38%	9%
Guesthouses/B&Bs	8%	6%	9%	13%	4%
Self-catering	21%	11%	19%	13%	46%
Caravan & camping	*	*	1%	*	-
Hostels	4%	2%	5%	3%	4%
Friends/relatives	25%	46%	21%	18%	20%
Other	21%	12%	28%	15%	17%
<i>Source: Fáilte Ireland's Survey of Overseas Travellers</i>					
Nights (Million) 2019 (p)	72.1	16.7	30.5	15.7	9.2
<i>Source: CSO and NISRA</i>					

(* indicates less than 0.5 percent)

What activities did they engage in? (000's) (p)



Source: Fáilte Ireland estimates based on Survey of Overseas Travellers

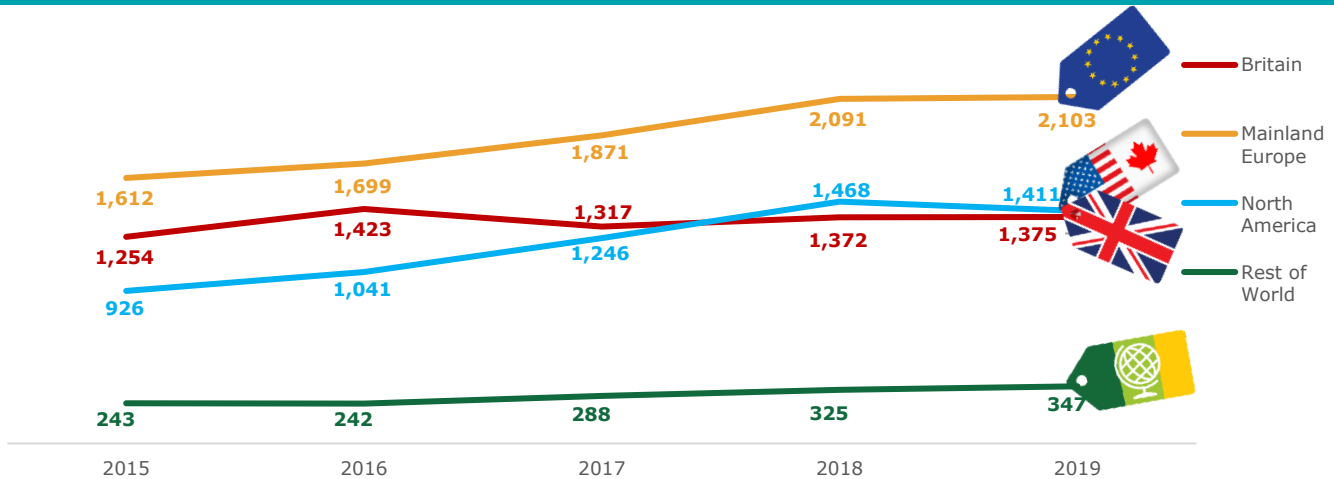
What was their main reason for visiting Ireland? (p)

(000's)	Total	Britain	Mainland Europe	North America	Rest of World
Holiday	5,236	1,375	2,103	1,411	347
Visit Friends/Relatives	2,719	1,490	730	288	211
Business	1,321	579	533	117	92
Other	415	49	243	89	34

Source: CSO and NISRA

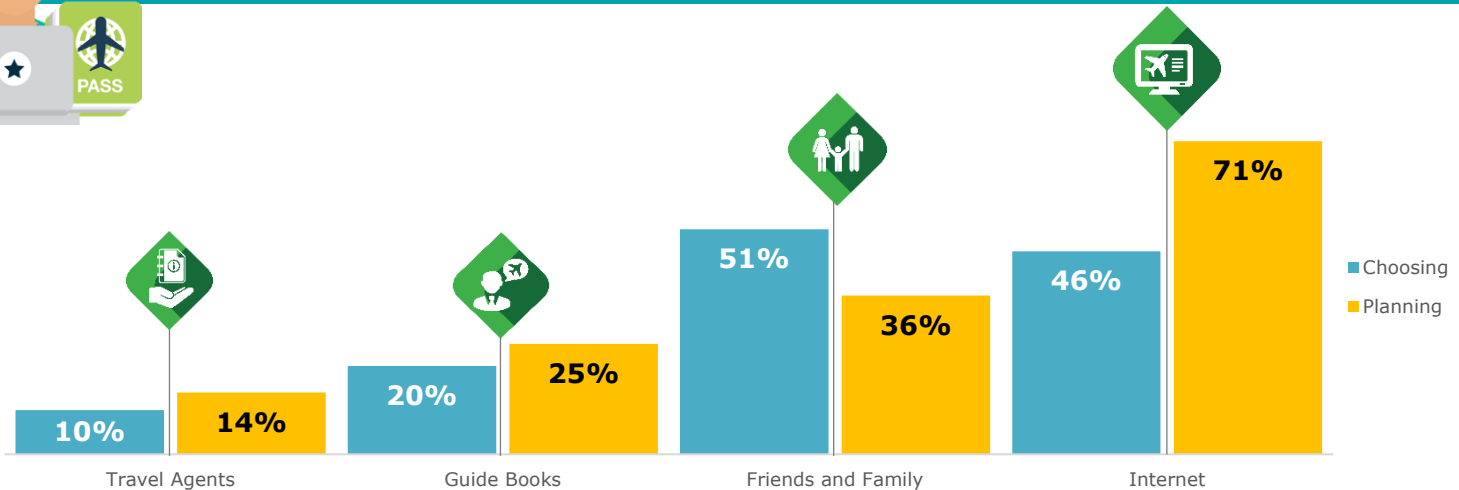


What was the total number of holidaymakers in 2019? (p)



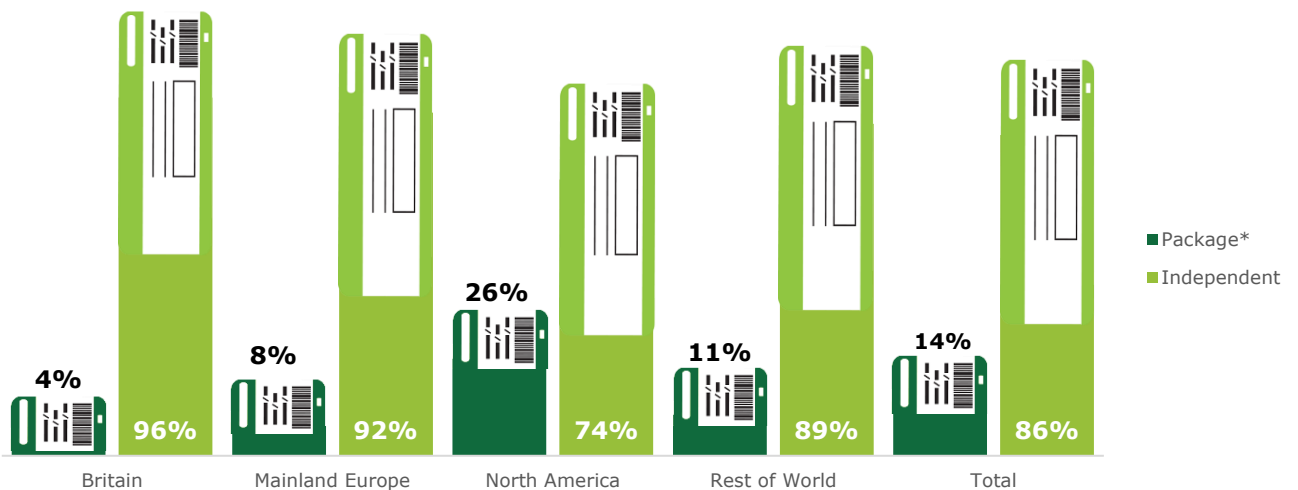
Source: CSO and NISRA

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



Source: Fáilte Ireland's Tourism Experience Port Survey 2019

How did they arrange their holiday? (%)



* 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

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

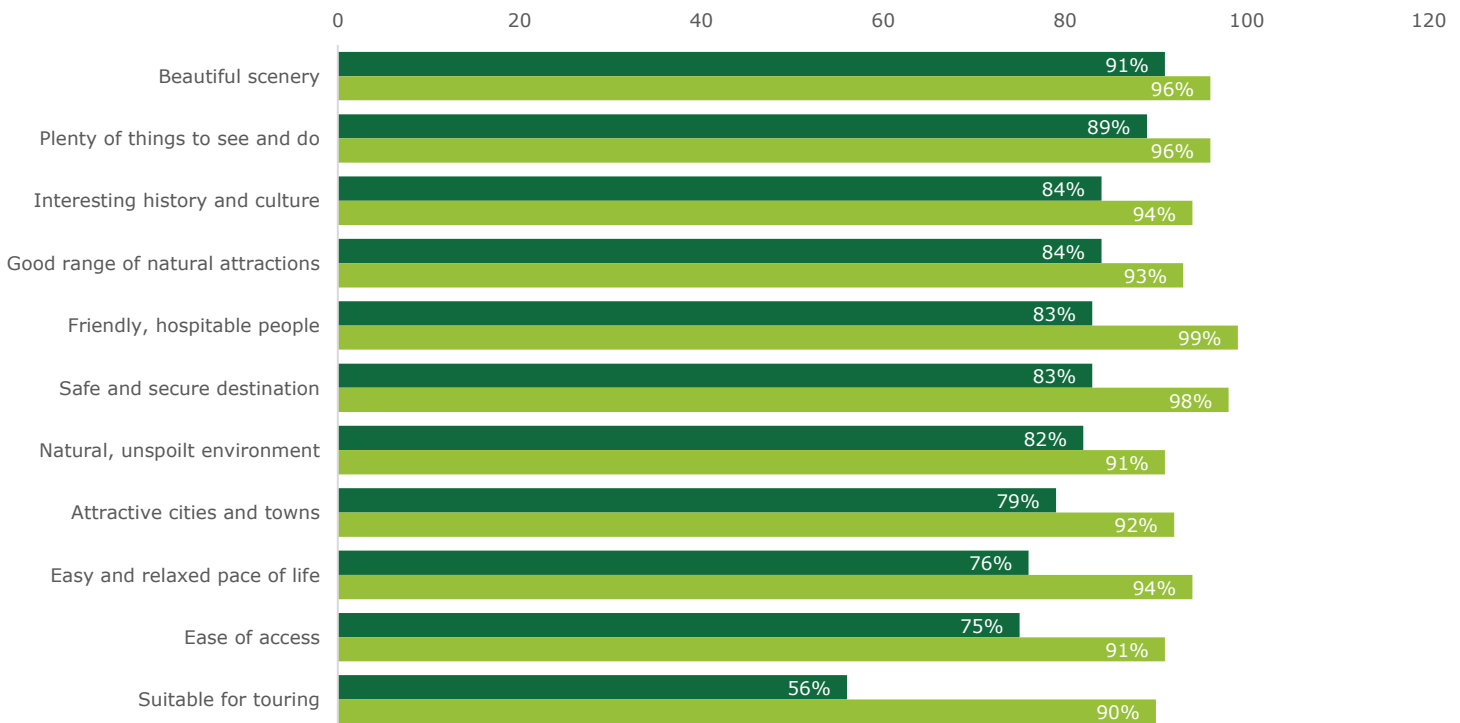
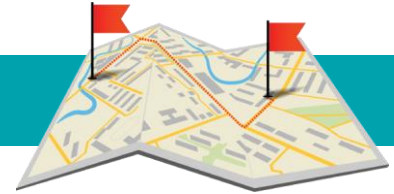


What were the characteristics of holidaymakers to Ireland? (%)

Experience of Ireland		Use of Car		Age		Social Class		Party Competition	
First Visit	69%	Car Bought	7%	Under 25 years	22%	Mgr/Prof (AB)	24%	Alone	21%
Repeat	30%	Car Hired	32%	25-34 years	26%	White Collar (C1)	65%	Couple	39%
Irish Born	1%	Car Not Used	61%	35-44 years	10%	Skilled Worker (C2)	8%	Family	19%
				45+ years	42%	Unskilled Worker (DE)	2%	Other Adult Group	20%

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 2019



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



Accommodation in 2019

Premises		Rooms	Room Occupancy %	
	823	Hotels	60,152	73%
	155	Guesthouses	2,108	69%
	925	Bed and Breakfasts	3,923	44%
Premises/Units/Pitches		Beds	Bed Occupancy %	
	301	Welcome Standard ⁹ (premises)	12,088	n/a
	86	Hostels (premises)	7,324	65%
	2,135	Self-Catering (units)	11,479	38%
	6,553	Caravan & camping (pitches)	30,317	31%

Source: Capita

Source: Fáilte Ireland Accommodation Survey



9. Excludes Marinas