



OVERSEAS VISITORS



Tourism Ireland
Marketing the island of Ireland overseas

ISLAND OF IRELAND

2014 FACTS & FIGURES

1/2 MILLION
EXTRA VISITORS

8.4 MILLION
VISITORS

€246m/£199m
SPEND INCREASE

OVERSEAS VISITORS

Almost 8.4 million visitors were welcomed on the island of Ireland in 2014, over half a million more than in 2013 (+6% increase).



WHERE DID THEY COME FROM?

GB [48%], US [13%], Germany [7%], & France [5%] represented almost three-quarters of all overseas visitors to the island in 2014.



AVERAGE SPEND/LENGTH OF STAY

The average spend per overseas visitor was €492/£398 in 2014. The average length of stay for visitors was 7.7 nights and holidaymakers was 6.7 nights.



GREAT BRITAIN



NORTH AMERICA



MAINLAND EUROPE



OTHER AREAS

WHY WERE OUR VISITORS HERE?

More than two-fifths of visitors to the island of Ireland in 2014 came for a holiday, that is +280,000 (+8%) more holidaymakers than in 2013. More than one-third (37%) came to visit friends and/or relatives (VFR) while almost one-fifth came for business reasons.



HOLIDAY

43%



VFR

37%



BUSINESS

16%



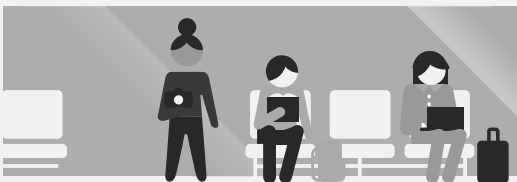
OTHER

4%

PROMOTABLE VISITORS*

More than 4 million promotable visitors were welcomed to the island in 2014, +256,000 more than in 2013.

+7%



OVERSEAS REVENUE

The island of Ireland generated €4.1/£3.4 billion in 2014, an additional +€246/£199 million compared to 2013.



+6%

€4.1/£3.4 BILLION

WHERE DID THE REVENUE COME FROM?

GB [30%], US [23%], Germany [8%], & France [5%] represent two-thirds of all overseas revenue generated on the island in 2014.

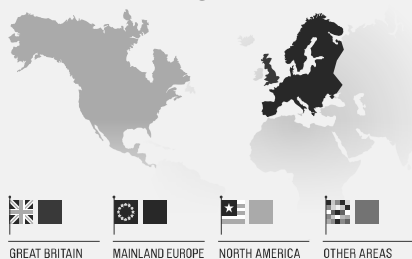


POPULAR PLACES?

Dublin, the South West and Northern Ireland remain the most popular destinations for visitors.



2014 NUMBERS & MARKET AREA SHARE

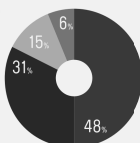


VISITORS

8,435,000

+6%

Change vs 2013



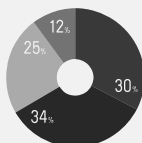
REVENUE

€4,148 million

£3,354 million

+6%

Change vs 2013

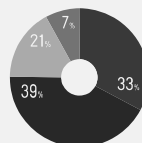


PROMOTABLES*

4,084,000

+7%

Change vs 2013

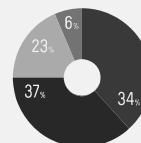


HOLIDAYMAKERS

3,645,000

+8%

Change vs 2013

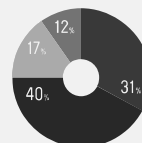


NIGHTS

65,149,000





+7%

Change vs 2013







* Promotable visitors are made up of holidaymakers, conference, trade fair/exhibition visitors and visitors here for English Language Training (ELT).

WHERE DID OUR VISITORS COME FROM? (000's)

	Island of Ireland			Republic of Ireland			Northern Ireland		
	2014	vs. 2013	Share	2014	vs. 2013	Share	2014	vs. 2013	Share
Total	8,435	+6%		7,105	+6%		1,789	+6%	
	4,066	+4%	48%	3,007	+5%	42%	1,175	+1%	66%
	2,614	+6%	31%	2,490	+6%	35%	265	+9%	15%
GERMANY	555	+15%	7%	535	+15%	8%	59	+16%	3%
FRANCE	441	+4%	5%	420	+3%	6%	48	+11%	3%
SPAIN	291	+11%	3%	274	+10%	4%	32	+23%	2%
ITALY	253	+9%	3%	246	+9%	3%	21	+13%	1%
	1,236	+14%	15%	1,146	+10%	16%	227	+38%	13%
USA	1,077	+13%	13%	1,005	+9%	14%	182	+38%	10%
CANADA	158	+27%	2%	140	+22%	2%	46	+36%	3%
	520	+8%	6%	462	+7%	7%	122	+2%	7%
AUS / NZ / 0o	208	+1%	3%	191	-1%	3%	55	-14%	3%





WHY WERE OUR VISITORS HERE?

	Holiday	VFR*	Business	Other
Total	43%	37%	16%	4%
	31%	49%	18%	2%
	51%	25%	17%	8%
	66%	21%	9%	4%
	45%	37%	13%	5%

VFR* – Visiting friends and relatives







HOW MUCH DID OUR VISITORS SPEND?

	Island of Ireland				Republic of Ireland				Northern Ireland			
	2014 €m	2014 £m	vs. 2013	Share	2014 €m	2014 £m	vs. 2013	Share	2014 €m	2014 £m	vs. 2013	Share
Total	4,148	3,354	+6%		3,596	2,908	+8%		552	446	-6%	
	1,245	1,006	+1%	30%	927	749	+4%	26%	318	257	-6%	58%
	1,390	1,124	+5%	34%	1,301	1,052	+6%	36%	88	72	-1%	16%
	1,018	823	+12%	25%	940	760	+13%	26%	77	62	-1%	14%
	496	401	+11%	12%	428	346	+16%	12%	68	55	-16%	12%

Exchange Rate: 1 Euro = 0.81 Sterling

HOW DOES PURPOSE OF VISIT CONTRIBUTE TO SPEND?

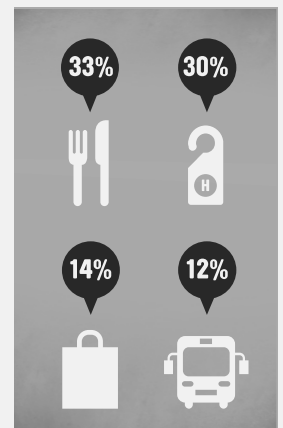
	Business	VFR*	Holiday	Other
Total	17%	26%	49%	9%
	23%	40%	35%	3%
	18%	16%	51%	15%
	10%	15%	69%	6%
	13%	38%	37%	12%

VFR* – Visiting friends and relatives





HOW DID THEY SPEND THEIR MONEY?

	Bed & Board	Food & Drink	Shopping	Internal Transport	SS/Ents*	Misc
Total	30%	33%	14%	12%	7%	4%
	26%	38%	13%	12%	6%	5%
	32%	32%	14%	12%	7%	3%
	31%	32%	13%	13%	8%	3%
	29%	32%	16%	11%	8%	5%

SS/Ents* – Sightseeing & Entertainment







HOW MANY NIGHTS DID THEY STAY?

	2014 (000's)	vs. 2013	Share
Total	65,149	+7%	
	20,496	0%	31%
	25,908	+11%	40%
	11,182	+6%	17%
	7,563	+14%	12%





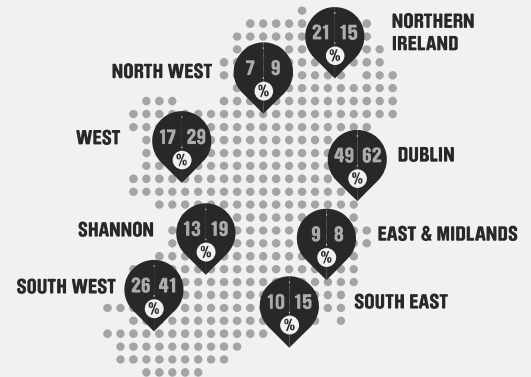
WHERE DID THEY STAY?

	Friends/Relatives	Hotels	Rented	B&B/Guesthouse	Other
Total	33%	25%	14%	9%	18%
	49%	24%	8%	4%	14%
	23%	22%	20%	11%	23%
	21%	42%	11%	12%	14%
	41%	17%	17%	7%	18%





WHERE ON THE ISLAND OF IRELAND DID OUR VISITORS & HOLIDAYMAKERS STAY?

	Dublin	South West	Northern Ireland	West	Shannon	South East	East & Midlands	North West
Visitors (000's)	4,119	2,229	1,789	1,442	1,077	870	781	602
Share	49%	26%	21%	17%	13%	10%	9%	7%
Holidays (000's)	2,245	1,490	544	1,040	702	562	294	323
Share	62%	41%	15%	29%	19%	15%	8%	9%

 % VISITORS
 % HOLIDAYMAKERS







WHERE DID OUR PROMOTABLE VISITORS COME FROM?

	2014 (000's)	vs. 2013	Share
Total	4,084	+7%	
	1,364	+9%	33%
	1,594	+4%	39%
	851	+12%	21%
	275	-2%	7%



WHERE DID OUR HOLIDAYMAKERS COME FROM?

	2014 (000's)	vs. 2013	Share
Total	3,645	+8%	
	1,253	+9%	34%
	1,336	+7%	37%
	821	+12%	23%
	234	-2%	6%



*Promotable visitors are made up of holidaymakers, conference, trade fair/exhibition visitors and visitors here for English Language Training (ELT)





HOLIDAYMAKER PROFILES

WHAT SOCIO ECONOMIC GROUP DO OUR HOLIDAYMAKERS BELONG TO?


	AB Managerial Professional	C1 White Collar	C2 Skilled Worker	DE Unskilled Worker
Total	32%	50%	14%	4%
	34%	41%	19%	6%
	30%	53%	15%	3%
	32%	55%	10%	2%
	36%	53%	7%	4%



HOW LONG DID OUR HOLIDAYMAKERS STAY?





	1-3 nights	4-5 nights	6-8 nights	9-14 nights	15+ nights	Average nights
Total	26%	20%	30%	18%	6%	6.7
	45%	23%	22%	9%	1%	4.7
	21%	20%	31%	21%	8%	7.4
	16%	16%	36%	25%	8%	7.9
	41%	18%	22%	13%	6%	9.3

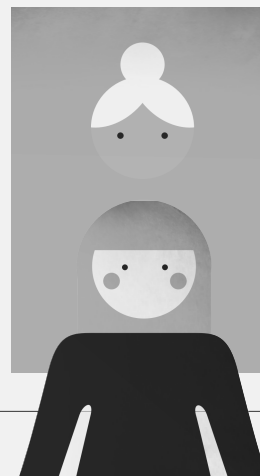
WHAT AGE ARE OUR HOLIDAYMAKERS?

	U16	16-24	25-34	35-44	45-54	55-64	65+
Total	3%	16%	20%	12%	18%	17%	13%
	3%	11%	13%	13%	23%	20%	16%
	5%	18%	26%	14%	17%	13%	7%
	3%	17%	18%	10%	14%	20%	19%
	2%	17%	23%	10%	23%	13%	12%



HAD OUR HOLIDAYMAKERS BEEN HERE BEFORE?

	1st visit	Repeat	Born here
Total	59%	39%	2%
	24%	70%	6%
	67%	33%	0%
	75%	24%	1%
	75%	24%	2%



For further detail or copies of any of our research publications
please visit our website: www.tourismireland.com



FURTHER INFORMATION...

Tourism Ireland is the organisation responsible for marketing the island of Ireland overseas as a tourist destination. In addition to this role Tourism Ireland also undertakes regional / product marketing and promotional activities on behalf of Fáilte Ireland and the Northern Ireland Tourist Board through its overseas market offices.

*All the information contained within this publication is based on information provided by NISRA's Northern Ireland Passenger Survey, the CSO's Country of Residence Survey and the Passenger Card Inquiry and Fáilte Ireland's Survey of Overseas Travellers. We would like to thank NISRA, Fáilte Ireland and the CSO for their assistance to Tourism Ireland in compiling **Facts & Figures 2014.***

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