

U.S. Department of Commerce
International Trade Administration



National Travel and Tourism Office

2015 Market Profile: Ireland



2015 Market Profile: Ireland

Visitation Trends (Arrivals)

[Thousands of Visitors]	2008	2009	2010	2011	2012	2013	2014 ^r	2015 ¹	Change 2015/2008
Total Arrivals	531	411	360	347	332	367	400	450	-81
Percentage Change (%)	8	-23	-12	-4	-4	11	9	13	-15

Spending Trends (Exports)

[Millions of U.S. Dollars]	2008	2009	2010	2011	2012	2013 ^r	2014 ^r	2015 ^r	Change 2015/2008
Total Travel and Tourism Exports ²	\$2,253	\$1,457	\$1,275	\$1,359	\$1,363	\$1,464	\$1,634	\$1,841	-\$412
Travel Receipts	\$1,828	\$1,179	\$1,031	\$1,096	\$1,111	\$1,180	\$1,298	\$1,516	-\$312
Education Receipts	\$46	\$45	\$52	\$50	\$47	\$40	\$42	\$45	-\$1
Other Business/Personal	\$1,778	\$1,118	\$968	\$1,033	\$1,050	\$1,129	\$1,248	\$1,465	-\$313
Health/Border/Seasonal	\$4	\$16	\$11	\$13	\$14	\$11	\$8	\$6	\$2
Passenger Fare Receipts	\$425	\$278	\$244	\$263	\$252	\$284	\$336	\$325	-\$100
% Change in Total Exports	20%	-35%	-12%	7%	0%	7%	12%	13%	-18%

Information Sources Used for Trip Planning

Information Sources Used (multiple responses)	2014 (Percent)	2015 (Percent)	Point Change ⁽³⁾
Airlines	59	52	-7.1
Online Travel Agency	37	26	-11.2
Personal Recommendation	21	20	-0.6
Travel Agency Office	15	17	1.8
Corporate Travel Dept.	8	11	2.8
Tour Operator/Travel Club	9	10	0.7
Travel Guides	9	6	-3.4
National/State/City Travel Office	7	4	-3.1
Other	5	2	-3.5

Main Purpose of Trip

Main Purpose of Trip	2014 (Percent)	2015 (Percent)	Point Change ⁽³⁾
Vacation/Holiday	63	61	-1.9
Visit Friends/Relatives	23	21	-2.2
Business	7	12	4.2
Convention/Conference/Trade Show	3	3	0.5
Education	3	3	0.0
Health Treatment	0.0	0.1	0.1
Religion/Pilgrimages	0.0	0.1	0.1
Other	1.3	0.4	-0.9

All Purposes of Trip

Purpose of Trip (multiple responses)	2014 (Percent)	2015 (Percent)	Point Change ⁽³⁾
Vacation/Holiday	71	67	-3.9
Visit Friends/Relatives	34	34	0.3
Business	9	14	4.4
Convention/Conference/Trade Show	4	4	0.4
Education	4	4	-0.5
Religion/Pilgrimages	1.7	0.3	-1.4
Health Treatment	0.3	0.1	-0.2
Other	1.2	0.5	-0.7
NET PURPOSES OF TRIP:			
Leisure & VFR	89	84	-4.9
Business & Convention	13	17	3.8

Activity Participation While in the United States

Activity Participation While in the U.S. (multiple responses)	2014 (Percent)	2015 (Percent)	Point Change ⁽³⁾
Shopping	89	87	-2.3
Sightseeing	84	80	-3.4
National Parks/Monuments	39	37	-1.4
Experience Fine Dining	46	34	-11.4
Small Towns/Countryside	31	33	2.1
Guided Tours	29	33	3.5
Historical Locations	28	31	2.6
Amusement/Theme Parks	26	30	4.0
Art Gallery/Museum	27	27	-0.2
Nightclubbing/Dancing	19	22	2.5
Concert/Play/Musical	22	21	-0.3
Sporting Event	13	17	4.7
Casinos/Gamble	14	15	0.7
Cultural / Ethnic Heritage Sites	13	15	2.0
Water Sports	7	13	5.4
Camping/Hiking	5	6	1.8
Golfing/Tennis	6	5	-0.9
Environ./Eco. Excursions	4	3	-1.4
American Indian Communities	4.4	1.6	-2.8
Snow Sports	1.7	1.6	-0.1
Hunting/Fishing	4.0	1.1	-2.9
Other	0.6	1.4	0.8



Transportation Used in the United States

Transportation Types Used in United States (multiple responses)	2014 (Percent)	2015 (Percent)	Point Change ⁽³⁾
City Subway/Tram/Bus	37	40	2.6
Taxicab/Limousine	48	39	-9.1
Auto, Private or Company	24	35	11.4
Air Travel between U.S. Cities	25	25	-0.7
Rented Auto	23	22	-1.3
Bus between Cities	16	19	2.3
Ferry/River Taxi/Srt Scenic Cruise	8	11	3.1
Railroad between Cities	12	5	-7.4
Cruise Ship/River Boat 1+ Nights	7	5	-2.7
Rented Bicycle/Motorcycle/Moped	0.8	3.6	2.8
Motor Home/Camper	0.6	0.3	-0.3

Select Traveler Characteristics

Traveler Characteristics	2014	2015	Change ⁽³⁾
Advance Trip Decision Time (mean days)	108	110	1.8
Advance Trip Decision Time (median days)	90	90	0.0
Prepaid Package	12	12	-0.9
First International Trip to the U.S.	15	18	3.5
Length of Stay in U.S. (mean nights)	16.1	16.2	0.1
Length of Stay in U.S. (median nights)	8	8	0.0
Number of States Visited (% 1 state)	74	81	7.1
Average Number of States Visited	1.4	1.3	-0.1
Hotel/Motel (% 1+ nights)	70	73	3.4
Average # of Nights in Hotel/Motel	7.5	11.8	4.3
Travel Party Size (mean # of persons)	1.7	1.7	0.0
Gender: % Male (among adults)	49	47	-2.2
Household Income (mean average)	\$98,459	\$95,845	-\$2,614
Household Income (median average)	\$75,269	\$78,890	\$3,621
Average Age: Female (among adults)	42	39	-3.1
Average Age: Male (among adults)	42	42	-0.1

U.S. Destinations Visited (States, Cities, and Regions)

Visitation to U.S. Destinations/Regions ⁽³⁾ (Multiple Responses)	Market Share 2014 (Percent)	Volume 2014 ^r (000)	Market Share 2015 (Percent)	Volume 2015 ¹ (000)
No destinations meet the minimum sample requirement.				

- (1) 2015 arrivals and percent change reflect a combination of additional records counted and market conditions.
- (2) Total Travel & Tourism Exports = travel receipts (purchase of travel and tourism-related goods and services, to include food, lodging, recreation, gifts, entertainment, local transportation in the country of travel, and other items incident to a foreign visit) + passenger fare receipts (fares paid to U.S. air carriers and vessel operators for travel between the United States and foreign countries and between two foreign points).
- International standards now use a broader definition of travel than previously used, which includes education-related and health-related travel, as well as expenditures on goods and services by border, seasonal, and other short-term workers in the United States. For more information, please visit: <http://travel.trade.gov/pdf/restructuring-travel.pdf>
- (3) Percentage-point and percentage changes are based on non-rounded data.
- (4) Only census region, state, and city destinations having a sample size of 400 or more are displayed. Due to quarterly data weighting by country and port of entry, some unreported destinations may have a higher proportion of total than those reported.
- (n/a) Not available.
- (r) Estimate was revised.
- (p) Estimate is preliminary and subject to revision.
- Note: Estimate not shown due to sample size fewer than 400 for this year. This profile shows only a portion of the 37 travel attributes data reported on international arrivals to the United States. Additional information may be obtained for a fee. To learn more, please visit our website: <http://travel.trade.gov/research/index.html>

For a list of the states that comprise each census region, please visit: http://travel.trade.gov/outreachpages/census_regions.html

Interested in data for your destination? NTTO sells custom reports. To learn more, visit: <http://travel.trade.gov/research/programs/ifs/customized.html>

Source: U.S. Department of Commerce, ITA, National Travel & Tourism Office; Bureau of Economic Analysis

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Survey of International Air Travelers

The Survey of International Air Travelers provides a level of detail and insight into the traveler characteristics and travel patterns of international visitors to and from the United States not found elsewhere. Responses are weighted with data from the Department of Homeland Security and the following thirty-seven tables are then populated. This report, which was constructed using just a fraction of the data available, summarizes what we know about the international traveler who visits the United States.

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Interested in obtaining data for your organization?

One of the unique features of the Survey program is its 'data-mining' potential. The Survey research data, collected from the questionnaire, is maintained in a computer database. Therefore, customized reports, special tables and data files are available.

To learn more, go to: <http://travel.trade.gov/research/programs/ifs/index.html>

For NTTO programs of interest visit:

<http://travel.trade.gov/research/index.html>

- Summary of International Travel to the United States (I-94)
- U.S. International Air Traveler Statistics (APIS, formerly I-92)
- Survey of International Air Travelers (SIAT)
- Canadian Statistics
- Forecast of International Arrivals to the United States
- U.S. Travel and Tourism Exports, Imports and the Balance of Trade
- U.S. Travel and Tourism Satellite Accounts

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