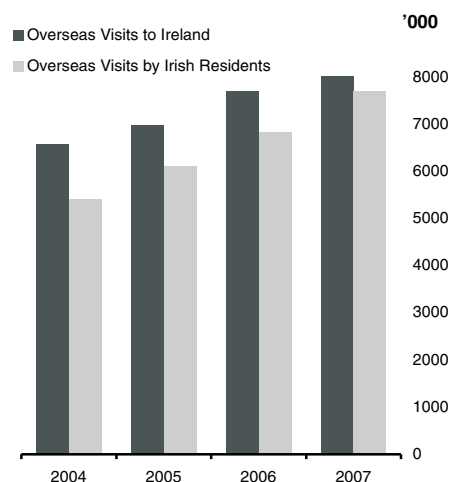




Tourism and Travel 2007

Number of Visits



	Overseas Visits to Ireland '000	Overseas Visits by Irish Residents '000
2004	6,574	5,409
2005	6,977	6,113
2006	7,709	6,848
2007	8,012	7,713

13% increase in Number of Overseas Visits by Irish Residents in 2007

The number of Overseas Visits by Irish Residents increased by 13% to 7,713,000 in 2007 compared to 6,848,000 in 2006. The number of Overseas Visits by Irish Residents on Continental European routes totalled 4,583,000 in 2007, an increase of 19% on 2006. Overseas Visits by Irish Residents on Transatlantic routes in 2007 increased by 14% to 441,000. Overseas Visits by Irish Residents on Air Cross-Channel routes increased by 5% on 2006, while the number on Sea Cross Channel routes fell by 2%. *See Table 13 and Graph.*

There were 8,012,000 Overseas Visits to Ireland in the year 2007, compared with 7,709,000 in 2006, an increase of 4%. The number of Overseas Visits on Continental European routes in 2007 increased by 18% on 2006. The number of Overseas Visits on Air Cross-Channel routes fell by 4%. The number of Visits by residents of Other European countries grew in 2007 by 14%. *See Table 3 and Graph.*

The expenditure figures for the year 2007 show a net outflow of €1,261m - earnings from Visits to Ireland accounted for €4,902m, while expenditure by Irish Visitors Abroad amounted to €6,163m. *See Table 17.*

The Tourism figures in this release also show that:

- ◆ The number of visits to Ireland for the purpose of Business increased by 10% while trips for the purpose of Visit to Friends/Relatives decreased by 3%. *See Table 3.*
- ◆ In 2007 the number of Bednights spent in Hotels by Overseas Visitors to Ireland grew by 12% on 2006. In the same period, the number of Bednights spent in Guest houses/B&Bs by Overseas Visitors to Ireland fell by 11%. *See Table 8.*
- ◆ The average length of stay of Overseas Visits to Ireland during 2007 was 7.3 nights. This compares with an average of 8.1 nights for Overseas Visits by Irish Residents. *See Tables 7 and 16.*

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Table 1 Visits to Ireland by Non-Residents - Estimated Expenditure (Classified by Route of Travel) and Total International Tourism and Travel Earnings

€ million

Estimated Expenditure	2003	2004	2005	2006	2007 ³
Route of Travel					
Air Cross-Channel	1,334	1,388	1,372	1,471	1,424
Sea Cross-Channel	515	487	493	453	465
Continental European	794	841	1,076	1,310	1,464
Transatlantic	555	488	513	559	568
All Overseas Routes	3,198	3,204	3,455	3,793	3,920
Cross-Border¹	226	228	235	237 ³	256
Total Expenditure (excluding international fares)	3,424	3,432	3,689	4,029³	4,176
Passenger fare receipts of Irish carriers from Visits to Ireland	633	634	583	663	726
Total international tourism and travel earnings²	4,057	4,065	4,272	4,692³	4,902

¹ Estimates are for tourist expenditure only

² Total Expenditure (excl. international fares) plus passenger fare receipts of Irish carriers from visits to Ireland

³ Revised

Table 2 Overseas Visits to Ireland by Non-Residents - Estimated Expenditure (Excluding International Fares) Classified by Area of Residence and Reason for Journey

€ million

Estimated Expenditure	2003	2004	2005	2006	2007
Total Expenditure (excluding international fares)	3,198	3,204	3,455	3,793	3,920
Area of Residence					
Great Britain	1,295	1,253	1,257	1,373	1,388
Other Europe	884	927	1,232	1,352	1,400
USA and Canada	784	769	731	803	806
Other Areas	235	255	234	265	326
Reason for Journey					
Business	402	424	457	473	554
Holiday/Leisure/Recreation	1,779	1,774	1,822	2,029	2,108
Visit to Friends/Relatives	708	755	884	936	914
Other	309	251	292	353	344

Table 3 Visits to Ireland - Estimated Number of Overseas Visits by Non-Residents (Classified by Route of Travel, Area of Residence and Reason for Journey) and of Cross-Border Visits on Rail and Scheduled Bus Services

	'000				
Visits	2003	2004	2005	2006	2007 ¹
Total Overseas Visits	6,369	6,574	6,977	7,709	8,012
Route of Travel					
Air Cross-Channel	3,253	3,413	3,595	3,900	3,754
Sea Cross-Channel	1,262	1,192	1,085	983	1,013
Continental European	1,287	1,408	1,705	2,181	2,575
Transatlantic	567	561	592	645	669
Area of Residence					
Great Britain	3,719	3,681	3,822	4,060	4,032
Other Europe	1,497	1,600	1,917	2,281	2,590
USA and Canada	904	977	953	1,055	1,073
Other Areas	249	317	285	314	317
Reason for Journey					
Business	854	926	967	1,100	1,211
Holiday/Leisure/Recreation	3,334	3,413	3,428	3,775	4,035
Visit to Friends/Relatives	1,736	1,807	2,125	2,323	2,247
Other	445	429	457	511	519
Cross Border Visits					
Rail					
Length of Stay - 1 Day or less	102	89	87	81	96
- Over 1 day	145	126	123	115	136
Scheduled Bus					
Length of Stay - 1 Day or less	115	113	107	100	92
- Over 1 day	162	160	152	142	130

¹ Revised

Table 4 Overseas Visits to Ireland by Non-Residents Distinguishing Same-Day Visits

		'000
Visits	2006	2007 ¹
Total Overseas Visits	7,709	8,012
Same-day visits (i.e. no overnight in Ireland)	424	422
Visits with at least one overnight in Ireland	7,285	7,590

¹ Revised**Table 5 Overseas Same-Day Visits to Ireland by Non-Residents - Classified by Area of Residence and Reason for Journey, 2007¹**

	Reason for Journey				'000
Visits	Business	Holiday/Leisure/ Recreation	Visit to Friends/ Relatives	Other	Total
Total Same-day Visits (i.e. no overnight in Ireland)	215	115	56	36	422
Great Britain	185	81	35	16	316
Other Europe	21	10	10	12	53
USA & Canada	8	22	7	8	45
Other Areas	1	2	3	1	8

¹ Revised**Table 6 Overseas Visits to Ireland by Non-Residents, with at least one overnight in Ireland - Classified by Area of Residence and Reason for Journey, 2007¹**

	Reason for Journey				'000
Visits	Business	Holiday/Leisure/ Recreation	Visit to Friends/ Relatives	Other	Total
Total Visits with at least one overnight in Ireland	996	3,920	2,192	482	7,590
Great Britain	511	1,754	1,270	181	3,715
Other Europe	357	1,358	595	226	2,537
USA & Canada	87	663	223	56	1,028
Other Areas	42	145	104	19	309

¹ Revised

Table 7 Overseas Visits to Ireland by Non-Residents, with at least one overnight in Ireland - Estimated Average Length of Stay (Nights) Classified by Route of Travel, Area of Residence and Reason for Journey

		Nights
Length of Stay	2006	2007 ¹
All Overseas Visits	7.6	7.3
Route of Travel		
Air Cross-Channel	5.1	4.8
Sea Cross-Channel	8.3	8.4
Continental European	11.1	9.9
Transatlantic	9.6	9.5
Area of Residence		
Great Britain	4.8	4.7
Other Europe	11.2	9.6
USA and Canada	9.0	9.1
Other Areas	12.4	14.5
Reason for Journey		
Business	4.2	5.2
Holiday/Leisure/Recreation	7.0	6.8
Visit to Friends/Relatives	8.5	7.9
Other	15.8	13.1

¹ Revised

Table 8 Overseas Visits to Ireland by Non-Residents, with at least one overnight in Ireland - Number of Bednights Classified by Type of Accommodation used

		'000				
Bednights	2006	2007 ¹	2007			
			Jan-Mar ¹	Apr-Jun ¹	Jul-Sep	Oct-Dec
Accommodation	55,615	55,628	9,041	13,610	21,652	11,328
Hotel	12,063	13,474	2,241	3,473	4,956	2,804
Guest house/B&B	6,771	6,017	606	2,022	2,577	812
Rented house/Apartment	10,654	10,388	2,021	2,602	3,537	2,229
Caravan/Camping	983	1,083	14	291	748	31
Hostel	1,835	1,684	276	455	689	265
Friends/Relatives	18,230	17,292	3,446	3,589	6,238	4,020
Other	5,079	5,689	437	1,178	2,907	1,167

¹ Revised

Table 9 Overseas Visits to Ireland by Non-Residents, with at least one overnight in Ireland - Number of Bednights Classified by Area of Residence and Type of Accommodation used

'000

Bednights	2006	2007 ¹	2007			
			Jan-Mar ¹	Apr-Jun ¹	Jul-Sep	Oct-Dec
Great Britain	17,895	17,487	2,833	4,364	6,707	3,582
Hotel	4,535	4,993	991	1,345	1,475	1,182
Guest house/B&B	1,627	1,552	212	472	665	203
Rented house/Apartment	2,720	2,408	287	690	1,197	233
Caravan/Camping	320	364	4	80	267	13
Hostel	170	173	34	39	75	25
Friends/Relatives	7,651	7,143	1,177	1,529	2,692	1,745
Other	872	854	128	209	336	181
Other Europe	24,902	24,288	4,044	5,675	9,959	4,612
Hotel	3,626	4,508	691	1,145	1,873	799
Guest house/B&B	3,232	2,578	254	813	1,171	341
Rented house/Apartment	6,109	5,698	1,257	1,402	1,637	1,402
Caravan/Camping	603	670	10	194	452	15
Hostel	1,162	862	154	197	394	117
Friends/Relatives	6,670	6,174	1,500	1,151	2,103	1,420
Other	3,500	3,798	178	773	2,329	518
USA & Canada	9,052	9,381	1,317	2,592	3,445	2,028
Hotel	3,167	3,356	444	852	1,351	710
Guest house/B&B	1,496	1,401	112	560	546	182
Rented house/Apartment	1,209	1,376	241	331	402	402
Caravan/Camping	18	47	0	16	29	2
Hostel	350	333	46	128	108	51
Friends/Relatives	2,261	2,149	391	538	828	393
Other	551	719	83	167	181	288
Other Areas	3,768	4,472	845	979	1,541	1,105
Hotel	735	617	115	131	257	114
Guest house/B&B	417	485	27	177	195	86
Rented house/Apartment	617	906	235	179	301	191
Caravan/Camping	42	3	0	2	0	1
Hostel	153	317	42	90	112	72
Friends/Relatives	1,647	1,826	378	371	615	462
Other	157	318	48	29	61	179

¹ Revised

Table 10 Overseas Visits to Ireland by Non-Residents, with at least one overnight in Ireland - Number of Bednights Classified by Type of Accommodation used and Reason for Journey, 2007¹

					'000
Bednights	Reason for Journey				Total
	Business	Holiday/Leisure/ Recreation	Visit to Friends/ Relatives	Other	
Accommodation Used	5,151	26,750	17,362	6,366	55,628
Hotel	2,444	9,342	1,101	587	13,474
Guest house/B&B	307	4,552	790	368	6,017
Rented house/Apartment	1,449	5,272	1,717	1,950	10,388
Caravan/Camping	4	1,024	50	5	1,083
Hostel	34	1,377	173	101	1,684
Friends/Relatives	534	2,856	13,012	890	17,292
Other	379	2,327	519	2,465	5,689

¹ Revised

Table 11 Visits Abroad by Irish Residents - Estimated Expenditure (Including International Fares) Classified by Route of Travel and Total Net International Tourism and Travel Expenditure

					€ million
Estimated Expenditure	2003	2004	2005	2006	2007 ³
Route of Travel					
Air Cross-Channel	1,393	1,419	1,610	1,638	1,897
Sea Cross-Channel	220	211	202	192	190
Continental European	2,452	2,480	2,846	3,402	3,969
Transatlantic	521	551	612	686	786
All Overseas Routes	4,586	4,661	5,270	5,918	6,842
Cross-Border ¹	127	128	131	131	142
Total Expenditure (including international fares)	4,713	4,789	5,401	6,049	6,984
Passenger fare payments by Irish Visitors abroad to Irish carriers	555	610	629	732	821
Total net international tourism and travel expenditure²	4,158	4,179	4,773	5,318	6,163

¹ Estimates are for tourist expenditure only

² Total Expenditure (incl. international fares) less passenger fare payments by Irish Visitors abroad to Irish carriers

³ Revised

Table 12 Overseas Visits by Irish Residents - Estimated Expenditure (Including International Fares) Classified by Reason for Journey

€ million					
Estimated Expenditure	2003	2004	2005	2006	2007
Total Expenditure (including international fares)	4,586	4,661	5,270	5,918	6,842
Reason for Journey					
Business	605	612	708	781	829
Holiday/Leisure/Recreation	2,895	2,882	3,220	3,557	4,388
Visit to Friends/Relatives	796	862	945	1,132	1,227
Other	290	304	397	448	398

Table 13 Visits Abroad by Irish Residents - Estimated Number of Overseas Visits (Classified by Route of Travel and Reason for Journey) and of Cross-Border Visits on Rail and Scheduled Bus Services

'000					
Visits	2003	2004	2005	2006	2007
Total Overseas Visits	4,929	5,409	6,113	6,848	7,713
Route of Travel					
Air Cross-Channel	1,825	1,982	2,215	2,252	2,356
Sea Cross-Channel	408	384	336	341	333
Continental European	2,438	2,735	3,205	3,867	4,583
Transatlantic	259	309	357	387	441
Reason for Journey					
Business	597	671	738	813	886
Holiday/Leisure/Recreation	2,876	3,081	3,518	3,864	4,654
Visit to Friends/Relatives	1,170	1,296	1,416	1,648	1,753
Other	287	361	441	523	420
Cross Border Visits					
Rail					
Length of Stay - 1 Day or less	152	132	129	121	142
- Over 1 day	58	50	49	46	54
Scheduled Bus					
Length of Stay - 1 Day or less	170	168	159	149	137
- Over 1 day	65	64	60	56	52

Table 14 Overseas Visits by Irish Residents Distinguishing Same-Day Visits

		'000
Visits	2006	2007
Total Overseas Visits	6,848	7,713
Same-day visits (i.e. no overnight abroad)	191	205
Visits with at least one overnight abroad	6,657	7,508

Table 15 Overseas Same-Day Visits by Irish Residents - Classified by Reason for Journey and Route of Travel, 2007

					'000
	Reason for Journey				
Visits	Business	Holiday/Leisure/ Recreation	Visit to Friends/ Relatives	Other	Total
Total Same-day Visits (i.e. no overnight abroad)	109	57	32	6	205
Route of Travel					
Air Cross-Channel	90	20	20	3	134
Sea Cross-Channel	5	14	6	3	28
Continental European	13	23	6	0	42
Transatlantic	1	0	0	0	1

**Table 16 Overseas Visits by Irish Residents - Estimated Average Length of Stay (Nights)
Classified by Route of Travel and Reason for Journey**

	Nights				
Length of Stay	2003	2004	2005	2006	2007 ¹
All Overseas Visits	9.3	8.5	8.4	8.0	8.1
Route of Travel					
Air Cross-Channel	8.9	8.4	8.3	7.5	8.5
Sea Cross-Channel	8.2	8.4	6.5	7.1	6.5
Continental European	9.0	8.0	8.3	8.0	7.8
Transatlantic	16.9	14.3	11.7	10.9	10.2
Reason for Journey					
Business	7.3	6.3	6.6	6.3	6.1
Holiday/Leisure/Recreation	9.6	8.7	8.4	8.0	8.4
Visit to Friends/Relatives	8.8	8.8	9.1	9.0	8.3
Other	12.9	9.6	8.8	7.0	8.2

¹ Revised

Table 17 Tourism and Travel Estimated Earnings and Expenditure

	€ million				
Estimated Earnings and Expenditure	2003	2004	2005	2006	2007 ¹
International Tourism and Travel					
Earnings from visits to Ireland	4,057	4,065	4,272	4,692 ¹	4,902
Net International Tourism and Travel					
Expenditure by Irish Visitors abroad	4,158	4,179	4,773	5,318	6,163
Tourism and Travel Balance	-101	-114	-501	-626¹	-1,261

¹ Revised

Background Notes

Introduction This annual series gives details on the number of overseas visits to Ireland and Irish visits abroad for the year. It includes data on the reason for journey, average length of stay (nights) and expenditure.

Commercial Drivers From the 1st January, 2000 Commercial Drivers on sea routes are excluded from visitor numbers.

The agreed European interpretation of Annex 1 of Commission Decision of 9 December 1998 implementing Council Directive 95/57/EC is that commercial drivers should be considered travellers rather than visitors.

One of the fundamental criteria that are used to distinguish a visitor from a traveller is that the *trip should be to a place other than that of the usual environment*. Places that are frequently visited are part of a person's *usual environment* even though they may be located at a considerable distance (or in another country) from the place of residence. Persons who work in means of transport are included in visitor numbers under "Business" unless their trips consist of frequent routine travel, in which case they may be excluded by the *usual environment* criterion.

Sources Two sample surveys of passengers, the *Country of Residence Survey* and the *Passenger Card Inquiry*, are carried out by the Central Statistics Office. These are used in conjunction with passenger movement figures supplied by the transport companies to provide estimates for overseas tourism and travel.

Passenger fare payments by non-residents to Irish carriers refer to total fare payments to Irish carriers, that is, including fares for non-Irish travel.

The *Country of Residence Survey* is a continuous sample survey of passengers (both inward and outward) at all major air and seaports to provide an estimated distribution of passengers by country of residence. This distribution is applied to the total passenger movement figures to provide estimates of the numbers of Irish visits abroad and visits to Ireland by non-residents. Visits to Ireland are further categorised into the areas of residence shown in this release. The sample size in the 2007 *Country of Residence Survey* was just over 612,200 passengers.

The *Passenger Card Inquiry* is a continuous sample survey of incoming and departing passengers at major air and seaports. This survey provides information on the reason for journey, area of residence, length of stay, expenditure and fare costs. The results are combined with the overall visitor estimates from the *Country of Residence Survey* to provide the overseas tourism and travel estimates shown in the tables. The sample size in the 2007 *Passenger Card Inquiry* at air and seaports was just over 350,500 passengers (181,800 inward and 168,700 outward).

The estimates for cross-border visits on rail and scheduled bus services are derived from the *Passenger Card Inquiry* on rail services and from passenger movement statistics. In this case the *Passenger Card Inquiry* results are used to estimate the country of residence distribution in addition to the reason for journey, average length of stay, expenditure and fare costs. The estimates of expenditure by cross-border visitors using private cars (or un-scheduled bus services) are based on very limited information and must be regarded as subject to error.