

	A	B	C	D	E	F	G	H	I	J	K
1	<b>IRELAND Profile</b>										
2	<b>Arrivals to the U.S.</b>										
3											
4	<b>TRENDS IN ARRIVALS (in thousands)</b>										
5	Year		2009	2010	2011	2012	2013	2014	2015 <sup>1</sup>	2016	Change 2016 / 2009
6	Arrivals		411	360	347	332	367	400	450	442	31
7		% Change	-23	-12	-4	-4	11	9	13	-2	7
8											
9	<b>TRENDS IN RECEIPTS (in millions)</b>										
10	Year		2009	2010	2011	2012	2013	2014 <sup>r</sup>	2015 <sup>r</sup>	2016 <sup>r</sup>	Change 2016 / 2009
11	Total Travel & Tourism Exports <sup>2</sup>		\$1,457	\$1,275	\$1,359	\$1,363	\$1,464	\$1,667	\$1,854	\$1,783	\$326
12	Travel Receipts (at U.S. destinations)		\$1,179	\$1,031	\$1,096	\$1,111	\$1,180	\$1,316	\$1,504	\$1,486	\$307
13	Education Receipts		\$45	\$52	\$50	\$47	\$40	\$44	\$46	\$47	\$2
14	Other Business/Personal Receipts		\$1,118	\$968	\$1,033	\$1,050	\$1,129	\$1,248	\$1,435	\$1,414	\$296
15	Health/Border/Seasonal		\$16	\$11	\$13	\$14	\$11	\$24	\$23	\$25	\$9
16	Passenger Fare Receipts (on U.S. carriers)		\$278	\$244	\$263	\$252	\$284	\$351	\$350	\$297	\$19
17		% Change in Total Receipts	-35	-12	7	0	7	14	11	-4	22
18											
19	<b>SELECTED TRAVELER CHARACTERISTICS (by percentage point change)</b>										
20	<b>Information Sources Used to Plan Trip</b> (multiple response)		2015 (Percent)	2016 (Percent)	% Point Change <sup>3</sup> (Points)						
21		Airlines	52	57	5.0						
22		Online Travel Agency	26	29	3.3						
23		Personal Recommendation	20	20	0.5						
24		Travel Agency Office	17	19	1.8						
25		Corporate Travel Dept.	11	12	0.5						
26		Tour Operator/Travel Club	10	10	-0.2						
27		Travel Guides	6	9	2.8						
28		National/State/City Travel Office	4	6	2.3						
29		Other	1.9	1.2	-0.7						
30											
31	<b>Main Purpose of Trip</b>		2015 (Percent)	2016 (Percent)	% Point Change <sup>3</sup> (Points)						
32		Vacation/Holiday	61	60	-1.2						
33		Visit Friends/Relatives	21	23	2.5						
34		Business	12	12	0.1						
35		Convention/Conference/Trade Show	3	4	0.9						
36		Education	2.8	1.0	-2.0						
37		Religion/Pilgrimages	0.1	0.2	0.1						
38		Health Treatment	0.1	0.1	0.0						
39		Other	0.4	0.3	-0.1						
40											
41	<b>Purpose of Trip</b> (multiple response)		2015 (Percent)	2016 (Percent)	% Point Change <sup>3</sup> (Points)						
42		Vacation/Holiday	67	70	3.3						
43		Visit Friends/Relatives	34	37	2.9						
44		Business	14	13	-0.3						
45		Convention/Conference/Trade Show	4	7	2.2						
46		Education	3.8	1.0	-2.6						
47		Religion/Pilgrimages	0.3	0.2	-0.1						
48		Health Treatment	0.1	0.1	0.0						
49		Other	0.5	0.2	-0.3						
50											
51	<b>Net Purposes of Trip:</b>										
52		Leisure & VFR	84	86	1.6						
53		Business & Convention	17	18	1.1						
54											

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55	<b>Transportation Types Used in U.S.:</b> (multiple response)		<b>2015</b> (Percent)	<b>2016</b> (Percent)	<b>% Point</b> <b>Change <sup>3</sup></b> (Points)						
56		Taxicab/Limousine	39	45	5.5						
57		City Subway/Tram/Bus	40	36	-3.7						
58		Auto, Private or Company	35	30	-5.1						
59		Rented Auto	22	22	0.0						
60		Air Travel between U.S. Cities	25	21	-3.1						
61		Bus between Cities	19	17	-1.6						
62		Ride-Sharing Service	-	12	-						
63		Ferry/River Taxi/Short Scenic Cruise	11	12	0.4						
64		Railroad between Cities	5	8	3.0						
65		Cruise Ship/River Boat 1+ Nights	5	6	1.0						
66		Rented Bicycle/Motorcycle/Moped	4	2	-2.0						
67		Motor Home/Camper	0.3	1	0.5						
68	<b>Activity Participation While Within U.S.</b> (multiple response)		<b>2015</b> (Percent)	<b>2016</b> (Percent)	<b>% Point</b> <b>Change <sup>3</sup></b> (Points)						
69		Shopping	87	87	0.3						
70		Sightseeing	80	84	3.6						
71		Experience Fine Dining	34	40	5.5						
72		National Parks/Monuments	37	39	1.7						
73		Historical Locations	31	34	3.0						
74		Art Gallery/Museum	27	31	4.0						
75		Guided Tours	33	30	-2.5						
76		Small Towns/Countryside	33	30	-3.1						
77		Amusement/Theme Parks	30	27	-3.3						
78		Concert/Play/Musical	21	25	3.3						
79		Nightclubbing/Dancing	22	21	-0.6						
80		Sporting Event	17	15	-2.1						
81		Casinos/Gamble	15	12	-2.5						
82		Cultural / Ethnic Heritage Sites	15	11	-3.6						
83		Water Sports	13	11	-1.9						
84		Camping/Hiking	6	5	-1.9						
85		American Indian Communities	2	3	1.1						
86		Hunting/Fishing	1	3	1.5						
87		Golfing/Tennis	5	3	-2.6						
88		Environ./Eco. Excursions	3	1	-1.5						
89		Snow Sports	2	0.2	-1.4						
90		Other	1	1	-0.6						
91											
92	<b>SELECTED TRAVELER CHARACTERISTICS</b>		<b>2015</b> (Percent)	<b>2016</b> (Percent)	<b>Change</b>						
93		Advance Trip Decision Time (mean days)	110	113	2.5						
94		Advance Trip Decision Time (median days)	90	90	0.0						
95		Prepaid Package	12	11	-0.5						
96		First International Trip to the U.S.	18	18	-0.7						
97		Length of Stay in U.S. (mean nights)	16.2	12.4	-3.8						
98		Length of Stay in U.S. (median nights)	8	8	0.0						
99		Number of States Visited (% 1 state)	81	81	0.4						
100		Average Number of States Visited	1.3	1.3	0.0						
101		Hotel/Motel (% 1+ nights)	73	73	-0.6						
102		Average # of Nights in Hotel/Motel	11.8	7.6	-4.2						
103		Travel Party Size (mean # of persons)	1.7	1.7	0.0						
104		Gender: % Male (among adults)	47	50	3.0						
105		Household Income (mean average)	\$ 95,845	\$ 85,517	-\$10,328						
106		Household Income (median average)	\$ 78,890	\$ 75,071	-\$3,819						
107		Average Age: Female (among adults)	39	39	0.6						
108		Average Age: Male (among adults)	42	43	0.6						
109											

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110	<b>VISITATION TO U.S. DESTINATIONS<sup>4</sup></b> (multiple response)		<b>Market Share 2015 (Percent)</b>	<b>Volume 2015 (000s)</b>	<b>Market Share 2016 (Percent)</b>	<b>Volume 2016<sup>1</sup> (000s)</b>					
111	No destinations meet the minimum sample requirement.										
112											
113	<b>Notes:</b>										
114	(1) 2015 arrivals and percent change reflect a combination of additional records counted and market conditions.										
115	(2) <i>Total Travel &amp; Tourism Exports</i> = 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).										
116	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: <a href="http://travel.trade.gov/pdf/restructuring-travel.pdf">http://travel.trade.gov/pdf/restructuring-travel.pdf</a>										
117											
118	(3) Percentage-point and percentage changes are based on non-rounded data.										
119											
120	(4) Only census region, state, and city destinations having a sample size of 400 or more are displayed.										
121											
122	(-) No estimate available.										
123											
124	(n/a) Estimate not yet available.										
125											
126	(**) Estimate not shown due to sample size fewer than 400 for this year.										
127											
128	(r) Estimate was revised.										
129											
130	(p) Estimate is preliminary and subject to revision.										
131											
132	Note: This profile shows only a portion of the 37 travel characteristics data reported on international arrivals to the U.S. Additional information may be obtained for a fee. To learn more, please visit our website: <a href="http://travel.trade.gov/research/index.html">http://travel.trade.gov/research/index.html</a>										
133											
134	For a list of the states that comprise each census region, please visit: <a href="http://travel.trade.gov/outreachpages/census_regions.html">http://travel.trade.gov/outreachpages/census_regions.html</a>										
135											
136	Interested in data for your destination? The NTTO sells custom reports. To learn more, go to:										
137	<a href="http://travel.trade.gov/research/reports/ifs/customized.asp">http://travel.trade.gov/research/reports/ifs/customized.asp</a>										
138											
139	Source: U.S. Department of Commerce, ITA, National Travel & Tourism Office; Bureau of Economic Analysis										
140											
141	Publication Date: November 2017										